



(AL) Impaired Driving

¹FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

Other Michigan Performance Measures

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

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

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

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

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

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

¹ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



Task 1: Support, Training, and Enforcement	\$2,647,000
Section 402 FAST Act Alcohol funds	\$484,000
Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds	\$560,000
Section 405(d) FAST Act Impaired Driving Low HVE funds	\$55,000
Section 405(d) FAST Act Impaired Driving Low Court Support funds	\$1,000,000
Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex) funds	\$548,000
Section 405(d) FAST Act Impaired Driving Low Alcohol (flex) funds	\$548,000

Drug Recognition Expert (DRE) Training

Planned Activity Number	CP-22-01-d Special Projects	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit To Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$476,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect Cost Rate	9.1%	
Grant Start-Up	October 1	
Project Objective(S)	<p>Increase the number of DRE enforcement evaluations from 787 to 870 by September 30, 2022.</p> <p>Increase the number of active certified DREs from 147 to 187 by September 30, 2022.</p>	

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

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

Drug Recognition Expert (DRE) Call Out Program

Planned Activity Number	CP-22-01-e Special Projects	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	FDLHVE-405d Low HVE	
Benefit To Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$55,000	405(d) FAST Act Impaired Driving Low HVE
Indirect Cost Rate	9.1%	
Grant Start-Up	October 1	
Project Objective(S)	<p>Increase the number of certified DREs responding to requests for a DRE from 146 to 175 by September 30, 2022.</p>	

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



Funding will support personnel and indirect costs.

Drug Recognition Expert (DRE) National Training Conference

Planned Activity Number	CP-22-01-f Special Projects	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit To Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$24,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect Cost Rate	Various	
Grant Start-Up	October 1	
Project Objective(S)	Reimburse registration and travel costs for 10 DRE instructors to attend the 2022 DRE National Training Conference on a rotating basis by September 30, 2022.	

DRE instructors are the only persons qualified in the state to teach the DRE and Advanced Roadside Impaired Driving Enforcement (ARIDE) training. Attending the DRE National Conference allows the DRE instructors to remain up to date with current trends and information relating to impairment, drugged driving, and changes and updates to DRE, ARIDE, and Standardized Field Sobriety Testing (SFST) training and curriculums. The DRE instructors will bring this information back to the state to provide to their students during subsequent training.

Funding will support supplies/operating costs.

Impaired Driving Detection Training

Planned Activity Number	AL-22-01	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	AL-2022-Impaired Driving	
Benefit To Locals	Yes	
Grantee	Michigan State Police Training Division	
Grant Amount, Funding Source	\$484,000	402 FAST Act Alcohol
Indirect Cost Rate	9.1%	
Grant Start-Up	October 1	
Project Objective(S)	Conduct 114 SFST training courses for 1,400 officers by September 30, 2022. Conduct 56 ARIDE training courses for 1,440 officers by September 30, 2022.	

This project will support 40 basic Standardized Field Sobriety Test (SFST) Practitioner classes, 70 SFST Refresher classes, one SFST Instructor School, three SFST Instructor Refresher classes as needed, 36 ARIDE classes, and 20 ARIDE Refresher classes for law enforcement officers statewide.

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



Sobriety Court Support

Planned Activity Number	AL-22-05	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	FDLCS-405d Low Court Support	
Benefit To Locals	N/A	
Grantee	State Court Administrative Office (SCAO)	
Grant Amount, Funding Source	\$1,000,000	405(d) FAST Act Impaired Driving Low Court Support
Indirect Cost Rate	11.2%	
Grant Start-Up	October 1	
Project Objective(S)	<p>Support operational DWI or Hybrid Drug/DWI programs in accepting 200 participants by September 30, 2022.</p> <p>Support existing jurisdiction DWI and Hybrid Drug/DWI court programs to expand the DWI population within the operational programs by September 30, 2022.</p> <p>Support jurisdictions in the planning and development stages of DWI or Hybrid Drug/DWI programs by September 30, 2022.</p> <p>Maintain a three percent recidivism rate for DWI participants by September 30, 2022.</p>	

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

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

Judicial Training and Outreach

Planned Activity Number	AL-22-04	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit To Locals	N/A	
Grantee	Michigan Judicial Institute (MJJ)	
Grant Amount, Funding Source	\$20,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Provide training opportunities for 500 district court judges, magistrates, drug treatment court staff, and probation officers in relevant traffic safety-related information by September 30, 2022.	



This project will provide speakers for the Michigan Association of Treatment Court Professionals, Judicial, District Court Probation Officers, Juvenile Probation Officers, and Magistrate’s Associations’ annual conferences and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marijuana, along with other impaired driving traffic safety issues. An attorney will provide research support and judicial bench book updates.

Funding will support contractual and supplies/operating costs.

Judicial Outreach Liaison (JOL)

Planned Activity Number	AL-22-04	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit To Locals	N/A	
Grantee	Michigan Judicial Institute (MJL)	
Grant Amount, Funding Source	\$40,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Provide training for 500 district court judges, magistrates, and judicial personnel in relevant impaired driving traffic safety-related information by September 30, 2022.	

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

Funding will support contractual costs.

Traffic Safety Training Program

Planned Activity Number	AL-22-03	
Planned Activity Code	2022-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
GTS Code	FDL*AL-405d Low Alcohol	
Benefit To Locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant Amount, Funding Source	\$548,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Grant Amount, Funding Source	\$548,000	405(d) FAST Act Impaired Driving Low Alcohol flex
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Provide 40 different topic specific trainings/presentations for approximately 6,000 law enforcement, prosecutors, and traffic safety partners by September 30, 2022.	

The project will provide 40 different topic specific trainings/presentations which will impact approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, DRE Mock Trial, as well as webinars on ignition interlocks, sobriety courts, and medical marijuana which may be duplicated throughout the year.

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



Task 2: Research, Data, and Evaluation	\$5,537,000
Section 405(d) FAST Act Impaired Driving Low funds	\$5,537,000

Impaired Driving Program Assessment Recommendation Implementation

Planned Activity Number	AL-22-06	
Planned Activity Code	2022-2002 AL Research, Data, and Evaluation	
GTS Code	M6X-405d Impaired Driving Low	
Benefit To Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$5,537,000	405(d) FAST Act Impaired Driving Low
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Identify and implement data-driven program area strategies by September 30, 2022.	

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

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

Task 3: Education, Communication, and Outreach	\$604,000
Section 405(d) FAST Act Impaired Driving Low Alcohol funds	\$4,000
Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media funds	\$600,000

Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information (PI&E) Campaign

Planned Activity Number	CP-22-03-d PI&E	
Planned Activity Code	2022-2003 AL Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$100,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Increase awareness for the MSP-Third District IMPACT messaging among young men by 10 percent by September 30, 2022.	

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

Funding will support contractual costs.



Drugged Driving Public Education Campaign

Planned Activity Number	CP-22-03-u PI&E	
Planned Activity Code	2022-2003 AL Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$500,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect Cost Rate	N/A	
Grant Start-Up	Oct 1	
Project Objective(s)	Conduct a drug impaired driving awareness campaign by September 30, 2022.	

The OHSP will work with a communications development team for distribution of the “Not Here” drugged driving video and radio campaigns that were completed in FY2020.

Funding will support contractual costs.

Mothers Against Drunk Driving (MADD) Michigan Law Enforcement and Prosecutor Awards Program

Planned Activity Number	AL-22-03	
Planned Activity Code	2022-2003 AL Education, Communication, and Outreach	
GTS Code	FDL*AL-405d Low Alcohol	
Benefit To Locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant Amount, Funding Source	\$4,000	405(d) FAST Act Impaired Driving Low Alcohol
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD’s mission by September 30, 2022.	

This project will support the Mothers Against Drunk Drivers awards luncheon to recognize law enforcement and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers. Awards will be given in one prosecutor and four law enforcement categories.

Funding will support supplies/operating and contractual costs.



Task 4: Program Management	\$557,000
Section 402 FAST Act Program Management funds	\$557,000

Program Management

Planned Activity Number	CP-22-02-b PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit To Locals	No	
Grantee	OHSP Program Management	
Grant Amount, Funding Source	\$557,000	402 FAST Act Program Management
Indirect Cost Rate	9.1%	
Grant Start-Up	October 1	

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

TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Alcohol	Section 405(d) FAST Act Impaired Driving Low	Section 405(d) FAST Act Impaired Driving Low Court Support	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media	405(d) FAST Act Impaired Driving Low HVE	Section 405(d) FAST Act Impaired Driving Low Alcohol	Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	Section 405(d) FAST Act Impaired Driving Low Alcohol (flex)	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	AL-2022	M6X	FDLCS	FDLPEM	FDLHVE	FDL*AL	FDLATR	FDL*AL		
AL-1	Support, Training, and Enforcement		\$484,000		\$1,000,000		\$55,000		\$560,000	\$548,000	\$484,000	\$2,647,000
AL-2	Research, Data, and Evaluation			\$5,537,000								\$5,537,000
AL-3	Education, Communication, and Outreach					\$600,000		\$4,000				\$604,000
AL-4	Program Management	\$557,000										\$557,000
TOTALS		\$557,000	\$484,000	\$5,537,000	\$1,000,000	\$600,000	\$55,000	\$4,000	\$560,000	\$548,000	\$484,000	\$9,345,000

FDL*AL GTS code is listed twice as one is flex and one is NOT. There is not a GTS code for 405(d) Impaired Driving Low Alcohol that is NOT flex.



(CP) Community Programs

²FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

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

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

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

C-8 Number of unhelmeted motorcyclist fatalities

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

C-9 Number of drivers ages 20 and younger involved in fatal crashes

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

C-10 Number of pedestrian fatalities

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

² This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



C-11 Number of bicyclist fatalities

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

B-1 Statewide seat belt use rate

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

Other Michigan Performance Measures

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

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

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

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

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

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

O4: Number of crashes involving a motorcycle and another motor vehicle.

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

O5: Number of senior drivers ages 65 and older in fatal crashes

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

O6: Number of distracted drivers involved in fatal crashes

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

Task 1: Support, Training, and Enforcement	\$0
Choose an item.	\$0

No projects.

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	\$0

No project.



Task 3: Education, Communication, and Outreach	\$542,000
Section 402 FAST Act Community Traffic Safety Project funds	\$342,000
Section 402 FAST Act Planning and Administration funds	\$100,000
Section 405(b) FAST Act Occupant Protection High (flex) funds	\$100,000

In-House Public Information and Education (PI&E)

Planned Activity Number	CP-22-03-n PI&E	
Planned Activity Code	2022-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	CP-2022-Community Traffic Safety Project	
Benefit To Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$75,000	402 FAST Act Community Traffic Safety Project
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders by September 30, 2022.	

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

Funding will support supplies/operating costs.

Materials Storage and Distribution

Planned Activity Number	CP-22-04	
Planned Activity Code	2022-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	CP-2022-Community Traffic Safety Project	
Benefit To Locals	Yes	
Grantee	Michigan State Police Grants and Community Services Division	
Grant Amount, Funding Source	\$165,000	402 FAST Act Community Traffic Safety Project
Indirect Cost Rate	9.1%	
Grant Start-up	October 1	
Project Objective(s)	Distribute 225,000 traffic safety catalog items and two mobilization mailings by September 30, 2022.	

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



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

Winter Safe Driving Awareness Campaign

Planned Activity Number	CP-22-03-o PI&E	
Planned Activity Code	2022-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	CP-2022-Community Traffic Safety Project	
Benefit To Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$100,000	402 FAST Act Community Traffic Safety Project
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Conduct a statewide winter safe driving awareness campaign April 30, 2022.</p> <p>Create a statewide Michigan Winter Safe Driving Awareness initiative by December 30, 2021.</p>	

The *Drive Slow on Ice and Snow* winter safe driving awareness campaign will utilize new social media messages to promote a statewide Michigan Winter Safe Driving Awareness initiative in November 2022. Existing messages and resources will be refreshed/reprinted for distribution and inclusion in publications and paid and earned media efforts.

Funding will support contractual and supplies/operating costs.

Winter Safe Driving Awareness Symposium

Planned Activity Number	CP-22-01-b Special Projects	
Planned Activity Code	2022-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	CP-2022-Community Traffic Safety Project	
Benefit To Locals	Yes	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$2,000	402 FAST Act Community Traffic Safety Project
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Create public awareness of the need to adjust speed and driver behavior by April 30, 2022.	

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

Funding will support supplies/operating and travel costs.



Strategic Counsel

Planned Activity Number	CP-22-03-m PI&E	
Planned Activity Code	2022-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	M1*CP-405b High Community Safety Project	
Benefit To Locals	N/A	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$100,000	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(s)	Provide communications expertise related to new situations, opportunities, and challenges for four projects by September 30, 2022.	

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

Funding will support contractual costs.

Michigan Highway Traffic Safety Summit

Planned Activity Number	CP-22-02-o PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit To Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	*\$100,000	402 FAST Act Planning and Administration
Indirect Cost Rate	9.1%	
Grant Start-Up	October 1	
Project Objective(S)	Conduct the annual Michigan Traffic Safety Summit for 500 attendees with traffic safety information regarding education, enforcement, engineering, and emergency medical services by September 30, 2022.	

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

Funding will support supplies/operating and contractual costs. ***Funding is spread across all the program areas.**



Task 4: Program Management	\$106,000
Section 402 FAST Act Program Management funds	\$106,000

Program Management

Planned Activity Number	CP-22-02-f PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit To Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$106,000	402 FAST Act Program Management
Indirect Cost Rate	9.1%	
Grant Start-Up	October 1	

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

TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Community Traffic Safety Project	Section 402 FAST Act Planning and Administration	Section 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	CP-2022	PA-2022	M1*CP-405b		
CP-1	Support, Training, and Enforcement						\$0
CP-2	Research, Data, and Evaluation						\$0
CP-3	Education, Communication, and Outreach		\$342,000	\$100,000	\$100,000	\$442,000	\$542,000
CP-4	Program Management	\$106,000					\$106,000
TOTALS		\$106,000	\$342,000	\$100,000	\$100,000	\$442,000	\$648,000



(DE) Driver Education

³Core Performance Measures

⁴FY2022 Michigan Performance Measures

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C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

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

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

C-9 Number of drivers ages 20 and younger involved in fatal crashes

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

B-1 Statewide seat belt use rate

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

Other Michigan Performance Measures

O5: Number of senior drivers ages 65 and older in fatal crashes

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

O6: Number of distracted drivers involved in fatal crashes

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

³ Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities

⁴ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



Task 1: Support, Training, and Enforcement	\$19,000
Section 405(d) FAST Act Impaired Driving Low Youth Alcohol	\$19,000

Ride and Drive Impaired Driving Station

Planned Activity Number	CP-22-01-n Special Projects	
Planned Activity Code	2022-7001 DE Support, Training, and Enforcement	
GTS Code	FDL*YA Low Youth Alcohol	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$19,000	405(d) FAST Act Impaired Driving Low Youth Alcohol
Indirect cost rate	Various 9.1%	
Grant Start-up	October 1	
Project Objective(s)	Provide impaired driving education for 640 teens/students and 475 adults/parents to educate them on the dangers of impaired driving by September 30, 2022.	

Eight law enforcement officers will work with teen drivers and their parents to educate them on the dangers of impaired driving during Ford's Ride and Drive three-day event in May 2022.

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

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	\$0

No projects.

Task 3: Education, Communication, and Outreach	\$519,000
Section 402 FAST Act Driver Education funds	\$311,000
Section 405(d) FAST Act Impaired Driving Low Driver Education (flex) funds	\$208,000

Teen Passenger Safety Campaign

Planned Activity Number	CP-22-03-v PI&E	
Planned Activity Code	2022-7003 DE Education, Communication, and Outreach	
GTS Code	FDL*DE Low Driver Education	
Benefit to Locals	No	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$125,000	405(d) FAST Act Impaired Driving Low Driver Education (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Develop and distribute 18 social media messages resulting in 2,000,000 impressions by September 30, 2022.	



A media campaign aimed at parents will focus on the dangers of passengers and teen drivers. A variety of messages will be used including, but not limited to, social media, social media influencers, advertising at high school events, and web banners. The campaign will be targeted to the counties with the highest

number of teen traffic fatalities and suspected serious injuries with passengers, including Wayne, Kent, Oakland, Macomb, Ingham, Genesee, Ottawa, Kalamazoo, Jackson, and Washtenaw.

Funding will support contractual costs.

Older Driver Evaluation and Referral Process

Planned Activity Number	CP-22-03-t PI&E	
Planned Activity Code	2022-7003 DE Education, Communication, and Outreach	
GTS Code	FDL*DE- Low Driver Education	
Benefit to Locals	No	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$83,000	405(d) FAST Act Impaired Driving Low Driver Education (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Develop assets and an outreach plan for the medical professionals to educate and inform about the driver assessment request for evaluation and reexamination processes by September 30, 2022.	

This project is to develop and create communications outreach assets, video(s), and web content directed at medical professionals explaining challenges facing older drivers, risks, and the availability of the Michigan Department of State’s driver assessment referral and reexamination processes to effectively evaluate older drivers’ skills and ability to meet the state’s standards.

Funding will support contractual costs.

Strive for a Safer Drive (S4SD)

Planned Activity Number	DE-22-01	
Planned Activity Code	2022-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2022-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$85,000	402 FAST Act Driver Education
Indirect cost rate	17%	
Grant Start-up	October 1	
Project Objective(s)	Establish S4SD in 65 schools by September 30, 2022. Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2022. Increase the average seatbelt usage, based on pre- and post-observational surveys, among all participating schools by two percent by September 30, 2022.	



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

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

Distracted Driving Public Education Social Media Campaign

Planned Activity Number	CP-22-03-u PI&E	
Planned Activity Code	2022-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2022-Driver Education	
Benefit to Locals	Yes	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$70,000	402 FAST Act Driver Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Support statewide outreach by finalizing and distributing paid ads, including social media ads, about the dangers of distracted driving to young drivers by September 30, 2022.	

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

Funding will support contractual costs.

Teen Interactive School Programs

Planned Activity Number	DE-22-04	
Planned Activity Code	2022-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2022-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$156,000	402 FAST Act Driver Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct teen traffic safety interactive programming in high fatality and suspected serious injury counties for 15,000 teens in 45 high schools by September 30, 2022.	

The TIA will utilize a request for proposal (RFP) to contract with up to three teen interactive safe driving vendors to deliver teen interactive programs to high schools with the largest number of fatalities and suspected serious injuries involving a teen driver.

Funding will support contractual and indirect costs.



Task 4: Program Management	\$18,300
Section 402 FAST Act Program Management funds	\$18,300

Program Management

Planned Activity Number	CP-22-02-g PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$18,300	402 FAST Act Program Management
Indirect cost rate	9.1%	
Grant Start-up	October 1	

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

TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Driver Education	Section 405(d) FAST Act Impaired Driving Low Driver Education (flex)	Section 405(d) FAST Act Impaired Driving Low Youth Alcohol	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	DE-2022	FDL*DE	FDL*YA		
DE-1	Support, Training, and Enforcement				\$19,000		\$19,000
DE-2	Research, Data, and Evaluation						\$0
DE-3	Education, Communication, and Outreach		\$311,000	\$208,000		\$311,000	\$519,000
DE-4	Program Management	\$18,300					\$18,300
TOTALS		\$18,300	\$311,000	\$208,000	\$19,000	\$311,000	\$556,300



(EM) Emergency Medical Services

⁵Core Performance Measures **⁶FY2022 Michigan Performance Measures**

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

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

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

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

C-8 Number of unhelmeted motorcyclist fatalities

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

C-9 Number of drivers ages 20 and younger involved in fatal crashes

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

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

⁶ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



C-10 Number of pedestrian fatalities

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

C-11 Number of bicyclist fatalities

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

B-1 Statewide seat belt use rate

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

Other Michigan Performance Measures

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

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

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

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

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

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

O4: Number of crashes involving a motorcycle and another motor vehicle.

Target: Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,448 (2018-2022 average) by September 30, 2022.

O5: Number of senior drivers ages 65 and older in fatal crashes

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

O6: Number of distracted drivers involved in fatal crashes

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

Task 1: Support, Training, and Enforcement	\$22,000
Section 402 FAST Act Emergency Medical Services funds	\$22,000



Upper Peninsula (U.P.) Rural Bystander Care Program

Planned Activity Number	CP-22-01-j Special Projects	
Planned Activity Code	2022-6002 CP Special Projects (CP 01)	
GTS Code	EM-2022-Emergency Medical Services	
Benefit To Locals	Yes (\$22,000)	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$20,000	402 FAST Act Emergency Medical Services
Planned Activity Number	CP-22-03-w PI&E	
Planned Activity Code	2021-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	EM-2022-Emergency Medical Services	
Benefit To Locals	Yes (\$2,000)	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$2,000	402 FAST Act Emergency Medical Services
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(s)	Conduct the rural bystander care training program for 150 people in the U.P. by September 30, 2022.	

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

The \$2,000 funded under the CP-22-03-w PI&E grant is for the production and printing of the PI&E materials costs.

The \$20,000 under the CP-22-01-j Special Projects grant is for supplies/operating and contractual costs.

Funding will support supplies/operating and contractual costs.

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	\$0

No projects.

Task 3: Education, Communication, and Outreach	\$0
Choose an item.	\$0

No projects.



Task 4: Program Management	\$9,000
Section 402 FAST Act Program Management funds	\$9,000

Program Management

Planned Activity Number	CP-22-02-i PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
Gts Code	PA-2022-Planning and Administration	
Benefit To Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$9,000	402 FAST Act Program Management
Indirect Cost Rate	9.1%	
Grant Start-Up	October 1	

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

TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Emergency Medical Services	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	EM-2022		
EM-1	Support, Training, and Enforcement		\$22,000	\$22,000	\$22,000
EM-2	Research, Data, and Evaluation				\$0
EM-3	Education, Communication, and Outreach				\$0
EM-4	Program Management	\$9,000			\$9,000
TOTALS		\$9,000	\$22,000	\$22,000	\$31,000



(MC) Motorcycle Safety

⁷FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

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

C-8 Number of unhelmeted motorcyclist fatalities

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

Other Michigan Performance Measures

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

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

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

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

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

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

⁷ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



O4: Number of crashes involving a motorcycle and another motor vehicle.

Target: Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,448 (2018-2022 average) by September 30, 2022.

Task 1: Support, Training, and Enforcement	\$105,000
Section 405(f) FAST Act Safety Motorcyclist Training funds	\$105,000

Motorcycle Rider Training

Planned Activity Number	MC-22-01	
Planned Activity Code	2022-8001 MC Support, Training, and Enforcement	
GTS Code	M11MT-405f Safety Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$25,000	405(f) FAST Act Safety Motorcyclist Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Train 150 experienced motorcyclists in an Advanced RiderCourse (ARC) in the top 10 counties where motorcyclist-involved fatalities are highest by September 30, 2022.	

The Michigan Department of State (MDOS) will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct Advanced RiderCourse (ARC) classes.

Funding will support contractual costs.

Motorcycle RiderCoach Professional Development

Planned Activity Number	MC-22-01	
Planned Activity Code	2022-8001 MC Support, Training, and Enforcement	
GTS Code	M11MT-405f Safety Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$64,000	405(f) FAST Act Safety Motorcyclist Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Train 72 new and existing coaches to help prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by September 30, 2022.	

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

Funding will support contractual costs.



Motorcycle Range Aides

Planned Activity Number	MC-22-01	
Planned Activity Code	2022-8001 MC Support, Training, and Enforcement	
GTS Code	M11MT-405f Safety Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$16,000	405(f) FAST Act Safety Motorcyclist Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct a range aide internship program by hiring and mentoring 10 individuals to facilitate their transition to become a RiderCoach by September 30, 2022.	

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to hire 10 individuals through public sponsor agencies in a range aide internship program.

Funding will support contractual costs.

Task 2: Research, Data, and Evaluation	\$139,000
Section 405(f) FAST Act Motorcycle Safety Programs funds	\$117,000
Section 405(d) FAST Act Impaired Driving Low Motorcycle Safety funds	\$22,000

Motorcycle Program Assessment Recommendation Implementation

Planned Activity Number	MC-22-02	
Planned Activity Code	2022-8002 MC Research, Data, and Evaluation	
GTS Code	M11X-405f Motorcycle Safety Programs	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$117,000	405(f) FAST Act Motorcycle Safety Programs
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Identify and implement data-driven motorcyclist safety program strategies by September 30, 2022.	

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

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



Motorcycle Safety Telephone Surveys

Planned Activity Number	CP-21-03-y PI&E	
Planned Activity in GMSS	2022-8002 MC Research, Data, and Evaluation	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$22,000	405(d) FAST Act Impaired Driving Low Motorcycle Safety
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Determine public perception of advertising messages for traffic safety campaigns by conducting one set of pre- and post-telephone surveys by September 30, 2022.	

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

Funding will support contractual costs.

Task 3: Education, Communication, and Outreach	\$355,000
Section 402 FAST Act Motorcycle Safety funds	\$25,000
Section 405(f) FAST Act Motorcycle Safety Program funds	\$30,000
Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media funds	\$300,000

Impaired Motorcyclist Prevention Campaign

Planned Activity Number	CP-22-03-r PI&E	
Planned Activity Code	2022-8003 MC Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Develop and disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2022.	

This project will promote a campaign message which informs riders that motorcyclists are far overrepresented in the impaired crashes as compared to any other road user in Michigan. The message is focused on the top counties with the most alcohol-involved and drug-involved single-vehicle motorcyclist fatalities. The campaign began in FY2017 with a focus on alcohol involvement and will continue to broaden the message to include drug impairment through paid advertising with educational materials that will be printed and distributed to partners and stakeholders.

Funding will support supplies/operating costs and contractual costs.



RiderCoach Recruitment

Planned Activity Number	CP-22-03-s PI&E	
Planned Activity Code	2022-8003 MC Education, Communication, and Outreach	
GTS Code	M11X-405f Motorcycle Safety Program	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$30,000	405(f) FAST Act Motorcycle Safety Programs
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct a public education campaign to help prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by September 30, 2022.	

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

Funding will support contractual costs.

Shadow Rider Project

Planned Activity Number	CP-22-03-q PI&E	
Planned Activity Code	2022-8003 MC Education, Communication, and Outreach	
GTS Code	MC-2022-Motorcycle Safety	
Benefit to Locals	Yes	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$25,000	402 FAST Act Motorcycle Safety
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce the number of unendorsed riders to 25,000 by September 30, 2022.	

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

Funding will support supplies/operating costs and contractual costs.



Task 4: Program Management	\$138,000
Section 402 FAST Act Program Management funds	\$138,000

Program Management

Planned Activity Number	CP-22-02-h PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$138,000	402 FAST Act Program Management
Indirect cost rate	9.1%	
Grant Start-up	October 1	

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

TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Motorcycle Safety	Section 405(d) FAST Act Impaired Driving Low Motorcycle Safety	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media	Section 405(f) FAST Act Safety Motorcyclist Training	Section 405(f) FAST Act Motorcycle Safety Programs	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	MC-2022	FDL*MC	FDLPEM	M11MT	M11X		
MC-1	Support, Training, and Enforcement					\$105,000			\$105,000
MC-2	Research, Data, and Evaluation			\$22,000			\$117,000		\$139,000
MC-3	Education, Communication, and Outreach		\$25,000		\$300,000		\$30,000	\$25,000	\$355,000
MC-4	Program Management	\$138,000							\$138,000
TOTALS		\$138,000	\$25,000	\$22,000	\$300,000	\$105,000	\$147,000	\$25,000	\$737,000



(OP) Occupant Protection

⁸FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

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

B-1 Statewide seat belt use rate

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

Task 1: Support, Training, and Enforcement	\$365,000
Section 402 FAST Act Child Restraints funds	\$253,000
Section 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds	\$47,000
Section 405(b) FAST Act Occupant Protection High Training funds	\$65,000

⁸ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



Community Car Seat Distribution

Planned Activity Number	CP-22-01-a Special Projects	
Planned Activity Code	2022-1001 OP Support, Training, and Enforcement	
GTS Code	OP-2022 Occupant Protection	
GTS Code	CR-2022 Child Restraints	
GTS Code	M1CSS-405b High CSS Purchase/Distribution	
Benefit To Locals	Yes (\$253,000)	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$253,000	402 FAST Act Child Restraints
Grant Amount, Funding Source	\$47,000	405(b) FAST Act Occupant Protection High CSS Purchase/Distribution
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Prevent the unrestrained fatalities and suspected serious injuries for children ages 10 and younger from increasing from 39 to 31 by September 30, 2022.	

Car seat distribution will be focused on the 15 top counties with unrestrained fatal and suspected serious injury crashes for children 10 and under. Additional counties may be added or considered based on need, resources, or specific programming (i.e., diverse populations, rural, etc.). By offering free car seats to eligible low-income families or caregivers the OHSP is reaching high risk populations and providing this service to families and caregivers statewide.

Funding will support supplies/operating costs.

Child Passenger Safety Training and Recertification

Planned Activity Number	CP-22-01-c Special Projects	
Planned Activity Code	2022-1001 OP Support, Training, and Enforcement	
GTS Code	M1TR-405b High Training	
Benefit To Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$65,000	405(b) FAST Act Occupant Protection High Training
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Train 25 new technicians in two certification courses by September 30, 2022.</p> <p>Recertify 100 current technicians in two continuing education workshops by September 30, 2022.</p> <p>Recertify ten technicians in renewal courses by September 30, 2022.</p> <p>Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2022.</p>	



The Child Passenger Safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work with families in need. The OHSP will continue to

support CPS technician certification, continuing education units (CEU), and renewal trainings with a focus on the 11 counties with the largest unrestrained fatal and suspected serious injury (KA) crashes of children ages ten and younger. The counties include Wayne, Bay, Genesee, Kalamazoo, Oakland, Washtenaw, Ingham, Kent, Muskegon, Ottawa, and St. Clair. Travel scholarships may also be provided for CPS technician candidates working in low-technician (three or less) counties.

Funding will support contractual and supplies/operating costs.

Task 2: Research, Data, and Evaluation	\$430,000
Section 405(b) FAST Act Occupant Protection High funds	\$430,000

Seat Belt and Hand-Held Device Use Direct Observation Survey

Planned Activity Number	OP-22-03	
Planned Activity Code	2022-1002 OP Research, Data, and Evaluation	
GTS Code	M1X 405b OP High	
Benefit To Locals	N/A	
Grantee	Michigan State University (MSU)	
Grant Amount, Funding Source	\$119,000	405(b) FAST Act Occupant Protection High
Indirect Cost Rate	26%	
Grant Start-up	October 1	
Project Objective(s)	<p>Determine the seat belt use rate by conducting the annual direct observation survey by September 30, 2022.</p> <p>Determine the hand-held device use rate by conducting a direct observation survey by September 30, 2022.</p>	

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

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



Child Restraint Use/Misuse Direct Observation Survey

Planned Activity Number	OP-22-02	
Planned Activity Code	2022-1002 OP Research, Data, and Evaluation	
GTS Code	M1X 405b OP High	
Benefit To Locals	N/A	
Grantee	Michigan State University (MSU)	
Grant Amount, Funding Source	\$115,000	405(b) FAST Act Occupant Protection High
Indirect Cost Rate	26%	
Grant Start-up	October 1	
Project Objective(s)	<p>Determine the child restraint device use and misuse rates among children ages zero to three by September 30, 2022.</p> <p>Determine the child restraint device use and misuse rates among children ages four to seven years old by September 30, 2022.</p> <p>Determine the total child restraint device use and misuse rates among children ages zero to seven by September 30, 2022.</p>	

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

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

Occupant Protection Program Assessment Recommendation Implementation

Planned Activity Number	OP-22-04	
Planned Activity Code	2022-1002 OP Research, Data, and Evaluation	
GTS Code	M1X 405b OP High	
Benefit To Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$196,000	405(b) FAST Act Occupant Protection High
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Identify and implement occupant protection program strategies by September 30, 2022.	

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

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



Task 3: Education, Communication, and Outreach	\$600,000
Section 405(b) FAST Act Occupant Protection High Public Education funds	\$600,000

Buckle Up in Your Truck Public Education

Planned Activity Number	CP-22-03-a PI&E	
Planned Activity Code	2022-1003 OP Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(b) FAST Act Occupant Protection High Public Education
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase the seat belt use rate for male pickup truck drivers from 89.3% to 90% by September 30, 2022.</p> <p>Increase the seat belt use rate for male pickup truck drivers ages 16-29 from 84.2% to 84.9% by September 30, 2022.</p>	

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

Funding will support contractual costs.

Booster Seat Public Education

Planned Activity Number	CP-22-03-b PI&E	
Planned Activity Code	2022-1003 OP Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$150,000	405(b) FAST Act Occupant Protection High Public Education
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Reduce the number of fatalities and suspected serious injuries to unrestrained children, ages seven and younger, from 28 in 2020 to 17 by September 30, 2022.</p> <p>Increase the statewide booster seat usage rate among four- to seven-year-old children from 54.5% to 57% by September 30, 2022.</p>	

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



Funding will support contractual costs.

Rear-Seat Use Public Education

Planned Activity Number	CP-22-03-c PI&E	
Planned Activity Code	2022-1003 Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$150,000	405(b) FAST Act Occupant Protection High Public Education
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Reduce the number of rear-seat unrestrained fatalities and suspected serious injuries from 121 to 112 by September 30, 2022.</p> <p>Reduce the percentage of unrestrained adult rear-seat occupants from 10% to 9% by September 30, 2022.</p>	

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

Funding will support contractual costs.

Task 4: Program Management	\$157,000
Section 402 FAST Act Program Management funds	\$157,000

Program Management

Planned Activity Number	CP-22-02-a PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit To Locals	No	
Grantee	OHSP Program Management	
Grant Amount, Funding Source	\$157,000	402 FAST Act Program Management
Indirect Cost Rate	9.1%	
Grant Start-up	October 1	

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



TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Child Restraints	Section 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution	Section 405(b) FAST Act Occupant Protection High	Section 405(b) FAST Act Occupant Protection High Public Education	Section 405(b) FAST Act Occupant Protection High Training	SHARE TO LOCALS	TOTAL
OP-1	Support, Training, and Enforcement		\$253,000	\$47,000			\$65,000	\$253,000	\$365,000
OP-2	Research, Data, and Evaluation				\$430,000				\$430,000
OP-3	Education, Communication, and Outreach					\$600,000			\$600,000
OP-4	Program Management	\$157,000							\$157,000
	TOTALS	\$157,000	\$253,000	\$47,000	\$430,000	\$600,000	\$65,000	\$253,000	\$1,552,000



(PA) Planning and Administration

⁹FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

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

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

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

C-8 Number of unhelmeted motorcyclist fatalities

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

C-9 Number of drivers ages 20 and younger involved in fatal crashes

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

C-10 Number of pedestrian fatalities

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

⁹ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



C-11 Number of bicyclist fatalities

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

B-1 Statewide seat belt use rate

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

Other Michigan Performance Measures

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

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

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

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

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

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

O4: Number of crashes involving a motorcycle and another motor vehicle.

Target: Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,448 (2018-2022 average) by September 30, 2022.

O5: Number of senior drivers ages 65 and older in fatal crashes

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

O6: Number of distracted drivers involved in fatal crashes

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

Task 1: Support, Training, and Enforcement	\$0
Choose an item.	

No projects.

Task 2: Research, Data, and Evaluation	\$0
Section 402 FAST Act Program Management funds	\$0

No projects.

Task 3: Education, Communication, and Outreach	\$0
Section 402 FAST Act Program Management funds	\$0

No projects.



Task 4: Program Management	\$1,254,000
Section 402 FAST Act Program Management funds	\$627,000
State General funds	\$627,000

Planning and Administration

Planned Activity Number	PA-22-01	
Planned Activity in GMSS	2022-0001 PA Planning and Administration	
GTS Code	PA-2022-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP	
Grant Amount, Funding Source	\$627,000	402 FAST Act Program Management
Grant Amount, Funding Source	\$627,000	State general
Indirect cost rate	9.1%	
Grant Start-up	October 1	

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

- Division Director (95%)
- Executive Administrative Assistant (for Division Director) (95%)
- Planning and Administration Section Chief (92%)
- Analysis and Evaluation Coordinator (54%)
- Financial Management Section Chief (95%)
- Accounting Technician (98%)
- Federal Financial Coordinator (96%)
- Financial Specialist (8%)
- Administrative Assistant (20%)
- Grants Technician (for Program Management Section) (4%)

TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	General/State funds	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	n/a		
PA-2	Research, Data, and Evaluation				\$0
PA-3	Education, Communication, and Outreach				\$0
PA-4	Program Management		\$627,000		\$627,000
PA-5	Planning and Administration	\$627,000			\$627,000
TOTALS		\$627,000	\$627,000	\$0	\$1,254,000



(PS) Pedestrian/Bicycle Safety

¹⁰FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-10 Number of pedestrian fatalities

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

C-11 Number of bicyclist fatalities

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

B-1 Statewide seat belt use rate

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

Task 1: Support, Training, and Enforcement	\$443,000
Section 405(h) FAST Act Non-Motorized Law Enforcement funds	\$356,000
Section 405(h) FAST Act Non-Motorized Training funds	\$87,000

¹⁰ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



Elective Overtime Enforcement

Planned Activity Number	PS-22-04+	
Planned Activity Code	2022-4001 PS Support, Training, and Enforcement	
GTS Code	FHLE-405h Law Enforcement	
Benefit To Locals	N/A	
Grantee	State, county, and local law enforcement	
Grant Amount, Funding Source	\$356,000	405(h) FAST Act Non-Motorized Law Enforcement
Indirect Cost Rate	Various	
Grant Start-up	October 1	
Project Objective(s)	Reduce pedestrian and bicyclist fatalities and suspected serious injuries by educating and enforcing traffic safety laws designed to keep pedestrians and bicyclists safe by September 30, 2022.	

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

Funding will support personnel and indirect costs.

Pedestrian and Bicycle Safety Law Enforcement Training

Planned Activity Number	PS-22-01	
Planned Activity Code	2022-4001 PS Support, Training, and Enforcement	
GTS Code	FHTR-405h Training	
Benefit To Locals	N/A	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$49,000	405(h) FAST Act Non-Motorized Training
Indirect Cost Rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Train 100 law enforcement officers from 10 agencies, focusing on the cities with the most pedestrian and bicyclist fatalities and suspected serious injuries, by September 30, 2022.	

The LMB will promote bicyclist and pedestrian safety through regional law enforcement trainings, including conferences and other event presentations, on traffic laws designed to protect pedestrians and bicyclists.

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



Law Enforcement Training on Pedestrian Decoy Operation

Planned Activity Number	CP-22-03-u PI&E	
Planned Activity Code	2022-4001 PS Support, Training, and Enforcement	
GTS Code	FHTR-405h Training	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$38,000	405(h) FAST Act Non-Motorized Training
Indirect Cost Rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Train 10 law enforcement officers on the Pedestrian Decoy Operation strategy for enforcing laws applicable to pedestrian safety by September 30, 2022.	

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

Funding will support contractual costs.

Task 2: Research, Data, and Evaluation	\$1,218,000
Section 405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)	\$44,000
Section 405(h) FAST Act Non-Motorized Public Education funds	\$1,174,000

Pedestrian and Bicycle Program Assessment Recommendation Implementation

Planned Activity Number	PS-22-03	
Planned Activity Code	2022-4002 PS Research, Data, and Evaluation	
GTS Code	FHPE-405h Public Education	
Benefit To Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$1,174,000	405(h) FAST Act Non-Motorized Public Education
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Identify and implement data-driven pedestrian and bicyclist safety program strategies by September 30, 2022.	

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

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



Pedestrian and Bicycle Safety Telephone Surveys

Planned Activity Number	CP-22-03-x PI&E	
Planned Activity in GMSS	2022-4002 PS Research, Data, and Evaluation	
GTS Code	FDL*PS 405d Low Pedestrian/Bicycle Safety	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$44,000	405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Determine public perception of advertising messages for traffic safety campaigns by conducting two sets of pre- and post-telephone surveys by September 30, 2022.	

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

Funding will support contractual costs.

Task 3: Education, Communication, and Outreach	\$938,000
Section 402 FAST Act Pedestrian/Bicycle Safety funds	\$17,000
Section 405(h) FAST Act Non-Motorized Public Education funds	\$921,000

Statewide Pedestrian Education Campaign

Planned Activity Number	CP-22-03-k PI&E	
Planned Activity Code	2022-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$370,000	405(h) FAST Act Non-Motorized Public Education
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase the public's awareness of pedestrian safety laws through one statewide campaign by September 30, 2022.	

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

Funding will support contractual and supplies/operating costs.



Statewide Bicyclist Education Campaign

Planned Activity Number	CP-22-03-I PI&E	
Planned Activity Code	2022-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(h) FAST Act Non-Motorized Public Education
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase the public's awareness of bicyclist safety laws through one statewide campaign by September 30, 2022.	

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

Funding will support supplies/operating and contractual costs.

Detroit Safe Routes Ambassador Program

Planned Activity Number	PS-22-02	
Planned Activity Code	2022-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit To Locals	N/A	
Grantee	City of Detroit	
Grant Amount, Funding Source	\$218,000	405(h) FAST Act Non-Motorized Public Education
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Educate 700 people on pedestrians and bicyclists safety laws by September 30, 2022.	

The City of Detroit will promote public education of pedestrian and bicycle safety laws through the Safe Routes Ambassador's Program based off the project's successful implementation in Chicago. A variety of audiences will be targeted including elementary, middle, and high school students, driver education students, senior citizens, parents, and teachers. A general curriculum developed for the Detroit Public Schools students will be available for statewide use.

Funding will support personnel and supplies/operating costs.



Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws

Planned Activity Number	PS-22-01	
Planned Activity Code	2022-4001 PS Support, Training, and Enforcement	
GTS Code	FHPE-405h Public Education	
GTS Code	PS-2022-Pedestrian/Bicycle Safety	
Benefit To Locals	Yes (\$17,000)	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$33,000	405(h) FAST Act Non-Motorized Public Education
Grant Amount, Funding Source	\$17,000	402 FAST Act Pedestrian/Bicycle Safety
Indirect Cost Rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Educate 300 people on traffic laws designed to protect pedestrians and bicyclists by September 30, 2022.	

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

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

Task 4: Program Management	\$9,000
Section 402 FAST Act Program Management funds	\$9,000

Program Management

Planned Activity Number	CP-22-02-d PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit To Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$9,000	402 FAST Act Program Management
Indirect Cost Rate	9.1%	
Grant Start-up	October 1	

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



TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Pedestrian /Bicycle Safety	Section 405(d) FAST Act Impaired Driving Low Pedestrian/ Bicycle Safety (flex)	Section 405(h) FAST Act Non-Motorized Law Enforcement	Section 405(h) FAST Act Non-Motorized Training	Section 405(h) FAST Act Non-Motorized Public Education	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	PS-2022	FDL*PS	FHLE	FHTR	FHPE		
PS-1	Support, Training, and Enforcement				\$356,000	\$87,000			\$443,000
PS-2	Research, Data, and Evaluation			\$44,000			\$1,174,000		\$1,218,000
PS-3	Education, Communication, and Outreach		\$17,000				\$921,000	\$17,000	\$938,000
PS-4	Program Management	\$9,000							\$9,000
TOTALS		\$9,000	\$17,000	\$44,000	\$356,000	\$87,000	\$2,095,000	\$17,000	\$2,608,000



(PT) Police Traffic Services

¹¹FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

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

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

C-6 Number of speeding-related fatalities

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

B-1 Statewide seat belt use rate

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

Other Michigan Performance Measures

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

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

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

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

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

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

¹¹ This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



O6: Number of distracted drivers involved in fatal crashes

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

Task 1: Support, Training, and Enforcement	\$5,112,000
Section 402 FAST Act Police Traffic Services funds	\$5,108,000
Section 402 FAST Act Community Traffic Safety Project funds	\$4,000

Overtime DUI, Seat Belt, and Speed Enforcement

Planned Activity Number	PT-22-04+	
Planned Activity Code	2022-3001 PT Support, Training, and Enforcement	
GTS Code	PT-2022-Police Traffic Services	
Benefit To Locals	Yes (\$2,856,000)	
Grantee	State, county, and local police agencies	
Grant Amount, Funding Source	\$4,055,000	402 FAST Act Police Traffic Services
Grantee	TBD	
Grant Amount, Funding Source	\$1,000,000	402 FAST Act Police Traffic Services
Indirect Cost Rates	Various	
Grant Start-up	October 1	
Project Objective(s)	Prevent an increase in the number of traffic fatalities from 985 in 2019 to 1,065 by September 30, 2022. Prevent an increase in suspected serious injuries from 5,629 in 2019 to 5,733 by September 30, 2022.	

The OHSP will fund five enforcement periods, including two impaired driving enforcement efforts, one seat belt enforcement effort, one speed enforcement effort, and one combined impaired driving/seat belt/speed enforcement effort to focus on compliance with traffic safety laws during statewide mobilizations and crackdowns.

Funding will support personnel and indirect costs.

Law Enforcement Outreach Liaison

Planned Activity Number	CP-22-01-i Special Projects	
Planned Activity Code	2022-3001 PT Support, Training, and Enforcement	
GTS Code	PT-2022-Police Traffic Services	
Benefit To Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$49,000	402 FAST Act Police Traffic Services
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Demonstrate the use of the Michigan Traffic Crash Facts website and traffic crash data tools to personnel at 25 law enforcement agencies by September 30, 2022.	



A Law Enforcement Outreach Liaison will engage law enforcement officials by training on understanding and using the Michigan Traffic Crash Facts and traffic crash data tools to increase effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems.

Funding will support supplies/operating and contractual costs.

Upper Peninsula (U.P.) Regional Law Enforcement Training

Planned Activity Number	CP-22-01-k Special Projects	
Planned Activity Code	2022-6002 CP Special Projects (CP 01)	
GTS Code	CP-2022-Community Traffic Safety Project	
Benefit To Locals	Yes	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$4,000	402 FAST Act Community Traffic Safety Project
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Provide four specialized traffic safety training programs to 100 Upper Peninsula law enforcement officers by September 30, 2022.	

Training to enhance knowledge of traffic safety topics such as *Complete Traffic Stops, Below 100*, or others will be offered to law enforcement officers throughout the U.P. Providing classes locally will ensure that more law enforcement personnel can attend, with the ultimate goal of reducing fatalities and suspected serious injuries in the region.

Funding will support contractual and supplies/operating costs.

Law Enforcement Engagement

Planned Activity Number	CP-22-01-h Special Projects	
Planned Activity Code	2022-3003 PT Education, Communication, and Outreach	
GTS Code	PT-2022-Police Traffic Services	
Benefit To Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$4,000	402 FAST Act Police Traffic Services
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of law enforcement partner email contacts from 63 to 75 by September 30, 2022.	

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

Funding will support supplies/operating costs.



Task 2: Research, Data, and Evaluation	\$104,000
Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex) funds	\$104,000

Telephone Surveys

Planned Activity Number	CP-22-03-e PI&E	
Planned Activity Code	2022-3002 PT Research, Data, and Evaluation	
GTS Code	FDL*PT-405d Low Police Traffic Services	
Benefit To Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$104,000	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting four sets of pre- and post-telephone surveys by September 30, 2022.	

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

Funding will support contractual costs.

Task 3: Education, Communication, and Outreach	\$ 4,648,000
Section 402 FAST Act Police Traffic Services funds	\$45,000
Section 402 FAST Act Paid Advertising funds	\$2,400,000
Section 402 FAST Act Occupant Protection funds	\$3,000
Section 405(d) Impaired Driving Low Paid Advertising funds	\$650,000
Section 405(b) FAST Act Occupant Protection High Paid Advertising funds	\$650,000
Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex) funds	\$900,000

Seat Belt and Child Passenger Safety Law Enforcement Reference Card

Planned Activity Number	CP-22-03-g PI&E	
Planned Activity Code	2022-3003 PT Education, Communication, and Outreach	
GTS Code	OP-2022-Occupant Protection	
Benefit To Locals	Yes	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$3,000	402 FAST Act Occupant Protection
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce the number of fatalities and suspected serious injuries to unrestrained children, ages seven and younger, from 28 in 2020 to 17 by September 30, 2022.	



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

Funding will support supplies/operating costs.

Drive Sober or Get Pulled Over Mobilization Paid Advertising

Planned Activity Number	CP-22-03-f PI&E	
Planned Activity Code	2022-3003 PT Education, Communication, and Outreach	
GTS Code	PT-2022-Police Traffic Services	
GTS Code	PM-2022-Paid Advertising	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit To Locals	Yes (\$1,000,000)	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$1,000,000	402 FAST Act Paid Advertising
Grant Amount, Funding Source	\$650,000	405(d) FAST Act Impaired Driving Low Paid Advertising
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct three <i>Drive Sober or Get Pulled Over</i> impaired driving enforcement media campaigns by September 30, 2022.	

The OHSP will fund paid media to promote cooperative overtime enforcement during *Drive Sober or Get Pulled Over* mobilizations at locations determined by a data-driven strategy.

Funding will support contractual costs.

Click It or Ticket Mobilization Paid Advertising

Planned Activity Number	CP-22-03-h PI&E	
Planned Activity Code	2022-3003 PT Education, Communication, and Outreach	
GTS Code	PM-2022-Paid Advertising	
GTS Code	M1*PM 405b Occupant Protection High Paid Advertising	
Benefit To Locals	Yes (\$1,000,000)	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$1,000,000	402 FAST Act Paid Advertising
Grant Amount, Funding Source	\$650,000	405(b) FAST Act Occupant Protection High Paid Advertising
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use during the <i>Click It or Ticket</i> enforcement periods by September 30, 2022.	

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

Funding will support contractual costs.



Speed Enforcement Mobilization Paid Advertising

Planned Activity Number	CP-22-03-i PI&E	
Planned Activity Code	2022-3003 PT Education, Communication, and Outreach	
GTS Code	PM-2022-Paid Advertising	
GTS Code	FDL*PM 405d Impaired Driving Low Paid Advertising	
Benefit To Locals	Yes (\$400,000)	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$400,000	402 FAST Act Paid Advertising
Grant Amount, Funding Source	\$900,000	405(d) FAST Act Impaired Driving Low Paid Advertising (flex)
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct one media campaign on speed enforcement mobilizations by September 30, 2022.	

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

Funding will support contractual costs.

Mobilization Communications and Outreach Banners

Planned Activity Number	CP-22-03-j PI&E	
Planned Activity Code	2022-3003 PT Education, Communication, and Outreach	
GTS Code	PT-2022-Police Traffic Services	
Benefit To Locals	Yes	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$45,000	402 FAST Act Police Traffic Services
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct an awareness campaign, including development and distribution of three banners to each (approximately 600) of Michigan's law enforcement agencies, regarding traffic enforcement mobilizations that focus on seat belt use, impaired driving, and speeding by August 10, 2022.	

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

Funding will support the supplies/operating costs.



Task 4: Program Management	\$1,411,000
Section 402 FAST Act Program Management funds	\$1,411,000

Program Management

Planned Activity Number	CP-22-02-c PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit To Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$1,411,000	402 FAST Act Program Management
Indirect Cost Rate	9.1%	
Grant Start-up	October 1	

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

TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Paid Advertising	Section 402 FAST Act Community Traffic Safety Project	Section 402 FAST Act Police Traffic Services	Section 402 FAST Act Occupant Protection	Section 405(b) FAST Act Occupant Protection High Paid Advertising	Section 405(d) FAST Act Impaired Driving Low Advertising	Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)	Section 405(d) FAST Act Impaired Driving Low Paid Advertising (flex)	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	PM-2022	CP-2022	PT-2022	OP-2022	M1*PM	FDLPEM	FDL*PT	FDL*PM		
PT-1	Support, Training, and Enforcement			\$4,000	\$5,108,000						\$5,108,000	\$5,112,000
PT-2	Research, Data, and Evaluation								\$104,000			\$104,000
PT-3	Education, Communication, and Outreach		\$2,400,000		\$45,000	\$3,000	\$650,000	\$650,000		\$900,000	\$2,445,000	\$4,648,000
PT-4	Program Management	\$1,411,000										\$1,411,000
TOTALS		\$1,411,000	\$2,400,000	\$4,000	\$5,153,000	\$3,000	\$650,000	\$650,000	\$104,000	\$900,000	\$7,553,000	\$11,275,000



(TR) Traffic Records

¹²FY2022 Michigan Performance Measures

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

C-1 Number of fatalities in traffic crashes

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

C-2 Number of suspected serious injuries in traffic crashes

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

C-3 Fatalities/VMT

Target: Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

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

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

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

C-8 Number of unhelmeted motorcyclist fatalities

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

C-9 Number of drivers ages 20 and younger involved in fatal crashes

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

C-10 Number of pedestrian fatalities

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

¹² This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



C-11 Number of bicyclist fatalities

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

B-1 Statewide seat belt use rate

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

Other Michigan Performance Measures

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

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

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

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

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

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

O4: Number of crashes involving a motorcycle and another motor vehicle.

Target: Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,448 (2018-2022 average) by September 30, 2022.

O5: Number of senior drivers ages 65 and older in fatal crashes

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

O6: Number of distracted drivers involved in fatal crashes

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



Task 1: Support, Training, and Enforcement	\$10,000
Section 405(c) FAST Act Traffic Records Data Program funds	\$10,000

Traffic Crash Reporting Form (UD-10) Training Support

Planned Activity Number	TR-22-01	
Planned Activity Code	2022-5001 TR Support, Training, and Enforcement	
GTS Code	M3DA-405c Data Program	
Benefit To Locals	N/A	
Grantee	Michigan State Police (MSP) Criminal Justice Information Center	
Grant Amount, Funding Source	\$10,000	405(c) FAST Act Traffic Records Data Program
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase statewide crash report timeliness from 12.52 days to 12 days; increase the percentage of crash records with no errors (accuracy) in critical data elements from 95 percent to 97 percent; and increase the percentage of crash records with no missing critical data elements (completeness) from 96 percent to 97 percent by September 30, 2022.</p> <p>Provide 25 training classes for 1,200 officers, police recruits, and traffic safety professionals to assist with the proper completion of the UD-10 Traffic Crash Report by September 30, 2022.</p>	

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

Funding will support the supplies/operating costs.

Task 2: Research, Data, and Evaluation	\$4,990,000
Section 402 FAST Act Traffic Records funds	\$22,000
Section 405(c) FAST Act Traffic Records Data Program funds	\$4,968,000



Traffic Records Program Assessment Recommendation Implementation

Planned Activity Number	TR-22-07	
Planned Activity Code	2022-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit To Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$4,027,000	405(c) FAST Act Traffic Records Data Program
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Continue to implement the 12 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the 2020 Traffic Records Program Assessment by September 30, 2022.	

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

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

State to State Staffing (S2S) Phase 2

Planned Activity Number	TR-22-03	
Planned Activity Code	2022-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit To Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$667,000	405(c) FAST Act Traffic Records Data Program
Indirect Cost Rate	13.86%	
Grant Start-up	October 1	
Project Objective(s)	Correct at least 75% of the driver database errors by September 30, 2022.	

The Michigan Department of State (MDOS) will clean up the driver records database by removing 75% of data errors in this multi-year project. This is a national project to ensure there is only one driving record and driver history for every driver in the country. This project will enable more accurate and complete

driver records to enhance the ability of law enforcement and courts in identifying and completing their records more accurately. It promotes traffic safety by ensuring unsafe drivers are taken off the road faster and ensuring consistent enforcement for driving offenses. This also helps to deter identity fraud by preventing an individual from keeping multiple licenses and creating multiple records in other states and avoiding driving penalties.

Funding will support personnel and indirect costs.



Michigan Crash Analysis Application Phase 3

Planned Activity Number	TR-22-06	
Planned Activity Code	2022-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit To Locals	N/A	
Grantee	Michigan State Police (MSP) Criminal Justice Information Center	
Grant Amount, Funding Source	\$133,000	405(c) FAST Act Traffic Records Data Program
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Provide a crash data tool which identifies high-crash road segments to assist local law enforcement agencies with enforcement efforts by September 30, 2022.	

The Crash Analysis Application is a multi-year project that provides the ability to quickly analyze crash statistics and generate shareable reports, charts, and graphs. It has been implemented and was deployed to the MSP in January 2021. The addition of the Network Screening application will allow law enforcement the ability to deploy enforcement based on the highest ranked road segments. The user can filter the rankings by hundreds of options such as alcohol, distracted driving, restraint, county, district, etc. This will be especially beneficial for law enforcement when grant funding has been received to support targeted enforcement efforts.

Funding will support contractual costs.

Improving Quality of Crash Severity and Injury Assessment Within Michigan Emergency Medical Services (EMS) Information System (MI-EMSIS) Phase 2

Planned Activity Number	TR-22-08	
Planned Activity Code	2022-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit To Locals	N/A	
Grantee	Michigan Department of Health and Human Services (MDHHS)	
Grant Amount, Funding Source	\$141,000	405(c) FAST Act Traffic Records Data Program
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>The MDHHS will identify the percentage of the crash elements that are missing or not consistently being reported, sorted by emergency medical services (EMS) agency, documentation software vendor, medical control authority, and medical control authority region by September 30, 2022.</p> <p>The MDHHS will distribute crash documentation improvement plans for EMS agencies, documentation software vendors, medical control authorities, and medical control authority regions by September 30, 2022.</p>	

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



record (ePCR) data with other health and injury-related data sources. A full-time data analyst will utilize the MI-EMIS as well as Biospatial to identify gaps in documentation related specifically to motor vehicle crashes. The data analyst will categorize the gaps into actionable items to resolve or mitigate the gaps. FY 2022 is the second year of this four-year project.

Funding will support personnel and indirect costs.

Data Driven Crash Assessment for Rural Michigan

Planned Activity Number	TR-22-05	
Planned Activity Code	2022-5002 TR Research, Data, and Evaluation	
GTS Code	TR-2022-Traffic Records	
Benefit To Locals	Yes	
Grantee	University of Michigan Transportation Research Institute (UMTRI)	
Grant Amount, Funding Source	\$22,000	402 FAST Act Traffic Records
Indirect Cost Rate	56%	
Grant Start-up	October 1	
Project Objective(s)	Conduct a rural traffic crash assessment by September 30, 2022.	

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

Funding will support personnel and indirect costs.

Task 3: Education, Communication, and Outreach	\$629,000
Section 402 FAST Act Traffic Records funds	\$629,000

Michigan Traffic Crash Facts (MTCF) Technical Support

Planned Activity Number	TR-22-05	
Planned Activity Code	2022-5003 TR Education, Communication, and Outreach	
GTS Code	TR-2022-Traffic Records	
Benefit To Locals	Yes	
Grantee	University of Michigan Transportation Research Institute (UMTRI)	
Grant Amount, Funding Source	\$578,000	402 FAST Act Traffic Records
Indirect Cost Rate	56%	
Grant Start-up	October 1	
Project Objective(s)	<p>Complete the 2021 Michigan Traffic Crash Facts publications/web content and www.michigantrafficcrashfacts.org website maintenance by September 30, 2022.</p> <p>Provide technical assistance to the OHSP as directed by September 30, 2022.</p>	



This project will continue to provide public accessibility for the crash data derived from Michigan’s Traffic Crash Reporting System. The 2021 MTCF will be produced and posted at www.michigantrafficcrashfacts.org. An annual survey will gauge the effectiveness of the website. The OHSP will work with the UMTRI staff to provide technical assistance on requests for crash data analysis and presentations.

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

Michigan Traffic Crash Facts (MTCF) Query Tool Enhancements

Planned Activity Number	TR-22-05	
Planned Activity Code	2022-5003 TR Education, Communication, and Outreach	
GTS Code	TR-2022-Traffic Records	
Benefit To Locals	Yes	
Grantee	University of Michigan Transportation Research Institute (UMTRI)	
Grant Amount, Funding Source	\$51,000	402 FAST Act Traffic Records
Indirect Cost Rate	56%	
Grant Start-up	October 1	
Project Objective(s)	Develop support for the Multiple Simultaneous Queries to provide ‘And/Or’ querying capability by September 30, 2022. Develop the Map Time Series by September 30, 2022. Develop the 5 Year/10 Year Trend Tables by September 30, 2022.	

This project will develop additional enhancements to the Michigan Traffic Crash Facts Data Query Tool, such as: Multiple Simultaneous Queries; Map Time Series; and 5 Year/10 Year Trend Tables.

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

Task 4: Program Management	\$357,000
Section 402 FAST Act Program Management funds	\$357,000

Program Management

Planned Activity Number	CP-22-02-e PM	
Planned Activity Code	2022-10001 PA Program Management (CP 02)	
GTS Code	PA-2022-Planning and Administration	
Benefit To Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$357,000	402 FAST Act Program Management
Indirect Cost Rate	9.1%	
Grant Start-up	October 1	

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



TASK NUMBER	TASK TITLE	Section 402 FAST Act Program Management	Section 402 FAST Act Traffic Records	Section 405(c) FAST Act Traffic Records Data Program	SHARE TO LOCALS	TOTAL
GTS CODES		PA-2022	TR-2022	M3DA		
TR-1	Support, Training, and Enforcement			\$10,000		\$10,000
TR-2	Research, Data, and Evaluation		\$22,000	\$4,968,000	\$22,000	\$4,990,000
TR-3	Education, Communication, and Outreach		\$629,000		\$629,000	\$629,000
TR-4	Program Management	\$357,000				\$357,000
TOTALS		\$357,000	\$651,000	\$4,978,000	\$651,000	\$5,986,000



Michigan Office of Highway Safety Planning FY2022 Communications Calendar

CAMPAIGN/MESSAGES	DATES	GEOGRAPHIC FOCUS	TACTICS	MEDIA BUDGET	STAFF
October 2021					
Strive for a Safer Drive	Oct 2021- May 2022	Statewide	<i>Earned media:</i> news releases + OHSP Facebook + Twitter	\$0	TBD
National Pedestrian Safety Month Pedestrian Safety Week Overtime Enforcement	Oct. 2021 Oct. 24-30, 2021	Statewide, with a focus on selected cities	<i>Paid media</i> for the enforcement period. <i>Earned media:</i> news releases + OHSP Facebook + Twitter	\$1,500 paid ads (divide with Daylight Saving Time outreach) from Pedestrian \$370,000 budget	Nancy
MSP Third District Impaired Driving Action Team	FY2021 TBD	MSP Third District	<i>Paid media</i>	\$100,000 budget	Dennis
Teen Driver Safety Week Promote <i>Strive for a Safer Drive</i>	Oct. 17-23, 2021	Statewide	<i>Earned media</i> + OHSP Facebook + Twitter	\$0	TBD
Winter Safe Driving Awareness Raising awareness about dangers of driving in wintry conditions	Oct 2021- Winter 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter Outreach: banners	\$100,000 budget	Dennis
November 2021					
Buckle Up in Your Truck Raise seat belt use among men	Nov 2021- April 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter	\$100,000 budget	Dennis
December 2021					
Speed Enforcement	Dec. 1, 2021- Feb. 28, 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter	\$1,300,000 budget + \$15,000 for banners	Dennis
Older Driver Awareness Week	Dec. 6-10, 2021	Statewide	OHSP Facebook + Twitter	\$0	Kendall
Older Driver Evaluation and Referral Process	TBD	Statewide	<i>Paid media</i> , Outreach: video + web content	\$65,000 paid, \$18,000 creative	TBD
Drive Sober or Get Pulled Over Enforcement	Dec. 17, 2021- Jan. 1, 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter	\$1.6 million total for 3 enforcements	Dennis

RiderCoach Recruitment	Beginning in Dec 2021	Statewide	<i>Paid media + OHSP Facebook + Twitter</i>	\$30,000 budget, \$12,000 paid ads, \$10,000 video, \$3,000 creative, \$3,000 FB creative, \$2,000 FB live recruitment event	Nancy
NHTSA Annual Evaluation Report	Dec. 27, 2021	Statewide	<i>Content, design, distribution</i>	n/a	Nancy
February 2022					
Shadow Rider Project (Motorcyclist training)	Beginning in Feb 2022	Statewide	<i>Paid media + OHSP Facebook + Twitter. Outreach: postcard mailing.</i>	\$25,000 budget \$10,000 paid ads, \$14,000 mailing, \$1,000 creative	Nancy
March 2022					
Michigan Traffic Safety Summit	March 2022	East Lansing	<i>Earned media: news release plus OHSP Facebook + Twitter for sessions + GTSAC awards</i>	n/a	Nancy
April 2022					
Distracted Driving Awareness Month	April 2022	Statewide	<i>Paid media + OHSP Facebook + Twitter</i>	\$70,000 budget	TBD
Drugged Driving Public Education	April-Sept 2022	Statewide	<i>Paid media + OHSP Facebook + Twitter</i>	\$500,000 paid ads	Dennis
2021 Michigan traffic fatalities	April 2022	Statewide	<i>Earned media: news release</i>	\$0	Kendall
May 2022					
Motorcycle Safety Month	May 2022	Statewide	<i>OHSP Facebook + Twitter</i>	\$0	Nancy
Impaired Motorcyclist Campaign	May-June 2022	Statewide	<i>Paid media + OHSP Facebook + Twitter</i>	\$300,000 budget \$200,000 paid, \$90,000 creative,	Nancy



				\$10,000 operating	
Click It or Ticket Stepped up seat belt enforcement	May 16- June 5, 2022	Statewide	<i>Paid media</i> plus OHSP Facebook + Twitter <i>Earned media:</i> News releases + events <i>Outreach:</i> banners, other	\$1,650,000 budget, plus \$15,000 banners for May CIOT	Dennis
Pedestrian Safety Education	May-Sept 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter	\$370,000 budget, \$340,000 ads, \$19,000 video, \$8,000 creative, \$3,000 operating	Nancy
Bicyclist Safety Education	May-Sept 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter	\$300,000 budget \$289,000 ads, \$8,000 creative, \$3,000 operating	Nancy
Teen Passenger Safety	May-Sept 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter	\$125,000 budget	TBD
Rear Seat Belt Public Education	May-June 2022	Statewide	<i>Paid media</i> + OHSP Facebook a+ Twitter	\$150,000 budget	Dennis
June 2022					
Booster Seat	June-Sept 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter	\$75,000 budget	Dennis
July 2022					
Fourth of July/Drive Sober or Get Pulled Over Stepped up impaired driving enforcement (plus belts and speed)	July 1-31, 2022	Statewide	<i>Paid media</i> + OHSP Facebook + Twitter <i>Earned media:</i> TBD	\$1.6 million total for three impaired enforcements	Dennis
August 2022					
Bicycle Safety Week Overtime Enforcement	Aug. 7-13, 2022	Statewide, with a focus on selected cities	<i>Paid media</i>	\$1,500 paid ads, part of \$300,000 budget	Nancy



<p><i>Drive Sober or Get Pulled Over</i> Stepped up impaired driving enforcement</p>	<p>Aug. 12- Sept. 5, 2022</p>	<p>Statewide</p>	<p><i>Paid media +</i> OHSP <i>Earned media:</i> news release/events Facebook + Twitter <i>Outreach:</i> banners</p>	<p>\$1.6 million total for three impaired enforcements + \$15,000 banners for August</p>	<p>Dennis</p>
<p>September 2022</p>					
<p><i>Child Passenger Safety Week/ Seat Check Saturday</i></p>	<p>Sept. 18- 24, 2022</p>	<p>Statewide</p>	<p>OHSP Facebook + Twitter</p>	<p>\$0</p>	<p>Dennis</p>