

FISCAL YEAR
2024
**ANNUAL
REPORT**
MICHIGAN OFFICE OF
HIGHWAY SAFETY
PLANNING

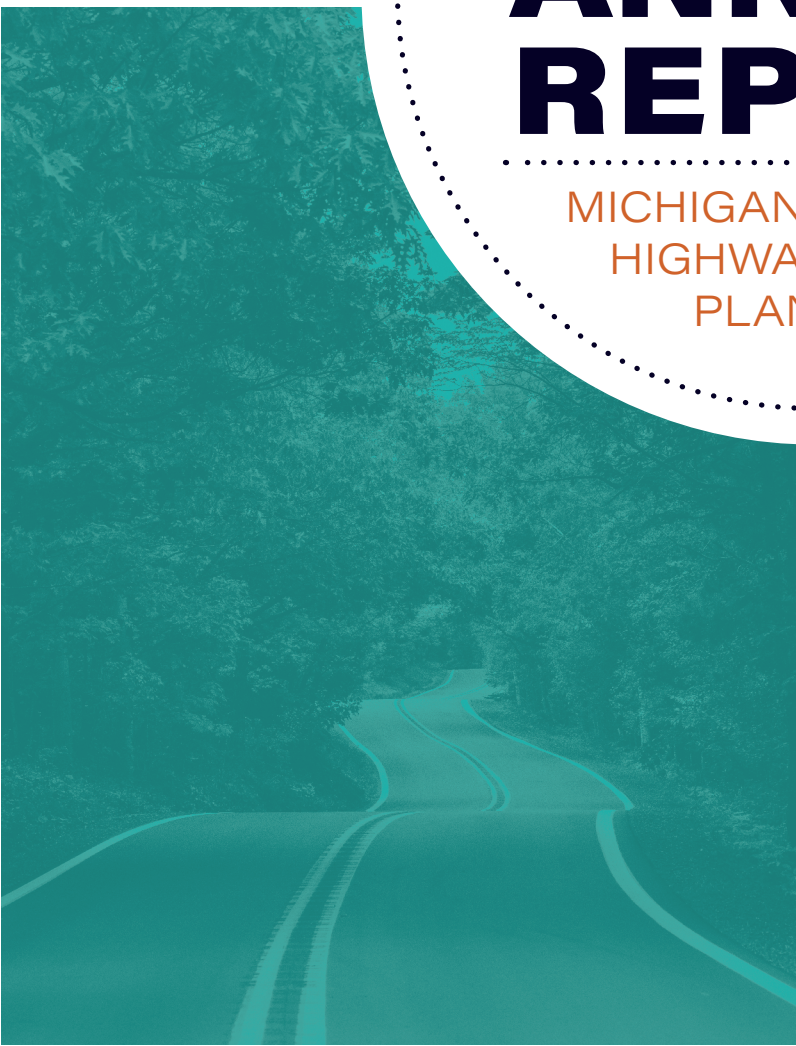


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GLOSSARY OF ACRONYMS

A	Suspected Serious Injury
BAC	Blood Alcohol Concentration
CFR	Code of Federal Regulations
CIOT	Click It or Ticket
DSOGPO	Drive Sober or Get Pulled Over
EMS	Emergency Medical Services
FARS	Fatality Analysis Reporting System
FY	Fiscal Year
K	Fatality
MDOT	Michigan Department of Transportation
MSP	Michigan State Police
MTCF	Michigan Traffic Crash Facts
NHTSA	National Highway Traffic Safety Administration
OHSP	Office of Highway Safety Planning
OID	Operating Under the Influence of Drugs
OWI	Operating While Intoxicated
TSN	Traffic Safety Network
VMT	Vehicle Miles Traveled
VRU	Vulnerable Road User

PERFORMANCE REPORT

[23 CFR 1300.35(A)]

ASSESSMENT OF MICHIGAN'S PROGRESS

The extent to which Michigan achieved performance targets and a description of how activities contributed to meeting performance targets. [23 CFR 1300.35(a)(1)(i)]

Performance Targets

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

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

TRAFFIC SAFETY PERFORMANCE MEASURES

Source: Michigan Traffic Crash Facts

Shared Core Outcome Measures	2019	2020	2021	2022	2023
C-1 Traffic fatalities	985	1,083	1,131	1,123	1,095
TARGET	RESULT				
Reduce the number of traffic fatalities from 1,123 in 2022 to 1,109 by 2024.	Achieved In 2023, there were 1,095 traffic fatalities.				
C-2 Serious ("A") injuries in traffic crashes	5,629	5,433	5,979	5,782	5,816
TARGET	RESULT				
Reduce the number of suspected serious ("A") injuries from 5,782 in 2022 to 5,781 by 2024.	Not Achieved 5,816 suspected serious ("A") injuries occurred in 2023. The OHSP will implement programming to reduce suspected serious injuries by conducting specialized public education in counties with the highest serious injuries and developing new projects and partnerships with post-crash care agencies.				
C-3(a) Fatalities per 100 million vehicle miles traveled (K/VMT)	0.97	1.25	1.18	1.17	Pending
TARGET	RESULT				
Reduce the K/VMT rate from 1.18 K/VMT in 2021 to 1.152 K/VMT by 2024.	Pending The 2023 K/VMT rate is not yet available.				
C-3(b) Rural fatalities per 100 million vehicle miles traveled (K/VMT)	1.28	1.56	1.34	1.39	Pending
TARGET	RESULT				
Reduce the rural K/VMT rate from 1.34 K/VMT in 2021 to 1.12 K/VMT by 2024.	Pending The 2023 K/VMT rate is not yet available.				
C-3(c) Urban fatalities per 100 million vehicle miles traveled (K/VMT)	0.82	1.11	1.09	1.06	Pending
TARGET	RESULT				
Reduce the urban K/VMT rate from 1.09 K/VMT in 2021 to 1.03 K/VMT by 2024.	Pending The 2023 K/VMT rate is not yet available.				
Core Outcome Measures	2019	2020	2021	2022	2023
C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions	202	222	237	227	210
TARGET	RESULT				
Reduce unrestrained passenger vehicle occupant fatalities from 227 fatalities in 2022 to 226 fatalities by 2024.	Achieved In 2023, there were 210 unrestrained passenger vehicle occupant fatalities.				

Core Outcome Measures continued	2019	2020	2021	2022	2023
C-5 Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08	177	171	191	173	165
TARGET	RESULT				
Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of .08 g/dL or higher from 173 fatalities in 2022 to 172 fatalities by 2024.	<p style="text-align: center;">Achieved</p> <p style="text-align: center;">In 2023, there were 165 fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 g/dL or higher.</p>				
C-6 Speed-related fatalities	185	200	237	223	210
TARGET	RESULT				
Reduce speed-involved fatalities from 223 fatalities in 2022 to 205 fatalities by 2024.	<p style="text-align: center;">Not Achieved</p> <p style="text-align: center;">There were 210 fatalities in 2023.</p> <p style="text-align: center;">The OHSP will implement programming to reduce speed-related fatalities by conducting specialized speed enforcement and public education in counties with the highest fatalities.</p>				
C-7 Motorcyclist fatalities	122	152	166	173	165
TARGET	RESULT				
Reduce motorcyclist fatalities from 173 fatalities in 2022 to 159 fatalities by 2024.	<p style="text-align: center;">Not Achieved</p> <p style="text-align: center;">There were 165 fatalities in 2023.</p> <p style="text-align: center;">The OHSP will implement programming to reduce motorcyclist fatalities by conducting public education in counties with the highest fatalities.</p>				
C-8 Unhelmeted motorcyclist fatalities	54	65	72	91	72
TARGET	RESULT				
Reduce unhelmeted motorcyclist fatalities from 91 fatalities in 2022 to 65 fatalities by 2024.	<p style="text-align: center;">Not Achieved</p> <p style="text-align: center;">There were 72 fatalities in 2023.</p> <p style="text-align: center;">The OHSP will implement programming to reduce unhelmeted motorcyclist fatalities by conducting public education in counties with the highest fatalities.</p>				
C-9 Drivers aged 20 or younger in fatal crashes	127	128	163	131	136
TARGET	RESULT				
Reduce drivers aged 20 and younger involved in fatal crashes from 131 fatal crashes in 2022 to 130 fatal crashes by 2024.	<p style="text-align: center;">Not Achieved</p> <p style="text-align: center;">There were 136 fatalities in 2023.</p> <p style="text-align: center;">The OHSP will implement programming to reduce fatal crashes of drivers aged 20 or younger by conducting youth education and hazard perception training.</p>				
C-10 Pedestrian fatalities	149	175	183	173	183
TARGET	RESULT				
Reduce pedestrian fatalities from 173 fatalities in 2022 to 159 fatalities by 2024.	<p style="text-align: center;">Not Achieved</p> <p style="text-align: center;">There were 183 fatalities in 2023.</p> <p style="text-align: center;">The OHSP will implement programming to reduce pedestrian fatalities by conducting specialized pedestrian safety enforcement and public education in counties with the highest fatalities.</p>				

Core Outcome Measures continued	2019	2020	2021	2022	2023
C-11 Bicyclist fatalities	21	38	29	36	24

TARGET

Reduce bicyclist fatalities from 36 fatalities in 2022 to 23 fatalities by 2024.

RESULT

Not Achieved

There were 24 fatalities in 2023.

The OHSP will implement programming to reduce bicyclist fatalities by conducting specialized bicyclist safety enforcement and public education in counties with the highest fatalities.

Core Behavior Measure	2019	2020	2021	2022	2023
B-1 Safety belt use (daytime, observed)	94.4%	94.4%	92.6%	92.0%	92.4%

TARGET

Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by one percentage point from 92.0 percent in 2022 to 93.0 percent by 2024.

RESULT

Not Achieved

The observed seat belt use rate was 92.0 percent in 2024.

The OHSP will implement programming to increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by conducting specialized enforcement and public education in counties with the highest fatality rate.

Michigan Performance Measures	2019	2020	2021	2022	2023
M-1 Crashes involving alcohol- or drug-impaired motorcyclist	239	238	261	232	227

TARGET

Reduce crashes involving alcohol- or drug-impaired motorcyclists from 232 crashes in 2022 to 231 crashes by 2024.

RESULT

Achieved

In 2023, there were 227 crashes involving alcohol- or drug-impaired motorcyclists.

Michigan Performance Measures	2019	2020	2021	2022	2023
M-2 Fatalities to alcohol- or drug-impaired motorcyclist	42	48	53	54	50

TARGET

Reduce number of alcohol- or drug-impaired motorcyclist fatalities from 54 fatalities in 2022 to 45 fatalities by 2024.

RESULT

Not Achieved

There were 50 fatalities in 2023.

The OHSP will implement programming to reduce drug- or alcohol-involved motorcyclist fatalities by conducting public education in counties with the highest fatality rates.

Michigan Performance Measures	2019	2020	2021	2022	2023
M-3 Fatalities in crashes involving a drug-impaired driver or motorcycle operator	214	257	264	236	240

TARGET

Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator from 236 fatalities in 2022 to 235 fatalities by 2024.

RESULT

Not Achieved

There were 240 fatalities in 2023.

The OHSP will implement programming to reduce drug-impaired motorcyclist fatalities by conducting public education in counties with the highest fatality rates.

Michigan Performance Measures continued	2019	2020	2021	2022	2023
M-4 Crashes involving a motorcycle and another motor vehicle	1,460	1,524	1,716	1,643	1,614

TARGET

Reduce crashes involving a motorcycle and another motor vehicle from 1,643 crashes in 2022 to 1,477 crashes by 2024.

RESULT

Not Achieved

There were 1,614 crashes in 2023.

The OHSP will implement programming to reduce motorcyclist and other motor vehicle crashes by conducting public education in counties with the highest crashes.

M-5 Drivers aged 65 and over in fatal crashes	221	222	228	265	294
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TARGET

Reduce number of older drivers aged 65 and older involved in fatal crashes from 265 fatal crashes in 2022 to 248 fatal crashes by 2024.

RESULT

Not Achieved

There were 294 fatal crashes in 2023.

The OHSP will implement programming to reduce drivers aged 65 and older fatalities by conducting public education in counties with the highest fatalities.

M-6 Distracted drivers involved in fatal crashes	67	50	59	53	57
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TARGET

Reduce number of distracted drivers involved in fatal crashes from 53 fatal crashes in 2022 to 52 fatal crashes by 2024.

RESULT

Not Achieved

There were 57 fatal crashes in 2023.

The OHSP will implement programming to reduce distracted-driver fatal crashes by conducting public education and specialized enforcement in counties with the highest fatalities.

M-7 Pedestrian fatalities on interstates and U.S. routes	30	29	27	38	Pending
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TARGET

Reduce the number of pedestrian fatalities on interstate and U.S. routes from 38 fatalities in 2022 to 37 fatalities by 2024.

RESULT

Pending

The 2023 pedestrian fatalities rate is not yet available.

Activities Conducted

Below are descriptions of how the activities conducted under the prior year's annual grant application contributed to meeting the State's highway safety performance targets.

[23 CFR 1300.35(a)(1)(ii)]

COMMUNITY TRAFFIC SAFETY PROGRAMS

Through program coordination, the Michigan Traffic Safety Summit, the printing and distribution of public education materials, the Michigan Grants System, and Michigan Traffic Safety Networks (TSNs), the focus of education and collaboration contributed to meeting performance targets.

DRIVER EDUCATION

With a focus on interactive and peer-led education projects, the OHSP facilitated Strive for a Safer Drive, Teen Interactive Programs, the Safe Drivers Smart Options website, and Teen Defensive Driving Programs to contribute to meeting performance targets.

EMERGENCY MEDICAL SERVICES

Training and equipment were provided to rural communities to better traffic crash responses, which contributed to meeting performance targets in traffic crash fatalities.

IMPAIRED DRIVING

The OHSP continued to utilize Drug Recognition Expert training, a Judicial Outreach Liaison and training, and sobriety/treatment court support to improve impaired-driving performance measures in Michigan. In addition, prosecutor and traffic safety partner training took place to improve performance targets related to impaired driving.

MOTORCYCLIST SAFETY

The OHSP continued to support Michigan RiderCoach professional development, Advanced RiderCourse training, and range aides to improve the safety of motorcyclists. Public education pertaining to unendorsed motorcycle operators was used to meet performance targets.

**See Paid Media for information on impaired motorcyclist prevention, which was used for 405f fund eligibility requirements.*

OCCUPANT PROTECTION

The OHSP continued to support occupant protection education, child passenger safety training, and car seat distribution. The Annual Direct Observation Seat Belt and Handheld Device Use Survey also played a significant role in identifying whether performance targets were met.

PAID MEDIA

Public education in 16 focus areas, which included buckling up in trucks, distracted driving, teen traffic safety, speed enforcement/mobilization, drugged driving, Michigan State Police (MSP) Third District IMPACT (Impaired Driving Action Team), winter safe-driving awareness, Click It or Ticket (CIOT) mobilization, RiderCoach recruitment, Drive Sober or Get Pulled Over (DSOGPO) mobilization, booster seats, shadow riders, rear seat belt use, bicyclist education, pedestrian education, and impaired motorcyclist prevention, contributed to meeting the performance targets.

Additionally, through Strategic Counsel, the OHSP provided 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 with Brogan & Partners and its subcontractors.

PEDESTRIAN AND BICYCLIST SAFETY (NONMOTORIZED)

The OHSP continued to support enforcement, the Detroit Safe Routes Ambassador Program, and the League of Michigan Bicyclists training/education programs to improve safety for pedestrians and bicyclists and related performance targets.

PLANNING AND ADMINISTRATION

The OHSP day-to-day tasks and funding of staff, supplies, operating, and travel supported all performance measures and traffic safety program areas. Without the necessary resources, the targets could not be accomplished.

POLICE TRAFFIC SERVICES

The OHSP continued to support overtime traffic enforcement during the required federal mobilization periods and elective periods throughout the year based on community initiatives. Additionally, the OHSP partnered with the Michigan Association of Chiefs of Police to recognize local police agencies exhibiting best-practice traffic enforcement programs. These efforts contributed to performance targets.

Activities Conducted continued

TRAFFIC RECORDS

The OHSP is on track to meet performance targets in part due to leveraging a new partnership with the Michigan Center for Shared Solutions to obtain high-resolution aerial imagery. Emergency medical services (EMS) and injury surveillance projects included Improving the Quality of Crash Severity and Injury Assessment within the Michigan Emergency Medical Services Information System, Injury Prevention in Emergency Vehicle Crashes in Michigan, and Statewide Post-Crash Care in Michigan. These projects, along with improving EMS systems, training on UD-10 crash reports, and updating the MTCF website, contributed to meeting performance targets.

REPEAT OFFENDER PROVISION

The MSP Forensic Science Division Toxicology Unit conducted activities, which included equipment maintenance, evidence receipt, evidence preparation, evidence analysis, result reporting, and courtroom testimony in the subdisciplines of breath alcohol, blood alcohol, and drugs. These three forensic subdisciplines directly supported impaired-driving enforcement in Michigan and addressed one of the highest priority performance measures: to reduce alcohol- and drug-impaired driving.

STRATEGY FOR PROGRAMMING FUNDS

Below are explanations of how Michigan plans to adjust the strategy for programming funds to achieve the performance targets, whether Michigan has not met or is not on track to meet its performance targets, or an explanation of why no adjustments are needed to achieve the performance targets. [23 CFR 1300.35(a)(2)]

Adjustments

- The OHSP will implement programming to reduce suspected serious injuries by conducting specialized public education in counties with the highest serious injuries.
- The OHSP will implement programming to reduce speed-related fatalities by conducting specialized speed enforcement and public education in counties with the highest fatalities.
- The OHSP will implement programming to reduce motorcyclist fatalities by conducting public education in counties with the highest fatalities.
- The OHSP will implement programming to reduce unhelmeted motorcyclist fatalities by conducting public education in counties with the highest fatalities.
- The OHSP will implement programming to reduce fatal crashes of drivers aged 20 or younger by conducting youth education and hazard perception training.
- The OHSP will implement programming to reduce pedestrian fatalities by conducting specialized pedestrian safety enforcement and public education in counties with the highest fatalities.
- The OHSP will implement programming to reduce bicyclist fatalities by conducting specialized bicyclist safety enforcement and public education in counties with the highest fatalities.
- The OHSP will implement programming to reduce drug- or alcohol-involved motorcyclist fatalities by conducting public education in counties with the highest fatality rates.
- The OHSP will implement programming to reduce drug-impaired motorcyclist fatalities by conducting public education in counties with the highest fatality rates.
- The OHSP will implement programming to reduce motorcyclist and other motor vehicle crashes by conducting public education in counties with the highest crashes.
- The OHSP will implement programming to reduce fatalities of drivers aged 65 and older by conducting public education in counties with the highest fatalities.
- The OHSP will implement programming to reduce distracted driver fatal crashes by conducting public education and specialized enforcement in counties with the highest fatalities.
- The OHSP will implement programming to increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by conducting specialized enforcement and public education in counties with the highest fatality rates.

No Adjustments

Due to meeting the performance targets set, there will not be adjustments to the strategy for programming funds in the following performance measures:

- Traffic fatalities
- Unrestrained passenger vehicle occupant fatalities, all seat positions
- Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or higher
- Crashes involving an alcohol- or drug-impaired motorcycle operator

ACTIVITY REPORT

[23 CFR PART 1300.35(b)]

The OHSP supported traffic safety efforts in the following project areas: Community Traffic Safety Programs, Driver Education, EMS, Impaired Driving, Motorcyclist Safety, Occupant Protection, Paid Media, Pedestrian and Bicyclist Safety, Planning and Administration, Police Traffic Services, Repeat Offender Provisions, and Traffic Records.

The activity report includes the following requirements listed in 23 CFR Part 1300.35(b): an explanation of reasons for projects that were not implemented; a narrative description of the public participation and engagement efforts carried out and how those efforts informed projects implemented under countermeasure strategies during the grant year; a description of the State's evidence-based enforcement program activities, including discussion of community collaboration efforts and efforts to support data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities; and submission of information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, citation information, paid and earned media information).

PROJECTS NOT IMPLEMENTED IN FY2024

In fiscal year (FY) 2024, there were five program areas that contained projects that were not implemented during the fiscal year: EMS, Impaired Driving, Occupant Protection, Pedestrian and Bicyclist Safety (Nonmotorized), and Police Traffic Services. The details surrounding the projects not implemented are provided below.

PROJECT	AGENCY	AMOUNT	RATIONALE
Emergency Medical Services (EM)			
2024-EM-01-0H	Michigan Office of Highway Safety Planning	\$13,500.00	No materials needed in FY2024 due to supply from FY2023.
2024-EM-02-00	Tri-Hospital EMS	\$192,513.96	Grantee unable to provide the required funding match to implement the program.
2024-EM-03-00	Unadilla Township Fire Department	\$302,791.03	Equipment not approved by the NHTSA.
2024-EM-07-00	Dearborn Heights Fire Department	\$930,000.00	Equipment not approved by the NHTSA.
Impaired Driving (ID)			
2024-ID-03-01	Prosecuting Attorneys Association of Michigan	\$4,000.00	Non-compliance with reporting requirements.
2024-ID-08-00	Michigan Association of Drug Court Professionals	\$36,300.00	Program income disallowed the use of funds.
Occupant Protection (OP)			
2024-OP-03-0H	Michigan Office of Highway Safety Planning	\$100,000.00	Insufficient funding from the OHSP.
Pedestrian and Bicyclist Safety (PB) Nonmotorized			
2024-PB-03-00	Kalamazoo Department of Public Safety	\$25,945.92	Staffing shortages on the behalf of the subrecipient.
2024-PB-05-00	City of Detroit	\$38,000.00	Reimbursement was not requested for the FY2024 activities.
Police Traffic Services			
2024-PT-16-00	Imlay City Police Department	\$5,000.00	Grantee opted out of FY2024 programming.

PUBLIC PARTICIPATION AND ENGAGEMENT

[23 CFR 1300.35(b)(2)]

The OHSP attended 10 public participation and engagement events throughout FY2024. Nine of the events allowed the OHSP to receive valuable feedback from members of various communities throughout Michigan. A detailed description of each event is provided below.

Cartoonversation Event in Whitehall, Michigan October 14, 2023

As a vendor at this community event, the OHSP was given the opportunity to talk to the public about their community's needs. Based on these discussions, the OHSP learned that bicyclist safety was a major issue and that the OHSP should work closely with Trinity Health and the Muskegon County Sheriff's Office. Based on this information, the OHSP was able to successfully award an FY2025 grant project to Mercy Health Partners (Trinity Health) to educate the community on bicycle, pedestrian, and school bus safety principles and behaviors, with a focus on fourth grade students.

Ford Driving Skills for Life in Carleton, Michigan May 4–5, 2024

The OHSP utilized the Ford Driving Skills for Life event to speak to parents and young drivers about their traffic safety concerns. Issues discussed during this event included aggressive driving, distracted driving, and driving on highways, especially around semi-trucks. One noteworthy discussion topic centered around a concern for the farming and Amish communities and the crashes involving these road users in the area of Alma, Michigan. Ways to address the listed concerns included heightened enforcement, additional free training or programs, and increased education or media campaigns. There were also several suggestions to offer driver education programs in schools to prevent cost deterrents. Feedback given commended the free events conducted to assist in teen driver education efforts.

Blessing of the Bikes in Ovid, Michigan May 5, 2024

This event allowed the OHSP to set up a stand, where staff spoke to motorcyclists and other enthusiasts attending the event. A safety concern mentioned repeatedly involved grass clippings left on the roadways. Distracted driving and general awareness of motorcyclists on roadways were recurring themes in the issues motorcyclists expressed. The feedback for addressing these issues largely consisted of increasing driver education, especially at earlier ages.

Blessing of the Bikes in Baldwin, Michigan May 18–19, 2024

The Blessing of the Bikes is an annual event for motorcyclists, which is estimated to see 40,000 bikers throughout the weekend. The OHSP partnered with local law enforcement that previously received speed signs through a project funded by the OHSP and received tent space at the event to speak to motorists. Some of the road safety concerns that were reported for motorcyclists on Michigan roadways consisted of distracted driving; lack of awareness; lack of training in driver education courses; road conditions, such as potholes, gravel, and weather; and drunk drivers. Solutions presented to address these concerns included more training for other drivers, increased fines for distracted driving, and improved lane designs and upkeep.

Northern Lower/Traverse Bay Traffic Safety Network in Kalkaska, Michigan May 20, 2024

The most tangible outcome from this effort involved distracted-driving prevention. Feedback from the community indicated that resources such as cell phone holders or Bluetooth devices could be given away to encourage hands-free driving. The OHSP collaborated with the Kiefer Foundation to accept a donation of vehicle cell phone holders to promote hands-free driving. These resources have been distributed to communities at all levels, including police agencies, non-profit organizations, state agencies, local municipalities, and more.

PUBLIC PARTICIPATION AND ENGAGEMENT CONTINUED

Chippewa Valley Area Traffic Safety Network in Big Rapids, Michigan May 30, 2024

This TSN event was intended to include outreach to the general public. Due to low turnout from the local public, this event did not achieve public participation and engagement standards.

Michigan Department of Transportation Ann Arbor Art Fair Open House in Ann Arbor, Michigan July 19, 2024

The OHSP utilized the Michigan Department of Transportation (MDOT) Vulnerable Road User (VRU) Assessment public surveying events to connect with members of the public in "hot spot" areas identified in the assessment. Ann Arbor residents expressed concerns over road rage incidents, distracted driving, speeding, and dangerous intersections. One concern involved bicyclists, especially bicyclists who allow small children to ride on the backs of bikes. Legislation was suggested to address this concern.

Michigan Department of Transportation Town Hall in Holland, Michigan July 23, 2024

The OHSP utilized the MDOT VRU Assessment public surveying events to connect with members of the public in "hot spot" areas identified in the assessment. Reckless driving was identified as a concern in the area. Another area of concern from residents included education of bicyclists and pedestrians on appropriate road use, especially in areas without sidewalks or bike lanes. Responses for addressing these issues included implementing laws and enforcement for these behaviors.

Michigan Department of Transportation Town Hall in Saginaw, Michigan July 25, 2024

The OHSP utilized the MDOT VRU Assessment public surveying events to connect with members of the public in "hot spot" areas identified in the assessment. Some of the concerns provided by residents in Saginaw focused on pedestrians, especially pedestrians who do not pay attention as they walk, and reckless driving. Important traffic safety issues for attendees included impaired driving, bicyclist fatalities in the community, and near-misses going unreported. Suggestions for improvements consisted of infrastructure improvements, such as lighting, walkways, and bike paths.

Highland Park/Avalon Village Town Hall August 12, 2024

This town hall was conducted in Avalon Village of Highland Park to discuss traffic safety concerns in the area. Initial data revealed a hit-and-run crash incidence rate that was twice that of the overall state average. Potential reasons for this incidence rate reported by residents included increased wariness of police, lack of vehicle insurance, or existing warrants for the drivers. The OHSP also discussed the increased foot traffic from pedestrians, including older senior community members and school children, speeding seen on arterial roads, underused bike lanes, and the lack of safe areas to walk. The OHSP is currently working with the MDOT and designated local agencies to find solutions to these concerns.

MICHIGAN'S EVIDENCE-BASED ENFORCEMENT PROGRAM ACTIVITIES

[23 CFR 1300.35(b)(3)]

Seat Belt Enforcement

The overall state seat belt use rate for all vehicles in 2022 was 92.9 percent. Police agencies continue to implement an evidence-based, highly visible seat belt enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns, such as CIOT, are most successful when accompanied by public information. To address this, the OHSP developed a paid media campaign with the objective of publicizing seat belt enforcement efforts, such as CIOT, to the public, especially young males who drive pickup trucks. The target audience was males aged 18–34, which also included a multicultural audience. The campaign ran statewide with an emphasis on low-belt-use counties. The CIOT enforcement took place from May 20 to June 2, 2024. The paid media campaign ran from April to June 2024, which was before and during the CIOT enforcement campaign. In addition, the non-national enforcement paid media campaign was to be dictated by when subrecipients were conducting enforcement. Targeting each agency's local enforcement period proved to be too extensive and would have pushed this grant over its budget. To address this, police agencies were provided with a local news release template that they could use to promote their enforcement efforts to their local media outlets. Several platforms were used to distribute messages during this paid media campaign, including radio, ESPN, Connected TV, Hulu, Vevo, Twitch, audio streaming and podcasting, outdoor signage, Gas Station TV, gas station signage, and social media. The campaign garnered more than 94 million impressions, which was more than double the goal of 41 million impressions. According to the 2023 Annual Direct Observation Survey of Safety Belt Use and Mobile Device Use report, the overall seat belt use rate decreased to 92.4 percent.

Impaired-Driving Enforcement

There were 1,093 fatal crashes involving a drug-impaired driver or motorcycle operator from 2017–2021. Additionally, there were 982 fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 g/dL or higher from 2017–2021. Police officers continued to implement an evidence-based, highly visible impaired-driving enforcement program, DSOGPO, to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns like DSOGPO are most successful when accompanied by public information, so the OHSP created a paid media campaign to improve public awareness and knowledge about driving sober and support impaired-driving enforcement efforts. The campaign took place statewide with a focus on Detroit, Grand Rapids, Flint, and Saginaw/Bay City. The OHSP promoted cooperative overtime enforcement during DSOGPO mobilizations, which took place December 15, 2023, to January 1, 2024, and August 16 to September 2, 2024. The target audience was men aged 21–34 and multicultural audiences. A wide variety of tactics were used to convey these messages, including radio, Detroit Lions Pre-Season, Hulu, Connected TV, ESPN, Vevo, audio streaming and podcasting, mobile, gas station signage, cooler signage, outdoor, college football, and social media. The campaign garnered more than 118 million impressions, which was more than double the goal of 50 million impressions.

Speed Enforcement

There were 1,274 speeding-related fatalities from 2017–2021. Law enforcement officers continued to implement an evidence-based, highly visible speed enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns are most successful when accompanied by public information, so the OHSP created a paid media campaign to improve public awareness and knowledge about the dangers of speeding while driving and to support speeding enforcement efforts. The campaign ran statewide from February to August 2024 and utilized assets created in FY2022. The campaign supported the monthlong speed enforcement campaign, which took place in July 2024. The primary target audience was men aged 16–24, and the secondary audience was people aged 16 and older. Several tactics were used to convey these messages, including radio, Connected TV, ESPN, Summer Olympics, Twitch, YouTube, audio streaming and podcasting, mobile, outdoor, Gas Station TV, and social media. The campaign garnered more than 63 million impressions, which surpassed the goal of 54 million impressions.

MICHIGAN'S EVIDENCE-BASED ENFORCEMENT PROGRAM ACTIVITIES CONTINUED

Distracted-Driving Enforcement

Michigan saw a 21 percent increase in distracted-driving fatalities from 2016 to 2020. To address this problem, the OHSP created a paid media campaign to improve public awareness and knowledge about the dangers associated with distracted driving and to support distracted-driving enforcement efforts. The campaign ran statewide from January to September 2024. Public information messages were distributed during Distracted Driving Awareness Month in April. The campaign supported the monthlong distracted-driving enforcement campaign, which also took place in April 2024. The campaign promoted Michigan's Hands-Free Law, which makes it illegal to manually use a cell phone or other mobile electronic device while operating a vehicle on Michigan roads. Additionally, social media was utilized to mark the year anniversary of Michigan's Hands-Free Law in June. The target audience was drivers aged 16 and older. Several tactics were used to convey these messages, including radio, ESPN, Connected TV/Hulu, YouTube, audio streaming and podcasting, mobile, outdoor, Gas Station TV, gas station signage, and social media. The campaign garnered more than 418 million impressions, which was almost four times higher than the goal of 108 million impressions.

Supporting Enforcement Strategies

The information contained in the section is based on the reports provided by police agencies. A variety of printed traffic safety materials and banners were utilized in various capacities, including police agency lobbies; public governmental areas, including high schools; and officers distributing materials during traffic enforcement for public education. Local press releases and the OHSP's information was utilized through local media, social media, internal law enforcement emails, and staff meetings. Challenges for outdoor banners or inside posters consisted of a lack of facility public display space and aggressions/vandalism toward police facilities.

Some examples of supporting enforcement strategies can be found below.

Calhoun County Sheriff's Office

The city of Springfield and Pennfield Township communities had targeted and dedicated enforcement posted within their jurisdictions. The municipal governing bodies and elected members were made aware in a council meeting prior to the enforcement period of the upcoming seat belt enforcement. Following the enforcement period, reports were given to governing bodies and officials to highlight the accomplishments of the enforcement, especially in Springfield and Pennfield, where they had seen an increase in fatal and/or serious injury crashes.

Bay County Sheriff's Office

This agency posted the statistics and fact sheets provided by the OHSP on the Bay County Sheriff's Office Facebook page. The Facebook page became a valuable resource, reaching over 20,000 followers. The Facebook page was used to communicate information to the public, such as patrols designated by the OHSP.

Brownstown Township Police Department

Officers were provided with pamphlets from the OHSP to give to motorists regarding the Move Over Law, OWI, and other traffic safety topics. School officers were also given additional materials to supply the high school and share with government education teachers.

Michigan State Police Second District

The OHSP's materials were displayed at the posts. The Second District's X account was utilized to notify drivers of enforcement periods occurring throughout the year.

Community Collaboration Efforts

The overtime enforcement grants that focused on traffic safety highlighted community collaboration throughout the year. Traffic safety discussions through local radio stations and informal monthly or quarterly community meetings provided community members with the opportunity to voice their concerns about traffic safety. Many police agencies utilized field complaints regarding traffic enforcement to collect tips and information about areas in need of police presence.

Some community collaboration highlights from law enforcement agencies in FY2024 can be found below.

Kalkaska County Sheriff's Office

Kalkaska County law enforcement attended township and county meetings monthly. They were actively engaged in the community and continuously fielded complaints and compliments regarding traffic enforcement. Any complaints were proactively approached with increased traffic patrols.

Escanaba Police Department

Every month, the Escanaba Police Department held a local traffic safety meeting with the city and the public. They made efforts to gain information from the public and local city officials to find problem areas to continue extra enforcement. Also, through the department's Facebook page, the local public regularly contacted the Escanaba Police Department with areas of concern for traffic safety. As a result, the department relayed the information to officers to consider extra patrols in that area.

Michigan State Police Seventh District

The MSP Seventh District Alpena Post participated in four Coffee with a Cop events throughout the year to share upcoming enforcement efforts. In addition, community members called various MSP posts regarding traffic safety concerns throughout the year.

Data Collection and Analysis

Throughout all police agencies conducting overtime enforcement, data collection provided the transparency the reporting police agencies consistently saw as they reviewed this information. Agencies utilized their own officer dailies data, traffic crash data, and crime mapping apps within their area. A traffic safety study, which included reviewing body and in-car camera systems and speed trailer data, was completed through local law enforcement for a roadway with noted safety concerns.

Some agencies that participated in important data collection and analysis efforts can be found below.

Grand Traverse County Sheriff's Office

The Grand Traverse County Sheriff's Office utilized the following tools to analyze their data collection: uniform traffic citation information, the electronic daily system, and body-worn cameras. These tools were utilized to identify disparities in enforcement and citations in the community.

Trenton Police Department

To identify the areas where the most citations were issued, the Trenton Police Department collected data in various ways, which included law enforcement tools such as LexisNexis and New World. The Trenton Police Department partnered with a company to produce a mobile application for cell phones in which crime mapping and traffic enforcement links are made available. The application also allowed citizens to submit complaints for both crime and traffic concerns. Also, the agency implemented the use of speed signs, which could be placed throughout the city. These signs were deployed in areas where citizens were concerned with speeding vehicles.

Michigan State Police Fifth District

The MSP Fifth District analyzed officer dailies and utilized various databases to determine areas where appropriate seat belt, speed, impaired-driving, and distracted-driving enforcement efforts were needed. The MSP Dashboard was utilized to prioritize high-traffic concerns and high-crash areas.

Identifying Disparities

As a part of the overtime enforcement projects, community meetings were held to assist in identifying areas of local communities facing disparate traffic safety issues. Through events such as a Monthly Community Meeting series, Coffee with a Cop, and ongoing fielding of concerns and complaints, areas of the community that would not have been identified during typical enforcement were recognized.

Informing Traffic Enforcement Policies, Procedures, and Activities

The information contained in the section is based on the reports provided by police agencies. High-visibility traffic enforcement includes public safety. Traffic stops and investigations during the grant period involved more time and resources beyond the traffic stops for arrests, Operating While Intoxicated (OWI) processing, passenger transport, resisting and obstructing, impaired-driving sobriety testing and hospital blood draws, and vehicle disposition. During traffic enforcement, diverse arrests and enforcement included felony and misdemeanor arrests, child endangerment, pursuits, weapons offenses, and aggressions toward police officers. Impaired driving involving alcohol and drugs was identified as a continuing problem. Challenges during the grant period included low staffing and/or staff participation, inclement weather, heavy vehicle window tint that limited officers' ability to view offenses, heavy road construction, and jail capacity and protocols that prevented the lodging of arrestees.

Some challenges and notable stops and arrests are listed below.

Michigan State Police Third District

During overtime enforcement, OWI arrests were made, which included one driver who had outstanding warrants for his arrest, refused a Preliminary Breath Test, and was in possession of a pistol. An Open Intoxicant citation was also issued to a vehicle passenger. Another arrest was made for Operating Under the Influence of Drugs (OUID), with a Drug Recognition Expert evaluation performed afterward. There were three OWI/OUID drivers arrested in one eight-hour shift. Another notable arrest occurred when a driver refused to stop and was observed throwing cocaine and methamphetamine out of his vehicle while driving. The driver eventually stopped and was arrested for fleeing and eluding, having no insurance on his vehicle, and possession of cocaine and methamphetamine.

Muskegon County Sheriff's Office

Traffic enforcement strategies included a deputy utilizing a department motorcycle to work their assignment, leading to a traffic stop for a seat belt violation that resulted in an arrest. During the traffic enforcement detail, the deputy also assisted in the apprehension of driver who crashed a motor vehicle and fled on foot. The driver was found in the woods and ultimately arrested for OWI - High BAC.

Negaunee City Police

During an enforcement period, the Negaunee City Police conducted enforcement on one date where the officer reported light traffic. The officer focused on an intersection that experienced many crashes, including a recent fatal crash involving a 16-year-old. The officer assisted the MSP with a traffic stop that resulted in multiple arrests, which included a warrant arrest and drug and alcohol offenses.

City of Escanaba Police Department

During high-visibility traffic enforcement, several citations and arrests were made due to the extra traffic enforcement patrols. One example included a traffic stop conducted in April 2024, which resulted in six arrests from one vehicle. Drugs, a weapon, and other items were found in the vehicle. Additionally, a fugitive warrant was found, and the subject was lodged.

MOBILIZATION

[23 CFR 1300.35(b)(4)]

Mobilization Calendar

- Impaired-driving enforcement from December 15, 2023, to January 1, 2024
- Distracted-driving enforcement from April 1–30, 2024
- Seat belt enforcement from May 20 to June 2, 2024
- Speed enforcement from July 1–31, 2024
- Impaired-driving enforcement from August 16 to September 2, 2024

Participating and Reporting Agencies

See attachment titled "FY2024 Annual Report OHSP Enforcement Projects" for a list of all participating enforcement agencies and sub-agencies.

MOBILIZATION CONTINUED

Enforcement and Citation Table

TRAFFIC ENFORCEMENT	DISTRACTED	IMPAIRED	SEAT BELT	SPEED
Participating Law Enforcement Agencies	102	122	106	121
Traffic Stops	16,252	19,606	11,474	38,357
Seat Belt Citations	604	338	3,925	1,000
Child Restraint Citations	37	25	54	55
Drunk-Driving Arrests	15	374	11	56
Operating Under the Influence of Drugs Arrests	6	44	34	24
Speeding Citations	2,928	4,835	1,544	20,224
Texting Citations	2,002	178	242	377
Other Hands-Free Citations	3,125	135	433	399
Other Moving Citations	1,757	1,598	784	2,044
Other Non-Moving Citations	2,094	2,369	1,291	4,386
Other Felony Arrests	83	256	73	183
Other Misdemeanor Arrests	527	1,209	486	1,126
Overtime Enforcement Hours	9,235	13,998	6,513	21,506

PEDESTRIAN/ BICYCLE ENFORCEMENT	MANDATORY PEDESTRIAN ENFORCEMENT <small>(OCT. 28 - NOV.2, 2023)</small>	MANDATORY BICYCLIST ENFORCEMENT <small>(AUG. 5-11, 2024)</small>	ELECTIVE	TOTAL
Participating Law Enforcement Agencies	1	2	3	4
Drivers				
Adult Driver Warnings	16	51	446	513
Adult Driver Citations	31	106	676	813
Youth Driver Warnings	0	0	4	4
Youth Driver Citations	0	0	2	2
Bicyclists				
Adult Bicyclist Warnings	0	1	30	31
Adult Bicyclist Citations	0	0	0	0
Youth Bicyclist Warnings	0	0	9	9
Youth Bicyclist Citations	0	0	0	0
Pedestrians				
Adult Pedestrian Warnings	3	8	68	79
Adult Pedestrian Citations	3	2	6	11
Youth Pedestrian Warnings	0	0	26	26
Youth Pedestrian Citations	0	0	0	0
Overtime Enforcement Hours	20	92	485	597

THE OHSP STAFF DURING FY2024

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Kara Rueckert, Occupant Protection Program Coordinator

Christy Sanborn, Impaired Driving Program Coordinator

ATTACHMENT

Please see attachment provided for additional information on agencies and projects related to multi-agency enforcement grants. Attachment titled "FY2024 Annual Report OHSP Enforcement Projects" is included.



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