



ANNUAL

REPORT

FY 2021

FY2021 Annual Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

Contents

FY2021 ANNUAL REPORT	iii		
GUIDING VALUES AND PRINCIPLES	vii		
MISSION	vii		
EXECUTIVE SUMMARY	viii		
FY2021 HIGHLIGHTS	1		
GLOSSARY OF ACRONYMS	2		
MICHIGAN CORE PERFORMANCE MEASURES	3		
Core Performance Measures	4		
Michigan Specific Performance Measures	8		
OCCUPANT PROTECTION	11		
SUPPORT AND TRAINING	11		
Community Car Seat Distribution	11		
Upper Peninsula Child Passenger Safety Program	11		
Child Passenger Safety Training and Recertification ..	11		
Michigan Department of Health and Human Services Training	12		
EVALUATION	12		
Seat Belt and Handheld Device Use Direct Observation Survey	12		
Child Restraint Use/Misuse Direct Observation Survey ..	13		
Occupant Protection Program Assessment Recommendation Implementation	13		
EDUCATION AND OUTREACH	13		
Buckle Up in Your Truck Public Education	13		
Booster Seat Public Education	14		
Rear Seat Belt Public Education	14		
IMPAIRED DRIVING	17		
ENFORCEMENT SUPPORT	17		
Drug Recognition Expert Training	17		
Drug Recognition Expert Call Out Program	17		
Drug Recognition Expert National Training Conference ...	18		
Impaired Driving Detection Training	18		
Sobriety Court Support	19		
Judicial Training and Outreach	19		
Judicial Outreach Liaison	20		
Traffic Safety Training Program	20		
EVALUATION	21		
Drug Recognition Expert Tablet and Program Management System	21		
Impaired Driving Program Assessment Recommendation Implementation	21		
Michigan State Police Third District Impaired Driving Action Team Communications	21		
		Mothers Against Drunk Driving Law Enforcement and Prosecutor Awards Program	22
		Drugged Driving Public Education Campaign	22
		POLICE TRAFFIC SERVICES	25
		TRAFFIC ENFORCEMENT	25
		Overtime Driving Under the Influence and Seat Belt Enforcement	25
		Law Enforcement Outreach Liaison	27
		Upper Peninsula Regional Law Enforcement Training ...	27
		EVALUATION	27
		Telephone Surveys	27
		EDUCATION, COMMUNICATION, AND OUTREACH	27
		Law Enforcement Engagement	27
		<i>Drive Sober or Get Pulled Over</i> Mobilization Paid Advertising	28
		Mobilization Message Development Impaired Driving Creative	28
		<i>Click It or Ticket</i> Mobilization Paid Advertising	28
		Mobilization Message Development Seat Belts Creative	29
		Mobilization Communications and Outreach Banners	29
		PEDESTRIAN AND BICYCLIST SAFETY	31
		ENFORCEMENT AND TRAINING	31
		Elective Overtime Enforcement	31
		Pedestrian and Bicycle Safety Law Enforcement Training	32
		Pedestrian and Bicycle Program Assessment Recommendation Implementation	33
		RESEARCH, DATA, AND EVALUATION	33
		Telephone Surveys	33
		EDUCATION, COMMUNICATION, AND OUTREACH	33
		Statewide Pedestrian Education Campaign	33
		Statewide Bicyclist Education Campaign	34
		Detroit <i>Safe Routes Ambassador Program</i>	34
		Public Education on Pedestrian and Bicyclist Safety Laws for Driver Education Instructors	34
		Regional Hands-On Courses for Public Education of Pedestrian and Bicyclist Laws	35
		TRAFFIC RECORDS	37
		TRAFFIC CRASH DATA SUPPORT AND TRAINING	37
		Traffic Crash Reporting Form Training Support	37
		EVALUATION	37
		Traffic Records Program Assessment Recommendation Implementation	37
		Upgrades to Roadsoft and Environmental Institute Road and Highways	38

State to State Staffing – Phase 1	38	Older Driver Evaluation and Referral Process	64
Michigan Crash Analysis Application – Phase 2	38	<i>Strive for a Safer Drive</i>	64
Improving Quality of Crash Severity and Injury Assessment Within Michigan Emergency Medical Services Information System.....	39	ThinkFast Interactive School Program for Teens.....	65
EDUCATION AND COMMUNICATION	39	Save a Life Tour Teen Interactive Program	65
Michigan Traffic Crash Facts Technical Support	39	MOTORCYCLIST SAFETY	67
COMMUNITY PROGRAMS	41	TRAINING AND EDUCATION	67
EDUCATION AND COMMUNICATION	42	Motorcycle Rider Training	67
In-House Public Information and Education.....	42	Motorcycle RiderCoach Professional Development	68
Materials Storage and Distribution	42	Motorcycle Range Aides	68
Strategic Counsel	42	Motorcycle Program Assessment Recommendation Implementation	68
Annual Michigan Traffic Safety Summit	42	Impaired Motorcyclist Prevention Campaign.....	69
Winter Safe Driving Awareness Week Campaign.....	43	RiderCoach Recruitment	69
PAID ADVERTISING	45	MOTORCYCLE EVALUATION	69
May 2021 Seat Belt. (<i>CIOT</i>)	45	<i>Shadow Rider</i> Project	69
August 2021 Drunk Driving. (<i>DSOGPO</i>).....	46	EMERGENCY MEDICAL SERVICES	72
September 2021 Statewide Pedestrian Education Campaign.....	47	Upper Peninsula Rural Bystander Care Program	72
September 2021 Statewide Bicyclist Education Campaign	47	ADMINISTRATIVE ISSUES	73
December FY2021 Impaired Driving Enforcement Summary.....	48	Governor’s Traffic Safety Advisory Commission	73
Buckle Up in Your Truck Seat Summary	48	Legislative Update	73
Bicycle Safety Enforcement Summary	49	Traffic Safety Networks	73
July/August 2021 Impaired Driving Enforcement Summary.....	50	PLANNING AND ADMINISTRATION	75
Booster Seat Summary.....	51	Planning and Administration.....	75
Motorcycle Impaired Enforcement Summary	52	Michigan Traffic Safety Summit	76
<i>Shadow Rider</i> Summary.....	53	PROGRAM MANAGEMENT	77
RiderCoach Summary	53	Program Management.....	77
Rear Seat Belt Summary.....	53	FY2022 FOCUS	78
Pedestrian Safety/Motorist Public Education Summary	54	Highway Safety Problems	78
May 2021 <i>CIOT</i> Enforcement Summary	55	Highway Safety Performance Measures	78
November 2020 <i>CIOT</i> Enforcement Summary.....	56	Developing and Selecting Evidence-Based Strategies and Projects.....	78
Drugged Driving Summary	58	Other Projects, Initiatives, and Challenges for the OHSP	78
Winter Driving Public Education Summary	59	FY2021 FINANCIAL STATUS REPORT	80
Teen Passenger Safety Enforcement Summary	60	FY2020 FINANCIAL STATUS REPORT	88
MSP Task Force Summary.....	60	THE OHSP STAFF	97
DRIVER EDUCATION	63		
TRAINING AND EDUCATION	63		
Ride and Drive Impaired Driving Station.....	63		
RoadWise Enhanced Driving Program for Seniors	63		
Teen Passenger Safety Campaign	63		

Guiding Values and Principles

We strive for integrity, commitment, and excellence in our daily work and fairness and mutual respect in our relationships with our partners.

We embrace a team-focused working environment and are committed to promoting professional growth and development.

We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.

We understand that a sound process of problem solving—including problem identification, strategy development, and evaluation—will result in effective outcomes.

We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.

We are committed to providing resources in an objective manner.

Mission

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

Executive Summary

On behalf of everyone at the Michigan Office of Highway Safety Planning (OHSP), I am pleased to present the Annual Report for Fiscal Year (FY) 2021.

This Annual Report is the OHSP's official communication to the National Highway Traffic Safety Administration (NHTSA) and Michigan's citizens on how federal traffic safety funding was utilized to improve traffic safety in the state. The projects and programs detailed in this report are part of an ongoing process toward achieving our ultimate goal of zero fatalities on Michigan roadways.

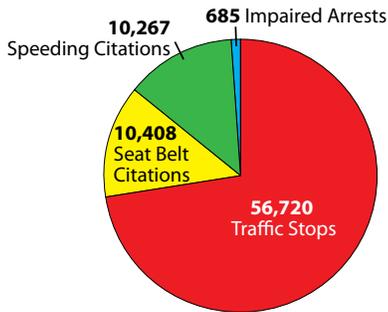
As with FY2020, the global COVID-19 pandemic played havoc with our goals for FY2021, causing some to fall short of reaching their objectives due to restrictions and shutdowns. Yet, even with those difficulties, many of the goals for FY2021 not only were achieved but surpassed expectations. Several highlights of this year's successes are shown in the following infographics.

All the achievements in this Annual Report were dependent on the passion, commitment, and involvement of thousands of Michigan and national traffic safety practitioners and partners. Their contributions on commissions, action teams, committees, networks, and projects helped strengthen Michigan's traffic safety culture. We are proud of the work accomplished with our traffic safety partners, and we look forward to continued progress in FY2022.



Michael L. Prince
Director
Office of Highway Safety Planning

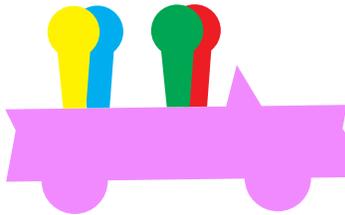
FY2021 Highlights



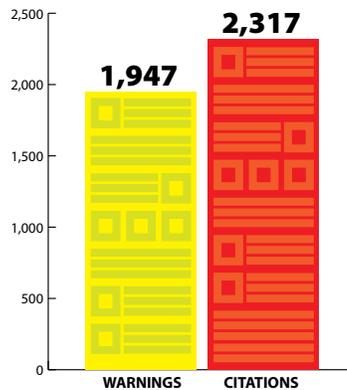
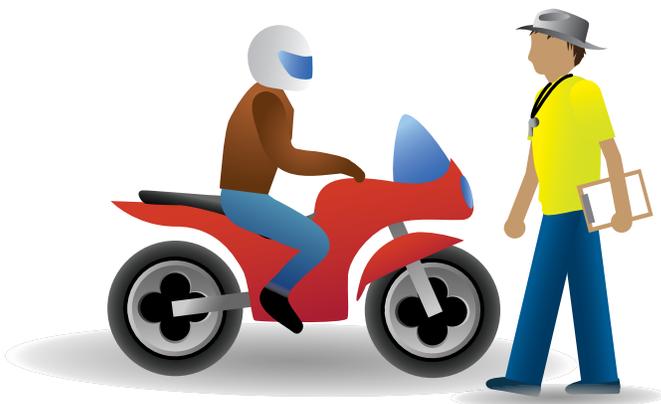
Geared toward parents, the Teen Passenger Safety campaign focused on the dangers of passengers and teen drivers. Social media messages garnered 9,719,564 impressions.



The Click It or Ticket seat belt enforcement and Drive Sober or Get Pulled Over impaired driving enforcement garnered 56,720 traffic stops; 10,408 seat belt citations; 685 drunk driving and operating under the influence of drugs arrests; and 10,267 speeding citations.



Michigan Traffic Crash Facts, michigantrafficcrashfacts.org, which provides public accessibility for crash data, had 101,497 page views; 78,629 queries on the data query tool; and 12,868 new users.



There were 216 student motorcyclists trained in ten Advanced RiderCourses offered in Wayne, Macomb, and Oakland Counties.

The Pedestrian and Bicyclist Safety Enforcement Weeks, plus additional overtime enforcement conducted throughout FY2021, garnered 1,947 warnings and 2,317 citations, which were issued to a combination of motorists, bicyclists, and pedestrians.

Glossary of Acronyms

3WBRC.....3-Wheel Basic RiderCourse	SHSOState Highway Safety Office
ARCAdvanced RiderCourse	SHSPStrategic Highway Safety Plan
ARIDEAdvanced Roadside Impaired Driving Enforcement	TCRU.....Traffic Crash Reporting Unit
BRCBasic RiderCourse	TRCC.....Traffic Records Coordinating Committee
BRC2Basic RiderCourse 2	TSN.....Traffic Safety Network
CEUcontinuing education unit	TSRPTraffic Safety Resource Prosecutor
<i>CIOTClick It or Ticket</i>	TSTP.....Traffic Safety Training Program
CLIP 2.0.....crash location improvement project	UMTRIUniversity of Michigan Transportation Research Institute
CPS.....Child Passenger Safety	UPCPS.....Upper Peninsula Child Passenger Safety
CPSTChild Passenger Safety Technician	VMT.....vehicle miles traveled
DREDrug Recognition Expert	
<i>DSOGPODrive Sober or Get Pulled Over</i>	
DWI.....Driving While Intoxicated	
EMS.....Emergency Medical Services	
ESRI.....Environmental Systems Research Institute	
FARSFatality Analysis Reporting System	
FDE.....Fundamental Data Elements	
FYfiscal year	
g/dlgrams per deciliter	
GTSAC.....Governor’s Traffic Safety Advisory Commission	
HSPHighway Safety Plan	
IACPInternational Association of Chiefs of Police	
IMPACT.....Impaired Driving Action Team	
JOL.....Judicial Outreach Liaison	
LMB.....League of Michigan Bicyclists	
MACPMichigan Association of Chiefs of Police	
MADDMothers Against Drunk Driving	
MDHHS.....Michigan Department of Health and Human Services	
MDOS.....Michigan Department of State	
MDOT.....Michigan Department of Transportation	
MDTSEAMichigan Driver and Traffic Safety Education Association	
Mi-CAT.....Michigan Crash Analysis Tool	
MIREModel Inventory of Roadway Elements	
MI-REPMichigan Rider Education Program	
MJI.....Michigan Judicial Institute	
MSAMichigan Sheriffs’ Association	
MSF.....Motorcycle Safety Foundation	
MSP.....Michigan State Police	
MTCFMichigan Traffic Crash Facts	
N/A.....Not available	
NHTSANational Highway Traffic Safety Administration	
OHSPOffice of Highway Safety Planning	
PI&EPublic Information & Education	
R&H.....Roads and Highways	
RCP.....RiderCoach Preparation Course	
RRBRCReturning Rider Basic RiderCourse	
<i>S4SD.....Strive for a Safer Drive</i>	
SCAO.....State Court Administrative Office	
SFSTStandardized Field Sobriety Test	

Michigan Core Performance Measures

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 NHTSA clarified that, within the Annual Report, states have the option to use more current state-level data if available, instead of FARS data. Michigan has opted to evaluate target achievements using the most recent state data, except where noted.

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

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

PMI*	Core Performance Measures and Targets	2018	2019	2020	FY2021 Provisional Jan. 1 - Dec. 13
C-1	Traffic fatalities ¹	974	985	1,083	1,013 ²
C-2	Serious ("A") injuries in traffic crashes	5,586	5,629	5,433	5,412
C-3	Fatalities per 100 million VMT ¹	0.95	0.96	Pending	Pending
C-4	Unrestrained passenger vehicle occupant fatalities, all seat positions	180	202	222	233
C-5	Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	267	261	Pending	Pending
C-6	Speed-related fatalities	245	250	Pending	Pending
C-7	Motorcyclist fatalities	134	122	152	162
C-8	Unhelmeted motorcyclist fatalities	51	54	65	69
C-9	Drivers aged 20 or younger in fatal crashes	103	127	128	149
C-10	Pedestrian fatalities	145	149	175	157
C-11	Bicyclist fatalities	21	21	38	21
B-1	Safety belt use (daytime, observed)	93.4%	94.4%	94.4% ³	92.6%
	Michigan Specific Goals	2018	2019	2020	FY2021 Provisional Jan. 1 - Dec. 13
O1	Crashes involving alcohol- or drug-impaired motorcyclist	206	239	238	239
O2	Fatalities to alcohol- or drug-impaired motorcyclist	44	42	48	40
O3	Fatalities in crashes involving a drug-impaired driver or motorcycle operator	226	214	257	154
O4	Crashes involving a motorcycle and another motor vehicle	1,424	1,460	1,524	1,689
O5	Drivers aged 65 and over in fatal crashes	236	221	222	200
O6	Percentage of time for driver vehicle database conviction updates	N/A	97	65	82.97 ⁴

1. FARS data.

2. State data as provided by the Criminal Justice Information Center Traffic Crash Reporting System. FARS data not available.

3. Due to the COVID-19 pandemic, Michigan selected to use a NHTSA waiver that allowed using the official 2019 seat belt use rate as the official 2020 rate.

4. FY2021 Provisional Jan. 1 - Sep. 30.

* Performance Measure Identifier

CORE PERFORMANCE MEASURES

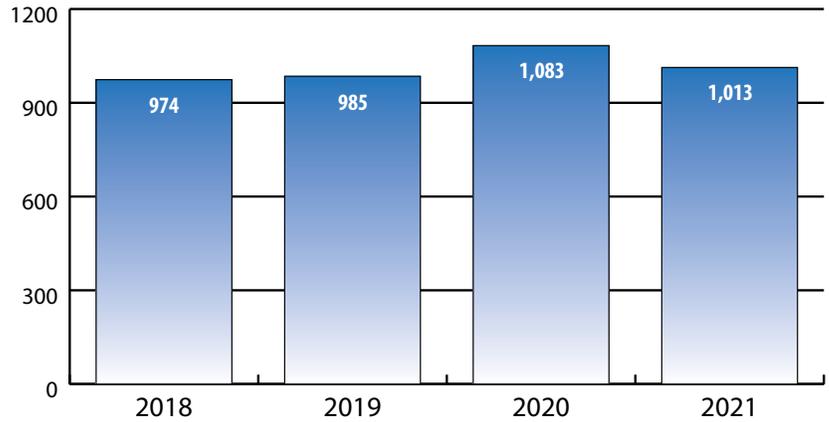
The OHSP will implement or expand strategies and countermeasures among the various program areas to address the seven performance targets not met in FY2021. Listed

below are the additional FY2022 activities planned in efforts to meet the seven performance measure deficiencies.

C-1 NUMBER OF FATALITIES IN TRAFFIC CRASHES

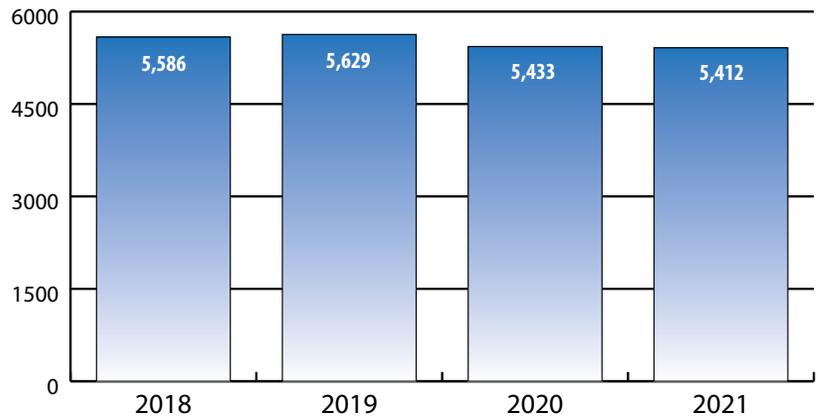
Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021. **Goal not achieved**

The OHSP will implement programming to prevent an increase in fatalities, such as stepped-up enforcement and public education regarding speed, impairment, and seat belt and child safety restraint device use.



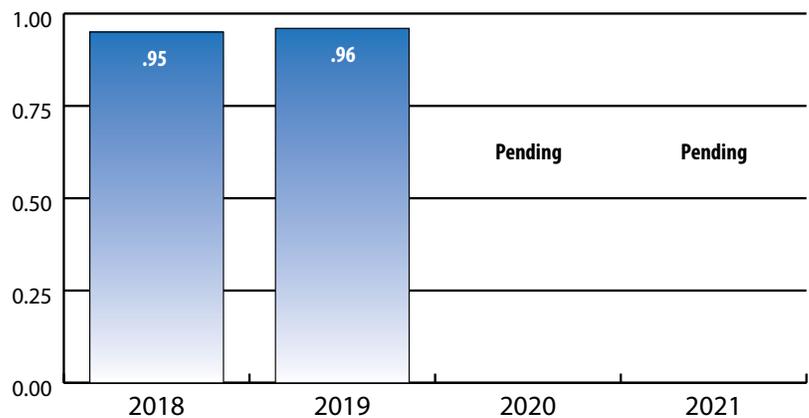
C-2 NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021. **Goal achieved**



C-3 FATALITIES/VMT

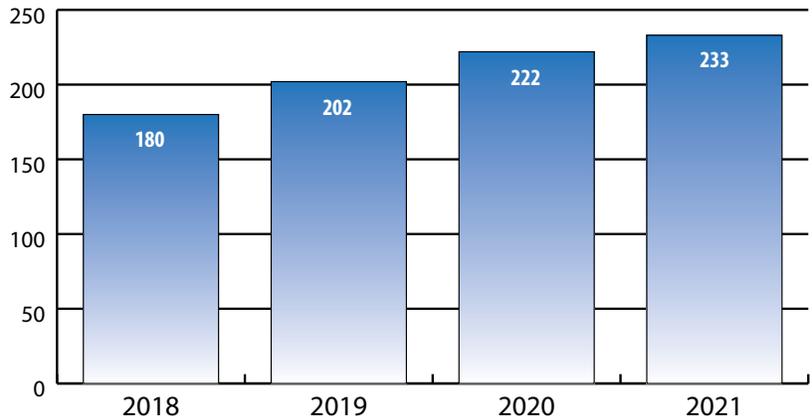
Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. **Goal pending**



C-4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS

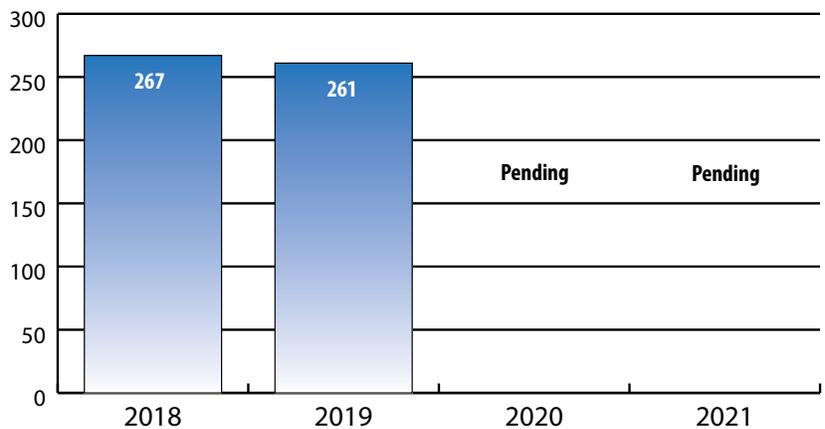
Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021. **Goal not achieved**

The OHSP will implement programming to reduce unrestrained fatalities based on the 2018-2022 averages, such as specialized enforcement and public education directed to young male pickup truck drivers.



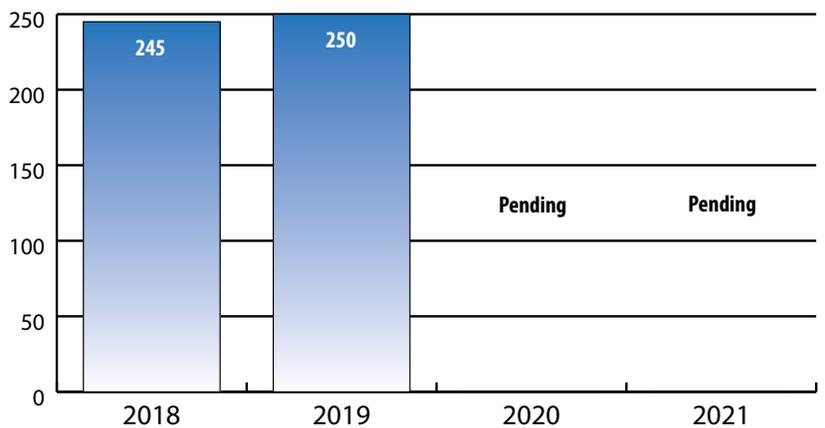
C-5 NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BLOOD ALCOHOL CONCENTRATION OF .08 G/DL OR HIGHER

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2020 and 2021 numbers not yet available.) **Goal pending**



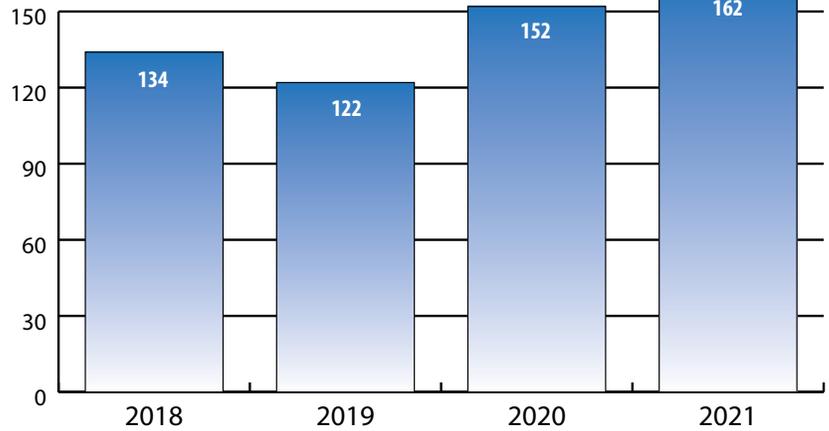
C-6 NUMBER OF SPEEDING-RELATED FATALITIES

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2020 and 2021 numbers not yet available.) **Goal pending**



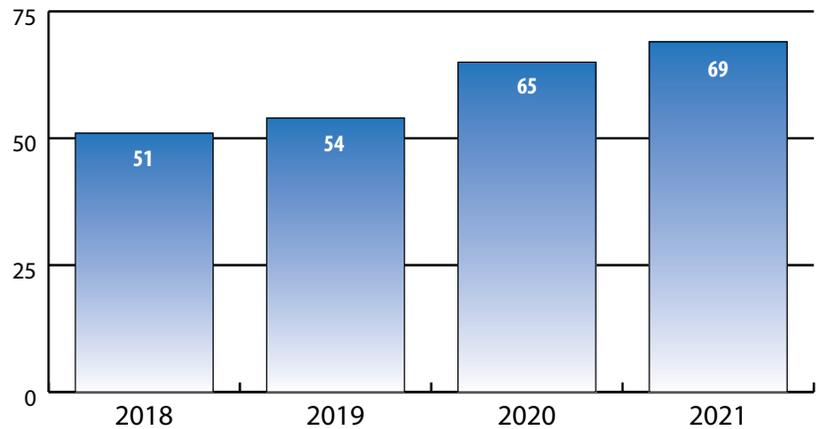
C-7 NUMBER OF MOTORCYCLIST FATALITIES

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021. **Goal achieved**



C-8 NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES

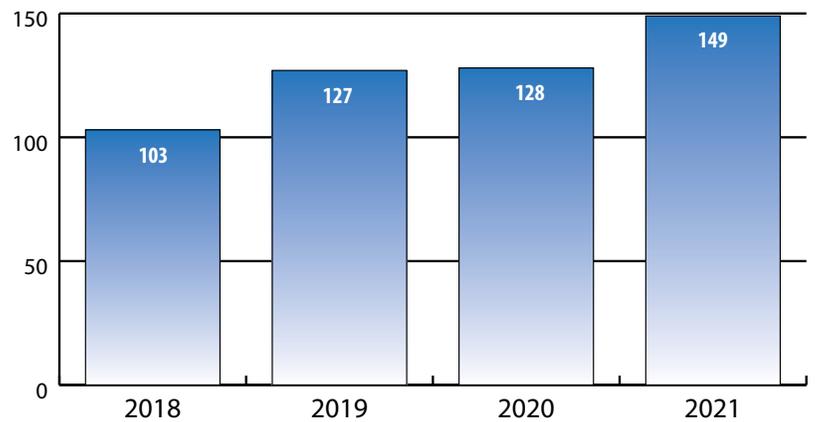
Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021. **Goal achieved**



C-9 NUMBER OF DRIVERS 20 OR YOUNGER INVOLVED IN FATAL CRASHES

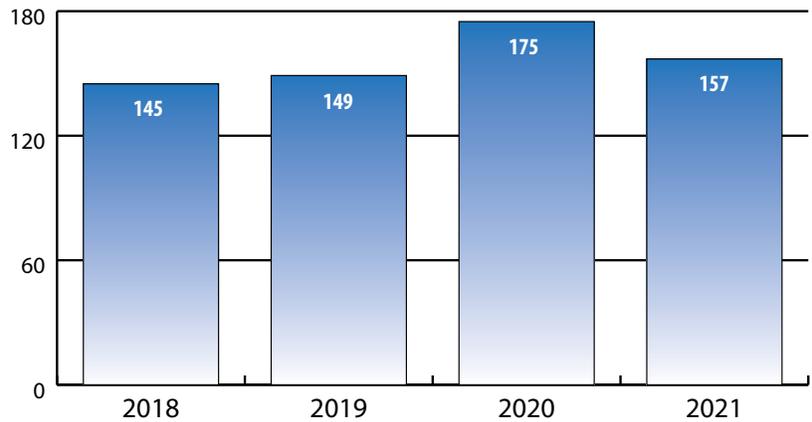
Target: Reduce drivers aged 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021. **Goal not achieved**

The OHSP will implement programming to decrease younger driver fatalities based on the 2018-2022 averages, such as continued support of *Strive for a Safer Drive* at schools and other peer-to-peer-focused training.



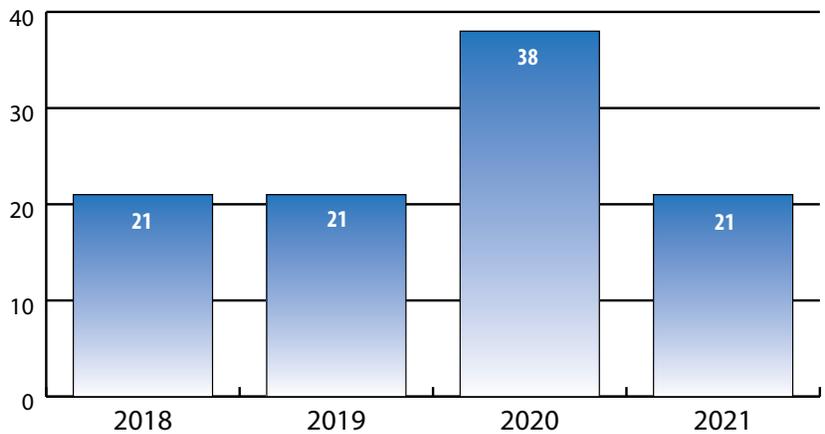
C-10 NUMBER OF PEDESTRIAN FATALITIES

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021. **Goal achieved**



C-11 NUMBER OF BICYCLIST FATALITIES

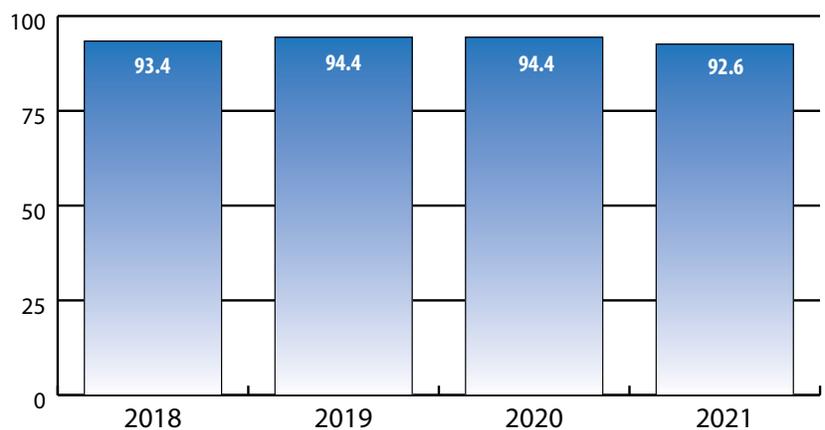
Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021. **Goal achieved**



B-1 STATEWIDE SEAT BELT USE RATE (PERCENTAGE)

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021. (Due to the COVID-19 pandemic, Michigan selected to use a NHTSA waiver that allowed using the official 2019 seat belt use rate as the official 2020 rate.) **Goal not achieved**

The OHSP will implement programming to increase the seat belt usage rate by conducting specialized seat belt enforcement and public education in counties where the seat belt use rate is below 90%.

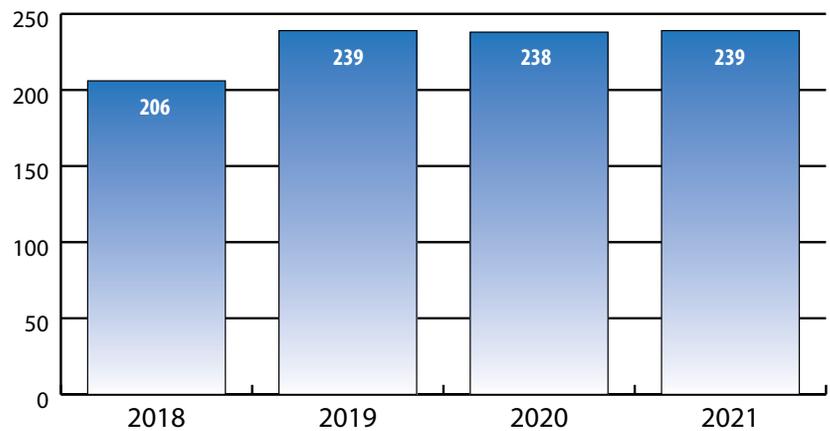


MICHIGAN SPECIFIC PERFORMANCE MEASURES

O1: NUMBER OF CRASHES INVOLVING ALCOHOL- OR DRUG-IMPAIRED MOTORCYCLIST

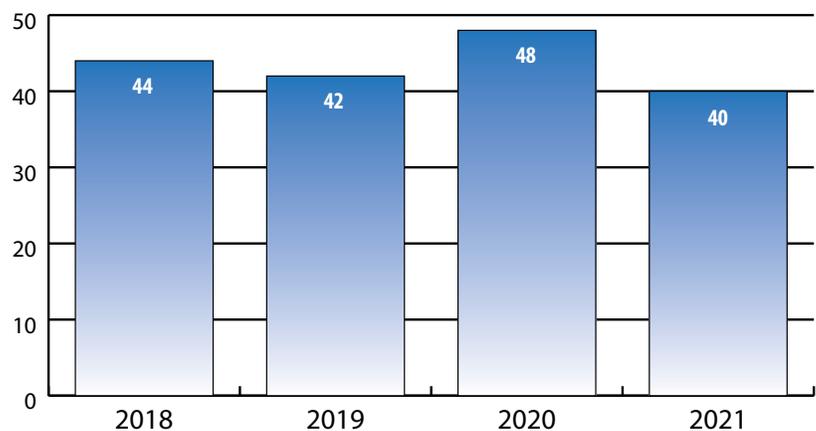
Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021. **Goal not achieved**

The OHSP will implement programming to prevent crashes involving an alcohol- or drug-impaired motorcyclist based on the 2018-2022 averages, such as specialized impaired enforcement and public education.



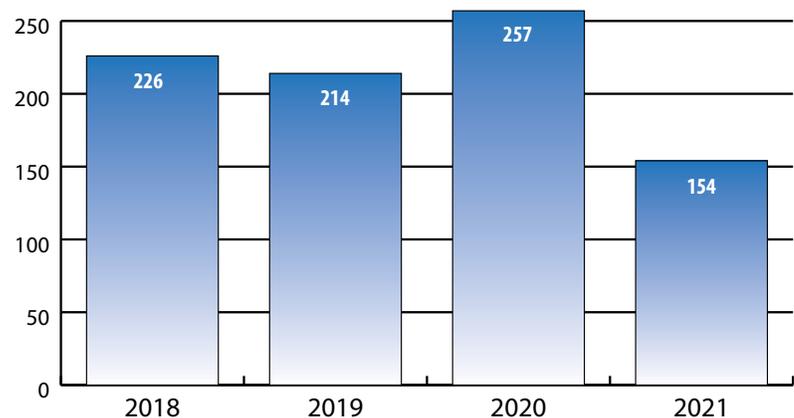
O2: NUMBER OF FATALITIES INVOLVING ALCOHOL- OR DRUG-IMPAIRED MOTORCYCLIST

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021. **Goal achieved**



O3: NUMBER OF FATAL CRASHES INVOLVING DRUG-IMPAIRED DRIVER OR MOTORCYCLE OPERATOR

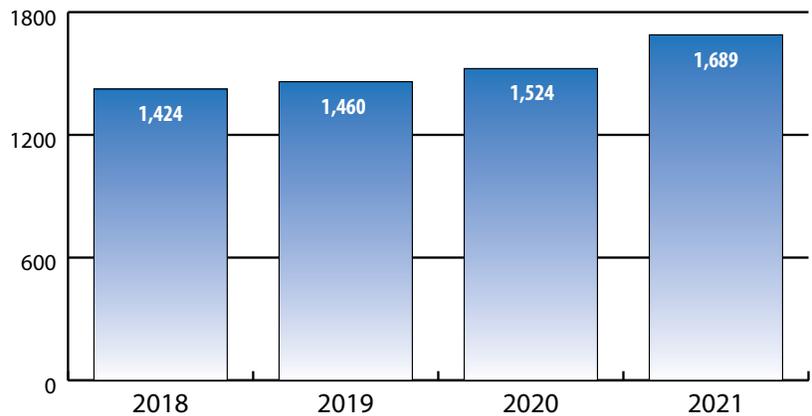
Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021. **Goal achieved**



O4: NUMBER OF CRASHES INVOLVING A MOTORCYCLE AND ANOTHER MOTOR VEHICLE

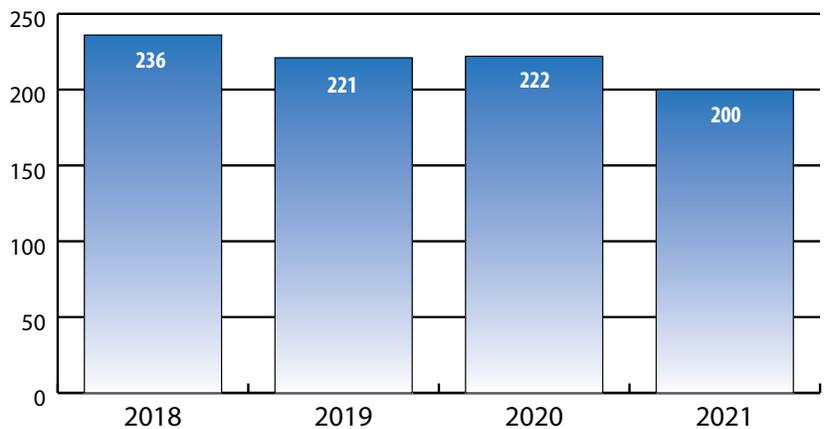
Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021. **Goal not achieved**

The OHSP will implement programming to reduce motorcycle crashes involving a motorcycle and another motor vehicle based on the 2018-2022 averages, such as motorcyclist training and public education.



O5: NUMBER OF SENIOR DRIVERS (65+)-INVOLVED FATAL CRASHES

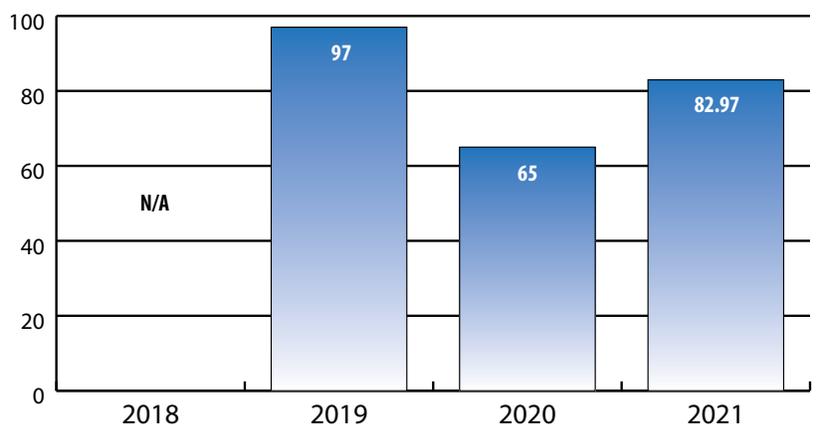
Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021. **Goal achieved**



O6: PERCENTAGE OF TIME FOR DRIVER VEHICLE DATABASE CONVICTION UPDATES

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021. **Goal not achieved**

The OHSP will implement procedures and programming to increase the driver vehicle record database convictions received within 10 days of adjudication.





Occupant Protection

Occupant protection in a vehicle includes seat belts, child restraints, and air bags. Those are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and reducing injury severity. Every occupant should utilize the proper restraints and safety devices.

PROGRAM GOALS

- To reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.
- To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.
- To prevent fatalities/VMT (vehicle miles traveled) rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.
- To reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.
- Increase the statewide seat belt use rate from 94.4 percent in 2020 to 98 percent in 2021.

SUPPORT AND TRAINING

COMMUNITY CAR SEAT DISTRIBUTION

Section 402 FAST Act Child Restraints

CP-21-01; Awarded: \$241,000.00; Expended: \$24,553.00

Section 405(b) FAST Act Occupant Protection High CSS Purchase/
Distribution

CP-21-01; Awarded: \$59,000.00; Expended: \$43,857.00

BACKGROUND

Car seat distribution will be focused on the 15 top counties with unrestrained fatality and suspected serious injury crashes for children aged seven and younger. Additional counties may be added or considered based on need, resources, or specific programming (diverse populations, rural, etc.). By offering free car seats to eligible families or caregivers who are enrolled in low-income-based programs, the OHSP will reach high-risk populations.

Funding will support supplies/operating costs.

PROJECT GOAL AND RESULT

- Prevent fatalities and suspected serious injuries for unrestrained children aged seven and younger from increasing from 36 in 2019 to 59 by September 30, 2021. **Goal achieved**

There were 12 fatalities and suspected serious injuries for unrestrained children aged seven and younger by September 30, 2021.

A total of 1,354 car seats were provided to low-income families statewide who met the qualifying screening requirements. The car seats were distributed during car seat check appointments, regularly scheduled fitting station hours, and community car seat events.

UPPER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Section 405(b) FAST Act Occupant Protection High Training
OP-21-01; Awarded: \$0; Expended: \$0

BACKGROUND

A grant will be offered to the Upper Peninsula Child Passenger Safety (UPCPS) program to refocus its efforts on Child Passenger Safety Technician (CPST) certification and continuing education unit (CEU) training courses. Efforts may also be focused on Child Passenger Safety (CPS) Awareness training courses for Michigan Department of Health and Human Services (MDHHS) staff.

Funding will support salaries and supplies/operating and indirect costs.

PROJECT GOAL AND RESULT

- Prevent the number of fatalities and suspected serious injuries to unrestrained children, aged seven and younger, in the Upper Peninsula from increasing from 0 by September 30, 2021. **Goal achieved**

There were no fatalities and suspected serious injuries to unrestrained children, aged seven and younger, in the Upper Peninsula by September 30, 2021.

The UPCPS program did not accept this grant, but efforts were still made to certify new technicians in the area. Four candidates from the Upper Peninsula took and passed the certification course in another region of the state.

CHILD PASSENGER SAFETY TRAINING AND RECERTIFICATION

Section 405(b) FAST Act Occupant Protection High Training
CP-21-01; Awarded: \$65,000.00; Expended: \$19,635.00

BACKGROUND

The OHSP will continue to support CPST certification, CEU, and renewal trainings with a focus on the ten counties with the largest unrestrained fatality and suspected serious injury crashes of children aged seven and younger. The counties include Wayne, Muskegon, Kent, Oakland, Ottawa, Montcalm, Genesee, Jackson, Macomb, and Kalamazoo. The CPS trainings will also focus on those who work with diverse populations and frontline service providers who work directly with families in need. Travel scholarships may also be provided for CPST candidates working in low-technician (three or less) counties.

Funding will support contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Prevent fatalities and suspected serious injuries for unrestrained children aged seven and younger from increasing from 36 in 2019 to 59 by September 30, 2021. **Goal achieved**

There were 12 fatalities and suspected serious injuries for unrestrained children aged seven and younger by September 30, 2021.

Sixty-nine new CPSTs were trained in five CPST Certification Courses. One CPST Renewal Course resulted in the recertification of 11 CPSTs.

Michigan’s CPST recertification rate for FY2021 was 51.8 percent, which was higher than the national recertification rate of 46.2 percent. This rate represents the recertification of 441 out of 851 CPSTs who were up for recertification during FY2021.

MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES TRAINING

Section 405(b) FAST Act Occupant Protection High Training
CP-21-01; Awarded: \$75,000.00; Expended: \$18,750.00

BACKGROUND

The project will focus on the transition and development of a plan for the MDHHS Car Seat Training program to become self-sufficient by identifying CPSTs and other candidates within the agency to become certified CPSTs.

The OHSP will continue to explore options to have car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support salaries and travel, certification fees, and materials costs.

PROJECT GOAL AND RESULT

- Prevent fatalities and suspected serious injuries for unrestrained children aged seven and younger from increasing from 36 in 2019 to 59 by September 30, 2021. **Goal achieved**

There were 12 fatalities and suspected serious injuries for unrestrained children aged seven and younger by September 30, 2021.

Due to the COVID-19 pandemic, the OHSP was unable to provide CPS Awareness training for MDHHS staff. However, the OHSP was able to provide the MDHHS with a national Car Seat Basics curriculum to incorporate into its in-service training program and bring CPS Awareness training to its staff. The MDHHS has identified a staff person in its central office who will complete the CPST Certification Course and be responsible for coordinating this training internally for MDHHS staff statewide. The OHSP will be available to provide technical assistance and traffic safety material resources as needed.

EVALUATION

SEAT BELT AND HANDHELD DEVICE USE DIRECT OBSERVATION SURVEY

Section 405(b) FAST Act Occupant Protection High
OP-21-03; Awarded: \$118,998.00; Expended: \$118,983.00

BACKGROUND

Michigan has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support mobilizations. The observation survey for the annual requirement will be conducted after Memorial Day in the counties and locations approved by NHTSA methodology. The project will also include the remaining 48 counties to provide the county-level seat belt use rate for use in future program planning. The entire state survey was previously done in 2017 and 2019.

Funding will support salaries/fringe benefits and contractual, indirect, and supplies/operating costs.

PROJECT GOALS AND RESULTS

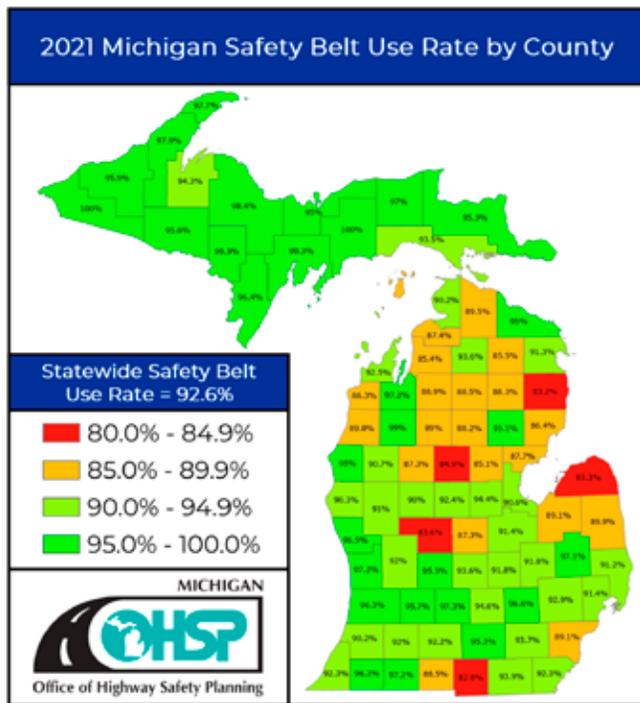
- Determine the seat belt rate by conducting the NHTSA annual direct observation survey by September 30, 2021. **Goal achieved**
- Determine the handheld device use rate by conducting a direct observation survey by September 30, 2021. **Goal achieved**
- Determine the seat belt rate for the remaining 48 counties by conducting a direct observation survey by September 30, 2021. **Goal achieved**

Michigan State University conducted the annual direct observation survey and determined the 2021 statewide seat belt rate to be 92.6 percent. This represents a 1.8 percent decrease from the 94.4 percent statewide seat belt rate in 2019. The handheld device use rate was found to be 6.4 percent, which is a slight decrease from the 7.5 percent use rate in 2019. There was no survey conducted in 2020 due to

the COVID-19 pandemic. Michigan opted to use the NHTSA waiver and use the 2019 seat belt use rate for 2020.

A seat belt survey was also completed for each of the 83 counties in the state, which showed the following:

- Males and younger occupants, specifically those in pickup trucks, continue to exhibit lower seat belt use rates.
- In 2017, there were 13 counties whose seat belt use rates were under 90 percent, which increased to 25 counties in 2021.
- In 2017, there were 40 counties whose seat belt rates were higher than or equal to the state’s 94.1 percent seat belt use rate. In 2021, this number decreased to 36 counties whose seat belt rates were higher than or equal to the state’s 92.6 percent seat belt use rate.



CHILD RESTRAINT USE/MISUSE DIRECT OBSERVATION SURVEY

Section 405(b) FAST Act Occupant Protection High OP-21-02; Awarded: \$115,000.00; Expended: \$0

BACKGROUND

The NHTSA Occupant Protection Program Assessment recommendations state 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 need to be addressed for new sets of parents and caregivers.

Funding will support salaries/fringe benefits and contractual, indirect, and supplies/operating costs.

PROJECT GOALS AND RESULTS

- Determine the child restraint device use and misuse rate among children aged three and younger by September 30, 2021. **Goal not achieved**
- Determine the child restraint device use and misuse rates among children aged four to seven years old by September 30, 2021. **Goal not achieved**
- Determine the total child restraint device use and misuse rates among children aged seven and younger by September 30, 2021. **Goal not achieved**

This project is delayed until FY2022 due to the COVID-19 pandemic.

OCCUPANT PROTECTION PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Section 405(b) FAST Act Occupant Protection High OP-21-04; Awarded: \$0; Expended: \$0

BACKGROUND

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

Funding will support salaries/fringe benefits and contractual, supplies/operating, equipment, and indirect costs.

PROJECT GOAL AND RESULT

- Implement occupant protection program strategies by September 30, 2021. **Goal not achieved**

Although no additional strategies were implemented, the OHSP Occupant Protection Program Coordinator has continued to work with traffic safety partners to develop strategies identified in the NHTSA Occupant Protection Program Assessment recommendations and the Occupant Protection Action Team’s Action Plan. Additional projects that may have been identified but not implemented in FY2021 may be planned for implementation in FY2022. The Occupant Protection Program Coordinator continues to reach out via partners seeking new occupant protection project proposals for FY2023.

EDUCATION AND OUTREACH

BUCKLE UP IN YOUR TRUCK PUBLIC EDUCATION

Section 405(b) FAST Act Occupant Protection High Public Education

CP-21-03; Awarded: \$100,000.00; Expended: \$99,088.00

BACKGROUND

The OHSP will continue utilizing the previously developed social media campaign to reach young male pickup truck drivers. The social media campaign will communicate the importance of buckling up when driving a truck via content

creation, the use of various social media channels, and paid advertising.

Funding will support contractual costs.

PROJECT GOALS AND RESULTS

- Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2021. **Goal not achieved**
- Increase the seat belt use rate for male pickup truck drivers aged 16-29 from 84.2 percent to 84.9 percent by September 30, 2021. **Goal not achieved**

The 2021 Seat Belt Survey report showed a decrease in the seat belt use rate for male pickup drivers from 89.3 percent to 86.7 percent. There was also a decrease in the seat belt use rate for pickup truck drivers aged 16-29 from 84.2 percent to 81.6 percent.

The statewide campaign efforts ran from December through April and included an increased focus in several counties where the seat belt use rate was lower than the statewide seat belt use rate. The target audience was men, aged 18-34, who drive pickup trucks. The campaign garnered more than 22.7 million impressions from several social media platforms, such as mobile, Facebook/Instagram, Snapchat, and Twitter. The social media posts that depicted a pickup truck rollover accumulated the most impressions.

BOOSTER SEAT PUBLIC EDUCATION

Section 405(b) FAST Act Occupant Protection High Public Education

CP-21-03; Awarded: \$75,000.00; Expended: \$74,982.00

BACKGROUND

The OHSP will utilize a previously developed social media campaign using social media channels and 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 feet 9 inches. The project will support content creation and paid advertising.

Funding will support contractual costs.

PROJECT GOALS AND RESULTS

- Prevent fatalities and suspected serious injuries for unrestrained children aged seven and younger from increasing from 36 in 2019 to 59 by September 30, 2021. **Goal achieved**
- Increase the statewide booster seat usage rate among children aged four to eight years old from 54.5 percent to 57 percent by September 30, 2021. **Goal not achieved**

There were 12 fatalities and suspected serious injuries for unrestrained children aged seven and younger by September 30, 2021.

Due to the COVID-19 pandemic, OHSP was unable to conduct the child restraint survey in FY2021, which would have provided the statewide booster seat usage rate. However, the survey is planned to be conducted in FY2022.

Nevertheless, the statewide booster seat campaign efforts proceeded to run from June through September. The campaign garnered more than 6.3 million impressions from several social media components, such as mobile, YouTube, Facebook, and Instagram. The social media video posts appeared to drive the most impressions.

REAR SEAT BELT PUBLIC EDUCATION

Section 405(b) FAST Act Occupant Protection High Public Education

CP-21-03; Awarded: \$75,000.00; Expended: \$74,981.00

Section 405(d) FAST Act Impaired Driving Low Occupant Protection (flex)

CP-21-03; Awarded: \$20,000.00; Expended: \$20,000.00

BACKGROUND

The OHSP will develop and/or utilize the Governors Highway Safety Association's existing *Make It Click* rear seat belt use social media campaign to include creation of a social media message, logo, and video, as well as focus group message testing and social media placement. The public information campaign will communicate the importance of buckling up when riding in the rear seat of a vehicle, with a focus toward teens aged 16 and over.

Funding will support contractual costs.

PROJECT GOALS AND RESULTS

- Prevent the number of rear-seat unrestrained fatalities and suspected serious injuries from increasing from 122 in 2019 to 135 by September 30, 2021. **Goal achieved**
- Reduce the percentage of unrestrained adult rear-seat occupants from 10.4 percent to 7.19 percent by September 30, 2021. **Goal not achieved**

There were 110 rear-seat unrestrained fatalities and suspected serious injuries and a total of 8.77 percent of unrestrained adult rear-seat occupants.

The statewide campaign efforts ran from May through August. The target audience was occupants aged 16-50, with a focus on those aged 16-25. The campaign garnered more than 10.8 million impressions from several social media components, such as YouTube, Facebook, Instagram, and Snapchat. The newly created *Excuses* video communicated the message that unbuckled back-seat passengers are twice as likely to die in a crash and highlighted some of the top excuses people use for not buckling up in the rear seat.





MICHIGAN
STATE POLICE

STOP

POLICE

Impaired Driving

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

PROGRAM GOALS

- To reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.
- To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.
- To prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.
- To prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021.
- To prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

ENFORCEMENT SUPPORT

DRUG RECOGNITION EXPERT TRAINING

Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

CP-21-01; Awarded: \$471,000.00; Expended: \$18,626.00

BACKGROUND

The Drug Recognition Expert (DRE) State Coordinator will conduct two DRE Schools and two continuing education classes to provide expert witness courtroom training for 2021 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 2021 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 salaries; fringe benefits; and supplies/operating, travel, facilities, materials, equipment, contractual, and indirect costs.

PROJECT GOALS AND RESULTS

- Increase the number of DRE enforcement evaluations from 620 in 2019 to 744 by September 30, 2021. **Goal not achieved**
- Increase the number of active certified DREs by 40 from 181 to 221 by September 30, 2021. **Goal not achieved**

A total of 490 enforcement evaluations were conducted in 2021. The lower number was caused by a reduced emphasis on traffic enforcement due to the COVID-19 pandemic. Reports indicated that some agencies stopped traffic enforcement entirely and would not allow DREs to respond

to DRE callout requests. Laws were enacted prohibiting officers from lodging impaired drivers unless a very restrictive set of conditions were met, further reducing traffic patrol and impaired driving enforcement.

The COVID-19 pandemic and subsequent training and travel lockdowns prevented the OHSP from increasing the number of DREs in the state. In addition, several factors contributed to the number of DREs decreasing from 181 to 125, including the inability to replace DREs who left the program through retirement, the inability to meet requirements for recertification, and DREs departing their law enforcement agencies and/or the state for other reasons.

Also due to the COVID-19 pandemic training lockdown, the OHSP was unable to conduct its annual eight-hour in-person DRE continuing education training. To assist DREs with their continuing education requirement for recertification, the OHSP developed an online four-hour DRE continuing education refresher training. That online training was conducted in November 2020 and again, with slight modifications, in January 2021. The training was opened to DREs outside of Michigan as well.

DRUG RECOGNITION EXPERT CALL OUT PROGRAM

Section 405(d) FAST Act Impaired Driving Low HVE

CP-21-01; Awarded: \$54,519.00; Expended: \$14,629.00

BACKGROUND

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 salaries, fringe benefits, and indirect costs.

PROJECT GOAL AND RESULT

- Increase the number of certified DREs responding to requests for a DRE from 73 in 2019 to 88 by September 30, 2021. **Goal achieved**

Despite the COVID-19 pandemic issues that impacted traffic enforcement throughout 2021, DREs responded to 91 requests for DREs.

DRUG RECOGNITION EXPERT NATIONAL TRAINING CONFERENCE

Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

CP-21-01; Awarded: \$29,000.00; Expended: \$18,913.00

BACKGROUND

DRE instructors are the only persons qualified in the state to teach DRE and Advanced Roadside Impaired Driving Enforcement (ARIDE)-related training. Attending the DRE National Training Conference allows 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 Test (SFST) training and curriculums. The DRE instructors will bring this information back to the state to provide to their students at DRE, ARIDE, and SFST trainings.

Funding will support supplies/operating costs.

PROJECT GOAL AND RESULT

- Reimburse registration and travel costs for up to ten DRE instructors to attend the 2021 DRE National Training Conference on a rotating basis by September 30, 2021. **Goal not achieved**

The DRE National Training Conference in 2021 was open for in-person training; however, seating was limited. When the registration period opened, Michigan was still in a COVID-19 pandemic training and travel lockdown. When the training and travel bans were lifted, there were no seats available for the DRE National Training Conference. One Michigan DRE was asked to make a presentation on his study "The Usefulness of SFSTs in Detecting Drugs Other Than Alcohol" at the DRE National Training Conference; therefore, he was able to attend the conference.

Instead, the Borkenstein Drug School scheduled for August 30 through September 3, 2021, in Philadelphia had seats available at the time when the Michigan training and travel bans were lifted. Eight DRE instructors were able to attend the Borkenstein Drug School in lieu of the DRE National Training Conference, which allowed Michigan's DRE instructors to obtain advanced training on drugs and their impairing effects and to share that information with students in the DRE School and ARIDE training.

IMPAIRED DRIVING DETECTION TRAINING

Section 402 FAST Act Alcohol

AL-21-01; Awarded: \$483,700.00; Expended: \$404,284.00

BACKGROUND

The OHSP requires SFST training for officers participating in grant-funded patrols. SFST training is essential for officers working impaired driving enforcement. The training improves the successful apprehension and prosecution rate for officers who may not have had this training during the police academy. Refresher and advanced courses are also part of the continuing education program.

Law enforcement officers also lack training to identify signs of impairment in drivers under the influence of drugs and/or drug/alcohol combinations. The ARIDE class is approved by the NHTSA and IACP. The 16-hour class is designed to provide officers with awareness in drug impairment. ARIDE is designed to bridge the gap between SFST and the much more intensive DRE training program. This project will allow for SFST and ARIDE training courses for law enforcement officers statewide.

Funding will support salaries; fringe benefits; and supplies/operating, equipment, contractual, and indirect costs.

PROJECT GOALS AND RESULTS

- Conduct 62 SFST training classes for 1,400 officers by September 30, 2021. **Goal not achieved**
- Conduct 36 ARIDE training courses for 1,200 officers by September 30, 2021. **Goal not achieved**
- Conduct 36 ARIDE Refresher training courses for 240 officers by September 30, 2021. **Goal not achieved**

Due to the COVID-19 pandemic, all grant-funded ARIDE and SFST trainings were suspended until March 2021, when the OHSP was approved to begin scheduling ARIDE classes with COVID-19 safety protocols in place and limited capacity of 15 students per class. In August 2021, approval to schedule SFST trainings was granted. SFST training classes were required to follow the COVID-19 safety protocols of the host agency. A total of 32 ARIDE classes for 444 students, 32 SFST Practitioner classes for 792 students, and 35 SFST Refresher classes for 373 students were conducted. No ARIDE Refresher or SFST Instructor classes were able to be conducted.

The project director for the SFST/ARIDE Training grant continued to monitor, stock, and distribute training materials as needed and/or requested by SFST/ARIDE instructors around the state. The project director also maintained the SFST/ARIDE database; planned for training locations and opportunities; and reviewed, approved, and logged records for all classes conducted.

SOBRIETY COURT SUPPORT

Section 405(d) FAST Act Impaired Driving Low Court Support
AL-21-05; Awarded: \$930,000.00; Expended: \$765,884.00

BACKGROUND

Implementing specialty courts has been one of the most dramatic developments in the last 20 years during the movement to reduce substance abuse among the U.S. criminal justice population. This includes alcohol and drug courts that address the underlying behavior of the offense that brought an offender to the criminal justice system.

Alcohol/drug courts seek to guide addicted offenders into a treatment program that reduces substance use dependence and improves their quality of life. In the typical alcohol court program, participants are closely supervised by a judge and supported by a team of agency representatives who operate outside of their traditional adversarial roles. Addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers work together to provide needed services to drug court participants.

The State Court Administrative Office (SCAO) will establish and enhance new or expanded Driving While Intoxicated (DWI) court programs. Court programs will expand the number of convicted impaired driving offender participants or establish a DWI program at a new court.

Funding may support a percentage of the project director's salary; fringe benefits; and contractual, supplies/operating, travel, and indirect costs.

PROJECT GOALS AND RESULTS

- Support 13-17 operational DWI or hybrid drug/DWI programs in accepting up to 400 participants by September 30, 2021. **Goal achieved**
- Support existing jurisdiction DWI and hybrid drug/DWI court programs to expand the DWI population within the operational programs up to 10 percent by September 30, 2021. **Goal achieved**
- Maintain a 3 percent recidivism rate for DWI or hybrid court participants by September 30, 2021. **Goal achieved**

This fiscal year, there were 15 funded DWI or hybrid drug/DWI programs, which accepted 343 participants.

Support of expanding existing jurisdictional DWI and hybrid drug/DWI court programs showed an increase of 172 participants. There was an increase of 59 percent participation when comparing first quarter (32 new admits) to fourth quarter (51 new admits).

For all active participants in an OHSP-funded court during FY2021, one participant out of 724 (0.14 percent) was rearrested. The person was rearrested for a felony property offense. Due to the COVID-19 pandemic, courts continued to operate in a virtual or hybrid capacity.

JUDICIAL TRAINING AND OUTREACH

Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
AL-21-04; Awarded: \$25,000.00; Expended: \$6,866.75

BACKGROUND

This project will provide a training platform for judges and judicial personnel on impaired driving. This will include speakers for seminars and conferences within a virtual platform along with in-person training for agencies, such as the Michigan Association of Treatment Court Professionals, judicial staff, district court probation officers, juvenile probation officers, magistrate associations' annual conferences, and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marijuana, and other traffic safety issues.

Funding will cover contractual costs for e-learning development, training speakers' stipends, and travel.

PROJECT GOALS AND RESULTS

- Provide training opportunities for up to 1,000 judiciary staff, including judges, magistrates, probation officers, and administrators, in traffic safety-related information by September 30, 2021. **Goal achieved**
- Secure a contractor to develop an e-learning format on various training topics by September 30, 2021. **Goal not achieved**

The Michigan Judicial Institute (MJJI) held the new district court probation officers training in December, which included a presentation on due process, especially on considerations for search and seizure in DWI cases.

The MJJI worked with the Judicial Outreach Liaison (JOL) to organize a DWI session at the MJJI new judges orientation seminar for approximately 50 new judges.

The MJJI co-sponsored the Michigan Association of District Court Probation Officers 50th Annual Conference in May. A session titled "Repeat Offenders: Fostering Change" was presented by Mr. Marty Malcolm, Substance Abuse Treatment Provider and Central Michigan University instructor, and was attended by more than 150 current district court probation officers.

The contract attorney updated the new *Magistrate Traffic Adjudication Manual* to ensure strict compliance with updated statutes and forms.

The MJJI-designed *Magistrate Specialty Webinar* in July provided several safety-related sessions, including "Using Motivational Communication" presented by the state's JOL, which explained how to use motivational interviewing with traffic offenders, and "Traffic Safety Legal Update" presented by the state's Traffic Safety Resource Prosecutor (TSRP), which offered material on traffic law and marijuana updates.

Due to constraints within the SCAO, the MJJI was unable to secure a contractor to develop an e-learning format on various training topics.

JUDICIAL OUTREACH LIAISON

Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

AL-21-04; Awarded: \$35,000.00; Expended: \$34,931.25

BACKGROUND

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

Funding will support contractual and travel costs.

PROJECT GOAL AND RESULT

- Provide training for up to 1,000 district court judges, magistrates, and judicial personnel in relevant traffic safety-related information by September 30, 2021. **Goal achieved**

The JOL attended multiple meetings, mostly on virtual platforms, such as the NHTSA/American Bar Association and Region 5 meetings, several of which featured the new Region 5 JOL, Judge Kahlil.

The JOL developed trainings and presented at various conferences, such as the Michigan Association of Treatment Court Professionals 21st Annual Conference, where he presented on the first guiding principle for DWI courts in “Targeting the Population” for 225 attendees and participated in a panel discussion on *People v. Thue* for 300 attendees.

The JOL prepared and presented on evidence-based sentencing, which included patterns of the practices of DWI courts, for the MJI Advanced New Judges School for all new district and circuit court judges. Approximately 50 new judges attended.

As in prior years, the Michigan JOL was requested by the NHTSA to participate in educational sessions for the Lifesavers National Conference on Highway Safety Priorities, where he joined a panel discussion on sentencing in DWI courts, recorded a virtual presentation, and was present virtually at the conference for questions and interaction with attendees.

The JOL provided expertise to the judiciary and partners on the “Clean Slate” Criminal Justice Reform Bills, which expand the opportunities for expungement and were signed by Michigan’s Governor Gretchen Whitmer. The bills include allowing a person to set aside one or more marijuana offenses, as long as the offense would not have been a crime if committed after December 6, 2018, which was when recreational marijuana use by adults became legal in Michigan.

TRAFFIC SAFETY TRAINING PROGRAM

Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

AL-21-03; Awarded: \$442,000.00; Expended: \$441,521.00

Section 405(d) FAST Act Impaired Driving Low Alcohol (flex)

AL-21-03; Awarded: \$184,000.00; Expended: \$38,033.00

BACKGROUND

Effective prosecution is an essential component for deterring impaired driving. If prosecutors and law enforcement do not have training to prosecute impaired drivers, they will be unprepared for the complexities of impaired driving case law and court practices. The OHSP has supported a Traffic Safety Training Program (TSTP) and the TSRP project since 2000, now a national best practice.

As legislation is introduced that involves issues that are quickly evolving, such as recreational marijuana and ignition interlocks, it is important to educate prosecutors and law enforcement while continuing to support efforts to prosecute impaired drivers and reduce impaired driving fatalities and injuries.

The TSTP provides educational resources to prosecuting attorneys and law enforcement agencies on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics.

The project will provide up to 40 trainings/presentations that will impact approximately 4,000 law enforcement officers, prosecutors, and traffic safety partners. Training programs include Cops in Court, Advanced Operating Under the Influence of Liquor, Lethal Weapon, ignition interlocks, sobriety courts, and medical marijuana. The DRE Mock Trial training teaches the DRE law enforcement officers how to successfully testify in court using scenarios with both prosecutors and defense attorneys.

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

PROJECT GOALS AND RESULTS

- Provide up to 40 educational opportunities (trainings/presentations) for approximately 2,500 law enforcement officers by September 30, 2021. **Goal achieved**
- Provide up to 35 professional educational opportunities (training/presentations) for approximately 1,000 prosecutors by September 30, 2021. **Goal achieved**
- Provide up to ten professional educational opportunities (training/presentations) for approximately 500 traffic safety partners by September 30, 2021. **Goal achieved**

Due to the COVID-19 pandemic, face-to-face trainings were minimal. The TSTP continued utilizing a virtual platform. A total of 202 presentations, trainings, and webinar opportunities on impaired driving topics, such as Cops in Court, Lethal Weapon, and Marijuana and Driving, were offered

for law enforcement officers, prosecutors, and traffic safety partners.

The TSTP hosted 67 impaired driving traffic safety webinars that had 1,186 prosecutors; 1,234 law enforcement officers; and 334 traffic safety partners in attendance. The TSTP took part in 135 in-person or virtual impaired driving trainings with an attendance of 327 prosecutors; 1,020 law enforcement officers; and 805 traffic safety partners.

The TSRPs provided technical assistance on various impaired driving topics to the OHSP, the Michigan Department of State (MDOS), the Michigan State Police (MSP), the MJL, and the Michigan Legislature on a variety of topics, with one of the most noteworthy being legal guidance on Operating While Intoxicated legislation, including the repeal of the .08 Sunset Provision.

Outside of their Michigan training and presenting schedule, the TSRPs completed several notable activities that included co-chairing quarterly meetings of the Capitol Area Traffic Safety Network (TSN); collaborating on a virtual presentation titled “DREs in the Courtroom” for the IACP Training Conference on Drugs, Alcohol, and Impaired Driving; participating in the Expert Witness Project held in Colorado; participating in the virtual MADD National Law Enforcement Committee; and presenting at the National JOL/LEL/TSRP Professional Development Conference on Michigan’s Marijuana Driving Laws.

EVALUATION

DRUG RECOGNITION EXPERT TABLET AND PROGRAM MANAGEMENT SYSTEM

Section 405(d) FAST Act Impaired Driving Low
CP-21-01; Awarded: \$150,000.00; Expended: \$0

BACKGROUND

This project will provide more effective management for the DREs to collect DRE evaluation data by purchasing a new program management system and 100 tablets. Tablets will be distributed to DREs based upon their level of activity.

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

PROJECT GOAL AND RESULT

- Provide 100 DREs with tablets migrated to a new program management system by September 30, 2021. **Goal not achieved**

Due to State of Michigan purchasing guidelines and office monitoring policy, it was recognized that there would be too many constraints to move forward with this project.

IMPAIRED DRIVING PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Section 405(d) FAST Act Impaired Driving Low
CP-21-01; Awarded: \$0; Expended: \$0

BACKGROUND

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

Funding will support salaries; fringe benefits; and contractual, supplies/operating, and equipment costs.

PROJECT GOAL AND RESULT

- Identify data-driven program area strategies and implement by September 30, 2021. **Goal not achieved**

Although no additional strategies were implemented, the OHSP Impaired Driving Program Coordinator continued to work with traffic safety partners to develop strategies identified in the NHTSA Impaired Driving Program Assessment recommendations and the Impaired Driving Action Team’s Action Plan. Additional projects that may have been identified but not fully developed in FY2021 may be planned for implementation in FY2022. The Impaired Driving Program Coordinator continues to reach out via partners seeking new impaired driving project proposals for FY2023.

MICHIGAN STATE POLICE THIRD DISTRICT IMPAIRED DRIVING ACTION TEAM COMMUNICATIONS

Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media
CP-21-03; Awarded: \$100,000.00; Expended: \$99,961.00

BACKGROUND

The MSP Third District covers 14 counties, two major cities, smaller cities, and rural areas that have all seen an increase in impaired driving traffic crashes. Three centrally located counties (Bay, Genesee, and Saginaw) were chosen for a pilot project.

A public information campaign will support awareness of the newly established MSP Third District Impaired Driving Action Team (IMPACT). The IMPACT will conduct impaired driving enforcement to reduce impaired driving injuries and fatalities and make drivers aware of this special law enforcement program.

PROJECT GOAL AND RESULT

- Increase awareness for the MSP Third District IMPACT messaging among young men to at least 10 percent by September 30, 2021. **Goal not achieved**

The awareness levels were unable to be measured during FY2021. Measuring the awareness levels will be addressed in FY2022. However, an awareness campaign was created, and the accomplishments of that plan are listed below.

The media plan to increase awareness of the newly established MSP Third District IMPACT was aimed at males aged 21-34 in Bay, Saginaw, and Genesee Counties. The campaign took place from November 2020 to April 2021 and included radio; outdoor placement; posters in bars, dispensaries,

and convenience stores; and social media outlets, such as Facebook/Instagram, Snapchat, and Twitter. Total impressions of those activities were 24,845,738.

MOTHERS AGAINST DRUNK DRIVING LAW ENFORCEMENT AND PROSECUTOR AWARDS PROGRAM

Section 405(d) FAST Act Impaired Driving Low Alcohol
AL-21-03; Awarded: \$4,000.00; Expended: \$3,500.00

BACKGROUND

The project will support the Mothers Against Drunk Driving (MADD) awards luncheon and award plaques to recognize law enforcement and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers.

Funding will support supplies/operating costs.

PROJECT GOAL AND RESULT

- Recognize law enforcement officers/agencies and county prosecutor(s) for their efforts in supporting MADD's mission by September 30, 2021. **Goal achieved**

The MADD awards luncheon took place in-person in June. Award winners included:

OUTSTANDING AGENCY

MSP-Third District IMPACT

Dearborn Police Department

OUTSTANDING DEPUTY

Deputy **Joseph Larson** – Mackinac County Sheriff's Office

Deputy **Michael Ruggles** – Grand Traverse County Sheriff's Office

Deputy **Eric Rymarz** – Oakland County Sheriff's Office

Deputy **Adam Schaller** – Ottawa County Sheriff's Office

OUTSTANDING OFFICER

Public Safety Officer **Brian Anderson** – Berkley Department of Public Safety

Officer **Sabrina Hussein** – Eastern Michigan University Police Department

Officer **Mike Knapp** – Waterford Township Police Department

Officer **Derek Paul Smith** – Thomas Township Police Department

OUTSTANDING ROOKIE

Deputy **Cody Carena** – Monroe County Sheriff's Office

Trooper **Roger Lee-Scott** – MSP Metro North Post

Officer **Garet Savage** – Livonia Police Department

OUTSTANDING TROOPER

Trooper **Stephen P. James** – MSP Metro North Post

Trooper **Kevin A. Lee** – MSP Niles Post

Trooper **Greg Primeau** – MSP Iron Mountain Post

Trooper **Eric Whitcomb** – MSP Metro North Post

RECOGNITION OF EXCELLENCE

Officer **Wes Evans** – Grand Blanc Township Police Department

Officer **Heather Glowacz** – Wayne State University Police Department

Sgt. **Troy Meder** – MSP Flint Post

DAVID M. SCHIEBER AWARD

Alex Grimes – Office of the Kent County Prosecutor

Jonathan Mycek – Office of the Wayne County Prosecutor

LEWIS TYLER LONGEVITY AWARD

Deputy **Tim Lewis** – Kent County Sheriff's Office

DRUGGED DRIVING PUBLIC EDUCATION CAMPAIGN

Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media
CP-21-03; Awarded: \$500,000.00; Expended: \$498,000.00

BACKGROUND

A marijuana and drugged driving public information and education campaign will be developed. The OHSP will work with an advertising agency to develop media, creative, and distribution plans for the campaign.

Funding will support development and distribution costs.

PROJECT GOAL AND RESULT

- Conduct a drug-impaired driving awareness campaign, including development and distribution of materials to traffic safety partners and the public, by September 30, 2021. **Goal achieved**

A statewide media plan was developed that targeted men aged 18 and older, with an emphasis on men aged 18-34. The campaign ran from April 19 to September 5, 2021, and included radio; Connected TV; YouTube; audio streaming; outdoor placement; and social media, such as Facebook/Instagram, Snapchat, and Twitter. The campaign garnered 50,484,547 impressions.





Police Traffic Services

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

PROGRAM GOALS

- To reduce fatalities from 985 in 2019 to 968.6 fatalities in 2021.
- To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.
- To prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT rate in 2021.
- To reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to no more than 267 fatalities in 2021.
- To prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021.
- To increase the statewide seat belt use rate from 94.4 percent in 2020 to 98 percent in 2021.
- To prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

TRAFFIC ENFORCEMENT

OVERTIME DRIVING UNDER THE INFLUENCE AND SEAT BELT ENFORCEMENT

Section 405(b) High Police Traffic Services

PT-21-04+; Awarded: \$46,696.00; Expended: \$29,200.00

Section 405(d) Low Police Traffic Services

PT-21-04+; Awarded: \$1,316,337.00; Expended: \$1,170,902.00

Section 402 FAST Act Police Traffic Services

PT-21-04+; Awarded: \$1,919,929.00; Expended: \$1,397,836.00

BACKGROUND

Since 1972, the OHSP has funded overtime traffic enforcement projects, combined with public information and education, as the primary method for encouraging motorists to buckle up and drive sober. High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. The OHSP will fund cooperative overtime enforcement statewide, focusing on national and statewide mobilization and crackdown enforcement periods.

The OHSP will fund five mandatory enforcement periods, including two impaired driving enforcement efforts, two seat belt enforcement efforts, and one combined impaired driving/seat belt enforcement effort, to focus on compliance with traffic safety laws during statewide mobilizations and crackdowns. Additionally, three optional enforcement periods will be eligible for overtime, including two impaired

driving enforcement efforts and one combined impaired driving/seat belt enforcement effort.

Funding will support overtime salaries and indirect costs.

PROJECT GOALS AND RESULTS

- To reduce the number of fatalities from 985 in 2019 to 968.6 fatalities by September 30, 2021. **Goal achieved**
- To reduce the number of serious injuries from 5,629 in 2019 to 5,533.6 by September 30, 2021. **Goal achieved**

As of September 30, 2021, there were 195,261 traffic crashes; 853 fatalities; and 4,544 suspected serious injuries.

Click It or Ticket (CIOT) seat belt enforcement and *Drive Sober or Get Pulled Over (DSOGPO)* impaired driving enforcement took place several times throughout the year. Seat belt enforcement occurred from October 1-November 30, November 9-29, May 17-June 6, and July 1-24. Impaired driving enforcement took place from October 30-November 1, December 11-January 1, February 7, March 15-21, July 1-24, and August 16-September 6.

The required and optional traffic enforcement results are summarized in the tables on the next page. For the optional enforcements, there were no paid advertising, news release, or media event strategies involved.

Law enforcement agencies reported numerous challenges. The COVID-19 pandemic caused resources at many departments to be stretched too thin, and fewer officers were available to work overtime because of illness, retirement, or resignation, which resulted in mandatory overtime

REQUIRED TRAFFIC ENFORCEMENT RESULTS

	NOVEMBER CIOT	DECEMBER DSOGPO	MAY CIOT	JULY DSOGPO/CIOT	AUGUST/SEPTEMBER DSOGPO	TOTALS
Participating law enforcement agencies	96	92	102	97	97	
Traffic stops	9,569	7,726	11,387	13,350	10,107	52,139
Seat belt citations	2,755	86	4,129	2,849	368	10,187
Child restraint citations	52	13	57	45	35	202
Drunk driving arrests	10	160	12	129	161	472
Operating under the influence of drugs arrests	1	39	8	47	31	126
Speeding citations	1,620	1,150	1,910	2,406	2,421	9,633
Other moving citations	1,161	817	974	991	841	4,784
Other felony arrests	72	148	94	203	161	678
Other misdemeanor arrests	453	666	565	925	809	3,418
Media events	0	0	0	0	0	0
News stories	22	18	24	n/a	27	91
Paid advertising	\$791,929	\$54,094	\$799,030	\$945,000		\$2,590,053
Overtime enforcement hours	6,285	6,165	6,593	8,586	7,371	35,000
Enforcement funding	\$408,525	\$400,725	\$428,545	\$558,090	\$479,115	\$2,275,000

OPTIONAL TRAFFIC ENFORCEMENT RESULTS

	OCTOBER DSOGPO/CIOT	FEBRUARY DSOGPO	MARCH DSOGPO	TOTALS
Participating law enforcement agencies	35	22	60	
Traffic stops	1,179	397	3,005	4,581
Seat belt citations	154	9	58	221
Child restraint citations	2	0	7	9
Drunk driving arrests	16	4	49	69
Operating under the influence of drugs arrests	3	3	12	18
Speeding citations	187	41	406	634
Other moving citations	103	36	332	471
Other felony arrests	14	10	55	79
Other misdemeanor arrests	79	38	225	342
Overtime enforcement hours	757	308	2,095	3,160
Enforcement funding	\$49,205	\$20,020	\$136,175	\$205,400

or schedule adjustments to cover those position responsibilities. Calls for service have increased, most notably in domestic violence calls. Lastly, the law changed for jail reform in 2021, including expanding law enforcement officers' discretion to issue citations for all but the most serious misdemeanors, getting officers back on the street faster, and allowing people involved in nonviolent misdemeanors to avoid the consequences of an arrest and jail booking. All these factors could contribute to the public's perception of

reduced enforcement with corresponding increases in traffic crash fatalities.

One department tried a unique strategy for its seat belt enforcement. Those officers engaged in enforcement in a construction zone. The lane restrictions naturally slowed traffic, allowing better spotting of violations, as well as ease of apprehension of the offenders. Officers reported that their presence in the construction zones was appreciated by road workers, who saw it as added safety for them.

An officer stated, "I cannot put a statistic on how many injuries we may have prevented or lives we potentially saved, but I do know this grant and these added patrol hours make a difference. One stop at a time, one citation at a time, one arrest at a time, we make the roadways safer with less distracted and intoxicated/impaired drivers."

LAW ENFORCEMENT OUTREACH LIAISON

Section 402 FAST Act Police Traffic Services
CP-21-01; Awarded: \$0; Expended: \$0

BACKGROUND

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

Funding will support salaries/fringe benefits and contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Demonstrate the use of the MTCF website to personnel in at least 36 law enforcement agencies no later than September 30, 2021. **Goal not achieved**

Due to the continuation of the COVID-19 pandemic, this position was not filled. The OHSP is planning to fill the position in FY2022.

UPPER PENINSULA REGIONAL LAW ENFORCEMENT TRAINING

Section 402 FAST Act Police Traffic Services
CP-21-01 Special Projects; Awarded: \$4,000.00; Expended: \$0

BACKGROUND

The Upper Peninsula regional law enforcement training project will offer up to four sessions of traffic safety training to law enforcement officers across the region, with topics such as Complete Traffic Stops and Below 100. Offering classes in an Upper Peninsula location will allow more law enforcement personnel to attend, with the goal of reducing fatalities and suspected serious injuries in the region.

Funding will support contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Provide up to four training programs, including Complete Traffic Stops and Below 100 for Upper Peninsula law enforcement officers by September 30, 2021. **Goal not achieved**

Due to ongoing COVID-19 pandemic restrictions, as well as personnel and logistical limitations, the OHSP was unable to conduct specialized regional law enforcement training in the Upper Peninsula.

EVALUATION

TELEPHONE SURVEYS

Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)

CP-21-03; Awarded: \$106,000.00; Expended: \$68,971.00

BACKGROUND

Telephone surveys will be conducted to provide the OHSP with 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.

PROJECT GOAL AND RESULTS

- Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to six sets of pre- and post-telephone surveys by September 30, 2021. **Goal achieved**

Four sets of pre- and post-telephone surveys were conducted during FY2021. The surveys were taken before and after the campaigns on impaired driving, seat belt enforcement, pedestrian safety, and bicyclist safety.

Detailed survey results can be found in the Paid Advertising section.

EDUCATION, COMMUNICATION, AND OUTREACH

LAW ENFORCEMENT ENGAGEMENT

Section 402 FAST Act Police Traffic Services
CP-21-01; Awarded: \$3,000.00; Expended: \$0

BACKGROUND

Engaging with law enforcement officials will provide tools to increase effective traffic safety enforcement. The OHSP staff will exhibit at the Michigan Sheriffs' Association (MSA) Fall Professional Development Conference & Trade Show and the Michigan Association of Chiefs of Police (MACP) Winter Professional Development Conference. The OHSP staff will have traffic safety materials and a computer to demonstrate how the attendees can access traffic crash data using the MTCF website. The OHSP staff will work with the MACP Traffic Safety Committee and the MSA Traffic Safety Committee to submit traffic safety agenda items for their annual conferences.

Funding will support supplies/operating costs.

PROJECT GOAL AND RESULT

- Increase the number of law enforcement partner email contacts from 63 to at least 75 by September 30, 2021. **Goal achieved**

The continued outreach by the Police Traffic Services Program Coordinator resulted in the number of law enforcement partner email contacts increasing to 75. Due to the COVID-19 pandemic, the OHSP did not exhibit at the MSA Fall Professional Development Conference & Trade Show or the MACP Winter Professional Development Conference.

DRIVE SOBER OR GET PULLED OVER MOBILIZATION PAID ADVERTISING

Section 402 FAST Act Paid Advertising

CP-21-03; Awarded: \$1,000,000.00; Expended: \$992,252.00

BACKGROUND

The OHSP follows the traffic enforcement mobilization model established by the NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement. That timing allows motorists a warning period before enforcement begins.

Paid advertising guarantees messages will be seen on stations, programs, and websites that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men, aged 18-34, remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Advertising mediums include radio, television, and cable programs, as well as outdoor advertising, social media, and websites.

The OHSP will fund cooperative overtime enforcement during *DSOGPO* mobilizations at locations determined by a data-driven strategy. The enforcement periods are in December 2020, July 2021, and August 2021.

PROJECT GOAL AND RESULT

- Conduct up to three *DSOGPO* impaired driving enforcement media campaigns by September 30, 2021. **Goal achieved**

The OHSP conducted paid media during the December *DSOGPO* traffic enforcement mobilization with an advertising budget of \$50,000. The target audience was men aged 21-34, and the message was distributed through mobile, Connected TV, Linear TV, YouTube, Facebook, Instagram, and Twitter. The campaign generated more than 6.1 million impressions.

The July and August/September *DSOGPO* effort had a combined advertising budget of \$945,000. The target audience was men aged 21-34. Safety messages were distributed via radio, TV, outdoor advertising, Gas Station TV, gas pump toppers, Reddit, mobile, audio streaming, podcasts, Hulu, Twitch, and YouTube. The combined summer campaigns generated more than 84.6 million impressions.

MOBILIZATION MESSAGE DEVELOPMENT IMPAIRED DRIVING CREATIVE

Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)

CP-21-03; Awarded: \$75,000.00; Expended: \$0

BACKGROUND

The OHSP will fund the creative process for developing materials for paid media as well as funding for earned media efforts associated with overtime enforcement. The enforcement periods are the *DSOGPO* campaigns in December 2020, July 2021, and August 2021.

PROJECT GOAL AND RESULT

- Create and conduct an impaired driving awareness campaign, including the distribution of messages to the public, regarding traffic safety mobilizations by September 30, 2021. **Goal achieved**

The three *DSOGPO* enforcement campaigns distributed traffic safety messages to the public. Because of a state hiring freeze and staff shortages, the creation of new campaign assets was postponed. Sufficient materials existed to accomplish this goal without spending additional dollars for new materials during FY2021.

CLICK IT OR TICKET MOBILIZATION PAID ADVERTISING

Section 402 FAST Act Paid Advertising

CP-21-03; Awarded: \$1,600,000.00; Expended: \$1,590,319.00

BACKGROUND

During overtime enforcement periods, paid advertising will be used to publicize the enforcement efforts to target audiences.

Funding will support contractual costs.

PROJECT GOAL AND RESULT

- Conduct at least one media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2021. **Goal achieved**

Because of the COVID-19 pandemic, the May 2020 *CIOT* campaign was postponed and rescheduled for November 2020. That meant there were two *CIOT* enforcements during FY2021. The target audience was men aged 21-34. Each mobilization had a budget of \$800,000. Safety messages were distributed via radio, TV, outdoor advertising, Gas Station TV, gas pump toppers, mobile, audio streaming, podcasts, Hulu, Facebook, Instagram, Snapchat, and YouTube. The combined summer campaigns generated more than 71.2 million impressions.

MOBILIZATION MESSAGE DEVELOPMENT SEAT BELTS CREATIVE

Section 405(b) FAST Act Occupant Protection High Public Education

CP-21-03; Awarded: \$20,000.00; Expended: \$7,371.00

Banners were distributed to nearly 600 law enforcement agencies across Michigan for both the May 2021 *CIOT* enforcement and the August/September 2021 *DSOGPO* enforcement.

BACKGROUND

Targeted paid advertising messages have helped the OHSP achieve one of the highest seat belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries. This has involved periodically updating and refreshing the advertising message so it remains memorable and promotes a call to action for young men.

The OHSP follows the traffic enforcement mobilization model established by the NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins. Young male drivers remain the focus of messaging efforts for both seat belt and impaired driving enforcement.

The OHSP will fund cooperative overtime seat belt enforcement in November 2020 and May 2021 at locations determined by a data-driven strategy. Message development will be created and conducted to alert target audiences about these enforcement efforts.

PROJECT GOAL AND RESULT

- Conduct seat belt awareness campaigns, including the distribution of messages to the public through earned media, regarding traffic enforcement mobilizations by September 30, 2021. **Goal achieved**

Both *CIOT* campaigns distributed traffic safety messages to the public with minimal expense. Because of staff shortages, the campaigns relied heavily on existing materials with minor updates and revisions.

MOBILIZATION COMMUNICATIONS AND OUTREACH BANNERS

Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media

CP-21-03; Awarded: \$30,000.00; Expended: \$24,656.00

BACKGROUND

The OHSP will fund up to five overtime enforcement periods—two *CIOT* and three *DSOGPO* efforts. One seat belt banner and one impaired driving banner will be provided to each law enforcement agency.

Funding will support the supplies/operating costs.

PROJECT GOAL AND RESULT

- Conduct an awareness campaign, including the distribution of banners to law enforcement agencies, regarding traffic enforcement mobilizations that focus on seat belt use and impaired driving by September 30, 2021. **Goal achieved**



Pedestrian and Bicyclist Safety

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

PROGRAM GOALS

- Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.
- Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.
- Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.
- Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.
- Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

ENFORCEMENT AND TRAINING

ELECTIVE OVERTIME ENFORCEMENT

Section 405(h) FAST Act Non-Motorized Law Enforcement

PS-21-03 to PS-21-14; Awarded: \$185,875.00; Expended: \$110,539.00

BACKGROUND

The OHSP will fund overtime enforcement mobilizations and campaigns to enforce state traffic laws applicable to pedestrian and bicyclist safety, made available to 26 cities based on high fatality and suspected serious injury locations.

Law enforcement officers will implement a data-driven overtime enforcement program on pedestrian and bicyclist safety laws to educate community members about illegal/dangerous walking, cycling, and driving behaviors and enforce traffic laws designed to protect them.

Funding will support overtime salaries and fringe benefits costs.

PROJECT GOAL AND RESULT

- Increase the number of law enforcement agencies conducting pedestrian/bicyclist enforcement from 6 agencies to up to 26 within the cities with the most pedestrian and bicyclist fatalities and serious injuries by September 30, 2021. **Goal achieved**

Nine local agencies in seven cities with the highest number of pedestrian and bicyclist fatalities and serious injuries participated in the pedestrian and bicyclist overtime enforcement efforts: Dearborn, Detroit, Farmington Hills, Kalamazoo, Pontiac, Sterling Heights, and Warren. This was a multi-agency effort that included participation from the Macomb County Sheriff's Office and the Lansing Community College Police Department.

With the need to focus on pedestrian safety due to the higher fatalities (averaging more than 100 annually compared to an average 25 bicyclist fatalities), an additional three agencies in five cities with the highest number of pedestrian fatalities and serious injuries participated in the pedestrian overtime enforcement efforts: Flint, Flint Township, Hamtramck, Macomb Township, and Southfield.

The *Pedestrian Safety Enforcement Week* campaign in 12 cities took place from October 15-21. Law enforcement agencies used the week to focus on changing driver behavior to keep pedestrians safe.

The *Bicyclist Safety Enforcement Week* campaign in the cities listed took place from August 5-11. Law enforcement agencies used the week to focus on the laws applicable to all aspects of bicycle safety.

Additional overtime enforcement on laws applicable to pedestrian and bicyclist safety was conducted throughout the fiscal year. Including the totals from the two enforcement weeks, there were 1,947 warnings and 2,317 citations issued to a combination of motorists, bicyclists, and pedestrians.

Law enforcement agencies participated in community-based public education events throughout the year, through

PEDESTRIAN SAFETY ENFORCEMENT WEEK RESULTS

CITY	MOTORIST WARNINGS	MOTORIST CITATIONS	PEDESTRIAN WARNINGS	PEDESTRIAN CITATIONS	PARTICIPATING AGENCIES
Dearborn	39	63	0	2	Dearborn Police Department
Detroit	0	55	0	0	Detroit Police Department
Farmington Hills	17	8	23	0	Farmington Hills Police Department
Flint & Flint Township	31	8	8	0	MSP Third District
Hamtramck	4	1	32	0	Hamtramck Police Department
Kalamazoo	16	2	36	0	Kalamazoo Department of Public Safety
Macomb Township	9	54	2	0	Macomb County Sheriff's Office
Pontiac	1	0	7	0	Oakland County Sheriff's Office
Southfield	36	63	2	0	Southfield Police Department
Sterling Heights	35	37	2	0	Sterling Heights Police Department
Warren	11	25	7	17	Warren Police Department and Macomb County Sheriff's Office
TOTAL	199	316	119	19	

both in-person and virtual outreach, in conjunction with the required mobilizations. One example is the police open houses held by the Warren Police Department in August and September. They provided pedestrian and bicyclist safety information to the community through free OHSP safety materials.

Additional public education on pedestrian and bicyclist safety laws was done through news releases, which announced and followed up with results from the two mandatory enforcement weeks. Note that the results release for the *Bicyclist Safety Enforcement Week* was distributed at the beginning of FY2022 due to delays in enforcement reports and the OHSP internal review process. Participating law enforcement agencies shared the results with their local news outlets. Many law enforcement agencies also utilized social media to distribute information on pedestrian and bicyclist safety.

BICYCLIST SAFETY ENFORCEMENT WEEK RESULTS

CITY	MOTORIST WARNINGS	MOTORIST CITATIONS	BICYCLIST WARNINGS	BICYCLISTS CITATIONS
Dearborn	26	257	0	0
Detroit	13	4	0	0
Farmington Hills	33	10	2	0
Kalamazoo	16	42	11	0
Pontiac	3	0	26	0
Sterling Heights	14	23	2	0
Warren	0	8	2	0
Overall Totals	105	344	43	0

PEDESTRIAN AND BICYCLE SAFETY LAW ENFORCEMENT TRAINING

Section 405(h) FAST Act Non-Motorized Training

PS-21-01; Awarded: \$60,500.00; Expended: \$17,948.00

BACKGROUND

The League of Michigan Bicyclists (LMB) will promote bicyclist and pedestrian safety through regional law enforcement trainings, including a conference and other event presentations, on traffic laws designed to protect pedestrians and bicyclists.

Funding will support salaries and contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Train up to 200 law enforcement officers in the 20 cities with the most pedestrian and bicyclist fatalities and suspected serious injuries by September 30, 2021. **Goal achieved**

The LMB completed the final curriculum approvals for a virtual training environment and conducted five Bike & Pedestrian Safety Education courses, training 54 law enforcement officers. Five of the 20 cities were represented in the trainings. Due to the continued restrictions of the COVID-19 pandemic, one trial hybrid (in-person and virtual) course was conducted in Lansing. Only one individual attended in-person, so the remaining courses were held on a completely virtual platform. Officers in attendance who provided their Michigan Commission on Law Enforcement Standards numbers received training credit for completing the course.

PEDESTRIAN AND BICYCLE PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Section 405(h) FAST Act Non-Motorized Public Education
PS-21-15; Awarded: \$0; Expended: \$0

BACKGROUND

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to 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 contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Identify and implement data-driven pedestrian and bicyclist safety program strategies by September 30, 2021. **Goal not achieved**

Although no additional strategies were implemented, the OHSP Vulnerable Roadway Users Program Coordinator continued to work with traffic safety partners to develop strategies identified in the NHTSA Pedestrian and Bicycle Safety Program Assessment recommendations and the Pedestrian and Bicycle Safety Action Team's Action Plan. Additional projects that may have been identified but not fully developed in FY2021 may be planned for implementation in FY2022. The Vulnerable Roadway Users Program Coordinator continues to reach out via partners seeking new pedestrian and bicycle safety project proposals for FY2023.

RESEARCH, DATA, AND EVALUATION

TELEPHONE SURVEYS

Section 405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)
CP-21-03; Awarded: \$44,000.00; Expended: \$28,629.00

BACKGROUND

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.

PROJECT GOAL AND RESULT

- Determine public perception of advertising messages for traffic safety campaigns by conducting up to two sets of pre- and post-telephone surveys by September 30, 2021. **Goal achieved**

The post-telephone survey results showed that 79.8 percent of the respondents were very or somewhat confident about their knowledge of Michigan pedestrian laws. For additional details, please go to the Paid Advertising section.

The post-telephone survey results showed that 73.5 percent of the respondents were very or somewhat confident about their knowledge of Michigan laws regarding bicyclists. For additional details, please go to the Paid Advertising section.

EDUCATION, COMMUNICATION, AND OUTREACH

STATEWIDE PEDESTRIAN EDUCATION CAMPAIGN

Section 405(h) FAST Act Non-Motorized Public Education
CP-21-03; Awarded: \$300,000.00; Expended: \$292,738.00

BACKGROUND

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.

PROJECT GOAL AND RESULT

- Increase awareness of the public on laws applicable to pedestrian safety through at least one statewide campaign by September 30, 2021. **Goal achieved**

The *Walk Safe Everybody's Road, Everybody's Rules* paid media campaign began running in October on Facebook and Twitter. Those initial efforts were focused on supporting the overtime enforcement efforts and public education specific to Halloween and Daylight Saving Time messaging. Additional social media advertising was completed in March using messages focused on pedestrian safety in regard to Daylight Saving Time changes in visibility.

The majority of the campaign ran May through September via MAB TV, mobile, outdoor, transit, MoGo/bus shelters, Gas Station TV, audio streaming, YouTube, Facebook, Snapchat, and Twitter with more than 32 million impressions.

One accomplishment to highlight is the expansion of the *Walk Safe Everybody's Road, Everybody's Rules* campaign to include a re-branded video originally from Connecticut that successfully emphasized Michigan pedestrian safety during Halloween. The video was used with paid media promotion on social media in October and November and is available on the OHSP YouTube page.

STATEWIDE BICYCLIST EDUCATION CAMPAIGN

Section 405(h) FAST Act Non-Motorized Public Education
CP-21-03; Awarded: \$300,000.00; Expended: \$288,345.00

BACKGROUND

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

Funding will support contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Increase the awareness of the public on laws applicable to bicyclist safety through at least one statewide campaign by September 30, 2021. **Goal achieved**

With input from partnering agencies, the OHSP continued the *Everybody's Road, Everybody's Rules* campaign through the *Lie or Law* bicyclist safety statewide messaging. The campaign focused on informing motorists and bicyclists about state bicyclist traffic safety laws via MAB TV, radio, mobile, Pandora, Spotify, iHeart Radio/Podcasting, Gas Station TV, MoGo/bus shelters, YouTube, Facebook, Instagram, and Twitter, generating more than 24 million impressions from May through September.

One accomplishment to highlight is the internal revision of the OHSP Michigan Bicycle Laws: Guide for Law Enforcement Officers. Since the guide's original publication in 2015, several significant state laws have been passed, including the minimum 3-foot passing law, which was incorporated into the guide.

DETROIT SAFE ROUTES AMBASSADOR PROGRAM

Section 405(h) FAST Act Non-Motorized Public Education
PS-21-02; Awarded: \$217,657.00; Expended: \$120,679.00

BACKGROUND

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

Funding will support salaries/fringe benefits and supplies/operating costs.

PROJECT GOAL AND RESULT

- Educate more than 700 people on traffic laws designed to protect pedestrians and bicyclists by September 30, 2021. **Goal achieved**

The city of Detroit educated more than 1,300 individuals on traffic laws designed to protect pedestrians and bicyclists throughout the fiscal year. The ambassadors attended more than 25 meetings and events at neighborhood and community-based organizations, such as the Detroit Office of Mobility's "Love to Ride" event; the Youth Connection "Kickoff to a Safe, Fit, and Fun Summer" event in partnership with the Detroit Police Department, Detroit Pistons, Aberdeen Bikes, and Love Detroit Prevention Coalition; the Bailey Park Neighborhood Development Corporation's "Bailey Park Moves" bike safety event; the "Young Inventors Science and Literacy Expo" event in partnership with the Detroit Parent Network; the Juneteenth event in partnership with the Detroit Department of Neighborhoods; and the "Bike Jam" presented by Detroit PAL (Youth Sports League in Detroit).

The *Safe Routes Ambassador Program* also educated officers in the Detroit Police Department's 11th District and individuals via the Detroit Mobility Team's social media and website. With the COVID-19 pandemic continuing, the program focused on building a new virtual curriculum for elementary, middle, and high school audiences.

The program facilitated 45 walking audits to prepare to target schools and communities where there are streets void of adequate signage and high crash rates to ensure education is focused on those most vulnerable.

The Detroit Health Department faced challenges with retention and rehiring one full-time and four part-time temporary staff to administer the *Detroit Safe Routes Ambassadors Program* on pedestrian and bicycle safety traffic laws.

PUBLIC EDUCATION ON PEDESTRIAN AND BICYCLIST SAFETY LAWS FOR DRIVER EDUCATION INSTRUCTORS

Section 405(h) FAST Act Non-Motorized Public Education
PS-21-01; Awarded: \$5,700.00; Expended: \$1,200.00

BACKGROUND

The LMB will promote bicyclist and pedestrian safety through regional bicyclist and pedestrian laws public education through driver education instructor professional development courses. The LMB will work with organizations such as the Michigan Driver and Traffic Safety Education Association (MDTSEA).

Funding will support salaries and contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Increase the number of people educated on traffic laws designed to protect bicyclists and pedestrians to more than 300 people by September 30, 2021. **Goal not achieved**

The MDTSEA continued to host the LMB's Drivers Education Instructor self-paced class.

Despite leadership changes at MDTSEA that limited course availability, more than 50 driver education instructors were educated in bicyclist and pedestrian laws and safety. LMB also explored opportunities for future direct in-person instruction with a major driver education provider.

REGIONAL HANDS-ON COURSES FOR PUBLIC EDUCATION OF PEDESTRIAN AND BICYCLIST LAWS

Section 405(h) FAST Act Non-Motorized Public Education

PS-21-01; Awarded: \$20,000.00; Expended: \$11,080.00

Section 402 FAST Act Pedestrian/Bicycle Safety

PS-21-01; Awarded: \$15,000.00; Expended: \$9,943.00

BACKGROUND

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 through implementing a series of segmented courses that are in-person and hands-on to educate bicyclists on pedestrian and bicyclist safety laws. The LMB will also work with national organizations, such as the League of American Bicyclists, to complete this project.

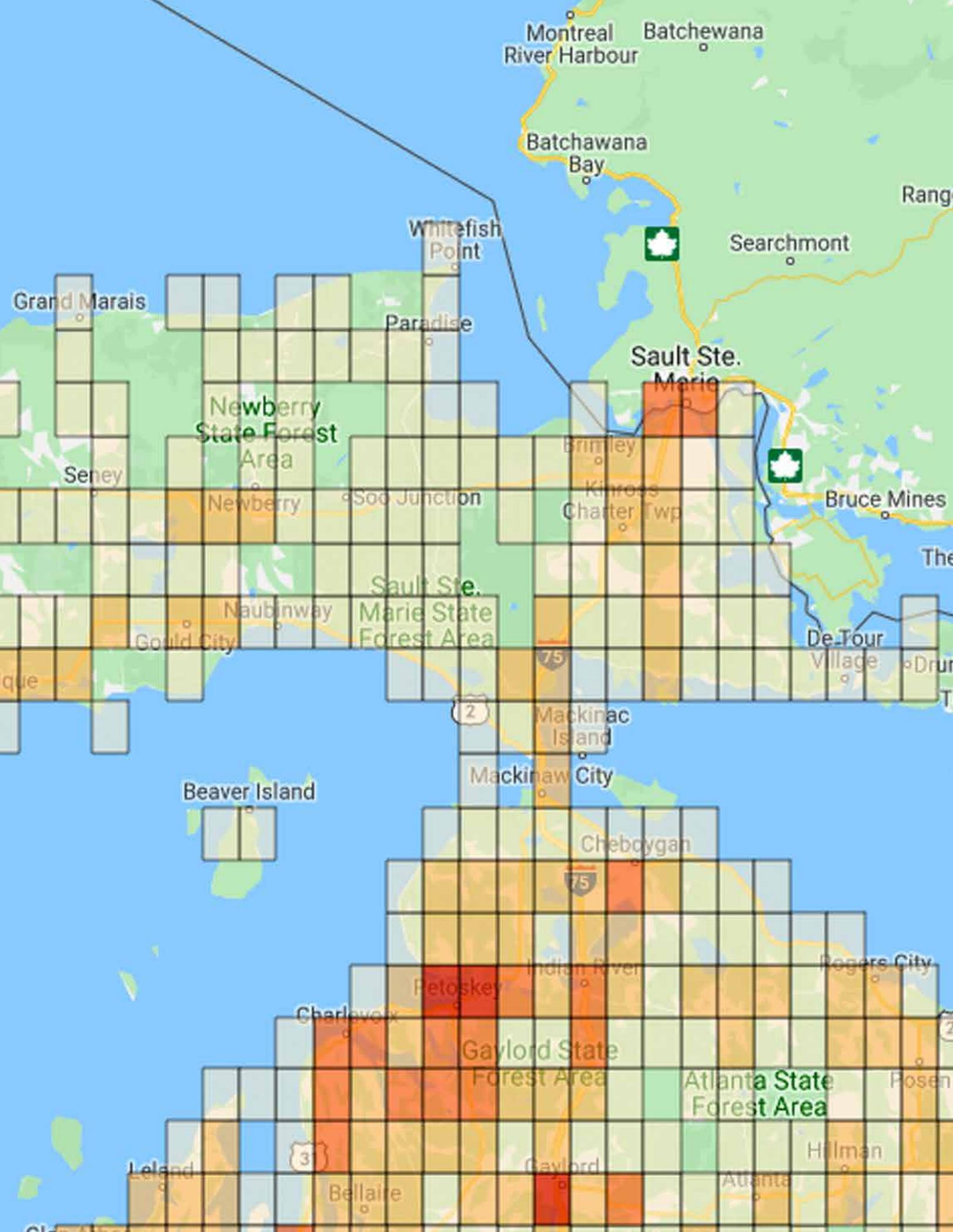
Funding will support salaries and contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Increase the number of people educated on traffic laws designed to protect bicyclists to more than 40 people by September 30, 2021. **Goal achieved**

The LMB developed a Bicycle Friendly Driver curriculum to educate the public on traffic laws designed to protect bicyclists and pedestrians. LMB held six Bicycle Friendly Driver classes, including one in partnership with AARP (American Association of Retired Persons), training a total of 74 people.

The LMB also completed the development of a "Michiganized" Safe Cycling course for bicyclists. LMB held one Safe Cycling class training 10 people.



Traffic Records

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

PROGRAM GOALS

- *To reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.*
- *To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.*
- *To prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.*
- *To reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.*
- *To prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021.*
- *To increase the driver vehicle record database convictions received within 10 days of adjudication from 97 percent in 2019 to 98 percent in 2021.*

TRAFFIC CRASH DATA SUPPORT AND TRAINING

TRAFFIC CRASH REPORTING FORM TRAINING SUPPORT

Section 405(c)FAST Act Traffic Records Data Program
TR-21-01; Awarded: \$20,000.00; Expended: \$20,000.00

BACKGROUND

The project will provide training and materials (manuals, guides, and flash drives) to law enforcement officers on accurately completing the UD-10 crash reporting form to improve the quality of the traffic crash data. Addressing any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the crash location improvement project (CLIP 2.0) and identifying/reporting automated vehicle information.

Funding will support supplies/operating costs.

PROJECT GOALS AND RESULTS

- Increase statewide crash report timeliness by 0.31 days from 11.31 to 11 by September 30, 2021. **Goal not achieved**
- Provide materials for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2021. **Goal achieved**

Statewide crash report timeliness increased to 11.11 days in FY2021 from 11.31 in FY2020. Although this was an improvement, it was slightly higher than the goal of 11 days.

The UD-10 crash report trainer conducted 75 trainings for 1,467 attendees from 159 agencies. The trainings were conducted for groups such as recruit school academies, law enforcement agencies, regional police academies, traffic safety and vehicle engineers, and an insurance company. Even with the COVID-19 pandemic and shutdown, the trainer increased classes by 25 more than the goal, thereby training an additional 267 officers and recruits while still providing an additional 570 officers with training supplies and materials. Presentations were also made to pedestrian and bicycle safety education trainings, the Michigan Truck Safety Commission, the Law Enforcement Regional Training Consortium, and MSP Explorers. The UD-10 report trainer also accomplished other significant activities, such as writing articles for the *Safety Network* newsletter, creating an *Autonomous Vehicle Guide*, and updating the *Fatality Analysis Reporting System Guide*.

EVALUATION

TRAFFIC RECORDS PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Section 405(c) FAST Act Traffic Records Data Program
TR-21-01; Awarded: \$0; Expended: \$0

BACKGROUND

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

Funding may support salaries; fringe benefits; and supplies/operating, equipment, contractual, and indirect costs.

PROJECT GOAL AND RESULT

- Implement at least 10 percent of the 12 strategies within the Traffic Records Coordinating Committee’s (TRCC’s) strategic plan, which was created from the Traffic Records Program Assessment recommendations, by September 30, 2021. **Goal achieved**

The OHSP has continued to work with the TRCC and other traffic safety partners to implement strategies identified in the TRCC’s strategic plan to address the Traffic Records Program Assessment recommendations. The traffic records partners for the crash, roadway, and driver/vehicle databases have implemented 5 of the 12 strategies (42 percent) identified in the strategic plan. Additional projects were identified; however, there was not ample time to complete them in FY2021. Those projects will begin in FY2022. The TRCC continues to reach out via partners seeking new traffic records project proposals for FY2023.

UPGRADES TO ROADSOFT AND ENVIRONMENTAL INSTITUTE ROAD AND HIGHWAYS

Section 405(c) FAST Act Traffic Records Data Program
TR-21-02; Awarded: \$710,000.00; Expended: \$319,491.00

BACKGROUND

This project will help Michigan meet the federally required Model Inventory of Roadway Elements (MIRE) collection mandate for the roadway data system. It will address the crash-emphasis area attributes of completeness of 36 data fields. This project builds from the initial Roadsoft contract with the Michigan Department of Technology, Management & Budget that began the database configuration and system design, creation of web services, development of the prototype, software upgrade testing, and environment.

Funding will support contractual costs.

PROJECT GOAL AND RESULT

- Create a system that will lead to the completion of all 36 fundamental data elements by September 30, 2021. **Goal achieved**

The Michigan Department of Transportation (MDOT), Michigan Technological University, and the Center for Shared Solutions worked to develop the framework for project implementation. Funding covered contractual services consulting, which included recommendations from the Environmental Systems Research Institute (ESRI) for implementing Roads and Highways (R&H) data into Roadsoft.

Modifications were successfully implemented within the Roadsoft software. Those modifications enable Roadsoft to receive 36 of the MIRE Fundamental Data Elements (FDE) components that are furnished by MDOT in the annual roadway centerline file, which was once housed at MDOT.

Additional tools were successfully implemented that allow Roadsoft users to compare, edit, and submit five MIRE FDE items from local agency users to MDOT R&H. Roadsoft was also able to create an export button that easily sends MIRE FDE information to MDOT in an ESRI file Geodatabase format, which is required by R&H to receive the data.

Once the MIRE data collection process is complete and the dashboard Internet tool is finished, this project will benefit every community in Michigan by allowing them to view all collected MIRE data in one online-accessible location. This will enable planners to make more informed safety and infrastructure project planning decisions.

STATE TO STATE STAFFING – PHASE 1

Section 405(c) FAST Act Traffic Records Data Program
TR-21-03; Awarded: \$664,441.00; Expended: \$267,626.00

BACKGROUND

The MDOS will clean up the driver records database by removing at least 25 percent of driver data errors. This is a national project to ensure there is only one driving record and driver history for everyone in the country. This project will enable more accurate and complete driver records, which will enhance the ability of law enforcement and courts in accurately identifying and completing their driver records. It promotes traffic safety by ensuring unsafe drivers are taken off the road faster and ensuring consistent enforcement for driving offenses. This helps deter identity fraud by preventing an individual from keeping multiple licenses, creating multiple records in other states, and avoiding driving penalties.

Funding will support salaries/fringe benefits and indirect costs.

PROJECT GOAL AND RESULT

- Hire up to six limited-term staff assistants to correct at least 25 percent of the driver data errors by September 30, 2021. **Goal not achieved**

All six limited-term staff members have been hired. They were able to correct 15 percent of the driver data errors. This project has had a positive impact on the Michigan jurisdiction by eliminating potential duplicate records that were held in other states and in Michigan. Identified multiple records were combined into one, allowing for proper sanctions and penalties against the individual for their poor driving behavior and driving decisions. Impacts include helping the state reduce the number of unsafe drivers from the roads and providing for a safer traveling environment. This project will continue in FY2022.

MICHIGAN CRASH ANALYSIS APPLICATION – PHASE 2

Section 405(c) FAST Act Traffic Records Data Program
TR-21-06; Awarded: \$184,000.00; Expended: \$183,600.00

BACKGROUND

A cloud-based application will give the ability to respond in real-time to crash data requests, provide improved reports, and allow for data visualization. The goal of the second phase of this project is to make the cloud-based application available to all law enforcement agencies, researchers, and other traffic safety partners. The Traffic Crash Reporting Unit (TCRU) will establish two types of users: sanitized and unsanitized. The sanitized users will be able to view the full UD-10, while unsanitized users will not be able to see personal information on the UD-10.

Funding will support supplies/operating costs.

PROJECT GOAL AND RESULT

- To increase crash data accessibility from one week to five days by September 30, 2021. **Goal achieved**

This project resulted in crash data accessibility decreasing to five days from one week. The project provided the State of Michigan with two Numetric traffic crash analysis applications: Crash Query and Dashboards. The TCRU renamed this Numetric suite Mi-CAT (Michigan Crash Analysis Tool) and has offered this technology to several hundred law enforcement officers, researchers, and traffic safety partners throughout the state. Mi-CAT has 591 unique users to the system and has received 2,621 "hits" on the website. The application provides the user with real-time traffic crash data, going back ten years plus the current year, and even has the ability to drill down and view a specific UD-10 Traffic Crash Report.

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

Section 405(c) FAST Act Traffic Records Data Program
TR-21-08; Awarded: \$0; Expended: \$0

BACKGROUND

A full-time data specialist will utilize the Michigan Emergency Medical Services (EMS) Information System as well as the company Biospatial to identify gaps in documentation related specifically to motor vehicle crashes. The data specialist will categorize the gaps into actionable items to resolve or mitigate the gaps. Those issues may be related to data transmission, vendor specific documentation tools, or EMS personnel documentation preferences, etc. Targeted campaigns geared toward agencies, documentation vendors, and EMS personnel will be developed and implemented to improve the quality and accuracy of data and decrease gaps of necessary data, which can contribute to evaluating the effectiveness of strategies and countermeasures being utilized to reach the national and Michigan strategies for highway safety.

Funding will support personnel and fringe benefits costs.

PROJECT GOALS AND RESULTS

- MDHHS will hire a full-time Crash Data Quality Specialist by September 30, 2022. **Goal not achieved**
- MDHHS will identify the specific elements that should be utilized exclusively for crash severity assessment by September 30, 2022. **Goal not achieved**

The agency was unable to begin work on this grant in FY2021 due to the lack of time to complete the hiring process. This project will begin in FY2022.

EDUCATION AND COMMUNICATION

MICHIGAN TRAFFIC CRASH FACTS TECHNICAL SUPPORT

Section 402 FAST Act Traffic Records

TR-21-05; Awarded: \$562,826.00; Expended: \$562,826.00

BACKGROUND

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2020 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 UMTRI staff to provide technical assistance on requests for crash data analysis and presentations. Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate program impact. The MTCF website is updated annually by the UMTRI to provide comprehensive traffic crash data and reports. Since its launch in 2004, many enhancements have been made.

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

PROJECT GOAL AND RESULT

- Complete the 2020 MTCF publications/web content and website maintenance by September 30, 2021. **Goal achieved**

The UMTRI provided the 2020 MTCF fact books, fact sheets, profiles, web content, web analysis tools, and Strategic Highway Safety Plan (SHSP) Action Team information.

The UMTRI continued to provide one part-time statistician to provide in-depth crash data analysis for 90 requests, as well as crash data presentations at traffic safety partner meetings, including regional TSN meetings and the SHSP Action Team meetings.

The MTCF website had 101,497 page views; 78,629 queries on the data query tool; and 12,868 new users.



Community Programs

The OHSP engages partners at the state and local levels to supplement engagement, messaging, and traffic safety enforcement efforts. Statewide campaigns build brand and message awareness. The OHSP public information campaigns and activities are designed to promote traffic safety, seat belt use, and sober driving. As a result, public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can include services such as acquisition of additional public information materials, replacement of outdated items, response to questions, or communications through newsletters and other distribution systems.

PROGRAM GOALS

- *To reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.*
- *To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.*
- *To prevent fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.*
- *To reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.*
- *To increase the statewide seat belt use rate from 94.4 percent in 2020 to 98 percent in 2021.*
- *To prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021.*
- *To prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021.*
- *To prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.*
- *To prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.*
- *To reduce drivers aged 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.*
- *To prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.*
- *To prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.*
- *To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.*
- *To prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.*
- *To prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.*
- *To prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.*
- *To prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.*

EDUCATION AND COMMUNICATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Section 402 FAST Act Community Traffic Safety Project
CP-21-03; Awarded: \$75,000.00; Expended: \$23,895.00

BACKGROUND

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcyclist safety, and other traffic safety issues through public information outreach. This includes developing brochures, flyers, posters, and other materials to promote traffic safety. General Public Information & Education (PI&E) funds ensure materials are continually available.

PROJECT GOAL AND RESULT

- Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2021. **Goal achieved**

The OHSP produced four *Safety Network* newsletters. The Communications Section created a brochure on distracted driving and updated materials on Michigan's Move Over Law. News releases were distributed to help raise awareness of several OHSP initiatives, including seat belt use, impaired driving, and pedestrian safety enforcement.

MATERIALS STORAGE AND DISTRIBUTION

Section 402 FAST Act Community Traffic Safety Project
CP-21-04; Awarded: \$156,795.00; Expended: \$114,384.00

BACKGROUND

The MSP Distribution Center houses a variety of traffic safety-related public information materials and mobilization items for law enforcement. The public will be able to order information about traffic safety through this storage facility. The OHSP provides costumes for loan to assist schools, law enforcement agencies, and other organizations promoting safe driving habits. The MSP Distribution Center also ships SFST and ARIDE training materials for law enforcement.

PROJECT GOAL AND RESULT

- Distribute at least 350,000 traffic safety items and up to five mobilization mailings by September 30, 2021. **Goal not achieved**

Seven special mailings of 12,292 items were shipped to 5,322 locations, including law enforcement agencies, high schools, child passenger safety partners, libraries, government agencies, and businesses. This included mailings during the *CIOT* and *DSOGPO* enforcement campaigns.

Safety partners and the public requested 213,047 items from the catalog and inventory. In addition, crash test

dummy costumes were borrowed two times and Click It the Cricket costumes were borrowed two times.

The COVID-19 pandemic state shutdown and orders to work from home for part of FY2021 limited the number of materials that were requested and shipped.

STRATEGIC COUNSEL

Section 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)
CP-21-03; Awarded: \$85,000.00; Expended: \$71,490.00

BACKGROUND

The OHSP relies on strategic counsel for communication projects of a small nature as well as those that arise outside the annual planning process. For communication 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.

PROJECT GOAL AND RESULT

- Provide communications expertise related to new situations, opportunities, and challenges for up to four projects through September 30, 2021. **Goal achieved**

Throughout the year, the OHSP's contracted advertising agency provided recommendations for future project strategies and advised the OHSP on new social media trends and tools. The firm also copyedited the Annual Report.

ANNUAL MICHIGAN TRAFFIC SAFETY SUMMIT

Section 402 FAST Act Program Management
CP-21-02; Awarded: \$100,000.00; Expended: \$0

BACKGROUND

For 25 years, the OHSP has offered a multi-day Michigan Traffic Safety Summit. This statewide conference 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. General sessions and workshop sessions cover a wide variety of issues, including traffic enforcement, traffic law updates, engineering, and education.

PROJECT GOAL AND RESULT

- Conduct the annual Michigan Traffic Safety Summit for at least 500 attendees with traffic safety information regarding education, enforcement, engineering, and EMS by September 30, 2021. **Goal not achieved**

Due to the COVID-19 pandemic restrictions and logistical limitations, the OHSP was unable to conduct the annual Michigan Traffic Safety Summit.

WINTER SAFE DRIVING AWARENESS WEEK CAMPAIGN

Section 405(d) FAST Act Impaired Driving Low Community Safety Project (flex)

CP-21-03; Awarded: \$70,000.00; Expended: \$68,796.00

BACKGROUND

The winter safe driving awareness campaign promotes safe driving behaviors on icy, snowy, and slushy roads. The message will be distributed statewide, with an emphasis in the Upper Peninsula. Materials produced in FY2020 will be printed and distributed to traffic safety partners.

Funding will support contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Disseminate a statewide winter safe driving awareness campaign by September 30, 2021. **Goal achieved**

Posters and banners for the *Drive Slow on Ice and Snow* campaign were distributed to a diverse audience of traditional and nontraditional partners throughout Michigan, such as county road commission offices; MDOT facilities; regional airports; the National Weather Service; EMS, fire, and crash/rescue departments; industries; businesses; and law enforcement agencies. Media for the campaign ran on outdoor, gas pump toppers, Facebook, Instagram, and Twitter with a total of 23,401,585 impressions.

Drive Slow on Ice and Snow safety presentations were made to members of four TSNs.

Agencies featuring winter safe-driving materials on their home pages and in promotional materials included the National Weather Service; the MDOT; the MSP; and numerous media outlets, public safety agencies, and schools.

From the backseat

TO THE WINDSHIELD



PEDESTRIAN
CONTINUES CROSSING



1 PASSENGER
RISK ↑
44%

2 PASSENGERS
RISK ↑
100%

3+ PASSENGERS
RISK ↑
300%

Paid Advertising

BACKGROUND

The OHSP follows the traffic enforcement mobilization model established by the NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement. The timing allows motorists a warning period before enforcement begins.

Paid advertising guarantees messages will be seen on stations, programs, and websites that appeal to the target

group. Advertising programming is selected based on its efficiency and effectiveness.

Young men, approximately aged 18-34, remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Advertising mediums included radio, television, and cable programs, as well as billboards and websites that are popular with young males.

RESULTS

MAY 2021 SEAT BELT. (CIOT)

Police in my community are writing more seat belt tickets now than they were a few months ago.
(strongly agree/somewhat agree)

	2017		2019*		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	21.8%	26.8%	17.3%	29.8%	13.6%	18.3%
Young men	30.7%	31.3%	20.6%	28.0%	15.3%	16.6%

Assume for a moment that you do not use your seat belt AT ALL while driving over the next six months. What are the chances you will receive a ticket for NOT wearing your seat belt?
(very likely, somewhat likely)

	2017		2019		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	60.3%	58.2%	60.1%	55.8%	57.3%	52.3%
Young men	53.3%	54.8%	58.0%	56.7%	51.0%	50.0%

In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?
(strongly agree/somewhat agree)

	2017		2019		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	11.0%	25.8%	11.0%	26.5%	7.0%	14.0%
Young men	15.3%	24.0%	12.0%	21.3%	10.0%	9.3%

A safety belt enforcement zone is a stretch of roadway marked by signs in which several police cars work as a team to ticket unbelted drivers. In the past 30 days, have you seen a safety belt enforcement zone?
(yes)

	2017		2019		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	10.5%	21.5%	11.0%	13.0%	10.3%	10.0%
Young men	22.7%	24.7%	23.3%	19.3%	10.7%	18.7%

Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same?
(More than usual)

	2017		2019		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	9.0%	20.0%	9.0%	19.0%	6.1%	13.0%
Young men	9.3%	20.0%	5.9%	21.9%	15.3%	20.2%

Do you recall hearing or seeing the following slogans in the past 30 days?
(CIOT) (yes)

	2017		2019		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	72.0%	78.3%	67.5%	75.0%	56.5%	64.0%
Young men	78.0%	84.7%	76.7%	86.7%	69.3%	69.3%

*No surveys were taken in 2018 because paid advertising for the CIOT campaign was canceled in 2018 due to fiscal reasons. No surveys were taken in 2020 because the CIOT enforcement effort was postponed because of the COVID-19 pandemic.

AUGUST 2021 DRUNK DRIVING. (DSOGPO)

Police in my community are arresting more people for drunk driving now than they were a few months ago.
(Strongly agree/somewhat agree)

	2019		2020		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	26.5%	25.8%	17.5%	22.8%	21.8%	26.6%
Young men	38.0%	44.0%	28.0%	36.7%	22.7%	32.0%

Have you heard of any special enforcement in the past 30 days related to police efforts to arrest drunk drivers?
(yes)

	2019		2020		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	18.8%	19.8%	6.3%	9.5%	21.8%	26.6%
Young men	16.7%	24.0%	8.1%	15.1%	22.7%	32.0%

Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same?
(More than usual)

	2019		2020		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	13.1%	19.9%	7.9%	8.2%	11.0%	12.0%
Young men	5.9%	26.4%	2.4%	14.6%	9.2%	15.5%

*Do you recall hearing or seeing the following slogans in the past 30 days?
(DSOGPO) (yes)*

	2019		2020		2021	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	54.3%	54.5%	40.8%	48.3%	49.5%	53.0%
Young men	70.0%	74.7%	62.3%	66.0%	67.3%	66.7%

SEPTEMBER 2021 STATEWIDE PEDESTRIAN EDUCATION CAMPAIGN.

When it comes to your knowledge of Michigan laws pertaining to people walking or running on the road and at intersections, would you say you are very confident, somewhat confident, not very confident, or not confident at all about what Michigan law says?

1.	Very confident	39.0%
2.	Somewhat confident	40.8%
3.	Not very confident	11.8%
4.	Not confident at all	7.3%
5.	Don't know/Refused	1.3%

Due to rounding the numbers to one decimal place, the total of the chart equals 100.2% rather than 100.0%.

*Do you recall hearing or seeing the following slogan in the past 30 days?
(Everybody's Road. Everybody's Rules.) (Yes)*

PRE-SURVEY	POST-SURVEY
6.0%	10.3%

SEPTEMBER 2021 STATEWIDE BICYCLIST EDUCATION CAMPAIGN.

When it comes to your knowledge of Michigan laws pertaining to bicyclists on the road, would you say you are very confident, somewhat confident, not very confident, or not confident at all about what Michigan law says?

1.	Very confident	23.5%
2.	Somewhat confident	50.0%
3.	Not very confident	17.0%
4.	Not confident at all	6.8%
5.	Don't know/Refused	2.8%

Due to rounding the numbers to one decimal place, the total of the chart equals 100.1% rather than 100.0%.

*Do you recall hearing or seeing the following slogan in the past 30 days?
(Everybody's Road. Everybody's Rules.) (Yes)*

PRE-SURVEY	POST-SURVEY
8.3%	9.5%

Note: These definitions apply to the following charts in this section.

Impressions: The unit of measure for each time an ad unit is served, whether it was clicked or not.

Contracted Impressions: The number of impressions the vendor ensured.

Overage/Added Value: Above and beyond the contracted number. (e.g. Added Value Impressions, Overage Impressions, Added Value Streaming)

Cost Per Thousand (CPM): Total cost for every 1,000 impressions. The total CPM equals the total dollars divided by the number of impressions multiplied by 1,000.

X: Numbers are unavailable. (e.g. Numbers are unavailable for unrated markets/stations because they do not subscribe to numbers. Numbers are unavailable for reach/frequency numbers for streaming and radio endorsements—only impressions are available.)

DECEMBER FY2021 IMPAIRED DRIVING ENFORCEMENT SUMMARY

Digital Target: Men 21-34 in Michigan with emphasis in Detroit, Grand Rapids, Flint, and Saginaw/Bay City

Flight Dates: December 11, 2020 - January 1, 2021

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Digital	3,285,714	\$9.13	313,824	\$30,000.00
YouTube	1,427,763	\$8.40	-	\$12,000.00
Facebook/Instagram	418,339	\$5.98	-	\$2,500.00
Snapchat	548,378	\$5.47	-	\$3,000.00
Twitter	136,104	\$11.02	-	\$1,500.00
Totals:	5,816,298	\$8.42	313,824	\$49,000.00
		Assessed Value Added:		\$2,865.00

Total Impaired Driving Media Spend:	\$49,000.00
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Total Assessed Value Added:	\$2,865.00
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Total Impressions Delivered:	6,130,122
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BUCKLE UP IN YOUR TRUCK SUMMARY

Digital Target: Men 18-34 who drive pickup trucks in Michigan

Flight Dates: December 2020 - April 2021

SITES	IMPRESSIONS	CPM	TOTAL \$\$ (NET)
Mobile	15,006,034	\$4.00	\$60,000.00
Facebook	2,275,130	\$6.83	\$15,530.00
Twitter	2,652,473	\$3.02	\$8,000.00
Snapchat	2,828,245	\$4.60	\$13,000.00
Totals:	22,761,882	\$4.24	\$96,530.00

Total Buckle Up Media Spend:	\$96,530.00
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Total Impressions Delivered:	22,761,882
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BICYCLE SAFETY ENFORCEMENT SUMMARY

Target: Motorists and bicyclists

Flight Dates: June - September

MARKET	IMPRESSIONS	TOTAL \$\$ (NET)
MAB	8,101,706	\$44,300.00
Totals:	8,101,706	\$44,300.00
Assessed Value Added:		\$182,575.00

Digital Target: Motorists and bicyclists in Michigan

Flight Dates: May - September

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	2,812,500	\$16.00	467,018	\$45,000.00
Pandora	2,099,412	\$17.00	19,641	\$35,690.00
Spotify	1,438,872	\$17.37	-	\$25,000.00
iHeart + Podcasting	1,560,020	\$16.03	46,523	\$25,000.00
YouTube	3,111,752	\$7.82	-	\$24,330.00
Facebook/Instagram	949,113	\$6.32	-	\$6,000.00
Twitter	237,854	\$12.61	-	\$3,000.00
Totals:	12,209,523	\$13.43	533,182	\$164,020.00
		Assessed Value Added:		\$5,470.00

Outdoor Target: Motorists and bicyclists at gas stations, bus shelters and bike stations in Michigan

Flight Dates: July - August

MARKET	NUMBER OF SHELTERS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Gas Station TV	595	1,874,994	54,116	\$45,000.00
Mogo+Bus Shelters	20	1,700,000	-	\$29,900.00
Totals:	615	3,574,994	54,116	\$74,900.00
		Assessed Value Added:		\$1,894.00

Total Bicycle Safety Media Spend:	\$283,220
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Total Assessed Value Added:	\$189,939
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Total Impressions Delivered:	24,473,252
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JULY/AUGUST 2021 IMPAIRED DRIVING ENFORCEMENT SUMMARY

Radio Target: Men 21-34 in Michigan

Flight Dates: Weeks of 6/29, 7/6, 8/3, 8/10, 8/17

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS :60 - PAID	ADDED VALUE :60 SPOTS	ADDED VALUE STREAMING	ADDED VALUE :05, :10, AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	70.1%	8.8	2,567,000	1,536	52	160	454	\$127,500.00
Flint	62.4%	9.6	198,000	724	108	-	-	\$10,625.00
Grand Rapids	61.6%	9.4	588,000	912	156	-	-	\$30,607.00
Lansing	52.6%	10.0	287,000	530	116	-	-	\$13,596.00
Saginaw	58.4%	8.6	164,000	512	108	-	-	\$12,750.00
Traverse City	67.4%	8.4	146,000	705	132	-	-	\$20,397.00
Totals:			3,950,000	4,919	672	160	454	\$215,475.00
Assessed Value Added:								\$29,305.00

Sports Programming Statewide Target: Men 21-34 in Michigan

Flight Dates: Weeks of 8/3, 8/10, 8/17, 9/7

MARKET	IMPRESSIONS	TOTAL SPOTS :30 PAID	ADDED VALUE :30 SPOTS	ADDED VALUE :05, :10, AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
WJBK - Detroit Lions	250,000	81	-	-	\$45,000.00
WDIV - Olympics	300,000	38	-	-	\$42,670.00
Totals:	550,000	119	0	0	\$87,670.00
Assessed Value Added:					\$0.00

Digital Target: Men 21-34 in Michigan

Flight Dates: July 1 - September 14

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	7,698,529	\$10.39	672,740	\$80,000.00
Connected TV	2,678,571	\$28.00	300,024	\$75,000.00
Podcasts	941,176	\$21.25	67,741	\$20,000.00
ESPN	1,217,807	\$32.85	1,023,096	\$40,000.00
YouTube	892,230	\$30.21	9,358	\$26,955.00
Audio Streaming	2,142,857	\$28.00	15,357	\$60,000.00
Hulu	2,295,684	\$32.67	117,851	\$75,000.00
Facebook/Instagram	651,302	\$4.61	-	\$3,000.00
Snapchat	702,545	\$7.12	-	\$5,000.00
Twitter	906,167	\$3.31	-	\$3,000.00
Totals:	20,126,868	\$19.28	2,206,167	\$387,955.00
Assessed Value Added:				\$54,988.00

Outdoor Target: Men 21-34

Geo-Targeted: Select markets and gas stations throughout Michigan

Flight Dates: June 29 - September 7

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Gas Station TV	1,655	3,125,042	714,715	\$75,000.00
Gas Pump Toppers	146	11,760,676	11,610,174	\$35,000.00
Bar Posters	123	1,000,000	-	\$40,000.00
Outdoor	89	23,346,252	7,274,532	\$85,000.00
Totals:	2,013	39,231,970	19,599,421	\$235,000.00
Assessed Value Added:				\$58,706.00

Total Impaired Driving Media Spend:	\$926,100.00
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Total Assessed Value Added:	\$142,999.00
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Total Impressions Delivered:	85,664,426
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BOOSTER SEAT SUMMARY

Digital Target: Mothers of children aged 4-7, caregivers, grandparents, extended family, and friends in Michigan

Flight Dates: July - September 2021

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	3,000,000	\$15.00	316,572	\$45,000.00
YouTube	2,306,800	\$8.68	-	\$20,030.00
Facebook	473,564	\$8.45	-	\$4,000.00
Instagram	205,826	\$14.58	-	\$3,000.00
Totals:	5,986,190	\$12.03	316,572	\$72,030.00
Assessed Value Added:				\$4,748.00

Total Booster Seat Media Spend:	\$72,030.00
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Total Assessed Value Added:	\$4,748.00
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Total Impressions Delivered:	6,302,762
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MOTORCYCLE IMPAIRED ENFORCEMENT SUMMARY

Cable Target: Men 50-70

Flight Dates: Weeks of 5/24, 5/31, 6/7, 7/26, 8/2

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :30	ADDED VALUE :30 SPOTS	TOTAL \$\$ (NET)
Detroit	51.8%	3.8	1,602,000	200	100	\$78,840.00
Flint	93.2%	8.7	856,000	1,040	150	\$27,000.00
Grand Rapids	44.9%	4.6	660,000	219	150	\$29,160.00
Totals:			3,118,000	1,459	400	\$135,000.00
Assessed Value Added:						\$22,925.00

Fox Sports Statewide Target: Men 50-70 in Michigan

Flight Dates: Weeks of 5/17, 5/24, 6/21, 6/28, 7/26, 8/2

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :30	ADDED VALUE :30 SPOTS	ADDED VALUE DIGITAL	TOTAL \$\$ (NET)
Fox Sports	71.4%	3.2	1,866,000	110	42	128	\$84,000.00
Totals:			1,866,000	110	42	128	\$84,000.00
Assessed Value Added:							\$8,000.00

Social Target: Men 50-70 in Michigan who are interested in motorcycles

Flight Dates: May - September

SITES	IMPRESSIONS	CPM	TOTAL \$\$ (NET)
Facebook	618,596	\$8.41	\$5,200.00
Totals:	618,596	\$8.41	\$5,200.00
Assessed Value Added:			\$0.00

Outdoor Target: Men 50-70 in Detroit, Grand Rapids, and Flint

Flight Dates: May - August

MARKET	NUMBER OF BOARDS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Outdoor	43	18,120,240	17,016,189	\$60,000.00
Totals:	43	18,120,240	17,016,189	\$60,000.00
Assessed Value Added:				\$56,323.00

Total Motorcycle Impaired Media Spend: \$284,200.00

Total Assessed Value Added: \$87,248.00

Total Impressions Delivered: 40,739,025

SHADOW RIDER SUMMARY

Social Target: Men aged 45-60 who are Michigan riders/bike owners who are unendorsed and men aged 18 and over who are new/soon-to-be riders in Michigan with emphasis in Detroit, Grand Rapids, Flint, Kalamazoo, Muskegon, Jackson, and Lansing

Flight Dates: March - July 2021

SITES	IMPRESSIONS	CPM	TOTAL \$\$ (NET)
Facebook/Instagram	732,600	\$7.92	\$5,800.00
Twitter	131,556	\$15.20	\$2,000.00
Snapchat	175,038	\$11.43	\$2,000.00
Totals:	1,039,194	\$9.43	\$9,800.00

Total Shadow Rider Media Spend: \$9,800.00

Total Impressions Delivered: 1,039,194

RIDERCOACH SUMMARY

Social Target: Motorcycle riders in Grand Rapids and Detroit DMAs

Flight Dates: January - June 2021

SITES	IMPRESSIONS	CPM	TOTAL \$\$ (NET)
Google Search	770,483	\$7.79	\$6,000.00
Facebook	446,369	\$8.51	\$3,800.00
Totals:	1,216,852	\$8.05	\$9,800.00

Total RiderCoach Media Spend: \$9,800.00

Total Impressions Delivered: 1,216,852

REAR SEAT BELT SUMMARY

Digital Target: Passengers aged 16-50 in Michigan

Flight Dates: May - September 2021

SITES	IMPRESSIONS	CPM	TOTAL \$\$ (NET)
YouTube	8,217,719	\$3.65	\$30,000.00
Facebook	1,099,424	\$6.46	\$7,100.00
Instagram	216,890	\$9.22	\$2,000.00
Snapchat	1,313,805	\$3.81	\$5,000.00
Totals:	10,847,838	\$4.07	\$44,100.00

Total Rear Seat Belt Media Spend: \$44,100.00

Total Impressions Delivered: 10,847,838

**PEDESTRIAN SAFETY/MOTORIST
PUBLIC EDUCATION SUMMARY**

TV Target: Motorists and pedestrians

Flight Dates: June - September

MARKET	IMPRESSIONS	TOTAL \$\$ (NET)
MAB	4,370,296	\$22,150.00
Totals:	4,370,296	\$22,150.00
Assessed Value Added:		\$100,233.00

Digital Target: Men 15-65 in Michigan

Flight Dates: March - September

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Digital	4,933,567	\$10.13	569,808	\$50,000.00
Audio Streaming	1,667,320	\$26.99	-	\$45,000.00
YouTube	2,965,470	\$8.97	-	\$26,600.00
Facebook/Instagram	1,456,643	\$5.62	-	\$8,190.00
Snapchat	500,467	\$9.99	-	\$5,000.00
Twitter	384,365	\$11.71	-	\$4,500.00
Totals:	11,907,832	\$11.70	569,808	\$139,290.00
Assessed Value Added:				\$5,401.00

Outdoor Target: Men 15-65 at gas stations, bus shelters, bike stations, and urban areas in Detroit, Flint, and Grand Rapids

Flight Dates: June - August

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Outdoor	24	6,663,964	1,570,320	\$26,110.00
Transit	30	3,650,785	96,924	\$24,300.00
Mogo + Bus Shelters	20	1,700,000	-	\$29,900.00
Gas Station TV	1,051	1,666,668	443,012	\$40,000.00
Totals:	1,125	13,681,417	2,110,256	\$120,310.00
Assessed Value Added:				\$20,983.00

Total Pedestrian Safety Media Spend:	\$281,750.00
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Total Assessed Value Added:	\$126,617.00
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Total Impressions Delivered:	32,639,609
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MAY 2021 CIOT ENFORCEMENT SUMMARY

Radio Target: Men 18-34 in Michigan

Flight Dates: Weeks of 5/17, 5/24, 5/31

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :60	ADDED VALUE :60 SPOTS	ADDED VALUE :05, :10, AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	62.0%	7.6	2,336,000	1,205	33	366	\$102,856.00
Flint	59.7%	7.3	186,000	525	63		\$7,970.00
Grand Rapids	65.1%	6.4	497,000	662	99		\$21,923.00
Kalamazoo	45.9%	6.7	118,000	525	36		\$9,645.00
Lansing	50.6%	9.1	315,000	495	54		\$13,380.00
Marquette/Upper Peninsula	X	X	X	462	123		\$6,785.00
Muskegon	60.2%	7.6	88,000	459	27		\$1,365.00
Ann Arbor	X	X	X	210	27		\$3,965.00
Saginaw	54.6%	8.4	188,000	493	54		\$11,475.00
Traverse City	60.1%	8.0	155,000	549	90	9	\$13,405.00
Totals:			3,883,000	5,585	606	375	\$192,769.00
Assessed Value Added:							\$22,835.00

Digital Target: Men 18-34 in Michigan with emphasis in Detroit, Grand Rapids, Flint, and Saginaw/Bay City

Flight Dates: May 2021

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Hulu	2,295,684	\$32.67	107,573	\$75,000.00
Connected TV	1,169,210	\$68.42	-	\$80,000.00
ESPN	1,879,918	\$26.60	313,856	\$50,000.00
YouTube	4,870,607	\$9.43	-	\$45,911.00
Mobile	8,085,938	\$9.28	571,059	\$75,000.00
Audio Streaming + Podcasting	4,852,942	\$18.55	1,312,020	\$90,000.00
Facebook/Instagram	1,385,088	\$8.66	-	\$12,000.00
Snapchat	855,690	\$5.84	-	\$5,000.00
Twitter	621,218	\$4.83	-	\$3,000.00
Totals:	26,016,295	\$16.76	2,304,508	\$435,911.00
Assessed Value Added:				\$42,027.00

Outdoor Target: Men 18-34 in select markets and gas stations throughout Michigan

Flight Dates: May 2021

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Gas Station TV	457	3,125,010	1,898,406	\$75,000.00
Gas Pump Toppers	80	7,000,000	627,200	\$30,320.00
Outdoor	38	21,158,122	709,848	\$50,000.00
Totals:	575	31,283,132	3,235,454	\$155,320.00
Assessed Value Added:				\$71,144.00

Total CIOT Media Spend:	\$784,000.00
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Total Assessed Value Added:	\$136,006.00
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Total Impressions Delivered:	66,722,389
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NOVEMBER 2020 CIOT ENFORCEMENT SUMMARY

Radio Target: Men 18-34 in Michigan

Flight Dates: Weeks of 11/9, 11/16, 11/23

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :60	ADDED VALUE :60 SPOTS	ADDED VALUE :05, :10, AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit (Streaming)	X	X	3,515,795	953	84	354	\$85,981.50
Flint	62.6%	7.0	187,000	463	63	-	\$8,658.00
Grand Rapids	64.1%	8.5	646,000	1014	114	-	\$19,597.00
Kalamazoo	46.7%	6.3	114,000	609	45	-	\$9,438.00
Lansing	59.1%	8.0	324,000	561	72	-	\$13,948.50
Marquette/Upper Peninsula	X	X	X	492	78	-	\$6,370.00
Muskegon	57.9%	9.0	101,000	492	39	-	\$2,020.00
Ann Arbor	X	X	X	248	27	-	\$4,382.00
Saginaw	62.0%	7.5	189,000	504	63	-	\$11,745.00
Traverse City	59.0%	7.6	144,000	447	54	-	\$12,860.00
Radio Endorsements - Detroit/Grand Rapids	X	X	1,720,729	X	X	-	\$58,586.30
Totals:			6,941,524	5,783	639	354	\$233,586.30
Assessed Value Added:							\$22,835.00

Digital Target: Men 18-34 in Michigan with emphasis in Detroit, Grand Rapids, Flint, and Saginaw/Bay City

Flight Dates: November 2020

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Hulu	1,635,323	\$36.69	64,078	\$60,000.00
Connected TV	2,031,250	\$32.00	129,305	\$65,000.00
ESPN	2,192,894	\$22.80	-	\$50,000.00
YouTube	4,812,802	\$8.31	-	\$40,000.00
Mobile	8,312,500	\$8.42	648,805	\$70,000.00
Audio Streaming + Podcasting	4,301,471	\$23.25	194,214	\$100,000.00
Facebook/Instagram	430,825	\$14.34	-	\$6,180.00
Snapchat	1,356,221	\$3.32	-	\$4,500.00
Twitter	959,754	\$5.21	-	\$5,000.00
Totals:	26,033,040	\$15.39	1,036,402	\$400,680.00
Assessed Value Added:				\$16,418.00

Outdoor Target: Men 18-34 in select markets and gas stations throughout Michigan

Flight Dates: November 2020

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Gas Station TV	866	3,125,020	46,625	\$75,000.00
Gas Pump Toppers	80	7,000,000	627,200	\$30,320.00
Outdoor	18	9,401,648	555,388	\$39,500.00
Totals:	964	19,526,668	1,229,213	\$144,820.00
Assessed Value Added:				\$15,286.00

Total COT Media Spend:	\$779,086.30
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Total Assessed Value Added:	\$54,539.00
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Total Impressions Delivered:	54,766,847
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DRUGGED DRIVING SUMMARY

Radio Target: Men 18+ in Michigan

Flight Dates: Weeks of 4/19, 4/26, 6/14, 6/21

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :60	ADDED VALUE :60 SPOTS	ADDED VALUE :05, :10, AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	70.5%	9.0	3,135,000	1,868	44	588	\$133,875.00
Flint	62.1%	9.3	247,000	700	84	-	\$10,625.00
Grand Rapids	64.9%	7.8	601,000	714	120	-	\$23,435.00
Lansing	52.7%	11.7	420,000	648	84	-	\$17,837.00
Marquette/Upper Peninsula	X	X	X	536	152	-	\$7,668.00
Saginaw	57.0%	10.7	250,000	654	72	-	\$15,295.00
Traverse City	62.7%	10.2	206,000	732	120	12	\$17,875.00
Totals:			4,859,000	5,852	676	600	\$226,610.00
Assessed Value Added:							\$23,715.00

Digital Target: Men 18+ in Michigan

Flight Dates: April 19 - September 12

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Connected TV	2,801,144	\$35.70	107,662	\$100,000.00
YouTube	827,518	\$30.21	8,557	\$25,000.00
Audio Streaming	1,710,000	\$28.00	2,575	\$47,880.00
Facebook/Instagram	862,115	\$5.80	-	\$5,000.00
Snapchat	1,054,864	\$4.74	-	\$5,000.00
Twitter	185,592	\$16.16	-	\$3,000.00
Totals:	7,441,233	\$24.98	118,794	\$185,880.00
Assessed Value Added:				\$4,453.00

Outdoor Target: Men 18+ in Flint, Detroit, Grand Rapids, and Lansing

Flight Dates: June 7 - September 5

MARKET	NUMBER OF BOARDS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Outdoor	61	29,913,084	8,152,436	\$72,610.00
Totals:	61	29,913,084	8,152,436	\$72,610.00
Assessed Value Added:				\$20,080.00

Total Drugged Driving Media Spend: \$485,100.00

Total Assessed Value Added: \$48,248.00

Total Impressions Delivered: 50,484,547

WINTER DRIVING PUBLIC EDUCATION SUMMARY

Digital Target: Motorists in Michigan with emphasis on the Upper Peninsula, Northern Lower Peninsula, and Van Buren County

Flight Dates: December 2020 - March 2021

SITES	IMPRESSIONS	CPM	TOTAL \$\$ (NET)
Facebook/Instagram	1,911,262	\$7.14	\$13,651.00
Twitter	354,759	\$9.48	\$3,362.52
Totals:	2,266,021	\$7.51	\$17,013.52

Outdoor Target: Men 25-64 at gas stations, bus shelters, bike stations, and urban areas in Detroit, Flint, and Grand Rapids

Flight Dates: December 2020 - April 2021

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Outdoor	22	7,000,000	3,135,564	\$30,610.00
Gas Pump Toppers	62	11,000,000	-	\$19,800.00
Totals:	84	18,000,000	3,135,564	\$50,410.00
Assessed Value Added:				\$20,158.79

Total Winter Driving Media Spend:	\$67,423.52
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Total Assessed Value Added:	\$20,158.79
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Total Impressions Delivered:	23,401,585
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TEEN PASSENGER SAFETY ENFORCEMENT SUMMARY

Digital Target: Parents of teens in Michigan

Flight Dates: May - August 2021

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Pandora	1,781,677	\$28.06	536,941	\$50,000.00
Facebook	1,382,270	\$7.23	-	\$10,000.00
Instagram	543,422	\$14.72	-	\$8,000.00
Twitter	1,922,602	\$3.90	-	\$7,500.00
Snapchat	581,066	\$6.02	-	\$3,500.00
YouTube	2,971,586	\$9.69	-	\$28,800.00
Totals:	9,182,623	\$11.74	536,941	\$107,800.00
Assessed Value Added:				\$14,976.00

Total Teen Passenger Safety Media Spend: \$107,800.00

Total Assessed Value Added: \$14,976.00

Total Impressions Delivered: 9,719,564.00

MSP THIRD DISTRICT IMPACT SUMMARY

Radio Target: Men 21-34 in the Flint and Saginaw areas.

Flight Dates: Weeks of 11/23, 11/30, 2/8, 2/15

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :60	ADDED VALUE :60 SPOTS	TOTAL \$\$ (NET)
Flint	67.7%	9.1	202,000	604	80	\$9,640.00
Saginaw	70.3%	11.9	264,000	795	92	\$15,100.00
Totals:			466,000	1,399	172	\$24,740.00
Assessed Value Added:						\$3,095.00

Digital Target: Men 21-34 in Bay, Saginaw, and Genesee Counties

Flight Dates: December 2020 - April 2021

SITES	IMPRESSIONS	CPM	TOTAL \$\$ (NET)
Facebook/Instagram	1,303,640	\$6.14	\$8,000.00
Snapchat	1,134,448	\$5.29	\$6,000.00
Twitter	246,154	\$10.16	\$2,500.00
Totals:	2,684,242	\$6.15	\$16,500.00

Outdoor Target: Men 21-34 at bars/restaurants, dispensaries,
and convenience stores in Flint/Saginaw area

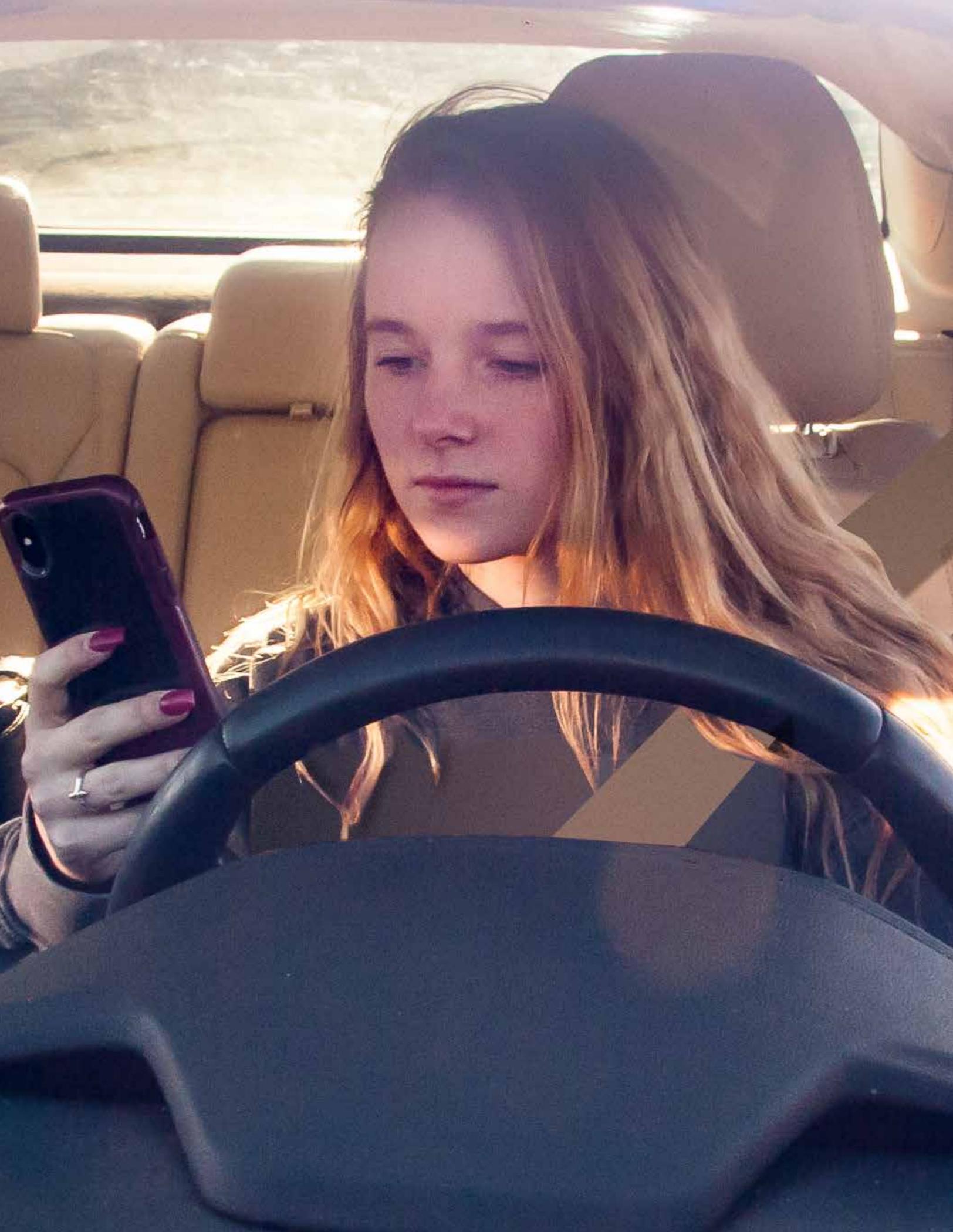
Flight Dates: December 2020 - March 2021

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Posters	50	4,500,000	137,400	\$35,290.00
Outdoor	14	8,000,000	9,058,096	\$20,000.00
Totals:	64	12,500,000	9,195,496	\$55,290.00
Assessed Value Added:				\$20,598.00

Total MSP Third District IMPACT Summary Spend:	\$96,530.00
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Total Assessed Value Added:	\$23,693.00
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Total Impressions Delivered:	24,845,738
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Driver Education

Driver education involves improving driver behavior directly by teaching better driving skills, improving safety awareness, and motivating individuals to drive safely.

Young drivers are learning basic skills for the very first time. Senior drivers are often at greater risk due to loss of muscle mass and bone strength, which increase the chances of injury or death in a crash.

PROGRAM GOALS

- To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.
- To reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.
- To prevent the fatalities/VMT rate from increasing from .95 in 2018 to no more than .982 fatalities/VMT in 2021.
- To reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.
- To prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021.
- To reduce drivers aged 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.
- To increase the statewide seat belt use rate from 94.4 percent in 2020 to 98 percent in 2021.
- To prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

TRAINING AND EDUCATION

RIDE AND DRIVE IMPAIRED DRIVING STATION

Section 405(d) FAST Act Impaired Driving Low Youth Alcohol
CP-21-01; Awarded: \$20,000.00; Expended: \$0

BACKGROUND

Up to eight law enforcement officers will work with teen drivers and their parents to educate them on the dangers of impaired driving during the Ford Ride and Drive three-day event in May 2021.

Funding will support overtime salaries, fringe benefits, and supplies/operating and indirect costs.

PROJECT GOAL AND RESULT

- Provide impaired driving education for up to 640 teens/students and up to 475 adults/parents to educate them on the dangers of impaired driving by September 30, 2021. **Goal not achieved**

This training occurs every May in conjunction with the *Strive for a Safer Drive (S4SD)* end-of-the-year event. It was canceled due to the COVID-19 pandemic.

ROADWISE ENHANCED DRIVING PROGRAM FOR SENIORS

Section 402 FAST Act Driver Education
DE-21-05; Awarded: \$0; Expended: \$0

BACKGROUND

This pilot project will implement the AAA RoadWise Enhanced Driver program for senior drivers that addresses natural age-based changes, managing one's medications, adjusting habits to reduce risk, and the value of planning for ongoing mobility.

Funding will support supplies/operating costs.

PROJECT GOAL AND RESULT

- Conduct five AAA RoadWise Enhanced Driver program courses for 120 drivers in Washtenaw and Livingston Counties by September 30, 2021. **Goal not achieved**

This training was canceled due to COVID-19 restrictions and staffing issues.

TEEN PASSENGER SAFETY CAMPAIGN

Section 405(d) FAST Act Impaired Driving Low Driver Education (flex)
CP-21-03; Awarded: \$125,000.00; Expended: \$124,943.00

BACKGROUND

A media campaign aimed at parents will focus on the dangers of passengers and teen drivers. A variety of messages will be used, including, 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, Muskegon, and Washtenaw.

PROJECT GOAL AND RESULT

- Develop and distribute up to 18 social media creative messages to garner up to 2 million impressions by September 30, 2021. **Goal achieved**

A social media plan, a video, and images for this campaign were developed. The statewide campaign was launched in May before Memorial Day and continued through Labor Day. The target audience was parents of teens aged 13-19. Social media creative messages were developed and distributed via Pandora, YouTube, Facebook, Instagram, Snapchat, and Twitter, which garnered 9,719,564 impressions. An audio version of the *Go It Alone* video was produced and distributed on Pandora. Social media messaging directed viewers to the *Go It Alone* video. YouTube had the most impressions followed by Pandora and Snapchat. The video can be viewed on the OHSP YouTube channel at <https://www.youtube.com/user/OHSP>.

The creative below drove the most Facebook and Twitter clicks and impressions.



OLDER DRIVER EVALUATION AND REFERRAL PROCESS

Section 405(d) FAST Act Impaired Driving Low Driver Education (flex)

CP-21-03; Awarded: \$83,000.00; Expended: \$0

BACKGROUND

This project aims to develop and create communications outreach assets directed at family, friends, the medical community, and older drivers. The assets will explain the challenges and risks facing older drivers and the availability of the driver assessment reexamination process to effectively evaluate older drivers' skills and ability to meet the state's driving standards.

Funding will support contractual costs.

PROJECT GOALS AND RESULTS

- Increase the number of older driver reexamination referrals from family and the medical community from 18,228 in 2018 to 20,000 by September 30, 2021. **Goal not achieved**
- Prevent the number of failures to appear for reexaminations from exceeding 7,000 by September 30, 2021. **Goal not achieved**

This project was postponed until FY2022 due to staffing issues during the COVID-19 pandemic.

STRIVE FOR A SAFER DRIVE

Section 402 FAST Act Driver Education

DE-21-01; Awarded: \$78,808.00; Expended: \$67,158.00

BACKGROUND

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. Program promotion will have an increased focus in the counties where 70 percent of all teen fatalities and suspected serious injuries occur.

PROJECT GOALS AND RESULTS

- Establish S4SD in at least 65 schools by September 30, 2021. **Goal not achieved**
- Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2021. **Goal not achieved**
- Increase seat belt usage among participating schools by 2 percent by September 30, 2021. **Goal not achieved**

Promotional efforts resulted in 23 schools from 15 counties, representing approximately 32,000 students, participating in the S4SD program. Pandemic accommodations included an extension of submission deadlines and promoting virtually or in-person, per school building guidelines.

A webinar was presented to *S4SD* advisors and student leaders. A link to the webinar was sent to schools that were unable to attend. The participants who responded to the webinar survey indicated the webinar assisted them with campaign plans.

A total of 20 final projects were submitted, with the top ten school projects presented to an unbiased judging panel consisting of staff from Ford Motor Company and the OHSP. The top five schools selected as the winners and awarded plaques are as follows:

1st place: **West Shore Educational Service District Career and Technical Education Program**

2nd place: **Dundee High School**

3rd place: **Anchor Bay High School**

4th place: **Grand Ledge High School**

5th place: **Plymouth High School**

The end-of-the-year Ford Driving Skills for Life hands-on event was canceled due to COVID-19 restrictions. In place of the event, an *S4SD* video consisting of images from each participating high school campaign was developed, posted on the *S4SD* website and OHSP YouTube channel, and emailed to all participating schools.

The seat belt observation survey was not required as many students attended school virtually due to the pandemic.

The 2020-2021 program included identical pre- and post-tests that consisted of six to seven questions measuring student knowledge on their selected campaign topic and a nine-question survey for the advisors' feedback. A total of 2,122 students completed the pre-test, and 1,699 students completed the identical post-test. Compared to the pre-tests, post-tests indicated a 3 percent increase in traffic safety knowledge. The advisor survey had a completion rate of 54 percent. The advisor feedback was beneficial for future *S4SD* programing.

THINKFAST INTERACTIVE SCHOOL PROGRAM FOR TEENS

Section 402 FAST Act Driver Education

DE-21-04; Awarded: \$53,820.00; Expended: \$3,276.00

BACKGROUND

ThinkFast is an interactive trivia-style game show experience for teenagers in which Michigan traffic safety facts and teen traffic safety laws are taught. The school-based program will be presented to up to 5,000 students in 16 high schools in six of the top counties with the largest number of fatalities and serious injuries involving a teen driver.

PROJECT GOAL AND RESULT

- Conduct teen traffic safety interactive game shows in Kalamazoo, Ingham, Isabella, Jackson, Lenawee, and Montcalm Counties for up to 5,000 students in 16 high schools by September 30, 2021. **Goal not achieved**

Many school leaders have been unwilling to schedule extra-curricular educational programming since the pandemic is still very much a concern in Michigan. Teachers and administrators are reluctant to take away from classroom time because many students have fallen behind academically with hybrid schedules and virtual learning.

ThinkFast was able to complete two programs at Beal High School in Isabella County for 220 students. Thirty-one pre-program surveys and 43 post-program surveys were completed. The students who participated from pre to post program showed an overall 26 percent increase in knowledge and also marked improvement in road-user behavior intentions. ThinkFast was unable to complete any further programming due to the COVID-19 pandemic.

SAVE A LIFE TOUR TEEN INTERACTIVE PROGRAM

Section 402 FAST Act Driver Education

DE-21-04; Awarded: \$62,010.00; Expended: \$51,669.00

BACKGROUND

The Save a Life Tour is a comprehensive high-impact safe-driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices made by the drivers of motor vehicles. The program utilizes several methods for educating and demonstrating the effects and consequences that are a result of these poor choices.

Funding will support contractual costs and indirect costs.

PROJECT GOAL AND RESULT

- Conduct teen traffic safety assemblies and interactive teen traffic safety programs in Kent, Ottawa, Muskegon, Livingston, and St. Joseph Counties for up to 7,800 students in 15 high schools by September 30, 2021. **Goal not achieved**

Schools were contacted, but several indicated hesitancy to hold student assemblies due to the COVID-19 pandemic outbreak and surges in their areas. A virtual program was offered; however, the majority of schools did not want to take away any class time from students. Save A Life Tour presentations were completed in-person at eight high schools, along with one virtual presentation, reaching approximately 2,900 students. Four high schools received in-person programming two days in a row to allow for social distancing. In total, the Save A Life Tour presented 13 programs. Pre- and post-tests indicated a 13.5 percent increase in knowledge and a 15.9 percent increase in road-user behavior intentions.



Motorcyclist Safety

The Motorcyclist Safety Program includes motorcycle rider education and training, motorcycle operator licensing, impaired motorcyclist prevention, motorcycle rider conspicuity, motorcyclist personal protective equipment, and motorist awareness of motorcyclists. Through data-driven approaches and collaboration with the motorcyclist safety network, the OHSP is working to reduce fatalities and injuries of motorcyclists.

PROGRAM GOALS

- *To reduce fatalities from 985 in 2019 to 968.6 in 2021.*
- *To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.*
- *To prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.*
- *To prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.*
- *To prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.*
- *To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 in 2019 to 234 crashes in 2021.*
- *To prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.*
- *To prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.*
- *To prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.*

TRAINING AND EDUCATION

MOTORCYCLE RIDER TRAINING

Section 405(f) Fast Act Motorcycle Training

MC-21-01; Awarded: \$40,000.00; Expended: \$18,319.00

BACKGROUND

Training and rider endorsement are proven ways to improve rider safety. Formal motorcyclist training and licensing are critical components to operate a motorcycle safely. The Michigan Rider Education Program (MI-REP), administered by the MDOS, offers the Basic RiderCourse (BRC), Basic RiderCourse 2 (BRC2), 3-Wheel Basic RiderCourse (3WBRC), Returning Rider Basic RiderCourse (RRBRC), and Advanced RiderCourse (ARC) through public and private sponsors across the state. These programs train approximately 10,000 motorcyclists annually at nearly 50 training sites.

Funding will support training costs and materials.

PROJECT GOALS AND RESULTS

- Train up to 150 experienced motorcyclists in an ARC in the top ten counties where motorcyclist-involved fatalities are highest by September 30, 2021. **Goal achieved**
- Train up to 100 additional students in BRCs in the top ten counties where motorcyclist-involved fatalities are highest by September 30, 2021. **Goal not achieved**

The OHSP and the MDOS's MI-REP supported the ARC training classes that are part of the national Motorcycle Safety Foundation's (MSF's) curriculum. ARCs are significant to learn new skills and expand upon existing skills to be a safer motorcyclist.

There were 216 students trained in ten ARCs offered in Wayne, Macomb, and Oakland Counties through Schoolcraft College, which utilizes a double ARC range. Schoolcraft College can train twice the number of students in a course than any other site in the state. The double range allows for higher speeds and different maneuvering.

In addition, there were 32 students trained in four ARCs offered in Kent County through Grand Rapids Community

College and 47 students trained in five ARCs offered in Washtenaw County through Washtenaw Community College.

In FY2021, plans were made to conduct some BRCs with federal funds above the previously established capacity to what training sponsors can conduct with state grant funds. However, due mostly to the challenges of the COVID-19 pandemic, there were significant changes in Michigan state funds budgeting and sponsor training capacity. Training sponsors could not schedule BRCs above the established capacity for what is funded locally with state grant funds. As a result, federal funds were not used, and this project goal could not be achieved.

MOTORCYCLE RIDERCOACH PROFESSIONAL DEVELOPMENT

Section 405(f) Fast Act Motorcyclist Training

MC-21-01; Awarded: \$64,000.00; Expended: \$51,486.00

BACKGROUND

The MDOS will coordinate RiderCoach Preparation Course (RCP) sessions for MSF-certified RiderCoaches. The MDOS will also work with the OHSP to recruit new RiderCoaches and coordinate additional RCP sessions through public sponsor agencies.

Funding will support training costs and materials.

PROJECT GOAL AND RESULT

- Prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by training up to 72 new and existing coaches by September 30, 2021. **Goal not achieved**

The MI-REP trained 26 new RiderCoaches certified in the MSF BRC program offered through two novice RCPs in Kent County through Grand Rapids Community College and three novice RCPs in Wayne County through Schoolcraft College.

The MI-REP also trained six existing RiderCoaches in one ARC-RCP offered in Kent County through Grand Rapids Community College.

At the start of the FY2021 training season, the MI-REP was already below 250 RiderCoaches in the program. This is due in part to unforeseen challenges caused by the COVID-19 pandemic, including canceled courses and loss of training range locations. It is still considered a success to have trained 26 new coaches and 6 existing coaches despite the continuing challenges.

MOTORCYCLE RANGE AIDES

Section 405(f) FAST Act Motorcycle Program

MC-21-01; Awarded: \$16,000.00; Expended: \$2,115.00

BACKGROUND

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

Funding will support contractual costs.

PROJECT GOAL AND RESULT

- Prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches through a new range aide internship program by September 30, 2021. **Goal not achieved**

Schoolcraft College hired one range aide who taught five courses throughout the year and passed the BRC-RCP in August, becoming one of the newly trained RiderCoaches in the state. Grand Rapids Community College struggled with its institution's employment requirements for hiring range aides. They hired one range aide late in the season. Feedback from the training organizations indicated that the mentorship of the range aides to become RiderCoaches is priceless. Specifically, the range aide hired by Schoolcraft College excelled in his BRC-RCP and helped his fellow coach candidates as well. This program is needed to not only help increase the number of Michigan RiderCoaches but also develop strong quality coaches who will train in the program for the long-term.

At the start of the FY2021 training season, the MI-REP was already below 250 RiderCoaches in the program. This is due in part to unforeseen challenges caused by the COVID-19 pandemic, including canceled courses and loss of training range locations. It is still considered a success to have hired two range aides in the pilot year of this project despite the continuing challenges.

MOTORCYCLE PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Section 405(f) FAST Act Motorcycle Programs

MC-21-02; Awarded: \$0; Expended: \$0

Section 405(f) FAST Act Safety Motorcyclist Training

MC-21-02; Awarded: \$0; Expended: \$0

BACKGROUND

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

Funding will support contractual and supplies/operating costs.

PROJECT GOAL AND RESULT

- Identify and implement data-driven motorcyclist safety program strategies by September 30, 2021. **Goal not achieved**

Although no additional strategies were implemented, the OHSP Vulnerable Roadway Users Program Coordinator continued to work with traffic safety partners to develop strategies identified in the NHTSA Motorcyclist Safety Program Assessment recommendations and the Motorcycle Safety Action Team's Action Plan. Additional projects that may have been identified but not fully developed in FY2021 may be planned for implementation in FY2022. The Vulnerable Roadway Users Program Coordinator continues to reach out via partners seeking new motorcyclist safety project proposals for FY2023.

IMPAIRED MOTORCYCLIST PREVENTION CAMPAIGN

Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media CP-21-03; Awarded: \$300,000.00; Expended: \$289,735.00

BACKGROUND

The campaign message 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 initially began in FY2017 with a focus on alcohol involvement and will continue to broaden the message about drug impairment through paid advertising with educational materials that will be printed and distributed to partners and stakeholders.

Funding will support supplies/operating and contractual costs.

PROJECT GOAL AND RESULT

- Develop and disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2021. **Goal not achieved**

The FY2021 campaign was planned to modify the impaired motorcyclist prevention campaign to include drug-involved fatalities and serious injuries. However, the OHSP put several of the FY2021 impaired motorcyclist campaign activities on postponement/cancellation due to the State of Michigan hiring freeze.

The OHSP continued the *Fallen Brothers – Ride Sober* campaign developed in FY2018. This campaign ran from July to September statewide, with a focus on counties where the most motorcyclist impaired crashes occur: Wayne, Oakland, Macomb, Kent, and Genesee. Paid advertising was conducted through cable, Fox Sports Detroit, billboards, and Facebook/Instagram, with a total of nearly 40 million impressions.

RIDERCOACH RECRUITMENT

Section 405(f) FAST Act Motorcycle Program CP-21-03; Awarded: \$14,000.00; Expended: \$9,282.00

BACKGROUND

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

Funding will support supplies/operating and contractual costs.

PROJECT GOAL AND RESULT

- Prevent the number of RiderCoaches from dropping below 250 coaches through an education and outreach campaign for RiderCoach recruitment by September 30, 2021. **Goal not achieved**

The OHSP worked with its contracted marketing firm to develop new creative pieces to promote becoming a RiderCoach. This included different photos showing representation for people over 50 and highlighting the desire to help the biker community. The OHSP continued to use the infographic developed in FY2019 to educate riders on becoming a RiderCoach. Paid media was conducted January through June on Facebook with more than 440,000 impressions. A new media method of Google Search was utilized January through May with more than 770,000 impressions.

At the start of the FY2021 training season, the MI-REP was already below 250 RiderCoaches in the program. This is due in part to unforeseen challenges caused by the COVID-19 pandemic, including canceled courses and loss of training range locations. It is still considered a success to have high impressions on this campaign despite the continuing challenges.

MOTORCYCLE EVALUATION

SHADOW RIDER PROJECT

Section 405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)

CP-20-03; Awarded: \$20,000.00; Expended: \$10,623.00

BACKGROUND

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

Funding will support supplies/operating and contractual costs.

PROJECT GOAL AND RESULT

- Reduce the number of unendorsed riders to 25,000 by promoting the availability of the BRC, BRC2, and RRBRC classes to encourage them to obtain their motorcycle endorsements by September 30, 2021. **Goal not achieved**

The number of unendorsed riders did not significantly change in the past year, remaining at approximately 26,000. The *Shadow Rider* project continued with paid social media promotion on Facebook, Instagram, and Twitter. Working with the MDOS and the UMTRI, the OHSP improved the accuracy and specificity of the data on driver license cycle endorsements and motorcycle registrations to obtain additional information, including gender, age, and city of residence frequencies for unendorsed riders. The media plan focused on men aged 45-60 in Detroit, Grand Rapids, Flint, Kalamazoo, Muskegon, Jackson, and Lansing, with additional messaging statewide on Facebook, Instagram, Snapchat, and Twitter. That campaign ran February-March and June-August, generating more than 3 million impressions.

A *Shadow Rider* postcard was designed internally at the OHSP and mailed to approximately 26,000 unendorsed Michigan residents in March 2021.

The message encouraged riders to get trained and endorsed and included the URL to the training site locator web page. It also emphasized the need to protect the reasons why motorcyclists ride—freedom, adventure, excitement, and enjoyment—which the OHSP learned from focus group feedback. The card also reminded riders their motorcycles can be towed if they are caught riding unendorsed.

In addition, the OHSP produced a series of short videos explaining what each endorsement course consists of for BRC, BRC2, RRBRC, and 3WBRC. Those videos assist people in navigating the rider education courses by helping them decide which one is best for them. The videos are posted on the Michigan.gov/OHSP website and YouTube page.



Emergency Medical Services

PROGRAM GOALS

- Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.
- Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.
- Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.

UPPER PENINSULA RURAL BYSTANDER CARE PROGRAM

Section 402 FAST Act Emergency Medical Services
CP-21-01; Awarded: \$25,000.00; Expended: \$0

BACKGROUND

A national rural bystander care training curriculum will be used to teach people to render potentially lifesaving care at the scene of a traffic crash until emergency responders arrive. A lead instructor/coordinator will provide training and direction to instructors, arrange training sessions, and administer pre- and post-evaluations to attendees.

Funding will support supplies/operating and contractual costs.

PROJECT GOAL AND RESULT

- Conduct the rural bystander care training program for at least 250 people in the Upper Peninsula by September 30, 2021. **Goal not achieved**

A virtual train-the-trainer program was held in conjunction with the Upper Peninsula Emergency Medical Services Conference, with five participants in attendance.

Due to ongoing COVID-19 pandemic restrictions and logistical limitations, the OHSP was unable to conduct the Upper Peninsula Rural Bystander Care Program.

Administrative Issues

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION

The Governor's Traffic Safety Advisory Commission's (GTSAC's) updated Michigan SHSP was approved by the governor and is now a finalized four-year document. The commission met in March 2021 and June 2021. The meetings gave commissioners the opportunity to provide updates on traffic safety-related activities taking place within their agencies or areas of responsibility. Updates were also provided on activities undertaken by the SHSP Action Teams.

During the past year, commissioners made presentations for two Outstanding Traffic Safety Achievement Awards, a Student Award, and three Richard H. Austin Long-Term Service Awards during the GTSAC Traffic Safety Awards program in May 2021.

LEGISLATIVE UPDATE

While several bills were introduced to address traffic safety issues, nothing was made effective by September 30, 2021.

TRAFFIC SAFETY NETWORKS

AAA Michigan and the OHSP have jointly sponsored local Traffic Safety Committees, now called Traffic Safety Networks (TSNs), since the 1970s by providing technical assistance, subject matter expertise, speaker information, and materials. TSNs promote education, involvement in problem identification, and traffic safety solutions among public and private agencies concerned with the safety of Michigan motorists. TSNs meet periodically throughout the year to share information, learn about traffic safety issues, and address problems in their communities.

Each year, the OHSP sponsors the chairs and vice chairs of the TSNs to attend the Michigan Traffic Safety Summit to

keep them informed on current traffic safety technologies, methodologies, and best practices in Michigan and nationally. The summit also allows the opportunity to network with other TSN leadership and traffic safety professionals from around the state. Due to the COVID-19 pandemic, the Michigan Traffic Safety Summit was canceled for FY2021.

The TSNs are an important resource for the OHSP to exchange information with local communities, learn about local and regional traffic safety issues and concerns, provide guidance, and stay connected with partners throughout the state. Those efforts allow the TSNs to cultivate future traffic safety leaders by periodically rotating chair/vice chair responsibilities.

Agendas for the groups are varied, depending on issues of interest and relevance to each area. Many TSNs have annual updates on construction and winter weather plans that include reports from county road commissions and the MDOT. Traffic crash data is also a frequent meeting topic.

TSN meetings were suspended last spring, when many workers moved to home-based office operations at the start of the pandemic. As people began settling into remote work and becoming more at ease with electronic meeting options, most groups resumed meetings through platforms such as Microsoft Teams.

The virtual meeting platform also allowed more people to participate. As a result, the virtual format will likely continue for the foreseeable future because of the COVID-19 pandemic.

There are 11 active TSNs. Inactive TSN areas include Macomb, St. Clair, and Wayne Counties, as well as the Thumb and Chippewa Valley areas.



Planning and Administration

The Planning and Administration Section is responsible for developing budgets, creating the annual Highway Safety Plan (HSP), and providing procedural support for statewide traffic safety programming. Section activities include planning, traffic records, data analysis, project evaluation, and SHSP coordination.

PROGRAM GOALS

- To reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.
- To reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.
- To prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021.
- To reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.
- To prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021.
- To prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021.
- To prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.
- To prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.
- To reduce drivers aged 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.
- To prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.
- To prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.
- To increase the statewide seat belt use rate from 94.4 percent in 2020 to 98 percent in 2021.
- To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.
- To prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.
- To prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.
- To prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.
- To prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.
- To increase the driver vehicle record database convictions received within 10 days of adjudication from 97 percent in 2019 to 98 percent in 2021.

PLANNING AND ADMINISTRATION

Section 402 FAST Act

PA-21-01; Awarded: \$584,946.00; Expended: \$450,204.00

BACKGROUND

The goals for the FY2021 HSP are listed above. Achieving those goals will require a foundation based on crash data

analysis to identify the most pressing traffic safety issues, collaboration with traffic safety partners, and problem-based targeted programming.

PROJECT GOAL AND RESULT

- Funding is provided to support various positions within the State Highway Safety Office (SHSO). These

personnel are charged with administering funding for statewide traffic safety programming. **Goal achieved**

The OHSP continued administration of the FY2021 HSP through program coordination and oversight. This included regular meetings of the OHSP's leadership team, HSP planning and implementation staff, and other OHSP staff. After-action reviews identified areas for process improvements. The Financial Section staff processes financial reimbursement requests in a timely manner. The OHSP continues conducting operations using Microsoft Teams for meetings and is based in a work-from-home office environment. The web-based grants system continues to facilitate grant activity while working remotely.

MICHIGAN TRAFFIC SAFETY SUMMIT

Section 402 FAST Act Program Management

Funding of this program was transferred to Community Programs. Please see that section for details.

BACKGROUND

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 speaker fees, meals, facilities, audio-visual equipment rental, and printing. Funding is spread across all program areas.

PROJECT GOAL AND RESULT

- Conduct the annual Michigan Traffic Safety Summit to at least 500 attendees with traffic safety information regarding education, enforcement, engineering, and EMS by September 30, 2021. **Goal not achieved**

Funding of this program was transferred to Community Programs. Please see that section for details.

Program Management

Program Management is responsible for developing and implementing grants and projects with state and local agencies, providing technical support to grantees, monitoring grant projects, reviewing financial expenditures, and ensuring that program activities are in support of the HSP and the current transportation bill regulatory requirements. Program areas include occupant protection, impaired driving, motorcyclists, pedestrians and bicyclists, teens, traffic records, police traffic services, community programs, driver's education, and EMS.

Program Goals

- *Funding is provided to support various positions within the SHSO. These personnel are charged with administering funding for statewide traffic safety programming.*
- *Funding is provided to support office-wide administrative activities such as staff travel, staff training and professional development, office supplies, equipment purchases, the electronic grants management system, and the Michigan Traffic Safety Summit.*

PROGRAM MANAGEMENT

Section 402 FAST Act Program Management

CP-21-02; Awarded: \$2,744,020.00; Expended: \$2,285,636.00

BACKGROUND

The goals for the FY2021 HSP are to reduce fatalities from 985 in 2019 to 968.6 fatalities in 2021; to reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021; and to reduce the .95 fatalities/VMT rate in 2018 to no more than .982 fatalities/VMT in 2021. The annual HSP identifies Michigan's most significant traffic safety issues as well as countermeasures designed to reduce traffic deaths and injuries. Ongoing projects include sobriety courts, traffic safety resource prosecutors, and periodic traffic safety mobilizations. Program Management begins by analyzing crash data and implementing strategies that will save lives and prevent injuries. Once the HSP is approved, projects move forward through the grants process, managed by OHSP program coordinators. Once performance goals are determined and

grants awarded, monitoring and evaluation of the grant projects continues throughout the year. Results determine if goals were met.

PROJECT GOALS AND RESULTS

- To support the goals and activities identified in the HSP. **Goal achieved**
- To reduce crashes and fatalities in various areas as listed in the HSP. **Goal not achieved**

The OHSP continued office administrative support of the FY2021 HSP and grant projects managed by OHSP staff. Funds supported 23 staff salaries and fringe benefits; staff travel; professional development; maintenance of the OHSP's online grants management system; and operational overhead, including expenses for vehicles, supplies and materials, equipment, and purchases/leases.

Please see the Core Performance Measures section for full details.

FY2022 Focus

The OHSP uses state traffic crash data to identify highway safety problems when developing priorities, plans, and programs for a new fiscal year.

HIGHWAY SAFETY PROBLEMS

Key traffic safety issues identified in 2016-2020 data:

1. Fatalities increased 1.79 percent from 1,064 in 2016 to 1,083 in 2020.
2. Serious injuries decreased 3.57 percent from 5,634 in 2016 to 5,433 in 2020.
3. Unrestrained passenger vehicle occupant fatalities increased 9.90 percent from 202 in 2016 to 222 in 2020.
4. Older drivers in fatal crashes decreased 0.45 percent from 223 in 2016 to 222 in 2020.
5. Drug-impaired fatalities increased 11.72 percent from 239 in 2016 to 267 in 2020.

HIGHWAY SAFETY PERFORMANCE MEASURES

The national core performance measures reflect Michigan's primary traffic safety issues:

- Occupant restraint use
- Impaired driving
- Young drivers
- Vulnerable roadway users: bicyclists, motorcyclists, and pedestrians

DEVELOPING AND SELECTING EVIDENCE-BASED STRATEGIES AND PROJECTS

The OHSP staff works with partners and stakeholders to identify programs to reduce traffic fatalities and injuries. Input and ideas come from grantees; SHSP Action Teams; TSNs; law enforcement at the municipal, county, and state levels; state agencies; driver training and education partners; CPS partners; hospital and other health-affiliated personnel; motorcycle training instructors; judicial networks; court personnel; probation officers; and a host of other partners involved in traffic safety efforts.

Impaired driving remains one of the primary areas of focus for traffic safety programming in FY2022. The 2020 crash data indicated alcohol and/or drug involvement in crash fatalities represented 41.83 percent of all traffic fatalities. Support will continue for:

- Overtime enforcement of impaired driving laws throughout the year in high-crash counties and communities.
- Public information and education to promote high-visibility impaired driving enforcement mobilizations.
- Programs that support effective prosecution, adjudication, and treatment of impaired drivers.

- Law enforcement training for Operating While Intoxicated detection with an emphasis on drug-impairment detection training, including ARIDE and DRE training.
- Public education support for a new MSP district IMPACT.

Efforts to promote seat belt use remain a high priority, with a use rate goal of 98 percent. Seat belt enforcement will be the primary focus of the OHSP-sponsored mobilization in May-June. A statewide seat belt and handheld device use observation survey will also be conducted. In addition, the proper use of car seats and booster seats will be promoted through public education, training, and car seat distribution programs. Targeted communication efforts will seek to increase seat belt use among pickup truck drivers and rear-seat passengers.

The *S4SD* program is offered to high schools across the state, involving students in the development of peer-to-peer teen traffic safety campaigns. Interactive school programs for young drivers will also be provided. New communications will make parents aware of the increased risk that passengers present to teen drivers.

Older driver messaging efforts, including *Older Driver Safety Awareness Week* that took place in December 2021, will focus on family, friends, the medical community, and older drivers regarding the driver reassessment and reexamination process.

Campaigns focusing on laws for pedestrian and bicyclist safety will continue. Stepped-up enforcement for pedestrian/motorist traffic violations took place in October 2021. Stepped-up enforcement for bicyclist/motorist traffic violations will also take place in August 2022 in areas identified by crash data.

Efforts to encourage unendorsed motorcyclists to get trained and endorsed will continue through the *Shadow Rider* campaign beginning in February 2022. Funds will support motorcyclist training programs and professional development for RiderCoaches, as well as efforts to recruit people to become trained RiderCoaches.

OTHER PROJECTS, INITIATIVES, AND CHALLENGES FOR THE OHSP

- Major staff changes took place in early FY2022. OHSP Director Michael Prince retired from state service effective December 31; Fiscal Section Manager Spencer Simmons left for a promotion with the Michigan Department of Education; and Planning and Administration Section Manager Jessica Riley left for a promotion with the Michigan Department of State Police.
- The Communications Section will be appointing a new Communications Representative to

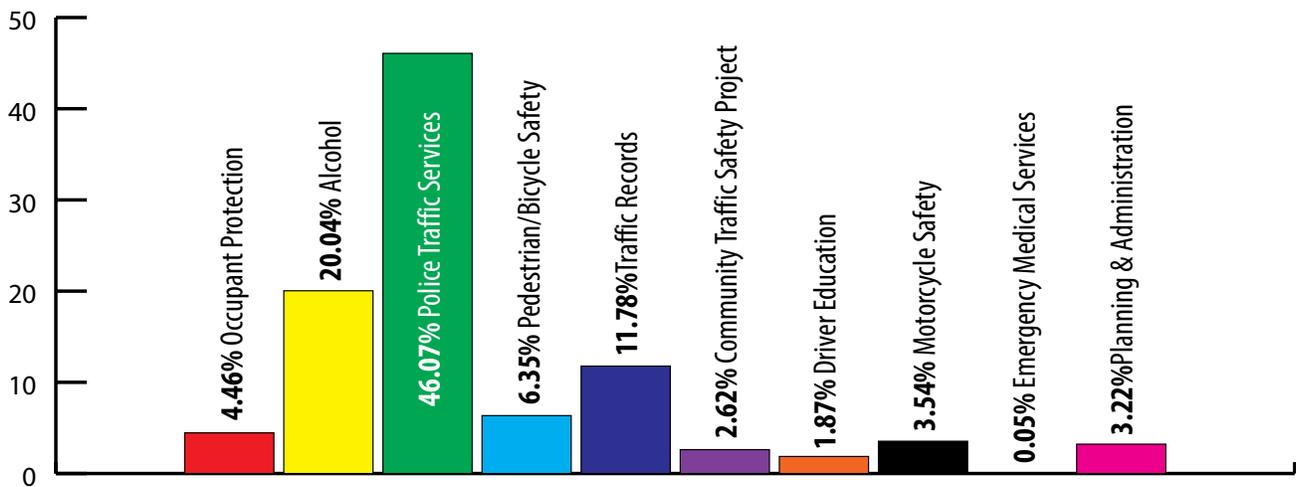
coordinate the development and execution of traffic safety outreach strategies with a special focus on diverse audiences, unique urban and rural traffic safety challenges, and other emerging issues in highway traffic safety in Michigan.

- The OHSP filled a vacancy for the Traffic Records Program Coordinator position and will have new leadership in the Occupant Protection Program as work is initiated to address the ongoing decrease in seat belt use in the state from a national high of nearly 98 percent to less than 93 percent in 2021.
- Work will continue to improve the accessibility and accuracy of traffic crash data.
- The first major speed enforcement and public information campaign in more than 20 years was launched in December 2021 to address the role of speed in crash fatalities and injuries. The reports in 2021 of speeds in excess of 100 mph are too numerous to mention.
- The OHSP is investing a record amount of federal funding—more than \$7.5 million—in public information and education, paid advertising, social media, and outreach in FY2022 to raise public awareness of traffic safety efforts and to secure voluntary compliance.
- The creation of a Law Enforcement Liaison position continues to be explored. The position's primary focus would be training law enforcement agencies on the use of the Michigan Crash Facts Website Crash Data Query Tool.
- A task force was created consisting of statewide key traffic safety partners in crash data analysis, research, traffic law enforcement, and other areas to generate discussion and input from partners on traffic safety issues. The purpose of the task force is to examine the increase in traffic fatalities and injuries in Michigan; determine the relationship to driver behavior issues with a focus on speed, impairment, and reductions in seat belt use; and formulate a plan of action. The task force will build off a series of internal OHSP discussions and will include both internal and external partners who will examine current countermeasures that are in place as well as other initiatives that could be implemented to address those problems.
- New strategies will be explored in project solicitation to secure more informed input from statewide traffic safety partners to address the results of the August 2021 NHTSA Management Review, revitalize the state's DRE cadre following the pandemic, work with Michigan's police and sheriffs to focus on a dramatic downturn in traffic enforcement in Michigan and nationally, and pursue new initiatives with the EMS community through the establishment of a Rural Bystander Care Training Program.

FY2021 Financial Status Report

Updated as of: 12/15/2021

	402	405B	405C	405D	405F	405H	402 PM	405B PM	405D PM	405F PM	405H PM	TOTAL	PERCENT
Occupant Protection	154,502	450,276		20,000								624,778	4.46%
Alcohol	865,240			1,342,904					597,961			2,806,105	20.04%
Police Traffic Services	2,565,238	36,571		1,264,529				2,582,571				6,448,909	46.07%
Pedestrian/Bicycle Safety	17,306			28,629		842,529						888,464	6.35%
Traffic Records	858,155		790,717									1,648,872	11.78%
Community Traffic Safety Project	226,002	71,490		68,796								366,288	2.62%
Driver Education	137,250	124,943										262,193	1.87%
Motorcycle Safety	114,404			10,304	81,202				290,054			495,964	3.54%
Emergency Medical Services	7,363											7,363	0.05%
Planning & Administration	450,204											450,204	3.22%
Grand Total	5,395,664	683,280	790,717	2,735,162	81,202	842,529	0	2,582,571	888,015	0	0	13,999,140	100.00%



Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments		
OP	402	TK #4 Program Management	Planned Amount	157,000.00	0.00		0.00		
		TK #4 Program Management Total		157,000.00	0.00		0.00		
			TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police		155,961.00	155,961.00	129,949.00	
			TK #4 Program Management Total			155,961.00	155,961.00	129,949.00	
			Unallocated to Grants	Oblig Bal 402 funds		1,039.00		0.00	
			Unallocated to Grants Total			1,039.00		0.00	
		402 Total			157,000.00	157,000.00	155,961.00	129,949.00	
		405b	TK #1 Support, Training & Enforcement	Planned Amount	264,000.00	0.00		0.00	
				TK #1 Support, Training & Enforcement Total	CP-21-01 OHSP - Michigan Department of State Police		199,000.00	199,000.00	82,242.00
				TK #2 Research, Data & Evaluation	Planned Amount	1,071,000.00	0.00		0.00
				OP-21-02 Michigan State University		115,000.00	115,000.00	0.00	
				OP-21-03 Michigan State University		118,998.00	118,998.00	118,983.00	
			TK #2 Research, Data & Evaluation Total		1,071,000.00	233,998.00	233,998.00	118,983.00	
			TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		250,000.00	250,000.00	249,051.00	
			TK #3 Education, Communication & Outreach Total			250,000.00	250,000.00	249,051.00	
			TK #3 Education, Communication and Outreach	Planned Amount	250,000.00	0.00		0.00	
			TK #3 Education, Communication and Outreach Total		250,000.00	0.00		0.00	
	405b Total			1,585,000.00	682,998.00	682,998.00	450,276.00		
	405d	TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		20,000.00	20,000.00	20,000.00		
			TK #3 Education, Communication & Outreach Total			20,000.00	20,000.00		
			TK #3 Education, Communication and Outreach	Planned Amount	20,000.00	0.00		0.00	
			TK #3 Education, Communication and Outreach Total		20,000.00	0.00		0.00	
	405d Total			20,000.00	20,000.00	20,000.00	20,000.00		
	405b PM	Unallocated to Grants	Oblig Bal 405b funds		0.00				
			Unallocated to Grants Total			0.00			
	405b PM Total				0.00				
OP Total				1,762,000.00	859,998.00	858,959.00	600,225.00		
AL	402	TK #1 Support, Training & Enforcement	Planned Amount	484,000.00	0.00		0.00		
				TK #1 Support, Training & Enforcement Total	AL-21-01 Training Division - MSP		483,700.00	483,700.00	404,284.00
				TK #4 Program Management	Planned Amount	557,000.00	0.00		0.00
				TK #4 Program Management Total		557,000.00	0.00		0.00
				TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police		553,315.00	553,315.00	460,956.00
				TK #4 Program Management Total			553,315.00	553,315.00	460,956.00
				Unallocated to Grants	Oblig Bal 402 funds		3,985.00		0.00
				Unallocated to Grants Total			3,985.00		0.00
			402 Total			1,041,000.00	1,041,000.00	1,037,015.00	865,240.00
			405d	TK #1 Support, Training & Enforcement	Planned Amount	2,171,000.00	0.00		0.00
					AL-21-03 PAAM		626,000.00	626,000.00	479,554.00
					AL-21-04 Michigan Judicial Institute		60,000.00	60,000.00	41,798.00
					AL-21-05 SCAO		930,000.00	930,000.00	765,884.00
					CP-21-01 OHSP - Michigan Department of State Police		554,519.00	554,519.00	52,168.00
				TK #1 Support, Training & Enforcement Total		2,171,000.00	2,170,519.00	2,170,519.00	1,339,404.00
				TK #2 Research, Data & Evaluation	Planned Amount	5,492,000.00	0.00		0.00
					AL-21-03 PAAM		150,000.00	150,000.00	0.00
				TK #2 Research, Data & Evaluation Total		5,492,000.00	150,000.00	150,000.00	0.00
				TK #3 Education, Communication & Outreach	AL-21-03 PAAM		4,000.00	4,000.00	3,500.00
				TK #3 Education, Communication & Outreach Total			4,000.00	4,000.00	3,500.00
				TK #3 Education, Communication and Outreach	Planned Amount	4,000.00	0.00		
				TK #3 Education, Communication and Outreach Total		4,000.00	0.00		
				Unallocated to Grants	Oblig Bal 405d funds		5,417,528.77		
				Unallocated to Grants Total			5,417,528.77		
		405d Total				7,667,000.00	7,742,047.77	2,324,519.00	1,342,904.00
		405d PM		TK #2 Research, Data & Evaluation	Planned Amount	0.00	0.00	0.00	0.00
				TK #2 Research, Data & Evaluation Total		0.00	0.00	0.00	
			TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		600,000.00	600,000.00	597,961.00	
			TK #3 Education, Communication & Outreach Total			600,000.00	600,000.00	597,961.00	
			TK #3 Education, Communication and Outreach	Planned Amount	600,000.00	0.00		0.00	
		TK #3 Education, Communication and Outreach Total		600,000.00	0.00		0.00		
	405d PM Total			600,000.00	600,000.00	600,000.00	597,961.00		
AL Total				9,308,000.00	9,383,047.77	3,961,534.00	2,806,105.00		
PT	402	TK #1 Support, Training & Enforcement	Planned Amount	6,106,700.00	0.00		0.00		
				TK #1 Support, Training & Enforcement Total	CP-21-01 OHSP - Michigan Department of State Police		4,000.00	4,000.00	0.00

ANNUAL REPORT FY2021

		PT-21-05 Kalamazoo County Sheriff's Office		68,155.00	68,155.00	53,183.00
		PT-21-06 Livingston County Sheriff's Office		29,862.00	29,862.00	25,053.00
		PT-21-07 Tuscola County Sheriff's Office		24,537.00	24,537.00	13,156.00
		PT-21-08 Ottawa County Sheriff's Office		37,853.00	37,853.00	33,446.00
		PT-21-09 Lansing Police Department		55,803.00	55,803.00	48,990.00
		PT-21-10 Wyoming Department of Public Safety		128,314.00	128,314.00	78,259.00
		PT-21-11 Sanilac County Sheriff's Office		12,890.00	12,890.00	11,373.00
		PT-21-12 Berrien County Sheriff's Office		23,865.00	23,865.00	20,682.00
		PT-21-13 Saginaw County Sheriff's Office		51,547.00	51,547.00	31,865.00
		PT-21-14 St. Clair County Sheriff's Office		39,028.00	39,028.00	24,448.00
		PT-21-15 Bay County Sheriff's Office		22,027.00	22,027.00	19,064.00
		PT-21-16 Lapeer County Sheriff's Office		18,701.00	18,701.00	14,118.00
		PT-21-17 Jackson Traffic Safety Program		38,420.00	38,420.00	28,326.00
		PT-21-18 Marquette County Sheriff's Office		25,677.00	25,677.00	20,900.00
		PT-21-19 Alger County Sheriff's Office		18,713.00	18,713.00	2,005.00
		PT-21-29 Allegan County Sheriff's Office		32,466.00	32,466.00	29,856.00
		PT-21-30 TIA		275,632.00	275,632.00	259,290.00
		PT-21-31 Detroit Police Department - Grants and Contracts		187,851.00	187,851.00	69,808.00
		PT-21-32 Muskegon County Sheriff's Office		56,079.00	56,079.00	56,079.00
		PT-21-33 Monroe County Sheriff's Office		49,898.00	49,898.00	31,265.00
		PT-21-34 Chippewa County Sheriff's Office		40,257.00	40,257.00	39,576.00
		PT-21-35 Washtenaw County Sheriff's Office		79,186.00	79,186.00	26,014.00
		PT-21-36 Flint Township Police Department		109,752.00	109,752.00	102,067.00
		PT-21-37 Grand Traverse County Sheriff's Department		34,326.00	34,326.00	27,366.00
		PT-21-38 Brownstown Charter Township Police Department		36,367.00	36,367.00	20,009.00
		PT-21-39 Macomb County Sheriff's Office		192,592.00	192,592.00	149,077.00
		PT-21-40 Wayne County Sheriff's Office		200,895.00	200,895.00	133,325.00
		PT-21-41 Menominee Police Department		29,236.00	29,236.00	29,236.00
		TK #1 Support, Training & Enforcement Total	6,106,700.00	1,923,929.00	1,923,929.00	1,397,836.00
		TK #3 Education, Communication & Outreach		3,000.00	3,000.00	0.00
				5,000.00	5,000.00	0.00
		TK #3 Education, Communication & Outreach Total		8,000.00	8,000.00	0.00
		TK #3 Education, Communication and Outreach				
		Planned Amount		3,000.00	0.00	0.00
		TK #3 Education, Communication and Outreach Total		3,000.00	0.00	0.00
		TK #4 Program Management		1,411,000.00	0.00	0.00
		TK #4 Program Management Total		1,411,000.00	0.00	0.00
		TK #4 Program Management			1,401,664.00	1,167,402.00
		TK #4 Program Management Total			1,401,664.00	1,167,402.00
		Unallocated to Grants		4,186,350.24		0.00
		Unallocated to Grants Total		4,186,350.24		0.00
	402 Total			7,520,700.00	7,519,943.24	3,333,593.00
	402 PM	TK #3 Education, Communication & Outreach			2,595,000.00	2,582,571.00
		TK #3 Education, Communication & Outreach Total			2,595,000.00	2,582,571.00
		TK #3 Education, Communication and Outreach		2,600,000.00	0.00	0.00
		TK #3 Education, Communication and Outreach Total		2,600,000.00	0.00	0.00
	402 PM Total			2,600,000.00	2,595,000.00	2,582,571.00
	405b	TK #1 Support, Training & Enforcement		203,000.00	0.00	0.00

			PT-21-11 Sanilac County Sheriff's Office		15,496.00	15,496.00	13,795.00
			PT-21-16 Lapeer County Sheriff's Office		15,600.00	15,600.00	14,420.00
			PT-21-19 Alger County Sherriff's Office		15,600.00	15,600.00	985.00
			TK #1 Support, Training & Enforcement Total	203,000.00	46,696.00	46,696.00	29,200.00
			TK #3 Education, Communication & Outreach		20,000.00	20,000.00	7,371.00
			CP-21-03 OHSP - Michigan Department of State Police				
			TK #3 Education, Communication & Outreach Total		20,000.00	20,000.00	7,371.00
			TK #3 Education, Communication and Outreach	Planned Amount	20,000.00	0.00	0.00
			TK #3 Education, Communication and Outreach Total		20,000.00	0.00	0.00
			405b Total		223,000.00	66,696.00	36,571.00
	405d		TK #1 Support, Training & Enforcement	Planned Amount	1,392,000.00	0.00	0.00
			PT-21-20 Sixth District Headquarters - Michigan Department of State Police		186,000.00	186,000.00	161,762.00
			PT-21-21 First District Headquarters - Michigan Department of State Police		234,995.00	234,995.00	172,556.00
			PT-21-22 Seventh District Headquarters - Michigan Department of State Police		50,955.00	50,955.00	48,311.00
			PT-21-23 Third District Headquarters - Michigan Department of State Police		250,000.00	250,000.00	237,930.00
			PT-21-24 Second District Headquarters - Michigan Department of State Police		324,000.00	324,000.00	307,976.00
			PT-21-26 Fifth District Headquarters - Michigan Department of State Police		176,387.00	176,387.00	168,980.00
			PT-21-27 Eighth District Headquarters - Michigan Department of State Police		94,000.00	94,000.00	73,387.00
			TK #1 Support, Training & Enforcement Total	1,392,000.00	1,316,337.00	1,316,337.00	1,170,902.00
			TK #2 Research, Data & Evaluation	Planned Amount	106,000.00	0.00	0.00
			CP-21-03 OHSP - Michigan Department of State Police		106,000.00	106,000.00	68,971.00
			TK #2 Research, Data & Evaluation Total	106,000.00	106,000.00	106,000.00	68,971.00
			TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police	105,000.00	105,000.00	24,656.00
			TK #3 Education, Communication & Outreach Total		105,000.00	105,000.00	24,656.00
			TK #3 Education, Communication and Outreach	Planned Amount	105,000.00	0.00	
			TK #3 Education, Communication and Outreach Total		105,000.00	0.00	
			405d Total		1,603,000.00	1,527,337.00	1,264,529.00
			PT Total		11,946,700.00	11,708,976.24	7,522,626.00
			6,448,909.00				
PS	402		TK #3 Education, Communication & Outreach	PS-21-01 League of Michigan Bicyclists	15,000.00	15,000.00	9,943.00
			TK #3 Education, Communication & Outreach Total		15,000.00	15,000.00	9,943.00
			TK #3 Education, Communication and Outreach	Planned Amount	15,000.00	0.00	0.00
			TK #3 Education, Communication and Outreach Total		15,000.00	0.00	0.00
			TK #4 Program Management	Planned Amount	9,000.00	0.00	0.00
			TK #4 Program Management Total		9,000.00	0.00	0.00
			TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police	8,940.00	8,940.00	7,363.00
			TK #4 Program Management Total		8,940.00	8,940.00	7,363.00
			Unallocated to Grants	Oblig Bal 402 funds	60.00		0.00
			Unallocated to Grants Total		60.00		0.00
			402 Total		24,000.00	24,000.00	23,940.00
			17,306.00				
	405d		TK #2 Research, Data & Evaluation	Planned Amount	44,000.00	0.00	
			CP-21-03 OHSP - Michigan Department of State Police		44,000.00	44,000.00	28,629.00
			TK #2 Research, Data & Evaluation Total	44,000.00	44,000.00	44,000.00	28,629.00
			405d Total		44,000.00	44,000.00	28,629.00
	405h		TK #1 Support, Training & Enforcement	Planned Amount	361,000.00	0.00	0.00
			PS-21-01 League of Michigan Bicyclists		60,500.00	60,500.00	17,948.00
			PS-21-03 Southfield Police Department		7,975.00	7,975.00	7,898.00
			PS-21-04 Macomb County Sheriff's Office		8,000.00	8,000.00	7,468.00
			PS-21-05 Hamtramck Police Department		8,000.00	8,000.00	1,456.00
			PS-21-06 Warren Police Department		39,437.00	39,437.00	38,446.00
			PS-21-07 Farmington Hills Police Department		7,967.00	7,967.00	2,915.00
			PS-21-08 Dearborn Police Department		22,915.00	22,915.00	18,325.00

ANNUAL REPORT FY2021

			PS-21-09 Sterling Heights Police Department		7,888.00	7,888.00	7,888.00
			PS-21-11 Third District Headquarters - Michigan Department of State Police		7,872.00	7,872.00	7,335.00
			PS-21-12 Detroit Police Department - Grants and Contracts		39,997.00	39,997.00	3,127.00
			PS-21-13 Kalamazoo Department of Public Safety		19,942.00	19,942.00	3,483.00
			PS-21-14 Oakland County Sheriff's Office		11,993.00	11,993.00	8,315.00
			PS-21-10 Fifth District Headquarters - Michigan Department of State Police		3,889.00	3,889.00	3,883.00
			TK #1 Support, Training & Enforcement Total	361,000.00	246,375.00	246,375.00	128,487.00
			TK #2 Research, Data & Evaluation	Planned Amount	1,301,000.00	0.00	0.00
			TK #2 Research, Data & Evaluation Total	1,301,000.00	0.00		0.00
			TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police	600,000.00	600,000.00	581,083.00
				PS-21-01 League of Michigan Bicyclists	25,700.00	25,700.00	12,280.00
				PS-21-02 City of Detroit	217,657.00	217,657.00	120,679.00
			TK #3 Education, Communication & Outreach Total		843,357.00	843,357.00	714,042.00
			TK #3 Education, Communication and Outreach	Planned Amount	877,000.00	0.00	0.00
			TK #3 Education, Communication and Outreach Total	877,000.00	0.00		0.00
			Unallocated to Grants	Oblig Bal 405h funds	1,448,569.71		0.00
			Unallocated to Grants Total		1,448,569.71		0.00
			405h Total		2,539,000.00	2,538,301.71	1,089,732.00
			PS Total		2,607,000.00	2,606,301.71	1,157,672.00
			TR				888,464.00
	402		TK #3 Education, Communication & Outreach	TR-21-05 Regents of the University of Michigan	562,826.00	562,826.00	562,826.00
			TK #3 Education, Communication & Outreach Total		562,826.00	562,826.00	562,826.00
			TK #3 Education, Communication and Outreach	Planned Amount	563,000.00	0.00	0.00
			TK #3 Education, Communication and Outreach Total	563,000.00	0.00		0.00
			TK #4 Program Management	Planned Amount	357,000.00	0.00	0.00
			TK #4 Program Management Total	357,000.00	0.00		0.00
			TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police	354,637.00	354,637.00	295,329.00
			TK #4 Program Management Total		354,637.00	354,637.00	295,329.00
			Unallocated to Grants	Oblig Bal 402 funds	2,537.00		0.00
			Unallocated to Grants Total		2,537.00		0.00
			402 Total		920,000.00	920,000.00	917,463.00
			405c		20,000.00	0.00	0.00
			TK #1 Support, Training & Enforcement	Planned Amount	20,000.00	0.00	0.00
				TR-21-01 CJIC- Michigan Department of State Police	20,000.00	20,000.00	20,000.00
			TK #1 Support, Training & Enforcement Total		20,000.00	20,000.00	20,000.00
			TK #2 Research, Data & Evaluation	Planned Amount	4,959,000.00	0.00	0.00
				TR-21-03 Michigan Department of State (MDOS)	664,441.00	664,441.00	267,626.00
				TR-21-06 CJIC- Michigan Department of State Police	184,000.00	184,000.00	183,600.00
				TR-21-02 Michigan Department of Transportation	710,000.00	710,000.00	319,491.00
			TK #2 Research, Data & Evaluation Total		4,959,000.00	1,558,441.00	770,717.00
			Unallocated to Grants	Oblig Bal 405c funds	3,399,730.55		
			Unallocated to Grants Total		3,399,730.55		
			405c Total		4,979,000.00	4,978,171.55	1,578,441.00
			TR Total		5,899,000.00	5,898,171.55	2,495,904.00
			CP				1,648,872.00
	402		TK #3 Education, Communication & Outreach	CP-21-01 OHSP - Michigan Department of State Police	100,000.00	100,000.00	0.00
				CP-21-03 OHSP - Michigan Department of State Police	75,000.00	75,000.00	23,895.00
				CP-21-04 MSP Departmental Services Divison Warehouse	156,795.00	156,795.00	114,384.00
			TK #3 Education, Communication & Outreach Total		331,795.00	331,795.00	138,279.00
			TK #3 Education, Communication and Outreach	Planned Amount	335,000.00	0.00	0.00
			TK #3 Education, Communication and Outreach Total	335,000.00	0.00		0.00
			TK #4 Program Management	Planned Amount	106,000.00	0.00	0.00
			TK #4 Program Management Total	106,000.00	0.00		0.00
			TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police	105,297.00	105,297.00	87,723.00
			TK #4 Program Management Total		105,297.00	105,297.00	87,723.00
			Unallocated to Grants	Oblig Bal 402 funds	3,908.00		0.00
			Unallocated to Grants Total		3,908.00		0.00
			402 Total		441,000.00	441,000.00	437,092.00
			405b		85,000.00	85,000.00	71,490.00
			TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police	85,000.00	85,000.00	71,490.00
			TK #3 Education, Communication & Outreach Total		85,000.00	85,000.00	71,490.00

		TK #3 Education, Communication and Outreach	Planned Amount	85,000.00	0.00		0.00
		TK #3 Education, Communication and Outreach Total		85,000.00	0.00		0.00
	405b Total			85,000.00	85,000.00	85,000.00	71,490.00
	405d	TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		70,000.00	70,000.00	68,796.00
		TK #3 Education, Communication & Outreach Total			70,000.00	70,000.00	68,796.00
		TK #3 Education, Communication and Outreach	Planned Amount	70,000.00	0.00		
		TK #3 Education, Communication and Outreach Total		70,000.00	0.00		
	405d Total			70,000.00	70,000.00	70,000.00	68,796.00
CP Total				596,000.00	596,000.00	592,092.00	366,288.00
DE	402	TK #1 Support, Training & Enforcement	Planned Amount	4,000.00	0.00		0.00
		TK #1 Support, Training & Enforcement Total		4,000.00	0.00		0.00
		TK #3 Education and Communication	Planned Amount	198,000.00	0.00		
		TK #3 Education and Communication Total		198,000.00	0.00		
		TK #3 Education, Communication & Outreach	DE-21-01 TIA		78,808.00	78,808.00	67,158.00
			DE-21-04 TIA		115,830.00	115,830.00	54,945.00
		TK #3 Education, Communication & Outreach Total			194,638.00	194,638.00	122,103.00
		TK #4 Program Management	Planned Amount	18,300.00	0.00		0.00
		TK #4 Program Management Total		18,300.00	0.00		0.00
		TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police		18,179.00	18,179.00	15,147.00
		TK #4 Program Management Total			18,179.00	18,179.00	15,147.00
		Unallocated to Grants	Oblig Bal 402 funds		7,483.00		0.00
		Unallocated to Grants Total			7,483.00		0.00
	402 Total			220,300.00	220,300.00	212,817.00	137,250.00
	405d	TK #1 Support, Training & Enforcement	Planned Amount	20,000.00	0.00		0.00
			CP-21-01 OHSP - Michigan Department of State Police		20,000.00	20,000.00	0.00
		TK #1 Support, Training & Enforcement Total		20,000.00	20,000.00	20,000.00	0.00
		TK #3 Education and Communication	Planned Amount	208,000.00	0.00		0.00
		TK #3 Education and Communication Total		208,000.00	0.00		0.00
		TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		208,000.00	208,000.00	124,943.00
		TK #3 Education, Communication & Outreach Total			208,000.00	208,000.00	124,943.00
	405d Total			228,000.00	228,000.00	228,000.00	124,943.00
	405b PM	Unallocated to Grants	Oblig Bal 405b funds		0.00		
		Unallocated to Grants Total			0.00		
	405b PM Total				0.00		
DE Total				448,300.00	448,300.00	440,817.00	262,193.00
MC	402	TK #4 Program Management	Planned Amount	138,000.00	0.00		0.00
		TK #4 Program Management Total		138,000.00	0.00		0.00
		TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police		137,087.00	137,087.00	114,404.00
		TK #4 Program Management Total			137,087.00	137,087.00	114,404.00
		Unallocated to Grants	Oblig Bal 402 funds		913.00		0.00
		Unallocated to Grants Total			913.00		0.00
	402 Total			138,000.00	138,000.00	137,087.00	114,404.00
	405d	TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		20,000.00	20,000.00	10,304.00
		TK #3 Education, Communication & Outreach Total			20,000.00	20,000.00	10,304.00
		TK #3 Education, Communication and Outreach	Planned Amount	20,000.00	0.00		0.00
		TK #3 Education, Communication and Outreach Total		20,000.00	0.00		0.00
	405d Total			20,000.00	20,000.00	20,000.00	10,304.00
	405f	TK #1 Support, Training & Enforcement	Planned Amount	120,000.00	0.00		0.00
			MC-21-01 Michigan Department of State		120,000.00	120,000.00	71,920.00
		TK #1 Support, Training & Enforcement Total		120,000.00	120,000.00	120,000.00	71,920.00
		TK #2 Research, Data & Evaluation	Planned Amount	120,000.00	0.00		0.00
		TK #2 Research, Data & Evaluation Total		120,000.00	0.00		0.00
		TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		14,000.00	14,000.00	9,282.00
		TK #3 Education, Communication & Outreach Total			14,000.00	14,000.00	9,282.00
		TK #3 Education, Communication and Outreach	Planned Amount	14,000.00	0.00		0.00
		TK #3 Education, Communication and Outreach Total		14,000.00	0.00		0.00
		Unallocated to Grants	Oblig Bal 405f funds		118,047.48		
		Unallocated to Grants Total			118,047.48		
	405f Total			254,000.00	252,047.48	134,000.00	81,202.00
	405b PM	Unallocated to Grants	Oblig Bal 405b funds		0.00		
		Unallocated to Grants Total			0.00		
	405b PM Total				0.00		
	405d PM	TK #3 Education, Communication & Outreach	CP-21-03 OHSP - Michigan Department of State Police		300,000.00	300,000.00	290,054.00
		TK #3 Education, Communication & Outreach Total			300,000.00	300,000.00	290,054.00
		TK #3 Education, Communication and Outreach	Planned Amount	300,000.00	0.00		0.00

ANNUAL REPORT FY2021

		TK #3 Education, Communication and Outreach Total		300,000.00	0.00		0.00
		Unallocated to Grants	Oblig Bal 405d funds		0.00		
		Unallocated to Grants Total			0.00		
	405d PM Total			300,000.00	300,000.00	300,000.00	290,054.00
	405f SP	Unallocated to Grants	Oblig Bal 405f funds		0.00		
		Unallocated to Grants Total			0.00		
	405f SP Total				0.00		
MC Total				712,000.00	710,047.48	591,087.00	495,964.00
EM	402	TK #1 Support, Training & Enforcement	Planned Amount	25,000.00	0.00		0.00
			CP-21-01 OHSP - Michigan Department of State Police		25,000.00	25,000.00	0.00
		TK #1 Support, Training & Enforcement Total		25,000.00	25,000.00	25,000.00	0.00
		TK #4 Program Management	Planned Amount	9,000.00	0.00		
		TK #4 Program Management Total		9,000.00	0.00		
		TK #4 Program Management	CP-21-02 OHSP - Michigan Department of State Police		8,940.00	8,940.00	7,363.00
		TK #4 Program Management Total			8,940.00	8,940.00	7,363.00
		Unallocated to Grants	Oblig Bal 402 funds		60.00		0.00
		Unallocated to Grants Total			60.00		0.00
	402 Total			34,000.00	34,000.00	33,940.00	7,363.00
EM Total				34,000.00	34,000.00	33,940.00	7,363.00
PA	402	TK #3 Education, Communication and Outreach	Planned Amount	0.00			0.00
		TK #3 Education, Communication and Outreach Total		0.00			0.00
		TK #5 Planning & Administration	Planned Amount	588,876.00	0.00		0.00
			PA-21-01 OHSP - Michigan Department of State Police		584,946.00	584,946.00	450,204.00
		TK #5 Planning & Administration Total		588,876.00	584,946.00	584,946.00	450,204.00
		Unallocated to Grants	Oblig Bal 402 funds		3,930.00		0.00
		Unallocated to Grants Total			3,930.00		0.00
	402 Total			588,876.00	588,876.00	584,946.00	450,204.00
PA Total				588,876.00	588,876.00	584,946.00	450,204.00
PM	402 PM	Unallocated to Grants	Oblig Bal 402 funds		5,000.00		0.00
		Unallocated to Grants Total			5,000.00		0.00
	402 PM Total				5,000.00		0.00
PM Total					5,000.00		0.00
(blank)							
	405b						
		Unallocated to Grants					
		Unallocated to Grants Total	Oblig Bal 405b funds		1,057,567.39		0.00
					1,057,567.39		0.00
	405b Total				1,057,567.39		0.00
(blank) Total					1,057,567.39		0.00
CR	402	TK #1 Support, Training & Enforcement	Planned Amount	241,000.00	0.00		0.00
			CP-21-01 OHSP - Michigan Department of State Police		241,000.00	241,000.00	24,553.00
		TK #1 Support, Training & Enforcement Total		241,000.00	241,000.00	241,000.00	24,553.00
		Unallocated to Grants	Oblig Bal 405 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			241,000.00	241,000.00	241,000.00	24,553.00
CR Total				241,000.00	241,000.00	241,000.00	24,553.00
Grand Total				34,142,876.00	34,137,286.14	18,480,577.00	13,999,140.00

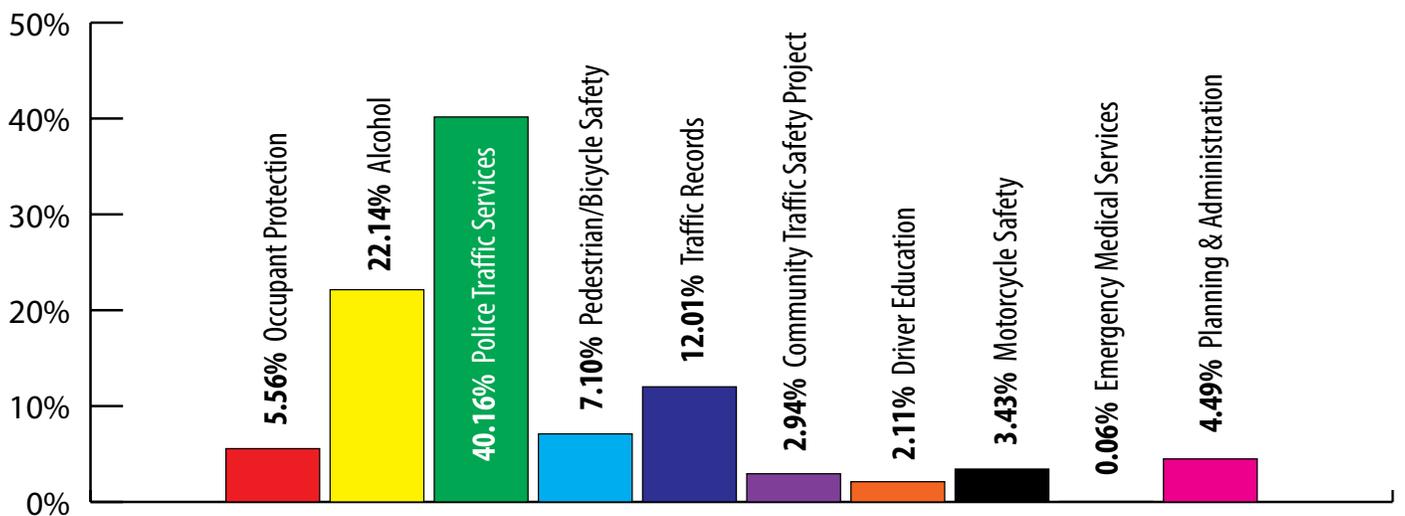
Fund	Planned Amt	Obligated Amt	Approved Grants	Total Paid	Liquidation %	Fund
Total 402 w/o PM	11,325,876.00	11,325,119.24	7,114,854.00	5,395,664.00		
Total 402 PM	2,600,000.00	2,600,000.00	2,595,000.00	2,582,571.00	57.29%	402 + 402 PM
Total 403	0.00	0.00	0.00	0.00		403
Total 405b w/o PM	1,893,000.00	1,892,261.39	834,694.00	558,337.00	29.51%	405b
Total 405b PM	0.00	0.00	0.00	0.00		405b PM
Total 405c	4,979,000.00	4,978,171.55	1,578,441.00	790,717.00	15.88%	405c
Total 405d w/o PM	9,652,000.00	9,651,384.77	4,233,856.00	2,860,105.00	29.63%	405d
Total 405d PM	900,000.00	900,000.00	900,000.00	888,015.00	98.67%	405d PM
Total 405h	2,539,000.00	2,538,301.71	1,089,732.00	842,529.00	33.19%	405h
Total 405f	254,000.00	252,047.48	134,000.00	81,202.00	32.22%	405f
Total NHTSA GTS Funds	34,142,876.00	34,137,286.14	18,480,577.00	13,999,140.00	41.01%	Total GTS Funds

FY2020 Financial Status Report

Updated as of: 12/16/2020

	402	405B	405C	405D	405F	405H	402 PM	405B PM	405D PM	405F PM	405H PM	TOTAL	PERCENT
Occupant Protection*	317,807	144,993						142,451				605,251	5.56%
Alcohol	816,860			1,594,273								2,411,133	22.14%
Police Traffic Services	2,561,757	280,715		12,960			1,517,695					4,373,127	40.16%
Pedestrian/Bicycle Safety	11,741					227,021					534,488	773,250	7.10%
Traffic Records	839,987		468,416									1,308,403	12.01%
Community Traffic Safety Project	247,440	72,616										320,056	2.94%
Driver Education	129,517	59,963						39,835				229,315	2.11%
Motorcycle Safety	112,249	19,933			12,144				228,830	888		374,044	3.43%
EMS	6,216											6,216	0.06%
Planning & Administration	489,212											489,212	4.49%
Grand Total	5,532,786	578,220	468,416	1,607,233	12,144	227,021	1,517,695	182,286	228,830	888	534,488	10,890,007	100.00%

*Occupant Protection total includes \$190,443 expended to support Child Restraint which is a component within Occupant Protection.



Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
OP	402	TK #4 Program Management	Planned Amount	161,000.00			0.00
		TK #4 Program Management Total		161,000.00			0.00
		TK #4 Program Management	CP-20-020HSP - Michigan Department of State Police		158,261.00	158,261.00	127,364.00
		TK #4 Program Management Total			158,261.00	158,261.00	127,364.00
		Unallocated to Grants	Oblig Bal 402 Funds		2,739.00		0.00
		Unallocated to Grants Total			2,739.00		0.00
	402 Total			161,000.00	161,000.00	158,261.00	127,364.00
	405b	TK #1 Child Passenger Safety	Planned Amount	190,000.00			0.00
			CP-20-010HSP - Michigan Department of State Police		59,000.00	59,000.00	51,048.00
			OP-20-01 City of St. Ignace		131,000.00	131,000.00	75,116.00
		TK #1 Child Passenger Safety Total		190,000.00	190,000.00	190,000.00	126,164.00
		TK #2 Evaluation	Planned Amount	465,000.00			0.00
			OP-20-03 Michigan State University		118,494.00	118,494.00	7,751.00
		TK #2 Evaluation Total		465,000.00	118,494.00	118,494.00	7,751.00
		TK #3 Education & Outreach	CP-20-010HSP - Michigan Department of State Police		154,000.00	154,000.00	4,984.00
			CP-20-030HSP - Michigan Department of State Police		7,500.00	7,500.00	6,094.00
		TK #3 Education & Outreach Total			161,500.00	161,500.00	11,078.00
		TK #3 Education & Outreach	Planned Amount	161,500.00			0.00
		TK #3 Education & Outreach Total		161,500.00			0.00
	405b Total			816,500.00	469,994.00	469,994.00	144,993.00
	405b PM	TK #3 Education & Outreach	CP-20-030HSP - Michigan Department of State Police		142,500.00	142,500.00	142,451.00
		TK #3 Education & Outreach Total			142,500.00	142,500.00	142,451.00
		TK #3 Education & Outreach	Planned Amount	142,500.00			0.00
		TK #3 Education & Outreach Total		142,500.00			0.00
		Unallocated to Grants	Oblig Bal 405b Funds		0.00		
		Unallocated to Grants Total			0.00		
	405b PM Total			142,500.00	142,500.00	142,500.00	142,451.00
OP Total				1,120,000.00	773,494.00	770,755.00	414,808.00
AL	402	TK #1 Enforcement Support	Planned Amount	483,000.00			0.00
		TK #1 Enforcement Support Total	AL-20-01 Training Division - MSP		482,400.00	482,400.00	363,429.00
		TK #3 Evaluation	Planned Amount	30,000.00			0.00
			CP-20-010HSP - Michigan Department of State Police		30,000.00	30,000.00	0.00
		TK #3 Evaluation Total		30,000.00	30,000.00	30,000.00	0.00
		TK #4 Program Management	Planned Amount	570,000.00			0.00
		TK #4 Program Management Total		570,000.00			0.00
		TK #5 Program Management	CP-20-020HSP - Michigan Department of State Police		560,303.00	560,303.00	453,431.00
		TK #5 Program Management Total			560,303.00	560,303.00	453,431.00
		Unallocated to Grants	Oblig Bal 402 Funds		10,297.00		0.00
		Unallocated to Grants Total			10,297.00		0.00
	402 Total			1,083,000.00	1,083,000.00	1,072,703.00	816,860.00
	405b	TK #1 Enforcement Support	Planned Amount	0.00			0.00
		TK #1 Enforcement Support Total		0.00			0.00
	405b Total			0.00			0.00
	405d	TK #1 Enforcement Support	Planned Amount	436,000.00			0.00
			CP-20-010HSP - Michigan Department of State Police		428,368.00	428,368.00	198,891.00
		TK #1 Enforcement Support Total		436,000.00	428,368.00	428,368.00	198,891.00
		TK #2 Adjudication	Planned Amount	1,660,000.00			0.00
			AL-20-05 SCAO		930,000.00	930,000.00	725,982.00
			AL-20-03 PAAM		585,000.00	585,000.00	522,423.00
			AL-20-04 Michigan Judicial Institute		52,500.00	52,500.00	35,059.00
		TK #2 Adjudication Total		1,660,000.00	1,567,500.00	1,567,500.00	1,283,464.00
		TK #3 Evaluation	Planned Amount	5,182,000.00			0.00
		TK #3 Evaluation Total		5,182,000.00			0.00
		TK #5 Education & Communication	CP-20-030HSP - Michigan Department of State Police		150,000.00	150,000.00	111,918.00
		TK #5 Education & Communication Total			150,000.00	150,000.00	111,918.00
		TK #5 Education & Communication	Planned Amount	150,000.00			0.00
		TK #5 Education & Communication Total		150,000.00			0.00
		Unallocated to Grants	Oblig Bal 405d Funds		5,288,188.91		
		Unallocated to Grants Total			5,288,188.91		
	405d Total			7,428,000.00	7,434,056.91	2,145,868.00	1,594,273.00
	405d PM	TK #3 Evaluation	(blank)	200,000.00			

ANNUAL REPORT FY2021

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		TK #3 Evaluation Total		200,000.00			
	405d PM Total			200,000.00			
AL Total				8,711,000.00	8,517,056.91	3,218,571.00	2,411,133.00
PT	402	TK #1 Traffic Enforcement	Planned Amount	4,649,000.00			0.00
			PT-20-04 Van Buren County Sheriff's Office		12,112.00	12,112.00	7,849.00
			PT-20-05 Kalamazoo County Sheriff's Office		68,477.00	68,477.00	32,965.00
			PT-20-06 Livingston County Sheriff's Office		22,239.00	22,239.00	14,893.00
			PT-20-07 Tuscola County Sheriff's Office		8,792.00	8,792.00	3,551.00
			PT-20-08 Ottawa County Sheriff's Office		34,208.00	34,208.00	23,939.00
			PT-20-09 East Lansing Police Department		47,722.00	47,722.00	26,544.00
			PT-20-10 Wyoming Department of Public Safety		112,748.00	112,748.00	58,467.00
			PT-20-11 Sanilac County Sheriff's Office		8,608.00	8,608.00	1,482.00
			PT-20-12 Berrien County Sheriff's Office		23,292.00	23,292.00	17,094.00
			PT-20-13 Saginaw County Sheriff's Office		45,834.00	45,834.00	10,086.00
			PT-20-14 St. Clair County Sheriff's Office		33,912.00	33,912.00	26,094.00
			PT-20-15 Bay County Sheriff's Office		20,126.00	20,126.00	15,227.00
			PT-20-16 Ionia County Sheriff's Office		6,634.00	6,634.00	490.00
			PT-20-17 Jackson Traffic Safety Program		34,275.00	34,275.00	22,613.00
			PT-20-18 Marquette County Sheriff's Office		12,793.00	12,793.00	12,304.00
			PT-20-19 Montcalm County Sheriff's Office		10,070.00	10,070.00	4,700.00
			PT-20-20 Sixth District Headquarters - Michigan Department of State Police		58,894.00	58,894.00	58,805.00
			PT-20-21 First District Headquarters - Michigan Department of State Police		103,327.00	103,327.00	97,916.00
			PT-20-22 Seventh District Headquarters - Michigan Department of State Police		19,771.00	19,771.00	19,720.00
			PT-20-23 Third District Headquarters - Michigan Department of State Police		78,519.00	78,519.00	75,045.00
			PT-20-24 Second District Headquarters - Michigan Department of State Police		78,725.00	78,725.00	78,725.00
			PT-20-26 Fifth District Headquarters - Michigan Department of State Police		98,323.00	98,323.00	86,714.00
			PT-20-27 Eighth District Headquarters - Michigan Department of State Police		39,320.00	39,320.00	38,648.00
			PT-20-28 Calhoun County Sheriff's Office		33,788.00	33,788.00	13,888.00
			PT-20-29 Allegan County Sheriff's Office		22,229.00	22,229.00	15,311.00
			PT-20-30 TIA		229,751.00	229,751.00	170,437.00
			PT-20-31 Detroit Police Department - Grants and Contracts		154,034.00	154,034.00	14,288.00
			PT-20-32 Muskegon County Sheriff's Office		52,190.00	52,190.00	14,108.00
			PT-20-33 Monroe County Sheriff's Office		47,789.00	47,789.00	20,114.00
			PT-20-34 Chippewa County Sheriff's Office		34,857.00	34,857.00	23,923.00
			PT-20-35 Washtenaw County Sheriff's Office		71,818.00	71,818.00	17,550.00
			PT-20-36 Flint Township Police Department		48,308.00	48,308.00	33,907.00
			PT-20-37 Grand Traverse County Sheriff's Department		30,965.00	30,965.00	21,224.00
			PT-20-38 Brownstown Charter Township Police Department		33,273.00	33,273.00	21,788.00
			PT-20-39 Macomb County Sheriff's Office		171,456.00	171,456.00	110,701.00

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			PT-20-40 Wayne County Sheriff's Office		163,087.00	163,087.00	126,163.00
		TK #1 Traffic Enforcement Total		4,649,000.00	2,072,266.00	2,072,266.00	1,337,273.00
		TK #2 Education & Communication	CP-20-030HSP - Michigan Department of State Police		15,000.00	15,000.00	4,574.00
		TK #2 Education & Communication Total			15,000.00	15,000.00	4,574.00
		TK #2 Education & Communication	Planned Amount	90,000.00			0.00
			CP-20-010HSP - Michigan Department of State Police		75,000.00	75,000.00	0.00
		TK #2 Education & Communication Total		90,000.00	75,000.00	75,000.00	0.00
		TK #3 Evaluation	Planned Amount	100,000.00			0.00
			CP-20-030HSP - Michigan Department of State Police		100,000.00	100,000.00	70,400.00
		TK #3 Evaluation Total		100,000.00	100,000.00	100,000.00	70,400.00
		TK #4 Program Management	Planned Amount	1,445,000.00			0.00
		TK #4 Program Management Total		1,445,000.00			0.00
		TK #5 Program Management	CP-20-020HSP - Michigan Department of State Police		1,420,420.00	1,420,420.00	1,149,510.00
		TK #5 Program Management Total			1,420,420.00	1,420,420.00	1,149,510.00
		Unallocated to Grants	Oblig Bal 402 Funds		2,589,314.00		0.00
		Unallocated to Grants Total			2,589,314.00		0.00
	402 Total			6,284,000.00	6,272,000.00	3,682,686.00	2,561,757.00
	402 PM	TK #2 Education & Communication	CP-20-030HSP - Michigan Department of State Police		2,300,000.00	2,300,000.00	1,517,695.00
		TK #2 Education & Communication Total			2,300,000.00	2,300,000.00	1,517,695.00
		TK #2 Education & Communication	Planned Amount	2,300,000.00			0.00
		TK #2 Education & Communication Total		2,300,000.00			0.00
	402 PM Total			2,300,000.00	2,300,000.00	2,300,000.00	1,517,695.00
	405b	TK #1 Traffic Enforcement	Planned Amount	481,000.00			0.00
			PT-20-20 Sixth District Headquarters - Michigan Department of State Police		62,709.00	62,709.00	31,180.00
			PT-20-21 First District Headquarters - Michigan Department of State Police		87,466.00	87,466.00	67,034.00
			PT-20-22 Seventh District Headquarters - Michigan Department of State Police		16,105.00	16,105.00	5,632.00
			PT-20-23 Third District Headquarters - Michigan Department of State Police		132,754.00	132,754.00	64,866.00
			PT-20-24 Second District Headquarters - Michigan Department of State Police		53,224.00	53,224.00	35,936.00
			PT-20-26 Fifth District Headquarters - Michigan Department of State Police		87,482.00	87,482.00	60,698.00
			PT-20-27 Eighth District Headquarters - Michigan Department of State Police		40,776.00	40,776.00	13,290.00
		TK #1 Traffic Enforcement Total		481,000.00	480,516.00	480,516.00	278,636.00
		TK #2 Education & Communication	CP-20-010HSP - Michigan Department of State Police		4,000.00	4,000.00	2,079.00
		TK #2 Education & Communication Total			4,000.00	4,000.00	2,079.00
		TK #2 Education & Communication	Planned Amount	4,000.00			0.00
		TK #2 Education & Communication Total		4,000.00			0.00
	405b Total			485,000.00	484,516.00	484,516.00	280,715.00
	405d	TK #2 Education & Communication	CP-20-030HSP - Michigan Department of State Police		13,000.00	13,000.00	12,960.00
		TK #2 Education & Communication Total			13,000.00	13,000.00	12,960.00
	405d Total				13,000.00	13,000.00	12,960.00
	405d PM	TK #2 Education & Communication	Planned Amount	60,000.00			0.00
		TK #2 Education & Communication Total		60,000.00			0.00
	405d PM Total			60,000.00			0.00
PT Total				9,129,000.00	9,069,516.00	6,480,202.00	4,373,127.00
PS	402	TK #2 Public Education	Planned Amount	20,000.00			0.00
		TK #2 Public Education Total		20,000.00			0.00
		TK #2 Public Education & Training	P5-20-01 League of Michigan Bicyclists		20,000.00	20,000.00	5,525.00
		TK #2 Public Education & Training Total			20,000.00	20,000.00	5,525.00
		TK #4 Program Management	Planned Amount	9,000.00			0.00
		TK #4 Program Management Total		9,000.00			0.00
		TK #4 Program Management	CP-20-020HSP - Michigan Department of State Police		8,847.00	8,847.00	6,216.00
		TK #4 Program Management Total			8,847.00	8,847.00	6,216.00
		Unallocated to Grants	Oblig Bal 402 Funds		153.00		0.00

ANNUAL REPORT FY2021

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		Unallocated to Grants Total			153.00		0.00
	402 Total			29,000.00	29,000.00	28,847.00	11,741.00
	405h	TK #1 Evaluation	Planned Amount	1,307,500.00			0.00
		TK #1 Evaluation Total		1,307,500.00			0.00
		TK #2 Public Education	Planned Amount	454,500.00			0.00
		TK #2 Public Education Total		454,500.00			0.00
		TK #2 Public Education	CP-20-030HSP - Michigan Department of State Police		111,000.00	111,000.00	70,305.00
		TK #2 Public Education Total			111,000.00	111,000.00	70,305.00
		TK #2 Public Education & Training	PS-20-01 League of Michigan Bicyclists		73,500.00	73,500.00	35,833.00
			PS-20-02 City of Detroit		249,980.00	249,980.00	26,128.00
			PS-20-03 Muskegon Police Department		19,944.00	19,944.00	7,136.00
		TK #2 Public Education & Training Total			343,424.00	343,424.00	69,097.00
		TK #3 Pedestrian & Bicycle Law Enforcement Mobilization	Planned Amount	200,000.00			0.00
			PS-20-04 Detroit Police Department - Grants and Contracts		45,000.00	45,000.00	6,670.00
			PS-20-05 Lansing Police Department		9,913.00	9,913.00	5,193.00
			PS-20-06 Warren Police Department		42,000.00	42,000.00	39,952.00
			PS-20-10 Grand Rapids Police Department		13,599.00	13,599.00	3,216.00
			PS-20-07 Kalamazoo Department of Public Safety		39,749.00	39,749.00	262.00
			PS-20-09 Dearborn Police Department		42,249.00	42,249.00	32,326.00
		TK #3 Pedestrian & Bicycle Law Enforcement Mobilization Total		200,000.00	192,510.00	192,510.00	87,619.00
		Unallocated to Grants	Oblig Bal 405h Funds		1,315,046.49		0.00
		Unallocated to Grants Total			1,315,046.49		0.00
	405h Total			1,962,000.00	1,961,980.49	646,934.00	227,021.00
	405h PM	TK #2 Public Education	Planned Amount	539,000.00			0.00
		TK #2 Public Education Total		539,000.00			0.00
		TK #2 Public Education	CP-20-030HSP - Michigan Department of State Police		539,000.00	539,000.00	534,488.00
		TK #2 Public Education Total			539,000.00	539,000.00	534,488.00
	405h PM Total			539,000.00	539,000.00	539,000.00	534,488.00
PS Total				2,530,000.00	2,529,980.49	1,214,781.00	773,250.00
TR	402	TK #2 Education & Communication	TR-20-05 Regents of the University of Michigan		550,000.00	550,000.00	550,000.00
		TK #2 Education & Communication Total			550,000.00	550,000.00	550,000.00
		TK #2 Education & Communication	Planned Amount	550,000.00			0.00
		TK #2 Education & Communication Total		550,000.00			0.00
		TK #3 Program Management	Planned Amount	365,000.00			0.00
		TK #3 Program Management Total		365,000.00			0.00
		TK #3 Program Management	CP-20-020HSP - Michigan Department of State Police		358,791.00	358,791.00	289,987.00
		TK #3 Program Management Total			358,791.00	358,791.00	289,987.00
		Unallocated to Grants	Oblig Bal 402 Funds		6,209.00		0.00
		Unallocated to Grants Total			6,209.00		0.00
	402 Total			915,000.00	915,000.00	908,791.00	839,987.00
	405c	TK #1 Traffic Crash Data Support & Training	Planned Amount	710,000.00			0.00
			TR-20-01 CJIC - Michigan Department of State Police		25,000.00	25,000.00	11,454.00
			TR-20-02 Michigan Department of Transportation		130,000.00	130,000.00	49,948.00
			TR-20-03 Regents of the University of Michigan		89,978.00	89,978.00	89,978.00
			TR-20-06 CJIC - Michigan Department of State Police		345,000.00	345,000.00	317,036.00
		TK #1 Traffic Crash Data Support & Training Total		710,000.00	589,978.00	589,978.00	468,416.00
		TK #2 Education & Communication	CP-20-010HSP - Michigan Department of State Police		5,000.00	5,000.00	0.00
		TK #2 Education & Communication Total			5,000.00	5,000.00	0.00
		TK #2 Education & Communication	Planned Amount	3,420,000.00			0.00
		TK #2 Education & Communication Total		3,420,000.00			0.00
		Unallocated to Grants	Oblig Bal 405c Funds		3,534,641.53		
		Unallocated to Grants Total			3,534,641.53		
	405c Total			4,130,000.00	4,129,619.53	594,978.00	468,416.00
TR Total				5,045,000.00	5,044,619.53	1,503,769.00	1,308,403.00
CP	402	TK #1 Education & Communication					

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			CP-20-04 MSP Departmental Services Division Warehouse		158,851.00	158,851.00	87,659.00
			CP-20-030HSP - Michigan Department of State Police		150,000.00	150,000.00	74,480.00
		TK #1 Education & Communication Total			308,851.00	308,851.00	162,139.00
		TK #1 Education & Communication	CP-20-010HSP - Michigan Department of State Police		23,000.00	23,000.00	0.00
		TK #1 Education & Communication Total			23,000.00	23,000.00	0.00
		TK #1 Education & Communication	Planned Amount	333,000.00			0.00
		TK #1 Education & Communication Total		333,000.00			0.00
		TK #2 Education & Communication	CP-20-020HSP - Michigan Department of State Police		106,161.00	106,161.00	85,301.00
		TK #2 Education & Communication Total			106,161.00	106,161.00	85,301.00
		TK #2 Program Management	Planned Amount	108,000.00			0.00
		TK #2 Program Management Total		108,000.00			0.00
		Unallocated to Grants	Oblig Bal 402 Funds		2,988.00		0.00
		Unallocated to Grants Total			2,988.00		0.00
	402 Total			441,000.00	441,000.00	438,012.00	247,440.00
	405b	TK #1 Education & Communication	CP-20-030HSP - Michigan Department of State Police		85,000.00	85,000.00	72,616.00
		TK #1 Education & Communication Total			85,000.00	85,000.00	72,616.00
		TK #1 Education & Communication	Planned Amount	107,000.00			0.00
		TK #1 Education & Communication Total		107,000.00			0.00
	405b Total			107,000.00	85,000.00	85,000.00	72,616.00
CP Total				548,000.00	526,000.00	523,012.00	320,056.00
DE	402	TK #1 Education & Communication	DE-20-01 TIA		79,450.00	79,450.00	49,770.00
			DE-20-04 TIA		113,724.00	113,724.00	53,996.00
		TK #1 Education & Communication Total			193,174.00	193,174.00	103,766.00
		TK #1 Education & Communication	CP-20-030HSP - Michigan Department of State Police		15,000.00	15,000.00	12,388.00
		TK #1 Education & Communication Total			15,000.00	15,000.00	12,388.00
		TK #1 Education & Communication	Planned Amount	345,000.00			0.00
		TK #1 Education & Communication Total		345,000.00			0.00
		TK #2 Program Management	Planned Amount	18,000.00			0.00
		TK #2 Program Management Total		18,000.00			0.00
		TK #2 Program Management	CP-20-020HSP - Michigan Department of State Police		17,694.00	17,694.00	13,363.00
		TK #2 Program Management Total			17,694.00	17,694.00	13,363.00
		Unallocated to Grants	Oblig Bal 402 Funds		136,326.18		0.00
		Unallocated to Grants Total			136,326.18		0.00
	402 Total			363,000.00	362,194.18	225,868.00	129,517.00
	405b	TK #1 Education & Communication	DE-20-02 Michigan Department of State Police		50,000.00	50,000.00	50,000.00
		TK #1 Education & Communication Total			50,000.00	50,000.00	50,000.00
		TK #1 Education & Communication	CP-20-030HSP - Michigan Department of State Police		10,000.00	10,000.00	9,963.00
		TK #1 Education & Communication Total			10,000.00	10,000.00	9,963.00
		TK #1 Education & Communication	Planned Amount	60,000.00			0.00
		TK #1 Education & Communication Total		60,000.00			0.00
	405b Total			60,000.00	60,000.00	60,000.00	59,963.00
	405d	TK #1 Education & Communication	Planned Amount	20,000.00			0.00
		TK #1 Education & Communication Total		20,000.00			0.00
	405d Total			20,000.00			0.00
	405b PM	TK #1 Education & Communication	CP-20-030HSP - Michigan Department of State Police		40,000.00	40,000.00	39,835.00
		TK #1 Education & Communication Total			40,000.00	40,000.00	39,835.00
		TK #1 Education & Communication	Planned Amount	40,000.00			
		TK #1 Education & Communication Total		40,000.00			
		Unallocated to Grants	Oblig Bal 405b Funds		0.00		
		Unallocated to Grants Total			0.00		
	405b PM Total			40,000.00	40,000.00	40,000.00	39,835.00
DE Total				483,000.00	462,194.18	325,868.00	229,315.00
MC	402	TK #3 Program Management	Planned Amount	142,000.00			0.00
		TK #3 Program Management Total		142,000.00			0.00
		TK #3 Program Management	CP-20-020HSP - Michigan Department of State Police		139,584.00	139,584.00	112,249.00
		TK #3 Program Management Total			139,584.00	139,584.00	112,249.00
		Unallocated to Grants	Oblig Bal 402 Funds		2,416.00		0.00
		Unallocated to Grants Total			2,416.00		0.00
	402 Total			142,000.00	142,000.00	139,584.00	112,249.00
	405b	TK #2 Motorcycle Evaluation	Planned Amount	20,000.00			0.00
		TK #2 Motorcycle Evaluation Total		20,000.00			0.00

ANNUAL REPORT FY2021

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		TK #2 Motorcycle Evaluation	CP-20-030HSP - Michigan Department of State Police		20,000.00	20,000.00	19,933.00
		TK #2 Motorcycle Evaluation Total			20,000.00	20,000.00	19,933.00
	405b Total			20,000.00	20,000.00	20,000.00	19,933.00
	405f	TK #1 Training & Education	Planned Amount	72,000.00			0.00
			CP-20-030HSP - Michigan Department of State Police		2,000.00	2,000.00	1,424.00
			MC-20-01 Michigan Department of State Police		70,000.00	70,000.00	10,720.00
		TK #1 Training & Education Total		72,000.00	72,000.00	72,000.00	12,144.00
		TK #2 Motorcycle Evaluation	Planned Amount	36,000.00			0.00
		TK #2 Motorcycle Evaluation Total		36,000.00			0.00
		Unallocated to Grants	Oblig Bal 405f Funds		35,479.37		
		Unallocated to Grants Total			35,479.37		
	405f Total			108,000.00	107,479.37	72,000.00	12,144.00
	405b PM	Unallocated to Grants	Oblig Bal 405b Funds		0.00		
		Unallocated to Grants Total			0.00		
	405b PM Total				0.00		
	405d PM	TK #1 Training & Education	Planned Amount	230,000.00			0.00
			CP-20-030HSP - Michigan Department of State Police		230,000.00	230,000.00	228,830.00
		TK #1 Training & Education Total		230,000.00	230,000.00	230,000.00	228,830.00
		Unallocated to Grants	Oblig Bal 405d Funds		0.00		
		Unallocated to Grants Total			0.00		
	405d PM Total			230,000.00	230,000.00	230,000.00	228,830.00
	405f PM	TK #1 Training & Education	Planned Amount	12,000.00			0.00
			CP-20-030HSP - Michigan Department of State Police		12,000.00	12,000.00	888.00
		TK #1 Training & Education Total		12,000.00	12,000.00	12,000.00	888.00
		Unallocated to Grants	Oblig Bal 405f Funds		0.00		
		Unallocated to Grants Total			0.00		
	405f PM Total			12,000.00	12,000.00	12,000.00	888.00
MC Total				512,000.00	511,479.37	473,584.00	374,044.00
EM	402	TK #1 Emergency Medical Services	CP-20-020HSP - Michigan Department of State Police		8,847.00	8,847.00	6,216.00
		TK #1 Emergency Medical Services Total			8,847.00	8,847.00	6,216.00
		TK #1 Program Management	Planned Amount	9,000.00			0.00
		TK #1 Program Management Total		9,000.00			0.00
		Unallocated to Grants	Oblig Bal 402 Funds		153.00		0.00
		Unallocated to Grants Total			153.00		0.00
	402 Total			9,000.00	9,000.00	8,847.00	6,216.00
EM Total				9,000.00	9,000.00	8,847.00	6,216.00
PA	402	TK #1 Planning & Administration	Planned Amount	618,070.00			0.00
			PA-20-010HSP - Michigan Department of State Police		607,396.00	607,396.00	489,212.00
		TK #1 Planning & Administration Total		618,070.00	607,396.00	607,396.00	489,212.00
		Unallocated to Grants	Oblig Bal 402 Funds		10,674.00		0.00
		Unallocated to Grants Total			10,674.00		0.00
	402 Total			618,070.00	618,070.00	607,396.00	489,212.00
PA Total				618,070.00	618,070.00	607,396.00	489,212.00
PM	402 PM	Unallocated to Grants	Oblig Bal 402 Funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 PM Total				0.00		0.00
PM Total					0.00		0.00
(blank)	405b	Unallocated to Grants	Oblig Bal 405b Funds		143,941.20		0.00
		Unallocated to Grants Total			143,941.20		0.00
	405b Total				143,941.20		0.00
(blank) Total					143,941.20		0.00
CP	405b	TK #1 Education & Communication	CP-20-010HSP - Michigan Department of State Police		20,000.00	20,000.00	0.00
		TK #1 Education & Communication Total			20,000.00	20,000.00	0.00
	405b Total				20,000.00	20,000.00	0.00
CP Total					20,000.00	20,000.00	0.00
CR	402	TK #1 Child Passenger Safety	Planned Amount	241,000.00			0.00
			CP-20-010HSP - Michigan Department of State Police		241,000.00	241,000.00	190,443.00
		TK #1 Child Passenger Safety Total		241,000.00	241,000.00	241,000.00	190,443.00
		Unallocated to Grants	Oblig Bal 405 Funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			241,000.00	241,000.00	241,000.00	190,443.00
CR Total				241,000.00	241,000.00	241,000.00	190,443.00
Grand Total				28,946,070.00	28,466,351.68	15,387,785.00	10,890,007.00

Fund	Planned Amount	Obligated Amount	Approved Grants	Total Paid	Liquidation %	Fund
Total 402 w/o paid media (PM)	10,286,070.00	10,273,264.18	7,511,995.00	5,532,786.00		
Total 402 PM	2,300,000.00	2,300,000.00	2,300,000.00	1,517,695.00	56.08%	402 + 402 PM
Total 405b w/o PM	1,488,500.00	1,283,451.20	1,139,510.00	578,220.00		
Total 405b PM	182,500.00	182,500.00	182,500.00	182,286.00	51.88%	405b + 405b PM
Total 405c	4,130,000.00	4,129,619.53	594,978.00	468,416.00	11.34%	405c
Total 405d w/o PM	7,448,000.00	7,447,056.91	2,158,868.00	1,607,233.00		
Total 405d PM	490,000.00	230,000.00	230,000.00	228,830.00	23.92%	405d + 405d PM
Total 405h w/o PM	1,962,000.00	1,961,980.49	646,934.00	227,021.00		
Total 405h PM	539,000.00	539,000.00	539,000.00	534,488.00	30.45%	405h + 405h PM
Total 405f w/o PM	108,000.00	107,479.37	72,000.00	12,144.00		
Total 405f PM	12,000.00	12,000.00	12,000.00	888.00	10.91%	405f + 405f PM
Total NHTSA Grant Tracking System (GTS) Funds	28,946,070.00	28,466,351.68	15,387,785.00	10,890,007.00	38.26%	Total GTS Funds

The OHSP Staff

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This material was developed through a project funded by the Michigan Office of Highway Safety Planning and the U.S. Department of Transportation.



STATE OF MICHIGAN
DEPARTMENT OF STATE POLICE
LANSING

GRETCHEN WHITMER
GOVERNOR

COL. JOSEPH M. GASPER
DIRECTOR

January 3, 2022

Mr. Jonlee S. Anderle
Regional Administrator
National Highway Traffic Safety Administration
4749 Lincoln Mall Drive, Suite 300 B
Matteson, Illinois 60443-3800

Re: FY2021 Annual Evaluation Report, Core Performance Measures Section

Dear Mr. Anderle:

All adjustments listed in the Core Performance Measures Section of the FY2021 Annual Evaluation Report will apply in FY2023, as well as FY2022.

If you have any questions, please contact Kendall Wingrove, Communications Section Manager at wingrovek@michigan.gov.

Sincerely,

A handwritten signature in black ink that reads "Alicia Sledge".

Alicia Sledge, Acting Division Director
Office of Highway Safety Planning