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# STATE OF MICHIGAN

## FY 2010 HIGHWAY SAFETY PLAN

**Prepared for:**  
U.S. Department of Transportation  
National Highway Traffic Safety Administration

**Submitted by:**  
Michigan Office of Highway Safety Planning  
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Safety Planning and Administration Section

### OHSP 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.

# 2010 PERFORMANCE PLAN AND HIGHWAY SAFETY PLAN

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JENNIFER M. GRANHOLM  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF STATE POLICE  
LANSING



COL. PETER C. MUNOZ  
DIRECTOR

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AUG 28 2009

NHTSA REGION 5

September 2009

Dear Friend of Traffic Safety:

The Michigan Office of Highway Safety Planning (OHSP) is pleased to present Michigan's "Highway Safety Plan" for the 2010 Fiscal Year. We look forward to building upon the gains made in traffic safety over the past year.

At 97.9 percent, Michigan currently has the highest safety belt use rate in the country. In 2008, traffic deaths fell below 1,000 the fewest since 1925. Reductions were also experienced in the areas of alcohol, pedestrian, and commercial motor vehicle crashes and fatalities. While this is good news, there were increases in drug-involved fatalities and motorcycle crashes and fatalities. Preventing further increases in these areas, while continuing to reduce all deaths and serious injuries, will be the focus of OHSP's plans over the next year.

In 2010, OHSP's most prominent plans include:

- High visibility enforcement including enforcement mobilizations, crackdowns, and efforts focused on high-crash times and locations.
- Enforcement of underage drinking laws and youth alcohol prevention programs.
- Support for community-based traffic safety efforts.
- Support for the prosecution, adjudication, and treatment of drunk drivers.
- Child passenger safety education, training, and equipment.
- Increased public awareness on all aspects of motorcycle safety.
- Public information programs to raise awareness of risky behaviors such as distracted, drowsy, and aggressive driving. A campaign raising the awareness of the dangers of cell phone use and texting while driving particularly among the young driver age group will also be created.
- Support for programs promoting safe driving among Michigan's senior population.
- Improvement of data systems to make crash data and other records more available, reliable, accurate, and useful.
- Support for increasing pedestrian safety.

The 2010 Michigan Highway Safety Plan would not have been possible without the commitment of our partners in traffic safety from across our great state and around the nation. We extend our sincere thanks and welcome your continued contributions to make Michigan a safer place to drive, walk, and ride.

Sincerely,

MICHAEL L. PRINCE, DIRECTOR  
Michigan Office of Highway Safety Planning

**State Certifications****STATE CERTIFICATIONS AND ASSURANCES**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

**Certifications and Assurances**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.**

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits

discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):**

The State will provide a drug-free workplace by:

- a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b) Establishing a drug-free awareness program to inform employees about:
  - 1) The dangers of drug abuse in the workplace.
  - 2) The grantee's policy of maintaining a drug-free workplace.
  - 3) Any available drug counseling, rehabilitation, and employee assistance programs.
  - 4) The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c) Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1) Abide by the terms of the statement.
  - 2) Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e) Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

- f) Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
- 1) Taking appropriate personnel action against such an employee, up to and including termination.
  - 2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

**BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

**POLITICAL ACTIVITY (HATCH ACT).**

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

**CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee

of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### **RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

### **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

#### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the

prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-  
Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

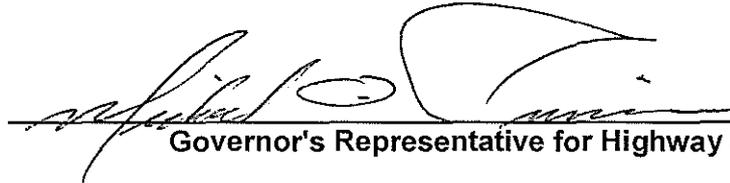
*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:*

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2010 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



\_\_\_\_\_  
Governor's Representative for Highway Safety

8-27-09  
Date

## FY2010 OVERVIEW

The Office of Highway Safety Planning (OHSP) enters 2010 in the midst of unprecedented traffic safety gains. 2008 recorded the fewest fatalities since 1925, and 2009 continues to trend toward a further reduction. Our emphasis for 2010 is to keep driving fatalities downward toward our future goal of zero fatalities on Michigan roadways. OHSP has a long record of successful partnerships with committed traffic safety professionals across the state and the nation. Capitalizing on this "strength in numbers" philosophy will enable us to further capitalize on our efforts to drive-down traffic deaths and injuries on Michigan roadways.

Efficient administration and management of Michigan's traffic safety program necessitates a data-driven problem identification process which keeps OHSP continually focused on the greatest threats to Michigan roadway users. In coordination and consultation with our national, state and local partners, OHSP develops new and replicates existing successful strategies to meet these threats and administers program funding based on each initiative's potential for reducing crashes, saving lives, and preventing injuries. This potential includes the ability to define the scope and severity of the problem to be addressed, the effectiveness of the proposed countermeasures, and the availability of a highly competent implementation team.

High-visibility traffic enforcement remains a key strategy in FY2010. As safety belt use approaches 100%, the focus will shift toward impaired driving, where much room for improvement still exists. Strict zero-tolerance enforcement supported by effective public messaging strategies is proven to change driver behavior. Support for the prosecution, adjudication, and treatment of drunk drivers is also an essential component to address this issue.

In addition to high-visibility enforcement, public information and education campaigns will be employed to provide enforcement support and create awareness among motorists of the dangers of speed as well as distracted, drowsy, and aggressive driving. Text messaging and cell phone while driving use will be also be addressed in FY 2010, particularly among young drivers. The safe and proper methods of child passenger safety will continue to be promoted through public education, training, and car seat distribution programs. Projects to further improve the timeliness, accessibility and accuracy of Michigan's traffic crash data, seen by many as the best in the nation, are also scheduled.

## **Organization Overview**

The Office of Highway Safety Planning (OHSP) is the State of Michigan's primary traffic safety agency, and its Director is the designated Governor's Highway Safety Representative. OHSP administers state and federal highway safety-related grant programs including the National Highway Traffic Safety Administration's State and Community Grant Program, the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Enforcement of Underage Drinking Laws Program, the Michigan Truck Safety Fund, and Michigan's Secondary Road Patrol and Accident Prevention Program. The OHSP also serves as the host for the Governor's Traffic Safety Advisory Commission (GTSAC) and the Michigan Truck Safety Commission.

OHSP is located organizationally within the Michigan Department of State Police. The office is organized into four sections grouped according to functional responsibilities. Within each section, specific units have been identified to reflect OHSP's priorities and programs.

### **Safety Planning and Administration Section**

This section is responsible for developing the annual Highway Safety Plan (HSP), HSP budgeting, and providing procedural support for state traffic safety programming. Section activities include traffic records, data analysis, project evaluation, and coordinating local traffic safety coalitions.

### **Program Management Section**

The section implements grant projects in the Highway Safety Plan and conducts regional outreach activities with local stakeholders and partners. Section staff includes the recognized State traffic safety experts for each program area. Program staff serve on a variety of state and local committees including the GTSAC Strategic Highway Safety Plan Action Teams, local Regional Traffic Safety Committees, and others.

### **Fiscal Management Section**

This section monitors the use of state and federal traffic safety funds awarded by OHSP and ensures the highest levels of integrity and accountability of the fiscal aspects of OHSP's programs. Section staff oversees accounting procedures, the overall office budget, financial reviews of all grants, and processing payments to grantees.

### **Communications Section**

This section plans, implements, and provides oversight for all of OHSP's communication strategies, including public information and education campaigns, paid advertising, earned media, graphics design and publications, and regional

communications with state and local partners. The Communications Section authors and produces the Annual Evaluation Report and the OHSP Safety Network Newsletter and is the main contact for all news agencies and informational requests.

The Performance Plan section that follows explains OHSP's process for identifying goals, strategies, performance measures, data sources, budget development and project selection.

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Michigan

**Highway Safety Plan Cost Summary**

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2010-HSP-1

Report Date: 08/27/2009

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2010-00-00-00		\$ .00	\$511,000.00	\$ .00	\$727,000.00	\$727,000.00	\$ .00
	<b>Planning and Administration Total</b>		<b>\$ .00</b>	<b>\$511,000.00</b>	<b>\$ .00</b>	<b>\$727,000.00</b>	<b>\$727,000.00</b>	<b>\$ .00</b>
<b>Alcohol</b>								
	AL-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$473,000.00	\$473,000.00	\$ .00
	<b>Alcohol Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$473,000.00</b>	<b>\$473,000.00</b>	<b>\$ .00</b>
<b>Emergency Medical Services</b>								
	EM-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$3,000.00	\$3,000.00	\$ .00
	<b>Emergency Medical Services Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$ .00</b>
<b>Motorcycle Safety</b>								
	MC-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$121,000.00	\$121,000.00	\$ .00
	<b>Motorcycle Safety Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$121,000.00</b>	<b>\$121,000.00</b>	<b>\$ .00</b>
<b>Occupant Protection</b>								
	OP-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$277,000.00	\$277,000.00	\$ .00
	<b>Occupant Protection Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$277,000.00</b>	<b>\$277,000.00</b>	<b>\$ .00</b>
<b>Pedestrian/Bicycle Safety</b>								
	PS-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$3,000.00	\$3,000.00	\$ .00
	<b>Pedestrian/Bicycle Safety Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$3,000.00</b>	<b>\$3,000.00</b>	<b>\$ .00</b>
<b>Police Traffic Services</b>								
	PT-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$4,524,000.00	\$4,524,000.00	\$2,650,000.00
	<b>Police Traffic Services Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$4,524,000.00</b>	<b>\$4,524,000.00</b>	<b>\$2,650,000.00</b>
<b>Traffic Records</b>								
	TR-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$417,000.00	\$417,000.00	\$ .00

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Michigan

**Highway Safety Plan Cost Summary**

Page: 2

2010-HSP-1

Report Date: 08/27/2009

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
		Traffic Records Total	\$ .00	\$ .00	\$ .00	\$ 417,000.00	\$ 417,000.00	\$ .00
		<b>Community Traffic Safety Project</b>						
		CP-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 630,000.00	\$ 630,000.00	\$ 130,000.00
		<b>Community Traffic Safety Project Total</b>	\$ .00	\$ .00	\$ .00	\$ 630,000.00	\$ 630,000.00	\$ 130,000.00
		<b>Driver Education</b>						
		DE-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 17,000.00	\$ 17,000.00	\$ .00
		<b>Driver Education Total</b>	\$ .00	\$ .00	\$ .00	\$ 17,000.00	\$ 17,000.00	\$ .00
		<b>Paid Advertising</b>						
		PM-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 850,000.00	\$ 850,000.00	\$ 850,000.00
		<b>Paid Advertising Total</b>	\$ .00	\$ .00	\$ .00	\$ 850,000.00	\$ 850,000.00	\$ 850,000.00
		<b>NHTSA 402 Total</b>	\$ .00	\$ 511,000.00	\$ .00	\$ 8,042,000.00	\$ 8,042,000.00	\$ 3,630,000.00
		<b>405 OP SAFETEA-LU</b>						
		K2-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 1,173,000.00	\$ 1,173,000.00	\$ 724,000.00
		<b>405 Occupant Protection Total</b>	\$ .00	\$ .00	\$ .00	\$ 1,173,000.00	\$ 1,173,000.00	\$ 724,000.00
		<b>405 OP SAFETEA-LU Total</b>	\$ .00	\$ .00	\$ .00	\$ 1,173,000.00	\$ 1,173,000.00	\$ 724,000.00
		<b>NHTSA 406</b>						
		K4PM-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00
		<b>406 Safety Belts Paid Media Total</b>	\$ .00	\$ .00	\$ .00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00
		<b>406 Emergency Medical Services</b>						
		K4EM-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 20,000.00	\$ 20,000.00	\$ .00
		<b>406 Emergency Medical Services Total</b>	\$ .00	\$ .00	\$ .00	\$ 20,000.00	\$ 20,000.00	\$ .00
		<b>406 Motorcycle Safety</b>						
		K4MC-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 100,000.00	\$ 100,000.00	\$ .00
		<b>406 Motorcycle Safety Total</b>	\$ .00	\$ .00	\$ .00	\$ 100,000.00	\$ 100,000.00	\$ .00

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**Highway Safety Plan Cost Summary**

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Report Date: 08/27/2009

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
<b>406 Pedestrian/Bicycle Safety</b>								
	K4PS-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$20,000.00	\$20,000.00	\$ .00
	<b>406 Pedestrian/Bicycle Safety Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$20,000.00</b>	<b>\$20,000.00</b>	<b>\$ .00</b>
<b>406 Police Traffic Services</b>								
	K4PT-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$350,000.00	\$350,000.00	\$300,000.00
	<b>406 Police Traffic Services Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$350,000.00</b>	<b>\$350,000.00</b>	<b>\$300,000.00</b>
<b>406 Driver Education</b>								
	K4DE-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$110,000.00	\$110,000.00	\$ .00
	<b>406 Driver Education Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$110,000.00</b>	<b>\$110,000.00</b>	<b>\$ .00</b>
	<b>NHTSA 406 Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$1,100,000.00</b>	<b>\$1,100,000.00</b>	<b>\$800,000.00</b>
<b>408 Data Program SAFETEA-LU</b>								
	K9-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$970,000.00	\$970,000.00	\$500,000.00
	<b>408 Data Program Incentive Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$970,000.00</b>	<b>\$970,000.00</b>	<b>\$500,000.00</b>
	<b>408 Data Program SAFETEA-LU Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$970,000.00</b>	<b>\$970,000.00</b>	<b>\$500,000.00</b>
<b>410 Alcohol SAFETEA-LU</b>								
	K8-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$3,310,000.00	\$3,310,000.00	\$2,275,000.00
	<b>410 Alcohol SAFETEA-LU Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$3,310,000.00</b>	<b>\$3,310,000.00</b>	<b>\$2,275,000.00</b>
<b>410 Alcohol SAFETEA-LU Paid Media</b>								
	K8PM-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$1,185,000.00	\$1,185,000.00	\$1,185,000.00
	<b>410 Alcohol SAFETEA-LU Paid Media Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$1,185,000.00</b>	<b>\$1,185,000.00</b>	<b>\$1,185,000.00</b>
	<b>410 Alcohol SAFETEA-LU Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$4,495,000.00</b>	<b>\$4,495,000.00</b>	<b>\$3,460,000.00</b>
<b>2010 Motorcycle Safety</b>								
	K6-2010-00-00-00		\$ .00	\$ .00	\$ .00	\$156,000.00	\$156,000.00	\$ .00
	<b>2010 Motorcycle Safety Incentive Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$156,000.00</b>	<b>\$156,000.00</b>	<b>\$ .00</b>

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**Highway Safety Plan Cost Summary**

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2010-HSP-1

Report Date: 08/27/2009

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
<i>2010 Motorcycle Safety Total</i>			<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ 156,000.00</i>	<i>\$ 156,000.00</i>	<i>\$ .00</i>
<i>2011 Child Seats</i>								
		K3-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 302,000.00	\$ 302,000.00	\$ .00
<i>2011 Child Seat Incentive Total</i>			<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ 302,000.00</i>	<i>\$ 302,000.00</i>	<i>\$ .00</i>
<i>2011 Paid Media</i>								
		K3PM-2010-00-00-00	\$ .00	\$ .00	\$ .00	\$ 300,000.00	\$ 300,000.00	\$ .00
<i>2011 Paid Media Total</i>			<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ 300,000.00</i>	<i>\$ 300,000.00</i>	<i>\$ .00</i>
<i>2011 Child Seats Total</i>			<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ .00</i>	<i>\$ 602,000.00</i>	<i>\$ 602,000.00</i>	<i>\$ .00</i>
<i>NHTSA Total</i>			<i>\$ .00</i>	<i>\$ 511,000.00</i>	<i>\$ .00</i>	<i>\$ 16,538,000.00</i>	<i>\$ 16,538,000.00</i>	<i>\$ 9,114,000.00</i>
<i>Total</i>			<i>\$ .00</i>	<i>\$ 511,000.00</i>	<i>\$ .00</i>	<i>\$ 16,538,000.00</i>	<i>\$ 16,538,000.00</i>	<i>\$ 9,114,000.00</i>

# MICHIGAN PERFORMANCE PLAN

In 2008 Michigan experienced its first year since 1943 with less than 1,000 traffic deaths, the fewest since 1925. A decrease of more than 100 deaths in a year is epic, the confluence of improvements in driver behavior, roadway and vehicle engineering, and even the driving environment. Per mile driven, Michigan's roadways have never been safer.

These are great improvements, but 980 funerals show how much more work needs to be done. The national fatality count finally dipped below 40,000 in 2008. It was a great year for improvement in Michigan and nationally, and we need another decade of those before we can have a good year, one with zero deaths on the roads.

The Highway Safety Plan (HSP) is not a bureaucratic formality. It is a guide to changing driver behavior and getting Michigan to the next hundred fewer fatalities. We must identify the worst problems, find the most effective countermeasures, and apply them efficiently.

After a decade of unprecedented improvements and cutting fatalities by almost thirty percent, the only thing to do is to do it again. Someone will die on the nation's roads before you finish reading this document. Let's get someone home safely tonight.

## PROCESS DESCRIPTION

Focusing limited resources on key traffic safety problems is essential. Relatively low-hanging fruit are worth reaching for, but core problems remain and loom ever-larger against a background of declining fatalities. Identified problems must be met with proven strategies. A vast body of research supports the value of some programs and has rejected others. These strategies must be implemented effectively, with attention to local circumstances, and monitored for -impact. Through constant effort, success builds upon success.

The Office of Highway Safety Planning (OHSP) cannot pursue these programs without the enthusiastic participation of partners at the national, state, and local levels. In 2007, the National Cooperative Highway Research Program report cited the role of effective cooperation in creating a culture of safety in Michigan. This cooperative culture helps Michigan coordinate efforts in engineering, education, enforcement, and emergency medical services into comprehensive traffic safety programs that save lives.

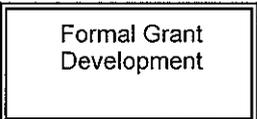
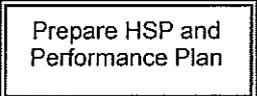
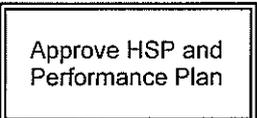
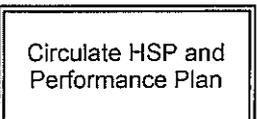
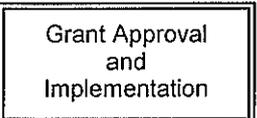
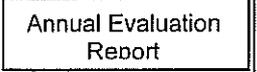
### Pre-planning Steps

Implementation of one year's HSP occurs in conjunction with planning for the next. Planning begins with an After Action Review of the previous year, identifying successful areas, those in need of improvement, and what procedural changes would facilitate planning. OHSP then makes any necessary revisions to the planning process and calendar (Exhibit 1). This pre-planning ensures that OHSP's program development remains dynamic, efficient, and effective.

Each step of the planning process is identified below:

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

## EXHIBIT 1 – HSP Planning Outline

FY2010 HSP PLANNING CALENDAR		
ACTION	DATES	DETAILS
	<b>NOVEMBER DECEMBER</b>	<ul style="list-style-type: none"> <li>❖ Review past years' activity</li> <li>❖ Review current year's activity</li> <li>❖ Review crash data</li> <li>❖ Review state and national priorities</li> <li>❖ Identify problem areas</li> <li>❖ Identify long-term goals (5 years)</li> <li>❖ Identify short-term goals (1 year)</li> </ul>
	<b>JANUARY FEBRUARY</b>	<ul style="list-style-type: none"> <li>❖ Meet with program partners, obtain input</li> <li>❖ Review planning session output</li> <li>❖ Review data specific to the program</li> <li>❖ Review quantitative goals</li> <li>❖ Outline grant opportunities</li> <li>❖ Identify long-term strategies (&gt;3 years)</li> </ul>
	<b>MARCH APRIL</b>	<ul style="list-style-type: none"> <li>❖ Consult with current and prospective grantees</li> <li>❖ Create draft Grant Development Plans</li> <li>❖ Establish draft budget</li> <li>❖ HSP management team reviews programs and budgets</li> </ul>
	<b>MAY JUNE</b>	<ul style="list-style-type: none"> <li>❖ GDPs finalized</li> <li>❖ HSP budget finalized</li> <li>❖ Notify grantees of grant timelines</li> <li>❖ Send grantees grant templates</li> </ul>
	<b>JUNE</b>	<ul style="list-style-type: none"> <li>❖ Create in-house grants</li> <li>❖ Monitor grant development process</li> <li>❖ Create draft HSP</li> <li>❖ Create draft performance plan</li> </ul>
	<b>JULY</b>	<ul style="list-style-type: none"> <li>❖ Administrative review of performance plan</li> <li>❖ Administrative review of HSP</li> <li>❖ Approve FY2010 performance plan and HSP</li> </ul>
	<b>AUGUST</b>	<ul style="list-style-type: none"> <li>❖ Print and distribute performance plan and HSP to: NHTSA, FHWA, State and Local Agencies</li> <li>❖ Post to web site</li> </ul>
	<b>SEPTEMBER OCTOBER</b>	<ul style="list-style-type: none"> <li>❖ Approve and start implementation of FY2010 grants.</li> <li>❖ Conduct grant orientation meetings</li> </ul>
	<b>NOVEMBER</b>	<ul style="list-style-type: none"> <li>❖ Annual evaluation report prepared for FY2009 HSP</li> </ul>

## Plan Organization

The performance plan follows the steps of OHSP's planning process. Consultation of crash data, program partners, and research continues throughout each step. OHSP staff include emerging information into program development and implementation whenever possible.

### 1. PROBLEM IDENTIFICATION

Problem identification is a key function of the planning process. Problems cannot be solved without knowing what they are. Identifying the largest problems and their components directs attention to where progress is possible.

Crash data is the foundation of problem identification. Data analysis continues year-round, with intensified efforts early in the HSP and GDP development processes. The two primary sources for crash data:

Michigan Traffic Crash Facts: The University of Michigan Transportation Research Institute (UMTRI) Transportation Data Center creates Michigan Traffic Crash Facts from the annual crash file. It uses the official numbers at the file closing date and provides both the most current year and a historical archive. Michigan Traffic Crash Facts back to 1992 are available at the <http://www.michigantrafficcrashfacts.com> web site, including tables for localities and a query tool for user-defined tables.

Direct database query: With improvements in the quality and availability of electronic crash data, OHSP can access updated data without intermediaries. The database is always available and updated continuously. In addition to statewide analysis, OHSP provides Safe Communities and other partners with information and tools for local problem identification.

The 2010 problem identification is based on previous years' analyses, updated with the most recent data on crash issues in need of immediate attention.

### 2. GOAL DETERMINATION AND ANALYSIS

Goals are statements of program intent or purpose, consistent with the mission of the organization. The 2010 performance plan retains the goals identified in 2009, with the addition of the summer. Target areas are the top factors involved in fatal crashes, along with emerging issues, and quantitative targets are set through crash projections based on five-year crash trends.

The following section begins with a summary of Michigan traffic crash statistics from 2004 through 2008 (the most current data available). OHSP's revised long-term goals through 2012 follow, along with annual benchmarks.

### Crash Data Comparison - 2004-2008

	2004	2005	2006	2007	2008	% Change 03-08
Total Crashes	373,028	350,838	315,322	324,174	316,057	-15%
Fatal Crashes	1,055	1,030	1,002	987	915	-13%
People Injured	99,680	90,510	81,942	80,576	74,568	-25%
People Killed	1,159	1,129	1,084	1,084	980	-15%
Death Rate (100M VMT)	1.14	1.09	1.05	1.04	0.97	-15%
Fatal Crash Rate (100M VMT)	1.06	1.00	0.97	0.95	0.91	-14%
VMT (Billions)	101.8	103.2	104.0	104.6	100.9	-1%
Registered Vehicles (Millions)	9.93	9.69	8.70	8.33	8.38	-16%
Population (Millions)	10.08	10.11	10.12	10.09	10.00	-1%

2008 crash numbers were down in almost every category, reaching historic lows. Safety belt use was up, the highest in the nation.

OHSP remains committed to maintaining excellence and achieving aggressive goals. Continuous improvement in established programs and development of innovative approaches to traffic safety will save further lives on Michigan roadways. The proper response to exceptional success is to repeat it.

Goals for 2008-2012 are based on 2003-2007 data. The annual trend in fatalities was a 4% improvement, and this rate has been applied to each area, after adjusting for annual variation.<sup>1</sup> Exceptions are noted individually.

<sup>1</sup> For each goal, an ordinary least squares regression was applied to 2003-2007, yielding a 2007 trendline value that smoothed the year-to-year variance. The 4% annual improvement was deducted from this value. The improvement value is 4% of the previous year, not 4% of the 2007 baseline year, so 2009's goal is 96% of the 2008 goal, and so on. Crash data for goals came from a query of the live crash database, which has received updates since the annual Michigan Traffic Crash Facts. Fatality and injury counts may differ from previously published sources due to updates.

## EXHIBIT 2: OHSP FY2010 Goals at a Glance

	2003 actual	2007 actual	2008 actual	2009 goal	2010 goal	2011 goal	2012 goal
Fatalities	1,283	1,084	980	973	934	896	860
fatalities per 100 million vehicle miles traveled	1.31	1.04	0.97	0.93	0.89	0.86	0.82
Injuries	105,555	80,576	74,568	72,049	69,158	66,382	63,718
fatalities and incapacitating injuries ("KAs")	11,230	8,582	7,708	7,671	7,363	7,068	6,784
KAs involving alcohol	2,143	1,711	1,504	1,575	1,511	1,451	1,393
fatalities to unrestrained vehicle occupants	346	252	239	216	207	199	191
observed daytime safety belt use (front seat occupants)	84.8%	93.7%	97.2%	97.0%	97.0%	97.0%	97.0%
KAs to vehicle occupants ages 0 to 8	240	131	119	106	102	98	94
KAs at intersections	3,781	2,750	2,391	2,468	2,369	2,274	2,183
KAs involving lane departure	4,102	3,324	3,183	2,956	2,838	2,724	2,614
KAs on local roads	6,964	5,130	4,626	4,557	4,374	4,199	4,030
KAs involving motorcycles	806	991	1,030	954	954	954	954
KAs to pedestrians	762	600	577	555	533	512	491
KAs to males	6,183	4,945	4,487	4,451	4,272	4,101	3,936
KAs involving drivers ages 16 to 20	2,680	1,947	1,691	1,691	1,623	1,558	1,495
KAs involving drivers ages 21 to 24	1,719	1,244	1,050	1,110	1,065	1,023	982
KAs from 3pm to 6pm	2,248	1,722	1,537	1,547	1,485	1,425	1,368
KAs from midnight to 3am	1,456	881	741	739	710	681	654
KAs from noon Friday to noon Sunday	3,677	2,928	2,603	2,643	2,537	2,435	2,338
KAs from July to September	3,319	2,566	2,228	2,238	2,148	2,062	1,979

**Traffic Fatalities:**

The single most important goal in traffic safety is to reduce traffic fatalities. Whatever other factors may be considered, the final measure of success must always be the lives of Michigan citizens.

Before 2002, Michigan had not had fewer than 1,300 traffic fatalities since 1945. Every year since 2002 has had fewer than 1,300, dropping below 1,200 in 2004, 1,100 in 2006, and 1,000 in 2008. *The Statistical Abstract of the United States* lists 1925 as the last year with fewer than 980 Michigan traffic fatalities. There were 955 in 1925 and 863 in 1924, so Michigan's 2012 goal is to get below the 1924 fatality count, ever downward on the path to zero.

Traffic Fatalities					
Year	Actual		Year	Goal	Actual
2003	1,283		2008	1,014	980
2004	1,159		2009	973	
2005	1,129		2010	934	
2006	1,084		2011	896	
2007	1,084		2012	860	

**Vehicle Mileage Death Rate:**

The Vehicle Miles Traveled ("VMT," how many miles are driven on the state's roads each year) death rate adjusts this worst outcome of a crash by a common exposure variable. The VMT death rate has been a consistent measure used nationally for many years, and it provides a reliable means of tracking progress over a long period of time.

If fatalities are decreasing while miles driven are increasing, the state is getting safer faster than the simple fatality count suggests. If both are decreasing, then some of the improvement is just a factor of people driving less, rather than the roads' being any safer.

The Michigan Department of Transportation revised the VMT calculation process for 2007, suggesting that previous years may have underestimated VMT. The final effects of said change may bear future consideration.

VMT death rate					
Year	Actual		Year	Goal	Actual
2003	1.31		2008	0.97	0.97
2004	1.16		2009	0.93	
2005	1.11		2010	0.89	
2006	1.05		2011	0.86	
2007	1.04		2012	0.82	

(# fatalities/100 million VMT)

**Traffic Injuries:**

While being injured in a crash is better than being killed, we would prefer for people not to be hurt either. Failing that, making the injuries less severe is also a better outcome.

Crash avoidance seeks to reduce crashes entirely: no one crashed, no one was hurt, no one died. Crash mitigation takes some number of crashes as a given and seeks to reduce how bad they are. Either approach, and they are often combined, reduces total suffering.

Traffic Injuries					
Year	Actual		Year	Goal	Actual
2003	105,555		2008	75,062	74,568
2004	99,680		2009	72,049	
2005	90,510		2010	69,158	
2006	81,942		2011	66,382	
2007	80,576		2012	63,718	

**Fatalities and Incapacitating Injuries (“KAs”):**

Michigan classifies injuries according to the KABC0 scale: K: fatal; A: incapacitating; B: non-incapacitating; C: possible; and 0: none.

Fatal and incapacitating injuries are the most consistent measure of severe crashes available for traffic safety planning. They include the most worrisome crashes with the greatest harm, and they happen in large enough numbers to perform meaningful analysis.

Fatalities and Incapacitating Injuries (“KAs”)					
Year	Actual		Year	Goal	Actual
2003	11,230		2008	7,992	7,708
2004	10,470		2009	7,671	
2005	9,649		2010	7,363	
2006	8,732		2011	7,068	
2007	8,582		2012	6,784	

### Alcohol-Impaired Driving

Had-been-drinking (HBD) crashes are disproportionately more severe than other crashes, constituting 30-40% of fatal crashes each year. Despite decades of education and enforcement efforts, alcohol-impairment remains a devastating traffic safety and public health problem.

Other forms of impairment are also dangerous, but they are less apparent in the crash data and often connected to alcohol when they are present. 2008 showed a large increase in drug-impaired fatalities, but increased testing for Schedule 1 drugs played a part in that. Drowsiness and distraction also impair driving, but the data there is poor because they cannot be observed after the crash.

• KAs involving alcohol					
Year	Actual		Year	Goal	Actual
2003	2,143		2008	1,640	1,504
2004	2,040		2009	1,575	
2005	1,943		2010	1,511	
2006	1,806		2011	1,451	
2007	1,711		2012	1,393	

### Safety Belt Use

Safety belts are the most effective means of reducing injury severity and preventing death in the event of a crash. Reducing non-use of safety belts will substantially improve crash survivability.

Unrestrained deaths follow changes in the observed safety belt use rate, but the reader will note that the percentage of people killed unrestrained is much higher than the percentage of people unrestrained. This is partly due to the life-saving effect of belts, partly to lower risk-aversion among people who do not use safety belts, and partly to differences in observed use and actual use. In compliance with federal guidelines, Michigan observes daytime front-seat occupants in an area covering at least 85% of the state's population. Belt use may be lower at night, in the back seat (where it is not legally required above age 16), or in more rural counties outside the survey area. Even if observed use hits 100%, there will be room for improvement.

Michigan had the highest safety belt use in the nation in 2008, 97.2 percent. As there are no benchmarks for continued progress from the highest rate ever, the goal has been set to maintain this record.

Fatalities to unrestrained vehicle occupants					
Year	Actual		Year	Goal	Actual
2003	346		2008	225	239
2004	296		2009	216	
2005	262		2010	207	
2006	249		2011	199	
2007	252		2012	191	

(motor vehicle occupants only, excludes unknown and unavailable)

Safety belt use					
Year	Actual		Year	Goal	Actual
2003	84.8%		2008	96.0%	97.2%
2004	90.5%		2009	97.0%	
2005	92.9%		2010	97.0%	
2006	94.3%		2011	97.0%	
2007	93.7%		2012	97.0%	

(observed, daytime, front seat occupants)

### Child Passenger Safety

Safety belts are designed for adults. Children ages four to eight need a booster seat for the belt to fit properly, and children under four need a child restraint. Parents sometimes do not know what the right seat is, how to install it properly, or why they are necessary. Officers may not have much more training, and it is difficult to observe violations of child safety seat laws. Children are often under-protected in the event of a crash.

The effects of child passenger safety show up more in injury than fatality data. The belt alone is often enough to prevent a death, but the proper child restraint is what keeps that crash from causing massive internal injuries, particularly to the neck, spine, and intestines.

KA injuries, passenger vehicle occupants ages 0-8					
Year	Actual		Year	Goal	Actual
2003	240		2008	110	119
2004	191		2009	106	
2005	162		2010	102	
2006	130		2011	98	
2007	131		2012	94	

(excludes motorcycles)

### Intersection Crashes

While most drivers can keep a car going in a straight line, problems occur when cars interact with each other. The severity of intersection crashes is exacerbated by the risk of angle (T-bone) collisions during turns. About one-third of all crashes happen in or near intersections. Of this one-third, 39% occur at signalized intersections, 37% at sign-controlled intersections and 24% occur at intersections with no control at all.

Intersection problems can be related to engineering, behavior, or exposure. Any program working to improve safety in urban areas will necessarily affect intersection crashes.

KAs at intersections					
Year	Actual		Year	Goal	Actual
2003	3,781		2008	2,571	2,391
2004	3,533		2009	2,468	
2005	3,188		2010	2,369	
2006	2,869		2011	2,274	
2007	2,750		2012	2,183	

(# of KAs coded as roadway area=intersection (values 7,8,9))

### Lane Departure

Most fatal crashes happen when a car leaves its lane. The driver steers into a ditch, misses a turn, crosses the center line, or otherwise puts his car into conflict with a large object. "Lane departure" includes not just roadway departure, but also sideswipes and highly dangerous head-on crashes.

Lane departure is connected to drunk, drowsy, and distracted driving. Any sort of impairment makes someone more likely to drift or miss a turn. Staying coherent and keeping your eyes on the road is a good way to keep your car on the road.

KAs involving lane departure					
Year	Actual		Year	Goal	Actual
2003	4,102		2008	3,080	3,183
2004	3,795		2009	2,956	
2005	3,507		2010	2,838	
2006	3,333		2011	2,724	
2007	3,324		2012	2,614	

(# of KAs coded with any of the three lane departure values)

### City-County Roads

While most miles are driven on state roads, most serious crashes happen on local roads. Local roads present a variety of challenges for all aspects of traffic safety, with the majority of intersections and miles of pavement.

With most serious crashes taking place on local roads, any effort directed to the whole will affect this part, and anything targeting a high-crash location is almost certain to take place on local roads.

KAs on local roads					
Year	Actual		Year	Goal	Actual
2003	6,964		2008	4,748	4,626
2004	6,236		2009	4,557	
2005	5,845		2010	4,374	
2006	5,230		2011	4,199	
2007	5,130		2012	4,030	

(# KAs in crashes coded as: "County road, city street, or unknown")

### Motorcycles

Motorcycles are the only area of traffic safety consistently getting worse. Motorcycle ridership is increasing, and so are motorcycle crashes and deaths. Some of this effect is from increased exposure: the same crashes happen, only with motorcycles instead of cars. Some is from decreased protection: when those crashes happen, cars bend but humans break. Rider information also suggests that young motorcyclists are not seeking proper training and licensure, while older riders are using more powerful motorcycles than they may be used to. The largest increase in motorcycle use is among older riders, which also increases the effect of lower crash survivability: older bodies are even more likely to break.

Continued crash increases are likely with increasing motorcycle ridership. OHSP's goal is to reduce motorcycle-involved fatalities and serious injuries back down to the 2007 trend value.

KAs involving motorcycles					
Year	Actual		Year	Goal	Actual
2003	806		2008	954	1,030
2004	794		2009	954	
2005	931		2010	954	
2006	833		2011	954	
2007	991		2012	954	

(any KAs in the crash, not just to motorcyclists)

### Pedestrians

Pedestrians are about one-eighth of traffic fatalities each year. There are relatively few effective behavioral interventions for improving pedestrian safety. Some of them relate to helping drivers avoid pedestrians, while others hope to keep pedestrians out of harm's way. An issue for pedestrian safety education is the difference between those hit and those killed. Due to relatively high exposure, those most likely to be hit are young non-drivers during the day; due to bodily frailty and high alcohol and drug use, older pedestrians at night are more likely to be hit and killed.

KAs to pedestrians					
Year	Actual		Year	Goal	Actual
2003	762		2008	578	577
2004	785		2009	555	
2005	701		2010	533	
2006	637		2011	512	
2007	600		2012	491	

### Men

Most of the risky behaviors that can kill you or those around you are more common in men. Men buckle up less, drink and drive more, speed more, and drive more motorcycles. These behaviors are more prevalent in young men.

Federal surveys of travel trips estimate that men do about 61 percent of the nation's driving, so we should expect men to be in more crashes. Traffic fatalities are consistently two-thirds or more male. Women, exposed to the same traffic safety programs, are still seeing their number of serious and fatal injuries fall faster than that of men.

KAs to males					
Year	Actual		Year	Goal	Actual
2003	6,183		2008	4,637	4,487
2004	5,874		2009	4,451	
2005	5,471		2010	4,272	
2006	5,016		2011	4,101	
2007	4,945		2012	3,936	

### Young Drivers

Younger drivers crash more often. Superior reflexes and more practice using cell phones do not overcome inexperience and higher risk taking. Crash survivability is better in youth, because young bodies break less and heal more quickly, but making more severe errors can offset this. Of those killed in crashes with teen drivers, about one-third are the drivers themselves, one-third are their passengers, and one-third are other drivers, passengers, and pedestrians.

Drivers under age eighteen participate in graduated driver licensing, which allows gradual exposure to greater driving demands under structure and supervision. Crash involvement per driver then peaks at age eighteen, with no supervision, more exposure, and still incomplete driving skills. Persons under age twenty-one may not legally drink, which is not to say that all abstain. Alcohol-involved crashes then peak at age twenty-one, with increased opportunity. As responsibilities increase and brain development completes in the mid-twenties, crash involvement drops precipitously. By age twenty-five, the most dangerous years are past, and after thirty-five risk is average.

Note that the 2007 trend discontinuity in KAs involving drivers ages 16 to 20 is attributable to unusual weather. The winter of 2006 to 2007 came late, with the primary crash effect being shifting young driver crashes from late 2006 to early 2007. The total number was not unusual, just the timing across the calendar.

KAs involving drivers ages 16 to 20					
Year	Actual		Year	Goal	Actual
2003	2,680		2008	1,761	1,691
2004	2,488		2009	1,691	
2005	2,212		2010	1,623	
2006	1,883		2011	1,558	
2007	1,947		2012	1,495	

KAs involving drivers ages 21 to 24					
Year	Actual		Year	Goal	Actual
2003	1,719		2008	1,157	1,050
2004	1,622		2009	1,110	
2005	1,503		2010	1,065	
2006	1,274		2011	1,023	
2007	1,244		2012	982	

### Afternoon Rush Hour

High exposure leads to high crash numbers. At the end of the work- and school-day, there are more cars on the road, with more crashes and deaths. It is not disproportionately horrible, but it is Michigan's time with the most deaths.

The morning rush hour does not show as much of a peak. Late-day drivers are more likely to be tired and less likely to be caffeinated. This becomes worse over the week as sleep deprivation builds up, with Friday being the worst at this time slot. Drivers have shorter tempers and attention spans after a long day. Dinnertime and happy hour are the peak times for alcohol-involvement for drivers past their twenties. Restraint use is also lower in the evening than the morning.

KAs from 3pm to 6pm					
Year	Actual		Year	Goal	Actual
2003	2,248		2008	1,612	1,537
2004	2,214		2009	1,547	
2005	2,026		2010	1,485	
2006	1,726		2011	1,425	
2007	1,722		2012	1,368	

### Nighttime Driving

Traffic is light late at night, but you will find no time with more severe crashes or higher alcohol-involvement rates. Midnight to three AM includes bar closing time, and it is the peak time for drunk driving. Alcohol behaves synergistically with drowsiness, making late-night drivers even less competent.

Alcohol-involvement starts heading up around 9pm, but does not start spiking until midnight. Alcohol-involved crashes peak in the 2am to 3am hour, when bars close. After four AM, traffic is too light to have many crashes.

KAs from midnight to 3am					
Year	Actual		Year	Goal	Actual
2003	1,456		2008	770	741
2004	1,034		2009	739	
2005	1,000		2010	710	
2006	913		2011	681	
2007	881		2012	654	

### Weekend Driving

Serious crashes spike almost every weekend. Increased alcohol use, nighttime driving, visiting unfamiliar areas, traffic to popular spots, and decreased attention all contribute to a higher rate of serious crashes on Friday and Saturday evenings.

Noon to noon was selected as the crash peak to include both Friday after-work and Saturday/Sunday night. The Saturday night crash peak actually takes place on Sunday morning (after midnight), while the weekend peak starts early Friday afternoon as people leave work or school.

KAs from noon Friday to noon Sunday					
Year	Actual		Year	Goal	Actual
2003	3,677		2008	2,754	2,603
2004	3,504		2009	2,643	
2005	3,233		2010	2,537	
2006	3,002		2011	2,435	
2007	2,928		2012	2,338	

### Summer Travel

While many would expect more crashes in inclement weather, the summer months see more travel, travel to unfamiliar destinations, and all the distractions that come with them.

August is Michigan's worst month for fatalities, overall and alcohol-involved, with July to September as the worst three-month period. Serious crashes are more common from June to November and significantly less common from January to March. If the entire year had the same fatality rate as January to March, Michigan would have had 81 fewer fatalities per year from 2003 to 2007.

KAs from July to September					
Year	Actual		Year	Goal	Actual
2003	3,319		2008	2,332	2,228
2004	3,055		2009	2,238	
2005	2,805		2010	2,148	
2006	2,481		2011	2,062	
2007	2,566		2012	1,979	

### 3. TRAFFIC SAFETY PARTNER INPUT

OHSP solicits and receives input from traffic safety partners both directly and indirectly throughout the year. OHSP applies this wealth of knowledge to HSP development and project selection.

The importance of input from traffic safety partners cannot be overstated. Meetings and conferences, progress reports from grantees, and discussions in person, by telephone, and over e-mail all provide valuable information that works its way into OHSP programs. Simple conversations have led to significant improvements in programs that save lives.

## **Governor's Traffic Safety Advisory Commission**

The Governor's Traffic Safety Advisory Commission (GTSAC) consists of the Governor (or a designee); the Directors (or their designees) of the Departments of Community Health, Education, State, State Police, and Transportation, the Office of Highway Safety Planning, and the Office of Services to the Aging; and three local representatives from the county, city, and township levels.

In 2006, the GTSAC approved a statewide Strategic Highway Safety Plan, identifying priority areas for all GTSAC member agencies to address as they are able and to set an agenda for traffic safety efforts in the state. Each priority area has an associated Action Team to keep progress moving forward. OHSP participates in these Action Teams and incorporates their information and recommendations into the Highway Safety Plan. This coordinates the OHSP-led Highway Safety Plan with the Strategic Highway Safety Plan that keeps a variety of Michigan agencies working from the same page. The Strategic Highway Safety Plan was updated in 2008.

The GTSAC meets on a bi-monthly basis. Agenda development is a process open to all traffic safety advocates within the state and is available through OHSP's web site (<http://www.michigan.gov/ohsp-gtsac>). Communication between GTSAC members and among traffic safety advocates throughout Michigan is also accomplished through a web site and LISTSERV<sup>®</sup> that has more than 200 members. Listserv members receive GTSAC and traffic safety news and information.

## **Program Area Network Meetings**

In addition to the GTSAC Action Teams, OHSP program staff have traffic safety networks across the state and nation that help generate ideas, highlight problems, and identify appropriate strategies to resolve them. Meetings with partners across the state allow OHSP to determine where resources are available to leverage, which partners have enthusiasm or unique expertise, and whether and why model programs are working (or not) in Michigan communities.

## **Traffic Safety Summit**

The annual Michigan Traffic Safety Summit is the state's central event for traffic safety information-sharing and networking. It allows OHSP and other partners to promote promising ideas, solicit input and feedback from partners, and showcase programs from the local, state, and national levels.

## **Additional Planning Resources**

OHSP consults a wide variety of resources for problem identification, priority setting, program selection, and grant awards. Some of these resources include:

- Michigan's Strategic Highway Safety Plan
- The Michigan Department of State Police Strategic Plan and other state and local plans.
- National plans, priorities, and programs, including those from the United States Department of Transportation (USDOT), Federal Highway Administration (FHWA), and National Highway Traffic Safety Administration (NHTSA).
- NHTSA publication "Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices."
- NCHRP Report 622, "Effectiveness of Behavioral Highway Safety Countermeasures"
- USDOT, American Association of State Highway and Transportation Officials (AASHTO), Transportation Research Board (TRB), and Association of Transportation Safety Information Professionals (ATSIP) publications and conferences.
- Academic publications and research reports.
- Staff participation on various committees and associations, including: GTSAC Action Teams, The Michigan Model for Comprehensive School Health Education Steering Committee, Michigan Section of the Institute of Transportation Engineers, Michigan Association of Chiefs of Police, Michigan Sheriffs' Association, Michigan Pupil Transportation Advisory Committee, Prevention Network, Michigan Coalition to Reduce Underage Drinking, the Michigan Deer Crash Coalition, the Association of Traffic Safety Information Professionals, Michigan Transportation Research Board, and local Traffic Safety Committees.
- Feedback from grantees during the implementation, monitoring, and evaluation of traffic safety projects.
- Input provided by the general public.
- OHSP staff attendance at state, regional, and national conferences and seminars to network and learn about developing tools, trends, and issues.

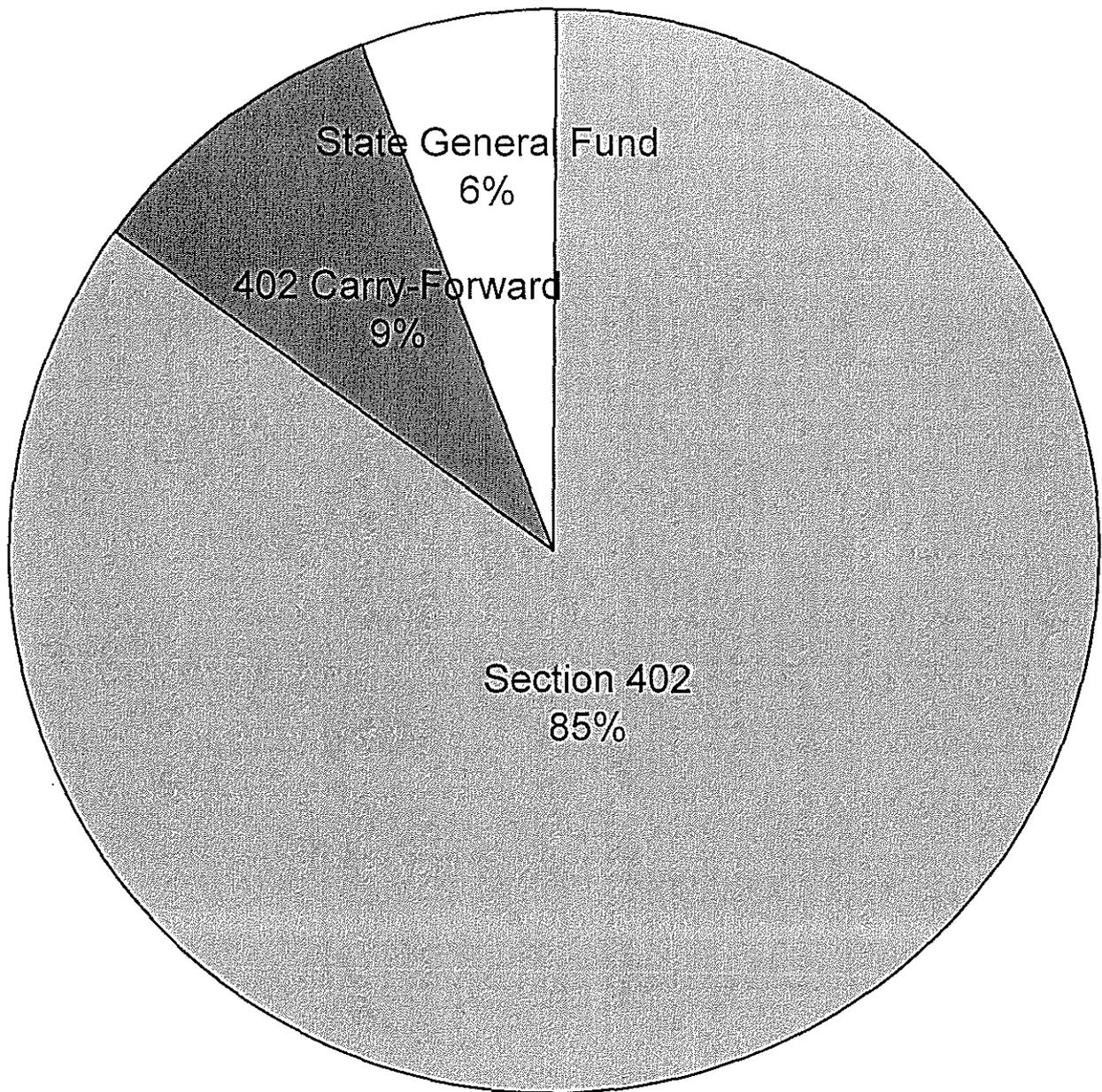
## **4. BUDGET DEVELOPMENT**

An estimated Highway Safety Planning budget is developed as staff begin drafting their grant development plans. Budgeting considers new and existing funding sources, allocated between program areas based on problem identification, promising projects, needs for program continuity, and effectiveness of strategies in prior years.

The HSP management team considers the merits of funding requests along with the level of program funding from previous years, funding of other related programs, special funding sources, and long-range goals for the overall program before approving budgets for each program area. Program managers share responsibility for reviewing strategies to determine which should be fully funded, which can proceed with amendments, and which are not feasible. This process can shift the initial budget allocation between program areas to accommodate essential and/or promising projects that warrant special support.

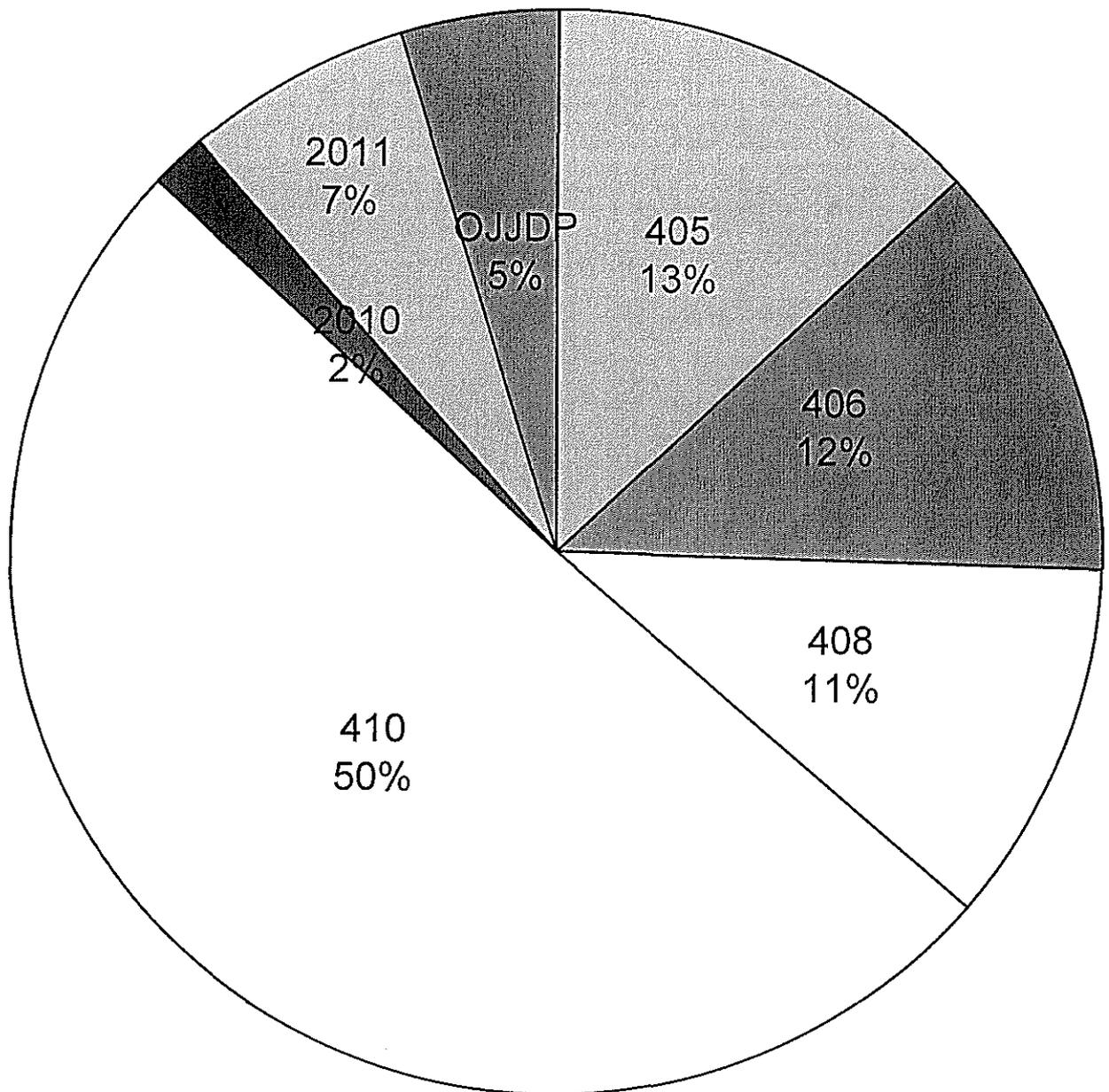
Exhibits 3, 4, 5, and 6 illustrate the projected sources of funding, program level budgets, and the distribution of funding by type.

EXHIBIT 3: Unrestricted Program Funding Sources, FY2010 - \$8,553,000



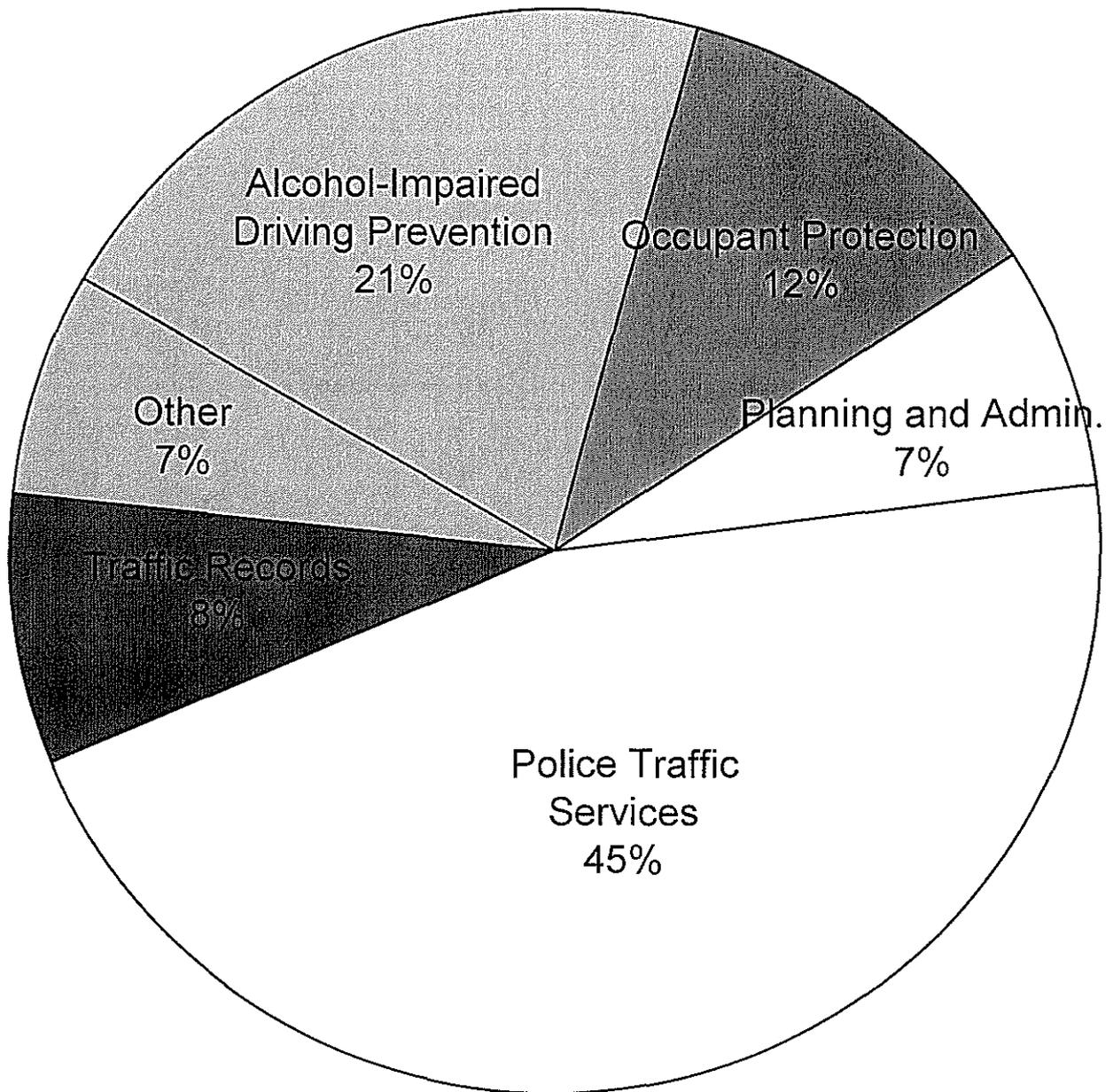
State General Fund	Section 402	402 Carry Forward
\$511,000	\$7,275,000	\$767,000

**EXHIBIT 4: Restricted Program Funding Sources, FY2010 - \$8,914,000**



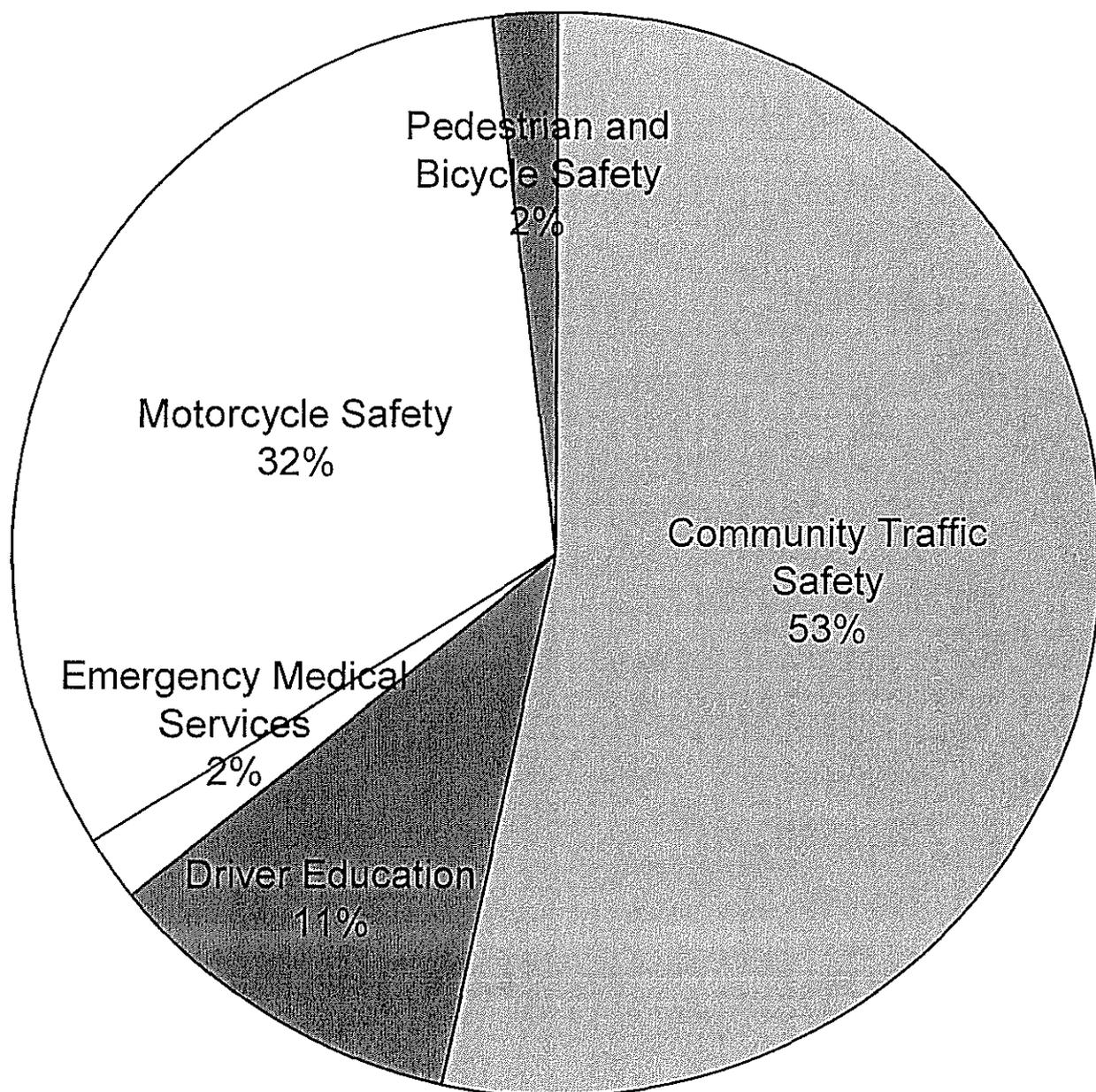
405	406	408	410	2010	2011	OJJDP
\$1,173,000	\$1,100,000	\$970,000	\$4,495,000	\$156,000	\$602,000	\$418,000

EXHIBIT 5: Program Budgets, FY2010 - \$17,467,000



Alcohol-Impaired Driving Prevention	Occupant Protection	Planning and Admin.	Police Traffic Services	Traffic Records	Other
\$3,636,000	\$2,052,000	\$1,238,000	\$7,974,000	\$1,387,000	\$1,180,000

EXHIBIT 6: "Other" Program Budgets, FY2010 - \$1,180,000



Community Traffic Safety	Driver Education	Emergency Medical Services	Motorcycle Safety	Pedestrian and Bicycle Safety
\$630,000	\$127,000	\$23,000	\$378,000	\$23,000

## 5. PROJECT SELECTION

Projects are selected based on their potential for impacting traffic safety problems and moving Michigan towards the statewide traffic safety goals. OHSP program staff consider:

- the population to be reached;
- the extent of the problem in the target population;
- where and when implementation must take place;
- the expected effectiveness of the proposed project;
- which partners are available and competent to implement projects;
- the most efficient and effective means of implementing programs;
- available funding sources.

In some instances, coordination of programs such as training, public information campaigns, and law enforcement overtime initiatives must take place at the state level in order to be most effective. OHSP oversees these programs. Some projects must take place at the local level, where the community experiencing the problem will have unique competence in addressing its causes.

### Grant Development Plans

In dialogue with management about office priorities, staff prepare their grant development plans (GDPs). The GDP assists in ensuring sufficient preparations are made before program implementation, and it also serves as documentation for that program area. OHSP develops GDPs as a team effort where programs cross network areas, and they serve as valuable internal planning tools. Each GDP contains:

- specific information about the strategy the project will address;
- potential grantees;
- funding levels and sources;
- project schedules.

Exhibit 6 is an example of the GDP form.

## EXHIBIT 6: FY2010 Grant Development Form

Grant Development Plan

due March 4, 2009

Strategy Name

Problem Statement

HSP Goal/Objective targeted

information sources and partners consulted

How will this strategy be achieved? Why was this strategy selected?

(please use more detail if new or involves personnel, equipment, or communications campaigns)

Year of funding?		Will the strategy continue next year?	Y N
Expected grantee		Estimated budget	\$
Grantee		Total grant amount	\$
October 1 start-up required?	Y N	Split-funded from FY2008?	Y N
Seed-funding grant needing post-OHSP continuation plan?	Y N	If so, does it have one?	
Funds for the GDCO in-house grant?	Y N	Funds for PI&E in-house grant?	Y N
For the benefit of locals?	Y N	PI&E materials being made?	Y N
Strategic Highway Safety Plan action item?			Y N
Contractual costs?	Y N	Personnel costs?	Y N
Indirect costs?	Y N	If so, indirect rate	
Program income?	Y N	If so, how much?	
Any equipment?	Y N	If so, matching funds	
Equipment over \$5,000 per item?	Y N	If so, matching funds	
Out-of-state travel?	Y N	If so, purpose of travel?	

\*Grant Development and Community Outreach

Objectives (Specific, Measurable, Attainable, Relevant, Time-bound) (3 or 4: what is the purpose of this grant?)

Additional notes

Funding Source	Amount	Funding Source	Amount
	\$		\$
	\$		\$

Author

Date

Approval

Date

## **6. PERFORMANCE MEASURES**

OHSP tracks many variables to monitor progress of crash problems and to set program goals. Crash data is key, as discussed in Section 2. Each program also has its own goals, established in dialogue between program staff and grantees. Monitoring and evaluation is an ongoing process.

Other publications available for performance measurement include the Annual Evaluation Report and Michigan Traffic Crash Facts.

The National Highway Traffic Safety Administration and Governors Highway Safety Association have agreed on a minimum set of performance measures to be used by states and federal agencies in the development and implementation of behavioral highway safety plans and programs. The measures follow. All fatality numbers are from FARS, with the rest coming from state databases and surveys. Goals are copied from Section 2 or set by the same procedure. (Where 2009 goals are at or above the 2008 actual result, 2008 was a significantly better than trend year. Goals are set from the normalized trend values to reduce the effects of annual variation.)

**Traffic Safety Performance Measures for States and Federal Agencies  
Crash Data and Goals**

	actual (from)					goal (to)			
	2004	2005	2006	2007	2008	2009	2010	2011	2012
Traffic fatalities	1,159	1,129	1,086	1,087	980	973	934	896	860
Serious Injuries in traffic crashes	9,270	8,486	7,618	7,485	6,725	6,698	6,429	6,172	5,924
Fatalities per 100 million VMT	1.12	1.09	1.04	1.04	0.97	0.93	0.89	0.86	0.82
Rural fatalities per 100 million VMT	2.15	2.02	2.03	2.00	*				
Urban fatalities per 100 million VMT	0.66	0.67	0.59	0.61	*				
Unrestrained passenger vehicle occupant fatalities, all seat positions	300	270	252	256	241	216	207	199	191
Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	329	327	335	304	282	289	278	267	256
Speeding-related fatalities	249	243	219	242	232	205	197	189	182
Motorcyclist fatalities	81	124	114	123	128	128	128	128	128
Unhelmeted motorcyclist fatalities	6	22	13	11	14	14	14	14	14
Drivers age 20 or younger in fatal crashes	243	208	183	213	166	176	169	163	156
Pedestrian fatalities	137	137	136	131	114	117	113	108	104
Safety belt use (daytime, observed)	90.5%	92.9%	94.3%	93.7%	97.2%	97.0%	97.0%	97.0%	97.0%
Safety belt citations issued during grant-funded enforcement activities (FY)	63,540	42,481	35,388	25,310	23,924				
Impaired driving arrests made during grant-funded enforcement activities (FY)	1,300	2,050	2,706	2,200	2,685				
Speeding citations issued during grant-funded enforcement activities (FY)	3,847	7,081	9,076	6,642	12,711				

\* 2008 FARS fatality rates were not yet available for these two performance measure subsets. Goals are not required for these two.

**Traffic Safety Performance Measures for States and Federal Agencies  
Telephone Survey Responses (Percentages)**

Nov 03	Dec 03	Jan 04	May 04	June 04	July 04	Aug 04	Sept 04	Dec 04	Jan 05	Apr 05	May 05	June 05	Aug 05	Sept 05	Dec 05	Jan 06	Apr 06	May 06	June 06	Aug 06	Sept 06	Aug 07	Sept 07	May 08	June 08	July 08	Aug 08	Sept 08	
"In the past 30 days, have you driven a motor vehicle, let's say, within 2 hours after drinking alcoholic beverages?": "Yes"																													
12	14	14		13	10	12			12	11	6	8	9	9	11	10	13	12	12	9	11	9	6	11	6	8	10	9	11
"In the past 30 days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?": "Yes"																													
32	31	45	25	25	36			26	43	17	22	22	26	27	25	44	22	27	28	27	41	23	35	19	20	22	16	29	
"If you drove after having too much to drink and be able to drive safely, how likely are you to be stopped by a police officer?": "Almost certain", "Very likely," or "Somewhat likely"																													
52	47	41	57	61	64			57	62	50	53	65	63	56	59	62	63	66	71	62	63	58	51	60	65	65	73	73	
"When driving this vehicle, how often do you wear your safety belt?" : "All the time" & "When was the last time you did NOT wear your safety belt while driving?": "I always buckle my seat belt" or "More than one year ago" (always buckles up)																													
81	83	85	80	81	82			74	70	86	86	82	75	77	83	69	82	68	71	67	71	79	73	80	67	79	74	80	
"When driving this vehicle, how often do you wear your safety belt?": "Most of the time" or "All the time" (almost always buckles up)																													
95	96	97	98	97	97			97	98	98	98	99	97	96	97	99	97	97	99	98	97	98	97	98	97	99	97	98	
"In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for safety belt violations?": "Yes"																													
22	51	46	22	51	48	43	58	36	40	15	23	63	48	47	31	31	19	30	56	44	42	40	40	16	57	44	36	36	
"Assume for a moment that you do not use your safety belt AT ALL while driving over the next six months. What are the chances you will receive a ticket for NOT wearing a safety belt?": "Very" or "Somewhat likely"																													
50	60	59	49	59	60	61	79	65	65	63	63	76	68	65	63	58	66	72	75	64	66	64	61	59	69	72	69	71	

The above shows the questions asked and the responses counted for each percentage.

All surveys are of 400 Michigan drivers. Timing of telephone surveys has varied between years, based on the timing of mobilization advertising campaigns. Not all questions were asked for all surveys. The four Traffic Safety Performance Measures survey questions on speeding were not asked at any point FY2004 to FY2008; they have been added to a 2009 survey.

Note that the safety belt use question appears twice. The first line is "always," the second is "usually." "Always" is double-filtered: drivers are first asked how often they wear their belts, and if they report "always," they are asked when they last failed to wear it; if that was any time in the past year, they were counted as "usually" rather than "always."

## **Traffic Safety Performance Measures for States and Federal Agencies GHSA/NHTSA Recommended Standardized Goal Statements**

- C-1) To decrease traffic fatalities 18.5 percent from the normalized 2007 value of 1,056 to 860 by December 31, 2012.
- C-2) To decrease serious traffic injuries 18.5 percent from the normalized 2007 value of 8,326 to 5,924 by December 31, 2012.
- C-3a) To decrease fatalities/VMT 18.5 percent from the normalized 2007 value of 1.01 to 0.82 by December 31, 2012.
- C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 18.5 percent from the normalized 2007 value of 234 to 191 by December 31, 2012.
- C-5) To decrease alcohol impaired driving fatalities in which a driver has at least a .08 BAC 18.5 percent from the normalized 2007 value of 314 to 256 by December 31, 2012.
- C-6) To decrease speeding-related fatalities 18.5 percent from the normalized 2007 value of 223 to 182 by December 31, 2012.
- C-7) To maintain motorcyclist fatalities at the normalized 2007 value of 128 through December 31, 2012.
- C-8) To maintain unhelmeted motorcyclist fatalities at the normalized 2007 value of 14 through December 31, 2012.
- C-9) To decrease drivers age 20 or younger involved in fatal crashes 18.5 percent from the normalized 2007 value of 191 to 156 by December 31, 2012.
- C-10) To reduce pedestrian fatalities 18.5 percent from the normalized 2007 value of 127 to 104 by December 31, 2012.
- B-1) To maintain statewide observed seat belt use of front seat outboard occupants in passenger vehicles above the 2008 usage rate of 97 percent through December 31, 2012.

The calculations are explained in Section 2: Goal Determination and Analysis. The "normalized" 2007 value identifies the trend value after muting annual variation. The 18.5 percent reduction goal is the effect of an annual 4 percent improvement ( $1 - 0.96^5$ ).

## Occupant Protection – FY2010

Occupant protection includes safety belts, child restraints, and air bags. These are all the factors that keep a vehicle occupant safe in the event of a crash, preventing injuries and reducing injury severity. Every adult should be buckled up, and every child should be properly restrained in the rear seat.

Please see the Police Traffic Services section for overtime enforcement.

<b>Task 1: Child Passenger Safety</b>	<b>\$1,535,000</b>
Section 405 funds	\$933,000
Section 2011 funds	\$302,000
Section 2011 funds – Paid Media	\$300,000

### Statewide Child Passenger Safety (CPS) Program

Grant Development Plan form:	OP 1 (p 1-6)	
Benefit to Locals:	No	
Grantee:	Michigan Department of Community Health	
Grant Amount, Funding Source:	\$195,000	405
Grant Amount, Funding Source:	\$130,000	2011
Benefit to Locals:	Yes	
Grantee:	Marquette County Health Department	
Grant Amount, Funding Source:	\$115,000	405
Grant Start-up:	October 1	

Michigan has excellent safety belt use, but *proper* child restraint use remains very low. Less than 10% of children below age 4 ride in properly installed child seats, and less than 40% of children ages 4 to 8 use booster seats. These numbers are especially troublesome when safety belt use is above 95%. Safety belts are often enough to keep a child alive, but without the proper restraints, they risk severe spinal and intestinal injuries, to say nothing of the infants in child seats that were never buckled to the car.

Child passenger safety technicians instruct parents on the proper use of child restraints and help with installation. These grants will support CPS training for new and existing technicians, technical assistance, community outreach, travel, and the purchase and distribution of child safety seats.

### Safe Communities: Child Safety Seat Distribution & Training

Grant Development Plan form:	OP 2 (p 7-9)	
Benefit to Locals:	No	
Grantee:	Michigan Department of State Police	
Grant Amount, Funding Source:	\$14,000	405
Benefit to Locals:	Yes	
Grantee:	Local and county law enforcement	
Grant Amount, Funding Source:	\$609,000	405
Grant Start-up:	October 1	

## Occupant Protection – FY2010

Note that child passenger safety calls for *technicians*. It is not simply a matter of buckling up. Children need different seats at different ages and sizes, a seat that fits well in one car might fit differently in another, and all this requires proper installation and adjustment as the child grows. It also calls for the seats themselves.

Safe Communities grantees will work with local CPS partners to purchase, distribute, and install child safety seats in their communities. Funding will also support travel and training costs for officers to become CPS technicians.

### **Paid Advertising: Booster Seats**

Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$300,000	2011 – PM
Grant Start-up:	October 1	

Use of safety belts and child safety seats approaches universal, but the relatively new requirement for booster seats goes frequently unheeded. Half of children who should be in booster seats are not.

No matter how good the public service announcement, it will not matter if it does not reach the target audience. Relying on networks to show the ads as convenient will result in random placement, unlikely to reach parents of small children. Paid placement of ads allows OHSP to reach specified audiences with measured calibration. Booster seat use surveys will provide more information for precise targeting.

### **Public Information and Education**

Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$172,000	2011
Grant Start-up:	October 1	

OHSP communications staff will develop media campaigns and materials, educating the public about child passenger safety information, programs, and changes in laws. Funding will support development and production of public information materials, including banners for fitting stations advising drivers of Michigan's booster seat law.

<b>Task 2: Evaluation</b>	<b>\$240,000</b>
Section 405 funds	\$240,000

### **Direct Observation Surveys: Safety Belt Use**

Grant Development Plan form:	OP 3 (p 10-11)	
Benefit to Locals:	No	
Grantee:	Wayne State University	
Grant Amount, Funding Source:	\$170,000	405
Grant Start-up:	October 1	

## Occupant Protection – FY2010

Michigan has measured safety belt use since 1983. This is one of few program outcomes that can be measured directly, with the target behavior unambiguously visible.

The grantee will train observers and estimate statewide safety belt use rates for drivers and front-seat passengers. A June survey will evaluate the *Click It or Ticket* mobilization. A September survey will determine regional safety belt use rates. Funding will also support the final work on FY2009 survey reports.

### Direct Observation Survey: Booster Seat Use

Grant Development Plan form:	OP 4 (p 12-13)	
Benefit to Locals:	No	
Grantee:	Wayne State University	
Grant Amount, Funding Source:	\$70,000	405
Grant Start-up:	October 1	

As of July 1, 2008, all child passengers under age 8 or height 4' 9" must use booster seats in Michigan. Booster seat use will be measured biennially.

The grantee will train observers and estimate statewide booster seat use in July.

<b>Task 3: Grant Development &amp; Community Outreach</b>	<b>\$277,000</b>
Section 402 funds	\$277,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$277,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - HSP Budget  
 Occupant Protection - PAP #1

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
OP-1	Child Passenger Safety (CPS)		\$933,000					\$302,000			\$724,000	\$1,235,000
OP-1 PM	Child Passenger Safety (CPS) - Paid Media							\$300,000				\$300,000
OP-2	Evaluation		\$240,000									\$240,000
OP-3	Grant Development & Community Outreach	\$277,000										\$277,000
	<b>TOTALS</b>	<b>\$277,000</b>	<b>\$1,173,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$602,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$724,000</b>	<b>\$2,052,000</b>

## Alcohol-Impaired Driving Prevention – FY2010

Impaired drivers crash more and have more severe crashes than sober ones. Impaired driving crashes have remained a steady percentage of fatal crashes since the mid 1990s, in Michigan and nationwide. OHSP seeks to decrease the number of impaired drivers on the road, in part by increasing the risk (and perceived risk) of being arrested and convicted.

Please see the Police Traffic Services section for overtime enforcement.

<b>Task 1: Enforcement Support</b>	<b>\$910,000</b>
Section 410 funds	\$910,000

### Standardized Field Sobriety Testing (SFST) Training

Grant Development Plan form:	AL 2 (p 4-6)	
Benefit to Locals:	No	
Grantee:	Michigan State Police	
Grant Amount, Funding Source:	\$260,000	410
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$30,000	410
Grant Start-up:	October 1	

SFST certification is required for officers to participate in OHSP-funded alcohol enforcement overtime, and it is useful for any officer who will engage in traffic enforcement. This training improves the apprehension and prosecution of impaired drivers, but it is not a component of all police academy training programs.

Funding will support a training coordinator and expenses to administer Michigan's SFST training program, including scheduling, facilities, materials, and programmatic and financial oversight. This will cover approximately fifty courses.

### Michigan State Police (MSP) Toxicology Lab

Grant Development Plan form:	AL 6 (p 13-14)	
Benefit to Locals:	No	
Grantee:	Michigan State Police	
Grant Amount, Funding Source:	\$615,000	410
Grant Start-up:	October 1	

The MSP Toxicology Lab is the central resource for blood tests in the event of an impaired crash, serving all of Michigan. The case backlog increased significantly following the .08 BAC and drug *per se* laws in 2003, with additional burdens on the forensic division added in 2008 with the closing of the Detroit Police Department crime lab. Turnaround time on alcohol cases is down 68% since the 2003 high, and is down 38% on drug cases, but neither is back to the 2002 level of service.

Funding will support five full-time toxicologists and one lab technician, to work on chemical analysis and serve as expert witnesses in court cases, with some overtime. With completed training, they will further reduce the case backlog, with a target of 5 days for alcohol testing and 30 days for schedule one drug testing.

## Alcohol-Impaired Driving Prevention – FY2010

### **Mothers Against Drunk Driving (MADD) Recognition and Training**

Grant Development Plan form:	AL 5 (p 11-12)	
Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$5,000	410
Grant Start-up:	October 1	

OHSP will sponsor MADD Lifesaver award winners' attendance at the Michigan Traffic Safety Summit and Prosecuting Attorney Association of Michigan conference.

<b>Task 2: Adjudication</b>	<b>\$885,000</b>
Section 410 funds	\$885,000

### **Prosecutorial Training**

Grant Development Plan form:	AL 1 (p 1-3)	
Benefit to Locals:	Yes	
Grantee:	Prosecuting Attorneys Association of Michigan	
Grant Amount, Funding Source:	\$290,000	410
Grant Start-up:	October 1	

Effective prosecution is an essential component of making a drunk driving arrest a deterrent. If prosecutors do not have traffic-related training, as a 2000 assessment of Michigan found, they will be unprepared for the complexities of impaired driving case law and court practices. OHSP has supported a Traffic Safety Resource Prosecutor (TSRP) since 2000, which is now a nationwide best practice.

The TSRP provides training to law enforcement agencies and county prosecutors' offices on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics of value to traffic prosecution. Funding will support salaries and training for some law enforcement grantees.

### **Adjudication Training**

Grant Development Plan form:	AL 3 (p 7-8)	
Benefit to Locals:	Yes	
Grantee:	Michigan Judicial Institute	
Grant Amount, Funding Source:	\$20,000	410
Grant Start-up:	October 1	

After a traffic arrest, the adjudication system lies ahead. Judges, magistrates, judicial staff, probation officers, and other adjudication partners will deal with the offender. Context informs how they work with the traffic offenders, and they need to know what works in sentencing, treatment, and probation.

MJI will secure educational speakers on drunk driving and traffic safety issues for the annual conferences of the Michigan Association of District Court Probation Officers and the Michigan Association of District Court Magistrates. These are the largest statewide venues for reaching adjudication partners.

## Alcohol-Impaired Driving Prevention – FY2010

### DUI/Drug Court Enhancement

Grant Development Plan form:	AL 4 (p 9-10)	
Benefit to Locals:	Yes	
Grantee:	State Court Administrative Office	
Grant Amount, Funding Source:	\$500,000	410
Grant Start-up:	October 1	

Drug and DUI courts consistently reduce recidivism among offenders completing the specialty court program. Michigan's 18 DUI courts are running at capacity and unable to expand to meet the full demand for their services.

Ten courts will initiate or expand DUI court operations. Funding will support transportation and probation officers.

### Interactive Video Testimony

Grant Development Plan form:	AL 7 (p 15-16)	
Benefit to Locals:	No	
Grantee:	State Court Administrative Office	
Grant Amount, Funding Source:	\$75,000	410
Grant Start-up:	October 1	

As the MSP Toxicology lab screens more blood samples for alcohol and drugs each year, it also receives more requests to testify in the resulting court cases. The testimony itself takes some time, but it takes far more time to travel to the court and wait, particularly for the more distant courts. A day out of the lab is a day added to the blood analysis backlog.

In 2007, OHSP sponsored a pilot of an interactive video testimony system, allowing toxicologists to testify from the lab via live remote video. The courts have been satisfied with this system, and it earned a Council of State Governments 2008 Innovation Award. In 2010, up to ten additional courts will be equipped to receive video testimony.

<b>Task 3: Reducing Underage Drinking</b>	<b>\$1,350,000</b>
Section 410 funds	\$950,000
OJJDP funds	\$400,000

### Safe Communities: Enforcement of Underage Drinking Laws (EUDL)

Grant Development Plan form:	UD 1 (p 1-4)	
Benefit to Locals:	Yes	
Grantee:	Local and county law enforcement	
Grant Amount, Funding Source:	\$750,000	410
Grant Amount, Funding Source:	\$400,000	OJJDP
Grant Start-up:	October 1	

## Alcohol-Impaired Driving Prevention – FY2010

Teens who begin drinking before age fifteen are four times as likely to have alcohol dependency as adults. Drivers under age 21 cannot legally drink, but they are the number two age category for drunk driving crashes, with 161 fatal or serious injury crashes per year involving underage drinking drivers.

Enforcement can reduce underage drinking by limiting availability and intervening in its actual use, in addition to impaired driving patrols after the fact. Officers work with retailers to prevent sales to minors, and compliance checks confirm that retailers are following the law. Party Patrol details address underage drinking in private residences and open areas, and controlled dispersal training prevents further problems that can arise from breaking up the parties. Funding may also support equipment and fuel needed for enforcement.

### Underage Drinking Prevention

Grant Development Plan form:	UD 2 (p 6-8)	
Benefit to Locals:	Yes	
Grantee:	Michigan Department of Community Health	
Grant Amount, Funding Source:	\$200,000	410
Grant Start-up:	October 1	

About three-quarters of Michigan high school students have tried alcohol in their lifetimes, and about one-quarter reported binge drinking in the previous month. Underage binge drinking rates are nearly as high as those of newly legal adults. Binge drinking is correlated with drinking and driving, and teen drinking is correlated with alcohol abuse in later life.

Prevention Network seeks to reduce harms by keeping them from coming into existence. If high school and college students do not start drinking, the problem to be solved later will be much smaller. The grantee will foster and maintain non-drinking social norms in local communities. This will include mini-grants of up to \$5,000 to local prevention coalitions.

<b>Task 4: Grant Development &amp; Community Outreach</b>	<b>\$491,000</b>
Section 402 funds	\$473,000
OJJDP funds	\$18,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$473,000	402
Grant Amount, Funding Source:	\$18,000	OJJDP
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - RSP Budget  
 Alcohol-Impaired Driving - PAP #2

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
AL-1	Enforcement Support					\$910,000						\$910,000
AL-2	Adjudication					\$885,000					\$810,000	\$885,000
AL-3	Reducing Underage Drinking					\$950,000			\$400,000		\$1,350,000	\$1,350,000
AL-4	Grant Development & Community Outreach	\$473,000							\$18,000			\$491,000
	<b>TOTALS</b>	<b>\$473,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2,745,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$418,000</b>	<b>\$0</b>	<b>\$2,160,000</b>	<b>\$3,636,000</b>

## Police Traffic Services – FY2010

In trying to change driver behavior, tickets and arrests have proven far more successful than appeals to safety, morality, or respect for the rule of law.

<b>Task 1: Traffic Enforcement</b>	<b>\$4,230,000</b>
Section 402 funds	\$3,130,000
Section 406 funds	\$200,000
Section 406 funds – Paid Media	\$200,000
Section 410 funds	\$515,000
Section 410 funds – Paid Media	\$185,000

### **Safe Communities: Overtime Traffic Enforcement**

Grant Development Plan form:	PTS-Eli 1 (p 1-7)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$2,430,000	402
Benefit to Locals:	No	
Grantee:	Michigan State Police	
Grant Amount, Funding Source:	\$700,000	402
Grant Start-up:	October 1	

In 2008, 46 percent of Michigan's fatalities involved alcohol impairment, unrestrained vehicle occupants, or both. These are not difficult or obscure laws, nor are they widely flouted, but the few offenders account for almost half of the traffic deaths.

Enforcement increases compliance with traffic laws. The credible threat of citation or arrest reduces traffic violations, crashes, and deaths. OHSP will fund cooperative, high-visibility overtime enforcement of traffic laws in thirty counties, focusing on alcohol-impaired driving and safety belts, particularly during statewide mobilizations and crackdowns. Enforcement will focus on peak crash periods.

Please see the attached Traffic Enforcement Action Plan for further enforcement details.

## Police Traffic Services – FY2010

### High Visibility Impaired Driving Enforcement

Grant Development Plan form:	PTS-Eli 4 (p 13-15)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$200,000	406
Grant Amount, Funding Source:	\$515,000	410
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$200,000	406 – PM
Grant Amount, Funding Source:	\$185,000	410 – PM
Grant Start-up:	October 1	

Improving the visibility of safety belt enforcement was as easy as moving to Safety Belt Enforcement Zones, and that led to greatly increased use. The visibility of impaired driving enforcement, however, has been a more intractable problem. Enforcement takes place at night, when fewer cars are on the road and patrol cars are harder to see, and enforcement is necessarily spread out over a large area.

A pilot begun in 2008 and expanded in 2009 is testing the effectiveness of different enforcement and promotional strategies to improve visibility and decrease drunk driving. Tools in use include paid advertising, lighted signs, and reflective vests. Equipment used and the degree of concentrated versus sustained enforcement varies between pilot regions.

### Corridor Enforcement

Benefit to Locals:	Yes	
Grantee:	To be determined	
Grant Amount, Funding Source:	\$0	402
Grant Start-up:	October 1	

OHSP is currently determining what type of corridor enforcement might be most effective, targeting traffic offenses on the most heavily traveled interstate freeways in Michigan.

<b>Task 2: Enforcement Support</b>	<b>\$270,000</b>
Section 402 funds	\$70,000
Section 406 funds	\$150,000
Section 410 funds	\$50,000

## Police Traffic Services – FY2010

### Michigan Association of Chiefs of Police (MACP) Awards

Grant Development Plan form:	PTS-Eli 3 (p 10-12)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$70,000	402
Grant Start-up:	October 1	

MACP annually provides awards to agencies based on the quality of traffic enforcement programs. Law enforcement is divided into size-based categories and compared based on applications submitted. Winning agencies receive grants for traffic safety equipment or overtime.

### Impaired Driving Enforcement Signage

Grant Development Plan form:	PTS-Eli 2 (p 8-9)	
Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$50,000	410
Grant Start-up:	October 1	

Survey data shows that when drivers see a stopped car, they are most likely to assume that the stop was for speeding, even at night. This makes it difficult for non-speed enforcement to have high visibility, barring some visual cue to inform drivers.

Michigan has had great success with "Safety Belt Enforcement Zone" signs, reminding motorists that enforcement is in effect. OHSP will attempt to parlay that into a similar increased deterrent to impaired driving through the use of drunk driving enforcement signage.

### Speed Kits

Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$50,000	406
Grant Start-up:	October 1	

OHSP will provide media support to increase the visibility and deterrent effect of local speed enforcement efforts. Funding will support the development, production, and distribution of public information materials.

## Police Traffic Services – FY2010

### Data-Driven Approaches to Crime and Traffic Safety (DDACTS)

Benefit to Locals:	Yes	
Grantee:	To be determined	
Grant Amount, Funding Source:	\$100,000	406
Grant Start-up:	October 1	

DDACTS is a law enforcement operational model that uses the integration of location-based crime and traffic crash data to deploy resources effectively and efficiently. DDACTS uses geo-mapping to identify high crime and crash areas and times, and it emphasizes high-visibility traffic enforcement at these loci to reduce crime, crashes, and traffic violations.

Michigan is currently determining how and where to participate in the early implementation of DDACTS.

## Police Traffic Services – FY2010

<b>Task 3: Education and Communication</b>	<b>\$2,398,000</b>
Section 402 funds	\$248,000
Section 402 funds – Paid Media	\$850,000
Section 406 funds – Paid Media	\$300,000
Section 410 funds – Paid Media	\$1,000,000

### Paid Advertising

Grant Development Plan form:	PTS-Oth 2 (p 3-5)	
Benefit to Locals:	Yes	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$850,000	402 – Paid Media
Grant Amount, Funding Source:	\$300,000	406 – Paid Media
Grant Amount, Funding Source:	\$1,000,000	410 – Paid Media
Grant Start-up:	October 1	

Enforcement alone does little to affect driver awareness of enforcement, and behavior does not change without that awareness. The effectiveness of paid advertising as a component of high visibility enforcement is one of the best-evidenced practices in behavioral traffic safety. Ads prime drivers to notice the police patrols, reach people who never saw the patrols, and find the target audience of high-risk drivers who will not read press releases or news stories.

In compliance with federal guidelines, OHSP uses paid advertising in support of law enforcement mobilizations and crackdowns. Paid placement of ads allows OHSP to reach specified audiences with measured calibration. Problem identification points to young men as the key demographic to reach.

### Mobilization Message Development

Grant Development Plan form:	PTS-Oth 3 (p 6-7)	
Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$13,000	402
Grant Start-up:	October 1	

Given the funds allocated for paid advertising, it is critical for OHSP to make sure that communications are strategic and coordinated across campaigns and media. OHSP's creative consultant will facilitate planning meetings for mobilizations and crackdowns, make recommendations, and steer media campaigns towards the most effective ways to reach the target audience.

## Police Traffic Services – FY2010

### Mobilization Outreach

Grant Development Plan form:	PTS-Oth 4 (p 8-9)	
Benefit to Locals:	Yes	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$150,000	402
Grant Start-up:	October 1	

OHSP has gone beyond standard earned and paid media campaigns to bring the mobilization message to hard-to-reach audiences in unexpected venues, such as restaurants, sporting good stores, and auto part dealers. As successful as these efforts have been, the current materials have been in use since the outreach program's inception.

OHSP will support the development, production, and distribution of fresh outreach materials for FY2010 mobilizations and crackdowns.

### Evaluation: Telephone Surveys

Grant Development Plan form:	PTS-Oth 1 (p 1-2)	
Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$85,000	402
Grant Start-up:	October 1	

In compliance with federal guidelines, OHSP contracts for professional telephone surveys of driver attitudes and beliefs. Surveys before and after enforcement campaigns measure driver awareness and establish whether changes in final outcomes can be attributed to program activities. The primary focus of the surveys is the extent to which the campaign message has been received, along with enforcement perceptions and changes to behavior. Surveys may also evaluate other OHSP programs.

<b>Task 4: Grant Development &amp; Community Outreach</b>	<b>\$1,076,000</b>
Section 402 funds	\$1,076,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$1,076,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - RSP Budget  
 Police Traffic Services - PAP #3

Task Number	Task Title	402	405	406	163	410	2010	2011	OJJDP	General Fund	Local	TOTAL
PT-1	Traffic Enforcement	\$3,130,000		\$200,000		\$515,000					\$3,145,000	\$3,845,000
PT-1 PM	Traffic Enforcement - Paid Media			\$200,000		\$185,000					\$385,000	\$385,000
PT-2	Enforcement Support	\$70,000		\$150,000		\$50,000					\$170,000	\$270,000
PT-3	Education and Communication	\$248,000									\$150,000	\$248,000
PT-3 PM	Education and Communication - Paid Media	\$850,000		\$300,000		\$1,000,000					\$2,150,000	\$2,150,000
PT-4	Grant Development & Community Outreach	\$1,076,000										\$1,076,000
	<b>TOTALS</b>	<b>\$5,374,000</b>	<b>\$0</b>	<b>\$850,000</b>	<b>\$0</b>	<b>\$1,750,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,000,000</b>	<b>\$7,974,000</b>

# **FY2010 Traffic Enforcement Plan**



**August 2009**

## **BACKGROUND**

Ongoing enforcement programs to reduce fatal crashes and increase safety belt use have proven successful in Michigan. Michigan has the highest safety belt use rate in the nation at 97.2%, and the number of people killed and injured in traffic crashes has been on a general downward trend, dropping 24 and 29 percent respectively since 2003.

To continue positive progress, an emphasis on drunk/impaired driving and safety belt use remains the most promising means to reduce traffic deaths and injuries. According to the World Health Organization, safety belts are the most effective means to reduce injury severity and death in the event of a crash, reducing the likelihood of fatal injuries by 47%. Increasing safety belt use will substantially improve crash survivability, reduce injuries and dramatically reduce societal economic costs.

The key to success for drunk driving and safety belt programs is high visibility enforcement. Numerous studies have shown that educational messages alone do little to change driver behavior. However, educational messages, when coupled with periodic, high visibility enforcement, bring about meaningful and lasting behavior change. The primary audience continues to be men ages 16 to 24, which research shows are less likely to wear seat belts and more likely to drive drunk.

The National Highway Traffic Safety Administration has developed a detailed model for conducting high visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP has adopted this model as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide safety belt and drunk driving mobilizations.

## **GOALS**

- Reduce the proportion of vehicle occupants killed or seriously injured statewide who were unrestrained from 20% in 2008 to 19% in 2009.
- Reduce the proportion of fatal and serious injury crashes statewide that involved alcohol from 22% in 2008 to 21% in 2009.
- Reduce the proportion of underage drivers in fatal and serious injury crashes statewide who had been drinking from 8% in 2008 to 7% in 2009.

## **SAFETY BELT AND IMPAIRED DRIVING MOBILIZATIONS**

Crash data shows there is a marked increase in alcohol/drug impaired drivers involved in fatal and serious injury crashes on Halloween, New Year's Eve and the 4<sup>th</sup> of July.

NHTSA requires states to participate in a safety belt enforcement mobilization over two weeks surrounding the Memorial Day holiday and an impaired driving crackdown over two weeks surrounding Labor Day. The most recent 5-year crash data demonstrates a significant increase in unrestrained fatal and serious injuries

around June 1 and September 1, which supports the need to fund stepped-up enforcement during these times. NHTSA requires the states to participate in the *Click it or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* enforcement periods.

In addition in 2008, 63% of vehicle occupants killed between the hours of 10pm and 5am in Michigan were unrestrained (where belt use was possible and known). 70% of those people with positive BAC killed at night were unrestrained.

Based on this data, OHSP will provide funding for the following enforcement periods:

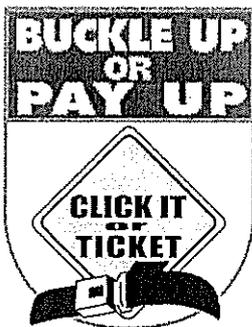
- October 29 through November 1, 2009 – impaired driving
- December 23, 2009 – January 3, 2010 – impaired driving
- May 24 –June 6, 2010 - safety belt (day and night) and child restraint
- July 1 –July 11, 2010 – impaired driving
- August 20 - September 6, 2010 – impaired driving

These enforcement periods will be supported by grant-funded overtime patrols, earned and paid media and evaluation.

#### **Grant-Funded Overtime Patrols**

OHSP has identified those counties which will provide the greatest opportunities for reductions in crashes, fatalities, and injuries. There will be an increased emphasis on alcohol-related crashes in 2010. More than 200 state, county and local law enforcement agencies in 30 counties across the state will work together to enforce traffic safety laws.

During the **Click It or Ticket** mobilization, grant-funded safety belt enforcement zones will take place in high-traffic, high-crash areas. Portable signs will mark the



entry into an enforcement zone where a law enforcement officer will serve as a spotter to identify unbelted drivers, conveying that information to several marked patrol cars that stop drivers and issue citations. This enforcement strategy has dramatically increased the public's awareness of increased enforcement activity. Without marked zones, motorists were left to wonder why a vehicle was stopped, often thinking it was for a speeding violation. It is estimated \$600,000 will be expended for overtime enforcement of the safety belt law during the mobilization.

New in 2010 OHSP enforcement grantees will focus on child restraint violations during the Memorial Day safety belt enforcement mobilization.

OHSP will require all enforcement grantees to conduct nighttime enforcement during the two-week May mobilization. In addition, grantees will be encouraged to begin patrols in the late afternoon, early evening to maximize their presence to the public.

During the *Over the Limit. Under Arrest.* crackdowns, overtime impaired driving enforcement will occur primarily during late-night hours as officers work "saturation patrols." Saturation patrols are concentrated enforcement patrols in selected high-crash areas where drivers observed committing a moving violation are stopped and screened for possible alcohol violations. It is estimated \$2.5 million will be expended for overtime enforcement of the impaired driving laws during the crackdowns.



Funding will also support the continued use of BATmobiles in four counties. The van will be used for traffic safety purposes, such as assisting with impaired driving enforcement processing, local community events or other traffic enforcement programs. The van may also be used for promoting Click it or Ticket, Operation SABRE, Youth Alcohol enforcement, child passenger safety week, local community events and during a fatal crash investigation.

### **Earned Media**

Mobilizations will be supported by a five-week earned media strategy. A series of media releases and advisories will announce the upcoming enforcement, the start of paid advertising (when applicable), the launch of enforcement through actual media events, a mid-mobilization announcement, and finally the enforcement results.

### **Paid Advertising**

Traffic enforcement mobilizations rely on publicity to aid in their success. Earned media efforts are an important part of publicizing enforcement periods. Those who read newspapers or watch television news, however, tend to be older, more affluent, and have higher levels of education.

Paid advertising allows the state to create messages and target them where they stand to have the great influence for behavior change. With paid advertising, the state is able to reach groups they have had little ability to influence with traditional news coverage in the past.

In 2009, new ads were developed with specific enforcement-themed messages directed toward young men and then placed on programs and stations, including the internet, most likely to reach this group during the summer mobilizations. A strong emphasis will be placed on reach and frequency during a concentrated two-week period. Ads for the safety belt mobilization and impaired driving crackdowns will play a week before enforcement and into the first week of actual enforcement.

### **Non-grant Funded Enforcement**

All law enforcement agencies in the state are encouraged to take part-in and support the statewide traffic enforcement mobilizations, even if they do not receive grant funds. Through a special mailing, OHSP will provide background and support materials for the enforcement periods.

## Evaluation

A comprehensive and ongoing evaluation program can locate areas for improvement and more accurately pinpoint weaknesses or areas of particular success.

The two primary evaluation tools will be observational surveys of safety belt use and phone surveys to gauge awareness of messages and change in behaviors. Safety belt direct observation surveys will take place before and after the Memorial Day mobilization, as well as during the Labor Day period. Phone surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts. The surveys will take place before and after each mobilization and crackdown and will include an over sample of young men.

## Child Passenger Safety

Child passenger safety will be promoted by the enforcement grantees by conducting activities throughout the year, with special emphasis on Child Passenger Safety Week, September 11–17, 2010.

The Safe Communities grantees will work with a certified technician to develop a car seat distribution plan. Activities will include:

- Coordinating a special event to attract local media attention.
- Purchasing a supply of child safety seats to support local child passenger safety activities.
- Partnering with child passenger safety instructors/technicians to provide educational opportunities for local agencies and families.
- Ensuring a certified child passenger safety technician will be available at all child safety seat checks.

## HIGH VISIBILITY ENFORCEMENT (HVE)

In July 2008, OHSP piloted a High Visibility Enforcement (HVE) project with two west Michigan counties. Enforcement was conducted over the July 4<sup>th</sup> holiday accompanied by a newly developed paid advertisement publicizing the *West Michigan Night Patrol*. The enforcement was conducted on four nights using officers from local, county and state agencies. The officers were required to wear reflective vests, both for safety and visibility. The agencies utilized lighted highway message signs at intersections to make the public aware of the stepped up enforcement.



In 2009, the project was expanded to another county from March through September, with paid advertising running during the enforcement periods. This program was more thoroughly planned and yielded outstanding results both in enforcement activity and officer motivation.

Two additional counties from the East side of the state joined the effort during the summer months. No paid advertising was used to support the HVE in these counties. This was done to determine whether the highly visible enforcement by itself enhances the public perception of drunken driving enforcement or if paid advertising is needed as well.

The results of the project are encouraging enough for OHSP to continue the program in 2010. Locations are still under consideration.

### **UNDERAGE DRINKING ENFORCEMENT**

Research and experience confirm strong enforcement helps to reduce underage drinking by limiting access to alcohol, reducing the opportunities for youth to drink, and curbing impaired driving. Consistent, vigorous enforcement reinforces the message that adults and youth must be responsible for their actions and that violating the law is unacceptable. Conducting compliance checks is an effective tool to measure and decrease minors' access to alcohol.

Underage drinking is associated with a host of problems, ranging from academic issues (dropouts and expulsions) to crime (as victim or perpetrator) to alcohol poisoning, drunk driving and suicide. More than 40% of underage drinkers (defined as those who are ages 12–20 who drank in the past 30 days) were provided free alcohol by adults 21 or older (SAMHSA). While constant enforcement of the underage drinking laws is recognized nationally as an effective tool in the prevention of underage drinking, officers should also investigate how and from who minors are obtaining alcoholic beverages.

In 2008, Michigan drivers age 20 or younger were 38% more likely to be involved in a HBD crash than older drivers (MTCF 2008) and "zero tolerance" arrests per licensed driver age 20 or younger were 80% lower than drunk driving arrests for older drivers.

Nearly 170 state, county and local law enforcement agencies in 30 counties across the state will work together to enforce underage drinking laws.

**GET WASTED**

Under 21? It'll cost you. Seriously.

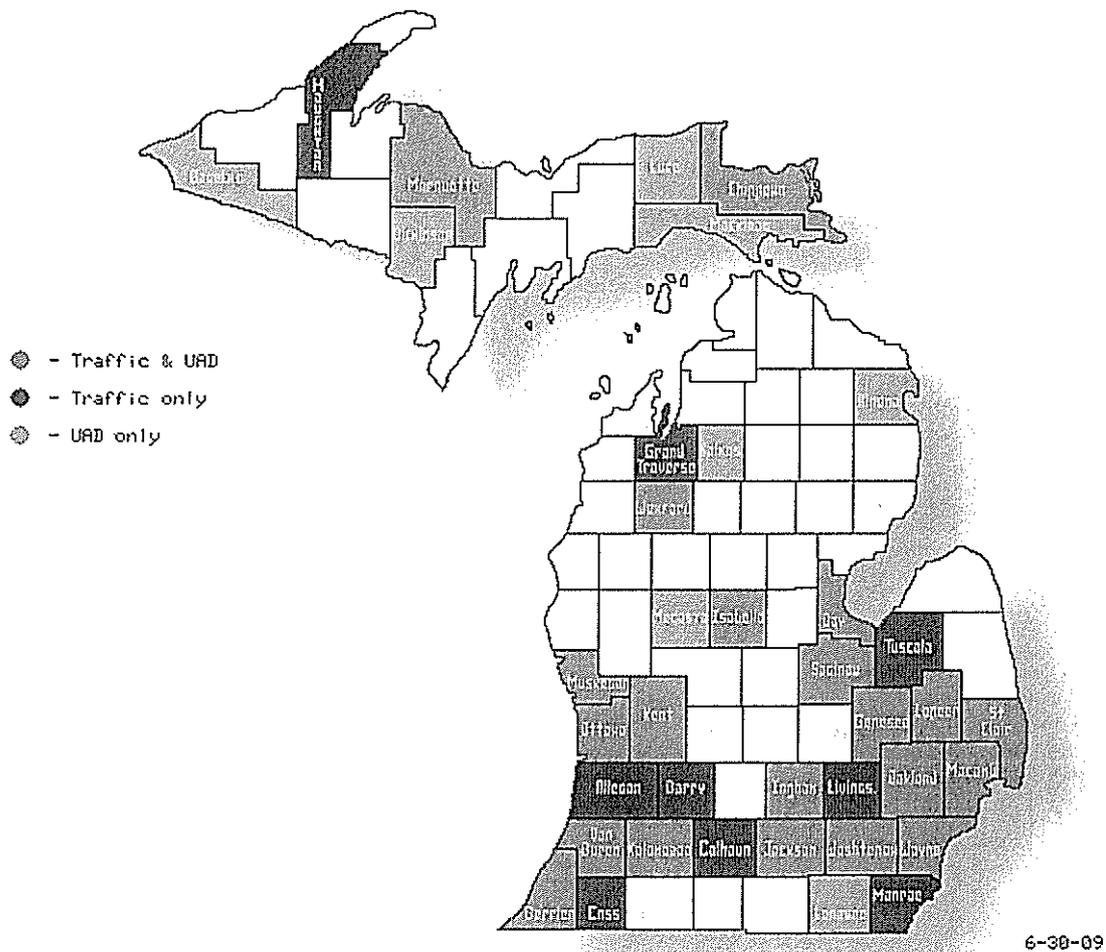
### **MACP AWARD FOR EXCELLENCE IN TRAFFIC SAFETY**

The Award for Excellence in Traffic Safety program is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA. The awards program recognizes outstanding traffic safety efforts conducted by local police departments, county sheriff's offices, and state police posts.

Winning safety programs demonstrate a commitment to officer training, public information, and enforcement to reduce crashes and injuries. Up to \$80,000 in grants will be awarded for the purchase of equipment or overtime for traffic enforcement through OHSP. AAA Michigan will also present each finalist agency with a personalized plaque that recognizes the agency for its excellence in traffic safety. These awards will be presented at the MACP winter training conference on February 11, 2010. Michigan applications will automatically be forwarded to the International Association of Chiefs of Police (IACP) for inclusion in the national law enforcement challenge.



2010 Enforcement Locations Planned as of June 30, 2009



## Pedestrian and Bicyclist Safety – FY2010

Pedestrians and bicyclists represent fourteen percent of traffic deaths in Michigan. They have almost no protection in the event of a crash, while sharing the roadway with multi-ton vehicles that are not always looking for them.

<b>Task 1: Education and Communication</b>	<b>\$20,000</b>
Section 406 funds	\$20,000

### Bicycle Helmet Brochures

Grant Development Plan form:	PB 2 (p 3)	
Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$0	402
Grant Start-up:	October 1	

OHSP has developed brochures on bicycle helmet use for statewide distribution. This activity will continue, and reprints will be ordered, maintained, and distributed as necessary. This task will be funded as a part of Community Traffic Safety Task 3, "Education and Communication."

### Pedestrian Safety Materials

Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$20,000	406
Grant Start-up:	October 1	

OHSP will create a statewide campaign to address pedestrian safety. This campaign will include, among other things, a focus on increasing the visibility of pedestrians.

<b>Task 2: Grant Development &amp; Community Outreach</b>	<b>\$3,000</b>
Section 402 funds	\$3,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$3,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - MSP Budget  
 Pedestrians and Bicycles - PAP #4

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
PS-1	Education and Communication	\$0		\$20,000								\$20,000
PS-2	Grant Development & Community Outreach	\$3,000										\$3,000
	TOTALS	\$3,000	\$0	\$20,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$23,000

## Traffic Records – FY2010

Good data is the foundation of traffic safety. If we do not know when, where, and how crashes happen, we cannot understand the problem and develop effective solutions. Enhancing the quality, availability, and timeliness of traffic crash records will improve the state of traffic safety knowledge and allow efforts to be targeted where they are needed most.

<b>Task 1: Enforcement Support</b>	<b>\$620,000</b>
Section 408 funds	\$620,000

### Criminal Justice Information Center Trainer

Grant Development Plan form:	TR 4 (p 8-9)	
Benefit to Locals:	No	
Grantee:	Michigan State Police	
Grant Amount, Funding Source:	\$120,000	408
Grant Start-up:	October 1	

There are twenty-two thousand personnel at six hundred police agencies across Michigan, any of whom might deal with a crash form. Some of them are dedicated traffic officers who could recite UD-10 field values, while others might see a crash form or two per year, years away from whatever training they might have had. Delays and errors in crash reporting impair the entire system downstream.

A dedicated trainer at the Criminal Justice Information Center will identify crash records training needs and conduct training to rectify those deficits. Training will improve the timeliness and accuracy of crash reports, reducing the number of unknowns and errors in the crash file.

### Electronic Capture and Data Submission (ECCS 3)

Grant Development Plan form:	TR 3 (p 5-7)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$500,000	408
Grant Start-up:	October 1	

Paper forms are still in use in the field, but the crash file is entirely electronic now. The sooner the data is converted and uploaded, the sooner everyone can use it. Electronic reports skip the paper step, automating some tasks for officers while making sure that reports are complete, providing error-checking, and transmitting reports for central processing.

Five to ten grantee agencies will implement electronic capture and data submission. They will reduce reporting times and data edit error rates. Funding will support hardware, software, and implementation.

## Traffic Records – FY2010

<b>Task 2: Data Systems</b>	<b>\$380,000</b>
Section 402 funds	\$30,000
Section 408 funds	\$350,000

### Traffic Records Assessment

Grant Development Plan form:	TR 1 (p 1-2)	
Benefit to Locals:	No	
Grantee:	OHSP – GDCP	
Grant Amount, Funding Source:	\$30,000	402
Grant Start-up:	October 1	

Michigan's last traffic records assessment was in 2004. A comprehensive assessment includes an examination of the records system, databases, data sources, data quality, and organizations involved. A new assessment will help Michigan identify its current status with respect to requirements and best practices, and will help Michigan qualify for future traffic records funding.

Michigan will host a traffic records assessment in late October, with three to four dozen stakeholders taking part in interviews. The Assessment Recommendations will be reviewed for implementation and updating of the Traffic Records Coordinating Committee strategic plan.

### Crash Process Redesign (CPR) – Release 8

Grant Development Plan form:	TR 5 (p 10-11)	
Benefit to Locals:	No	
Grantee:	MI Department of Information Technology	
Grant Amount, Funding Source:	\$350,000	408
Grant Start-up:	October 1	

Continuing the annual process of developing the crash database, the Department of Information Technology will improve database integration and availability of crash data. Planned expansions include improving the crash mapping tool, automating the annual Drunk Driving Audit, and a secure web site for crash data entry for agencies lacking a mobile solution.

## Traffic Records – FY2010

<b>Task 3: Education and Communication</b>	<b>\$200,000</b>
Section 402 funds	\$200,000

### Michigan Traffic Crash Facts

Grant Development Plan form:	TR 2 (p 3-4)	
Benefit to Locals:	No	
Grantee:	Univ. of MI Transportation Research Institute	
Grant Amount, Funding Source:	\$200,000	402
Grant Start-up:	October 1	

Michigan Traffic Crash Facts is available at <http://www.michigantrafficcrashfacts.org>. It provides comprehensive crash statistics for traffic safety partners and the general public, at the statewide and community levels. It includes a query and mapping tool that allows advanced users to ask very specific questions of the database, complete with "sanitized" crash forms that provide all details except personal identifiers. The Association of Traffic Safety Information Professionals has twice awarded Michigan Traffic Crash Facts the "Best Traffic Web Site Award," in 2005 and 2007.

FY2009 saw the re-formatting of the query tool and the addition of tutorial videos. In addition to maintaining the existing site, grant activities will include seeking ways it can be improved.

<b>Task 4: Grant Development &amp; Community Outreach</b>	<b>\$187,000</b>
Section 402 funds	\$187,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$187,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - HSP Budget  
Traffic Records - PAP #5

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
TR-1	Enforcement Support				\$620,000						\$500,000	\$620,000
TR-2	Data Systems	\$30,000			\$350,000							\$380,000
TR-3	Education and Communication	\$200,000										\$200,000
TR-4	Grant Development & Community Outreach	\$187,000										\$187,000
	<b>TOTALS</b>	<b>\$417,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$970,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$500,000</b>	<b>\$1,387,000</b>

## Community Traffic Safety – FY2010

OHSP programs engage partners both statewide and within communities. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match, while the larger campaigns provide tools that localities can employ to address their problems. This combination of top-level expertise with local experience is part of what makes traffic safety so effective in Michigan.

<b>Task 1: Safe Community Coalitions</b>	<b>\$130,000</b>
Section 402 funds	\$130,000

### Safe Communities: Coalition Mini-Grants

Grant Development Plan form:	CTS-SCm 2 (p 1-2)	
Benefit to Locals:	Yes	
Grantee:	Local coalitions	
Grant Amount, Funding Source:	\$30,000	402
Grant Start-up:	October 1	

402 funding will support \$5,000 grants to Safe Community Coalitions and Traffic Safety Committees to address locally identified traffic safety projects. Problems and projects will vary by community based on problem identification.

2011 funding will support Traffic Safety Committees' purchasing child restraints and conducting child safety seat checks.

### Safe Communities: Detroit Comprehensive Traffic Safety Project

Grant Development Plan form:	CTS-SCD 1 (p 1-2)	
Benefit to Locals:	Yes	
Grantee:	Detroit Police Department	
Grant Amount, Funding Source:	\$100,000	402
Grant Start-up:	October 1	

Metropolitan Detroit includes about a third of Michigan's population, with nearly one million people living in the city itself. As the population center, Detroit and Wayne County experience the largest percentage of Michigan's traffic crashes. Reaching communities in this critical area is not optional.

The Detroit Police Department will work with OHSP and local coalitions to improve traffic safety in Detroit. Activities will include projects with the Safety Belt Ad Hoc Committee, materials distribution, working with ethnic communities, and technical assistance on data collection and model programs.

## Community Traffic Safety – FY2010

<b>Task 2: Network of Employers for Traffic Safety</b>	<b>\$10,000</b>
Section 402 funds	\$10,000

### Corporate Outreach

Grant Development Plan form:	CTS-NETS 1 (p 1-3)	
Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$10,000	402
Grant Start-up:	October 1	

Traffic crashes cost American employers more than \$60 billion annually. These are not just losses in the transportation industry, but also from commuters and people who drive as a part of their jobs. The workplace presents a valuable forum for promoting traffic safety, instilling habits that employees take home to their families and communities.

OHSP's corporate outreach coordinator will work with employers in the state to promote traffic safety in the workplace. This will include traffic safety news updates, highlighting model programs, promoting the Drive Safely Work Week campaign, and encouraging corporate participation in OHSP activities. Funding may support NETS promotions, materials for NETS partners, and participation in programs.

<b>Task 3: Education and Communication</b>	<b>\$405,000</b>
Section 402 funds	\$405,000

### In-House Public Information and Education

Grant Development Plan form:	CTS-PI&E 2 (p 3-4)	
Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$120,000	402
Grant Start-up:	October 1	

Public information needs arise throughout the year for OHSP, independently or in support of other programs. Public information and education is an essential component of any traffic safety program.

OHSP communications staff will develop media campaigns and materials, educating the public about traffic safety information, programs, and changes in laws. Funding will support development and production of public information materials, along with media tracking to measure exposure.

## Community Traffic Safety – FY2010

### Materials Storage and Distribution

Grant Development Plan form:	CTS-PI&E 1 (p 1-2)	
Benefit to Locals:	No	
Grantee:	Michigan State Police	
Grant Amount, Funding Source:	\$235,000	402
Grant Start-up:	October 1	

OHSP has a wide variety of materials and equipment to support traffic safety programs. Storing and shipping an average of one million items per year exceeds OHSP's staffing capabilities and organizational expertise. A central distribution center will fulfill requests for traffic safety materials.

### Communications Strategic Counsel

Grant Development Plan form:	CTS-PI&E 3 (p 5-6)	
Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$50,000	402
Grant Start-up:	October 1	

From time to time, there is a need to utilize OHSP's creative development contractor for strategic counsel on special issues, such as social media. Funding will support this technical assistance on a limited, as-needed basis, along with compensation for review of traffic safety information and research as relevant to communications.

## Community Traffic Safety – FY2010

<b>Task 4: Grant Development &amp; Community Outreach</b>	<b>\$85,000</b>
Section 402 funds	\$85,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$85,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs. Expenditures incurred carrying out program activities often cross program area boundaries, making it difficult to allocate those costs to individual program areas. As a result, total funding for this grant is allocated across program areas based upon each program's share of the total programmed amount. Each program area includes a task entitled "Grant Development & Community Outreach" indicating the amount that has been allocated to this grant. Total across all funding areas:

Grant Amount, Funding Source:	\$2,172,000	402
Grant Amount, Funding Source:	\$18,000	OJJDP

The detailed budget for the FY2010 grant follows:

### FY2010 Network Operations – Budget

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Salaries (1,070,000)</li> <li>• E-Grants (71,000)</li> <li>• Supplies (15,000)</li> <li>• Vehicle Operations (18,000)</li> <li>• Team Travel – Out State (12,000)</li> <li>• Staff Training (5,000)</li> <li>• Membership Dues (2,000)</li> <li>• Office Equipment (5,000)</li> <li>• Support of Traffic Safety Summit (80,000)</li> </ul> | <ul style="list-style-type: none"> <li>• Fringes (545,000)</li> <li>• Postage (2,000)</li> <li>• Office Equipment Leasing (5,000)</li> <li>• Non-OHSP Travel (10,000)</li> <li>• Team Travel – In State (13,000)</li> <li>• Orientation Meeting Costs (5,000)</li> <li>• OJJDP Operating Costs (1,000)</li> <li>• Indirect Costs (281,000)</li> <li>• Single Audit Costs (50,000)</li> </ul> |
|---|--|

FY2010 - HSP Budget  
 Community Traffic Safety - PAP #6

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
CP-1	Safe Community Coalitions	\$130,000									\$180,000	\$130,000
CP-2	Network of Employers for Traffic Safety	\$10,000										\$10,000
CP-3	Education and Communication	\$405,000										\$405,000
CP-4	Grant Development & Community Outreach	\$85,000										\$85,000
	<b>TOTALS</b>	<b>\$630,000</b>	<b>\$0</b>	<b>\$180,000</b>	<b>\$630,000</b>							

## Driver Education – FY2010

Driver education is about improving driver behavior directly, through better skills, awareness, and motivation to drive safely. Drivers cannot do better if they do not know better. Older drivers face diminishing abilities while younger drivers are learning the needed skills for the first time.

<b>Task 1: Education &amp; Communication</b>	<b>\$110,000</b>
Section 406 funds	\$110,00

### Teen Traffic Safety Campaign

Benefit to Locals:	No	
Grantee:	OHSP-PI&E	
Grant Amount, Funding Source:	\$50,000	406
Grant Start-up:	October 1	

Young drivers combine low experience with high risk-taking, a combination that gives them the highest crash rate per licensed driver. Crashes peak at age 18 and alcohol-involved crashes peak at age 21. Challenges include acquiring new skills, assessing risks, and dealing with new privileges appropriately.

OHSP will provide funding to develop a program designed to address teen driving issues such as cell phone use, texting while driving, drinking and driving, and other risks common to young drivers on Michigan's roadways.

### Distracted, Drowsy & Aggressive Driving Campaign

Benefit to Locals:	No	
Grantee:	OHSP- PI&E	
Grant Amount, Funding Source:	\$50,000	406
Grant Start-up:	October 1	

The 100-Car Naturalistic Driving Study found that almost 80 percent of drivers in collisions were inattentive in the seconds leading up to the crash. Most of those drivers were distracted or drowsy – unable to see, recognize, and react to the threat in time. Most people have a notion of how drinking affects their driving but not the similar effects of cumulative sleep deprivation, nor the risk of even brief distractions when traveling at 100 feet per second. Meanwhile, some drivers are keenly aware of everything anyone does to inconvenience them, and their resulting aggression makes the roads more dangerous for everyone.

To increase the awareness of these risky behaviors among the driving population, OHSP will provide develop a public information campaign addressing the problems of distracted, drowsy, and aggressive driving.

## Driver Education – FY2010

### Senior Mobility Campaign

Benefit to Locals:	No	
Grantee:	OHSP-PI&E	
Grant Amount, Funding Source:	\$10,000	406
Grant Start-up:	October 1	

The population of seniors (65+) in Michigan is expected to double to 17 percent of the total population of the state by the year 2020. As the number of older people continue to increase, important issues affecting this population need to be addressed. One of the most pressing is preserving the mobility and enhancing the safety of seniors.

OHSP will provide funding in support of programs promoting safe driving among Michigan's senior population.

<b>Task 2: Grant Development &amp; Community Outreach</b>	<b>\$17,000</b>
Section 402 funds	\$17,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$17,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - HSP Budget  
 Driver Education - PAP #8

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
DE-1	Education & Communication			\$110,000								\$110,000
DE-2	Grant Development & Community Outreach	\$17,000										\$17,000
	<b>TOTALS</b>	<b>\$17,000</b>	<b>\$0</b>	<b>\$110,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$127,000</b>

## Motorcycle Safety – FY2010

Five years ago, Michigan had fewer than one hundred motorcyclist fatalities per year. Since 2005, that number has consistently been around one hundred twenty. Crashes and fatalities are not increasing as quickly as motorcycle registrations, but motorcycle-involved crashes are usually severe due to their lack of protection. Approximately 90% of motorcycle crashes involve injuries or fatalities.

<b>Task 1: Training and Education</b>	<b>\$326,000</b>
Section 402 funds	\$70,000
Section 406 funds	\$100,000
Section 2010 funds	\$156,000

### Motorcycle Public Information Campaign

Grant Development Plan form:	MC 2 (p 3-4)	
Benefit to Locals:	No	
Grantee:	OHSP – PI&E	
Grant Amount, Funding Source:	\$70,000	402
Grant Amount, Funding Source:	\$100,000	406
Grant Amount, Funding Source:	\$156,000	2010
Grant Start-up:	October 1	

Motorcycle public safety information has not used high impact methods in the past. Posters and brochures are fine for people who are already seeking information, but increased public awareness requires intensive, targeted efforts.

OHSP will conduct focus groups to refine the message and communications strategy, identify media options to reach the target audience, create public information materials, and use paid advertising to reach motorcyclists in the core crash area (metropolitan Detroit).

<b>Task 2: Interagency Coordination</b>	<b>\$0</b>
Section 402 funds	\$0

### Department of State Planning and Partnership

Grant Development Plan form:	MC 1 (p 1-2)	
Benefit to Locals:	No	
Grant Amount, Funding Source:	\$0	402
Grant Start-up:	October 1	

OHSP and the Department of State will communicate and collaborate constantly to implement recommendations from the motorcycle assessment and the SHSP Motorcycle Action Plan. Specific activities are still under consideration, with a focus on communication and education strategies.

## Motorcycle Safety – FY2010

<b>Task 3: Grant Development &amp; Community Outreach</b>	<b>\$51,000</b>
Section 402 funds	\$51,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$51,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - HSP Budget  
 Motorcycle Safety - PAP #9

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
MC-1	Training and Education	\$70,000		\$100,000			\$156,000					\$326,000
MC-2	Interagency Coordination											\$0
MC-3	Grant Development & Community Outreach	\$51,000										\$51,000
	<b>TOTALS</b>	<b>\$121,000</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$156,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$377,000</b>

## Emergency Medical Services – FY2010

Traffic safety continues after the crash. Providing medical care within the first hour is critical to preventing fatalities and reducing injury severity. Detection of crashes, timely response, and complete care are key priorities for keeping crash victims alive.

The completion of the EMS/trauma database has provided a basis for beginning to consider integration of EMS into the rest of the statewide traffic safety architecture. With the start of the GTSAC Emergency Medical Services Action Team, further specific activities will be identified in the coming months and years.

<b>Task 1: EMS Support</b>	<b>\$20,000</b>
Section 406 funds	\$20,000

### Emergency Medical Service Provider Support

Benefit to Locals:	Yes	
Grantee:	TBD	
Grant Amount, Funding Source:	\$20,000	406
Grant Start-up:	October 1	

OHSP will work identify EMS needs with respect to traffic safety. Emergency medical services reduce the severity of crashes, but responders face their own hazards in the process of reaching the scene, rescuing the injured, and getting them to hospitals.

Funding will support coordination between EMS and other safety systems, the removal of barriers to emergency medical care on crash scenes, work with emergency responders or the general public to prevent crashes on emergency runs, and/or other issues identified as EMS deficits in traffic safety.

<b>Task 2: Grant Development &amp; Community Outreach</b>	<b>\$3,000</b>
Section 402 funds	\$3,000

### Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP – GDCO	
Grant Amount, Funding Source:	\$3,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs.

FY2010 - HSP Budget  
 Emergency Medical Services - PAP #10

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
EM-1	Training and Education			\$20,000								\$20,000
EM-2	Grant Development & Community Outreach	\$3,000										\$3,000
	TOTALS	\$3,000	\$0	\$20,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$23,000

## Planning and Administration – FY2010

<b>Task 1: Planning and Administration</b>	<b>\$1,238,000</b>
Section 402 funds	\$727,000
State general funds	\$511,000

### Planning and Administration

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$727,000	402
Grant Amount, Funding Source:	\$502,000	State general funds
Grant Start-up:	October 1	

OHSP will continue to fund the staff and facility resources required to meet the OHSP statewide impact goals and problem area goals. Funding will support administrative and support staff, facility costs, and operating costs required to efficiently and effectively administer planning and administrative functions.

Positions supported by Planning and Administration funds (and percentage of salary supported) include:

- Division Director (98%)
- Executive Secretary (for Division Director) (90%)
- Safety Planning and Administration Section Manager (60%)
- Planning and Evaluation Coordinator (8%)
- Secretary (for Safety Planning and Administration Section) (100%)
- Departmental Technician (for Program Management Section) (20%)
- Fiscal Management Section Manager (75%)
- Accountants (96% and 16%)
- Accounting Technician (for Fiscal Management Section) (90%)
- Secretary (for Fiscal Management Section) (30%)
- Secretary (for Communications Section) (100%)

<b>Task 2: Interagency Coordination</b>	<b>\$0</b>
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### Strategic Highway Safety Plan (SHSP) Action Team Support

Benefit to Locals:	Yes	
Grantee Amount:	\$0	
Grant Start-up:	October 1	

OHSP staff will provide traffic safety program area expertise, guidance, and leadership to the Michigan Strategic Highway Safety Plan Emphasis Area Action Teams. Staff will ensure that OHSP strategies are in support of and not in conflict with those identified in the Emphasis Area Action Plans.

FY2010 - HSP Budget  
 Planning and Administration - PAP #11

Task Number	Task Title	402	405	406	408	410	2010	2011	OJJDP	General Fund	Local	TOTAL
PA-1	Planning and Administration	\$727,000								\$511,000		\$1,238,000
PA-2	Interagency Coordination	\$0										\$0
	<b>TOTALS</b>	<b>\$727,000</b>	<b>\$0</b>	<b>\$511,000</b>	<b>\$0</b>	<b>\$1,238,000</b>						

## 2009-10 OHSP Communications Calendar

### October

School Bus Safety Week, Oct. 19-23	Statewide news release
Halloween alcohol enforcement, Oct. 29- Nov. 1	Localized enforcement news releases

### November

Thanksgiving holiday travel	General release
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### December

Christmas/New Year's alcohol enforcement Dec. 23 – Jan. 3, 2009	Localized enforcement news releases
Annual Evaluation Report	Final layout complete

### January

Super Bowl Sunday	General release
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### February

### March

Michigan Traffic Safety Summit, March 30-April 1 advisory	Annual statewide conference; media
2008 Traffic Fatalities	Statewide news release

### April

### May

Motorcycle Awareness Month	Statewide news release
Click It or Ticket mobilization, May 24-June 6	Two news conferences, localized releases; \$850,000 in paid advertising targeted at young men, outreach

### June

### July

Fourth of July alcohol enforcement July 1-7	Media events, localized news releases
Drunk Driving Audit	Statewide news release

**August**

Over The Limit. Under Arrest. crackdown, Aug. 20-Sept. 6	Two news conferences, \$1,000,000 in paid media targeted at young men, outreach
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**September**

Deer Crash Awareness activities	TBD
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Child Passenger Safety Week, Sept. 12-17	Release issued
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## OHSP State Programs Section

*Two program areas administered by the Michigan Office of Highway Safety Planning are not supported by Federal funds but are supported by State Restricted funds.*

### **Secondary Road Patrol & Traffic Accident Prevention Program**

The Secondary Road Patrol & Traffic Accident Prevention program was created by Public Act 416 of 1978. The program is often referred to as the "SRP" or "416" program. This state grant program provides county Sheriff departments with funding for patrol of county and local roads outside the corporate limits of villages and cities. The program has the legislated primary responsibility of traffic enforcement and traffic accident prevention.

The SRP program supported the full-time equivalent of 170.5 deputies in FY 2008 (the most recent completed period), as reported through semi-annual reports submitted to OHSP by participating counties. A total of 81 counties currently participate, out of 83 counties in the state. For FY 2009, a total of \$10,736,000 was allocated to these counties for use in patrolling secondary roads.

OHSP's administrative responsibilities include monitoring the SRP program. Counties are judgmentally selected with a goal of monitoring a minimum of 25 percent of participating counties each year. The monitoring process involves a personal visit by OHSP staff to each participating agency. The OHSP representative reviews the previous year's officers' dailies for all SRP deputies, reconciles expenditures reported during the program year, reviews the county's accounting procedures and reviews the duty roster or schedule for Maintenance of Effort compliance, which is a requirement of the Act. The results of the monitoring are written in a report, which is sent to the sheriff, along with a letter indicating compliance with the act or requesting a plan of correction if not in compliance.

### **Michigan Truck Safety Commission**

The Michigan Truck Safety Commission is a unique organization, the only one of its kind in the nation supported not by tax dollars but entirely by the trucking industry. The Commission is comprised of 11 members who meet bimonthly. Their mission is to improve truck safety by providing Michigan's trucking industry and the citizens of Michigan with effective educational programs, and by addressing significant truck safety issues.

Funding for Commission activities is provided by a Truck Safety Fund, established by Public Act 348 of 1988, and administered by the Office of Highway Safety Planning. This state fund provides grants to various non-profit agencies, for truck driver education and training, heightening of all drivers' awareness of the operational characteristics and limitations of trucks, initiating data collection and research and supporting enforcement of motor carrier safety laws.

In 2009, grant funds were provided to the Michigan State Police Motor Carrier Division for enforcement and to Michigan Center for Truck Safety for education. A total of \$ 2,780,994 was made available to the two grantees for the 2009 fiscal year.

Motor Carrier grant funds are used to conduct STET enforcement efforts, for publication of a Commercial Vehicle Enforcement Information bulletin, to collaborate with the Michigan Association of Chiefs of Police in award programs to promote highway safety and to provide Federal Motor Carrier Regulations to officers, judges, prosecutors and magistrates around the state.

The grant to the Michigan Center for Truck Safety is used to fund a hotline for truck information, public information and education efforts, safety reviews, videos, hands-on training through two Decision Driving Courses, operation of a truck simulator, and various other training programs.

Goals and objectives for the Michigan Truck Safety Commission are determined through a yearly strategic planning process involving MTSC Commissioners, OHSP staff, and grantees. Truck crash statistics and other related research on truck safety trends is used to develop the strategic plan. The plan is then used to establish the goals and objectives for the grants awarded by the Commission during the year. The progress achieved towards meeting the goals is reviewed at Commission meetings and is used to revise the plan as needed.

## OHSP Glossary

<b>AAA Michigan</b>	<b>American Automobile Association.</b> Federation of automobile clubs providing domestic and foreign travel services, emergency road services, and insurance. Sponsors public services to increase the safety and efficiency of road travel.
<b>AAMVA</b>	<b>American Association of Motor Vehicle Administrators.</b>
<b>AASHTO</b>	<b>American Association of State Highway and Transportation Officials.</b>
<b>Accident</b>	This term is often used to describe a collision between a motor vehicle and one or more other motor vehicles, bicycles, pedestrians, or objects. It implies an unpreventable, random event. The term "crash" is preferred as a more accurate description of such an event.
<b>Alcohol-impaired Driving</b>	Drinking and driving behavior resulting in impairment of driving ability. Less evocative but more accurate than "drunk driving," because driving ability has been shown to be affected at blood alcohol levels well before someone would generally be considered "drunk". See also "OWI."
<b>BAC/BAL</b>	<b>Blood Alcohol Concentration/Blood Alcohol Level.</b> Determination of percent by weight of ethyl alcohol in blood. Usually measured as mg/dl.
<b>CIOT</b>	<b>Click It or Ticket.</b> The national safety belt enforcement campaign.
<b>CP</b>	<b>Community Traffic Safety Program.</b> Community-level program intended to coordinate traffic safety activities, maximize use of available resources, and better respond to unique needs of community.
<b>CPS</b>	<b>Child Passenger Safety.</b> Often used to refer to vehicle restraints for children too small for safety belts (child safety seats, booster seats).
<b>CJIC</b>	<b>Criminal Justice Information Center.</b> Center within Michigan State Police responsible for processing data from the Michigan Traffic Crash Report.
<b>CRAM</b>	<b>County Road Association of Michigan.</b>

<b>Crash</b>	Term used to describe collision between motor vehicle and one or more other motor vehicles, bicycles, pedestrians, or objects. Results from combination of driver, vehicle, and road factors-is not random, unpreventable occurrence. Preferred to term "accident" which implies unpreventable random occurrence.
<b>DLN</b>	<b>Driver's License Number.</b>
<b>DUI/DUIL</b>	<b>Driving Under the Influence / Driving Under the Influence of Liquor.</b> Drunk driving. Old terms for OWI (Operating While Intoxicated).
<b>EMD</b>	<b>Emergency Management Division.</b>
<b>EMS</b>	<b>Emergency Medical Services.</b> Incorporated within Michigan Department of Community Health. Facilitates administration of licensing, pre-hospital patient care examinations, ambulance inspections, communication, training, and related activities.
<b>EUDL</b>	<b>Enforcement of Underage Drinking Laws.</b>
<b>FACT</b>	<b>Fatal Alcohol Crash Team.</b> A cooperative project between law enforcement and prosecutors to make sure that serious alcohol-involved crashes receive proper investigation so that a case can be made if a trial arises from the crash.
<b>FARS</b>	<b>Fatality Analysis Reporting System.</b>
<b>FHWA</b>	<b>Federal Highway Administration.</b>
<b>FMCSA</b>	<b>Federal Motor Carrier Safety Administration.</b>
<b>FTE</b>	<b>Full Time Employee.</b>
<b>GDL</b>	<b>Graduated Drivers Licensing.</b> A step-by-step process for issuing drivers licenses to young people. As the young driver gains experience behind the wheel, driving privileges are increased.
<b>GHSA</b>	<b>Governors Highway Safety Association.</b>
<b>GIS</b>	<b>Geographic Information System.</b>
<b>GTSAC</b>	<b>Governors Traffic Safety Advisory Commission</b>

<b>HBD</b>	<b>Had-Been-Drinking.</b> Used synonymously with "alcohol-impaired," although it implies any amount of alcohol. When applied to a crash rather than a person, it means that at least one driver, pedestrian, or bicyclist was drinking.
<b>HSP</b>	<b>Highway Safety Plan.</b> A component of the State's application submitted to the Federal Government each year to obtain federal funds for traffic safety. The Plan must describe the projects and activities the State plans to implement to reach the goals identified in the Performance Plan.
<b>ITE</b>	<b>Institute of Transportation Engineers.</b>
<b>KA</b>	Fatal or incapacitating injury. Subset of KABC0 scale.
<b>KABC0</b>	Injury severity scale for traffic crash-related injuries. K-level injuries refer to injuries caused by a crash that result in death within 90 days of the incident. A-level injuries refer to incapacitating injuries that prevent injured persons from continuing activities they were capable of performing prior to the injury. B-level injuries refer to non-incapacitating injuries that are evident to observers at the scene of the crash in which the injury occurred. C-level injuries are non-evident but complained of. Crashes with only property damage are noted as "0" severity (no injury, PDO).
<b>MACP</b>	<b>Michigan Association of Chiefs of Police.</b>
<b>MADD</b>	<b>Mothers Against Drunk Driving.</b>
<b>MALI</b>	<b>Michigan Accident Location Index.</b> Current system used to locate traffic crashes in Michigan. In need of modification and updating.
<b>MCRUD</b>	<b>Michigan Coalition to Reduce Underage Drinking.</b>
<b>MCTSI</b>	<b>Michigan Comprehensive Traffic Safety Initiative.</b> The Michigan State Police component of several enforcement programs.
<b>MDCC</b>	<b>Michigan Deer Crash Coalition.</b>

<b>MDCH</b>	<b>Michigan Department of Community Health (formerly Michigan Department of Public Health).</b> Department of Michigan state government. Objectives include preventing disease, prolonging life, promoting health through organized community programs for sanitation, protection of the environment, and control of communicable and chronic disease, health education and promotion, and development of comprehensive medical services and facilities for effective diagnosis and treatment.
<b>MDIT</b>	<b>Michigan Department of Information Technology.</b> Department of Michigan State Government responsible for overall technology infrastructure and direction.
<b>MDOS</b>	<b>Michigan Department of State.</b> Department of Michigan state government. Operates services and programs in four major areas including traffic safety and motor vehicle-related activities (e.g., driver licensing, vehicle registration, administration of driver-point system), election-related activities, activities related to presenting and preserving Michigan history, and receiving and maintaining important records of state and local governmental units. Sometimes abbreviated <b>SOS</b> (Secretary of State).
<b>MDOT</b>	<b>Michigan Department of Transportation.</b> Department of Michigan state government. Primary functions include construction, improvement, and maintenance of state highway system, and administration of all other state transportation programs.
<b>MDTSEA</b>	<b>Michigan Driver and Traffic Safety Education Association.</b>
<b>MJI</b>	<b>Michigan Judicial Institute.</b>
<b>Michigan Model</b>	Comprehensive school health curriculum which includes traffic safety - grades K-8.
<b>Michigan Traffic Crash Facts</b>	Annual report published for OHSP by UMTRI that summarizes the yearly crash statistics for Michigan, now online at <a href="http://www.michigantrafficcrashfacts.org">http://www.michigantrafficcrashfacts.org</a> . This document helps determine the areas in which programs should be targeted to reduce the deaths and injuries in Michigan caused by crashes.
<b>MIP</b>	<b>Minor in Possession.</b>
<b>MMUTCD</b>	<b>Michigan Manual of Uniform Traffic Control Devices.</b>
<b>MPHI</b>	<b>Michigan Public Health Institute.</b>

<b>MPO</b>	<b>Metropolitan Planning Organization.</b>
<b>MSA</b>	<b>Michigan Sheriffs' Association.</b>
<b>MSP</b>	<b>Michigan State Police.</b>
<b>MSSC</b>	<b>Michigan State Safety Commission.</b>
<b>MSU</b>	<b>Michigan State University.</b>
<b>MTSC</b>	<b>Michigan Truck Safety Commission.</b>
<b>MTSMS</b>	<b>Michigan Traffic Safety Management System.</b>
<b>MTU</b>	<b>Michigan Technological University.</b>
<b>NETS</b>	<b>Network of Employers for Traffic Safety.</b> Non-profit, public/private partnership working to help employers develop and implement comprehensive workplace traffic safety programs.
<b>NHTSA</b>	<b>National Highway Traffic Safety Administration.</b>
<b>NMU</b>	<b>Northern Michigan University.</b>
<b>NSC</b>	<b>National Safety Council.</b>
<b>OHSP</b>	<b>Office of Highway Safety Planning.</b> Division within the Department of State Police in Michigan. Serves as coordinating agency for traffic safety within the state and distributes federal funds for development, implementation, and evaluation of traffic safety programs.
<b>OJJDP</b>	<b>Office of Juvenile Justice and Delinquency Prevention.</b>
<b>OUID</b>	<b>Operating Under the Influence of Drugs.</b> Drugged driving. Driving with any detectable amount of a schedule 1 drug in one's system is illegal in Michigan. Schedule 1 includes everything most people would mean by "illegal drugs," including cocaine, ecstasy, heroin, LSD, marijuana, methamphetamine, and PCP.
<b>OUIL</b>	<b>Operating Under the Influence of Liquor.</b> Drunk driving. Old term for OWI.
<b>OWI</b>	<b>Operating While Intoxicated.</b> Refers to driving while impaired by alcohol. Drivers with blood alcohol concentration levels of 0.08 percent or greater are legally assumed to be impaired, but some drivers may exhibit impairment at lower levels. This is the law most people mean by "drunk driving."

<b>P&amp;A</b>	<b>Planning and Administration.</b> One of program area plans included in the Highway Safety Plan. The administrative side of planning and implementing traffic safety programs.
<b>P&amp;P</b>	<b>Policy and Procedures.</b>
<b>PAAM</b>	<b>Prosecuting Attorneys Association of Michigan.</b>
<b>PAP</b>	<b>Program Area Plan.</b> The 2002 Highway Safety Plan includes the following ten program area plans: occupant protection, alcohol-impaired driving prevention, police traffic services, pedestrian/bicycle safety, traffic records, community traffic safety, roadway safety, driver education/issues, motorcycle safety, and planning and administration.
<b>PBT</b>	<b>Preliminary Breath Testing.</b>
<b>Performance Plan</b>	A component of the state's application submitted to the Federal Government each year to obtain federal funds for traffic safety. The plan must contain a description of the process used by the state to identify its highway safety problems, a list of measurable highway safety goals developed through the problem identification process, and a description of how projects are selected for funding.
<b>PI&amp;E</b>	<b>Public Information and Education.</b> Important for supporting traffic safety programs and creating a supportive environment for policy changes. Not effective as a stand-alone strategy for behavior change.
<b>PIO</b>	<b>Public Information Officer.</b>
<b>PN</b>	<b>Prevention Network.</b>
<b>PSA</b>	<b>Public Service Announcement.</b> One component of public information and education campaigns.
<b>PTS</b>	<b>Police Traffic Services.</b>
<b>SADD</b>	<b>Students Against Drunk Driving / Student Against Destructive Decisions.</b>
<b>Safe Communities</b>	The Safe Communities initiative is a dedicated fund program designed to provide resources to communities to develop local highway safety coalitions involving non-traditional partners, in partnership with our traditional partners. The focus of the coalitions is prevention of traffic crash injuries and fatalities.
<b>SCAO</b>	<b>State Court Administrative Office.</b>

<b>SCRC</b>	<b>Safe Community Resource Consultants.</b>
<b>SEMCOG</b>	<b>Southeastern Michigan Council of Governments.</b>
<b>SFST</b>	<b>Standardized Field Sobriety Testing.</b>
<b>SMS</b>	<b>Safety Management System.</b>
<b>Standard Enforcement</b>	Enforcement provision of safety belt laws that allows police to stop motorists solely for failure to use safety belts. Michigan has had standard enforcement since 2000.
<b>STEP</b>	<b>Selective Traffic Enforcement Program.</b> The use of targeted long- or short-term enforcement for areas with specific traffic problems.
<b>TCRS</b>	<b>Traffic Crash Reporting System.</b> A state crash database tool.
<b>TEA-21</b>	<b>Transportation Equity Act for the 21st Century.</b> The federal funding source for OHSP.
<b>TSEAC</b>	<b>Traffic Safety Engineering Action Committee.</b>
<b>TIA</b>	<b>Traffic Improvement Association</b> (of Oakland County).
<b>TSA</b>	<b>Traffic Safety Association.</b>
<b>TSAM</b>	<b>Traffic Safety Association of Michigan.</b>
<b>TSC</b>	<b>Traffic Safety Committee.</b>
<b>UD-8</b>	Form used by law enforcement in Michigan to record traffic citations.
<b>UD-10</b>	The Michigan traffic crash report form.
<b>UMTRI</b>	<b>University of Michigan Transportation Research Institute.</b> Established to address the problem of motor vehicle injury. Primary focus of research is road transportation, with some efforts directed at marine and air transport.
<b>UP-EMS</b>	<b>Upper Peninsula Emergency Medical Services Corporation.</b> Public nonprofit organization serving as the resource and coordinating agency for provision of emergency medical services in the Upper Peninsula.

**USDOT** **United States Department of Transportation.** Federal department responsible for establishing the nation's overall transportation policy. Contains nine administrations whose jurisdictions include highway planning, development, and construction; urban mass transit; railroads; aviation; and the safety of waterways, ports, highways, and oil and gas pipelines.

**VIN** **Vehicle Identification Number.**

**VMT** **Vehicle Miles Traveled.**

**WSU** **Wayne State University.**

**YDYDYL** **You Drink. You Drive. You Lose.** The impaired driving enforcement campaign preceding Over the Limit. Under Arrest.

**Zero Tolerance** The State of Michigan policy of no acceptance of any level of BAC above .02 in drivers under the age of 21.