



ANNUAL REPORT



2025 FISCAL YEAR

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING



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Glossary of Acronyms

A: Suspected Serious Injury

BAC: Blood Alcohol Concentration

CFR: Code of Federal Regulations

CIOT: Click It or Ticket

DSOGPO: Drive Sober or Get Pulled Over

EMS: Emergency Medical Services

FARS: Fatality Analysis Reporting System

FY: Fiscal Year

GTSAC: Governor's Traffic Safety Advisory Commission

K: Fatality

MACP: Michigan Association of Chiefs of Police

MSP: Michigan State Police

MTCF: Michigan Traffic Crash Facts

OHSP: Office of Highway Safety Planning

UMTRI: University of Michigan Transportation Research Institute

VMT: Vehicle Miles Traveled

VRU: Vulnerable Road User

Performance Report

23 Code of Federal Regulations (CFR) 1300.35(a)

Assessment of Michigan's Progress

The extent to which Michigan achieved performance targets and a description of how activities contributed to meeting performance targets.

Performance Targets

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

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

TRAFFIC SAFETY PERFORMANCE MEASURES

Source: Michigan Traffic Crash Facts

Shared Core Outcome Measures	2020	2021	2022	2023	2024
C-1 Traffic fatalities	1,083	1,131	1,123	1,095	1,099
TARGET	RESULT				
Reduce the number of traffic fatalities from 1,123 in 2022 to 1,108 by 2025.	Achieved In 2024, there were 1,099 traffic fatalities.				
C-2 Serious ("A") injuries in traffic crashes	5,433	5,979	5,782	5,816	5,781
TARGET	RESULT				
Reduce the number of suspected serious ("A") injuries from 5,782 in 2022 to 5,780 by 2025.	Not Achieved In 2024, 5,781 suspected serious ("A") injuries occurred. The OHSP will implement programming to reduce suspected serious injuries by conducting specialized public education in counties with the highest serious injuries and developing new projects and partnerships with post-crash care agencies.				
C-3(a) Fatalities per 100 million vehicle miles traveled (K/VMT)	1.25	1.18	1.17	1.11	Pending
TARGET	RESULT				
Reduce the fatalities/100 million vehicle miles traveled (VMT) rate from 1.18 K/VMT in 2021 to 1.151 by 2025.	Pending* The 2024 K/VMT rate is not yet available. *The OHSP met the 2023 performance measure target.				
C-3(b) Rural fatalities per 100 million vehicle miles traveled (K/VMT)	1.56	1.34	1.39	1.36	Pending
TARGET	RESULT				
Reduce the rural fatalities/100 million VMT rate from 1.34 K/VMT in 2021 to 1.11 by 2025.	Pending* The 2024 K/VMT rate is not yet available. *The OHSP did not meet the 2023 performance measure target.				
C-3(c) Urban fatalities per 100 million vehicle miles traveled (K/VMT)	1.11	1.09	1.06	0.98	Pending
TARGET	RESULT				
Reduce the urban fatalities/100 million VMT rate from 1.09 in 2021 to 1.02 by 2025.	Pending* The 2024 K/VMT rate is not yet available. *The OHSP met the 2023 performance measure target.				
Core Outcome Measures	2020	2021	2022	2023	2024
C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions	222	237	227	210	212
TARGET	RESULT				
Reduce unrestrained passenger vehicle occupant fatalities from 231 fatalities in 2022 to 229 by 2025.	Achieved In 2024, there were 212 unrestrained passenger vehicle occupant fatalities.				

Core Outcome Measures continued	2020	2021	2022	2023	2024
C-5 Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	171	191	173	165	193
TARGET	RESULT				
Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of 0.08 g/dL or higher from 173 fatalities in 2022 to 171 by 2025.	Not Achieved There were 193 fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 g/dL or higher. The OHSP will implement programming to reduce fatal crashes involving a BAC of .08 g/dL or higher by conducting specialized impaired-driving enforcement and public education in counties with the highest fatalities.				
C-6 Speed-related fatalities	200	237	223	210	177
TARGET	RESULT				
Reduce speed-involved fatalities from 223 fatalities in 2022 to 204 fatalities by 2025.	Achieved In 2024, there were 177 speed-involved fatalities.				
C-7 Motorcyclist fatalities	152	166	173	165	168
TARGET	RESULT				
Reduce motorcyclist fatalities from 173 fatalities in 2022 to 158 fatalities by 2025.	Not Achieved There were 168 motorcyclist fatalities in 2024. The OHSP will implement programming to reduce motorcyclist fatalities by conducting public education in counties with the highest fatalities.				
C-8 Unhelmeted motorcyclist fatalities	65	72	91	72	64
TARGET	RESULT				
Reduce unhelmeted motorcyclist fatalities from 91 fatalities in 2022 to 64 fatalities by 2025.	Achieved In 2024, there were 64 unhelmeted motorcyclist fatalities.				
C-9 Drivers aged 20 or younger in fatal crashes	128	163	131	136	122
TARGET	RESULT				
Reduce drivers aged 20 and younger involved in fatal crashes from 131 in 2022 to 129 by 2025.	Achieved In 2024, there were 122 drivers aged 20 or younger in fatal crashes.				
C-10 Pedestrian fatalities	175	183	173	183	156
TARGET	RESULT				
Reduce pedestrian fatalities from 173 fatalities in 2022 to 158 by 2025.	Achieved In 2024, there were 156 pedestrian fatalities.				
C-11 Bicyclist fatalities	38	29	36	24	29
TARGET	RESULT				
Reduce bicyclist fatalities from 36 fatalities in 2022 to 22 fatalities by 2025.	Not Achieved There were 29 bicyclist fatalities in 2024. The OHSP will implement programming to reduce bicyclist fatalities by conducting specialized bicyclist safety enforcement and public education in counties with the highest fatalities.				

Core Behavior Measure	2020	2021	2022	2023	2024
B-1 Safety belt use (daytime, observed)	94.4%	92.6%	92.0%	92.4%	92%

TARGET

Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants from 92.0% in 2022 to 94.0% in 2025.

RESULT

Not Achieved

The observed seat belt use rate was 92.0 percent in 2024. The OHSP will implement programming to reduce unrestrained passenger vehicle occupant fatalities in all seat positions by conducting specialized seat belt enforcement and public education in counties with the lowest belt use and/or highest fatalities.

Michigan Performance Measures	2020	2021	2022	2023	2024
M-1 Crashes involving alcohol- or drug-impaired motorcyclist	238	261	232	227	215

TARGET

Reduce crashes involving alcohol- or drug-impaired motorcyclists from 232 crashes in 2022 to 230 by 2025.

RESULT

Achieved

In 2024, there were 215 crashes involving alcohol- or drug-impaired motorcyclists.

M-2 Fatalities to alcohol- or drug-impaired motorcyclist	48	53	54	50	58
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TARGET

Reduce the number of alcohol- or drug-impaired motorcyclist fatalities from 54 fatalities in 2022 to 44 fatalities by 2025.

RESULT

Not Achieved

There were 58 alcohol- or drug-impaired motorcyclist fatalities in 2024. The OHSP will implement programming to reduce drug- or alcohol-impaired motorcyclist fatalities by conducting public education in counties with the highest fatalities and/or fatality rates.

M-3 Fatalities in crashes involving a drug-impaired driver or motorcycle operator	257	264	236	240	255
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TARGET

Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator from 236 fatalities in 2022 to 234 fatalities by 2025.

RESULT

Not Achieved

There were 255 fatalities in crashes involving a drug-impaired driver or motorcycle operator in 2024. The OHSP will implement programming to reduce drug-impaired driver or motorcycle operator fatalities by conducting public education in counties with the highest fatalities and/or fatality rates.

M-4 Crashes involving a motorcycle and another motor vehicle	1,524	1,716	1,643	1,614	1,706
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TARGET

Reduce crashes involving a motorcycle and another motor vehicle from 1,643 crashes in 2022 to 1,476 by 2025.

RESULT

Not Achieved

There were 1,706 crashes involving a motorcycle and another motor vehicle in 2024. The OHSP will implement programming to reduce motorcyclist and other motor vehicle crashes by conducting public education in counties with the highest crashes.

Michigan Performance Measures continued	2020	2021	2022	2023	2024
M-5 Drivers aged 65 and over in fatal crashes	222	228	265	294	307

TARGET

Reduce the number of older drivers aged 65 or older involved in fatal crashes from 265 fatal crashes in 2022 to 247 fatal crashes by 2025.

RESULT

Not Achieved

There were 307 fatalities involving drivers aged 65 and older in 2024. The OHSP will implement programming to reduce drivers aged 65 and older fatalities by conducting public education in counties with the highest fatalities.

M-6 Distracted drivers involved in fatal crashes	50	59	53	57	58
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TARGET

Reduce the number of distracted drivers involved in fatal crashes from 53 fatal crashes in 2022 to 51 by 2025.

RESULT

Not Achieved

There were 58 distracted driver- involved fatal crashes in 2024. The OHSP will implement programming to reduce distracted driver fatal crashes by conducting public education and specialized enforcement in counties with the highest fatalities.

M-7 Pedestrian fatalities on interstates and U.S. routes	29	27	38	31	33
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TARGET

Reduce the number of pedestrian fatalities on interstates and U.S. routes from 38 fatalities in 2022 to 36 by 2025.

RESULT

Achieved

In 2024, there were 33 pedestrian fatalities on interstates and U.S. routes.

Activities Conducted

Below are descriptions of how the activities conducted under the prior year's annual grant application contributed to meeting the State's highway safety performance targets. [23 CFR 1300.35(a)(1)(ii)]

Community Traffic Safety Programs

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

Total Awarded Amount: \$3,195,068.95

Driver Education

With a focus on interactive and peer-led education projects, the OHSP facilitated Strive for a Safer Drive, Teen Interactive Programs, the Safe Drivers Smart Options website, and Teen Defensive Driving Programs to contribute to meeting performance targets. The OHSP administered a research project, allowing better insights into teen driver perspectives and continued driver education needs. Additionally, it highlighted potential future projects to improve performance targets.

Total Awarded Amount: \$574,156.12

Emergency Medical Services

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

Total Awarded Amount: \$7,000.00

Impaired Driving

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

Total Awarded Amount: \$4,313,689.63

Motorcyclist Safety

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

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

Total Awarded Amount: \$224,700.92

Occupant Protection

The OHSP continued to support occupant protection education, child passenger safety training, and car seat distribution. Programming was expanded to bring seat belt education to 4-H youth in an overrepresented unbelted crash and low belt use county. The Annual Direct Observation Seat Belt and Handheld Device Use Survey also played a significant role in meeting performance targets.

Total Awarded Amount: \$799,997.62

Paid Media

Public education in 19 focus areas, which included Click It or Ticket (CIOT) mobilization, seat belt use awareness, Drive Sober or Get Pulled Over (DSOGPO) mobilization, impaired-driving awareness, speeding enforcement, speeding awareness, distracted-driving enforcement, distracted-driving awareness, bicyclist education, pedestrian education, RiderCoach recruitment, shadow riders, impaired motorcyclist prevention, child passenger safety, teen traffic safety, Michigan State Police (MSP) Third District IMPACT (Impaired Driving Action Team), winter safe-driving awareness, preventing roadside deaths, and Amish community safety awareness, contributed to meeting the performance targets.

Additionally, through Strategic Counsel, the OHSP provided a retainer fee to utilize the services of a professional marketing and advertising firm to conduct research, develop creative concepts, finish campaign assets, and plan and place paid advertising with Brogan & Partners and its subcontractors.

Total Awarded Amount: \$3,418,775.00

Pedestrian and Bicyclist Safety (Nonmotorized)

The OHSP continued to support enforcement, the Detroit Safe Routes Ambassador Program, and the League of Michigan Bicyclists training/education programs to improve safety for pedestrians and bicyclists and related performance targets. The OHSP also expanded programming to Amish-focused activities to reduce crashes and injuries among nonmotorized vehicles.

Total Awarded Amount: \$818,878.51

Planning and Administration

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

Total Awarded Amount: \$1,168,821.24*

*This total includes the required 50 percent state's matching share.

Police Traffic Services

The OHSP continued to support overtime traffic enforcement during the required federal mobilization periods and elective periods throughout the year based on community initiatives. Additionally, the OHSP partnered with the Michigan Association of Chiefs of Police (MACP) to network with local police agencies and exhibit at conferences hosted by the MACP and Michigan Sheriff's Association. These efforts contributed to performance targets.

Total Awarded Amount: \$6,212,262.49

Traffic Records

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

Total Awarded Amount: \$3,038,076.42

Repeat Offender Provision

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

Total Awarded Amount: \$632,613.95

Strategy for Programming Funds

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

Adjustments

- ◆ C-2 Serious ("A") injuries in traffic crashes: The OHSP will implement programming to reduce suspected serious injuries by conducting specialized public education in counties with the highest serious injuries and developing new projects and partnerships with post-crash care agencies.
- ◆ C-5 Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+: The OHSP will implement programming to reduce fatal crashes involving a BAC of .08 g/dL or higher by conducting specialized impaired-driving enforcement and public education in counties with the highest fatalities.
- ◆ C-7 Motorcyclist fatalities: The OHSP will implement programming to reduce motorcyclist fatalities by conducting public education in counties with the highest fatalities.

- ◆ C-11 Bicyclist fatalities: The OHSP will implement programming to reduce bicyclist fatalities by conducting specialized bicyclist safety enforcement and public education in counties with the highest fatalities.
- ◆ B-1 Safety belt used (daytime, observed): The OHSP will implement programming to reduce unrestrained passenger vehicle occupant fatalities in all seat positions by conducting specialized seat belt enforcement and public education in counties with the lowest belt use and/or highest fatalities.
- ◆ M-2 Fatalities to alcohol- or drug-impaired motorcyclist: The OHSP will implement programming to reduce drug- or alcohol-impaired motorcyclist fatalities by conducting public education in counties with the highest fatalities and/or fatality rates.
- ◆ M-3 Fatalities in crashes involving a drug-impaired driver or motorcycle operator: The OHSP will implement programming to reduce drug-impaired driver or motorcycle operator fatalities by conducting public education in counties with the highest fatalities and/or fatality rates.
- ◆ M-4 Crashes involving a motorcycle and another motor vehicle: The OHSP will implement programming to reduce motorcyclist and other motor vehicle crashes by conducting public education in counties with the highest crashes.
- ◆ M-5 Drivers aged 65 and over in fatal crashes: The OHSP will implement programming to reduce drivers aged 65 and older fatalities by conducting public education in counties with the highest fatalities.
- ◆ M-6 Distracted drivers involved in fatal crashes: The OHSP will implement programming to reduce distracted driver fatal crashes by conducting public education and specialized enforcement in counties with the highest fatalities.

No Adjustments

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

- ◆ C-1 Traffic fatalities
- ◆ C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions
- ◆ C-6 Speed-related fatalities
- ◆ C-8 Unhelmeted motorcyclist fatalities
- ◆ C-9 Drivers aged 20 or younger involved in fatal crashes
- ◆ C-10 Pedestrian fatalities
- ◆ M-1 Crashes involving an alcohol- or drug-impaired motorcyclist
- ◆ M-7 Pedestrian fatalities on interstates and U.S. routes

Activity Report

The OHSP supported traffic safety efforts in the following project areas: Community Traffic Safety Programs, Driver Education, EMS, Impaired Driving, Motorcyclist Safety, Occupant Protection, Paid Media, Pedestrian and Bicyclist Safety, Planning and Administration, Police Traffic Services, Repeat Offender Provisions, and Traffic Records. The activity report includes the following requirements listed in 23 CFR Part 1300.35(b): an explanation of reasons for projects that were not implemented; a narrative description of the public participation and engagement efforts carried out and how those efforts informed projects implemented under countermeasure strategies during the grant year; a description of the State's evidence-based enforcement program activities, including discussion of community collaboration efforts and efforts to support data collection and analysis to ensure transparency, identify disparities in traffic

enforcement, and inform traffic enforcement policies, procedures, and activities; and submission of information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, citation information, paid and earned media information).

FY2025 Projects Not Implemented

Two project areas had projects not implemented. Those program areas and projects are listed below.

Impaired Driving (ID)

Project number: 2025-ID-08-00

Project title: Treatment Court Professional Training and Resources Support

Subrecipient: Michigan Association of Drug Court Professionals

Justification: Failure to meet federal eligibility requirements for SAM Unique Entity ID.

Traffic Records (TR)

Project number: 2025-TR-02-05

Project title: MSP Tox Lab Data Integration

Subrecipient: Regents of the University of Michigan, also known as UMTRI

Justification: Necessary data-sharing permissions not in place to allow successful and meaningful integration.

FY2025 OHSP Public Participation and Engagement Efforts

Older Michiganian's Day Event in Lansing, Michigan: May 7, 2025

The OHSP attended the Older Michiganian's Day event in Lansing, Michigan, where staff intended to speak to road users aged 65 or older. Older road users were the point of focus from the data deep dive work group because the proportion of older road users in Michigan is increasing. The OHSP attempted to obtain insights from this community; however, there were an insufficient number of participants to provide feedback at this event.

Blessing of the Bikes Event in Baldwin, Michigan: May 16–17, 2025

The Baldwin Blessing of the Bikes is an event intended to bring motorcyclists to the area and promote a safe season of motorcycling. Attendees come from across Michigan—and even outside of Michigan—to participate. The OHSP participated as a vendor at the event to be able to speak to motorcyclists about the traffic safety issues that most concern them.

Motorcyclists are highlighted as vulnerable road users (VRUs) by the OHSP and are overrepresented in crash and fatality statistics in Michigan. Participants were evenly varied across the frequency of motorcycling on roadways from daily to occasional riding and the types of roads they travel on. The most common traffic safety issues participants observed on Michigan roads were:

- Speeding
- Failure to yield
- Disregard for traffic control
- Driving left of center
- Improper passing
- Improper lane use

Solutions or further needs discussed were education for both motorcyclists and drivers, reduction in distracted driving because it endangers motorcyclists, use of “breakaway zones” in construction or work zones for motorcyclists, speeding, and lane splitting.

Flint/Genesee County Community Resource Fair Event in Flint, Michigan: May 17, 2025

The Flint/Genesee County Community Resource Fair is intended to connect community areas and provide connections to local organizations and services. The OHSP attended this event alongside MSP community service troopers. Flint was highlighted due to an overrepresentation in crash statistics, including pedestrians and bicyclists. The OHSP attempted to obtain insights from this community; however, there were an insufficient number of participants to provide feedback at this event.

Ford Driving Skills for Life Event in Carleton, Michigan: June 7–8, 2025

The Ford Driving Skills for Life event is sponsored by the OHSP to provide additional driver training to new teen drivers in Michigan. This event was selected as an opportunity to conduct outreach to young drivers to promote safe-driving habits as well as gain insights from a large number of teens and their parents. There were approximately 144 participants that provided feedback on traffic safety issues that most concern them. Broad themes regarding the biggest issues teen drivers face and what concerns them most included the following:

- Distracted driving (e.g., friends in vehicles, texting and driving, using social media while driving)
- Overconfidence in driving abilities or lack of consideration for consequences
- Inexperience with a variety of driving scenarios/decision-making skills
- Speeding
- Impaired driving

Capitol Farmers Market in Lansing, Michigan: July 22, 2025

The Capitol Farmers Market was attended by the OHSP, with the aim of speaking to older road users. Older road users were highlighted by the data deep dive work group. Older drivers and road users most often reported feeling unsafe or mostly unsafe while out on Michigan roads. Specific concerns from this group included:

- Driving becoming more difficult (e.g., slower response times)
- Reckless driving of other drivers
- Speeding
- Distracted driving
- Confusing new technologies in vehicles

Solutions and interventions frequently mentioned included high-visibility enforcement, citations and fines, and some education efforts.

National Night Out Event in Flint, Michigan: August 5, 2025

The Flint National Night Out is a community policing awareness event. This event aims to provide demonstrations and education to Flint residents regarding law enforcement activities. Flint was highlighted as a location of interest due to high representation in crashes, including pedestrian and bicyclist fatalities. Safety materials and crash data for Flint were provided. Participants reported feeling unsafe while driving, walking, and/or biking on Michigan roads. The specific concerns listed included:

- Speeding

- Reckless driving (e.g., running red lights, passing in turn lanes, street racing)
- Distracted driving
- Unsafe roads (e.g., potholes, poor infrastructure)
- Bicyclist safety (i.e., not giving bicyclists appropriate space on the roads)

Solutions and interventions suggested for the community were more public service announcements, retesting for drivers' licenses, more schooling or education for drivers, and an increase in enforcement and citations to violators.

Otsego County Commission on Aging Senior Scams Event in Gaylord, Michigan: August 15, 2025

The OHSP attended the Otsego County Commission on Aging's Senior Scams event alongside an MSP community service trooper. This event was intended to provide education to senior members of the community on scams utilized to target older individuals. This was leveraged as an event to reach drivers aged 65 and older because they were highlighted as a priority by the data deep dive work group for key populations. This group is considered important because of their fatality and injury risks in a crash and due to their increasing population in Michigan. Crash data and traffic safety materials developed by the OHSP were distributed to educate participants. There were approximately 30 participants of the intended demographic in attendance. Based on surveying, most attendees reported feeling somewhat safe while driving, walking, and/or biking on Michigan roads. The most common traffic safety concerns reported by the group were:

- Drivers not looking for people walking and at crosswalks
- Drivers turning right or left without looking for or waiting for walkers
- Speeding
- Inconsiderate drivers

Other community-specific notes were gathered and will be monitored by the OHSP for further opportunities. The OHSP participated in a CarFit training in Gaylord for community service troopers to become CarFit certified. This included the training portion and a multi-hour CarFit event for the Gaylord community. Approximately 15 cars participated in the event.

Frontier Days Event in Charlotte, Michigan: September 5, 2025

The Charlotte Frontier Days is a multi-day event featuring a wide variety of activities and vendors in a rural, farming community. The OHSP had a vendor booth near the rodeo event. Charlotte was highlighted because it is located in Eaton County, which has one of the largest Amish populations in Michigan. The goal of this event was to provide targeted education and obtain feedback from those who commonly drive in the proximity of or operate slow-moving/nonmotorized vehicles. These VRUs were highlighted as a priority by the OHSP data deep dive work groups due to the severity of injuries faced in the event of a crash. Participants were provided with VRU education and general highway safety information and asked about their perceptions regarding slow-moving vehicles on roads in the community. In the reporting, community members disclosed a varied level of confidence in driving around slow-moving vehicles, even though many reported driving near these vehicles often.

Summary of Public Participation and Engagement Program Planning

Overall, the fiscal year (FY) 2025 public participation and engagement efforts provided feedback that was used to inform projects implemented under countermeasure strategies. The OHSP took each affected

community's unique feedback into consideration and took a nuanced approach to incorporate their identified priorities. More details on feedback implemented by program area are provided below.

A compilation of all discussion topics was provided to the OHSP program staff so that so that the feedback will be incorporated into all program planning. The OHSP Leadership Team reviews comments and ideas as they become available. The OHSP will encourage innovative project application submission to implement the communities' comments and views on local traffic safety issues. Programs that are impacted by the feedback include:

Motorcyclist Safety

Following the Baldwin Blessing of the Bikes event, the OHSP remains committed to strengthening the partnership between a variety of agencies by keeping the Motorcyclist Safety Action Team under the Governor's Traffic Safety Advisory Commission (GTSAC) active and engaged.

Driver Education

Strengthen the partnership with the Michigan Department of State and the Michigan Driver and Traffic Safety Education Association.

Enforcement

The Genesee County Multi-Agency Overtime Traffic Enforcement project was approved for an increased budget in FY2026 to address public feedback requesting an increase in enforcement and citations to violators.

Older Drivers

The OHSP older driver program coordinator is working to continue organizing CarFit events and trainings in cooperation with the GTSAC's Older Driver Mobility and Safety Action Team. A new community in Otsego County will have training on and access to the CarFit program.

Vulnerable Roadway Users

In conjunction with the Frontier Days event in Charlotte, Michigan, the Branch-Hillsdale-St. Joseph Community Health Agency presented to the OHSP and other interested parties regarding the outcome of the FY2025 grant project on traffic safety in Amish communities. This garnered new connections and resource sharing so that other Michigan communities, including Eaton County, may continue this important work. In addition, the Reducing Traffic Crashes and Injuries in the Amish Community project was approved for an increased budget in FY2026 to address public feedback requesting an increase in education for driving around slow-moving vehicles.

Mobilizations

Mobilization Calendar:

Impaired-driving enforcement from December 13, 2024, to January 1, 2025

Distracted-driving enforcement from April 1–30, 2025

Seat belt enforcement from May 19 to June 1, 2025

Speed enforcement from July 1–31, 2025

Impaired-driving enforcement from August 13 to September 1, 2025

Mobilization Participation

Overtime Traffic Safety Enforcement	Distracted Driving	Impaired Driving	Seat Belt	Speed	School Bus
Number of Participating Law Enforcement Agencies	117	125	117	126	23
Overtime Enforcement Hours	11,627.45	14,987.78	6,830.68	20,846.25	339.00
Traffic Stops	19,865	20,697	12,191	37,306	404
Seat Belt Citations (Age 8+)	817	364	3,457	859	6
Child Restraint Citations (Age 0-7)	54	35	53	56	0
OWI/High BAC Arrests	24	395	7	31	0
OUID Citations	5	45	3	9	0
Speeding Citations	3,686	4,888	1,786	20,118	157
Texting Citations	2,734	201	368	493	3
Other Hands Free Citations	3,729	77	434	584	6
Moving Violation Citations	1,919	1,513	921	2,169	59
Non-Moving Violation Citations	2,523	2,865	1,535	4,721	79
Misdemeanor Arrests	804	1,271	516	1,244	4
Felony Arrests	101	228	108	134	0

Overtime Pedestrian and Bicyclist Safety Enforcement	Mandatory: October (Pedestrian)	Mandatory: August (Bicyclist)	Elective: Year-Round
Number of Participating Law Enforcement Agencies	9	17	3
Overtime Enforcement Hours	157.75	236.25	523.80
Drivers			
Adult Driver Warnings	133	149	11
Adult Driver Citations	149	187	273
Youth Driver Warnings	1	1	0
Youth Driver Citations	0	0	0
Bicyclists			
Adult Bicyclists Warnings	0	33	13
Adult Bicyclists Citations	1	4	0
Youth Bicyclists Warnings	0	11	7
Youth Bicyclists Citations	0	0	0
Pedestrians			
Adult Pedestrians Warnings	22	6	21
Adult Pedestrians Citations	28	0	73
Youth Pedestrians Warnings	0	0	6
Youth Pedestrians Citations	0	0	0

Evidence-Based Enforcement Program Activities

Seat Belt Enforcement

The overall state seat belt use rate for all vehicles in 2023 was 92.4 percent. Police agencies continue to implement an evidence-based, highly visible seat belt enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns, such as CIOT, are most successful when accompanied by public information, so the OHSP created a paid media campaign to educate and alert the public about seat belt enforcement efforts before and during the CIOT seat belt enforcement campaign. The campaign ran statewide and targeted drivers aged 16 and older. The campaign ran from May to June 2025, which was before and

during the enforcement period. Outdoor advertising was used to distribute messages. The campaign garnered more than 10.6 million impressions, which exceeded the goal of 8 million impressions. According to the 2024 Annual Direct Observation Survey of Safety Belt Use and Mobile Device Use report, the overall seat belt use rate decreased to 92.0 percent.

Impaired-Driving Enforcement

There were 1,615 fatalities and 5,141 suspected serious injuries in alcohol-involved crashes in Michigan from 2018 to 2022. There were 1,275 fatalities and 2,371 suspected serious injuries in drug-involved crashes in Michigan from 2018 to 2022. Police officers continue to implement an evidence-based, highly visible impaired-driving enforcement program, DSOGPO, to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns, like DSOGPO, are most successful when accompanied by public information, so the OHSP created a paid media campaign to publicize and support impaired-driving enforcement efforts during the DSOGPO mobilization to the public. The campaign ran statewide and targeted men aged 21–34. The campaign ran from November to December 2024 and August 2025, which was before and during the enforcement periods. Several platforms were used to distribute messages, which included Connected TV, ESPN, audio streaming/podcasting, mobile, Gas Station TV, Reddit, and Facebook/Instagram. The campaign garnered more than 13.3 million impressions, which surpassed the goal of 8.9 million impressions.

Speed Enforcement

There were 1,036 fatalities and 4,419 suspected serious injuries in speeding-involved crashes in Michigan from 2018 to 2022. Police officials continue to implement an evidence-based, highly visible speed enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns are most successful when accompanied by public information, so the OHSP created a paid media campaign to educate and alert the public about speed enforcement efforts before and during the enforcement period. The campaign ran statewide and targeted drivers aged 16 and older. The campaign ran June to July 2025, which was before and during the enforcement. Outdoor advertising was used to distribute messages. The campaign garnered 36.3 million impressions, which was more than triple the goal of 12 million impressions.

Distracted-Driving Enforcement

There were 315 fatalities and 2,151 suspected serious injuries in distraction-involved crashes in Michigan from 2018 to 2022. Police officials continue to implement an evidence-based, highly visible distracted-driving enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns are most successful when accompanied by public information. To publicize distracted-driving enforcement efforts to the public, the OHSP created a paid media campaign that ran statewide and targeted drivers aged 16 and older. The campaign ran March to April 2025, which was before and during the enforcement period. Gas Station TV and outdoor advertising were used to distribute messages. The campaign garnered more than 18.9 million impressions, which exceeded the goal of 13 million impressions.

Supporting Enforcement Strategies

The information contained in this section is based on the reports provided by police agencies. A variety of printed traffic safety materials and banners were utilized in various capacities, including police agency lobbies; public governmental areas, including high schools; and officers distributing materials during traffic enforcement for public education. Local press releases and the OHSP's information was utilized through local media, social media, internal law enforcement emails, and staff meetings.

Some examples of supporting enforcement strategies can be found below.

Community Collaboration Efforts

The overtime enforcement grants that focused on traffic safety highlighted community collaboration throughout the year. Some community collaboration highlights from law enforcement agencies in FY2025 can be found below.

Ann Arbor Police Department (2025-PT-00-81) worked with the city engineers to determine corridors with the highest incidences of fatal or suspected serious injury crashes and spent focused hours on speed enforcement in these locations.

Bay County Sheriff's Office (2025-PT-00-09) utilized multiple channels, such as township public meetings and social media platforms, to engage with local communities and have open discussions with residents regarding traffic safety issues.

MSP Second District (2025-PT-02-IG) developed active community partnerships/collaboration with local law enforcement, traffic safety coalitions, and media outlets to expand enforcement visibility and public awareness. Troopers engaged directly with residents through community events and educational initiatives, reinforcing the shared responsibility for roadway safety. These efforts built public trust and contributed significantly to the district's overall reduction in crashes.

Data Collection and Analysis

Many of the agencies collect data through various platforms such as officer dailies, arrests, citations, crash data through MTCF, internal agency platforms, body camera footage, and UD-10 crash reports. For many agencies, the data collected was utilized in their annual reports or county crash reports.

MSP Eighth District (2025-PT-08-IG) utilized the eAICS system to collect and store all data pertinent to traffic enforcement activities. The public information officer also regularly creates and disseminates press releases to the public and media outlets to publicize traffic safety efforts, emerging trends, and safe-driving practices.

Plymouth Township Police Department (2025-PT-22-00) collected traffic safety information along with other departmental statistics and displayed the data on the department's Transparency Dashboard. This dashboard is accessible to anyone inside or outside of the community on the Plymouth Township Police Department's website.

As for specific data points, several agencies reported important highlights in their crash statistics following the completion of FY2025.

Flint Township Police Department Multi-Agency Enforcement (2025-PT-27-00) experienced a decrease in fatal crashes, from 18 to 15, which was a 16.7 percent reduction. There were fewer suspected serious injuries, which went from 63 to 59, a decrease of 6.4 percent.

Grand Traverse County Sheriff's Office (2025-PT-00-28) experienced a decrease in fatalities, from 13 to 8, which was a 38.5 percent reduction. There was also a reduction in suspected serious injury crashes, from 71 to 53. This was a decrease of 25.3 percent.

Calhoun County Sheriff's Office (2025-PT-00-13) saw a decrease across fatal crashes, suspected serious injury crashes, and suspected minor injury crashes.

Identifying Disparities

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

Informing Traffic Enforcement Policies, Procedures, and Activities

The information contained in this section is based on the reports provided by police agencies. High-visibility traffic enforcement includes public safety. Traffic stops and investigations during the grant period involved more time and resources beyond the traffic stops for arrests, operating while intoxicated processing, passenger transport, resisting and obstructing, impaired-driving sobriety testing and hospital blood draws, and vehicle disposition. During traffic enforcement, diverse arrests and enforcement included felony and misdemeanor arrests, child endangerment, pursuits, weapons offenses, and aggressions toward police officers. Impaired driving involving alcohol and drugs was identified as a continuing problem. Challenges during the grant period included low staffing and/or staff participation and inclement weather. The OHSP is working to implement more local agency feedback processes into large overtime enforcement projects to allow more local assistance in high-concern areas. The OHSP also continues to emphasize the importance of strengthening partnerships with local agencies as well as reducing the administrative burden associated with grant activities.

MSP Fifth District (2025-PT-05-IG) conducted overtime speed enforcement, which led to a driver being stopped and ticketed for reaching speeds of 113 miles per hour (mph). During the same speed enforcement period, a trooper stopped and ticketed a driver for reaching speeds of 103 mph.

MSP First District (2025-PT-01-IG) stopped a driver that was found to be going 116 mph in a 70-mph zone.

Flint Township Police Department and Grand Blanc Township Police Department (2025-PT-27-00) coordinated efforts and issued seven illegal passing of a school bus citations during the school bus enforcement period.

Participating and Reporting Agencies

See attachment titled “FY2025 Annual Report OHSP Enforcement Projects” for a list of all participating enforcement agencies and subagencies.