

September 2019

# **Highway Safety Plan FY 2020 Michigan**

## Highway Safety Plan

**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

- S. 405(b) Occupant Protection: Yes
- S. 405(e) Distracted Driving: Yes
- S. 405(c) State Traffic Safety Information System Improvements: Yes
- S. 405(f) Motorcyclist Safety Grants: Yes
- S. 405(d) Impaired Driving Countermeasures: Yes
- S. 405(g) State Graduated Driver Licensing Incentive: Yes
- S. 405(d) Alcohol-Ignition Interlock Law: Yes
- S. 405(h) Nonmotorized Safety: Yes
- S. 405(d) 24-7 Sobriety Programs: Yes
- S. 1906 Racial Profiling Data Collection: Yes

## Highway safety planning process

### Data Sources and Processes

#### DATA SOURCES AND PROCESSES

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for national core performance measures. In most cases, the data review also includes fatality and suspected serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

Crash data is used in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

#### HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Alcohol and/or drug-involved fatalities increased from 319 in 2014 to 434 in 2018, a 36 percent increase.

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase.

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist

fatalities have comprised an average of just under 20 percent of all traffic deaths.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Young drivers are typically over-represented in fatal crashes.

\*Source: Michigan State Police Criminal Justice Information Center

\*A 10-year fatal crash trend report provided an analysis of the state's overall traffic safety problems from 2009 through 2018:

Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Alcohol and/or drug-involved fatalities were 39.5 percent of total fatalities in the past ten years.

Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years.

Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years.

\*Source: Michigan State Police Criminal Justice Information Center

Despite Michigan's high observed seat belt use rate, near half of the vehicle occupant fatalities in traffic crashes are unbuckled. Click It or Ticket and social norming messages aimed at increasing seat belt use are essential to prompt compliance with the state's mandatory seat belt law.

Not only does alcohol involvement in fatal crashes remain a serious problem, but drug-involved fatal crashes have increased dramatically over the last 10 years. Efforts to combat impaired driving continue to be a priority for traffic safety programming.

Traffic fatalities involving vulnerable roadway users, bicyclists, motorcyclists, and pedestrians, have increased over the 10-year period. Programming will continue to focus on these areas.

While young drivers involved in fatal crashes fell over the last 10 years, this group remains at risk because of their inexperience and risk-taking nature. Young drivers are particularly vulnerable to distractions while behind the wheel. OHSP will continue efforts aimed to promote safe teen driving through peer-to-peer programs and focusing on improved skills.

Judicial and enforcement data was not included in problem identification because data is not yet readily available for analysis purposes.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate formula for the shared goal target-setting process for fatalities, suspected serious injuries, and VMT. Quantitative targets to reduce fatalities are set through crash projections based on five-year moving average crash trends using a regression predictive statistical model. The core performance targets were predicted using a liner regression model.

#### HIGHWAY SAFETY PERFORMANCE MEASURES

The national core performance measures reflect Michigan's primary traffic safety issues for which effective countermeasures are available:

occupant restraint use

impaired driving

young drivers

vulnerable roadway users: bicyclists, motorcyclists, and pedestrians

## ESTABLISHING PERFORMANCE TARGETS

Michigan's core performances targets are:

### Outcome measures

C-1 Number of traffic fatalities

C-2 Number of serious injuries

C-3 Fatalities/Vehicle Miles Traveled (VMT)

C-4 Number of unrestrained passenger vehicle occupant fatalities, seat seating positions

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

C-6 Number of speeding-related fatalities

C-7 Number of motorcyclist fatalities

C-8 Number of unhelmeted motorcyclist fatalities

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

C-10 Number of pedestrian fatalities

C-11 Number of bicyclist fatalities

Other: Number of crashes involving alcohol- or drug-impaired motorcyclists

Other: Number of impaired motorcyclist fatalities.

### Behavior measures

B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants

### Activity measures

A-1 Number of seat belt citations issued during grant-funded enforcement activities

A-2 Number of impaired-driving arrests made during grant-funded enforcement activities

A-3 Number of speeding citations issued during grant-funded enforcement activities

A five-year moving average is applied against the national core performance measures from 2014-2018 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

For the three shared goals for the Highway Safety Plan and the Highway Safety Improvement Plan, the OHSP, and the Michigan Department of Transportation worked with UMTRI to develop predictive figures generated from a multi-variate formulate for the target-setting process. The same model, which incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption, was used to develop the 2020 shared goals.

## DEVELOPING AND SELECTING EVIDENCE-BASED COUNTERMEASURE STRATEGIES AND PROJECTS

OHSP staff work collaboratively with partners and stakeholders to identify programs to reduce traffic fatalities and injuries. Input and ideas come from grantees, Strategic Highway Safety Plan Action Teams, Traffic Safety Networks, law enforcement at the municipal, county, and state level, state agencies and departments, driver's training and education groups and instructors, child passenger safety partners, hospital and other health-affiliated personnel, motorcycle training instructors, judicial networks, court personnel, probation officers, and a host of others involved in traffic safety efforts.

## Processes Participants

|  |
|--|
| Alger County Sheriffaposs Office                 |
| Allegan County Sheriffaposs Office               |
| Aspirus Health System                            |
| Bay County Sheriffaposs Office                   |
| Bicycle and Pedestrian Safety Action Team        |
| Brogan and Partners                              |
| Calhoun County Sheriffaposs Office               |
| Child Passenger Safety Technician Instructors    |
| Child Passenger Safety Technicians               |
| Chippewa County Sheriffaposs Office              |
| City of Detroit Police Department                |
| City of Grosse Isle Police Department            |
| City of Kalamazoo Department of Public Safety    |
| City of Lansing Police Department                |
| City of Muskegon Police Department               |
| City of Muskegon Township Police Department      |
| City of Muskegon Heights Police Department       |
| City of Norton Shores Police Department          |
| City of St. Ignace                               |
| City of St. Ignace Police Department             |
| City of Warren Police Department                 |
| Driveraposs Age 20 and Younger Action Team       |
| Drug Recognition Expert Steering Committee       |
| Federal Highway Administration                   |
| Ford Driving Skills for Life                     |
| Genesee County Sheriffaposs Office               |
| Glengariff Group                                 |
| Governoraposs Traffic Safety Advisory Commission |
| Grand Traverse County Sheriffaposs Office        |
| Grant Project Directors                          |
| Impaired Driving Action Team                     |
| Ingham County Sheriffaposs Office                |
| Isabella County Sheriffaposs Office              |
| Jackson County Sheriffaposs Office               |
| Juvenile Probation Officers                      |
| Kalamazoo County Sheriffaposs Office             |
| Kent County Sheriffaposs Office                  |
| Kids Always Ride Safe                            |
| League of Michigan Bicyclists                    |
| Livingston County Sheriffaposs Office            |
| Local School Districts                           |
| Luce County Sheriffaposs Office                  |

|   |
|---|
| Macomb County Sheriffaposs Office   |
| Menominee County Sheriffaposs Office  |
| Michigan Association of District Court Magistrates  |
| Michigan Association of District Probation Officers   |
| Michigan Child Passenger Safety Assessment Team   |
| Michigan Department of Health and Human Services  |
| Michigan Department of State  |
| Michigan Department of State Police   |
| Michigan Department of State Police Office of Highway Safety Planning Leadership Team and Staff |
| Michigan Department of Technology, Management, and Budget                                       |
| Michigan Department of Transportation   |
| Michigan Fitness Foundation   |
| Michigan Judicial Institute   |
| Michigan Licensed Beverage Association  |
| Michigan Sheriffaposs Association   |
| Michigan State Court Administrative Office  |
| Michigan State University   |
| Michigan Traffic Records Coordinating Council   |
| Monroe County Sheriffaposs Office   |
| Montcalm County Sheriffaposs Office   |
| Mothers Against Drunk Driving Michigan  |
| Motorcycle Safety Action Team   |
| Muskegon County Sheriffaposs Office   |
| National Weather Service: Gaylord and Marquette   |
| Oakland County Sheriffaposs Office  |
| Occupant Protection Action Team   |
| Ottawa County Sheriffaposs Office   |
| Prosecuting Attorneys Association of Michigan   |
| Saginaw County Sheriffaposs Office  |
| Save a Life Tour, Inc.  |
| Secondary Road Patrol officers  |
| Senior Mobility Action Team   |
| Southeast Michigan Council of Governments   |
| St. Clair County Sheriffaposs Office  |
| Traffic Records and Information Systems Action Team   |
| Traffic Safety Network: Capital Area  |
| Traffic Safety Network: Huron Valley Area   |
| Traffic Safety Network: Lakeshore Area  |
| Traffic Safety Network: Northern Lower Area   |
| Traffic Safety Network: Saginaw Valley Area   |
| Traffic Safety Network: South Central Michigan Area   |
| Traffic Safety Network: Southwest Michigan Area   |
| Traffic Safety Network: Thumb Area  |
| Traffic Safety Network: Traverse Bay Area   |

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|--|
| Traffic Safety Network: Upper Peninsula Area                                       |
| Traffic Safety Network: West Michigan Area   |
| Traffic Safety Network: Oakland County Area/Transportation Improvement Association |
| Transportation Improvement Association   |
| University of Michigan Transportation Research Institute                           |
| Upper Peninsula Criminal Justice Administrator/Association                         |
| Van Buren County Sheriff's Office  |
| Washtenaw County Sheriff's Office  |
| Wayne County Sheriff's Office  |
| Wayne State University   |

## Description of Highway Safety Problems

### HIGHWAY SAFETY PROBLEMS

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- C-7 Number of motorcyclist fatalities
- C-8 Number of unhelmeted motorcyclist fatalities
- C-9 Number of drivers 20 or younger involved in fatal crashes
- C-10 Number of pedestrian fatalities
- C-11 Number of bicyclist fatalities
- Other: Number of crashes involving alcohol- or drug-impaired motorcyclists
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Behavior measures

- B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants

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Recommendations for projects and funding are made after reviewing data analysis, considering partner input, and assessing projects for their potential impact based on research.

Project Development Plans (PDPs) are written to identify:

crash data for problem identification

objectives

countermeasure strategies

funding

Presentations for each program area are made to the OHSP leadership team, which includes the OHSP director, communications section manager, planning and administration section manager, and program management section manager. This process ensures planning takes a holistic approach to problem identification

The leadership team then assesses the project proposals, their potential for impacting traffic fatalities and injuries, and projected available funding. This process ensures all performance measures are taken into consideration.

Final determinations regarding projects and funding levels are shared with program staff to begin the grant development process.

## List of Information and Data Sources

OHSP program staff review partner input against the leading body of research for behavior-based traffic safety programs, Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Ninth Edition, 2017. Program staff also consult with reports from the National Cooperative Highway Research Program, Governors Highway Safety Association, and NHTSA organized program area assessment reports to identify those projects that are likely to have the greatest positive impact on fatality and injury problems.

## Description of Outcomes

. The collaboration and coordination of the HSP and the Strategic Highway Safety Plan (SHSP) ensures uniformity among the top safety goals in Michigan, encourages a team effort in developing and implementing safety programs, and ensures a diversity of working groups among traffic safety stakeholders focusing on the SHSP vision of “Toward Zero Deaths on Michigan Roadways.”

The action teams for the core SHSP areas include:

Commercial Motor Vehicle Safety  
 Distracted Driving  
 Drivers Age 20 and Younger  
 Impaired Driving  
 Motorcycle Safety  
 Occupant Protection  
 Pedestrian and Bicycle Safety  
 Senior Mobility and Safety  
 Traffic Incident Management  
 Traffic Records and Information Systems  
 Traffic Safety Engineering

These groups meet at least quarterly to discuss action plans, activities, and review crash data. Groups may have guest speakers or conduct meetings around the state. These groups are open to the public and include many of the OHSP traffic safety partners mentioned in the OHSP HSP.

Action team meetings and action team plans are one way the OHSP identifies potential countermeasures and projects to include in the HSP, while also supporting the SHSP.

The MDOT and the OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate formula for the 2020 target-setting process. The same model, which incorporates factors such as gas prices, employment, income, GDP, VMT, and alcohol consumption, was used to develop the 2020 shared goals:

Fatalities 999.4  
 Suspected Serious Injuries 5,520.4  
 Fatalities per 100 million VMT .97

## Performance report

### Progress towards meeting State performance targets from the previous fiscal year's HSP

| Sort Order | Performance measure name  | Progress    |
|------------|---|-------------|
| 1          | C-1) Number of traffic fatalities (FARS)  | Met         |
| 2          | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | Met         |
| 3          | C-3) Fatalities/VMT (FARS, FHWA)  | In Progress |
| 4          | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | Met         |
| 5          | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | In Progress |
| 6          | C-6) Number of speeding-related fatalities (FARS)   | Met         |

|    |  |             |
|----|--|-------------|
| 7  | C-7) Number of motorcyclist fatalities (FARS)  | In Progress |
| 8  | C-8) Number of unhelmeted motorcyclist fatalities (FARS)                                   | In Progress |
| 9  | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)                  | In Progress |
| 10 | C-10) Number of pedestrian fatalities (FARS)   | In Progress |
| 11 | C-11) Number of bicyclists fatalities (FARS)   | In Progress |
| 12 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | In Progress |

### Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: Met

#### Program-Area-Level Report

Click or tap here to enter text.

### Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: Met

#### Program-Area-Level Report

Click or tap here to enter text.

### Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: In Progress

#### Program-Area-Level Report

Click or tap here to enter text.

### Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: Met

#### Program-Area-Level Report

Click or tap here to enter text.

### Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: In Progress

#### Program-Area-Level Report

Click or tap here to enter text.

## Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: Met

### Program-Area-Level Report

Click or tap here to enter text.

## Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

Click or tap here to enter text.

## Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

Click or tap here to enter text.

## Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: In Progress

### Program-Area-Level Report

Click or tap here to enter text.

## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

Click or tap here to enter text.

## Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

Click or tap here to enter text.

## Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: In Progress

### Program-Area-Level Report

Click or tap here to enter text.

## Performance Plan

| Sort Order | Performance measure name | Target Period | Target Start Year | Target End Year | Target Value |
|------------|--------------------------|---------------|-------------------|-----------------|--------------|
|------------|--------------------------|---------------|-------------------|-----------------|--------------|

|   |   |        |      |      |         |
|---|---|--------|------|------|---------|
| 1 | C-1) Number of traffic fatalities (FARS)  | 5 Year | 2016 | 2020 | 999.4   |
| 2 | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 5 Year | 2016 | 2020 | 5,520.4 |
| 3 | C-3) Fatalities/VM T (FARS, FHWA)   | 5 Year | 2016 | 2020 | .97     |
| 4 | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | Annual | 2020 | 2020 | 178.00  |
| 5 | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | Annual | 2020 | 2020 | 275.00  |
| 6 | C-6) Number of speeding-related fatalities (FARS)   | Annual | 2020 | 2020 | 280.00  |
| 7 | C-7) Number of motorcyclist fatalities (FARS)   | Annual | 2020 | 2020 | 156.00  |
| 8 | C-8) Number of unhelmeted motorcyclist fatalities (FARS)  | Annual | 2020 | 2020 | 86.00   |
| 9 | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)   | Annual | 2020 | 2020 | 138.00  |

|    |   |        |      |      |        |
|----|---|--------|------|------|--------|
| 10 | C-10)<br>Number of pedestrian fatalities (FARS)   | Annual | 2020 | 2020 | 188.00 |
| 11 | C-11)<br>Number of bicyclists fatalities (FARS)   | Annual | 2020 | 2020 | 37.00  |
| 12 | B-1)<br>Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | Annual | 2020 | 2020 | 98.00  |
| 13 | Number of crashes involving alcohol- or drug-impaired motorcyclists                           | Annual | 2020 | 2020 | 223.00 |
| 14 | Number of impaired motorcyclist fatalities  | Annual | 2020 | 2020 | 61.00  |

### Performance Measure: C-1) Number of traffic fatalities (FARS)

#### Performance Target details

| Performance Target                            | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-1) Number of traffic fatalities (FARS)-2020 | Numeric            | 999.4        | 5 Year        | 2016              |

#### Performance Target Justification

### Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

#### Performance Target details

| Performance Target   | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-2) Number of serious injuries in traffic crashes (State crash data files)-2020 | Numeric            | 5,520.4      | 5 Year        | 2016              |

## Performance Target Justification

Click or tap here to enter text.

### Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

#### Performance Target details

| Performance Target                    | Target Metric Type | Target Value | Target Period | Target Start Year |
|---------------------------------------|--------------------|--------------|---------------|-------------------|
| C-3) Fatalities/VMT (FARS, FHWA)-2020 | Numeric            | .97          | 5 Year        | 2016              |

## Performance Target Justification

Click or tap here to enter text.

### Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

#### Performance Target details

| Performance Target  | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020 | Numeric            | 178.00       | Annual        | 2020              |

## Performance Target Justification

### Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

#### Performance Target details

| Performance Target   | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020 | Numeric            | 275.00       | Annual        | 2020              |

## Performance Target Justification

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## Performance Measure: C-6) Number of speeding-related fatalities (FARS)

### Performance Target details

| Performance Target                                     | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-6) Number of speeding-related fatalities (FARS)-2020 | Numeric            | 280.00       | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

## Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

### Performance Target details

| Performance Target                                 | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-7) Number of motorcyclist fatalities (FARS)-2020 | Numeric            | 156.00       | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

## Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

### Performance Target details

| Performance Target  | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020 | Numeric            | 86.00        | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

## Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

### Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|--------------------|--------------------|--------------|---------------|-------------------|
|--------------------|--------------------|--------------|---------------|-------------------|

|  |         |        |        |      |
|--|---------|--------|--------|------|
| C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020 | Numeric | 138.00 | Annual | 2020 |
|--|---------|--------|--------|------|

### Performance Target Justification

Click or tap here to enter text.

### Performance Measure: C-10) Number of pedestrian fatalities (FARS)

#### Performance Target details

| Performance Target                                | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-10) Number of pedestrian fatalities (FARS)-2020 | Numeric            | 188.00       | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

### Performance Measure: C-11) Number of bicyclists fatalities (FARS)

#### Performance Target details

| Performance Target                                | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-11) Number of bicyclists fatalities (FARS)-2020 | Numeric            | 37.00        | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

### Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

#### Performance Target details

| Performance Target  | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020 | Percentage         | 98.00        | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

## Performance Measure: Number of crashes involving alcohol- or drug-impaired motorcyclists

### Performance Target details

| Performance Target  | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| Number of crashes involving alcohol- or drug-impaired motorcyclists | Numeric            | 223.00       | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

## Performance Measure: Number of impaired motorcyclist fatalities

### Performance Target details

| Performance Target                         | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| Number of impaired motorcyclist fatalities | Numeric            | 61.00        | Annual        | 2020              |

### Performance Target Justification

Click or tap here to enter text.

**Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

I certify: Yes

#### A-1) Number of seat belt citations issued during grant-funded enforcement activities\*

Seat belt citations: 9631

Fiscal Year A-1: 2019

#### A-2) Number of impaired driving arrests made during grant-funded enforcement activities\*

Impaired driving arrests: 1719

Fiscal Year A-2: 2019

#### A-3) Number of speeding citations issued during grant-funded enforcement activities\*

Speeding citations: 16512

Fiscal Year A-3: 2019

## Program areas

### Program Area: Community Traffic Safety Program

#### Description of Highway Safety Problems

## HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Alcohol and/or drug-involved fatalities increased from 319 in 2014 to 434 in 2018, a 36 percent increase.

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase.

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Young drivers are typically over-represented in fatal crashes.

\*Source: Michigan State Police Criminal Justice Information Center

\*A 10-year fatal crash trend report provided an analysis of the state's overall traffic safety problems from 2009 through 2018:

Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Alcohol and/or drug-involved fatalities were 39.5 percent of total fatalities in the past ten years.

Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years.

Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years.

\*Source: Michigan State Police Criminal Justice Information Center

Despite Michigan's high observed seat belt use rate, near half of the vehicle occupant fatalities in traffic crashes are unbuckled. Click It or Ticket and social norming messages aimed at increasing seat belt use are essential to prompt compliance with the state's mandatory seat belt law.

Not only does alcohol involvement in fatal crashes remain a serious problem, but drug-involved fatal crashes have increased dramatically over the last 10 years. Efforts to combat impaired driving continue to be a priority for traffic safety programming.

Traffic fatalities involving vulnerable roadway users, bicyclists, motorcyclists, and pedestrians, have increased over the 10-year period. Programming will continue to focus on these areas.

While young drivers involved in fatal crashes fell over the last 10 years, this group remains at risk because of their inexperience and risk-taking nature. Young drivers are particularly vulnerable to distractions while behind the wheel. OHSP will continue efforts aimed to promote safe teen driving through peer-to-peer programs and focusing on improved skills.

Judicial and enforcement data was not included in problem identification because data is not yet readily available for analysis purposes.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate formula for the shared goal target-setting process for fatalities, suspected serious injuries, and VMT. Quantitative targets to reduce fatalities are set through crash projections based on five-year moving average crash trends using a

regression predictive statistical model. The core performance targets were predicted using a liner regression model.

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 999.4        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020            | 5 Year        | 5,520.4      |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)  | 2020            | 5 Year        | .97          |
| 2020        | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 2020            | Annual        | 178.00       |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | Annual        | 275.00       |
| 2020        | C-6) Number of speeding-related fatalities (FARS)   | 2020            | Annual        | 280.00       |
| 2020        | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)                        | 2020            | Annual        | 98.00        |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |

**Countermeasure Strategy: Communication Campaign**

Program Area: Community Traffic Safety Program

**Project Safety Impacts**

|       | Predictive Model for Michigan HSP   |       |       |       |       |          | Goals   | Goals   | Goals   | Goals   | Goals   |
|-------|---|-------|-------|-------|-------|----------|---------|---------|---------|---------|---------|
|       | National Core Performance Measures  | 2014  | 2015  | 2016  | 2017  | 2018     | 2019    | 2020    | 2021    | 2022    | 2023    |
| C-1   | Number of fatalities in traffic crashes   | 901   | 967   | 1,065 | 1,030 | 974      | 1,023.2 | 999.4   | pending | pending | pending |
| C-2   | Number of serious injuries in traffic crashes   | 4,909 | 4,865 | 5,634 | 6,084 | 5,586    | 5,406.8 | 5,520.4 | pending | pending | pending |
| C-3   | Fatalities per 100 million VMT  | 0.93  | 0.99  | 1.07  | 1.01  | *Pending | 1.02    | .97     | pending | pending | pending |
| C-4   | Number of unrestrained passenger vehicle occupant fatalities, all seat positions          | 196   | 190   | 198   | 193   | 180      | 184     | 178     | 186     | 181     | 168     |
| C-5   | Number of fatalities in crashes involving a driver or motorcycle operator with a BAC .08+ | 212   | 266   | 244   | 311   | *Pending | 201     | 275     | 253     | 320     | 247     |
| C-6   | Number of speed-related fatalities  | 235   | 264   | 245   | 241   | *Pending | 260     | 280     | 261     | 257     | 304     |
| C-7   | Number of motorcyclist fatalities   | 112   | 141   | 152   | 150   | 139      | 125     | 156     | 167     | 165     | 154     |
| C-8   | Number of unhelmeted motorcyclist fatalities  | 52    | 57    | 78    | 69    | 56       | 95      | 86      | 78      | 127     | 85      |
| C-9   | Number of drivers age 20 or younger in fatal crashes                                      | 119   | 153   | 140   | 120   | 103      | 104     | 138     | 125     | 105     | 88      |
| C-10  | Number of pedestrian fatalities   | 148   | 166   | 163   | 156   | 145      | 178     | 188     | 185     | 178     | 167     |
| C-11  | Number of bicycle fatalities  | 22    | 33    | 38    | 21    | 21       | 28      | 37      | 42      | 25      | 25      |
| B-1   | Safety belt use (daytime, observed)(2)  | 93.3% | 92.8% | 94.5% | 94.1% | 93.4%    | 98%     | 98%     | 98%     | 98%     | 98%     |
| Other | Number of crashes involving alcohol- or drug-impaired motorcyclists                       | 209   | 227   | 233   | 236   | 206      | 197     | 223     | 229     | 232     | 202     |
| Other | Number of impaired motorcyclist fatalities  | 36    | 52    | 48    | 45    | 44       | 46      | 61      | 57      | 54      | 53      |

#### CP-20-03 Public Information and Education

Law enforcement officers will continue to implement an evidence-based, highly visible 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. OHSP would continue to develop and assist with distribution of public information materials to enhance the enforcement efforts.

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### CP-20-03 Strategic Counsel

Public information and education are crucial when coupled with enforcement to decrease traffic crashes.

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

Funding will support contractual costs to support the activities detailed above.

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### CP-20-03 Statewide Winter Safe Driving Awareness Campaign

Media spokespersons often blame roadway conditions instead of driver behavior when reporting on crashes in the winter. This takes attention away from the responsibility of motorists to slow their speed to drive safely.

When a motorist on a slippery road surface encounters an obstacle in its path, whether motor vehicle or animal, avoiding the crash can be difficult, especially if speed was too high or the driver was distracted.

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

### Linkage Between Program Area

#### CP-20-03 Public Information and Education

Law enforcement officers will continue to implement an evidence-based, highly visible 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. OHSP would continue to develop and assist with distribution of public information materials to enhance the enforcement efforts.

##### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

##### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

##### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

##### C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

##### B-1 Statewide Seat Belt Use Rate

Target: Increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

##### \$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### CP-20-03 Strategic Counsel

Public information and education are crucial when coupled with enforcement to decrease traffic crashes.

Communications are included in two (communications and outreach and deterrence) of the four basic strategies

that are used to reduce alcohol-impaired crashes and drinking and driving.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Target: Increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

Media spokespersons often blame roadway conditions instead of driver behavior when reporting on crashes in the winter. This takes attention away from the responsibility of motorists to slow their speed to drive safely.

When a motorist on a slippery road surface encounters an obstacle in its path, whether motor vehicle or animal, avoiding the crash can be difficult, especially if speed was too high or the driver was distracted.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Target: Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## Rationale

CP-20-03 Public Information and Education

Countermeasures That Work, Ninth Edition 2017: chapter 2 (Seat Belts and Child Restraints), section 3 (Communications and Outreach), and page number(s) - page 138.

CITATION:

Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: All high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals

CP-20-03 Strategic Counsel

Public information and education are crucial when coupled with enforcement to decrease traffic crashes.

Countermeasures That Work, Ninth Edition 2017: Communications and Outreach 3.1, page 2-18.

CITATION:

Communications and Outreach 3.1 Communications and Outreach Supporting Enforcement Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004).

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

Media spokespersons often blame roadway conditions instead of driver behavior when reporting on crashes in the winter. This takes attention away from the responsibility of motorists to slow their speed to drive safely.

When a motorist on a slippery road surface encounters an obstacle in its path, whether motor vehicle or animal, avoiding the crash can be difficult, especially if speed was too high or the driver was distracted.

Countermeasures That Work, Ninth Edition 2017: Countermeasures That Work 2017:

Chapter 3. Speeding and Speed Management, 4. Communications and Outreach, Page 3-31

Citation

Effective, high-visibility communications and outreach are an essential part of successful speed and aggressive-driving enforcement programs (Neuman et al., 2003; NHTSA, 2000). All of the examples discussed in Chapter 3, Sections 2.2, High-visibility Enforcement, and 2.3, Other Enforcement Methods, used extensive communications campaigns to support their enforcement efforts. Most campaigns to date have not used paid advertising. The success of paid advertising in seat belt use campaigns (Chapter 2, Section 3.1) suggests that it is worth considering for speed and aggressive driving enforcement campaigns.

The objective should be to provide information about the program, including expected safety benefits, and to persuade motorists that detection and punishment for violations is likely. See also Neuman et al. (2003, Strategy A2). Communications and outreach programs urging drivers to behave courteously or not to speed are unlikely to have any effect unless they are tied to vigorous enforcement (Neuman et al., 2003, Strategy A2). Campaign messages that are pre-tested to ensure they are relevant to the target audience and that reach the audience with sufficient intensity and duration to be perceived and noticed are most likely to be effective (Preusser et al., 2008). Other State and community partners may also help leverage resources and achieve a wider reach if they have common goals and concerns (GHSA, 2004).

A recent assessment report prepared for the Governor's Highway Safety Association also recommends raising the priority of speed enforcement as a traffic safety priority among law enforcement agencies, the general public and the courts (Sprattler, 2012). Such an effort may require careful framing of the message that speed enforcement is a public injury prevention strategy. Health Resources in Action developed community resources for the Centers for Disease Control and Prevention highlighting injury-reduction and public health and community livability issues in relation to speed and speed management (Health Resources in Action, 2013; and other resources available at [www.cdc.gov/healthyplaces/healthtopics/transportation/practice.htm](http://www.cdc.gov/healthyplaces/healthtopics/transportation/practice.htm).)

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 10007             | CP Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |

## Planned Activity: CP Program Management

Planned activity number: 10007

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act CP Program Management | \$102,000.00             | \$0.00       | \$0.00        |

## Planned Activity: CP Education and Communication CP 03 PI&E

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to

implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program

Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent recall the campaign by September 30, 2020.

CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt

banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating agencies.

Funding will support the production of banners.

Grantee

OHSP PI&E

Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

Grantee

OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020.

CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs

planned for FY2020, with the goal of filling these courses with new RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

CP-20-03 Strategic Counsel

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

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

#### CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

#### CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

#### CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

Intended Subrecipients

Brogan & Partners, Martin/Waymire, Glengariff Group

Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |
| Motorcycle Rider Training  |

Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$100,000.00             | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | FAST Act 402 Paid Advertising         | \$800,000.00             | \$0.00       | \$800,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Paid Advertising         | \$500,000.00             | \$0.00       | \$500,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$15,000.00              | \$0.00       | \$15,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$85,000.00              | \$0.00       | \$85,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$65,000.00              | \$0.00       | \$65,000.00   |

|      |                                     |                                       |              |        |  |
|------|-------------------------------------|---------------------------------------|--------------|--------|--|
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |  |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |  |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$25,000.00  | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)       | \$14,000.00  | \$0.00 |  |

## Countermeasure Strategy: Community Safety Education

Program Area: Community Traffic Safety Program

### Project Safety Impacts

CP-20-01 Rural Bystander Care Program

Training is crucial when coupled with enforcement to decrease traffic crashes.

A national rural bystander care training curriculum will be used to teach individuals to render potentially lifesaving care at the scene of a traffic crash until an ambulance arrives. Funding will support the coordination and implementation of a rural bystander care program in the U.P.

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

CP-20-04 Materials Storage and Distribution

To provide prompt service to the many law enforcement agencies, public health professionals, health care providers, schools, and others interested in traffic safety, it is important that these materials are delivered via a regular and timely shipping schedule.

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

Funding will support one full-time position, mailing, supplies, indirect costs, and operating costs.

\$160,000 402 FAST Act Community Safety funds

29.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit for locals.

#### CP-20-02 Traffic Safety Summit

Training is crucial when coupled with enforcement to decrease traffic crashes.

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

Funding will support speaker costs, meals, facility rental, lodging, AV equipment rental, and printing.

\$100,000 402 FAST Act Community Safety funds

18.6% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit for locals.

#### CP-20-01 Winter Driving Awareness Week Symposium

Training is crucial when coupled with enforcement to decrease traffic crashes.

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

Training is crucial when coupled with enforcement to decrease traffic crashes.

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and

apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

## Linkage Between Program Area

CP-20-01 Rural Bystander Care Program

Training is crucial when coupled with enforcement to decrease traffic crashes.

Between 2013 and 2017, 75,373 persons were involved in 44,987 motor vehicle crashes in the U.P. Of those, 146 persons died and 8,272 were injured.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Target: Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

CP-20-04 Materials Storage and Distribution

To provide prompt service to the many law enforcement agencies, public health professionals, health care

providers, schools, and others interested in traffic safety, it is important that these materials are delivered via a regular and timely shipping schedule.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Target: Increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$160,000 402 FAST Act Community Safety funds

29.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit for locals.

CP-20-02 Traffic Safety Summit

Training is crucial when coupled with enforcement to decrease traffic crashes.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol

concentration of .08 g/dl or higher

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Target: Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$100,000 402 FAST Act Community Safety funds

18.6% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit for locals.

CP-20-01 Winter Driving Awareness Week Symposium

Training is crucial when coupled with enforcement to decrease traffic crashes.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Target: Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

Training is crucial when coupled with enforcement to decrease traffic crashes.

### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

### C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

### B-1 Statewide Seat Belt Use Rate

Target: Increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

## Rationale

### CP-20-01 Rural Bystander Care Program

Training is crucial when coupled with enforcement to decrease traffic crashes.

Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas

October 2017

Howard K. Mell, MD, MPH, CPE1; Shannon N. Mumma, MD2; Brian Hiestand, MD, MPH2; et al. Brendan G. Carr, MD3; Tara Holland, MPH4; Jason Stopyra, MD2

JAMA Surg. 2017;152(10):983-984. doi:10.1001/jamasurg.2017.2230

“Emergency medical service units average 7 minutes from the time of a 911 call to arrival on scene. That median time increases to more than 14 minutes in rural settings, with nearly 1 of 10 encounters waiting almost a half hour for the arrival of EMS personnel. Longer EMS response times have been associated with worse outcomes in trauma patients. In some, albeit rare, emergent conditions (eg, cardiopulmonary arrest, severe

bleeding, and airway occlusion), even modest delays can be life threatening. Our data are limited in that most encounters derive from urban cluster zip codes and are derived from a convenience sample as opposed to a selected series of representative census tracts. However, the large sample size provides external validity to our findings.

Research suggests that bystanders trained in first aid can and will effectively assist the ill and injured in their time of need. Our data suggest that there is an interval for bystander intervention between 911 system engagement and EMS arrival. Recognizing that “you are the help until help arrives” may be lifesaving.”

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

CP-20-04 Materials Storage and Distribution

To provide prompt service to the many law enforcement agencies, public health professionals, health care providers, schools, and others interested in traffic safety, it is important that these materials are delivered via a regular and timely shipping schedule.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 – Seat Belts and Child Restraints, Section 3.1 - Communications and Outreach Supporting Enforcement, page 2-22 (138 of 567 in the pdf)

#### CITATION

Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: All high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels. Effectiveness: The May 2002 Click It or Ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 States that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 States that used limited paid advertising and increased by only 0.5 percentage points across 4 States that used no paid advertising (Solomon et al., 2002). Milano et al. (2004) summarize an extensive amount of information from national telephone surveys conducted in conjunction with each national campaign from 1997 to 2003. Costs: Paid advertising can be expensive. On average across participating States’ paid advertising costs were about \$2,200,000 for the 2013 campaign (Nichols et al., 2016). Time to implement: An effective media campaign requires 4 to 6 months to plan and implement. Other Issues: Social media: NHTSA and some States have begun using social networking sites to reach the general public with messages concerning seat belt use. Although sites such as Facebook, Twitter, and YouTube can effectively and inexpensively reach large numbers of people, there are no evaluations of seat belt use campaigns that use this approach. The Centers for Disease Control and Prevention offer tools to help with using social media, including a social media toolkit and guide for writing social media ([www.cdc.gov/socialmedia/tools/guidelines](http://www.cdc.gov/socialmedia/tools/guidelines)). In addition, there is information available on NHTSA’s traffic safety marketing website ([www.trafficsafetymarketing.gov/marketing-tools/social-media](http://www.trafficsafetymarketing.gov/marketing-tools/social-media)).

\$160,000 402 FAST Act Community Safety funds

29.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit for locals.

CP-20-02 Traffic Safety Summit

Training is crucial when coupled with enforcement to decrease traffic crashes.

Countermeasures That Work, Ninth Edition 2017: Chapter 1 (Alcohol-and Drug-Impaired Driving); Section 2 (Deterrence: Enforcement); page 26

#### CITATION

Deterrence means enacting laws that prohibit driving while impaired, publicizing and enforcing those laws, and punishing the offenders. Deterrence works by changing behavior through the fear of apprehension and punishment. If drivers believe that impaired driving is likely to be detected and that impaired drivers are likely to be arrested, convicted and punished, many will not drive while impaired by alcohol. This strategy, called general deterrence, influences the general driving public. An example of general deterrence would be well publicized and highly visible enforcement activities, such as sobriety checkpoints. In contrast, specific deterrence refers to efforts to influence drivers who have been arrested for impaired driving so they will not continue to drive while impaired by alcohol. An example of this approach would include ignition interlocks or vehicle sanctions for DWI offenders. Although most of the discussion in this section relates to alcohol-impaired driving, much of this information could be applied also to drug-impaired driving.

Deterrence works when consequences are swift, sure, and severe (with swift and sure being more important in affecting behavior than severe). All States have the basic laws in place to define impaired driving, set illegal per se limits at .08 BAC, and provide standard penalties.

\$100,000 402 FAST Act Community Safety funds

18.6% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit for locals.

CP-20-01 Winter Driving Awareness Week Symposium

Training is crucial when coupled with enforcement to decrease traffic crashes.

Countermeasures That Work, Ninth Edition 2017: Chapter 3 (Speeding and Speed Management); Section 4.1 (Communications and Outreach), Page 3-31

#### CITATION

4.1 Effective, high-visibility communications and outreach are an essential part of successful speed and aggressive-driving enforcement programs (Neuman et al., 2003; NHTSA, 2000). All of the examples discussed in Chapter 3, Sections 2.2, High-visibility Enforcement, and 2.3, Other Enforcement Methods, used extensive communications campaigns to support their enforcement efforts. Most campaigns to date have not used paid advertising. The success of paid advertising in seat belt use campaigns (Chapter 2, Section 3.1) suggests that it is worth considering for speed and aggressive driving enforcement campaigns.

The objective should be to provide information about the program, including expected safety benefits, and to persuade motorists that detection and punishment for violations is likely. See also Neuman et al. (2003, Strategy

A2). Communications and outreach programs urging drivers to behave courteously or not to speed are unlikely to have any effect unless they are tied to vigorous enforcement (Neuman et al., 2003, Strategy A2). Campaign messages that are pre-tested to ensure they are relevant to the target audience and that reach the audience with sufficient intensity and duration to be perceived and noticed are most likely to be effective (Preusser et al., 2008). Other State and community partners may also help leverage resources and achieve a wider reach if they have common goals and concerns (GHSA, 2004).

A recent assessment report prepared for the Governor's Highway Safety Association also recommends raising the priority of speed enforcement as a traffic safety priority among law enforcement agencies, the general public and the courts (Sprattler, 2012). Such an effort may require careful framing of the message that speed enforcement is a public injury prevention strategy. Health Resources in Action developed community resources for the Centers for Disease Control and Prevention highlighting injury-reduction and public health and community livability issues in relation to speed and speed management (Health Resources in Action, 2013; and other resources available at [www.cdc.gov/healthyplaces/healthtopics/transportation/practice.htm](http://www.cdc.gov/healthyplaces/healthtopics/transportation/practice.htm).)

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

Training is crucial when coupled with enforcement to decrease traffic crashes.

Countermeasures That Work, Ninth Edition, 2017; Chapter 1 (Alcohol and Drug-Impaired Driving); Section 2 (Deterrence - Enforcement); Page 1-27

#### CITATION

Deterrence means enacting laws that prohibit driving while impaired, publicizing and enforcing those laws, and punishing the offenders. Deterrence works by changing behavior through the fear of apprehension and punishment. If drivers believe that impaired driving is likely to be detected and that impaired drivers are likely to be arrested, convicted and punished, many will not drive while impaired by alcohol. This strategy, called general deterrence, influences the general driving public. An example of general deterrence would be well publicized and highly visible enforcement activities, such as sobriety checkpoints. In contrast, specific deterrence refers to efforts to influence drivers who have been arrested for impaired driving, so they will not continue to drive while impaired by alcohol. An example of this approach would include ignition interlocks or vehicle sanctions for DWI offenders. Although most of the discussion in this section relates to alcohol-impaired driving, much of this information could be applied also to drug-impaired driving.

Deterrence works when consequences are swift, sure, and severe (with swift and sure being more important in affecting behavior than severe). All States have the basic laws in place to define impaired driving, set illegal per se limits at .08 BAC, and provide standard penalties

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

## Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 10007             | CP Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |
| 6002              | CP In-House Special Projects CP 01        |
| 6003              | CP Other                                  |

### Planned Activity: CP Program Management

Planned activity number: 10007

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

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

#### Intended Subrecipients

Click or tap here to enter text.

#### Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |

#### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act CP Program Management | \$102,000.00             | \$0.00       | \$0.00        |

### Planned Activity: CP Education and Communication CP 03 PI&E

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

#### Planned Activity Description

CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent recall the campaign by September 30, 2020.

#### CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating agencies.

Funding will support the production of banners.

Grantee

OHSP PI&E

Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

#### CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

Grantee

OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30,

2020.

#### CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

#### CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

#### CP-20-03 Strategic Counsel

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

assets, and plan and place paid advertising.

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

#### CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

#### Grantee

#### OHSP PI&E

#### Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

#### CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

#### Grantee

#### OHSP-PI&E

#### Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

#### Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

#### CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

### Intended Subrecipients

Brogan & Partners, Martin/Waymire, Glengariff Group

### Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |
| Motorcycle Rider Training  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|--------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services | \$100,000.00             | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | FAST Act 402 Paid Advertising        | \$800,000.00             | \$0.00       | \$800,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Paid Advertising        | \$500,000.00             | \$0.00       | \$500,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services | \$15,000.00              | \$0.00       | \$15,000.00   |

|      |                                     |                                       |              |        |             |
|------|-------------------------------------|---------------------------------------|--------------|--------|-------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$85,000.00  | \$0.00 | \$85,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$65,000.00  | \$0.00 | \$65,000.00 |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |             |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |             |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$25,000.00  | \$0.00 |             |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)       | \$14,000.00  | \$0.00 |             |

## Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

### Planned Activity Description

CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

#### Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

#### CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

#### Grantee

#### OHSP Special Projects

#### Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

#### CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

#### Grantee

#### OHSP Special Projects

#### Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

#### CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs.

Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a

DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

Grantee

OHSP Special Projects

Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

#### CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

#### CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

Grantee

OHSP Special Projects

Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

#### CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and

apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

Grantee

OHSP Special Projects

Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

Grantee

OHSP Special Projects

Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

Grantee

OHSP Special Projects

Funds

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

Grantee

OHSP Special Projects

Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

## OHSP Special Projects

### Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

### CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

### Grantee

## OHSP Special Projects

### Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

### Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

### CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

### Grantee

## OHSP Special Projects

### Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

Intended Subrecipients

Local, county, and state law enforcement agencies TBD

Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Drug Recognition Expert (DRE) Training                   |
| Program Assessment Recommendation Implementation         |
| Motorcycle Rider Training                                |
| MC Program Assessment Recommendation Implementation      |
| Community Safety Education                               |
| NHTSA Assessment Recommendation Implementations          |
| Child Restraint New                                      |
| Training   |
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Alcohol                  | \$30,000.00              | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$160,000.00             | \$0.00       | \$160,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$100,000.00             | \$0.00       | \$100,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$2,000.00               | \$0.00       | \$0.00        |

|      |                                     |  |                |        |             |
|------|-------------------------------------|--|----------------|--------|-------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00    | \$0.00 | \$18,000.00 |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00   | \$0.00 |             |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00    | \$0.00 |             |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00   |        |             |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$75,000.00    | \$0.00 |             |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$54,000.00    | \$0.00 |             |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$25,000.00    | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | 405(b) FAST Act Occupant Protection High                             | \$4,000.00     | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety                                | \$22,000.00    | \$0.00 |             |
| 2019 | FAST Act 405c Data Program          | FAST Act 405(c) Traffic Records Data Program                         | \$2,706,000.00 | \$0.00 |             |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)                                      | \$5,000.00     | \$0.00 |             |

**Planned Activity: CP Other**

Planned activity number: 6003

Primary Countermeasure Strategy ID: CP Education

## Planned Activity Description

### CP-20-04 Materials Storage and Distribution

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

Funding will support one full-time position, mailing, supplies, indirect costs, and operating costs.

#### Grantee

Michigan State Police-Grants and Community Services Division

#### Funds

\$160,000 402 FAST Act Community Safety funds

29.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit for locals.

#### Goal

Distribute at least 400,000 traffic safety catalog items and up to five mobilization mailings by September 30, 2020.

## Intended Subrecipients

Click or tap here to enter text.

## Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Community Safety Education |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$160,000.00             | \$0.00       | \$160,000.00  |

## Program Area: Driver Education and Behavior

### Description of Highway Safety Problems

#### Associated Performance Measures

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)                                    | 2020            | 5 Year        | 999.4        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020            | 5 Year        | 5,520.4      |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)  | 2020            | 5 Year        | .97          |
| 2020        | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)   | 2020            | Annual        | 138.00       |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

### Countermeasure Strategy: Peer to Peer activities

Program Area: Driver Education and Behavior

#### Project Safety Impacts

DE-20-01 Strive for A Safer Drive (S4SD)

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Michigan high schools have the opportunity to develop a teen, peer-to-peer traffic safety campaign through a partnership with Ford Driving Skill for Life. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes.

Funding will support salary and wages, fringe benefits, travel, supplies, indirect costs, and operating expenses for a full-time program coordinator to administer S4SD.

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

#### Linkage Between Program Area

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Employing school-based strategies is listed in Michigan's Strategic Highway Safety Plan and several school-based activities are listed in the Drivers Age 20 and Younger action plan.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Prevent drivers age 20 or younger involved in fatal crashes from increasing from 103 fatalities in 2018 to no more than 138 fatalities in 2020.

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

## Rationale

DE-20-01 Strive for A Safer Drive (S4SD)

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Other/Innovative Citation:

A new publication from NHTSA titled Peer-To-Peer Teen Traffic Safety Program Guide was released in March 2019. Michigan's S4SD is highlighted in the guidebook. This guide examines the importance and benefit of investing in peer-to-peer teen traffic safety programs as part of a broader strategic initiative. It identifies the essential elements of a peer-to-peer program determined through research and discussion with an expert panel and others working with teens or in the teen driving and/or traffic safety arenas and outlines why each is important.

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

## Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name     |
|-------------------|---------------------------|
| 10006             | DE Program Management     |
| 7001              | DE Education and Training |

### Planned Activity: DE Program Management

Planned activity number: 10006

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

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

#### Intended Subrecipients

Click or tap here to enter text.

#### Countermeasure strategies

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

#### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act DE Program Management | \$16,000.00              | \$0.00       | \$0.00        |

### Planned Activity: DE Education and Training

Planned activity number: 7001

Primary Countermeasure Strategy ID: Education and Training

#### Planned Activity Description

DE-20-02 Parental Involvement in Graduated Driver Licensing (GDL)/Driver Education Program Michigan could reduce teen traffic crashes through improved parent-supervised driving practice during the teen GDL period. Unlike other states that provide all information up front, Michigan offers two segments of driver education in the GDL program, which provides an opportunity to reach parents at different times when it may be more effective. During the second year of the three-year project, funding will support development of the parent-only meeting materials and supplies. The segment 1 parent meeting communication and recruitment plans will be implemented. Delivery of the parent meetings to recruited participants will occur and segment 1 meeting data will start to be analyzed. Funding will support contractual costs for development of the program and indirect costs. Project costs are also co-funded by the Department of State.

Grantee

Michigan Department of State

Funding

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Goal

Complete Phase 2 development of a Pilot Parental Involvement Program in GDL Licensing/Driver Education by September 30, 2020.

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

DE-20-04 Save a Life Tour Program for Teens The Save a Life Tour is a comprehensive high-impact safe driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. The program utilizes several methods for educating and demonstrating the effects and consequences that are result of these poor choices. The targeted counties for the Save a Life Tour will be Ingham, Kalamazoo, Jackson, and Isabella. Funding will support contractual costs to present the school-based program for up to 15 high schools in the top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver that do not have any other teen programs available.

Grantee

Transportation Improvement Association (TIA)

Funds

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Conduct teen traffic safety assemblies and interactive teen traffic safety program in up to 15 high

schools by September 30, 2020.

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

DE-20-01 Strive for A Safer Drive (S4SD)

Michigan high schools have the opportunity to develop a teen, peer-to-peer traffic safety campaign through a partnership with Ford Driving Skill for Life. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes.

Funding will support salary and wages, fringe benefits, travel, supplies, indirect costs, and operating expenses for a full-time program coordinator to administer S4SD.

Grantee

Transportation Improvement Association of Michigan

Funds

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Establish S4SD in at least 65 schools by September 30, 2020.

Coordinate one hands-on driving event for all participating schools and achieve 100 percent attendance-200 students-by September 30, 2020.

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

DE-20-04 ThinkFast Interactive School Program for Teens ThinkFast is an interactive trivia-style game show experience for teenagers. Michigan traffic safety facts and teen traffic safety laws, including GDL, will be taught during the game show interaction. Three counties for this project include: Kent, Ottawa, St. Joseph, and Van Buren. Funding will support contractual costs to present the school-based program for up to 3,000 students in 15 high schools top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver. \$50,000 402 FAST Act Driver Education funds 16.9% of total \$295,000 designated to DE \$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs. Yes, benefit for locals.

Grantee

Transportation Improvement Association

Funds

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Conduct teen traffic safety interactive game shows for up to 3,000 students in 15 high schools by September 30, 2020

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals

CP-20-03 100 Deadliest Days Public EducationA “One Hundred Deadliest Days of Summer” social media campaign will be developed for teen drivers. Topics such as speeding, impaired driving, distracted driving (to include passengers), and seat belt use will be the focus. The messages will be boosted on social media throughout the summer. Funding will support contractual costs for campaign message and creative development, as well as social media placement costs.

Grantee

OHSP-PI&E

Funds

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Goals

Develop and distribute up to 10 social media creative messages to garner up to 1,000,000 impressions by September 30, 2020.

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

## Intended Subrecipients

TBD contractors

Michigan Department of State (MDOS)

University of Michigan Transportation Research Institute (UMTRI)

Transportation Improvement Association (TIA)

## Countermeasure strategies

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

## Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds                                    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety  | 402 FAST Act Driver Education funds                      | \$81,000.00              | \$0.00       | \$81,000.00   |
| 2020               | 402 - Traffic Safety  | 402 FAST Act Driver Education funds                      | \$50,000.00              | \$0.00       | \$50,000.00   |
| 2020               | 402 - Traffic Safety  | 402 FAST Act Driver Education funds                      | \$64,000.00              | \$0.00       | \$64,000.00   |
| 2020               | 402 - Traffic Safety  | 402 FAST Act Program Management for DE                   | \$16,000.00              | \$0.00       | \$0.00        |
| 2020               | FAST Act 405b OP High | 405(b) FAST Act Occupant Protection Drive Education High | \$50,000.00              | \$0.00       |               |
| 2020               | FAST Act 405b OP High | 405(b) FAST Act Occupant Protection Drive Education High | \$50,000.00              | \$0.00       |               |

## Countermeasure Strategy: Reality Based Education

Program Area: Driver Education and Behavior

### Project Safety Impacts

DE-20-02 Parental Involvement in Graduated Driver Licensing/Driver Education Program

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Michigan could reduce teen traffic crashes through improved parent-supervised driving practice during the teen GDL period. Unlike other states that provide all information up front, Michigan offers two segments of driver education in the GDL program, which provides an opportunity to reach parents at different times when it may be more effective. During the second year of the three-year project, funding will support development of the parent-only meeting materials and supplies. The segment 1 parent meeting communication and recruitment plans will be implemented. Delivery of the parent meetings to recruited participants will occur and segment 1 meeting data will start to be analyzed. Funding will support contractual costs for development of the program and indirect costs. Project costs are also co-funded by the Department of State.

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### [Linkage Between Program Area](#)

Click or tap

DE-20-02 Parental Involvement in Graduated Driver Licensing/Driver Education Program

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Progress has been made in recent decades in reducing the number of traffic crashes and fatalities involving young drivers. One of the most important contributions to this decrease can be attributed to the implementation of Graduated Driver Licensing programs.

Between 2008-2017, teen/young adult involvement in fatal crashes is down 27 percent, while the number of teen/young adult drivers in all crashes decreased 13.8 percent.

Motor vehicle crashes remain the leading cause of death for teenagers in the United States. Young drivers are consistently over-represented in injury and fatal crashes, not only in Michigan but also nationally.

Since 2013, the percentages for fatalities and suspected serious injuries involving drivers 20 and younger are consistently higher than the percentage of total licensed drivers in the same age group.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Prevent drivers age 20 or younger involved in fatal crashes from increasing from 103 fatalities in 2018 to no more than 138 fatalities in 2020.

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

## Rationale

DE-20-02 Parental Involvement in Graduated Driver Licensing/Driver Education Program

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

NHTSA Driver Education Assessment conducted May 2, 2014

## CITATION

Priority Recommendations 4.1.1; P. 11 - Require parent(s) to attend a parent seminar, a pre-course session, or the initial session of the driver education program.

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

## Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name     |
|-------------------|---------------------------|
| 10006             | DE Program Management     |
| 7001              | DE Education and Training |

## Planned Activity: DE Program Management

Planned activity number: 10006

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

## Planned Activity Description

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

## Intended Subrecipients

Click or tap here to enter text.

## Countermeasure strategies

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act DE Program Management | \$16,000.00              | \$0.00       | \$0.00        |

## Planned Activity: DE Education and Training

Planned activity number: 7001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

DE-20-02 Parental Involvement in Graduated Driver Licensing (GDL)/Driver Education Program Michigan could reduce teen traffic crashes through improved parent-supervised driving practice during the teen GDL period. Unlike other states that provide all information up front, Michigan offers two segments of driver education in the GDL program, which provides an opportunity to reach parents at different times when it may be more effective. During the second year of the three-year project, funding will support development of the parent-only meeting materials and supplies. The segment 1 parent meeting communication and recruitment plans will be implemented. Delivery of the parent meetings to recruited participants will occur and segment 1 meeting data will start to be analyzed. Funding will support contractual costs for development of the program and indirect costs. Project costs are also co-funded by the Department of State.

#### Grantee

Michigan Department of State

#### Funding

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

#### Goal

Complete Phase 2 development of a Pilot Parental Involvement Program in GDL Licensing/Driver Education by September 30, 2020.

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

DE-20-04 Save a Life Tour Program for Teens The Save a Life Tour is a comprehensive high-impact safe driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. The program utilizes several methods for educating and demonstrating the effects and consequences that are result of these poor choices. The targeted counties for the Save a Life Tour will be Ingham, Kalamazoo, Jackson, and Isabella. Funding will support contractual costs to present the school-based program for up to 15 high schools in the top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver that do not have any other teen programs available.

Grantee

Transportation Improvement Association (TIA)

Funds

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Conduct teen traffic safety assemblies and interactive teen traffic safety program in up to 15 high schools by September 30, 2020.

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

DE-20-01 Strive for A Safer Drive (S4SD)

Michigan high schools have the opportunity to develop a teen, peer-to-peer traffic safety campaign through a partnership with Ford Driving Skill for Life. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes.

Funding will support salary and wages, fringe benefits, travel, supplies, indirect costs, and operating expenses for a full-time program coordinator to administer S4SD.

Grantee

Transportation Improvement Association of Michigan

Funds

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Establish S4SD in at least 65 schools by September 30, 2020.

Coordinate one hands-on driving event for all participating schools and achieve 100 percent attendance-200

students-by September 30, 2020.

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

DE-20-04 ThinkFast Interactive School Program for Teens ThinkFast is an interactive trivia-style game show experience for teenagers. Michigan traffic safety facts and teen traffic safety laws, including GDL, will be taught during the game show interaction. Three counties for this project include: Kent, Ottawa, St. Joseph, and Van Buren. Funding will support contractual costs to present the school-based program for up to 3,000 students in 15 high schools top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver. \$50,000 402 FAST Act Driver Education funds 16.9% of total \$295,000 designated to DE \$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs. Yes, benefit for locals.

Grantee

Transportation Improvement Association

Funds

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Conduct teen traffic safety interactive game shows for up to 3,000 students in 15 high schools by September 30, 2020

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals

CP-20-03 100 Deadliest Days Public Education A "One Hundred Deadliest Days of Summer" social media campaign will be developed for teen drivers. Topics such as speeding, impaired driving, distracted driving (to include passengers), and seat belt use will be the focus. The messages will be boosted on social media throughout the summer. Funding will support contractual costs for campaign message and creative development, as well as social media placement costs.

Grantee

OHSP-PI&E

Funds

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Goals

Develop and distribute up to 10 social media creative messages to garner up to 1,000,000 impressions by September 30, 2020.

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Intended Subrecipients**

TBD contractors

Michigan Department of State (MDOS)

University of Michigan Transportation Research Institute (UMTRI)

Transportation Improvement Association (TIA)

**Countermeasure strategies**

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

**Funding sources**

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Driver Education funds    | \$81,000.00              | \$0.00       | \$81,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Driver Education funds    | \$50,000.00              | \$0.00       | \$50,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Driver Education funds    | \$64,000.00              | \$0.00       | \$64,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Program Management for DE | \$16,000.00              | \$0.00       | \$0.00        |

|      |                             |   |             |        |  |
|------|-----------------------------|---|-------------|--------|--|
| 2020 | FAST Act<br>405b OP<br>High | 405(b) FAST<br>Act Occupant<br>Protection<br>Drive<br>Education<br>High | \$50,000.00 | \$0.00 |  |
| 2020 | FAST Act<br>405b OP<br>High | 405(b) FAST<br>Act Occupant<br>Protection<br>Drive<br>Education<br>High | \$50,000.00 | \$0.00 |  |

## Countermeasure Strategy: School Based Strategies

Program Area: Driver Education and Behavior

### Project Safety Impacts

#### DE-20-04 Save a Life Tour Program for Teens

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

The Save a Life Tour is a comprehensive high-impact safe driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. The program utilizes several methods for educating and demonstrating the effects and consequences that are result of these poor choices. The targeted counties for the Save a Life Tour will be Ingham, Kalamazoo, Jackson, and Isabella. Funding will support contractual costs to present the school-based program for up to 15high schools in the top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver that do not have any other teen programs available.

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

#### DE-20-04 ThinkFast Interactive School Program for Teens

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

ThinkFast is an interactive trivia-style game show experience for teenagers. Michigan traffic safety facts and teen traffic safety laws, including GDL, will be taught during the game show interaction. Three counties for this project include: Kent, Ottawa, St. Joseph, and Van Buren.

Funding will support contractual costs to present the school-based program for up to 3,000 students in15 high

schools top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver.

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

## Linkage Between Program Area

### DE-20-04 Save a Life Tour Program for Teens

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Prevent drivers age 20 or younger involved in fatal crashes from increasing from 103 fatalities in 2018 to no more than 138 fatalities in 2020.

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

### DE-20-04 ThinkFast Interactive School Program for Teens

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

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Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

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Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

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Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Prevent drivers age 20 or younger involved in fatal crashes from increasing from 103 fatalities in 2018 to no more than 138 fatalities in 2020.

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

## Rationale

### DE-20-04 Save a Life Tour Program for Teens

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Employing school-based strategies is listed in Michigan's Strategic Highway Safety Plan and several school-based activities are listed in the Drivers Age 20 and Younger action plan.

Other/Innovative

Citation

The Department of Surgery, Trauma, and the University of Texas assessed the effectiveness of The Save A Life Tour, a risk reduction program and published the results on May 25, 2017. Results suggested that ongoing educational intervention programs aimed at adolescent drunk and distracted driving can have an impact on the life-threatening behaviors and on the incidence of motor vehicle crashes.

<https://www.ncbi.nlm.nih.gov/pubmed/28557846>

In 2018, a Baylor University Study indicated: Findings supported the need for reality-based programs in driver's ed to increase young people's awareness, improve decision-making and negotiate peer influence. Findings also showed the need to move beyond simple awareness and knowledge. More interactive, reality-based elements and follow-up or "booster" programs should be included.

<https://www.sciencedaily.com/releases/2018/09/180905113650.htm>

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

DE-20-04 ThinkFast Interactive School Program for Teens

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Employing school-based strategies is listed in Michigan's Strategic Highway Safety Plan and several school-based activities are listed in the Drivers Age 20 and Younger action plan.

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The Department of Surgery, Trauma, and the University of Texas assessed the effectiveness of The Save A Life Tour, a risk reduction program and published the results on May 25, 2017. Results suggested that ongoing educational intervention programs aimed at adolescent drunk and distracted driving can have an impact on the life-threatening behaviors and on the incidence of motor vehicle crashes.

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In 2018, a Baylor University Study indicated: Findings supported the need for reality-based programs in driver's ed to increase young people's awareness, improve decision-making and negotiate peer influence. Findings also showed the need to move beyond simple awareness and knowledge. More interactive, reality-based elements and follow-up or "booster" programs should be included.

<https://www.sciencedaily.com/releases/2018/09/180905113650.htm>

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name     |
|-------------------|---------------------------|
| 10006             | DE Program Management     |
| 7001              | DE Education and Training |

### Planned Activity: DE Program Management

Planned activity number: 10006

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

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

#### Intended Subrecipients

Click or tap here to enter text.

#### Countermeasure strategies

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act DE Program Management | \$16,000.00              | \$0.00       | \$0.00        |

## Planned Activity: DE Education and Training

Planned activity number: 7001

Primary Countermeasure Strategy ID: Education and Training

## Planned Activity Description

DE-20-02 Parental Involvement in Graduated Driver Licensing (GDL)/Driver Education Program Michigan could reduce teen traffic crashes through improved parent-supervised driving practice during the teen GDL period. Unlike other states that provide all information up front, Michigan offers two segments of driver education in the GDL program, which provides an opportunity to reach parents at different times when it may be more effective. During the second year of the three-year project, funding will support development of the parent-only meeting materials and supplies. The segment 1 parent meeting communication and recruitment plans will be implemented. Delivery of the parent meetings to recruited participants will occur and segment 1 meeting data will start to be analyzed. Funding will support contractual costs for development of the program and indirect costs. Project costs are also co-funded by the Department of State.

### Grantee

Michigan Department of State

### Funding

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### Goal

Complete Phase 2 development of a Pilot Parental Involvement Program in GDL Licensing/Driver Education by September 30, 2020.

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

DE-20-04 Save a Life Tour Program for Teens The Save a Life Tour is a comprehensive high-impact safe driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. The program utilizes several methods for educating and demonstrating the effects and consequences that are result of these poor choices. The targeted counties for the Save a Life Tour will be Ingham, Kalamazoo, Jackson, and Isabella. Funding will support contractual costs to present the school-based program for up to 15 high schools in the top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver that do not have any other teen programs available.

Grantee

Transportation Improvement Association (TIA)

Funds

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Conduct teen traffic safety assemblies and interactive teen traffic safety program in up to 15 high schools by September 30, 2020.

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

DE-20-01 Strive for A Safer Drive (S4SD)

Michigan high schools have the opportunity to develop a teen, peer-to-peer traffic safety campaign through a partnership with Ford Driving Skill for Life. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes.

Funding will support salary and wages, fringe benefits, travel, supplies, indirect costs, and operating expenses for a full-time program coordinator to administer S4SD.

Grantee

Transportation Improvement Association of Michigan

Funds

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Establish S4SD in at least 65 schools by September 30, 2020.

Coordinate one hands-on driving event for all participating schools and achieve 100 percent attendance-200

students-by September 30, 2020.

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

DE-20-04 ThinkFast Interactive School Program for TeensThinkFast is an interactive trivia-style game show experience for teenagers. Michigan traffic safety facts and teen traffic safety laws, including GDL, will be taught during the game show interaction. Three counties for this project include: Kent, Ottawa, St. Joseph, and Van Buren. Funding will support contractual costs to present the school-based program for up to 3,000 students in 15 high schools top 4 counties with the largest number of fatalities and suspected serious injuries involving a teen driver. \$50,000 402 FAST Act Driver Education funds 16.9% of total \$295,000 designated to DE \$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs. Yes, benefit for locals.

Grantee

Transportation Improvement Association

Funds

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Conduct teen traffic safety interactive game shows for up to 3,000 students in 15 high schools by September 30, 2020

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals

CP-20-03 100 Deadliest Days Public EducationA “One Hundred Deadliest Days of Summer” social media campaign will be developed for teen drivers. Topics such as speeding, impaired driving, distracted driving (to include passengers), and seat belt use will be the focus. The messages will be boosted on social media throughout the summer. Funding will support contractual costs for campaign message and creative development, as well as social media placement costs.

Grantee

OHSP-PI&E

Funds

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Goals

Develop and distribute up to 10 social media creative messages to garner up to 1,000,000 impressions by September 30, 2020.

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Intended Subrecipients**

TBD contractors

Michigan Department of State (MDOS)

University of Michigan Transportation Research Institute (UMTRI)

Transportation Improvement Association (TIA)

**Countermeasure strategies**

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

**Funding sources**

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Driver Education funds    | \$81,000.00              | \$0.00       | \$81,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Driver Education funds    | \$50,000.00              | \$0.00       | \$50,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Driver Education funds    | \$64,000.00              | \$0.00       | \$64,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Program Management for DE | \$16,000.00              | \$0.00       | \$0.00        |

|      |                             |   |             |        |  |
|------|-----------------------------|---|-------------|--------|--|
| 2020 | FAST Act<br>405b OP<br>High | 405(b) FAST<br>Act Occupant<br>Protection<br>Drive<br>Education<br>High | \$50,000.00 | \$0.00 |  |
| 2020 | FAST Act<br>405b OP<br>High | 405(b) FAST<br>Act Occupant<br>Protection<br>Drive<br>Education<br>High | \$50,000.00 | \$0.00 |  |

## Countermeasure Strategy: Strategies for Low Seat Belt Use

Program Area: Driver Education and Behavior

### Project Safety Impacts

CP-20-03 100 Deadliest Days Public Education

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

A “One Hundred Deadliest Days of Summer” social media campaign will be developed for teen drivers. Topics such as speeding, impaired driving, distracted driving (to include passengers), and seat belt use will be the focus. The messages will be boosted on social media throughout the summer.

Funding will support contractual costs for campaign message and creative development, as well as social media placement costs.

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### Linkage Between Program Area

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Prevent drivers age 20 or younger involved in fatal crashes from increasing from 103 fatalities in 2018 to no more than 138 fatalities in 2020.

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

## Rationale

CP-20-03 100 Deadliest Days Public Education

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years. Young drivers are typically over-represented in fatal crashes.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 3.2 (Strategies for Low Belt Use Groups), and pages 2-23 thru 2-25.

### CITATION

Nationally, daytime seat belt use is at 90.1% (Pickrell & Li, 2016), with 43 States and the District of Columbia having seat belt use at 80% or higher (Pickrell, 2017). This indicates the large majority of drivers and passengers are wearing their seat belts during daytime hours; however, there remains a proportion of the population who still do not buckle up regularly.

Generally, seat belt use rates for male occupants are lower than rates for female occupants, 86.6% and 90.7% respectively in 2015 (Pickrell, Li, & KC, 2016). This trend has been evident since at least 2005. Similarly, belt use rates for occupants 16 to 24 tend to be lower than the use rates of other age groups. In 2015, belt use was 90.8% for occupants 8 to 15, 86.3% for occupants 16 to 24, 88.6% for occupants 25 to 69, and 90.7% for those occupants 70 and older (Pickrell, Li, & KC, 2016). Since 2005, belt use rates for Black occupants have been lower than use rates for members of other races. In 2015, belt use for Black occupants was 82.3% compared to 88.3% among white occupants, and 94.0% among members of other races (Pickrell, Li, & KC, 2016).

Additionally, NHTSA's 2015 National Occupant Protection Use Survey indicated belt use was lower for front seat passengers (86.8%) compared to drivers (89%), pick-up truck occupants (80.8%) compared to occupants of passenger cars (88.1%) and vans/SUVs (90.3%), and in rural areas (86.8%) compared to urban (89.4%) areas (Pickrell & Li, 2016). NHTSA's 2007 national Motor Vehicle Occupant Safety Survey (MVOSS) found the same patterns with males, young drivers, rural drivers, and pickup truck drivers-all reporting lower seat belt use (Boyle & Lampkin, 2008).

Most non-seat belt users report wearing seat belts at least some of the time. In NHTSA's 2007 national MVOSS, only 1% of drivers said they never used their belts and another 1% said they rarely used seat belts (Boyle & Lampkin, 2008). Backseat passengers are more frequently unbelted: 11% said they never use belts and another 6% said they rarely use them, while only 58% reported wearing belts all the time (Boyle & Lampkin, 2008). The most frequent reasons given by drivers for not wearing a belt were that they: were only driving a short distance (59%), forgot (52%), were in a rush (39%), or they found the belt uncomfortable (35%) (Boyle & Lampkin, 2008).

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**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name     |
|-------------------|---------------------------|
| 10006             | DE Program Management     |
| 7001              | DE Education and Training |

**Planned Activity: DE Program Management**

Planned activity number: 10006

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

**Planned Activity Description**

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

**Intended Subrecipients**

Click or tap here to enter text.

**Countermeasure strategies**

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

**Funding sources**

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act DE Program Management | \$16,000.00              | \$0.00       | \$0.00        |

**Planned Activity: DE Education and Training**

Planned activity number: 7001

Primary Countermeasure Strategy ID: Education and Training

**Planned Activity Description**

DE-20-02 Parental Involvement in Graduated Driver Licensing (GDL)/Driver Education Program Michigan could reduce teen traffic crashes through improved parent-supervised driving practice during the teen GDL period. Unlike other states that provide all information up front, Michigan offers two segments of driver education in the GDL program, which provides an opportunity to reach parents at different times when it may be more effective. During the second year of the three-year project, funding will support development of the parent-only meeting materials and supplies. The segment 1 parent meeting communication and recruitment plans will be implemented. Delivery of the parent meetings to recruited participants will occur and segment 1 meeting data will start to be analyzed. Funding will support contractual costs for development of the program and indirect costs. Project costs are also co-funded by the Department of State.

Grantee

Michigan Department of State

Funding

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Goal

Complete Phase 2 development of a Pilot Parental Involvement Program in GDL Licensing/Driver Education by September 30, 2020.

\$50,000 40(b) FAST Act Occupant Protection Driver Education funds

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Grantee

Transportation Improvement Association (TIA)

Funds

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

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Yes, benefit for locals.

Goals

Conduct teen traffic safety assemblies and interactive teen traffic safety program in up to 15 high

schools by September 30, 2020.

\$64,000 402 FAST Act Driver Education funds

21.7% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

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Michigan high schools have the opportunity to develop a teen, peer-to-peer traffic safety campaign through a partnership with Ford Driving Skill for Life. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes.

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Grantee

Transportation Improvement Association of Michigan

Funds

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Establish S4SD in at least 65 schools by September 30, 2020.

Coordinate one hands-on driving event for all participating schools and achieve 100 percent attendance-200 students-by September 30, 2020.

\$81,000 402 FAST Act Driver Education funds

27.5% of total \$295,000 designated to DE

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Yes, benefit for locals.

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Grantee

Transportation Improvement Association

Funds

\$50,000 402 FAST Act Driver Education funds

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\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Yes, benefit for locals.

Goals

Conduct teen traffic safety interactive game shows for up to 3,000 students in 15 high schools by September 30, 2020

\$50,000 402 FAST Act Driver Education funds

16.9% of total \$295,000 designated to DE

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Yes, benefit for locals

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Grantee

OHSP-PI&E

Funds

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Goals

Develop and distribute up to 10 social media creative messages to garner up to 1,000,000 impressions by September 30, 2020.

\$50,000 405(b) FAST Act Occupant Protection Driver Education funds

16.9% of total \$295,000 designated to DE

\$16,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### Intended Subrecipients

TBD contractors

Michigan Department of State (MDOS)

University of Michigan Transportation Research Institute (UMTRI)

Transportation Improvement Association (TIA)

### Countermeasure strategies

| Countermeasure Strategy          |
|----------------------------------|
| Peer to Peer activities          |
| Reality Based Education          |
| School Based Strategies          |
| Strategies for Low Seat Belt Use |

## Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds                                    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety  | 402 FAST Act Driver Education funds                      | \$81,000.00              | \$0.00       | \$81,000.00   |
| 2020               | 402 - Traffic Safety  | 402 FAST Act Driver Education funds                      | \$50,000.00              | \$0.00       | \$50,000.00   |
| 2020               | 402 - Traffic Safety  | 402 FAST Act Driver Education funds                      | \$64,000.00              | \$0.00       | \$64,000.00   |
| 2020               | 402 - Traffic Safety  | 402 FAST Act Program Management for DE                   | \$16,000.00              | \$0.00       | \$0.00        |
| 2020               | FAST Act 405b OP High | 405(b) FAST Act Occupant Protection Drive Education High | \$50,000.00              | \$0.00       |               |
| 2020               | FAST Act 405b OP High | 405(b) FAST Act Occupant Protection Drive Education High | \$50,000.00              | \$0.00       |               |

## Program Area: Impaired Driving (Drug and Alcohol)

### Description of Highway Safety Problems

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for national core performance measures. In most cases, the data review

also includes fatality and suspected serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

### HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Alcohol and/or drug-involved fatalities increased from 319 in 2014 to 434 in 2018, a 36 percent increase.

Alcohol and/or drug-involved fatalities were 39.5 percent of total fatalities in the past ten years.

\*A 10-year fatal crash trend report provided an analysis of the state’s overall traffic safety problems from 2009 through 2018:

Alcohol and/or drug-involved fatalities were 39.5 percent of total fatalities in the past ten years (Sources: Criminal Justice Information Center)

Not only does alcohol involvement in fatal crashes remain a serious problem, but drug-involved fatal crashes have increased dramatically over the last 10 years. Efforts to combat impaired driving continue to be a priority for traffic safety programming.

Judicial and enforcement data was not included in problem identification because data is not yet readily available for analysis purposes.

|       | Predictive Model for Michigan HSP National Core Performance Measures                      | 2014  | 2015  | 2016  | 2017  | 2018     | Goals   | Goals   | Goals   | Goals   | Goals   |
|-------|---|-------|-------|-------|-------|----------|---------|---------|---------|---------|---------|
|       |   | 2019  | 2020  | 2021  | 2022  | 2023     |         |         |         |         |         |
| C-1   | Number of fatalities in traffic crashes   | 901   | 967   | 1,065 | 1,030 | 974      | 1,023.2 | 999.4   | pending | pending | pending |
| C-2   | Number of serious injuries in traffic crashes   | 4,909 | 4,865 | 5,634 | 6,084 | 5,586    | 5,406.8 | 5,520.4 | pending | pending | pending |
| C-3   | Fatalities per 100 million VMT  | 0.93  | 0.99  | 1.07  | 1.01  | *Pending | 1.02    | .97     | pending | pending | pending |
| C-4   | Number of unrestrained passenger vehicle occupant fatalities, all seat positions          | 196   | 190   | 198   | 193   | 180      | 184     | 178     | 186     | 181     | 168     |
| C-5   | Number of fatalities in crashes involving a driver or motorcycle operator with a BAC .09+ | 212   | 266   | 244   | 311   | *Pending | 201     | 275     | 253     | 320     | 247     |
| C-6   | Number of speed-related fatalities  | 235   | 264   | 245   | 241   | *Pending | 260     | 280     | 261     | 257     | 304     |
| C-7   | Number of motorcyclist fatalities   | 112   | 141   | 152   | 150   | 139      | 125     | 156     | 167     | 165     | 154     |
| C-8   | Number of unhelmeted motorcyclist fatalities  | 52    | 57    | 78    | 69    | 56       | 95      | 86      | 78      | 127     | 85      |
| C-9   | Number of drivers age 20 or younger in fatal crashes                                      | 119   | 153   | 140   | 120   | 103      | 104     | 138     | 125     | 105     | 88      |
| C-10  | Number of pedestrian fatalities   | 148   | 166   | 163   | 156   | 145      | 178     | 188     | 185     | 178     | 167     |
| C-11  | Number of bicycle fatalities  | 22    | 33    | 38    | 21    | 21       | 28      | 37      | 42      | 25      | 25      |
| B-1   | Safety belt use (daytime, observed)(2)  | 93.3% | 92.8% | 94.5% | 94.1% | 93.4%    | 98%     | 98%     | 98%     | 96%     | 98%     |
| Other | Number of crashes involving alcohol- or drug-impaired motorcyclists                       | 209   | 227   | 233   | 236   | 206      | 197     | 223     | 229     | 232     | 202     |
| Other | Number of impaired motorcyclist fatalities  | 36    | 52    | 48    | 45    | 44       | 46      | 61      | 57      | 54      | 53      |

## Associated Performance Measures

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 999.4        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020            | 5 Year        | 5,520.4      |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)  | 2020            | 5 Year        | .97          |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | Annual        | 275.00       |

## Countermeasure Strategies in Program Area

| Countermeasure Strategy                                 |
|---|
| Drug Recognition Expert (DRE) Training                  |
| DWI Courts  |
| Highway Safety Office Program Management                |
| Impaired Driving Program Assessment (NHTSA Facilitated) |
| Judicial Education                                      |
| Law Enforcement Training                                |

## Countermeasure Strategy: Drug Recognition Expert (DRE) Training

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

CP-20-01 Drug Recognition Expert (DRE) Training

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds  
15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### CP-20-01 Drug Recognition Expert (DRE) Call Out

A/most 40 percent of all traffic deaths are alcohol and/or drug-involved.

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### [Linkage Between Program Area](#)

#### CP-20-01 Drug Recognition Expert (DRE) Training

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Drug-involved crashes show a continued upward trend from 2013 through 2017, which equates to a 48% increase over that time period.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

#### Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### CP-20-01 Drug Recognition Expert (DRE) Call Out

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

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Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Rationale

CP-20-01 Drug Recognition Expert (DRE) Training

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 1 (Alcohol-and -Drug Impaired Driving), Section 7.1 (Drug Impaired Driving), pages 1.71-72

### CITATION

Enforcement of drug-impaired-driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired, but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs as in many States drug-impaired driving carries no additional penalties.

Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ drug recognition experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints, and respond to serious and fatal crashes.) DREs use a standardized procedure to observe a suspect's appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. NHTSA has developed the Advanced Roadside Impaired Driving Enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training (International Association of Chiefs of Police, 2017).

### Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management

team required to implement and manage the AL programs.

#### CP-20-01 Drug Recognition Expert (DRE) Call Out

A/most 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 1, Section 7.1, pages 1.71-72

#### Alcohol-and -Drug Impaired Driving

##### CITATION

Enforcement of drug-impaired-driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired, but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs as in many States drug-impaired driving carries no additional penalties.

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\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10003             | AL Program Management              |
| 6002              | CP In-House Special Projects CP 01 |

### Planned Activity: AL Program Management

Planned activity number: 10003

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

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

#### Intended Subrecipients

Click or tap here to enter text.

#### Countermeasure strategies

| Countermeasure Strategy                |
|--|
| Drug Recognition Expert (DRE) Training |
| DWI Courts                             |
| Judicial Education                     |
| Law Enforcement Training               |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 AL Program Management | \$545,000.00             | \$0.00       | \$0.00        |

## Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

### Planned Activity Description

CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The

conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

Grantee

OHSP Special Projects

## Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

## CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

## Grantee

### OHSP Special Projects

## Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

## CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs.

Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

## Grantee

### OHSP Special Projects

## Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

## CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

safety training and motorcyclist awareness programs.

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

#### CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

#### Grantee

#### OHSP Special Projects

#### Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

#### CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

#### Grantee

#### OHSP Special Projects

#### Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

#### CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

Grantee

OHSP Special Projects

Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

#### CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

Grantee

OHSP Special Projects

Funds

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

#### CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

Grantee

OHSP Special Projects

Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

OHSP Special Projects

Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records

Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

Grantee  
OHSP Special Projects

Funds  
\$2,706,000 405(c) FAST Act Traffic Records Data Program funds  
74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal  
Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee’s Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee  
OHSP Special Projects

Funds  
\$5,000 405(f) FAST Act Motorcycle Program funds  
2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals  
Identify and implement data-driven motorcycle program strategies by September 30, 2020.

**Intended Subrecipients**

Local, county, and state law enforcement agencies TBD

**Countermeasure strategies**

| Countermeasure Strategy                           |
|---|
| Drug Recognition Expert (DRE) Training            |
| Program Assessment Recommendation Implementation  |
| Motorcycle Rider Training                         |
| MC Program Assessment Recommendation Implentation |
| Community Safety Education                        |
| NHTSA Assessment Recommendation Implementations   |
| Child Restraint New                               |

|  |
|--|
| Training   |
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

## Funding sources

| Source Fiscal Year | Funding Source ID                   | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Alcohol   | \$30,000.00              | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$160,000.00             | \$0.00       | \$160,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$100,000.00             | \$0.00       | \$100,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$2,000.00               | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00              | \$0.00       | \$18,000.00   |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00             | \$0.00       |               |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00              | \$0.00       |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00             |              |               |

|      |                                   |   |                |        |  |
|------|-----------------------------------|---|----------------|--------|--|
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$75,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$54,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$25,000.00    | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | 405(b) FAST Act Occupant Protection High          | \$4,000.00     | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | Fast Act 405(b) High Community Safety             | \$22,000.00    | \$0.00 |  |
| 2019 | FAST Act 405c Data Program        | FAST Act 405(c) Traffic Records Data Program      | \$2,706,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs | 405f Motorcycle Programs (FAST)                   | \$5,000.00     | \$0.00 |  |

## Countermeasure Strategy: DWI Courts

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The State Court Administrative Office (SCAO) will enhance DUI court programs. Court programs will be funded to either expand the number of convicted impaired driving offenders they can oversee or support the establishment of a brand-new program at a court where there previously was none.

Funding may support participant treatment, testing, transportation, court staff salary/wages, fringe benefits, and indirect costs to SCAO.

\$930,000 405(d) FAST Act Impaired Driving Low Court Support funds

36.9% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Linkage Between Program Area

AL-20-05 Sobriety Court Support

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The University of Michigan Transportation Research Institute's (UMTRI) Alcohol and Drug Impairment Related Crashes in Michigan: 2013-2017 report indicates the risk of fatal injury increases by 10 times with alcohol use and almost 41 times with a combination of alcohol and drug use. 23.7% of all KAs in Michigan from 2013-2017 were coded alcohol- and/or drug-involved.

Drug-involved crashes increased 48%, while alcohol-involved crashes increased by 9%. It should be noted that due to the fact that alcohol-involved crashes are much higher in number than drug-involved crashes to start with, even a small percentage increase implies a significant increase in the number of crashes.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

\$930,000 405(d) FAST Act Impaired Driving Low Court Support funds

36.9% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Rationale

AL-20-05 Sobriety Court Support

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 1 (Impaired Driving): Section 3.1 (DWI Courts)

### CITATION

Based on the drug court model, DWI courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. A dedicated DWI court provides a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DWI offenders. Prosecutors and judges in DWI courts specialize in DWI cases. A DWI court's underlying goal is to change offenders' behavior by identifying and treating their alcohol abuse problems and by holding offenders accountable for their actions.

Intensive supervision is a key component of DWI courts. Probation officers monitor offenders closely and report any probation infraction to the judge immediately for prompt action. Restrictions and monitoring are gradually relaxed as offenders demonstrate responsible behavior. DWI courts follow the model established by over 3,000 Drug courts around the Nation (NCDCI, 2015; Huddleston, Marlowe, & Casebolt, 2008; NADCP, 2009; Goodwin et al., 2005, Strategy D3). See Brunson and Knighten (2005), Practice #1, for a comprehensive

overview of DWI courts.

Use: As of August 2016, the National Center for DWI Courts reported 279 designated DWI courts in 40 States (NCDC, 2016). In addition, there were 447 hybrid DWI/drug courts, which are drug courts that also take DWI offenders. States with the most designated DWI courts include Michigan (22), Georgia (20), Missouri (19), Wisconsin (14), Minnesota (13), and Colorado (13).

Effectiveness: A systematic review found that DWI courts appear to be effective at reducing recidivism, although the available studies had too many shortcomings to draw definitive conclusions (Marlowe et al., 2009). A more recent meta-analysis of 28 studies suggests DWI courts reduce recidivism among DWI offenders by approximately 50% compared to traditional court programs (Mitchell, Wilson, Eggers, & MacKenzie, 2012). However, the authors note that more rigorous experimental evaluations of DWI courts are still needed.

A number of individual program evaluations show that DWI courts can be successful. Low DWI recidivism rates have been found for graduates of DWI courts in Athens (Georgia), Maricopa County (Arizona), Los Angeles County (California), and elsewhere (Marlowe et al., 2009). One study in Michigan found that DWI court participants were 19 times less likely to be rearrested for DWI within 2 years than a comparison group of offenders who were in traditional probation (Michigan Supreme Court & NPC Research, 2008). Another study of three DWI courts in Georgia found that offenders who graduated from the court program had a 9% recidivism rate within the next 4 years, compared to a 24% recidivism rate for a comparison group of offenders processed in traditional courts (Fell, Tippetts, & Langston, 2011).

\$930,000 405(d) FAST Act Impaired Driving Low Court Support funds

36.9% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### **Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
| 10003             | AL Program Management |
| 2002              | AL Adjudication       |

#### **Planned Activity: AL Program Management**

Planned activity number: 10003

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### **Planned Activity Description**

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

#### **Intended Subrecipients**

Click or tap here to enter text.

#### **Countermeasure strategies**

| Countermeasure Strategy                |
|--|
| Drug Recognition Expert (DRE) Training |

|                          |
|--------------------------|
| DWI Courts               |
| Judicial Education       |
| Law Enforcement Training |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 AL Program Management | \$545,000.00             | \$0.00       | \$0.00        |

## Planned Activity: AL Adjudication

Planned activity number: 2002

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

AL-20-05 Sobriety Court Support

The State Court Administrative Office (SCAO) will enhance DUI court programs. Court programs will be funded to either expand the number of convicted impaired driving offenders they can oversee or support the establishment of a brand-new program at a court where there previously was none.

Funding may support participant treatment, testing, transportation, court staff salary/wages, fringe benefits, and indirect costs to SCAO.

Grantee

Michigan State Court Administrative Office

Funds

\$930,000 405(d) FAST Act Impaired Driving Low Court Support funds

36.9% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Maintain a three percent recidivism rate for Sobriety Court participants by September 30, 2020.

AL-20-04 Judicial Outreach Liaison

The Judicial Outreach Liaison will provide training and educational materials to the judicial community on pertinent impaired driving issues such as ignition interlocks, medical and recreational marijuana. Subject to availability and necessity, the JOL will attend national conferences such as Lifesavers, National Association of Drug Court Professionals, and the NHTSA/JOL national training.

Funding will support contractual costs for a Judicial Outreach Liaison, which will include travel expenses.

Grantee

Michigan Judicial Institute

Funds

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.6% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goal**

Provide training for up to 1,000 district court judges and magistrates in relevant traffic safety related information by September 30, 2020.

**AL-20-03 Traffic Safety Training Program**

The Traffic Safety Resource Prosecutor project will provide nearly 40 trainings/presentations which will impact approximately 4,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, as well as webinars on ignition interlocks, sobriety courts, and medical/recreational marijuana.

Funding will support personnel costs for two attorneys and one administrative assistant, as well as operating costs for training materials, travel expenses, and indirect costs.

**Grantee**

Prosecuting Attorney’s Association of Michigan

**Funds**

\$600,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

23.8% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goal**

Provide up to 40 professional educational opportunities (trainings/presentations) for approximately 4,000 law enforcement, prosecutors, speakers, and traffic safety partners by September 30, 2020.

**Intended Subrecipients**

Click or tap here to enter text.

**Countermeasure strategies**

| Countermeasure Strategy  |
|--------------------------|
| DWI Courts               |
| Judicial Education       |
| Law Enforcement Training |

**Funding sources**

| Source Fiscal Year | Funding Source ID       | Eligible Use of Funds                              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------|--|--------------------------|--------------|---------------|
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Court Support | \$930,000.00             | \$0.00       |               |

|      |                         |  |              |        |  |
|------|-------------------------|--|--------------|--------|--|
| 2019 | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$40,000.00  | \$0.00 |  |
| 2019 | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$600,000.00 | \$0.00 |  |

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

Click or tap here to enter text.

### Linkage Between Program Area

Click or tap here to enter text.

### Rationale

Click or tap here to enter text.

#### Planned activities in countermeasure strategy

## Countermeasure Strategy: Impaired Driving Program Assessment (NHTSA Facilitated)

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

### Linkage Between Program Area

CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

### Rationale

CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 1 (Alcohol-and -Drug Impaired Driving), Section 7.1 (Drug-impaired driving), pages 1.71-72

#### CITATION

Enforcement of drug-impaired-driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired, but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs as in many States drug-impaired driving carries no additional penalties.

Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement

agencies employ drug recognition experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints, and respond to serious and fatal crashes.) DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. NHTSA has developed the Advanced Roadside Impaired Driving Enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training (International Association of Chiefs of Police, 2017).

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 6002              | CP In-House Special Projects CP 01 |

**Planned Activity: CP In-House Special Projects CP 01**

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

**Planned Activity Description**

CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

#### CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

#### OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

#### CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

#### OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

#### CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as

instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

Grantee

OHSP Special Projects

Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

Grantee

OHSP Special Projects

Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs. Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

Grantee

OHSP Special Projects

Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

#### Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

#### Grantee

OHSP Special Projects

#### Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

#### Grantee

OHSP Special Projects

#### Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

## Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

### CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

#### Grantee

#### OHSP Special Projects

##### Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

##### Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

### CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

#### Grantee

#### OHSP Special Projects

##### Funds

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

##### Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

#### CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

Grantee

OHSP Special Projects

Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

#### CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

OHSP Special Projects

Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians

by September 30, 2020.

CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee’s Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

Grantee

OHSP Special Projects

Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee’s Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

Intended Subrecipients

Local, county, and state law enforcement agencies TBD

Countermeasure strategies

| Countermeasure Strategy                          |
|--|
| Drug Recognition Expert (DRE) Training           |
| Program Assessment Recommendation Implementation |

|  |
|--|
| Motorcycle Rider Training                                |
| MC Program Assessment Recommendation Implementation      |
| Community Safety Education                               |
| NHTSA Assessment Recommendation Implementations          |
| Child Restraint New                                      |
| Training   |
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

## Funding sources

| Source Fiscal Year | Funding Source ID       | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety    | 402 FAST Act Police Traffic Services                                 | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety    | 402 FAST Act Police Traffic Services                                 | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety    | 402 FAST Act Alcohol   | \$30,000.00              | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety    | 402 FAST Act Community Safety Project                                | \$160,000.00             | \$0.00       | \$160,000.00  |
| 2020               | 402 - Traffic Safety    | 402 FAST Act Community Safety Project                                | \$100,000.00             | \$0.00       | \$100,000.00  |
| 2020               | 402 - Traffic Safety    | 402 FAST Act Community Safety Project                                | \$2,000.00               | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety    | 402 FAST Act Community Safety Project                                | \$18,000.00              | \$0.00       | \$18,000.00   |
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00             | \$0.00       |               |
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00              | \$0.00       |               |

|      |                                     |   |                |        |  |
|------|-------------------------------------|---|----------------|--------|--|
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                  | \$550,000.00   |        |  |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High | \$75,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High | \$54,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High | \$25,000.00    | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | 405(b) FAST Act Occupant Protection High          | \$4,000.00     | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety             | \$22,000.00    | \$0.00 |  |
| 2019 | FAST Act 405c Data Program          | FAST Act 405(c) Traffic Records Data Program      | \$2,706,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)                   | \$5,000.00     | \$0.00 |  |

## Countermeasure Strategy: Judicial Education

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The Judicial Outreach Liaison will provide training and educational materials to the judicial community on pertinent impaired driving issues such as ignition interlocks, medical and recreational marijuana. Subject to availability and necessity, the JOL will attend national conferences such as Lifesavers, National Association of Drug Court Professionals, and the NHTSA/JOL national training.

Funding will support contractual costs for a Judicial Outreach Liaison, which will include travel expenses.

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.6% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Linkage Between Program Area

### AL-20-04 Judicial Outreach Liaison

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The University of Michigan Transportation Research Institute's (UMTRI) Alcohol and Drug Impairment Related Crashes in Michigan: 2013-2017 report indicates the risk of fatal injury increases by 10 times with alcohol use and almost 41 times with a combination of alcohol and drug use. 23.7% of all KAs in Michigan from 2013-2017 were coded alcohol- and/or drug-involved.

Drug-involved crashes increased 48%, while alcohol-involved crashes increased by 9%. It should be noted that due to the fact that alcohol-involved crashes are much higher in number than drug-involved crashes to start with, even a small percentage increase implies a significant increase in the number of crashes.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

#### \$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.6% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Rationale

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Program assessment: 2014, Section 3: D, Adjudication: Michigan Judicial Education – Advisory  
CITATION

Each State should:

provide adequate staffing and training for community supervision programs with the necessary resources, including technology, such as ignition interlock device, to monitor and guide offender behavior.

provide sufficient resources to adjudicate impaired driving cases in a timely manner and effectively manage dockets brought before judges;

ensure that judges who handle criminal or administrative impaired driving cases receive state-of-the-art education, such as in technical evidence presented in impaired driving cases, including SFST and DRE testimony, emerging technologies, such as IID, for the detection of alcohol and other drugs, and

sentencing strategies for this class of offenders; and use court strategies to reduce recidivism through effective sentencing and close monitoring, by either establishing DWI Courts, encouraging drug courts to hear impaired driving cases, or encouraging other courts to adopt DWI/Drug Court practice. These courts increase the use of drug or alcohol assessments, identify offenders with alcohol or drug use problems, apply effective and appropriate sentences to these offenders, including abstinence from alcohol and other drugs and closely monitor compliance, leading to a reduction in recidivism.

enact legislation or rules of court administration to require judges to order defendants, convicted Operating While Intoxicated (OWI) and Operating While Visibly Impaired (OWVI), to participate in rehabilitative treatment programs if mandatory screening and assessment indicate that the defendant is dependent on alcohol or controlled or intoxicating substances.

educate judges as to desirability and effectiveness of using standard and discretionary conditions of probation, including requiring abstinence, sobriety monitoring, curfews, limitations of driving, and participation in or completion of treatment or rehabilitation programs.

educate judges as to the effectiveness of sobriety and drug treatment courts and how such courts can be implemented in their jurisdictions.

continue funding for the implementation, utilization, and support of sobriety and drug treatment courts.

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.6% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
| 10003             | AL Program Management |
| 2002              | AL Adjudication       |

**Planned Activity: AL Program Management**

Planned activity number: 10003

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

**Planned Activity Description**

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

**Intended Subrecipients**

Click or tap here to enter text.

**Countermeasure strategies**

| Countermeasure Strategy                |
|--|
| Drug Recognition Expert (DRE) Training |
| DWI Courts                             |

|                          |
|--------------------------|
| Judicial Education       |
| Law Enforcement Training |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 AL Program Management | \$545,000.00             | \$0.00       | \$0.00        |

## Planned Activity: AL Adjucation

Planned activity number: 2002

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

AL-20-05 Sobriety Court Support

The State Court Administrative Office (SCAO) will enhance DUI court programs. Court programs will be funded to either expand the number of convicted impaired driving offenders they can oversee or support the establishment of a brand-new program at a court where there previously was none.

Funding may support participant treatment, testing, transportation, court staff salary/wages, fringe benefits, and indirect costs to SCAO.

Grantee

Michigan State Court Administrative Office

Funds

\$930,000 405(d) FAST Act Impaired Driving Low Court Support funds

36.9% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Maintain a three percent recidivism rate for Sobriety Court participants by September 30, 2020.

AL-20-04 Judicial Outreach Liaison

The Judicial Outreach Liaison will provide training and educational materials to the judicial community on pertinent impaired driving issues such as ignition interlocks, medical and recreational marihuana. Subject to availability and necessity, the JOL will attend national conferences such as Lifesavers, National Association of Drug Court Professionals, and the NHTSA/JOL national training.

Funding will support contractual costs for a Judicial Outreach Liaison, which will include travel expenses.

Grantee

Michigan Judicial Institute

Funds

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.6% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management

team required to implement and manage the AL programs.

Goal

Provide training for up to 1,000 district court judges and magistrates in relevant traffic safety related information by September 30, 2020.

AL-20-03 Traffic Safety Training Program

The Traffic Safety Resource Prosecutor project will provide nearly 40 trainings/presentations which will impact approximately 4,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, as well as webinars on ignition interlocks, sobriety courts, and medical/recreational marijuana.

Funding will support personnel costs for two attorneys and one administrative assistant, as well as operating costs for training materials, travel expenses, and indirect costs.

Grantee

Prosecuting Attorney’s Association of Michigan

Funds

\$600,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

23.8% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Provide up to 40 professional educational opportunities (trainings/presentations) for approximately 4,000 law enforcement, prosecutors, speakers, and traffic safety partners by September 30, 2020.

Intended Subrecipients

Click or tap here to enter text.

Countermeasure strategies

| Countermeasure Strategy  |
|--------------------------|
| DWI Courts               |
| Judicial Education       |
| Law Enforcement Training |

Funding sources

| Source Fiscal Year | Funding Source ID       | Eligible Use of Funds                              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------|--|--------------------------|--------------|---------------|
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Court Support | \$930,000.00             | \$0.00       |               |

|      |                         |  |              |        |  |
|------|-------------------------|--|--------------|--------|--|
| 2019 | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$40,000.00  | \$0.00 |  |
| 2019 | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$600,000.00 | \$0.00 |  |

## Countermeasure Strategy: Law Enforcement Training

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

#### Linkage Between Program Area

AL-20-01 Impaired Driving Detection Training

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The University of Michigan Transportation Research Institute's (UMTRI) Alcohol and Drug Impairment Related Crashes in Michigan: 2013-2017 report indicates the risk of fatal injury increases by 10 times with alcohol use and almost 41 times with a combination of alcohol and drug use. 23.7% of all KAs in Michigan from 2013-2017 were coded alcohol- and/or drug-involved.

Drug-involved crashes increased 48%, while alcohol-involved crashes increased by 9%. It should be noted that due to the fact that alcohol-involved crashes are much higher in number than drug-involved crashes to start with, even a small percentage increase implies a significant increase in the number of crashes.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

\$483,000 402 FAST Act Alcohol funds

19.2% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Yes, \$100,000 benefit to locals

#### AL-20-02 Mothers Against Drunk Driving (MADD) Michigan Law Enforcement and Prosecutor Awards Program

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The University of Michigan Transportation Research Institute's (UMTRI) Alcohol and Drug Impairment Related Crashes in Michigan: 2013-2017 report indicates the risk of fatal injury increases by 10 times with alcohol use and almost 41 times with a combination of alcohol and drug use. 23.7% of all KAs in Michigan from 2013-2017 were coded alcohol- and/or drug-involved.

Drug-involved crashes increased 48%, while alcohol-involved crashes increased by 9%. It should be noted that due to the fact that alcohol-involved crashes are much higher in number than drug-involved crashes to start with, even a small percentage increase implies a significant increase in the number of crashes.

##### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

##### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

##### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

#### \$4,000 405(d) FAST Act Impaired Driving Low

Less than one percent of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### AL-20-03 Traffic Safety Training Program

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The University of Michigan Transportation Research Institute's (UMTRI) Alcohol and Drug Impairment Related Crashes in Michigan: 2013-2017 report indicates the risk of fatal injury increases by 10 times with alcohol use and almost 41 times with a combination of alcohol and drug use. 23.7% of all KAs in Michigan from 2013-2017 were coded alcohol- and/or drug-involved.

\Drug-involved crashes increased 48%, while alcohol-involved crashes increased by 9%. It should be noted that due to the fact that alcohol-involved crashes are much higher in number than drug-involved crashes to start with, even a small percentage increase implies a significant increase in the number of crashes.

##### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

##### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

\$600,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

23.8% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Rationale

AL-20-01 Impaired Driving Detection Training

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 1 (Impaired Driving), Section 7.1 (Drug-impaired driving), pages 71-72

#### CITATION

Enforcement of drug-impaired-driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs as in many States drug-impaired driving carries no additional penalties.

Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ drug recognition experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints, and respond to serious and fatal crashes.) DREs use a standardized procedure to observe a suspect's appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. NHTSA has developed the Advanced Roadside Impaired Driving Enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training (International Association of Chiefs of Police, 2017).

Police, 2017).

\$483,000 402 FAST Act Alcohol funds

19.2% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Yes, \$100,000 benefit to locals

## AL-20-02 Mothers Against Drunk Driving (MADD) Michigan Law Enforcement and Prosecutor Awards Program

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017:

Alcohol & Drug Impaired Driving: Section 2.2: Deterrence: Enforcement; High Visibility Saturation Patrols  
CITATION

A saturation patrol (also called a blanket patrol or dedicated DWI patrol) consists of a large number of law enforcement officers patrolling a specific area looking for impaired drivers. These patrols usually take place at times and locations where impaired-driving crashes commonly occur. Like publicized sobriety checkpoint programs, the primary purpose of publicized saturation patrol programs is to deter driving after drinking by increasing the perceived risk of arrest. To do this, saturation patrols should be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. A “how-to” guide for planning and publicizing saturation patrols and sobriety checkpoints is available from NHTSA (2002). NHTSA strongly recommends that officers conducting these activities be trained in the SFST battery.

\$4,000 405(d) FAST Act Impaired Driving Low

Less than one percent of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## AL-20-03 Traffic Safety Training Program

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Impaired Driving Assessment 2014, Section 3:C – Prosecution: Advisory

-States should implement a comprehensive program to visibly, aggressively and effectively prosecute and publicize impaired driving-related efforts, including use of experienced prosecutors, to help coordinate and deliver training and technical assistance to those prosecutors handling impaired driving cases throughout the State. Effective prosecution can include participation in a DWI Court program

-Ensure that prosecutors who handle impaired driving cases receive state-of-the-art training, such as in Standardized Field Sobriety Test (SFST), Drug Recognition Expert (DRE), and emerging technologies for the detection of alcohol and other drugs. Prosecutors should learn about sentencing strategies for offenders who abuse these substances and participate in multidisciplinary training with law enforcement personnel

-In drug-impaired driving cases, encourage close cooperation between prosecutors, state toxicologists and arresting law enforcement officers (including DRE). Their combined expertise is needed to successfully prosecute these cases;

-Employ experienced prosecutors, such as State Traffic Safety Resource Prosecutors, to help coordinate and deliver training and technical assistance to prosecutors handling impaired driving cases throughout the State

\$600,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

23.8% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name  |
|-------------------|------------------------|
| 10003             | AL Program Management  |
| 2001              | AL Enforcement Support |
| 2002              | AL Adjudication        |

## Planned Activity: AL Program Management

Planned activity number: 10003

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                |
|--|
| Drug Recognition Expert (DRE) Training |
| DWI Courts                             |
| Judicial Education                     |
| Law Enforcement Training               |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 AL Program Management | \$545,000.00             | \$0.00       | \$0.00        |

## Planned Activity: AL Enforcement Support

Planned activity number: 2001

Primary Countermeasure Strategy ID: Drug Recognition Expert (DRE) Training

### Planned Activity Description

AL-20-01 Impaired Driving Detection Training

This project will conduct over 62 Basic SFST classes, 40 SFST Refresher classes, one SFST Instructor School, SFST Instructor Refresher classes as needed, 36 ARIDE classes, and 20 ARIDE Refresher classes for law enforcement officers statewide.

Funding will support a full-time training coordinator and travel costs, contractual costs for SFST and ARIDE instructors, training operating costs, equipment, and indirect costs.

Grantee

Michigan Department of State Police

Funds

\$483,000 402 FAST Act Alcohol funds

19.2% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Yes, \$100,000 benefit to locals

#### Goals

Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 in 2017 to 275 in 2020.

Maintain the current level of SFST training at 62 classes and 1100 officers trained by September 30, 2020.

Increase the number of ARIDE training courses from 20 to 36 and officers trained from 700 to 1,200 by September 30, 2020.

Conduct up to 20 ARIDE Refresher training courses and up to 240 officers trained by September 30, 2020.

AL-20-02 Mothers Against Drunk Driving (MADD) Michigan Law Enforcement and Prosecutor Awards Program

This project will support Mothers Against Drunk Drivers recognition awards luncheon for law enforcement and prosecutors. Awards will be given for one prosecutor and four law Enforcement categories. The luncheon will provide a platform for recognizing those in the criminal justice community for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers.

Funding will support award plaques and partial funding support for the luncheon.

#### Grantee

Prosecuting Attorney's Association of Michigan

#### Funds

\$4,000 405(d) FAST Act Impaired Driving Low

Less than one percent of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goal

Recognize law enforcement officers/agencies and county prosecutor(s) for their efforts in supporting MADD's mission by September 30, 2020.

AL-20-03 Traffic Safety Training Program

The Traffic Safety Resource Prosecutor project will provide nearly 40 trainings/presentations which will impact approximately 4,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, as well as webinars on ignition interlocks, sobriety courts, and medical/recreational marijuana.

Funding will support personnel costs for two attorneys and one administrative assistant, as well as operating costs for training materials, travel expenses, and indirect costs.

#### Grantee

Prosecuting Attorney's Association of Michigan

#### Funds

\$600,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

23.8% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goal**

Provide up to 40 professional educational opportunities (trainings/presentations) for approximately 4,000 law enforcement, prosecutors, speakers, and traffic safety partners by September 30, 2020.

**Intended Subrecipients**

Local, county, and state law enforcement officials

**Countermeasure strategies**

| Countermeasure Strategy  |
|--------------------------|
| Law Enforcement Training |

**Funding sources**

| Source Fiscal Year | Funding Source ID       | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety    | 402 FAST Act Alcohol   | \$483,000.00             | \$0.00       | \$100,000.00  |
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$4,000.00               | \$0.00       |               |

**Planned Activity: AL Adjudication**

Planned activity number: 2002

Primary Countermeasure Strategy ID: Education and Training

**Planned Activity Description**

AL-20-05 Sobriety Court Support

The State Court Administrative Office (SCAO) will enhance DUI court programs. Court programs will be funded to either expand the number of convicted impaired driving offenders they can oversee or support the establishment of a brand-new program at a court where there previously was none.

Funding may support participant treatment, testing, transportation, court staff salary/wages, fringe benefits, and indirect costs to SCAO.

**Grantee**

Michigan State Court Administrative Office

**Funds**

\$930,000 405(d) FAST Act Impaired Driving Low Court Support funds

36.9% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goal

Maintain a three percent recidivism rate for Sobriety Court participants by September 30, 2020.

### AL-20-04 Judicial Outreach Liaison

The Judicial Outreach Liaison will provide training and educational materials to the judicial community on pertinent impaired driving issues such as ignition interlocks, medical and recreational marijuana. Subject to availability and necessity, the JOL will attend national conferences such as Lifesavers, National Association of Drug Court Professionals, and the NHTSA/JOL national training.

Funding will support contractual costs for a Judicial Outreach Liaison, which will include travel expenses.

### Grantee

Michigan Judicial Institute

### Funds

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.6% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goal

Provide training for up to 1,000 district court judges and magistrates in relevant traffic safety related information by September 30, 2020.

### AL-20-03 Traffic Safety Training Program

The Traffic Safety Resource Prosecutor project will provide nearly 40 trainings/presentations which will impact approximately 4,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, as well as webinars on ignition interlocks, sobriety courts, and medical/recreational marijuana.

Funding will support personnel costs for two attorneys and one administrative assistant, as well as operating costs for training materials, travel expenses, and indirect costs.

### Grantee

Prosecuting Attorney's Association of Michigan

### Funds

\$600,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

23.8% of total \$2,519,000 designated to AL

\$545,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goal

Provide up to 40 professional educational opportunities (trainings/presentations) for approximately 4,000 law enforcement, prosecutors, speakers, and traffic safety partners by September 30, 2020.

## [Intended Subrecipients](#)

Click or tap here to enter text.

## [Countermeasure strategies](#)

| Countermeasure Strategy  |
|--------------------------|
| DWI Courts               |
| Judicial Education       |
| Law Enforcement Training |

## Funding sources

| Source Fiscal Year | Funding Source ID       | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------|--|--------------------------|--------------|---------------|
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Court Support                   | \$930,000.00             | \$0.00       |               |
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$40,000.00              | \$0.00       |               |
| 2019               | 405d - Impaired Driving | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$600,000.00             | \$0.00       |               |

## Program Area: Motorcycle Safety

### Description of Highway Safety Problems

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for national core performance measures. In most cases, the data review also includes fatality and suspected serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

Crash data is used in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

#### HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase.

\*Source: Michigan State Police Criminal Justice Information Center

\*A 10-year fatal crash trend report provided an analysis of the state’s overall traffic safety problems from 2009 through 2018:

Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

. \*Source: Michigan State Police Criminal Justice Information Center

Judicial and enforcement data was not included in problem identification because data is not yet readily available for analysis purposes.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate formula for the shared goal target-setting process for fatalities, suspected serious injuries, and VMT. Quantitative targets to reduce fatalities are set through crash projections based on five-year moving average crash trends using a regression predictive statistical model. The core performance targets were predicted using a liner regression model.

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)                                    | 2020            | 5 Year        | 999.4        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020            | 5 Year        | 5,520.4      |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)  | 2020            | 5 Year        | .97          |
| 2020        | C-7) Number of motorcyclist fatalities (FARS)                               | 2020            | Annual        | 156.00       |
| 2020        | C-8) Number of unhelmeted motorcyclist fatalities (FARS)                    | 2020            | Annual        | 86.00        |
| 2020        | Number of crashes involving alcohol- or drug-impaired motorcyclists         | 2020            | Annual        | 223.00       |
| 2020        | Number of impaired motorcyclist fatalities                                  | 2020            | Annual        | 61.00        |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |

|  |
|--|
| Highway Safety Office Program Management         |
| Motorcycle Rider Training                        |
| Program Assessment Recommendation Implementation |

## Countermeasure Strategy: Communication Campaign

Program Area: Motorcycle Safety

### Project Safety Impacts

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders.

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### CP-20-03 RiderCoaches Recruitment

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### Linkage Between Program Area

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 139 fatalities in 2018 to no more than 156 fatalities in 2020.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 56 fatalities in 2018 to no more than 86 fatalities in 2020.

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

Target: Prevent the number of crashes involving alcohol- or drug-impaired motorcyclists from increasing from 206 in 2018 to 223 in 2020.

Other: Number of impaired motorcyclist fatalities

Target: Prevent impaired motorcyclist fatalities from increasing from 44 fatalities in 2018 to no more than 61 fatalities in 2020.

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

CP-20-03 RiderCoaches Recruitment

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

The Michigan Department of State (MDOS) administers the Michigan Rider Education Program (Mi-REP) through the requirements enacted by administrative rule. Because of curriculum transitions over the past couple years and the aging population of certified RiderCoaches that are retiring, Michigan has lost nearly 20 percent of its existing RiderCoaches.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 139 fatalities in 2018 to no more than 156 fatalities in 2020.

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Target: Prevent unhelmeted motorcyclist fatalities from increasing from 56 fatalities in 2018 to no more than 86 fatalities in 2020.

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

Target: Prevent the number of crashes involving alcohol- or drug-impaired motorcyclists from increasing from 206 in 2018 to 223 in 2020.

Other: Number of impaired motorcyclist fatalities

Target: Prevent impaired motorcyclist fatalities from increasing from 44 fatalities in 2018 to no more than 61 fatalities in 2020.

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## Rationale

CP-20-03 Shadow Rider Project

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017: Chapter 5 Motorcycle Safety, Section 3.1 Motorcycle Rider Licensing, page number 5-17

### CITATION

The goal of licensing is to ensure that motorcycle riders have the minimum skills needed to operate motorcycles safely (NHTSA, 2000a). All 50 States, the District of Columbia, and Puerto Rico require motorcycle riders to obtain a motorcycle operator license or endorsement before they ride on public highways (MSF, 2012). Most States will waive the skills test, and sometimes the knowledge test, for motorcyclists who have completed approved motorcycle rider training courses, if the student passes the knowledge and skills tests administered at the conclusion of the course.

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

CP-20-03 RiderCoaches Recruitment

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Program assessment: 2016, Section IV Motorcycle Rider Education and Training

### CITATION

Recommendations:

Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth

Use grant funds to address the rider training program's areas of greatest need.

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 10008             | MC Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |

**Planned Activity: MC Program Management**

Planned activity number: 10008

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

**Planned Activity Description**

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

Amended August 24, 2018 to compensate for higher indirect cost rate assessed in FY2019.

**Intended Subrecipients**

n/a

**Countermeasure strategies**

| Countermeasure Strategy   |
|---------------------------|
| Communication Campaign    |
| Motorcycle Rider Training |

**Funding sources**

**Planned Activity: CP Education and Communication CP 03 PI&E**

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

**Planned Activity Description**

CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent recall the campaign by September 30, 2020.

CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating

agencies.

Funding will support the production of banners.

Grantee

OHSP PI&E

Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

Grantee

OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020.

CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new

RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

CP-20-03 Strategic Counsel

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

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

### CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

### CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

### CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

**Intended Subrecipients**

Brogan & Partners, Martin/Waymire, Glengariff Group

**Countermeasure strategies**

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |
| Motorcycle Rider Training  |

**Funding sources**

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$100,000.00             | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | FAST Act 402 Paid Advertising         | \$800,000.00             | \$0.00       | \$800,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Paid Advertising         | \$500,000.00             | \$0.00       | \$500,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$15,000.00              | \$0.00       | \$15,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$85,000.00              | \$0.00       | \$85,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$65,000.00              | \$0.00       | \$65,000.00   |

|      |                                     |                                       |              |        |  |
|------|-------------------------------------|---------------------------------------|--------------|--------|--|
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |  |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |  |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$25,000.00  | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)       | \$14,000.00  | \$0.00 |  |

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Motorcycle Safety

### Project Safety Impacts

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

### Linkage Between Program Area

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

### Rationale

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

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
| 10008             | MC Program Management |

### Planned Activity: MC Program Management

Planned activity number: 10008

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                          |
|--|
| Highway Safety Office Program Management         |
| Program Assessment Recommendation Implementation |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act MC Program Management | \$135,000.00             | \$0.00       | \$0.00        |

### Countermeasure Strategy: Motorcycle Rider Training

Program Area: Motorcycle Safety

#### Project Safety Impacts

MC-20-01 Motorcycle Rider Training

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

The Michigan Department of State will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct Advanced RiderCourses (ARCs).

Funding will support public sponsor agencies contractual costs, administrative costs, travel costs, other direct costs, capital outlay, and indirect costs.

\$19,000 405(f) FAST Act Motorcycle Training funds

10.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

MC-20-01 Motorcycle RiderCoach Professional Development

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

The Michigan Department of State will work with the Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct up to 6 RiderCoach Preparation Sessions for up to 3 public sponsor agencies and a statewide professional development session for Michigan RiderCoaches.

Funding will support public sponsor agencies contractual costs, instructional costs, administrative costs, travel costs, other direct costs, capital outlay, and indirect costs. Contractual costs are submitted to MDOS by the agencies through a grant application process.

\$116,000 405(f) FAST Act Motorcycle Training funds

66.7% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### Linkage Between Program Area

#### MC-20-01 Motorcycle Rider Training

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Motorcyclist crashes continue to occur on Michigan roadways, with over 450 motorcyclists involved in crashes in Wayne county alone for the past five years.

##### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

##### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

##### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

##### C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 139 fatalities in 2018 to no more than 156 fatalities in 2020.

##### C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 56 fatalities in 2018 to no more than 86 fatalities in 2020.

##### Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Prevent the number of crashes involving alcohol- or drug-impaired motorcyclists from increasing from 206 in 2018 to 223 in 2020.

##### Other: Number of impaired motorcyclist fatalities

Target: Prevent impaired motorcyclist fatalities from increasing from 44 fatalities in 2018 to no more than 61 fatalities in 2020.

\$19,000 405(f) FAST Act Motorcycle Training funds

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#### MC-20-01 Motorcycle RiderCoach Professional Development

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Other: Number of impaired motorcyclist fatalities

Target: Prevent impaired motorcyclist fatalities from increasing from 44 fatalities in 2018 to no more than 61 fatalities in 2020.

\$116,000 405(f) FAST Act Motorcycle Training funds

66.7% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

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## Rationale

MC-20-01 Motorcycle Rider Training

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017: Chapter 5 Motorcycle Safety, Section 3.2 Motorcycle Rider Training, page number 5-18

CITATION

This countermeasure involves rider education and training courses provided by States, rider organizations (for example, some ABATE and Gold Wing groups), manufacturers (Harley-Davidson), the U.S. Military, and others. This training can be required for all motorcycle operators or those under a specified age.

\$19,000 405(f) FAST Act Motorcycle Training funds

10.9% of total \$174,000 designated to MC

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team required to implement and manage the MC programs.

MC-20-01 Motorcycle RiderCoach Professional Development

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Countermeasures That Work, Ninth Edition 2017: Chapter 5 Motorcycle Safety, Section 3.2 Motorcycle Rider Training, page number 5-18

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\$116,000 405(f) FAST Act Motorcycle Training funds

66.7% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 10008             | MC Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |
| 6002              | CP In-House Special Projects CP 01        |
| 8001              | MC Training and Outreach                  |

**Planned Activity: MC Program Management**

Planned activity number: 10008

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

**Planned Activity Description**

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

Amended August 24, 2018 to compensate for higher indirect cost rate assessed in FY2019.

**Intended Subrecipients**

n/a

**Countermeasure strategies**

| Countermeasure Strategy   |
|---------------------------|
| Communication Campaign    |
| Motorcycle Rider Training |

**Funding sources**

**Planned Activity: CP Education and Communication CP 03 PI&E**

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

## Planned Activity Description

### CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

### CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

### CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

## OHSP PI&E

### Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

### Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent recall the campaign by September 30, 2020.

### CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating agencies.

Funding will support the production of banners.

### Grantee

## OHSP PI&E

### Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

### Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

### CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

### Grantee

## OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020.

CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new

RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

CP-20-03 Strategic Counsel

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

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

#### Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

#### CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

#### Grantee

OHSP-PI&E

#### Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### Goals

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

### Intended Subrecipients

Brogan & Partners, Martin/Waymire, Glengariff Group

### Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |
| Motorcycle Rider Training  |

### Funding sources

| Source Fiscal Year | Funding Source ID | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------|-----------------------|--------------------------|--------------|---------------|
|--------------------|-------------------|-----------------------|--------------------------|--------------|---------------|

|      |                                     |                                       |              |        |              |
|------|-------------------------------------|---------------------------------------|--------------|--------|--------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services  | \$100,000.00 | \$0.00 | \$0.00       |
| 2020 | 402 - Traffic Safety                | FAST Act 402 Paid Advertising         | \$800,000.00 | \$0.00 | \$800,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Paid Advertising         | \$500,000.00 | \$0.00 | \$500,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services  | \$15,000.00  | \$0.00 | \$15,000.00  |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$85,000.00  | \$0.00 | \$85,000.00  |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$65,000.00  | \$0.00 | \$65,000.00  |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |              |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00  | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00  | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00  | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00  | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$25,000.00  | \$0.00 |              |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)       | \$14,000.00  | \$0.00 |              |

Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

### Planned Activity Description

#### CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

#### CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

## Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

### CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

### Grantee

#### OHSP Special Projects

#### Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

## Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

### CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

### Grantee

#### OHSP Special Projects

#### Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

### CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

### Grantee

## OHSP Special Projects

### Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

### CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs. Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

### Grantee

## OHSP Special Projects

### Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

### CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

### Grantee

## OHSP Special Projects

### Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

### CP-20-01 Rural Bystander Care Program

A national rural bystander care training curriculum will be used to teach individuals to render potentially

lifesaving care at the scene of a traffic crash until an ambulance arrives.

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

Grantee

OHSP Special Projects

Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

Grantee

OHSP Special Projects

Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

Grantee

OHSP Special Projects

Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management

team required to implement and manage the PS programs.

#### Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

#### CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

#### Grantee

#### OHSP Special Projects

#### Funds

\$75,000 405(b) FAST Action Occupant Protection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

#### CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

#### Grantee

#### OHSP Special Projects

#### Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

## CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

OHSP Special Projects

Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

## CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

Grantee

OHSP Special Projects

Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by

September 30, 2020.

### CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

### Intended Subrecipients

Local, county, and state law enforcement agencies TBD

### Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Drug Recognition Expert (DRE) Training                   |
| Program Assessment Recommendation Implementation         |
| Motorcycle Rider Training                                |
| MC Program Assessment Recommendation Implementation      |
| Community Safety Education                               |
| NHTSA Assessment Recommendation Implementations          |
| Child Restraint New                                      |
| Training   |
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|--------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services | \$35,000.00              | \$0.00       | \$35,000.00   |

|      |                                     |  |              |        |              |
|------|-------------------------------------|--|--------------|--------|--------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Alcohol   | \$30,000.00  | \$0.00 | \$0.00       |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$160,000.00 | \$0.00 | \$160,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$100,000.00 | \$0.00 | \$100,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$2,000.00   | \$0.00 | \$0.00       |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00  | \$0.00 | \$18,000.00  |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00 | \$0.00 |              |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00  | \$0.00 |              |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00 |        |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$75,000.00  | \$0.00 |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$54,000.00  | \$0.00 |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$25,000.00  | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | 405(b) FAST Act Occupant Protection High                             | \$4,000.00   | \$0.00 |              |

|      |                                   |  |                |        |  |
|------|-----------------------------------|--|----------------|--------|--|
| 2020 | FAST Act 405b OP High             | Fast Act 405(b) High Community Safety        | \$22,000.00    | \$0.00 |  |
| 2019 | FAST Act 405c Data Program        | FAST Act 405(c) Traffic Records Data Program | \$2,706,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs | 405f Motorcycle Programs (FAST)              | \$5,000.00     | \$0.00 |  |

## Planned Activity: MC Training and Outreach

Planned activity number: 8001

Primary Countermeasure Strategy ID: Enforcement of Drug-Impaired Driving

### Planned Activity Description

MC-20-01 Motorcycle Rider Training

The Michigan Department of State will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct Advanced RiderCourses (ARCs).

Funding will support public sponsor agencies contractual costs, administrative costs, travel costs, other direct costs, capital outlay, and indirect costs.

Grantee

Michigan Department of State

Funds

\$19,000 405(f) FAST Act Motorcycle Training funds

10.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

.Goals

Train up to 204 students in up to 17 advanced rider courses (ARCs) in up to 7 of the top 10 counties where motorcycle-involved crashes are highest and that have a rider training site by September 30, 2020.

MC-20-01 Motorcycle RiderCoach Professional Development

The Michigan Department of State will work with the Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct up to 6 RiderCoach Preparation Sessions for up to 3 public sponsor agencies and a statewide professional development session for Michigan RiderCoaches.

Funding will support public sponsor agencies contractual costs, instructional costs, administrative costs, travel costs, other direct costs, capital outlay, and indirect costs. Contractual costs are submitted to MDOS by the agencies through a grant application process.

Grantee

OHSP Special Projects

Funds

\$116,000 405(f) FAST Act Motorcycle Training funds

66.7% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Provide up to 6 professional development RiderCoach Preparation Courses (RCPs) for RiderCoaches by September 30, 2020.

Conduct one statewide professional development session for Michigan RiderCoaches by September 30, 2020.

### Intended Subrecipients

TBD

### Countermeasure strategies

| Countermeasure Strategy   |
|---------------------------|
| Motorcycle Rider Training |

### Funding sources

| Source Fiscal Year | Funding Source ID                 | Eligible Use of Funds             | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------------------|-----------------------------------|--------------------------|--------------|---------------|
| 2019               | FAST Act 405f Motorcycle Programs | FAST ACT 405f Motorcycle Program  | \$54,000.00              | \$0.00       |               |
| 2019               | FAST Act 405f Motorcycle Programs | 405f Motorcyclist Training (FAST) | \$19,000.00              | \$0.00       |               |
| 2020               | FAST Act 405f Motorcycle Programs | 405f Motorcyclist Training (FAST) | \$62,000.00              | \$0.00       |               |

### Countermeasure Strategy: Program Assessment Recommendation Implementation

Program Area: Motorcycle Safety

#### Project Safety Impacts

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

#### Linkage Between Program Area

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Motorcyclists are vulnerable roadway users as they lack the protection of a motor vehicle frame in a crash. Although these users represent a small percentage of all crashes, they are over-represented in fatalities.

Michigan motorcyclist fatalities exceed 12% percent of all traffic fatalities in the last 5 years.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 139 fatalities in 2018 to no more than 156 fatalities in 2020.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 56 fatalities in 2018 to no more than 86 fatalities in 2020.

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

Target: Prevent the number of crashes involving alcohol- or drug-impaired motorcyclists from increasing from 206 in 2018 to 223 in 2020.

Other: Number of impaired motorcyclist fatalities

Target: Prevent impaired motorcyclist fatalities from increasing from 44 fatalities in 2018 to no more than 61 fatalities in 2020.

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs

## Rationale

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10008             | MC Program Management              |
| 6002              | CP In-House Special Projects CP 01 |

## Planned Activity: MC Program Management

Planned activity number: 10008

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                          |
|--|
| Highway Safety Office Program Management         |
| Program Assessment Recommendation Implementation |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act MC Program Management | \$135,000.00             | \$0.00       | \$0.00        |

## Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

### Planned Activity Description

CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor

vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

Grantee

OHSP Special Projects

Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

#### CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

#### Grantee

#### OHSP Special Projects

#### Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

#### CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs. Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

#### Grantee

#### OHSP Special Projects

#### Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

#### CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

#### CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

Grantee

OHSP Special Projects

Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

#### CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

Grantee

OHSP Special Projects

Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

#### CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

Grantee

OHSP Special Projects

Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

Grantee

OHSP Special Projects

Funds

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

Grantee

## OHSP Special Projects

### Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

### CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

### Grantee

## OHSP Special Projects

### Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

### CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment

recommendations.

Grantee

OHSP Special Projects

Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee’s Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

### Intended Subrecipients

Local, county, and state law enforcement agencies TBD

### Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Drug Recognition Expert (DRE) Training                   |
| Program Assessment Recommendation Implementation         |
| Motorcycle Rider Training                                |
| MC Program Assessment Recommendation Implementation      |
| Community Safety Education                               |
| NHTSA Assessment Recommendation Implementations          |
| Child Restraint New                                      |
| Training   |
| Improves accessibility of a core highway safety database |

|   |
|---|
| Impaired Driving Program Assessment (NHTSA Facilitated) |
|---|

## Funding sources

| Source Fiscal Year | Funding Source ID                   | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Alcohol   | \$30,000.00              | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$160,000.00             | \$0.00       | \$160,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$100,000.00             | \$0.00       | \$100,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$2,000.00               | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00              | \$0.00       | \$18,000.00   |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00             | \$0.00       |               |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00              | \$0.00       |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00             |              |               |
| 2019               | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$75,000.00              | \$0.00       |               |

|      |                                   |   |                |        |  |
|------|-----------------------------------|---|----------------|--------|--|
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$54,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$25,000.00    | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | 405(b) FAST Act Occupant Protection High          | \$4,000.00     | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | Fast Act 405(b) High Community Safety             | \$22,000.00    | \$0.00 |  |
| 2019 | FAST Act 405c Data Program        | FAST Act 405(c) Traffic Records Data Program      | \$2,706,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs | 405f Motorcycle Programs (FAST)                   | \$5,000.00     | \$0.00 |  |

## Program Area: Non-motorized (Pedestrians and Bicyclist)

### Description of Highway Safety Problems

#### HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths.

\*Source: Michigan State Police Criminal Justice Information Center

\*A 10-year fatal crash trend report provided an analysis of the state's overall traffic safety problems from 2009 through 2018:

Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years.

Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

\*Source: Michigan State Police Criminal Justice Information Center

Traffic fatalities involving vulnerable roadway users, bicyclists, motorcyclists, and pedestrians, have increased over the 10-year period. Programming will continue to focus on these areas.

#### Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|-------------|--------------------------|-----------------|---------------|--------------|
|-------------|--------------------------|-----------------|---------------|--------------|

|      |   |      |        |         |
|------|---|------|--------|---------|
| 2020 | C-1) Number of traffic fatalities (FARS)                                    | 2020 | 5 Year | 999.4   |
| 2020 | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020 | 5 Year | 5,520.4 |
| 2020 | C-3) Fatalities/VMT (FARS, FHWA)  | 2020 | 5 Year | .97     |
| 2020 | C-10) Number of pedestrian fatalities (FARS)                                | 2020 | Annual | 188.00  |
| 2020 | C-11) Number of bicyclists fatalities (FARS)                                | 2020 | Annual | 37.00   |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy                         |
|---|
| Communication Campaign                          |
| Education and Training                          |
| Enforcement                                     |
| Highway Safety Office Program Management        |
| NHTSA Assessment Recommendation Implementations |

### Countermeasure Strategy: Communication Campaign

Program Area: Non-motorized (Pedestrians and Bicyclist)

#### Project Safety Impacts

CP-20-03 Statewide Pedestrian Safety Campaign

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## CP-20-03 Statewide Bicyclist Safety Campaign

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### Linkage Between Program Area

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### CP-20-03 Statewide Bicyclist Safety Campaign

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

#### C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

#### C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Rationale

### CP-20-03 Statewide Pedestrian Safety Campaign

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017: Chapter 8 Pedestrian Safety, Section 4.5 Drivers Training, page number 8-12

#### Citation

One-way driver training can incorporate pedestrian and bicyclist concerns for new and existing drivers is through “Share the Road” education concepts and programs, though many focus exclusively on bicycles.

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## CP-20-03 Statewide Bicyclist Safety Campaign

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017 Chapter 9 Bicycle Safety, Section 4.2 Drivers and Bicyclists Share the Road Awareness Programs, page number 9-30

### CITATION

The purpose of Share the Road programs is to increase drivers' awareness of bicyclists' rights and the need for mutual respect of bicyclists on the roadway. Campaign education efforts are intended to improve the safety of all road users, including bicyclists and to enhance the understanding and compliance with relevant traffic laws.

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 10009             | PS Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |

## Planned Activity: PS Program Management

Planned activity number: 10009

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. k or tap here to enter text.

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                         |
|---|
| Communication Campaign                          |
| Education and Training                          |
| Enforcement                                     |
| Highway Safety Office Program Management        |
| NHTSA Assessment Recommendation Implementations |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act PS Program Management | \$7,000.00               | \$0.00       | \$0.00        |

## Planned Activity: CP Education and Communication CP 03 PI&E

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

#### CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent recall the campaign by September 30, 2020.

#### CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating agencies.

Funding will support the production of banners.

Grantee

OHSP PI&E

Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

#### CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This

project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

Grantee

OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020.

CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new

RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution

center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

CP-20-03 Strategic Counsel

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

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work

with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

### Intended Subrecipients

Brogan & Partners, Martin/Waymire, Glengariff Group

### Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |

|                           |
|---------------------------|
| Motorcycle Rider Training |
|---------------------------|

Funding sources

| Source Fiscal Year | Funding Source ID                   | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services  | \$100,000.00             | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | FAST Act 402 Paid Advertising         | \$800,000.00             | \$0.00       | \$800,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Paid Advertising         | \$500,000.00             | \$0.00       | \$500,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services  | \$15,000.00              | \$0.00       | \$15,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$85,000.00              | \$0.00       | \$85,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$65,000.00              | \$0.00       | \$65,000.00   |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00             |              |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00             |              |               |
| 2019               | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00              | \$0.00       |               |
| 2020               | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00              | \$0.00       |               |
| 2020               | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00              | \$0.00       |               |
| 2020               | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00              | \$0.00       |               |

|      |                                   |                                       |             |        |  |
|------|-----------------------------------|---------------------------------------|-------------|--------|--|
| 2020 | FAST Act 405b OP High             | FAST Act 405(b) Public Education High | \$25,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs | 405f Motorcycle Programs (FAST)       | \$14,000.00 | \$0.00 |  |

## Countermeasure Strategy: Education and Training

Program Area: Non-motorized (Pedestrians and Bicyclist)

### Project Safety Impacts

PS-20-01 Pedestrian and Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training  
 Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

The League of Michigan Bicyclists (LMB) will promote bicyclist and pedestrian safety through conducting regional law enforcement trainings on bicycle and pedestrian safety laws.

Funding will support contractual costs, overtime wages and fringe benefits, and supplies/operating costs.

\$55,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

3.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### PS-20-03 Muskegon County Bicycle and Pedestrian Safety Initiative

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Pedestrians and bicyclists are one of the most at-risk road users. Although these users represent a small percentage of all crashes, they are over-represented in fatalities. Every year, more than 1,300 bicyclists are injured in Michigan.

The Muskegon County Sheriff's Office will continue efforts to educate bicyclists and pedestrians on safety laws through community events, and educate law enforcement officers about laws specific to bicycles, pedestrians, and drivers. Efforts will be conducted to raise public awareness about bicycle and pedestrian safety laws, and risks through media packets and materials. Overtime pedestrian and bicycle enforcement will correspond with recreational and physical fitness activities and local events which increase the risks to bicyclists and pedestrians.

Funding will support overtime enforcement wages and fringe benefits costs.

\$20,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

1.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

PS-20-02 Detroit Safe Routes Ambassador Program

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

The City of Detroit will promote pedestrian and bicycle safety laws through the public outreach of the Safe Routes Ambassadors Program, based off the project's successful implementation in Chicago. A variety of audiences will be targeted including elementary students, teenage driver education students, senior citizens, parents, and teachers. A curriculum for elementary students will be developed specifically for the Detroit Public Schools. The City of Detroit will utilize their framework to develop a general statewide curriculum that can be utilized in other classrooms by other agencies. The City of Detroit will seek out other non-OHSP funding possibilities to assist with sustaining the program.

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

\$250,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

14.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

PS-20-01 Public Education of Bicyclist and Pedestrian Laws

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

The LMB will promote bicyclist and pedestrian safety through regional pedestrian and bicycle laws public education through driver education instructor professional development courses. The LMB will also work with national organizations to implement a series of segmented courses to educate bicyclists on pedestrian and bicyclist safety laws. Final production and distribution of public education videos and on-line quizzes will be completed.

Funding will support contractual costs, overtime wages, fringe benefits, and supplies/operating costs.

Total: \$30,000

\$10,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

\$20,000 402 FAST Act Pedestrian/Bicyclist Public Education funds

1.8% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Yes, \$20,000 benefit to locals.

## Linkage Between Program Area

### PS-20-01 Pedestrian and Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

\$55,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

3.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### PS-20-03 Muskegon County Bicycle and Pedestrian Safety Initiative

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

#### C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

\$20,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

1.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### PS-20-02 Detroit Safe Routes Ambassador Program

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

#### C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

#### C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

\$250,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

14.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### PS-20-01 Public Education of Bicyclist and Pedestrian Laws

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

Total: \$30,000

\$10,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

\$20,000 402 FAST Act Pedestrian/Bicyclist Public Education funds

1.8% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Yes, \$20,000 benefit to locals.

## Rationale

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017

Chapter 9 Bicycle Safety, Section 4.2 Drivers and Bicyclists Share the Road Awareness Programs, page number 9-30.

## CITATION

The purpose of Share the Road programs is to increase drivers' awareness of bicyclists' rights and the need for mutual respect of bicyclists on the roadway. Campaign education efforts are intended to improve the safety of all road users, including bicyclists and to enhance the understanding and compliance with relevant traffic laws.

\$55,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

3.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

PS-20-03 Muskegon County Bicycle and Pedestrian Safety Initiative

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent

of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017: Chapter 8 (Pedestrian Safety), Section 4.4 (All Pedestrians Enforcement Strategies), Page 8-36

#### CITATION

The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure.

Behavioral pedestrian safety initiatives require improvements in unsafe driver and pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance for the same reasons found with seatbelt use, etc. Although enforcement was implied or stated for many of the earlier countermeasures, enforcement strategies and targeted enforcement deserve additional discussion in relation to pedestrian safety. Many enforcement or crosswalk operations use plainclothes officers to act as pedestrians crossing the street, typically with one or two uniformed officers observing for violations and another giving warnings or writing citations (NHTSA, 2014).

Traffic enforcement is most effective when it is highly visible and publicized, to reinforce the required behavior and to raise the expectation that failure to comply may result in legal consequences. Enforcement campaigns should be aimed at drivers and pedestrians, starting with the communications and outreach efforts that announce, describe, and publicize the traffic safety campaign through community meetings, media coverage, social media, mass emails, and signage (NHTSA, 2014).

\$20,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

1.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

PS-20-02 Detroit Safe Routes Ambassador Program

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017: Chapter 8 (Pedestrian Safety), Section 2.2 (School-age Children Safe Routes to School), Page 8-23

#### CITATION

From 2006 to 2015, 1,313 people were killed in school-transportation-related crashes—an average of 131 fatalities per year (NCSA, 2017b). During that period, 102 school-age pedestrians (younger than 19) have died in school-transportation-related crashes.

The goal of Safe Routes to School Programs (SRTS) is to increase the amount of walking and bicycling trips to and from school while simultaneously improving safety for children walking or bicycling to school. SRTS programs are community-based and are intended to be comprehensive in nature. Programs include education of children, school personnel, parents, community members, and law enforcement officers about safe walking and

bicycling behavior and safe driving behavior around pedestrians and bicyclists. In addition, programs include enforcement and engineering activities to improve traffic safety and reduce or eliminate risky elements of the traffic environment around primary and secondary schools so children can safely walk or bicycle to school. Walking or biking to school has additional benefits to students' health. Studies have found an association between active transport to school and lower BMIs as well as higher performance on standardized tests (Active Living Research, 2015).

\$250,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

14.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

PS-20-01 Public Education of Bicyclist and Pedestrian Laws

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017 Chapter 9 Bicycle Safety, Section 4.2 Drivers and Bicyclists Share the Road Awareness Programs, page number 9-30

**CITATION**

The purpose of Share the Road programs is to increase drivers' awareness of bicyclists' rights and the need for mutual respect of bicyclists on the roadway. Campaign education efforts are intended to improve the safety of all road users, including bicyclists and to enhance the understanding and compliance with relevant traffic laws.

Total: \$30,000

Total: \$30,000

\$10,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

\$20,000 402 FAST Act Pedestrian/Bicyclist Public Education funds

1.8% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Yes, \$20,000 benefit to locals.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name               |
|-------------------|-------------------------------------|
| 10009             | PS Program Management               |
| 4002              | PS Public Education and LE Training |

**Planned Activity: PS Program Management**

Planned activity number: 10009

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

**Planned Activity Description**

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. [Click or tap here to enter text.](#)

### Intended Subrecipients

[Click or tap here to enter text.](#)

### Countermeasure strategies

| Countermeasure Strategy                         |
|---|
| Communication Campaign                          |
| Education and Training                          |
| Enforcement                                     |
| Highway Safety Office Program Management        |
| NHTSA Assessment Recommendation Implementations |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act PS Program Management | \$7,000.00               | \$0.00       | \$0.00        |

### Planned Activity: PS Public Education and LE Training

Planned activity number: 4002

Primary Countermeasure Strategy ID: Education and Training

#### Planned Activity Description

PS-20-01 Pedestrian and Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training  
 The LMB will promote bicyclist and pedestrian safety through conducting regional law enforcement trainings on bicycle and pedestrian safety laws.

Funding will support contractual costs, overtime wages and fringe benefits, and supplies/operating costs.

Grantee

League of Michigan Bicyclists

Funds

\$55,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

3.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Conduct up to 10 regional law enforcement trainings on bicycle and pedestrian safety laws by September 30, 2020.

Evaluate effectiveness of the projects through surveys, reduction in pedestrian and bicycle crashes, digital media impressions and number of individuals reached/trained on pedestrian and bicyclist laws by September 30,

2020.

#### PS-20-03 Muskegon County Bicycle and Pedestrian Safety Initiative

The Muskegon County Sheriff's Office will continue efforts to educate bicyclists and pedestrians on safety laws through community events, and educate law enforcement officers about laws specific to bicycles, pedestrians, and drivers. Efforts will be conducted to raise public awareness about bicycle and pedestrian safety laws, and risks through media packets and materials. Overtime pedestrian and bicycle enforcement will correspond with recreational and physical fitness activities and local events which increase the risks to bicyclists and pedestrians. Funding will support overtime enforcement wages and fringe benefits costs.

##### Grantee

Muskegon County Sheriff's Office

##### Funds

\$20,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

1.2% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

##### Goals

Increase knowledge of personal safety risk and protective factors related to pedestrian and bicycle safety laws through in-person education of up to 800 people by September 30, 2020.

Educate up to 5 law enforcement officers about laws specific to bicycles and pedestrians by September 30, 2020.

Conduct 3 law enforcement mobilizations on pedestrian and bicycle safety laws by September 30, 2020

Raise public awareness about bicycle and pedestrian safety laws, and specific risk factors through two media releases, media packets, and materials by September 30, 2020.

Evaluate effectiveness of the projects through surveys, reduction in pedestrian and bicyclist crashes, digital media impressions, and number of individuals contacted/trained by September 30, 2020.

#### PS-20-02 Detroit Safe Routes Ambassador Program

The City of Detroit will promote pedestrian and bicycle safety laws through the public outreach of the Safe Routes Ambassadors Program, based off the project's successful implementation in Chicago. A variety of audiences will be targeted including elementary students, teenage driver education students, senior citizens, parents, and teachers. A curriculum for elementary students will be developed specifically for the Detroit Public Schools. The City of Detroit will utilize their framework to develop a general statewide curriculum that can be utilized in other classrooms by other agencies. The City of Detroit will seek out other non-OHSP funding possibilities to assist with sustaining the program.

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

##### Grantee

City of Detroit

##### Funds

\$250,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

14.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management

team required to implement and manage the PS programs.

#### Goals

Employ two full-time and four part-time ambassador staff persons by September 30, 2020.

Conduct pedestrian and bicycle law classroom activities for second graders, fifth graders, and high school students in up to 194 classrooms by September 30, 2020.

Conduct pedestrian and bicycle law education to at least 25 police, fire, and other public agency meetings by September 30, 2020.

Conduct pedestrian and bicycle law education to at least 50 meetings at neighborhood and community-based organizations by September 30, 2020.

Conduct pedestrian and bicycle law education to at least 100 community events by September 30, 2020.

Conduct pedestrian and bicycle law education to at least 50 local businesses by September 30, 2020.

#### PS-20-01 Public Education of Bicyclist and Pedestrian Laws

The LMB will promote bicyclist and pedestrian safety through regional pedestrian and bicycle laws public education through driver education instructor professional development courses. The LMB will also work with national organizations to implement a series of segmented courses to educate bicyclists on pedestrian and bicyclist safety laws. Final production and distribution of public education videos and on-line quizzes will be completed.

Funding will support contractual costs, overtime wages, fringe benefits, and supplies/operating costs.

#### Grantee

League of Michigan Bicyclists

#### Funds

Total: \$30,000

Total: \$30,000

\$10,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

\$20,000 402 FAST Act Pedestrian/Bicyclist Public Education funds

1.8% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Yes, \$20,000 benefit to locals.

#### Goals

Conduct pedestrian and bicycle laws public education and awareness courses to up to 225 driver education instructors by September 30, 2020.

Conduct at least one training on pedestrian and bicyclist safety laws and additional safety content to bicyclists by September 30, 2020.

Finalize a series of education videos that demonstrates bicyclists' rights and responsibilities on the roads to inform motorists, pedestrians, and bicyclists by September 30, 2020.

Finalize an online roadway safety quiz to inform motorists, pedestrians, and bicyclists of laws applicable to pedestrians and bicyclists safety by September 30, 2020.

#### Intended Subrecipients

TBD

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Education and Training  |

### Funding sources

| Source Fiscal Year | Funding Source ID                   | Eligible Use of Funds                  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety                | FAST Act 402 Pedestrian/Bicycle Safety | \$20,000.00              |              | \$20,000.00   |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education       | \$20,000.00              |              |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education       | \$55,000.00              |              |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education       | \$250,000.00             |              |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education       | \$10,000.00              |              |               |

### Countermeasure Strategy: Enforcement

Program Area: Non-motorized (Pedestrians and Bicyclist)

#### Project Safety Impacts

PS-20-04+ Elective Overtime Pedestrian and Bicycle Enforcement

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

The OHSP has identified the top eight cities in Michigan which have both the highest number of pedestrian and bicycle crashes over a five-year period: Detroit, Grand Rapids, Ann Arbor, Kalamazoo, Lansing, Warren, Wyoming and Dearborn. The goal is to pursue a strategic enforcement plan on pedestrian and bicycle safety laws in each city between local police departments and county sheriff offices.

Funding will support personnel costs for overtime salaries and fringe benefits.

\$200,000 405(h) FAST Act Pedestrian/Bicyclist Law Enforcement funds

11.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Linkage Between Program Area

### PS-20-04+ Elective Overtime Pedestrian and Bicycle Enforcement

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

#### C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

#### C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

#### \$200,000 405(h) FAST Act Pedestrian/Bicyclist Law Enforcement funds

11.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Rationale

### PS-20-04+ Elective Overtime Pedestrian and Bicycle Enforcement

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Countermeasures That Work, Ninth Edition 2017: Chapter 8 (Pedestrian Safety), Section 4.4 (All Pedestrians Enforcement Strategies), Page 8-36

#### CITATION

The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure.

Behavioral pedestrian safety initiatives require improvements in unsafe driver and pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement

often is necessary to encourage compliance for the same reasons found with seatbelt use, etc. Although enforcement was implied or stated for many of the earlier countermeasures, enforcement strategies and targeted enforcement deserve additional discussion in relation to pedestrian safety. Many enforcement or crosswalk operations use plainclothes officers to act as pedestrians crossing the street, typically with one or two uniformed officers observing for violations and another giving warnings or writing citations (NHTSA, 2014).

Traffic enforcement is most effective when it is highly visible and publicized, to reinforce the required behavior and to raise the expectation that failure to comply may result in legal consequences. Enforcement campaigns should be aimed at drivers and pedestrians, starting with the communications and outreach efforts that announce, describe, and publicize the traffic safety campaign through community meetings, media coverage, social media, mass emails, and signage (NHTSA, 2014).

A coordinated program of targeted enforcement should involve a range of support activities, such as communications and outreach to notify the public of the campaign, training law enforcement officers on enforcement procedures and pedestrian and crosswalk laws, and educating prosecutors and judges so they understand the purposes of the campaign and are prepared for the increase in citations enforcement will produce (NHTSA, 2014).

\$200,000 405(h) FAST Act Pedestrian/Bicyclist Law Enforcement funds

11.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name           |
|-------------------|---------------------------------|
| 10009             | PS Program Management           |
| 4003              | PS Law Enforcement Mobilization |

**Planned Activity: PS Program Management**

Planned activity number: 10009

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

**Planned Activity Description**

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. k or tap here to enter text.

**Intended Subrecipients**

Click or tap here to enter text.

**Countermeasure strategies**

| Countermeasure Strategy                         |
|---|
| Communication Campaign                          |
| Education and Training                          |
| Enforcement                                     |
| Highway Safety Office Program Management        |
| NHTSA Assessment Recommendation Implementations |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act PS Program Management | \$7,000.00               | \$0.00       | \$0.00        |

## Planned Activity: PS Law Enforcement Mobilization

Planned activity number: 4003

Primary Countermeasure Strategy ID: High Visibility Enforcement

### Planned Activity Description

PS-20-04+ Elective Overtime Pedestrian and Bicycle Enforcement

The OHSP has identified the top eight cities in Michigan which have both the highest number of pedestrian and bicycle crashes over a five-year period: Detroit, Grand Rapids, Ann Arbor, Kalamazoo, Lansing, Warren, Wyoming and Dearborn. The goal is to pursue a strategic enforcement plan on pedestrian and bicycle safety laws in each city between local police departments and county sheriff offices.

Funding will support personnel costs for overtime salaries and fringe benefits.

Grantee

County and local law enforcement agencies

Funds

\$200,000 405(h) FAST Act Pedestrian/Bicyclist Law Enforcement funds

11.7% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Plan and execute a minimum of two pedestrian and bicyclist patrols during the safety crackdowns on October 2-9, 2019 and June 3-June 10, 2020.

Plan and execute additional overtime enforcement on pedestrian and bicycle safety laws that aligns with local crash data by September 30, 2020

Conduct or participate in a minimum of two community public education events to promote enforcement efforts by September 30, 2020.

Promote all enforcement efforts by utilizing public information materials provided by OHSP by September 30, 2020.

Publicize enforcement efforts by supporting media events as requested by OHSP by September 30, 2020.

### Intended Subrecipients

TBD

### Countermeasure strategies

|             |
|-------------|
| Enforcement |
|-------------|

### Funding sources

| Source Fiscal Year | Funding Source ID                   | Eligible Use of Funds       | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------------|-----------------------------|--------------------------|--------------|---------------|
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Enforcement | \$200,000.00             |              |               |

### Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Non-motorized (Pedestrians and Bicyclist)

#### Project Safety Impacts

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

#### Linkage Between Program Area

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

#### Rationale

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

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
| 10009             | PS Program Management |

### Planned Activity: PS Program Management

Planned activity number: 10009

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. k or tap here to enter text.

#### Intended Subrecipients

Click or tap here to enter text.

#### Countermeasure strategies

| Countermeasure Strategy                         |
|---|
| Communication Campaign                          |
| Education and Training                          |
| Enforcement                                     |
| Highway Safety Office Program Management        |
| NHTSA Assessment Recommendation Implementations |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act PS Program Management | \$7,000.00               | \$0.00       | \$0.00        |

## Countermeasure Strategy: NHTSA Assessment Recommendation Implementations

Program Area: Non-motorized (Pedestrians and Bicyclist)

### Project Safety Impacts

CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### Linkage Between Program Area

CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### Rationale

CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths. Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years. Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Program assessment: 2018, Section VII Outreach Program

Recommendation:

Task the Office of Highway Safety Planning with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10009             | PS Program Management              |
| 6002              | CP In-House Special Projects CP 01 |

### Planned Activity: PS Program Management

Planned activity number: 10009

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. k or tap here to enter text.

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                         |
|---|
| Communication Campaign                          |
| Education and Training                          |
| Enforcement                                     |
| Highway Safety Office Program Management        |
| NHTSA Assessment Recommendation Implementations |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act PS Program Management | \$7,000.00               | \$0.00       | \$0.00        |

## Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

### Planned Activity Description

CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

Grantee

OHSP Special Projects

Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

Grantee

OHSP Special Projects

Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs. Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

Grantee

OHSP Special Projects

Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

#### CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

#### Grantee

#### OHSP Special Projects

#### Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

#### CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

#### Grantee

#### OHSP Special Projects

#### Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

#### CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

Grantee

OHSP Special Projects

Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

#### CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

Grantee

OHSP Special Projects

Funds

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

#### CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

Grantee

#### OHSP Special Projects

Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

#### CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

#### OHSP Special Projects

Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

#### CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records

Coordinating Committee’s Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

Grantee

OHSP Special Projects

Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee’s Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

### Intended Subrecipients

Local, county, and state law enforcement agencies TBD

### Countermeasure strategies

| Countermeasure Strategy                           |
|---|
| Drug Recognition Expert (DRE) Training            |
| Program Assessment Recommendation Implementation  |
| Motorcycle Rider Training                         |
| MC Program Assessment Recommendation Implentation |
| Community Safety Education                        |

|  |
|--|
| NHTSA Assessment Recommendation Implementations          |
| Child Restraint New                                      |
| Training   |
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

## Funding sources

| Source Fiscal Year | Funding Source ID                   | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Alcohol   | \$30,000.00              | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$160,000.00             | \$0.00       | \$160,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$100,000.00             | \$0.00       | \$100,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$2,000.00               | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00              | \$0.00       | \$18,000.00   |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00             | \$0.00       |               |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00              | \$0.00       |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00             |              |               |

|      |                                   |   |                |        |  |
|------|-----------------------------------|---|----------------|--------|--|
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$75,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$54,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$25,000.00    | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | 405(b) FAST Act Occupant Protection High          | \$4,000.00     | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | Fast Act 405(b) High Community Safety             | \$22,000.00    | \$0.00 |  |
| 2019 | FAST Act 405c Data Program        | FAST Act 405(c) Traffic Records Data Program      | \$2,706,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs | 405f Motorcycle Programs (FAST)                   | \$5,000.00     | \$0.00 |  |

## Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Description of Highway Safety Problems

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for national core performance measures. In most cases, the data review also includes fatality and suspected serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

Crash data is used in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

## HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

\*Source: Michigan State Police Criminal Justice Information Center

\*A 10-year fatal crash trend report provided an analysis of the state's overall traffic safety problems from 2009 through 2018:

Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Source: Michigan State Police Criminal Justice Information Center

Despite Michigan's high observed seat belt use rate, near half of the vehicle occupant fatalities in traffic crashes are unbuckled. Click It or Ticket and social norming messages aimed at increasing seat belt use are essential to prompt compliance with the state's mandatory seat belt law.

### Associated Performance Measures

| Fiscal Year | Performance measure name   | Target End Year | Target Period | Target Value |
|-------------|--|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)   | 2020            | 5 Year        | 999.4        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                  | 2020            | 5 Year        | 5,520.4      |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)   | 2020            | 5 Year        | .97          |
| 2020        | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | 2020            | Annual        | 178.00       |
| 2020        | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)   | 2020            | Annual        | 98.00        |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy                  |
|--|
| Child Restraint New                      |
| Communication Campaign                   |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |

## Countermeasure Strategy: Child Restraint New

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

#### CP-20-01 Car Seat Distribution

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Car seat distribution will be focused on the 15 counties that represent 60 percent of all unrestrained KAB crashes for children 15 and under. Additional counties may be added or considered based on need, resources, or specific programming (i.e. diverse populations, rural, etc.). Offering free car seats to eligible low-income families or caregivers reaches high-risk populations and provides this service to families and caregivers.

Funding will support the purchase of car seats for low-income and at-risk families through a screening process where technicians verify the child is currently enrolled in one of several low-income based qualifying programs.

Total: \$300,000

\$241,000 in 402 FAST Act Child Restraint funds

\$59,000 in 405(b) FAST Act Occupant Protection CSS Purchase/Distribution High funds

37.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Yes, \$241,000 benefit to locals.

#### OP-20-01 Upper Peninsula Child Passenger Safety Program

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

From 2013-2017, 48 children birth to 7 have suffered crash-related injuries in the UP. Inspection stations and car seat programs have proven to increase proper car seat use which reduces the risk of injury and fatalities for all children.

The Upper Peninsula Child Passenger Safety (UPCPS) Kids Always Ride Safe (KARS) program will continue efforts for program efficiency and self-sufficiency. The project coordinator will continue to focus on providing trainings, support, and resources and to secure alternate funding sources to continue the program into FY21 and beyond. The grantee will present its self-sufficiency plan to OHSP by September 30, 2019. FY20 is the final year of funding for the KARS program.

Funding will support part-time personnel, travel, supplies/operating, and indirect costs.

\$131,000 405(b) FAST Act Occupant Protection High Training funds

16.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Linkage Between Program Area

#### CP-20-01 Car Seat Distribution

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years. Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Funding will support the purchase of car seats for low-income and at-risk families through a screening process where technicians verify the child is currently enrolled in one of several low-income based qualifying programs.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

#### B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

Total: \$300,000

\$241,000 in 402 FAST Act Child Restraint funds

\$59,000 in 405(b) FAST Act Occupant Protection CSS Purchase/Distribution High funds

37.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Yes, \$241,000 benefit to locals.

#### OP-20-01 Upper Peninsula Child Passenger Safety Program

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years. Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

## B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$131,000 405(b) FAST Act Occupant Protection High Training funds

16.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Rationale

### CP-20-01 Car Seat Distribution

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 7.2 (Inspection Stations), and page number(s) 2-36

### CITATION

The misuse of child restraints has been a concern for many years. A number of programs have been implemented to provide parents and other caregivers with “hands-on” assistance with the installation and use of child restraints in an effort to combat widespread misuse. Child passenger safety (CPS) inspection stations, sometimes called “fitting stations” are places or events where parents and caregivers can receive this assistance from certified CPS technicians. Information on how to market an inspection station campaign is available through Parents Central ([www.safercar.gov/parents/CarSeats/TRS-carseats/toolkit.htm](http://www.safercar.gov/parents/CarSeats/TRS-carseats/toolkit.htm)). Certification courses for child safety seat checks are available through the National Child Passenger Safety Certification program (<http://cert.safekids.org>).

Inspection stations in urban communities may be effective in reaching households that improperly use child restraints. One study conducted in Los Angeles that reached out to parents and caregivers using advertisements found that vehicles visiting the inspection stations had a rate of child restraint misuse of 96.2% (Bachman et al., 2016). While this rate was substantially higher than the 46% misuse rate observed in the nationally representative NCRUSS sample (Greenwell, 2015), some of this difference likely reflects a broader definition of misuse in the Los Angeles study as the determination of misuse was based on American Academy of Pediatrics (AAP) best practice recommendations. It is also possible that the households targeted in this community study had particularly high misuse rates. The Los Angeles inspection station study found that factors such as child age, child weight, and vehicle year led to systematic instances of child restraint misuse and should be considered when conducting inspections and addressing deficiencies in restraint use (Bachman et al., 2016).

Total: \$300,000

\$241,000 in 402 FAST Act Child Restraint funds

\$59,000 in 405(b) FAST Act Occupant Protection CSS Purchase/Distribution High funds

37.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Ye

s, \$241,000 benefit to locals.

### OP-20-01 Upper Peninsula Child Passenger Safety Program

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Program assessment:

2018 Occupant Protection Assessment, p. 12 (1C- Recommendations)

-Continue implementation of the recommended actions from the Strategic Highway Safety Plan and the 2014 Occupant Protection Assessment

2018 Occupant Protection Assessment, p. 36

-Research and develop goals and methods for adding more outreach into the rural and less populated regions of the State

2014 Occupant Protection Assessment, p. 20

-Promote the use of child restraints and assure the plan has been developed to provide an adequate number of inspection stations and clinics

-Assure that the child occupant protection programs at a local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community

\$131,000 405(b) FAST Act Occupant Protection High Training funds

16.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10002             | OP Program Management              |
| 1001              | OP Passenger Safety                |
| 6002              | CP In-House Special Projects CP 01 |

### Planned Activity: OP Program Management

Planned activity number: 10002

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

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

#### Intended Subrecipients

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#### Countermeasure strategies

Countermeasure Strategy

|  |
|--|
| Child Restraint New                      |
| Communication Campaign                   |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |
| Training                                 |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                       | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act<br>402 OP<br>Program<br>Management | \$153,000.00             | \$0.00       | \$0.00        |

## Planned Activity: OP Passenger Safety

Planned activity number: 1001

Primary Countermeasure Strategy ID: Child Restraint New

### Planned Activity Description

CP-20-01 Car Seat Distribution and Training

Car seat distribution will be focused on the 15 counties that represent 60 percent of all unrestrained KAB crashes for children 15 and under. Additional counties may be added or considered based on need, resources, or specific programming (i.e. diverse populations, rural, etc.). Offering free car seats to eligible low-income families or caregivers reaches high-risk populations and provides this service to families and caregivers.

Funding will support the purchase of car seats for low-income and at-risk families through a screening process where technicians verify the child is currently enrolled in one of several low-income based qualifying programs.

Grantee

OHSP Special Projects

Funds

Total: \$300,000

\$241,000 in 402 FAST Act Child Restraint funds

\$59,000 in 405(b) FAST Act Occupant Protection CSS Purchase/Distribution High funds

37.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Yes, \$241,000 benefit to locals.

Goals

Reduce unrestrained KABs for children ages 0-7 from 262 to 236 by September 30, 2020.

Provide at least 2,500 car seats statewide to low- income families meeting the qualifying screening requirements by September 30, 2020.

OP-20-01 Upper Peninsula Child (UP) Passenger Safety (CPS) Program

The Upper Peninsula Child Passenger Safety (UPCPS) Kids Always Ride Safe (KARS) program will continue

efforts for program efficiency and self-sufficiency. The project coordinator will continue to focus on providing trainings, support, and resources and to secure alternate funding sources to continue the program into FY21 and beyond. The grantee will present its self-sufficiency plan to OHSP by September 30, 2019. FY20 is the final year of funding for the KARS program.

Funding will support part-time personnel, travel, supplies/operating, and indirect costs.

Grantee

City of St. Ignace

Funds

\$131,000 405(b) FAST Act Occupant Protection High Training funds

16.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Reduce the number of KAB injuries to unrestrained children, ages 7 and under in the Upper Peninsula from 6 to 5 by September 30, 2020.

### Intended Subrecipients

CPS technicians and instructors

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Child Restraint New     |

### Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds                             | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|---|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety  | FAST Act 402 Child Restraints                     | \$241,000.00             | \$0.00       | \$241,000.00  |
| 2020               | FAST Act 405b OP High | FAST Act 405(b) CSS Purchase/Distribution High    | \$59,000.00              | \$0.00       |               |
| 2020               | FAST Act 405b OP High | FAST Act 405(b) Occupant Protection Training High | \$131,000.00             | \$0.00       |               |

### Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

### Planned Activity Description

#### CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

#### CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

#### CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and

resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

Grantee

OHSP Special Projects

Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

Grantee

OHSP Special Projects

Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs. Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

Grantee

OHSP Special Projects

Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

## OHSP Special Projects

### Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

### CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

### Grantee

## OHSP Special Projects

### Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

### Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

### CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

### Grantee

## OHSP Special Projects

### Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management

team required to implement and manage the CP programs.

#### Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

#### CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

#### Grantee

#### OHSP Special Projects

#### Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

#### Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

#### CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

#### Grantee

#### OHSP Special Projects

#### Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

#### CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

Grantee

OHSP Special Projects

Funds

\$75,000 405(b) FAST Action Occupant Protection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

Grantee

OHSP Special Projects

Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest

unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

OHSP Special Projects

Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

Grantee

OHSP Special Projects

Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

safety training and motorcyclist awareness programs.

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

### Intended Subrecipients

Local, county, and state law enforcement agencies TBD

### Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Drug Recognition Expert (DRE) Training                   |
| Program Assessment Recommendation Implementation         |
| Motorcycle Rider Training                                |
| MC Program Assessment Recommendation Implementation      |
| Community Safety Education                               |
| NHTSA Assessment Recommendation Implementations          |
| Child Restraint New                                      |
| Training   |
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Alcohol                  | \$30,000.00              | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$160,000.00             | \$0.00       | \$160,000.00  |

|      |                                     |  |                |        |              |
|------|-------------------------------------|--|----------------|--------|--------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$100,000.00   | \$0.00 | \$100,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$2,000.00     | \$0.00 | \$0.00       |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00    | \$0.00 | \$18,000.00  |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00   | \$0.00 |              |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00    | \$0.00 |              |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00   |        |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$75,000.00    | \$0.00 |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$54,000.00    | \$0.00 |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$25,000.00    | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | 405(b) FAST Act Occupant Protection High                             | \$4,000.00     | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety                                | \$22,000.00    | \$0.00 |              |
| 2019 | FAST Act 405c Data Program          | FAST Act 405(c) Traffic Records Data Program                         | \$2,706,000.00 | \$0.00 |              |

|      |  |  |            |        |  |
|------|--|--|------------|--------|--|
| 2019 | FAST Act<br>405f<br>Motorcycle<br>Programs | 405f<br>Motorcycle<br>Programs<br>(FAST) | \$5,000.00 | \$0.00 |  |
|------|--|--|------------|--------|--|

## Countermeasure Strategy: Communication Campaign

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

#### CP-20-03 Buckle Up Your Truck Public Education

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### CP-20-03 Booster Seat Public Education

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Linkage Between Program Area

#### CP-20-03 Buckle Up Your Truck Public Education

### Rationale

#### CP-20-03 Buckle Up Your Truck Public Education

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
|-------------------|-----------------------|

|       |   |
|-------|---|
| 10002 | OP Program Management                     |
| 6001  | CP Education and Communication CP 03 PI&E |

## Planned Activity: OP Program Management

Planned activity number: 10002

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Child Restraint New                      |
| Communication Campaign                   |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |
| Training                                 |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act<br>402 OP Program Management | \$153,000.00             | \$0.00       | \$0.00        |

## Planned Activity: CP Education and Communication CP 03 PI&E

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent recall the campaign by September 30, 2020.

#### CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating agencies.

Funding will support the production of banners.

Grantee

OHSP PI&E

Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

#### CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

Grantee

OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020.

#### CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

CP-20-03 Strategic Counsel

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

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management

team required to implement and manage the PS programs.

#### Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

#### CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

#### Grantee

#### OHSP PI&E

#### Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

#### CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

#### Grantee

#### OHSP-PI&E

#### Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

#### Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

#### CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee  
OHSP-PI&E

Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

### Intended Subrecipients

Brogan & Partners, Martin/Waymire, Glengariff Group

### Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |
| Motorcycle Rider Training  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$100,000.00             | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | FAST Act 402 Paid Advertising         | \$800,000.00             | \$0.00       | \$800,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Paid Advertising         | \$500,000.00             | \$0.00       | \$500,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$15,000.00              | \$0.00       | \$15,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$85,000.00              | \$0.00       | \$85,000.00   |

|      |                                     |                                       |              |        |             |
|------|-------------------------------------|---------------------------------------|--------------|--------|-------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$65,000.00  | \$0.00 | \$65,000.00 |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |             |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |             |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$25,000.00  | \$0.00 |             |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)       | \$14,000.00  | \$0.00 |             |

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

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

### Linkage Between Program Area

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

### Rationale

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

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
|-------------------|-----------------------|

|       |                       |
|-------|-----------------------|
| 10002 | OP Program Management |
|-------|-----------------------|

## Planned Activity: OP Program Management

Planned activity number: 10002

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Child Restraint New                      |
| Communication Campaign                   |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |
| Training                                 |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act<br>402 OP Program Management | \$153,000.00             | \$0.00       | \$0.00        |

### Countermeasure Strategy: Seat Belt Survey

Program Area: Occupant Protection (Adult and Child Passenger Safety)

#### Project Safety Impacts

OP-20-03 Direct Seat Belt and Hand-Held Device Use Observation Survey

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

The Office of Highway Safety Planning (OHSP) is required to conduct an annual seat belt use observation survey. The survey determines the seat belt use rate statewide, regionally, and among various demographics. This rate assists the OHSP to develop seat belt enforcement plans and identify the focus of the mobilization media campaign. This will include a full state-wide survey to identify locations of low belt use for enforcement and education.

Funding will support observation and analysis costs, travel, contractual, operating, and supplies.

This project is a NHTSA requirement.

\$119,000 405(b) FAST Action Occupant Protection High funds

14.8% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Linkage Between Program Area

OP-20-03 Direct Seat Belt and Hand-Held Device Use Observation Survey

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$119,000 405(b) FAST Action Occupant Protection High funds

14.8% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Rationale

OP-20-03 Direct Seat Belt and Hand-Held Device Use Observation Survey

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Required by NHTSA

\$119,000 405(b) FAST Action Occupant Protection High funds

14.8% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
| 10002             | OP Program Management |
| 1002              | OP Evaluation         |

## Planned Activity: OP Program Management

Planned activity number: 10002

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Child Restraint New                      |
| Communication Campaign                   |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |
| Training                                 |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                       | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act<br>402 OP<br>Program<br>Management | \$153,000.00             | \$0.00       | \$0.00        |

## Planned Activity: OP Evaluation

Planned activity number: 1002

Primary Countermeasure Strategy ID: Seat Belt Survey

### Planned Activity Description

OP-20-03 Direct Seat Belt and Hand-Held Device Use Observation Survey

The Office of Highway Safety Planning (OHSP) is required to conduct an annual seat belt use observation survey. The survey determines the seat belt use rate statewide, regionally, and among various demographics.

This rate assists the OHSP to develop seat belt enforcement plans and identify the focus of the mobilization media campaign. This will include a full state-wide survey to identify locations of low belt use for enforcement and education.

Funding will support observation and analysis costs, travel, contractual, operating, and supplies.

This project is a NHTSA requirement.

Grantee

Michigan State University

Funds

\$119,000 405(b) FAST Action Occupant Protection High funds

14.8% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### Goals

Determine the seat belt rate by conducting the NHTSA annual direct observation survey by September 30, 2020.

Determine the hand-held device use rate by conducting a direct observation survey by September 30, 2020.

Determine the seat belt rate for all 83 counties by conducting a direct observation survey by September 30, 2020.

#### Intended Subrecipients

TBD Contractors

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Seat Belt Survey        |

#### Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds                    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|--|--------------------------|--------------|---------------|
| 2019               | FAST Act 405b OP High | FAST Act 405(b) Occupant Protection High | \$119,000.00             | \$0.00       |               |

#### Countermeasure Strategy: Training

Program Area: Occupant Protection (Adult and Child Passenger Safety)

#### Project Safety Impacts

CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

#### Linkage Between Program Area

CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Motor vehicle crashes continue to be the leading cause of death for children of all ages (see table below). A properly installed car seat can reduce the risk of death to children under one year by 71percent and to children one to four by 54 percent. Booster seats can reduce the risk of serious injury to children four to eight by 45 percent.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

#### B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

#### CP-20-01 CPS Conference and Recertification

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

In the past five years, approximately 2,200 children eight and under have been killed or injured in car crashes, which continue to be the leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under one year by 71% and to children one to four by 54%. Booster seats can reduce the risk of serious injury to children four to eight by 45%.

#### C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

#### C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

#### C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

#### B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### CP-20-01 CPS Training and Recertification

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018. Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Trainings will be focused on the fifteen counties that represent 60% of all unrestrained KAB crashes for children fifteen and under. Additional counties may be added or considered based on need, resources, or specific programming (i.e. diverse populations, rural, etc.).

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Rationale

CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10002             | OP Program Management              |
| 6002              | CP In-House Special Projects CP 01 |

## Planned Activity: OP Program Management

Planned activity number: 10002

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Child Restraint New     |

|  |
|--|
| Communication Campaign                   |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |
| Training                                 |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act 402 OP Program Management | \$153,000.00             | \$0.00       | \$0.00        |

## Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

### Planned Activity Description

CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data

website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

Grantee

OHSP Special Projects

Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

#### CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

#### Grantee

#### OHSP Special Projects

#### Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

#### CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs. Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

#### Grantee

#### OHSP Special Projects

#### Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

#### CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

## Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

### CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

## Grantee

### OHSP Special Projects

#### Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

### CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

## Grantee

### OHSP Special Projects

#### Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

## Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

## CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

Grantee

OHSP Special Projects

Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

## CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

Grantee

OHSP Special Projects

Funds

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

## CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

Grantee

OHSP Special Projects

Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

OHSP Special Projects

Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and

implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

Grantee

OHSP Special Projects

Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

### Intended Subrecipients

Local, county, and state law enforcement agencies TBD

### Countermeasure strategies

| Countermeasure Strategy                             |
|---|
| Drug Recognition Expert (DRE) Training              |
| Program Assessment Recommendation Implementation    |
| Motorcycle Rider Training                           |
| MC Program Assessment Recommendation Implementation |
| Community Safety Education                          |
| NHTSA Assessment Recommendation Implementations     |
| Child Restraint New                                 |
| Training  |

|  |
|--|
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

## Funding sources

| Source Fiscal Year | Funding Source ID                   | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------------|--|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Police Traffic Services                                 | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Alcohol   | \$30,000.00              | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$160,000.00             | \$0.00       | \$160,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$100,000.00             | \$0.00       | \$100,000.00  |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$2,000.00               | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00              | \$0.00       | \$18,000.00   |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00             | \$0.00       |               |
| 2019               | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00              | \$0.00       |               |
| 2019               | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00             |              |               |
| 2019               | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$75,000.00              | \$0.00       |               |

|      |                                   |   |                |        |  |
|------|-----------------------------------|---|----------------|--------|--|
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$54,000.00    | \$0.00 |  |
| 2019 | FAST Act 405b OP High             | FAST Act 405(b) Occupant Protection Training High | \$25,000.00    | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | 405(b) FAST Act Occupant Protection High          | \$4,000.00     | \$0.00 |  |
| 2020 | FAST Act 405b OP High             | Fast Act 405(b) High Community Safety             | \$22,000.00    | \$0.00 |  |
| 2019 | FAST Act 405c Data Program        | FAST Act 405(c) Traffic Records Data Program      | \$2,706,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs | 405f Motorcycle Programs (FAST)                   | \$5,000.00     | \$0.00 |  |

## Program Area: Police Traffic Services

### Description of Highway Safety Problems

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for national core performance measures. In most cases, the data review also includes fatality and suspected serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

Crash data is used in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

#### HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Alcohol and/or drug-involved fatalities increased from 319 in 2014 to 434 in 2018, a 36 percent increase.

\*Source: Michigan State Police Criminal Justice Information Center

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 999.4        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020            | 5 Year        | 5,520.4      |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)  | 2020            | 5 Year        | .97          |
| 2020        | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 2020            | Annual        | 178.00       |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | Annual        | 275.00       |
| 2020        | C-6) Number of speeding-related fatalities (FARS)   | 2020            | Annual        | 280.00       |
| 2020        | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)                        | 2020            | Annual        | 98.00        |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy                     |
|---|
| Communication Campaign                      |
| Evaluation                                  |
| Short-term, High Visibility Law Enforcement |

**Countermeasure Strategy: Communication Campaign**

Program Area: Police Traffic Services

### Project Safety Impacts

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

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

Funding will support paid advertising.

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program

Management team required to implement and manage the PT programs.

Yes, benefit to locals.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

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

Funding will support paid advertising.

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to

implement and manage the PT programs.

Yes, benefit to locals.

CP-20-03 Mobilization Communications and Outreach

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating agencies.

Funding will support the production of banners.

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program

Management team required to implement and manage the PT programs.

Yes, benefit to locals.

### Linkage Between Program Area

Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

CP-20-03 Mobilization Communications and Outreach

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: To reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. The 2018 number was not available at this time.

B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

## Rationale

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 3.1 (Communications and Outreach – Supporting Enforcement), Page 2-23

CITATION

Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: All high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 10004             | PT Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |

## Planned Activity: PT Program Management

Planned activity number: 10004

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act PT Program Management | \$1,381,000.00           | \$0.00       | \$0.00        |

## Planned Activity: CP Education and Communication CP 03 PI&E

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent recall the campaign by September 30, 2020.

CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating

agencies.

Funding will support the production of banners.

Grantee

OHSP PI&E

Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

Grantee

OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020.

CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new

RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

CP-20-03 Strategic Counsel

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

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

### CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

### CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

### CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

**Intended Subrecipients**

Brogan & Partners, Martin/Waymire, Glengariff Group

**Countermeasure strategies**

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |
| Motorcycle Rider Training  |

**Funding sources**

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$100,000.00             | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | FAST Act 402 Paid Advertising         | \$800,000.00             | \$0.00       | \$800,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Paid Advertising         | \$500,000.00             | \$0.00       | \$500,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$15,000.00              | \$0.00       | \$15,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$85,000.00              | \$0.00       | \$85,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$65,000.00              | \$0.00       | \$65,000.00   |

|      |                                     |                                       |              |        |  |
|------|-------------------------------------|---------------------------------------|--------------|--------|--|
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |  |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |  |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00  | \$0.00 |  |
| 2020 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$25,000.00  | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)       | \$14,000.00  | \$0.00 |  |

## Countermeasure Strategy: Evaluation

Program Area: Police Traffic Services

### Project Safety Impacts

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

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

Funding will support contractual costs to conduct the survey.

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

### Linkage Between Program Area

CP-20-03 Telephone Surveys

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

## Rationale

CP-20-03 Telephone Surveys

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 1: Alcohol and Drug Impaired Driving; Section 5.2 Mass Media Campaigns; page 1-49

### CITATION

A mass media campaign consists of intensive communications and outreach activities regarding alcohol-impaired driving that use radio, television, print, and other mass media, both paid and/or earned. Mass media campaigns are a standard part of every State's efforts to reduce alcohol-impaired driving. Some campaigns publicize a deterrence or prevention measure such as a change in a State's DWI laws or a checkpoint or other highly visible enforcement program. Others promote specific behaviors such as the use of designated drivers, illustrate how impaired driving can injure and kill, or simply urge the public not to drink and drive. Campaigns vary enormously in quality, size, duration, funding, and every other way imaginable. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that

are appropriate to – and effective for – the audience and goal (Williams, 2007). Use: Most States use some form of alcohol-impaired driving mass media campaign every year. Mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective.

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

#### **Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 10004             | PT Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |

### **Planned Activity: PT Program Management**

Planned activity number: 10004

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### **Planned Activity Description**

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

#### **Intended Subrecipients**

Click or tap here to enter text.

#### **Countermeasure strategies**

| Countermeasure Strategy                     |
|---|
| Evaluation                                  |
| Short-term, High Visibility Law Enforcement |

#### **Funding sources**

### **Planned Activity: CP Education and Communication CP 03 PI&E**

Planned activity number: 6001

Primary Countermeasure Strategy ID: Education and Training

#### **Planned Activity Description**

CP-20-03 Telephone Surveys

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

Funding will support contractual costs to conduct the survey.

Grantee

OHSP PI&E

Funds

\$100,000 in 402 FAST Act Police Traffic Services funds

2.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

Goal

Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to 3 sets of pre- and post-telephone surveys by September 30, 2020.

CP-20-03 Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$800,000 402 FAST Act Paid Advertising funds

18.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

Build awareness for the Drive Sober or Get Pulled Over campaign message among young men to at least 70 percent by September 30, 2020.

CP-20-03 Click It or Ticket (CIOT) Mobilization Paid Advertising

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

Funding will support paid advertising.

Grantee

OHSP PI&E

Funds

\$500,000 402 FAST Act Paid Advertising funds

11.4% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020.

Build awareness for the Click It or Ticket campaign message among young men so that at least 78 percent

recall the campaign by September 30, 2020.

#### CP-20-03 Mobilization Communications and Outreach

To support awareness of overtime enforcement at locations determined by a data-driven strategy, one seat belt banner and one impaired driving banner will be provided to more than 100 overtime enforcement participating agencies.

Funding will support the production of banners.

Grantee

OHSP PI&E

Funds

\$15,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020.

Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations focusing on impaired driving by September 30, 2020.

#### CP-20-03 Shadow Rider Project

The OHSP has collaborated with the MDOS and the UMTRI on the Shadow Rider project to identify unendorsed motorcycle riders based on addresses on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders

Grantee

OHSP PI&E

Funds

\$20,000 405(b) FAST Act Motorcycle funds

11.5% total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020.

Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020.

#### CP-20-03 RiderCoaches Recruitment

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The Rider Coaches are trained through the Mi-REP administered Novice RiderCoach Preparation courses (RCPs). There are 6 RCPs planned for FY2020, with the goal of filling these courses with new RiderCoach candidates. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

Grantee

OHSP PI&E

Funds

\$14,000 405(f) FAST Act Motorcycle Program funds

8% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020.

#### CP-20-03 Public Information and Education

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and other traffic safety areas. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials. . General public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding will support printing and production of materials such as banners, posters, and other items.

Grantee

OHSP PI&E

Funds

\$85,000 402 FAST Act Community Safety funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goal

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020.

#### CP-20-03 Strategic Counsel

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

Funding will support contractual costs to support the activities detailed above.

Grantee

OHSP PI&E

Funds

\$85,000 405(b) FAST Act Occupant Protection Community Safety High flex funds

15.8% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goal

Provide communications expertise related to new situations, opportunities, and challenges on up to 4 projects through September 30, 2020.

CP-20-03 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-03 Statewide Pedestrian Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians and motorists. The OHSP will provide public education on pedestrian safety laws through developing, producing, and implementing a statewide advertising campaign, and producing pedestrian law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

Grantee

OHSP PI&E

Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### Goals

Revise the statewide campaign focusing on pedestrian safety by September 30, 2020.

#### CP-20-03 Statewide Bicyclist Safety Campaign

Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to bicyclists and motorists. The OHSP will provide public education on bicyclist safety laws through developing, producing, and implementing a statewide advertising campaign, and producing bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

#### Grantee

OHSP PI&E

#### Funds

\$300,000 405(h) FAST Act Pedestrian/Bicyclist Public Education funds

17.6% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### Goals

Revise the statewide campaign focusing on bicyclist safety by September 30, 2020.

#### CP-20-03 Buckle Up Your Truck Campaigns

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and any paid advertising.

#### Grantee

OHSP-PI&E

#### Funds

\$25,000 405(b) Occupant Protection Public Education High funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs

#### Goals

Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020.

#### CP-20-03 Booster Seat Public Education

The OHSP will develop a social media campaign to reach families and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social

media channels, content creation, and any paid advertising.

Grantee

OHSP-PI&E

Funds

\$75,000 405(b) Occupant Protection Public Education High funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Decrease the number of children ages 4-7 with KAB injuries by 10% from 155 to 140 by September 30, 2020.

### Intended Subrecipients

Brogan & Partners, Martin/Waymire, Glengariff Group

### Countermeasure strategies

| Countermeasure Strategy    |
|----------------------------|
| Communication Campaign     |
| Community Safety Education |
| Evaluation                 |
| Motorcycle Rider Training  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$100,000.00             | \$0.00       | \$0.00        |
| 2020               | 402 - Traffic Safety | FAST Act 402 Paid Advertising         | \$800,000.00             | \$0.00       | \$800,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Paid Advertising         | \$500,000.00             | \$0.00       | \$500,000.00  |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services  | \$15,000.00              | \$0.00       | \$15,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Community Safety Project | \$85,000.00              | \$0.00       | \$85,000.00   |

|      |                                     |                                       |              |        |             |
|------|-------------------------------------|---------------------------------------|--------------|--------|-------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project | \$65,000.00  | \$0.00 | \$65,000.00 |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |             |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education      | \$300,000.00 |        |             |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$75,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | 405b High Motorcycle Safety (FAST)    | \$20,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$85,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety | \$22,000.00  | \$0.00 |             |
| 2020 | FAST Act 405b OP High               | FAST Act 405(b) Public Education High | \$25,000.00  | \$0.00 |             |
| 2019 | FAST Act 405f Motorcycle Programs   | 405f Motorcycle Programs (FAST)       | \$14,000.00  | \$0.00 |             |

## Countermeasure Strategy: Short-term, High Visibility Law Enforcement

Program Area: Police Traffic Services

### Project Safety Impacts

PT-20-04+ Overtime Traffic Enforcement

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

The OHSP will fund three overtime impaired driving enforcement efforts in 24 counties and two seat belt enforcement efforts in 37 counties, based on high-KA locations, focusing on impaired driving and seat belt law violations during statewide mobilizations and crackdowns

Funding will support overtime wages, fringe benefits costs, and indirect costs.

Total: \$2,681,000

\$2,400,000 in 402 FAST Act Police Traffic Service funds

\$281,000 in 405(b) FAST Act Occupant Protection Police Traffic Services High funds

61.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, \$1,721,000 benefit to locals.

#### PT-20-03+ Interstate Corridor Enforcement

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Interstate enforcement initiatives using Michigan State Police district patrols in Southern Lower Michigan will be conducted May 1-September 30, 2020. The hazardous driving behaviors (i.e. speed, distraction, improper lane use, following too closely, and careless driving) and primary causes for KAs on the interstates will be the focus of enforcement efforts.

Funding will support overtime wages, fringe benefits costs, and indirect costs.

\$200,000 405(b) FAST Act Occupant Protection High flex funds

4.6% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

### [Linkage Between Program Area](#)

#### PT-20-04+ Overtime Traffic Enforcement

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

Total: \$2,681,000

\$2,400,000 in 402 FAST Act Police Traffic Service funds

\$281,000 in 405(b) FAST Act Occupant Protection Police Traffic Services High funds

61.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, \$1,721,000 benefit to locals.

PT-20-03+ Interstate Corridor Enforcement

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Review of 2013-2017 crash data where the speed limit at the crash site was 70 miles per hour indicated 3,492 people had a K or A injury.

Further analysis was conducted to determine if there were specific months where the KAs were more significant than other times of the year. Except for January, the summer months experienced the highest number of KA injuries. Dedicated enforcement of hazardous moving violations on the interstates that experienced KA injuries may mitigate future tragedies.

C-1 Number of fatalities in traffic crashes

Target: Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

C-3 Fatalities/VMT

Target: Reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

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

Target: To reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. The 2018 number was not available at this time.

B-1 Statewide Seat Belt Use Rate

Increase the stateside seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

\$200,000 405(b) FAST Act Occupant Protection High flex funds

4.6% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

## Rationale

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of

all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: chapter, section, and page number(s)

**CITATION**

Section 1 – Alcohol- and Drug-Impaired Driving, Chapter 2 – Deterrence: Enforcement, Section 2.2 High Visibility Saturation Patrols, page 1-27.

A saturation patrol (also called a blanket patrol or dedicated DWI patrol) consists of a large number of law enforcement officers patrolling a specific area looking for impaired drivers. These patrols usually take place at times and locations where impaired-driving crashes commonly occur. Like publicized sobriety checkpoint programs, the primary purpose of publicized saturation patrol programs is to deter driving after drinking by increasing the perceived risk of arrest. To do this, saturation patrols should be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. A “how-to” guide for planning and publicizing saturation patrols and sobriety checkpoints is available from NHTSA (2002). NHTSA strongly recommends that officers conducting these activities be trained in the SFST battery.

Total: \$2,681,000

\$2,400,000 in 402 FAST Act Police Traffic Service funds

\$281,000 in 405(b) FAST Act Occupant Protection Police Traffic Services High funds

61.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, \$1,721,000 benefit to locals.

PT-20-03+ Interstate Corridor Enforcement

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan. Almost 40 percent of all traffic deaths are alcohol and/or drug-involved.

Countermeasures That Work, Ninth Edition 2017: Chapter 3 – Speeding and Speed Management, Section 2.2 High Visibility Saturation Patrols, page 3-27

**CITATION**

High-visibility enforcement campaigns have been used to deter speeding and aggressive driving through specific and general deterrence. In the high-visibility enforcement model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested and punished.

\$200,000 405(b) FAST Act Occupant Protection High flex funds

4.6% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name  |
|-------------------|------------------------|
| 10004             | PT Program Management  |
| 3001              | PR Traffic Enforcement |

## Planned Activity: PT Program Management

Planned activity number: 10004

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                     |
|---|
| Evaluation                                  |
| Short-term, High Visibility Law Enforcement |

### Funding sources

## Planned Activity: PR Traffic Enforcement

Planned activity number: 3001

Primary Countermeasure Strategy ID: Short-term, High Visibility Law Enforcement

### Planned Activity Description

PT-20-04+ Overtime Traffic Enforcement

The OHSP will fund three overtime impaired driving enforcement efforts in 24 counties and two seat belt enforcement efforts in 37 counties, based on high-KA locations, focusing on impaired driving and seat belt law violations during statewide mobilizations and crackdowns

Funding will support overtime wages, fringe benefits costs, and indirect costs.

Grantee

Local, county, and state law enforcement

Funds

Total: \$2,681,000

\$2,400,000 in 402 FAST Act Police Traffic Service funds

\$281,000 in 405(b) FAST Act Occupant Protection Police Traffic Services High funds

61.3% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, \$1,721,000 benefit to locals.

Goals

Reduce unrestrained passenger vehicle occupant fatal injuries by 1.1% in selected high-fatality counties by September 30, 2020.

PT-20-03+ Interstate Corridor Enforcement

Interstate enforcement initiatives using Michigan State Police district patrols in Southern Lower Michigan will

be conducted May 1-September 30, 2020. The hazardous driving behaviors (i.e. speed, distraction, improper lane use, following too closely, and careless driving) and primary causes for KAs on the interstates will be the focus of enforcement efforts.

Funding will support overtime wages, fringe benefits costs, and indirect costs.

Grantee

Michigan State Police

Funds

\$200,000 405(b) FAST Act Occupant Protection High flex funds

4.6% of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program

Management team required to implement and manage the PT programs.

Goals

Reduce traffic fatalities and suspected serious injuries by 1.2% on selected high-fatality interstate highways by September 30, 2020.

### Intended Subrecipients

Local, county, and state law enforcement agencies TBD

### Countermeasure strategies

| Countermeasure Strategy                     |  |
|---|--|
| Short-term, High Visibility Law Enforcement |  |

### Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit  |
|--------------------|-----------------------|---------------------------------------|--------------------------|--------------|----------------|
| 2020               | 402 - Traffic Safety  | 402 PTS Police Traffic Services       | \$2,400,000.00           | \$0.00       | \$1,721,000.00 |
| 2020               | FAST Act 405b OP High | FAST Act 405b Police Traffic Services | \$281,000.00             | \$0.00       |                |
| 2020               | FAST Act 405b OP High | FAST Act 405b Police Traffic Services | \$200,000.00             | \$0.00       |                |

### Program Area: Traffic Records

#### Description of Highway Safety Problems

##### DATA SOURCES AND PROCESSES

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical

services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for national core performance measures. In most cases, the data review also includes fatality and suspected serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

Crash data is used in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

#### HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Alcohol and/or drug-involved fatalities increased from 319 in 2014 to 434 in 2018, a 36 percent increase.

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase.

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Young drivers are typically over-represented in fatal crashes.

\*Source: Michigan State Police Criminal Justice Information Center

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

#### Associated Performance Measures

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)                                    | 2020            | 5 Year        | 999.4        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020            | 5 Year        | 5,520.4      |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)  | 2020            | 5 Year        | .97          |

#### Countermeasure Strategies in Program Area

| Countermeasure Strategy                                  |
|--|
| Highway Safety Office Program Management                 |
| Improves accessibility of a core highway safety database |

|   |
|---|
| Improves accuracy of a core highway safety database     |
| Improves completeness of a core highway safety database |

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Traffic Records

### Project Safety Impacts

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

### Linkage Between Program Area

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

### Rationale

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

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
| 10005             | TR Program Management |

### Planned Activity: TR Program Management

Planned activity number: 10005

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

### Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Highway Safety Office Program Management                 |
| Improves accessibility of a core highway safety database |
| Improves accuracy of a core highway safety database      |
| Improves completeness of a core highway safety database  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                 | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act<br>402 TR Program Management | \$348,000.00             | \$0.00       | \$0.00        |

## Countermeasure Strategy: Improves accessibility of a core highway safety database

Program Area: Traffic Records

### Project Safety Impacts

TR-20-05 Michigan Traffic Crash Facts (MTCF) Technical Support

### Linkage Between Program Area

TR-20-05 Michigan Traffic Crash Facts (MTCF) Technical Support

### Rationale

TR-20-05 Michigan Traffic Crash Facts (MTCF) Technical Support

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10005             | TR Program Management              |
| 5001              | TR Crash Data Support and Training |
| 5002              | TR Education and Communication     |
| 6002              | CP In-House Special Projects CP 01 |

### Planned Activity: TR Program Management

Planned activity number: 10005

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

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

#### Intended Subrecipients

Click or tap here to enter text.

#### Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Highway Safety Office Program Management                 |
| Improves accessibility of a core highway safety database |
| Improves accuracy of a core highway safety database      |
| Improves completeness of a core highway safety database  |

#### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                       | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|---|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act<br>402 TR<br>Program<br>Management | \$348,000.00             | \$0.00       | \$0.00        |

### Planned Activity: TR Crash Data Support and Training

Planned activity number: 5001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

#### TR-20-01 Traffic Crash Reporting Form (UD-10) and Training

This project will provide training to law enforcement officers on accurately completing the UD-10 crash report forms to improve the quality of the traffic crash data. Addressing any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the Crash Locating Improvement Project (CLIP) 2.0 crash locating tool and identifying/reporting automated vehicle information. Funding will support supplies/operating costs for training manuals, traffic report guides, and flash drives.

#### Grantee

Michigan State Police Criminal Justice Information Center

#### Funds

\$25,000 405(c) FAST Act Traffic Records Data Program funds

Less than one percent of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

#### Goals

Increase statewide crash report timeliness by 0.81 days from 11.81 to 11 by September 30, 2020.

Provide training and materials for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2020.

#### TR-20-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways

This project will help Michigan meet the federally required MIRE federal data elements collection mandate for the roadway data system. It will address the crash-emphasis area attributes of completeness of 36 data fields. This project builds from the initial Roadsoft project which began database configuration and system design, creation of web services, development of the prototype, testing and environment.

Funding will support State of Michigan Department of Technology, Management, and Budget contractors to continue developing and testing the necessary Roadsoft software upgrades to collect required data fields.

#### Grantee

Michigan Department of Transportation (MDOT)

#### Funds

\$250,000 405(c) FAST Act Traffic Records Data Program funds

6.9% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

#### Goal

Create a system of integrated geospatial tools that will collect, exchange, store, and report MIRE FDE roadway data collected at different agency levels and share the data between MDOT Roads & Highways, Center for Shared Solutions, and Roadsoft users and will lead to the completion of all 36 fundamental data elements by September 30, 2020.

TR-20-03 Development of a Relational Model for Annual Average Daily Traffic (AADT) Estimation-Phase 2 States are required to report AADT for federal aid roads as part of the federal transportation management plan. It is a fundamental concept used in traffic analysis, transportation planning, and for traffic safety analysis. Approximately one-third of roads do not have accurate AADT. This project will address AADT completeness and accuracy through machine learning techniques. The UMTRI will develop a model that will assist MDOT to estimate the AADT for the remaining two-thirds of the roads.

Funding will support salaries, fringe benefits, and indirect costs.

Grantee

University of Michigan Transportation Research Institute

Funds

\$90,000 405(c) FAST Act Traffic Records Data Program funds

2.5% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goals

Develop spatial models for AADT estimation for Washtenaw County by September 30, 2020.

Develop travel demand-based model for AADT estimation for Washtenaw county by September 30, 2020.

Comparison of the different models by September 30, 2020.

Extension of the best performing model to locations across the state, in other different counties by September 30, 2020.

### Intended Subrecipients

UMTRI, MDOT, TBD contractors

### Countermeasure strategies

| Countermeasure Strategy                                  |  |
|--|--|
| Improves accessibility of a core highway safety database |  |
| Improves accuracy of a core highway safety database      |  |
| Improves completeness of a core highway safety database  |  |

### Funding sources

| Source Fiscal Year | Funding Source ID          | Eligible Use of Funds                        | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------------|--|--------------------------|--------------|---------------|
| 2019               | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$25,000.00              | \$0.00       |               |
| 2019               | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$250,000.00             | \$0.00       |               |

|      |                            |  |             |        |  |
|------|----------------------------|--|-------------|--------|--|
| 2019 | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$90,000.00 | \$0.00 |  |
|------|----------------------------|--|-------------|--------|--|

## Planned Activity: TR Education and Communication

Planned activity number: 5002

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

TR-20-05 Michigan Traffic Crash Facts (MTCF) Technical Support

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2019 MTCF will be produced and posted at: [www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org). An annual survey will gauge the effectiveness of the website. The OHSP will continue to work with UMTRI staff to provide technical assistance on requests for crash data analysis and presentations.

Funding will support salaries, fringe benefits, and indirect costs.

Grantee

University of Michigan Transportation Research Institute

Funds

\$550,000 402 FAST Act Traffic Record funds

15.2% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Yes, benefit to locals.

Goal

Complete the 2018 Michigan Traffic Crash Facts publications/web content and 'MichiganTrafficCrashFacts.org' website maintenance by September 30, 2020.

### Intended Subrecipients

TBD contractors?

### Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Improves accessibility of a core highway safety database |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds        | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act 402 Traffic Records | \$550,000.00             | \$0.00       | \$550,000.00  |

## Planned Activity: CP In-House Special Projects CP 01

Planned activity number: 6002

Primary Countermeasure Strategy ID: Earned Media

## Planned Activity Description

### CP-20-01 Traffic Safety Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on input from law enforcement agencies may include topics such as drug recognition (ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, and distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on the Traffic Safety Specialist program.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHS Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goal

Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020.

### CP-20-01 Traffic Safety Road Patrol Officer Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs such as room/equipment rental, meals, speakers, and participant lodging.

Grantee

OHSP Special Projects

Funds

\$40,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,375,000 designated to PT

\$1,381,000 402 FAST Act program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Yes, benefit to locals.

Goals

Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2020.

#### CP-20-01 Law Enforcement Re-Engagement

A Law Enforcement Roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement. The OHSP staff will also exhibit at the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

Funding will support exhibit registration, lodging, meals, and room/equipment rentals.

Grantee

#### OHSP Special Projects

Funds

\$4,000 in 405(b) FAST Act Occupant Protection High funds

Less than one percent of total \$4,375,000 designated to PT

\$ 1,381,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Goals

Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020.

Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association(MSA) conferences by September 30, 2020.

#### CP-20-01 Drug Recognition Expert (DRE) Training

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2020 DRE School graduates and eight hours of DRE related training to all other Michigan DREs. Michigan will train at least three additional DREs as instructors.

Funding will support instructor costs, scheduling, facilities, materials, travel costs, and programmatic/financial oversight.

Grantee

#### OHSP Special Projects

Funds

\$378,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

Goals

Increase the number of OWI DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020.

Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020.

#### CP-20-01 Drug Recognition Expert (DRE) Call Out

DRE agencies will be reimbursed up to four hours of overtime at current wage and fringe benefit rates to respond to a request for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

Grantee

#### OHSP Special Projects

## Funds

\$54,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$2,519,000 designated to AL

\$545,000 FAST Act Project Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goal

Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020.

## CP-20-01 NHTA SFST/ARIDE/DRE Program Assessment

Evaluation of traffic safety programs is a required and critical component to determine the success of programs. Michigan's last SFST/ARIDE Program Assessment was conducted in 2005. Michigan has never conducted a DRE Program Assessment. A program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support assessment team stipend and travel costs, as well as facility costs to conduct the assessment.

## Grantee

### OHSP Special Projects

## Funds

\$30,000 402 FAST Act Alcohol funds

1.2% of total \$2,519,000 designated to AL

\$545,000 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Goal

Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020.

## CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

## Grantee

### OHSP Special Projects

## Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020

## CP-20-01 Rural Bystander Care Program

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

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

Grantee

OHSP Special Projects

Funds

\$22,000 405(b) FAST Act Occupant Projection Community Safety High flex funds

4.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

Provide rural bystander care training program to at least 100 citizens in the U.P. by September 30, 2020.

CP-20-01 Statewide Winter Safe Driving Awareness Campaign

The Winter Safe Driving Awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

Grantee

OHSP Special Projects

Funds

\$65,000 402 FAST Act Community Safety funds

12.1% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Develop and produce a Winter Safe Driving Awareness Week Campaign by September 30, 2020.

CP-20-01 Winter Driving Awareness Week Symposium

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

Funding will support speaker travel costs, meals, facility room rental, and AV equipment rental.

Grantee

OHSP Special Projects

Funds

\$2,000 402 FAST Act Community Safety funds

Less than one percent of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Goals

Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020.

CP-20-01 U.P. Law Enforcement Traffic Safety Conference and Training

A training conference and regional traffic safety training courses for law enforcement officers in the U.P. will be conducted to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

Funding will support AV services, speaker fees, room rental fees, travel, and meal costs for the conference and regional trainings.

Grantee

OHSP Special Projects

Funds

\$18,000 402 FAST Act Community Safety funds

3.4% of total \$537,000 designated to CP

\$102,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

Yes, benefit to locals.

Goals

Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020.

Conduct up to 4 traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020.

Conduct ARIDE training in 2 U.P. locations by September 30, 2020.

CP-20-01 Pedestrian and Bicycle Program Assessment Recommendation Implementation

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

Funding will support salary/wages (regular and overtime), fringe benefits, contractual services, travel, supplies/operating, and equipment costs.

Grantee

OHSP Special Projects

Funds

\$550,000 405(h) FAST Act Public Education funds

32.3% of total \$1,705,000 designated to PS

\$7,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Goals

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2020.

### CP-20-01 Michigan Department of Health and Human Services (MDHHS) Training

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

## Grantee

### OHSP Special Projects

#### Funds

\$75,000 405(b) FAST Action Occupant Projection High Training funds

9.3% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Goals

Reduce KABs for children ages 0-7 from 451 to 428 by September 30, 2020.

Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the lower peninsula by September 30, 2020.

Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020.

Provide one trainer development session for MDHHS car seat training team by September 30, 2020.

### CP-20-01 CPS Conference and Recertification

The bi-annual CPS conference supports CPS technician recertification efforts and CEU trainings.

The funding will support facility costs, instructor and/or speaker stipends, and travel costs.

## Grantee

### OHSP Special Projects

#### Funds

\$25,000 405(b) FAST Act Occupant Protection High Training funds

3.1% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Goals

Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians, by September 30, 2020.

Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020.

### CP-20-01 CPS Training and Recertification

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw, Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

Grantee

OHSP Special Projects

Funds

\$54,000 405(b) FAST Act Occupant Protection High Training funds

6.4% of total \$804,000 designated to OP

\$153,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

Goals

Train at least 25 new technicians in two certification courses by September 30, 2020.

Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020.

Recertify at least 10 technicians in a renewal courses by September 30, 2020.

Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020.

CP-20-01 Traffic Records Program Assessment Recommendation Implementation

The TRCC will work to implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations.

Funding will support the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment recommendations.

Grantee

OHSP Special Projects

Funds

\$2,706,000 405(c) FAST Act Traffic Records Data Program funds

74.7% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020.

## CP-20-01 Motorcycle Program Assessment Recommendation Implementation

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

Funding may support contractual and supplies/operating costs.

Grantee

OHSP Special Projects

Funds

\$5,000 405(f) FAST Act Motorcycle Program funds

2.9% of total \$174,000 designated to MC

\$135,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Goals

Identify and implement data-driven motorcycle program strategies by September 30, 2020.

### Intended Subrecipients

Local, county, and state law enforcement agencies TBD

### Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Drug Recognition Expert (DRE) Training                   |
| Program Assessment Recommendation Implementation         |
| Motorcycle Rider Training                                |
| MC Program Assessment Recommendation Implementation      |
| Community Safety Education                               |
| NHTSA Assessment Recommendation Implementations          |
| Child Restraint New                                      |
| Training   |
| Improves accessibility of a core highway safety database |
| Impaired Driving Program Assessment (NHTSA Facilitated)  |

### Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds                | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|--------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services | \$40,000.00              | \$0.00       | \$40,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Police Traffic Services | \$35,000.00              | \$0.00       | \$35,000.00   |
| 2020               | 402 - Traffic Safety | 402 FAST Act Alcohol                 | \$30,000.00              | \$0.00       | \$0.00        |

|      |                                     |  |              |        |              |
|------|-------------------------------------|--|--------------|--------|--------------|
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$160,000.00 | \$0.00 | \$160,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$100,000.00 | \$0.00 | \$100,000.00 |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$2,000.00   | \$0.00 | \$0.00       |
| 2020 | 402 - Traffic Safety                | 402 FAST Act Community Safety Project                                | \$18,000.00  | \$0.00 | \$18,000.00  |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds | \$378,000.00 | \$0.00 |              |
| 2019 | 405d - Impaired Driving             | 405(d) FAST Act Impaired Driving Low Alcohol HVE                     | \$54,000.00  | \$0.00 |              |
| 2019 | 405h - Non-Motorized Traffic Safety | FAST Act 405(h) Public Education                                     | \$550,000.00 |        |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$75,000.00  | \$0.00 |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$54,000.00  | \$0.00 |              |
| 2019 | FAST Act 405b OP High               | FAST Act 405(b) Occupant Protection Training High                    | \$25,000.00  | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | 405(b) FAST Act Occupant Protection High                             | \$4,000.00   | \$0.00 |              |
| 2020 | FAST Act 405b OP High               | Fast Act 405(b) High Community Safety                                | \$22,000.00  | \$0.00 |              |

|      |                                   |  |                |        |  |
|------|-----------------------------------|--|----------------|--------|--|
| 2019 | FAST Act 405c Data Program        | FAST Act 405(c) Traffic Records Data Program | \$2,706,000.00 | \$0.00 |  |
| 2019 | FAST Act 405f Motorcycle Programs | 405f Motorcycle Programs (FAST)              | \$5,000.00     | \$0.00 |  |

## Countermeasure Strategy: Improves accuracy of a core highway safety database

Program Area: Traffic Records

### Project Safety Impacts

TR-20-01 Traffic Crash Reporting Form and Training

Accurate, timely, complete, and uniform data is key to target traffic safety issues. Michigan traffic crash data is obtained from the Michigan State Police Criminal Justice Information Center Traffic Crash Reporting Unit. This project will provide training to law enforcement officers on accurately completing the UD-10 crash report forms to improve the quality of the traffic crash data. Addressing any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the Crash Locating Improvement Project (CLIP) 2.0 crash locating tool and identifying/reporting automated vehicle information. Funding will support supplies/operating costs for training manuals, traffic report guides, and flash drives.

\$25,000 405(c) FAST Act Traffic Records Data Program funds

Less than one percent of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

### Linkage Between Program Area

TR-20-01 Traffic Crash Reporting Form and Training

### Rationale

TR-20-01 Traffic Crash Reporting Form and Training

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10005             | TR Program Management              |
| 5001              | TR Crash Data Support and Training |

### Planned Activity: TR Program Management

Planned activity number: 10005

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

## Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Highway Safety Office Program Management                 |
| Improves accessibility of a core highway safety database |
| Improves accuracy of a core highway safety database      |
| Improves completeness of a core highway safety database  |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act 402 TR Program Management | \$348,000.00             | \$0.00       | \$0.00        |

## Planned Activity: TR Crash Data Support and Training

Planned activity number: 5001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

TR-20-01 Traffic Crash Reporting Form (UD-10) and Training

This project will provide training to law enforcement officers on accurately completing the UD-10 crash report forms to improve the quality of the traffic crash data. Addressing any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the Crash Locating Improvement Project (CLIP) 2.0 crash locating tool and identifying/reporting automated vehicle information.

Funding will support supplies/operating costs for training manuals, traffic report guides, and flash drives.

Grantee

Michigan State Police Criminal Justice Information Center

Funds

\$25,000 405(c) FAST Act Traffic Records Data Program funds

Less than one percent of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goals

Increase statewide crash report timeliness by 0.81 days from 11.81 to 11 by September 30, 2020.

Provide training and materials for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2020.

TR-20-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways

This project will help Michigan meet the federally required MIRE federal data elements collection mandate for the roadway data system. It will address the crash-emphasis area attributes of completeness of 36 data fields.

This project builds from the initial Roadsoft project which began database configuration and system design,

creation of web services, development of the prototype, testing and environment.

Funding will support State of Michigan Department of Technology, Management, and Budget contractors to continue developing and testing the necessary Roadsoft software upgrades to collect required data fields.

Grantee

Michigan Department of Transportation (MDOT)

Funds

\$250,000 405(c) FAST Act Traffic Records Data Program funds

6.9% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goal

Create a system of integrated geospatial tools that will collect, exchange, store, and report MIRE FDE roadway data collected at different agency levels and share the data between MDOT Roads & Highways, Center for Shared Solutions, and Roadsoft users and will lead to the completion of all 36 fundamental data elements by September 30, 2020.

TR-20-03 Development of a Relational Model for Annual Average Daily Traffic (AADT) Estimation-Phase 2 States are required to report AADT for federal aid roads as part of the federal transportation management plan.

It is a fundamental concept used in traffic analysis, transportation planning, and for traffic safety analysis.

Approximately one-third of roads do not have accurate AADT. This project will address AADT completeness and accuracy through machine learning techniques. The UMTRI will develop a model that will assist MDOT to estimate the AADT for the remaining two-thirds of the roads.

Funding will support salaries, fringe benefits, and indirect costs.

Grantee

University of Michigan Transportation Research Institute

Funds

\$90,000 405(c) FAST Act Traffic Records Data Program funds

2.5% of total \$3,621,000 designated to TR

\$348,000 402 FAST Act Program Management funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

Goals

Develop spatial models for AADT estimation for Washtenaw County by September 30, 2020.

Develop travel demand-based model for AADT estimation for Washtenaw county by September 30, 2020.

Comparison of the different models by September 30, 2020.

Extension of the best performing model to locations across the state, in other different counties by September 30, 2020.

## Intended Subrecipients

UMTRI, MDOT, TBD contractors

## Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Improves accessibility of a core highway safety database |
| Improves accuracy of a core highway safety database      |
| Improves completeness of a core highway safety database  |

## Funding sources

| Source Fiscal Year | Funding Source ID          | Eligible Use of Funds                        | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------------|--|--------------------------|--------------|---------------|
| 2019               | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$25,000.00              | \$0.00       |               |
| 2019               | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$250,000.00             | \$0.00       |               |
| 2019               | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$90,000.00              | \$0.00       |               |

## Countermeasure Strategy: Improves completeness of a core highway safety database

Program Area: Traffic Records

### Project Safety Impacts

TR-20-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways

### Linkage Between Program Area

TR-20-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways

### Rationale

TR-20-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10005             | TR Program Management              |
| 5001              | TR Crash Data Support and Training |

### Planned Activity: TR Program Management

Planned activity number: 10005

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

Click or tap here to enter text.

## Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Highway Safety Office Program Management                 |
| Improves accessibility of a core highway safety database |
| Improves accuracy of a core highway safety database      |
| Improves completeness of a core highway safety database  |

## Funding sources

| Source Fiscal Year | Funding Source ID    | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------|------------------------------------|--------------------------|--------------|---------------|
| 2020               | 402 - Traffic Safety | FAST Act 402 TR Program Management | \$348,000.00             | \$0.00       | \$0.00        |

## Planned Activity: TR Crash Data Support and Training

Planned activity number: 5001

Primary Countermeasure Strategy ID: Education and Training

### Planned Activity Description

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This project will provide training to law enforcement officers on accurately completing the UD-10 crash report forms to improve the quality of the traffic crash data. Addressing any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the Crash Locating Improvement Project (CLIP) 2.0 crash locating tool and identifying/reporting automated vehicle information. Funding will support supplies/operating costs for training manuals, traffic report guides, and flash drives.

Grantee

Michigan State Police Criminal Justice Information Center

Funds

\$25,000 405(c) FAST Act Traffic Records Data Program funds

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Provide training and materials for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2020.

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Extension of the best performing model to locations across the state, in other different counties by September 30, 2020.

## Intended Subrecipients

UMTRI, MDOT, TBD contractors

## Countermeasure strategies

| Countermeasure Strategy                                  |
|--|
| Improves accessibility of a core highway safety database |
| Improves accuracy of a core highway safety database      |
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## Funding sources

| Source Fiscal Year | Funding Source ID          | Eligible Use of Funds                        | Estimated Funding Amount | Match Amount | Local Benefit |
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| 2019               | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$250,000.00             | \$0.00       |               |
| 2019               | FAST Act 405c Data Program | FAST Act 405(c) Traffic Records Data Program | \$90,000.00              | \$0.00       |               |

## Evidence-based traffic safety enforcement program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 2002              | AL Adjudication                           |
| 2001              | AL Enforcement Support                    |
| 10003             | AL Program Management                     |
| 6001              | CP Education and Communication CP 03 PI&E |
| 6002              | CP In-House Special Projects CP 01        |
| 6003              | CP Other                                  |
| 10007             | CP Program Management                     |
| 7001              | DE Education and Training                 |
| 8001              | MC Communication                          |
| 8003              | MC Evaluation                             |
| 8001              | MC Training and Outreach                  |
| 1003              | OP Education and Outreach                 |
| 1002              | OP Evaluation                             |
| 1001              | OP Passenger Safety                       |
| 10001             | PA Program Management CP02                |
| 3001              | PR Traffic Enforcement                    |
| 4003              | PS Law Enforcement Mobilization           |
| 3001              | PT Education and Communication            |
| 3002              | PT Education and Communication            |

|       |                             |
|-------|-----------------------------|
| 3004  | PT Evaluation               |
| 3003  | PT Law Enforcement Training |
| 10004 | PT Program Management       |
| 3001  | PT Traffic Enforcement      |
| 30011 | PT Traffic Enforcement      |
| 3001  | PT Traffic Enforcement      |

**Analysis of crashes, crash fatalities, and injuries in areas of highest risk.**

**Crash Analysis**

**BACKGROUND**

The number of fatalities decreased by 5 percent from 1,028 in 2017 to 974 in 2018.

Alcohol-involved fatalities decreased 12 percent from 359 in 2017 to 315 in 2018.

Seat belt use declined slightly from 94.6 percent in 2017 to 93.4 percent in 2018. The seat belt use rate of deceased occupants of motor vehicles equipped with seat belts increased slightly from 53 percent in 2017 to 54.7 percent in 2018.

Every 1 percent increase in seat belt use results in 10 lives saved and 100 serious injuries are prevented.

**GOALS**

Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

Reduce the 1.01 fatalities/Vehicle Miles Traveled (VMT) rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

Reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.

Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020. (2018 number not yet available.)

Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020. (2018 number not yet available.)

Increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

**Overtime Traffic Enforcement**

The National Highway Traffic Safety Administration (NHTSA) developed a detailed model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP adopted this model 16 years ago as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide mobilizations and crackdowns.

High-visibility enforcement increases compliance with traffic laws. On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement focusing on compliance with traffic laws.

A five-year review of traffic crash fatalities and serious injuries (KA) was conducted for unrestrained, alcohol

impaired, drug impaired, and speed related traffic fatalities. Although the crash trend data is reviewed on an annual basis, the high-crash counties tend to be the same each year.

The OHSP awards cooperative traffic enforcement grants. The number of grants awarded takes into consideration the level of overtime enforcement funding approved. A lead agency is identified in the selected county to coordinate the enforcement efforts of other local law enforcement agencies within the county.

In addition to the county-cooperative grants, the Michigan State Police (MSP) conducts overtime enforcement through grants with each of its seven districts.

The grant budgets for each project were determined using the number of agencies involved in FY19; a base number of two four-hour shifts during each week of a national mobilization for each agency; at an average cost for overtime salary and fringe benefits.

The NHTSA requires states to provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired driving that emphasizes publicity during three campaigns.

Impaired driving and seat belt enforcement

The OHSP will fund three impaired driving enforcement efforts in 24 counties and two seat belt enforcement efforts in 37 counties, based on high-KA locations, focusing on compliance with traffic safety laws during statewide mobilizations and crackdowns.

Enforcement periods:

October 17 – 31, 2019 (seat belt)

December 13, 2019 – January 1, 2020 (impaired driving)

May 11 – 31, 2020 (seat belt)

July 1 – 19, 2020 (impaired driving)

August 9 – September 2, 2020 (impaired driving)

Interstate enforcement

Interstate enforcement initiatives using Michigan State Police District patrols in Southern Lower Michigan will be conducted May 1 – September 30, 2020. The hazardous driving behaviors (i.e. speed, distraction, etc.) and primary causes for fatal and serious injuries on the interstates will be the focus of enforcement efforts.

Earned Media and Outreach

Enforcement periods will be supported by a comprehensive earned media strategy. This will include:

Start of mobilization news releases and news events

Mid-mobilization news releases

Results news releases

In addition to earned media activities, materials will be provided to grant-funded law enforcement agencies for each enforcement period. Typically, agencies are provided banners to display at prominent locations and sample social media posts to utilize in their communities to increase seat belt use and remind motorists about the dangers of driving impaired.

New messaging that incorporates a drugged driving element for impaired driving will be added to increase awareness about the dangers of drugged driving.

Paid Advertising

Paid advertising guarantees messages will be played on stations and programs that appeal to the people most likely to drive impaired or not to wear a seat belt.

Young men remain the focus of messaging efforts for both impaired driving and seat belt enforcement. Advertising mediums will include radio, television, cable and social media outlets. Advertising programming will be selected based on its efficiency and effectiveness.

#### Law Enforcement Re-engagement

A law enforcement roundtable meeting was held in 2016 with approximately 20 leaders identified across Michigan. The goal was to identify ways to reverse the rising number of traffic fatalities across Michigan and nationally by gathering feedback on current traffic safety and enforcement efforts, challenges, and future opportunities. The discussion identified reasons for reductions in traffic enforcement.

Common challenges to sustain traffic enforcement reported by law enforcement included:

Lack of personnel, budgets, few if any have dedicated traffic units

Too busy with calls for service

The time it takes to process an arrest

Perception – traffic enforcement is a money grab

Competing demand for time

Other opportunities for overtime

Lack of community support

Shortage of political support

Low levels of interest in traffic enforcement opportunities (millennials)

Lack of consistent effective prosecution

High profile negative media coverage

A law enforcement roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement.

OHSP staff will also re-engage with law enforcement leaders by exhibiting at the MACP Mid-Winter Professional Development conference February 5-7, 2020 in Grand Rapids and MSA Fall Professional Development and Trade Show October 13-15, 2019 in Lansing.

#### Traffic Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions and about traffic safety issues, data, research and practices to improve the detection and apprehension of violators of traffic safety laws. The conference agenda will be based on feedback from law enforcement agencies may include a variety of topics such as drug recognition

(ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, distracted driving enforcement strategies. OHSP may also include a presentation from Maryland on the Traffic Safety Specialist program to determine if there is interest in Michigan.

#### Deployment of Resources

Impaired driving enforcement will take place in the same 24 counties (representing 71.2% of the 5-year average of KA injuries in alcohol- and/or drug-involved crashes):

Allegan

Bay

Berrien  
Calhoun  
Chippewa  
Genesee  
Grand Traverse  
Ingham  
Jackson  
Kalamazoo  
Kent  
Livingston  
Macomb  
Marquette  
Monroe  
Montcalm  
Muskegon  
Oakland  
Ottawa  
Saginaw  
St. Clair  
Van Buren  
Washtenaw  
Wayne

Enforcement periods:

December 13, 2019 – January 1, 2020

July 1 – 19, 2020

August 9 – September 2, 2020

OHSP budgeted for and will recommend that each agency provide four squads for a minimum four-hour shift at least twice each week of the enforcement periods.

The seat belt enforcement plan will include a total of 37 counties.

Enforcement period:

October 17 - 31, 2019

May 11 – 31, 2020

NOTE: Border to Border - NHTSA isn't collecting data from the states, we have MINIMAL borders where we fund overtime that cross into other states, and we aren't using it as a media hook because none of the border crossings are in a news media area. I do not recommend we participate.

OHSP will recommend that each agency provide four squads for a minimum four-hour shift at least twice each week of the enforcement period.

Seat belt enforcement will take place in 24 counties. Based on the review of data the following changes will be made: Menominee County will replace Marquette County in the Upper Peninsula and Isabella County will replace Van Buren County in the Lower Peninsula.

We believe this is a key strategy to maintain Michigan’s high seat belt use rate.

In 2017, direct observations of seat belt use were taken in all 83 counties. Thirteen counties were identified as having a seat belt use rate below 90 percent (highlighted in yellow on the map on the next page). These counties will be solicited to participate in the overtime seat belt enforcement efforts as well.

## Effectiveness Monitoring

### High-visibility enforcement (HVE) strategies

**Planned HVE strategies to support national mobilizations:**

| Countermeasure Strategy                                 |
|---|
| Child Restraint New                                     |
| Communication Campaign                                  |
| Communication Campaign                                  |
| Communication Campaign                                  |
| Community Safety Education                              |
| Drug Recognition Expert (DRE) Training                  |
| Drug Recognition Expert (DRE) Training                  |
| DWI Courts  |
| DWI Courts  |
| Enforcement of Drug-Impaired Driving                    |
| Enforcement of Drug-Impaired Driving                    |
| Evaluation  |
| Highway Safety Office Program Management                |
| Impaired Driving Program Assessment (NHTSA Facilitated) |
| Judicial Education                                      |
| Judicial Education                                      |
| Law Enforcement Training                                |
| Law Enforcement Training                                |
| NHTSA Assessment  |
| Peer to Peer activities                                 |
| Reality Based Education                                 |
| School Based Strategies                                 |
| Seat Belt Survey  |
| SFST training for Law Enforcement Officers              |
| Short-term, High Visibility Law Enforcement             |
| Strategies for Low Seat Belt Use                        |
| Training  |

**HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:**

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
| 10004             | PT Program Management |

|      |  |
|------|--|
| 3001 | PR Traffic Enforcement                       |
| 6001 | CP Education and Communication CP 03<br>PI&E |
| 6002 | CP In-House Special Projects CP 01           |

## 405(b) Occupant protection grant

### Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

| Program Area Name                                      |
|--|
| Community Traffic Safety Program                       |
| Driver Education and Behavior                          |
| Impaired Driving (Drug and Alcohol)                    |
| Occupant Protection (Adult and Child Passenger Safety) |
| Police Traffic Services                                |

### Participation in Click-it-or-Ticket (CIOT) national mobilization

Agencies planning to participate in CIOT:

| Agency                                |
|---------------------------------------|
| BAY COUNTY SHERIFFS OFFICE            |
| BERRIEN COUNTY SHERIFFS OFFICE        |
| CALHOUN COUNTY SHERIFFS OFFICE        |
| CHIPPEWA COUNTY SHERIFFS OFFICE       |
| GENESEE COUNTY SHERIFFS OFFICE        |
| GRAND TRAVERSE COUNTY SHERIFFS OFFICE |
| INGHAM COUNTY SHERIFFS OFFICE         |
| JACKSON COUNTY SHERIFFS OFFICE        |
| KALAMAZOO COUNTY SHERIFFS OFFICE      |
| KENT COUNTY SHERIFFS OFFICE           |
| LIVINGSTON COUNTY SHERIFFS OFFICE     |
| MACOMB COUNTY SHERIFFS OFFICE         |
| MARQUETTE COUNTY SHERIFFS OFFICE      |
| MONROE COUNTY SHERIFFS OFFICE         |
| MONTCALM COUNTY SHERIFFS OFFICE       |
| MUSKEGON COUNTY SHERIFFS OFFICE       |
| OAKLAND COUNTY SHERIFFS OFFICE        |
| OTTAWA COUNTY SHERIFFS OFFICE         |
| SAGINAW COUNTY SHERIFFS OFFICE        |
| ST. CLAIR COUNTY SHERIFFS OFFICE      |
| VAN BUREN COUNTY SHERIFFS OFFICE      |
| WASHTENAW COUNTY SHERIFFS OFFICE      |
| WAYNE COUNTY SHERIFFS OFFICE          |

|                                  |
|----------------------------------|
| MICHIGAN STATE POLICE            |
| MENOMINEE COUNTY SHERIFFS OFFICE |
| ISABELLA COUNTY SHERIFFS OFFICE  |
| ALLEGAN COUNTY SHERIFFS OFFICE   |

**Description of the State's planned participation in the Click-it-or-Ticket national mobilization:**

**Planned Participation in Click-it-or-Ticket**

**BACKGROUND**

The number of fatalities decreased by 5 percent from 1,028 in 2017 to 974 in 2018.

Alcohol-involved fatalities decreased 12 percent from 359 in 2017 to 315 in 2018.

Seat belt use declined slightly from 94.6 percent in 2017 to 93.4 percent in 2018. The seat belt use rate of deceased occupants of motor vehicles equipped with seat belts increased slightly from 53 percent in 2017 to 54.7 percent in 2018.

Every 1 percent increase in seat belt use results in 10 lives saved and 100 serious injuries are prevented.

**GOALS**

Prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.

Reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.

Reduce the 1.01 fatalities/Vehicle Miles Traveled (VMT) rate in 2017 to .97 fatalities/VMT in 2020. (2018 number not yet available.)

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The NHTSA requires states to provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired driving that emphasizes publicity during three campaigns.

Impaired driving and seat belt enforcement

The OHSP will fund three impaired driving enforcement efforts in 24 counties and two seat belt enforcement efforts in 37 counties, based on high-KA locations, focusing on compliance with traffic safety laws during statewide mobilizations and crackdowns.

Enforcement periods:

October 17 – 31, 2019 (seat belt)

December 13, 2019 – January 1, 2020 (impaired driving)

May 11 – 31, 2020 (seat belt)

July 1 – 19, 2020 (impaired driving)

August 9 – September 2, 2020 (impaired driving)

Interstate enforcement

Interstate enforcement initiatives using Michigan State Police District patrols in Southern Lower Michigan will be conducted May 1 – September 30, 2020. The hazardous driving behaviors (i.e. speed, distraction, etc.) and primary causes for fatal and serious injuries on the interstates will be the focus of enforcement efforts.

Earned Media and Outreach

Enforcement periods will be supported by a comprehensive earned media strategy. This will include:

Start of mobilization news releases and news events

Mid-mobilization news releases

Results news releases

In addition to earned media activities, materials will be provided to grant-funded law enforcement agencies for each enforcement period. Typically, agencies are provided banners to display at prominent locations and sample social media posts to utilize in their communities to increase seat belt use and remind motorists about the dangers of driving impaired.

New messaging that incorporates a drugged driving element for impaired driving will be added to increase awareness about the dangers of drugged driving.

Paid Advertising

Paid advertising guarantees messages will be played on stations and programs that appeal to the people most likely to drive impaired or not to wear a seat belt.

Young men remain the focus of messaging efforts for both impaired driving and seat belt enforcement.

Advertising mediums will include radio, television, cable and social media outlets. Advertising programming will be selected based on its efficiency and effectiveness.

Evaluation and Monitoring

A comprehensive and ongoing monitoring and evaluation program can identify areas of success and locate areas

needing improvement; and more accurately pinpoint weaknesses.

To deploy resources in the most effective manner, enforcement plans will be updated at the local level based on crash data and available manpower at each law enforcement agency.

A direct observation of seat belt use survey will take place after the Memorial Day enforcement period. Phone surveys will take place before and after the May and August enforcement efforts and will include an oversample of young men. The surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts.

#### Law Enforcement Re-engagement

A law enforcement roundtable meeting was held in 2016 with approximately 20 leaders identified across Michigan. The goal was to identify ways to reverse the rising number of traffic fatalities across Michigan and nationally by gathering feedback on current traffic safety and enforcement efforts, challenges, and future opportunities. The discussion identified reasons for reductions in traffic enforcement.

Common challenges to sustain traffic enforcement reported by law enforcement included:

Lack of personnel, budgets, few if any have dedicated traffic units

Too busy with calls for service

The time it takes to process an arrest

Perception – traffic enforcement is a money grab

Competing demand for time

Other opportunities for overtime

Lack of community support

Shortage of political support

Low levels of interest in traffic enforcement opportunities (millennials)

Lack of consistent effective prosecution

High profile negative media coverage

A law enforcement roundtable will be reconvened in FY20 to continue discussions on challenges and resolutions to increase traffic safety enforcement.

OHSP staff will also re-engage with law enforcement leaders by exhibiting at the MACP Mid-Winter Professional Development conference February 5-7, 2020 in Grand Rapids and MSA Fall Professional Development and Trade Show October 13-15, 2019 in Lansing.

#### Traffic Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions and about traffic safety issues, data, research and practices to improve the detection and apprehension of violators of traffic safety laws. The conference agenda will be based on feedback from law enforcement agencies may include a variety of topics such as drug recognition

(ARIDE), using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, distracted driving enforcement strategies. OHSP may also include a presentation from Maryland on the Traffic Safety Specialist program to determine if there is interest in Michigan.

#### List of Task for Participants & Organizations

## Child restraint inspection stations

Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:

| Countermeasure Strategy                  |
|--|
| Child Restraint New                      |
| Communication Campaign                   |
| Communication Campaign                   |
| Community Safety Education               |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |
| Training                                 |

Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 6001              | CP Education and Communication CP 03 PI&E |
| 6002              | CP In-House Special Projects CP 01        |
| 6003              | CP Other                                  |
| 1003              | OP Education and Outreach                 |
| 1002              | OP Evaluation                             |
| 1001              | OP Passenger Safety                       |
| 10002             | OP Program Management                     |
| 10001             | PA Program Management CP02                |

**Total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: 242

**Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:**

Populations served - urban: 113

Populations served - rural: 128

Populations served - at risk: 93

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

## Child passenger safety technicians

Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:

| Countermeasure Strategy |
|-------------------------|
| Child Restraint New     |
| Communication Campaign  |
| Communication Campaign  |

|  |
|--|
| Community Safety Education               |
| Highway Safety Office Program Management |
| Seat Belt Survey                         |
| Training                                 |

**Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:**

| Unique Identifier | Planned Activity Name                     |
|-------------------|---|
| 6001              | CP Education and Communication CP 03 PI&E |
| 6002              | CP In-House Special Projects CP 01        |
| 6003              | CP Other                                  |
| 1003              | OP Education and Outreach                 |
| 1002              | OP Evaluation                             |
| 1001              | OP Passenger Safety                       |
| 10002             | OP Program Management                     |
| 10001             | PA Program Management CP02                |

**Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.**

Estimated total number of classes: 10

Estimated total number of technicians: 1,043

### Maintenance of effort

**ASSURANCE:** The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

### 405(c) State traffic safety information system improvements grant Traffic records coordinating committee (TRCC)

**Meeting dates of the TRCC during the 12 months immediately preceding the application due date:**

| Meeting Date |
|--------------|
| 10/22/2018   |
| 1/7/2019     |
| 4/15/2019    |

**Name and title of the State’s Traffic Records Coordinator:**

Name of State’s Traffic Records Coordinator: Jessica Riley

Title of State’s Traffic Records Coordinator: Traffic Records Coordinator

**TRCC members by name, title, home organization and the core safety database represented:**

### List of TRCC members

| Bott           | Mark      | Michigan Department of Transportation                                      | Roadway                   |
|----------------|-----------|--|---------------------------|
| Bowman         | Patrick   | University of Michigan Transportation Institute                            | Crash amp Roadway         |
| Brinningstaull | Dawn      | Michigan State Police – Criminal Justice Information Center                | Crash                     |
| Bruff          | Tom       | Southeast Michigan Council of Governments                                  | Crash amp Roadway         |
| Carlson        | Scott     | Michigan State Police – Criminal Justice Information Center                | Crash                     |
| Cawley         | Patrick   | Transportation Improvement Association of Michigan                         | Crash amp Roadway         |
| Gross          | Cody      | State Court Administrative Office  | Citation amp Adjudication |
| Harris         | John      | Michigan Department of State   | Vehicle amp Driver        |
| Heinze         | Amanda    | Michigan State Police – Criminal Justice Information Center                | Crash                     |
| Kalanquin      | John      | Michigan Department of Technology, Management and Budget                   | All                       |
| Kanitz         | Dean      | Michigan Department of Transportation                                      | Roadway                   |
| Kerr           | Sabrina   | Michigan Department of Health and Human Services – EMS amp Trauma Division | EMS amp Trauma            |
| Kilvington     | Charlotte | Michigan State Police – Office of Highway Safety Planning                  | All                       |
| Lighthizer     | Dale      | Michigan Technological University  | Roadway                   |
| Line           | Eric      | Michigan Department of Transportation                                      | Roadway                   |

|          |         |  |                   |
|----------|---------|--|-------------------|
| Morena   | David   | Federal Highway Administration   | All               |
| Prince   | Michael | Michigan State Police – Office of Highway Safety Planning                  | All               |
| Readett  | Anne    | Michigan State Police – Office of Highway Safety Planning                  | All               |
| Renz     | Alan    | Michigan State Police – Criminal Justice Information Center                | Crash             |
| Riley    | Jessica | Michigan State Police – Office of Highway Safety Planning                  | All               |
| Santilli | James   | Transportation Improvement Association of Michigan                         | Crash amp Roadway |
| Sierra   | Lorie   | Michigan State Police – Criminal Justice Information Center                | FARS              |
| Silva    | Joe     | Michigan Department of Technology, Management and Budget                   | All               |
| Sine     | Brian   | Michigan Department of Technology, Management and Budget                   | Crash             |
| Smith    | Sydney  | Michigan State Police – Criminal Justice Information Center                | Crash             |
| Toth     | Mike    | Michigan Department of Transportation                                      | Roadway           |
| Wahl     | Kathy   | Michigan Department of Health and Human Services – EMS amp Trauma Division | EMS amp Trauma    |
| Work     | Dave    | Michigan Department of Technology, Management and Budget                   | All               |

## Appendix D

### TRCC - Current Membership

| Last                  | First          | Dept.-Org   | Database                           | Email                               | Work Phone          |
|-----------------------|----------------|---|------------------------------------|-------------------------------------|---------------------|
| <b>Bott</b>           | <b>Mark</b>    | <b>Michigan Department of Transportation</b>  | <b>Roadway</b>                     | <b>bottM@michigan.gov</b>           | <b>517-335-2625</b> |
| Bowman                | Patrick        | University of Michigan Transportation Institute                                     | Crash & Roadway                    | bowmanp@umich.edu                   | 734-763-3462        |
| <b>Brinningstaull</b> | <b>Dawn</b>    | <b>Michigan State Police – Criminal Justice Information Center</b>                  | <b>Crash</b>                       | <b>brinningstaulld@michigan.gov</b> | <b>517-284-3064</b> |
| Bruff                 | Tom            | Southeast Michigan Council of Governments   | Crash & Roadway                    | bruff@semcog.org                    | 313-324-3340        |
| Carlson               | Scott          | Michigan State Police – Criminal Justice Information Center                         | Crash                              | Carlsons1@michigan.gov              | 517-745-8794        |
| Cawley                | Patrick        | Transportation Improvement Association of Michigan                                  | Crash & Roadway                    | pcawley@tiami.us                    | 248-334-4971        |
| <b>Gross</b>          | <b>Cody</b>    | <b>State Court Administrative Office</b>  | <b>Citation &amp; Adjudication</b> | <b>grossc@courts.mi.gov</b>         | <b>517-373-8777</b> |
| <b>Harris</b>         | <b>John</b>    | <b>Michigan Department of State</b>   | <b>Vehicle &amp; Driver</b>        | <b>harrisj2@michigan.gov</b>        | <b>517-322-1553</b> |
| Heinze                | Amanda         | Michigan State Police – Criminal Justice Information Center                         | Crash                              | heinzea@michigan.gov                | 517-284-3044        |
| <b>Kalanquin</b>      | <b>John</b>    | <b>Michigan Department of Technology, Management and Budget</b>                     | <b>All</b>                         | <b>kalanquinj@michigan.gov</b>      | <b>517-241-0177</b> |
| Kanitz                | Dean           | Michigan Department of Transportation   | Roadway                            | kanitzd@michigan.gov                | 517-335-2855        |
| <b>Kerr</b>           | <b>Sabrina</b> | <b>Michigan Department of Health and Human Services – EMS &amp; Trauma Division</b> | <b>EMS &amp; Trauma</b>            | <b>kerrs3@michigan.gov</b>          | <b>517-335-8150</b> |
| Kilvington            | Charlotte      | Michigan State Police – Office of Highway Safety Planning                           | All                                | kilvingtonc@michigan.gov            | 517-284-3068        |
| Lighthizer            | Dale           | Michigan Technological University   | Roadway                            | drighth@mtu.edu                     | 906-487-2102        |
| Line                  | Eric           | Michigan Department of Transportation   | Roadway                            | linee@michigan.gov                  | 517-335-2984        |
| Morena                | David          | Federal Highway Administration  | All                                | David.Morena@fhwa.dot.gov           | 517-702-1836        |
| Prince                | Michael        | Michigan State Police – Office of Highway Safety Planning                           | All                                | PrinceM@michigan.gov                | 517-284-3324        |
| <b>Readett</b>        | <b>Anne</b>    | <b>Michigan State Police – Office of Highway Safety Planning</b>                    | <b>All</b>                         | <b>ReadettA@michigan.gov</b>        | <b>517-284-3120</b> |
| Renz                  | Alan           | Michigan State Police – Criminal Justice Information Center                         | Crash                              | Renza1@michigan.gov                 | 517-648-5871        |
| Riley                 | Jessica        | Michigan State Police – Office of Highway Safety Planning                           | All                                | Rileyj9@michigan.gov                | 517-2843112         |
| Santilli              | James          | Transportation Improvement Association of Michigan                                  | Crash & Roadway                    | jsantilli@tiami.org                 | 248-334-4971        |
| Sierra                | Lorie          | Michigan State Police – Criminal Justice Information Center                         | FARS                               | sierral@michigan.gov                | 517-284-3043        |
| Silva                 | Joe            | Michigan Department of Technology, Management and Budget                            | All                                | silvaj3@michigan.gov                | 517-335-2975        |
| Sine                  | Brian          | Michigan Department of Technology, Management and Budget                            | Crash                              | sineb@michigan.gov                  | 517-373-8589        |
| Smith                 | Sydney         | Michigan State Police – Criminal Justice Information Center                         | Crash                              | SmithS57@michigan.gov               | 517-284-3035        |
| Toth                  | Mike           | Michigan Department of Transportation   | Roadway                            | tothm@michigan.gov                  | 517-241-7462        |
| Wahl                  | Kathy          | Michigan Department of Health and Human Services – EMS & Trauma Division            | EMS & Trauma                       | wahlk@michigan.gov                  | 517-335-8150        |
| Work                  | Dave           | Michigan Department of Technology, Management and Budget                            | All                                | workd@michigan.gov                  | 517-241-4604        |

Executive Committee = Bolded rows – Revised 5/14/19

## Appendix E Signature Page

  
\_\_\_\_\_  
Mark Bott  
Michigan Department of Transportation

5/28/19  
Date

  
\_\_\_\_\_  
Dawn Brinningstaull  
Michigan State Police – CJIC

5/28/19  
Date

  
\_\_\_\_\_  
Cody Gross  
State Court Administrative Office

5-29-19  
Date

  
\_\_\_\_\_  
John Harris  
Michigan Department of State of Michigan

5-29-19  
Date

  
\_\_\_\_\_  
Sabrina Kerr  
Michigan Department of Health and  
Human Services

5/29/19  
Date

  
\_\_\_\_\_  
John Kalanquin  
Michigan Department of Technology,  
Management, and Budget

5-29-2019  
Date

  
\_\_\_\_\_  
Anne Readett  
Michigan State Police – OHSP

5/28/19  
Date

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### [Traffic Records System Assessment](#)

Click or tap here to enter text.

### [Traffic Records for Measurable Progress](#)

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### [Traffic Records Supporting Non-Implemented Recommendations](#)

The recommendations that are not going to be addressed in FY2020 in the Strategic Plan cannot be funded through 405(c) funds as currently defined by NHTSA and there is not enough 402 money to address these issues.

Citation/Adjudication

Recommendation: 1 of 3

Improve the description and contents of the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Deficiency Identified:

Citations and Adjudication systems do not adhere to the Functional Requirements Standards for Traffic Court Case Management, the NIEM Justice domain guidelines, the National Center for State Court guideline for court records, NHTSA's Model Impaired Driving Records Information System specifications, or use the Global Justice Reference Architecture.

Strategies:

Create an action plan to review these standards and determine their applicability for the potential implementation on existing systems

Accomplishments: (as of May 2018)

No action has been implemented thus far for this strategy.

Recommendation: 2 of 3

Improve the data dictionary for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

Deficiency Identified:

For citations, there is no statewide tracking system or data dictionary. Therefore, not all fields are clearly defined and represented in field data collection manual, training materials, coding manuals and corresponding reports. There is no indication about what data fields are populated through integration with other traffic records system components.

For Case Management Systems, only one data dictionary of the 7 case management systems partially defines the fields in the system and does not identify the data elements populated by data integration.

Strategies:

Create an action plan that will detail the steps necessary to provide the data dictionary documentation as outlined and required in the Traffic Records Program Assessment Advisory.

Accomplishments: (as of May 2018)

No action has been implemented thus far for this strategy.

Recommendation: 3 of 3

Improve the data quality control program for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

Deficiency Identified:

There is no set of established performance measures for the timeliness, accuracy, completeness, uniformity, integration and accessibility for both citation and adjudication systems.

Strategies:

Create an action plan that will detail the steps necessary to establish and implement performance measures as outlined and required in the Traffic Records Program Assessment Advisory

Accomplishments: (as of May 2018)

No action has been implemented thus far for this strategy.

Crash

Recommendation: 3 of 3

Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory

Deficiency Identified:

There are currently no quality control measures established for data managers and users for Uniformity, Integration, and Accessibility. In addition, Michigan does not currently include reviewing the narrative and diagram as part of the data acceptance process. This is only done when a crash is manually located.

Strategies:

Define and establish quality control measures for the areas of Uniformity, Integration, and Accessibility. Also, define and establish a quality control procedure to include a review of the narrative and diagram.

Accomplishments: (as of March 2018)

Quality Control efforts are going strong in the TCRU. Ms. Melissa Marinoff has joined the team as the Quality Control Analyst. Melissa is performing quality control on ten areas we have identified as top concerns. These involve drugs, alcohol, distracted driving, and commercial motor vehicles. The TCRU has been given access to Forensic Advantage which is an application used by the MSP Laboratory to record alcohol and drug test results, as well as other data. The TCRU is now able to search for alcohol and drug results based on what is recorded on the crash and make the necessary updates.

University of Michigan Transportation Research Institute has begun a project to apply text-mining methods to UD-10 narratives with two goals: 1) To extract new data elements (or supporting data elements), and 2) To explore the utility of text mining algorithms to flag items for quality control review. (NOT FUNDED for FY2020)

Driver

Recommendation: 2 of 3

Improve the interfaces with the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

Deficiency Identified:

Report states that MDOS does not have the capability to grant law enforcement access to information in the driver system. Strategies:

MDOS will review ways to better reflect that access is given to law enforcement. Accomplishments: (as of May 2018)

MDOS internal staff are having an on-going review of access rights for law enforcement.

Injury Surveillance

Recommendation: 1 of 3

Improve the description and contents of the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Deficiency Identified:

Michigan's Injury Surveillance data systems do not currently incorporate critical databases, such as EMS data, Emergency Department data, Trauma Registry data, and Rehabilitation data.

Strategies:

Work to incorporate these data sets into Michigan's overall Injury Surveillance data system

Accomplishments: (as of May 2018)

No action has been implemented thus far for this strategy.

Recommendation: 3 of 3

Improve the data quality control program for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

Deficiency Identified:

Quality control reviews may be performed at the local or regional level but there are no standard procedures in place for this process.

Strategies:

Develop a plan to improve and standardize injury surveillance systems' data quality control at the local, regional, and state levels

Accomplishments: (as of May 2018)

No action has been implemented thus far for this strategy.

Data Use and Integration

Consideration: 3 of 5

Representatives from all aspects of the Injury Surveillance System (ISS) should be included on the TRCC

Deficiency Identified:

The entire ISS is represented by only one of the five involved systems – Emergency Medical Services

Strategies:

Representatives for the emergency department, trauma registry, hospital discharge, rehabilitation, and vital records, if necessary will be invited to become a member of the TRCC technical committee

Accomplishments (as of May 2018):

We have invited a subject matter expert from the Injury Prevention area to the TRCC meetings, to date she has been unable to attend.

Strategic Planning

Consideration: 2 of 2

Create a matrix of performance measures for each TRCC Strategic Plan project

Deficiency Identified:

There is not a centralized location to view the performance measures of the various TRCC Strategic Plan projects

Strategies:

Develop a comprehensive performance measures matrix for the TRCC Strategic Plan projects

Accomplishments (as of May 2018):

No action has been implemented thus far for this strategy.

## Traffic Records for Model Performance Measures

Summary of Accomplishments This section contains brief summaries of annual accomplishments of each traffic records emphasis area to date. Further detailed and updated information will be provided in subsequent sections of the strategic plan. Crash Initial steps have been taken to create a procedures template for the Traffic Crash

Reporting Unit (TCRU). In addition, we began creating a list to prioritize what procedures should be updated first, along with developing a process flow diagram for each. Vehicle/Driver The Michigan Department of State is beginning the review and exploration of possibilities of going to real time for NMVTIS and becoming a more active participant in PRISM. Business requirements and inter-agency fact finding began in 2015. The MDOS is a participant on the TRCC Data Integration Workgroup. Efforts are underway to begin exploring development and/or enhanced integration between the various traffic records databases. MDOS internal staff are reviewing better ways to demonstrate access that's given and the interactions that are shared with law enforcement agencies and courts. MDOS is currently reviewing the data that's received and developed error reports to share error data back to courts for resolution. MDOS has drafted and submitted an information technology (IT) program enhancement request to resolve some of the programmatic court errors. This would prevent the errors from being sent back to the courts for manual resolution. MDOS is awaiting prioritization to begin implementation of this request. Roadway At the November 18, 2015 Data Committee Meeting for the TAMC a presentation was given by Michigan's Local Agency Technical Assistance Program (LTAP) on using Roadsoft for FDE collection. Roadsoft is a graphically designed, integrated roadway management system developed for Michigan's local agency engineers and managers to use in the analysis and reporting of roadway inventory, safety, and conditional data. On March 15, 2016, the federal data elements (FDE) requirements were published in the Federal Register. MDOT is working to modify Roadsoft to add or modify fields to become fully MIRE-FDE compliant. TAMC is investigating the feasibility for providing guidance and tools to local agencies in MIRE FDE collection. TAMC will be conducting a MIRE FDE road survey and may conduct a pilot MIRE FDE collection study. If a tool is available for collection on MIRE FDE, TAMC may be more likely to support future MIRE FDE collection. This proposed project combines the resources of MDOT, TAMC and Michigan Tech University, while taking advantage of the existing investment that has already been made in Roadsoft.

### State traffic records strategic plan

**Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:**

| Supporting Documents   |
|--|
| TRCC Strategic Plan 2019-2022_FINAL.doc                          |
| TRCC Strategic Plan Attachment 2019-2022_FINAL.doc               |
| Reporting Level by ORI by Date Range - 4-1-2017 to 3-31-2018.pdf |
| Performance Measures_Supporting_Docs_04.10.19 (003).pdf          |
| FY2020_405c Interim Progress Report_06.11.19.docx                |
| FY2020_405c Interim Progress Report_06.25.19.docx                |

**Planned activities that implement recommendations:**

| Unique Identifier | Planned Activity Name              |
|-------------------|------------------------------------|
| 10001             | PA Program Management CP02         |
| 5001              | TR Crash Data Support and Training |
| 5002              | TR Education and Communication     |
| 10005             | TR Program Management              |

### Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

| Supporting Documents   |
|--|
| TRCC Strategic Plan 2019-2022_FINAL.doc                          |
| TRCC Strategic Plan Attachment 2019-2022_FINAL.doc               |
| Reporting Level by ORI by Date Range - 4-1-2017 to 3-31-2018.pdf |
| Performance Measures_Supporting_Docs_04.10.19 (003).pdf          |
| FY2020_405c Interim Progress Report_06.11.19.docx                |
| FY2020_405c Interim Progress Report_06.25.19.docx                |

### State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: 7/16/2014

#### Requirement for maintenance of effort

**ASSURANCE:** The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

### 405(d) Impaired driving countermeasures grant

#### Impaired driving assurances

Impaired driving qualification: Low-Range State

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

### 405(d) Alcohol-ignition interlock law grant

#### Alcohol-ignition interlock laws Grant

Legal citations to demonstrate that the State statute meets the requirement.

| Requirement Description | State citation(s) captured |
|-------------------------|----------------------------|
|-------------------------|----------------------------|

|   |    |
|---|----|
| The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months. | No |
|---|----|

## 405(d) 24-7 Sobriety programs grant

### Mandatory license restriction requirement

**The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(9)(2) applies, for a period of not less than 30 days.**

| Requirement Description   | State citation(s) captured |
|---|----------------------------|
| The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days. | No                         |

### Sobriety program information

Legal citations: No

State program information: No

### Legal citations

**State law authorizes a Statewide 24-7 sobriety program.**

| Requirement Description                                 | State citation(s) captured |
|---|----------------------------|
| State law authorizes a Statewide 24-7 sobriety program. | No                         |

### Program information

**State program information that authorize a Statewide 24-7 sobriety program.**

## 405(e) Distracted driving grant

### Sample Questions

Click or tap here to enter text.

### Legal citations

**The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?:

Date enacted:

Date amended:

| Requirement Description                               | State citation(s) captured |
|---|----------------------------|
| Prohibition on texting while driving.                 | No                         |
| Definition of covered wireless communication devices. | No                         |
| Minimum fine of at least \$25 for an offense.         | No                         |

**Legal citations for exemptions to the State’s texting ban:**

**The State’s youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?:

Date enacted:

Date amended:

| Requirement Description                               | State citation(s) captured |
|---|----------------------------|
| Prohibition on youth cell phone use while driving.    | No                         |
| Definition of covered wireless communication devices. | No                         |
| Minimum fine of at least \$25 for an offense.         | No                         |

**Legal citations for exemptions to the State’s youth cell phone use ban.**

## 405(f) Motorcyclist safety grant

### Motorcycle safety information

**To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:**

Motorcycle rider training course: Yes

Motorcyclist awareness program: No

Reduction of fatalities and crashes: Yes

Impaired driving program: No

Reduction of impaired fatalities and accidents: No

Use of fees collected from motorcyclists: No

### Motorcycle rider training course

**Name and organization of the head of the designated State authority over motorcyclist safety issues:**

State authority agency: Michigan Department of State

State authority name/title: Secretary of State Jocelyn Benson

**Introductory rider curricula that has been approved by the designated State authority and adopted by the State:**

Approved curricula: (i) Motorcycle Safety Foundation Basic Rider Course

Other approved curricula:

**CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.**

**Counties or political subdivisions in the State where motorcycle rider training courses will be conducted during**

the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

| County or Political Subdivision | Number of registered motorcycles |
|---------------------------------|----------------------------------|
| Genesee                         | 10,172                           |
| Kalamazoo                       | 6,071                            |
| Kent                            | 13,334                           |
| Livingston                      | 6,639                            |
| Macomb                          | 18,430                           |
| Muskegon                        | 6,389                            |
| Oakland                         | 26,575                           |
| Ottawa                          | 7,409                            |
| Washtenaw                       | 6,847                            |
| Wayne                           | 27,528                           |

**Total number of registered motorcycles in State.**

Total # of registered motorcycles in State: 250,709

**Reduction of fatalities and crashes involving motorcycles**

**State data showing the total number of motor vehicle crashes involving motorcycles in the State:**

Year Reported: 2017

Total # of motorcycle crashes: 2,886

**Total number of motorcycle registrations per Federal Highway Administration (FHWA) in the State for the year reported:**

Number of motorcycle registrations per FHWA: 258,487

**State data showing the total number of motor vehicle crashes involving motorcycles in the State for the calendar year immediately prior to that calendar year of the most recent data submitted:**

Total number of motorcycle crashes previous year: 3,274

Year Reported Previous Year:

**Total number of motorcycle registrations per FHWA in the State for the year reported above:**

Number of motorcycle registrations per FHWA previous year: 256,651

Crash rate change: 15.92

**Motorcyclist fatalities:**

FARS Year Reported: 2017

Total number of motorcycle fatalities: 150

**Motorcyclist fatalities for the calendar year immediately prior to that calendar year of the most recent data submitted:**

Total number of motorcycle fatalities previous year: 152

FARS Year Reported Previous Year (Old):

Fatality change: 2

**Description of the State's methods for collecting and analyzing data:**

## Method for Collecting and Analyzing Data

### DATA SOURCES AND PROCESSES

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for national core performance measures. In most cases, the data review also includes fatality and suspected serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

Crash data is used in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

### HIGHWAY SAFETY PROBLEMS

\*Key traffic safety issues identified in 2014-2018 data:

Unrestrained passenger vehicle occupant fatalities decreased from 196 in 2014 to 180 in 2018.

Nearly half of all vehicle occupants who die in traffic crashes are unbelted in Michigan.

Alcohol and/or drug-involved fatalities increased from 319 in 2014 to 434 in 2018, a 36 percent increase.

Motorcyclist fatalities increased from 112 in 2014 to 139 in 2018, a 25 percent increase.

Pedestrian traffic fatalities decreased from 148 in 2014 to 145 in 2018. Bicyclist traffic fatalities decreased from 22 fatalities in 2014 to 21 in 2018. In this five-year period, pedestrian and bicyclist fatalities have comprised an average of just under 20 percent of all traffic deaths.

Drivers ages 20 and younger fatalities decreased from 119 in 2014 to 103 in 2018, a 14 percent decrease. Young drivers are typically over-represented in fatal crashes.

\*Source: Michigan State Police Criminal Justice Information Center

### HIGHWAY SAFETY PERFORMANCE MEASURES

The national core performance measures reflect Michigan's primary traffic safety issues for which effective countermeasures are available:

occupant restraint use

impaired driving

young drivers

vulnerable roadway users: bicyclists, motorcyclists, and pedestrians

### ESTABLISHING PERFORMANCE TARGETS

Michigan's core performances targets are:

Outcome measures

C-1 Number of traffic fatalities

- C-2 Number of serious injuries
  - C-3 Fatalities/Vehicle Miles Traveled (VMT)
  - C-4 Number of unrestrained passenger vehicle occupant fatalities, seat seating positions
  - C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
  - C-6 Number of speeding-related fatalities
  - C-7 Number of motorcyclist fatalities
  - C-8 Number of unhelmeted motorcyclist fatalities
  - C-9 Number of drivers 20 or younger involved in fatal crashes
  - C-10 Number of pedestrian fatalities
  - C-11 Number of bicyclist fatalities
- Other: Number of crashes involving alcohol- or drug-impaired motorcyclists
- Other: Number of impaired motorcyclist fatalities.

Behavior measures

- B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants

Activity measures

- A-1 Number of seat belt citations issued during grant-funded enforcement activities
- A-2 Number of impaired-driving arrests made during grant-funded enforcement activities
- A-3 Number of speeding citations issued during grant-funded enforcement activities

A five-year moving average is applied against the national core performance measures from 2014-2018 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

For the three shared goals for the Highway Safety Plan and the Highway Safety Improvement Plan, the OHSP, and the Michigan Department of Transportation worked with UMTRI to develop predictive figures generated from a multi-variate formulate for the target-setting process. The same model, which incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption, was used to develop the 2020 shared goals.

**DEVELOPING AND SELECTING EVIDENCE-BASED COUNTERMEASURE STRATEGIES AND PROJECTS**

OHSP staff work collaboratively with partners and stakeholders to identify programs to reduce traffic fatalities and injuries. Input and ideas come from grantees, Strategic Highway Safety Plan Action Teams, Traffic Safety Networks, law enforcement at the municipal, county, and state level, state agencies and departments, driver’s training and education groups and instructors, child passenger safety partners, hospital and other health-affiliated personnel, motorcycle training instructors, judicial networks, court personnel, probation officers, and a host of others involved in traffic safety efforts.

\*A 10-year fatal crash trend report provided an analysis of the state’s overall traffic safety problems from 2009 through 2018:

Unrestrained passenger vehicle occupant fatalities were 21 percent of fatalities in the past ten years. Alcohol and/or drug-involved fatalities were 39.5 percent of total fatalities in the past ten years. Motorcyclist fatalities were 13.2 percent of total fatalities in the past ten years.

Pedestrian traffic fatalities were 15.4 percent of total fatalities in the past ten years.

Bicyclist traffic fatalities were 2.7 percent of total fatalities in the past ten years.

Drivers ages 20 and younger fatalities were 15.4 percent of total fatalities in the past ten years.

\*Source: Michigan State Police Criminal Justice Information Center

Despite Michigan's high observed seat belt use rate, near half of the vehicle occupant fatalities in traffic crashes are unbuckled. Click It or Ticket and social norming messages aimed at increasing seat belt use are essential to prompt compliance with the state's mandatory seat belt law.

Not only does alcohol involvement in fatal crashes remain a serious problem, but drug-involved fatal crashes have increased dramatically over the last 10 years. Efforts to combat impaired driving continue to be a priority for traffic safety programming.

Traffic fatalities involving vulnerable roadway users, bicyclists, motorcyclists, and pedestrians, have increased over the 10-year period. Programming will continue to focus on these areas.

While young drivers involved in fatal crashes fell over the last 10 years, this group remains at risk because of their inexperience and risk-taking nature. Young drivers are particularly vulnerable to distractions while behind the wheel. OHSP will continue efforts aimed to promote safe teen driving through peer-to-peer programs and focusing on improved skills.

Judicial and enforcement data was not included in problem identification because data is not yet readily available for analysis purposes.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate formula for the shared goal target-setting process for fatalities, suspected serious injuries, and VMT. Quantitative targets to reduce fatalities are set through crash projections based on five-year moving average crash trends using a regression predictive statistical model. The core performance targets were predicted using a liner regression model.

Presentations for each program area are made to the OHSP leadership team, which includes the OHSP director, communications section manager, planning and administration section manager, and program management section manager. This process ensures planning takes a holistic approach to problem identification

The leadership team then assesses the project proposals, their potential for impacting traffic fatalities and injuries, and projected available funding. This process ensures all performance measures are taken into consideration.

Final determinations regarding projects and funding levels are shared with program staff to begin the grant development process.

## 405(g) State graduated driver licensing incentive grant

### Graduated driver licensing

**Date that the State's graduated driver's licensing statute requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license was last amended. The statute must be in effect and be enforced during the entire fiscal year of the grant.**

Graduated driver licensing law last amended on:

**Legal citations demonstrating that the State statute meets the requirement.**

| Requirement Description  | State citation(s) captured |
|--|----------------------------|
| Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State. | No                         |
| Applicant must pass vision test and knowledge assessment.  | No                         |
| In effect for at least 6 months.   | No                         |
| In effect until driver is at least 16 years of age.  | No                         |
| Must be accompanied and supervised at all times.   | No                         |
| Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.  | No                         |
| Prohibits use of personal wireless communications device.  | No                         |
| Extension of learner's permit stage if convicted of a driving-related offense.   | No                         |

**Legal citations for exemptions to the State's texting ban:**

**Legal citations demonstrating that the State statute meets the requirement.**

| Requirement Description  | State citation(s) captured |
|--|----------------------------|
| Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.                                  | No                         |
| Applicant must pass behind-the-wheel driving skills assessment.  | No                         |
| In effect for at least 6 months.   | No                         |
| In effect until driver is at least 17 years of age.  | No                         |
| Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies. | No                         |
| No more than 1 nonfamilial passenger younger than 21 years of age allowed.   | No                         |
| Prohibits use of personal wireless communications device.  | No                         |
| Extension of intermediate stage if convicted of a driving-related offense.   | No                         |

**Legal citations for exemptions to the State's texting ban:**

## 405(h) Nonmotorized safety grant

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).

## 1906 Racial profiling data collection grant

### Racial profiling data collection grant

Application Type: Official documents

#### Official documents

**Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.**

Law: No

Regulation: No

Binding policy directive: No

Letter from the Governor: No

Court order: No

Other: No

Enter other document type:

**Each requirement below provides legal citations to demonstrate that the State statute meets the requirement:**

| Requirement Description   | State citation(s) captured |
|---|----------------------------|
| Law(s) that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads. | No                         |

**Official documents that demonstrate that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.**

## Certifications, Assurances, and Highway Safety Plan PDFs

**Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.**

