

OFFICE OF HIGHWAY SAFETY PLANNING

MISSION

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



FY2007 OVERVIEW

Scarce resources demand focused attention on core priorities. The FY2007 planning process for the Office of Highway Safety Planning (OHSP) focused on the largest causes of traffic deaths and injuries, the areas with the most potential for improvement, and the best programs available to address them. Special attention was placed on high crash areas and high visibility efforts.

The problem identification process continued to focus on key target areas, the greatest threats to Michigan drivers. Staff developed short-term strategies and budget requests to address these needs. OHSP selected projects based on each project's potential for impacting the identified traffic safety primary issue and problem area. Consideration was also given to which available partners would be best able to successfully implement programs, given the totality of the problem and the project addressing it.

Building and maintaining partnerships are essential to solving the state's traffic safety problems. Traffic fatalities are too widespread to be prevented without statewide cooperation and teamwork. Throughout the entire HSP development process, OHSP traffic safety partners provided valuable information, knowledge, and insight into the problems facing their organizations, communities, and the state of Michigan, as well as ideas for addressing these problems. The federal government, other states' highway safety offices, and research institutions provided guidance on the development and implementation of programs. Through direct contact, participation in network and committee meetings, conferences, and online communication, OHSP will continue to promote these essential partnerships, explore untapped networks, and dedicate all its resources to reducing fatalities and injuries on Michigan's roadways.

Organization Overview

The Office of Highway Safety Planning (OHSP) is the State of Michigan's primary traffic safety agency, and the Division Director is the designated Governor's Highway Safety Representative. OHSP administers several state and federal highway safety-related grant programs, including the federal 402 program, the Michigan Truck Safety Fund, and Michigan's Secondary Road Patrol and Accident Prevention Program.

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

Planning and Program Operations Section

This section is responsible for all program and grant development, implementation, evaluation, development of the planning budget, and the planning and creation of the Highway Safety Plan and Annual Evaluation Report. This section also includes the Grant Management Unit which is responsible for implementing the grant projects identified in the annual Highway Safety Plan as well as regional outreach activities with local stakeholders and partners.

Fiscal Section

Responsibility within this section consists of the fiscal administration of \$28 million in state and federal grant programs including NHTSA highway safety funds, the State Secondary Road Patrol Program, and the Michigan Truck Safety Fund. The section oversees all general accounting procedures, the overall office budget, financial reviews of all grants, and processing payments to grantees.

Communications Section

This section has responsibility for planning and implementing OHSP's comprehensive communication plan including regional communications with state and local partners, marketing of OHSP's programs, and management of all external grants and contracts related to communications and public information initiatives. The Communications Section is the main contact for all news agencies and public/private informational requests.

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

MICHIGAN PERFORMANCE PLAN

PROCESS DESCRIPTION

Michigan continues to make significant progress in traffic safety, consistently being a regional and national leader on traffic safety issues. Since 2002, Michigan has had fewer than 1,300 traffic crash fatalities per year and fewer than 1,200 since 2004, unprecedented since the creation of the Office of Highway Safety Planning (OHSP) in 1969, despite rising population, registered vehicles, and miles traveled.

Recent traffic safety trends include record highs in safety belt use and rapidly increasing motorcycle ridership. Each year brings issues to light in a different way. Economic conditions have aided Michigan's crash picture, and OHSP remains vigilant to address changes that might lead to increased fatalities.

Traffic safety advocates are combating these challenges by seeking new areas for improvement and monitoring today's emerging issues to prevent them from becoming tomorrow's crises. OHSP maximizes program effectiveness by focusing planning efforts on those areas with the greatest potential for improvement. Development of the 2007 Highway Safety Plan (HSP) extends the methods developed in previous years. The focus remains on how, why, when, and where crashes are occurring and who is involved.

With scarce and sometimes uncertain resources at all levels of government, success depends on building and maintaining flexible and effective partnerships. OHSP cannot excel without the partners whose teamwork and commitment continue to advance shared traffic safety goals. By emphasizing teamwork and cooperation throughout each stage of the HSP development process, OHSP ensures program efficiency and effectiveness.




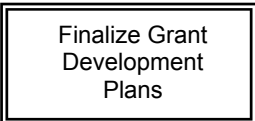
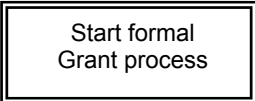
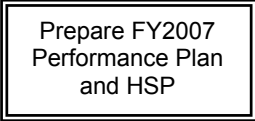
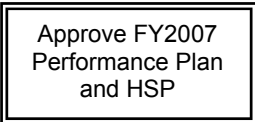

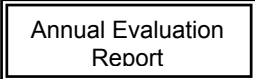
Pre-planning Steps

Implementation of one year's HSP occurs in conjunction with planning for the next. Before doing so, OHSP staff conducts an "after action review" of the previous year's process, identifying successful areas and those in need of improvement. OHSP then makes any necessary revisions to the planning process and calendar (Exhibit 1). This pre-planning ensures that OHSP's planning process remains dynamic, efficient, and effective.

Each step of the planning process is identified below:

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

EXHIBIT 1 – HSP Planning Outline

FY2007 HSP PLANNING CALENDAR		
ACTION	DATES	DETAILS
	NOVEMBER DECEMBER	<ul style="list-style-type: none"> ❖ Review past years' activity ❖ Review current year's activity ❖ Review crash data ❖ Review state and national priorities ❖ Identify problem areas ❖ Identify long-term goals (5 years) ❖ Identify short-term goals (1 year)
	JANUARY FEBRUARY	<ul style="list-style-type: none"> ❖ Meet with program partners, obtain input ❖ Review planning session output ❖ Review data specific to the program ❖ Review quantitative goals ❖ Outline grant opportunities ❖ Identify long-term strategies (>3 years)
	MARCH APRIL	<ul style="list-style-type: none"> ❖ Consult with current and prospective grantees ❖ Identify short-term strategies (1 year) ❖ Program presentations to management and staff ❖ Create draft Grant Development Plans ❖ Establish draft budget
	MAY JUNE	<ul style="list-style-type: none"> ❖ GDPs finalized ❖ HSP management team reviews programs and budgets ❖ HSP budget finalized
	JUNE JULY	<ul style="list-style-type: none"> ❖ Create in-house grants ❖ Notify grantees of grant timelines ❖ Send grantees grant templates ❖ Monitor process
	JULY	<ul style="list-style-type: none"> ❖ Create draft performance plan ❖ Create draft HSP ❖ Administrative review of performance plan ❖ Administrative review of HSP
	AUGUST	<ul style="list-style-type: none"> ❖ Approve FY2007 performance plan and HSP ❖ Print and distribute performance plan and HSP to: NHTSA, FHWA, State and Local Agencies ❖ Post to web site
	SEPTEMBER OCTOBER	<ul style="list-style-type: none"> ❖ Approve and start implementation of FY2007 grants. ❖ Conduct grant orientation meetings
	NOVEMBER	<ul style="list-style-type: none"> ❖ Annual evaluation report prepared for FY2006 HSP

Plan Organization

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

1. PROBLEM IDENTIFICATION

Problem identification is a key function of the planning process. This step ensures that a sound foundation exists for implementing successful traffic safety programs.

Crash data is the foundation of problem identification. Data analysis continues year-round, with intensified efforts at the beginning of the HSP development process. There were two primary sources for crash analysis in this year's planning cycle:

Michigan Traffic Crash Facts: Through a partnership with the University of Michigan Transportation Research Institute (UMTRI), a compilation of Michigan's traffic crash data is completed annually and published as the Michigan Traffic Crash Facts. Crash Facts back to 1992 are available at the award-winning <http://www.michigantrafficcrashfacts.com> web site.

Direct data analysis: With improvements in the quality and availability of computerized crash data, OHSP can go directly to the data from individual crashes, running each query through the source data without intermediaries. The key variables for problem identification were identified in previous years on the basis of 2003 fatal crash data, then verified annually in each planning cycle.

The problem identification process incorporates previous years' analyses and goals along with staff expertise, outside research, and state and national priorities, including the statewide Strategic Highway Safety Plan.

2. GOAL DETERMINATION AND ANALYSIS

Goals are statements of program intent or purpose, consistent with the mission of the organization. OHSP carried through previous years' analysis of long-term goals, identifying the factors most prevalent in severe crashes. Identifying these greatest risk factors substantiated OHSP's programmatic foci and suggested areas for additional effort in coming years. The final list of long-term goals was based on past experience, future projections, programmatic considerations, and the best available data and research. Quantitative targets are based on projections of crash trends from five-year data.

The following section begins with a summary of Michigan traffic crash statistics from 2000 through 2005 (the most current data available). OHSP's revised long-term goals through 2008 follow, along with annual benchmarks. To avoid the frequent problem of "moving targets," OHSP does not expect to revisit these goals significantly before setting new long-term goals in 2008, except as noted.

Crash Data Comparison - 2000-2005

2000-2005 Compare	2000	2001	2002	2003	2004	2005	% Change 00-05
Total Crashes	424,867	400,813	395,212	391,485	373,028	350,838	-17.42%
Fatal Crashes	1,237	1,206	1,175	1,172	1,055	1,030	-16.73%
People Injured	121,832	112,292	112,484	105,555	99,680	96,510	-21.61%
People Killed	1,382	1,328	1,279	1,283	1,159	1,129	-18.31%
Death Rate (100M VMT)	1.46	1.38	1.30	1.28	1.14	1.09	-25.34%
Fatal Crash Rate (100M VMT)	1.30	1.25	1.20	1.17	1.06	1.00	-23.08%
VMT (Billions)	94.9	96.4	98.2	100.2	101.8	*103.4	+8.96%
Registered Vehicles (Millions)	8.57	8.6	8.69	8.71	8.58	*8.67	+1.17%
Registered Drivers (Millions)	7.04	7.09	7.14	7.19	7.23	*7.28	+3.41%
Population (Millions)	9.93	9.99	10.05	10.08	10.10	10.12	+1.91%

Heading into fiscal year 2007, Michigan finds itself in an enviable but difficult position. Almost every crash variable has shown significant progress for several years in a row. This is the result of many factors, including a rebound from a worsening crash picture in the 1990s, improvements in vehicle technology, demographic trends, an economic downturn, and indeed very significant programmatic successes. Recent milestones have included historic lows in fatal crashes, fatalities, and injuries and a record safety belt use level.

While long-term trends suggest that this dramatic progress may not continue indefinitely, OHSP remains committed to maintaining excellence and achieving aggressive goals. Continuous improvement in programs and focused efforts have allowed OHSP to achieve seemingly impossible goals in recent years. As such, while OHSP recognizes that recent improvements have been exceptional, OHSP's goals seek to make them the norm.

Goals for 2004-2008 are based on 1999-2003 data. For each measure, the goal was calculated by trending the five-year data then projecting that annual percentage rate of improvement through 2008.¹ Exceptions are noted individually.

¹ Specifically, an ordinary least squares regression was applied to 1999-2003, estimating a linear trendline. The difference between the trend values for 2003 and 1999 was expressed as a percentage of the 1999 value to estimate the four-year impact. The fourth-root gave the average annual impact, which was then applied to the 2003 trendline value to establish estimates for 2004-2008.

EXHIBIT 2: OHSP FY2007 Goals at a Glance

	1999	2003	annual impact	2004	2005	2006	2007	2008
Overall Goals								
traffic fatalities	1386	1283	2.30%	1241	1212	1184	1157	1131
VMT death rate	1.49	1.28	4.70%	1.21	1.15	1.10	1.04	1.00
percent of crashes that are KA	2.70%	2.29%	3.61%	2.17%	2.10%	2.02%	1.95%	1.88%
percent of crash-involved vehicle occupants receiving KA injuries	1.72%	1.50%	3.24%	1.42%	1.37%	1.33%	1.28%	1.24%
Program Objectives								
safety belt non-use	16.50%	9.50%	11.06%	10.5%	9.3%	8.3%	7.4%	6.5%
percent of KA crashes coded HBD	21.10%	19.25%	0.33%	19.3%	19.3%	19.2%	19.1%	19.1%
percent of KA crashes with "excessive speed" coded as hazardous action	18.38%	18.20%	1.00%	17.1%	16.9%	16.7%	16.6%	16.4%
number of KA injuries to pedestrians in traffic crashes	969	763	5.87%	629	592	557	524	494
number of KA crashes "related to or within 150 feet of intersection"	4,181	2,946	4.31%	2,739	2,621	2,508	2,400	2,296
number of KA crashes on city/county roads	6,249	4,239	4.83%	3,806	3,622	3,447	3,281	3,123
number of KA crashes involving trucks and buses	750	508	4.91%	450	428	407	387	368
number of KA crashes involving motorcycles	663	731	0.00%	723	723	723	723	723
number of KA crashes on Friday and Saturday	3836	2825	7.26%	2609	2420	2244	2081	1930
number of KA crashes from Memorial Day through Labor Day	3640	2812	5.20%	2667	2528	2396	2272	2153
number of KA crashes from October through December	2711	2147	5.90%	1979	1863	1753	1649	1552
number of KA injuries to crash-involved vehicle occupants ages 0-8	311	241	7.42%	217	201	186	172	160
rate of KA crash involvement per 1000 licensed drivers, males ages 16-34	4.423	3.368	6.74%	3.092	2.884	2.689	2.508	2.339
rate of KA crash involvement per 1000 licensed drivers, ages 65+	1.547	1.227	5.24%	1.144	1.084	1.027	0.973	0.922

OVERALL GOALS

Four goals represent the best measures of the state of traffic safety in Michigan. They are consistent with OHSP's mission "to save lives and reduce injuries on Michigan roads." Achievement of the program objectives will directly support Michigan's achievement of the statewide impact goals

Goal #1 – Traffic Fatalities:

The single most important goal in traffic safety is to reduce traffic fatalities. After all the rates and contributing factors have been considered, the final measure of success must always be the lives of Michigan citizens.

Until recently, Michigan had not had fewer than 1,300 traffic fatalities since 1945. OHSP seeks not only to maintain improvements but also to continue them into the future indefinitely with an eventual vision of 0 fatalities. The goals below extend the 2.30% annual impact on fatalities seen in 1999-2003.

Traffic Fatalities					
Year	Actual		Year	Goal	Actual
1999	1,386		2004	1,241	1,159
2000	1,382		2005	1,212	1,129
2001	1,328		2006	1,184	
2002	1,279		2007	1,157	
2003	1,283		2008	1,131	

Goal #2 – Vehicle Mileage Death Rate:

The Vehicle Miles Traveled (VMT) death rate adjusts this worst outcome of a crash by a consistent exposure variable. The VMT death rate has been a consistent measure used nationally for many years, and it provides a reliable means of tracking progress over a long period of time.

The national goal is to reach a 1.0 VMT death rate by 2008. For Michigan to match this goal, the rate of improvement must improve from the recent 4.12% annual reduction in the VMT death rate to a 4.70% annual reduction, reflected below.

VMT death rate					
Year	Actual		Year	Goal	Actual
1999	1.49		2004	1.21	1.14
2000	1.46		2005	1.15	1.09
2001	1.38		2006	1.10	
2002	1.30		2007	1.04	
2003	1.28		2008	1.00	

(# fatalities/100 million VMT)

Goals #3 and #4 – K and A Injury:

Crash mitigation complements crash prevention by reducing the severity of crashes that do occur. Eliminating a serious or fatal injury from a crash is a success, so OHSP measures the proportion of crashes with a K or A injury and the proportion of crash-involved occupants experiencing a K or A injury.

In 2004, the property damage reporting threshold in Michigan increased from \$400 to \$1000, which may have led to fewer police-reported property damage only crashes without any actual reduction in crashes. This would distort the long-term crash data and cause a jump in the observed KA injury percentages without any actual change. This does not yet seem to be the case, but effects may be more apparent in future years. Retaining the existing goals, OHSP seeks to maintain the current rates of improvement, 3.61% and 3.24% respectively.

KA injury crash percentage					
Year	Actual		Year	Goal	Actual
1999	2.70%		2004	2.17%	2.26%
2000	2.46%		2005	2.10%	2.23%
2001	2.34%		2006	2.02%	
2002	2.38%		2007	1.95%	
2003	2.29%		2008	1.88%	

(# KA crashes / # crashes)

Vehicle occupant KA injury percentage					
Year	Actual		Year	Goal	Actual
1999	1.72%		2004	1.42%	1.42%
2000	1.58%		2005	1.37%	1.41%
2001	1.53%		2006	1.33%	
2002	1.51%		2007	1.28%	
2003	1.50%		2008	1.24%	

(# KA drivers + passengers / # drivers + passengers in crashes)

PROGRAM OBJECTIVES

Fatal crash analysis identified fourteen factors potentially receptive to countermeasures. Most of these factors represent more than 10% of fatalities or fatal crashes, but others are potentially serious emerging issues or areas with especially cost-effective countermeasures. These issues present the greatest opportunities for gains and need to be addressed.

Occupant Protection

The effectiveness of safety belts in reducing injury severity and preventing death is well documented. Reducing non-use of safety belts will substantially improve crash survivability.

Having reached 90% safety belt use, Michigan has limited room for improvement. Michigan saw large boosts from the primary safety belt law and its aggressive enforcement, but future gains will be marginal. The goals below extend the 11.06% annual impact on non-use seen since the primary safety belt law was implemented, 2000-2004.

Safety belt non-use					
Year	Actual		Year	Goal	Actual
2000	16.5%		2005	9.3%	7.1%
2001	17.7%		2006	8.3%	6.0%
2002	17.1%		2007	7.4%	
2003	15.2%		2008	6.5%	
2004	9.5%				

(#unrestrained front occupants/ # front occupants)

Alcohol-Impaired Driving

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

Recent years have shown limited improvement, and much work remains to be done in decreasing the contribution of alcohol to severe crashes. The goals below have been recalculated based on 2000-2004 data, because 1999 included drugs in "HBD," while that is a separate category now. This produced an annual impact of 0.33%.

HBD-KA crash percentage					
Year	Actual		Year	Goal	Actual
2000	19.4%		2005	19.3%	20.0%
2001	19.7%		2006	19.2%	
2002	19.9%		2007	19.1%	
2003	19.2%		2008	19.1%	
2004	19.3%				

(#HBD-KA crashes / #KA crashes)

Excessive Speed

High speeds and speed variances make crashes both more likely and more severe. Whether a driver is exceeding the posted speed limit or (more often) driving too fast for conditions, speed plays a part in many crashes. Excessive speed is a major factor in nighttime crashes and crashes on secondary roads. Setting and enforcing safe speed limits remains a significant traffic safety challenge.

Michigan has made no significant progress in reducing the involvement of excessive speed in crashes in recent years, when speed has not been a program focus. The goals below reflect a 1.00% annual impact on KA crash involvement, up from 0.26% in 1999-2003. OHSP is monitoring speed-related issues and identifying specific areas for improvement.

Speeding-related KA crash percentage					
Year	Actual		Year	Goal	Actual
1999	18.4%		2004	17.1%	16.5%
2000	16.8%		2005	16.9%	17.8%
2001	16.6%		2006	16.7%	
2002	16.7%		2007	16.5%	
2003	18.2%		2008	16.4%	

(#KA crashes with "excessive speed" / #KA crashes)

Pedestrians

Pedestrians have near-zero protection in the event of a crash, and vehicle-pedestrian crashes account for 14% of fatalities. Roadways are not always designed to accommodate non-motorized traffic, and a large proportion of pedestrian fatalities arises from attempts to cross away from intersections or crosswalks. Pedestrian fatalities in Michigan and the city of Detroit have been identified as a FHWA focus area.

Pedestrian crash numbers are more variable than most, likely due in part to reporting issues. Also, while the past five years show little consistent progress, the presence of unusually good and bad years projects a positive trend that OHSP will seek to maintain. Time will tell whether this is actual progress or just an artifact of the data. The goals below extend the 5.87% annual impact on pedestrian-KA crashes seen in 1999-2003.

Pedestrian KA injuries					
Year	Actual		Year	Goal	Actual
1999	969		2004	629	781
2000	761		2005	592	667
2001	587		2006	557	
2002	716		2007	524	
2003	763		2008	494	

(#KA injuries to pedestrians)

Intersection Crashes

While most drivers can keep a car going in a straight line, problems occur when cars interact with each other. The severity of intersection crashes is exacerbated by the risk of side collisions during turns. About one-third of all crashes happen in or near intersections.

The data on intersection crashes is problematic. Reporting issues are prominent in previous years' data because of difficulties in pinpointing crash locations. Recent crashes have better data, which contributes to the decline in recorded intersection crashes. As such, the goals below halve the 8.62% annual impact on intersection KA crashes seen in 1999-2003.

Intersection KA crashes					
Year	Actual		Year	Goal	Actual
1999	4,181		2004	2,739	2,791
2000	3,790		2005	2,621	2,522
2001	3,349		2006	2,508	
2002	3,153		2007	2,400	
2003	2,946		2008	2,296	

(# of KA crashes coded as "related to or within 150' of intersection")

City-County Roads

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

The same crash location issues that affect intersections affect city-county roads. Even after slowing the expected rate of improvement, as was done with intersections, there is some chance the projected goals are unrealistic because of data issues. As such, the goals below halve the 9.66% annual impact on local KA crashes seen in 1999-2003, and may need further revision.

Local road KA crashes					
Year	Actual		Year	Goal	Actual
1999	6,249		2004	3,806	5,032
2000	5,528		2005	3,622	4,788
2001	4,457		2006	3,447	
2002	4,536		2007	3,281	
2003	4,239		2008	3,123	

(# KA crashes coded as: county road, city street or unknown)

Trucks

Large trucks always represent an area for concern because of the potential for catastrophic crashes. A fully loaded truck has limited maneuverability, long stopping distances, and a great deal of mass. Single-vehicle crashes highlight the issue of driver fatigue, while car drivers' failure to compensate for trucks' capabilities are a primary cause of multi-vehicle crashes.

Michigan saw surprising reductions in large vehicle KA crashes from 1999 to 2003, falling by one-third. The Michigan Truck Safety Commission will explore truck crash data in FY2007, but at present serious crashes have leveled off following the 1999 spike. As such, the goals below are very ambitious at half the 9.82% annual impact on truck/bus KA crashes seen in 1999-2003.

Truck/Bus KA crashes					
Year	Actual		Year	Goal	Actual
1999	750		2004	450	560
2000	669		2005	428	508
2001	498		2006	407	
2002	547		2007	387	
2003	508		2008	368	

(# KA crashes coded "truck/bus")

Motorcycles

Of the eighteen measures presented here, the only one with a consistently increasing trend is motorcycle KA crashes. Motorcycle use is rising quickly, as is average motorcyclist age and motorcycle size. Crash data indicates that new riders with larger motorcycles and little training are dying at accelerating rates. In the event of a crash, motorcyclists have little more protection than pedestrians.

The average since 1999 has been for 14 more motorcyclists to die each year. As motorcyclist numbers continue to increase, this is an optimistic projection. The most aggressive plausible goal at present is to return motorcycle-involved KA crashes to their 2003 level, which normalizes to 723 on the five-year trend.

Motorcycle KA crashes					
Year	Actual		Year	Goal	Actual
1999	663		2004	723	738
2000	676		2005	723	851
2001	721		2006	723	
2002	681		2007	723	
2003	731		2008	723	

(# KA crashes involving motorcycles)

Weekend Driving

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

Efforts to improve safety on weekends have borne fruit. The goals below extend the 7.26% annual impact on weekend KA crashes seen in 1999-2003.

Weekend KA crashes					
Year	Actual		Year	Goal	Actual
1999	3,836		2004	2,609	2,546
2000	3,568		2005	2,420	2,597
2001	3,204		2006	2,244	
2002	3,113		2007	2,081	
2003	2,825		2008	1,930	

(# KA crashes Friday and Saturday)

Summer Driving

During the summer, drivers drive more, worry about road conditions less, and are less likely to be fully attentive to the road. Summer is the peak period for crashes of all kinds.

Through an ongoing focus on summer driving, OHSP has shown great progress in reducing serious crashes. The goals below extend the 7.26% annual impact on summer KA crashes seen in 1999-2003.

Summer KA crashes					
Year	Actual		Year	Goal	Actual
1999	3,640		2004	2,667	2,695
2000	3,174		2005	2,528	2,518
2001	2,961		2006	2,396	
2002	3,154		2007	2,272	
2003	2,812		2008	2,153	

(# KA crashes from Memorial Day to Labor Day)

Winter Driving

The most surprising result of fatal crash analysis was the number of fatalities from October to December. It is well known that summer is the peak period for crashes, but the start of inclement weather beat out every month except July and August. In addition to having less light and more precipitation, these months have additional

risk because this is when drivers adjust to the worsened conditions. Michigan usually sees more snow in February than November, but drivers are used to it by then.

Whether as part of the general improvement or through unique efforts, October to December KA crashes are another area that has seen large reductions in serious crashes. The goals below extend the 5.90% annual impact on winter KA crashes seen in 1999-2003.

Winter KA crashes					
Year	Actual		Year	Goal	Actual
1999	2,711		2004	1,979	2,091
2000	2,544		2005	1,863	1,912
2001	2,339		2006	1,753	
2002	2,224		2007	1,649	
2003	2,147		2008	1,552	

(# KA crashes, October-December)

Child Passenger Safety

A subset of occupant protection, child passenger safety remains a challenge for engineering, education, and enforcement. Safety belts are designed for adults, so children need child safety seats (until age four) and booster seats (until age eight). Parents sometimes do not know what the right seat is, how to install it properly, or why booster seats are necessary. Officers may not have much more training, and it is difficult to observe violations of child safety seat laws. Children eight and under are often under-protected in the event of a crash.

Rigorous education efforts and easier-to-install child safety seats are showing improvements in injury rates. The goals below extend the 7.42% annual impact on KA injuries (ages 0-8) seen in 1999-2003.

KA injuries, ages 0-8					
Year	Actual		Year	Goal	Actual
1999	315		2004	217	198
2000	346		2005	201	166
2001	297		2006	186	
2002	249		2007	172	
2003	240		2008	160	

(# KA injuries to vehicle occupants, 0-8)

Dividing this age group into the two categories of child restraints would set a goal of 61 KA injuries in ages 0 through 3 (child safety seats) and 120 KA injuries in ages 4 through 8 (booster seats) for calendar year 2007.

Young Male Drivers

Young men are the most likely to be involved in a crash, and they tend to have more serious crashes. Inexperience and risk-seeking behavior lead to the deaths of many young men each year. They represent the single largest demographic for most traffic safety issues.

Progress in reducing severe crashes cannot be made without improving the numbers for young men. The goals below extend the 6.74% annual impact on young male KA crash involvement seen in 1999-2003.

KA crashes per 1000 young men					
Year	Actual		Year	Goal	Actual
1999	4.42		2004	3.09	3.27
2000	4.16		2005	2.88	2.99
2001	3.68		2006	2.69	
2002	3.61		2007	2.51	
2003	3.37		2008	2.34	

(# KA crashes involving men 16-34/1000 licensed male drivers 16-34)

On the specific issue of underage drinking, this measure would narrow to HBD-KA crashes per 1000 licensed drivers, males ages 16-20. That subset goal would be 0.403 in calendar year 2007.

Older Drivers

Older drivers are becoming increasingly present in crash data. Demographics are leading to substantial increases in the elderly population, which faces declining driving faculties combined with bodily frailty. While older drivers are less likely to be involved in crashes, those crashes are more likely to be injurious to the driver. As such, they are disproportionately represented in serious crashes.

The goals below extend the 5.24% annual impact on older driver KA crash involvement seen in 1999-2003.

KA crashes per 1000 age 65+					
Year	Actual		Year	Goal	Actual
1999	1.55		2004	1.14	1.14
2000	1.41		2005	1.08	1.03
2001	1.24		2006	1.03	
2002	1.33		2007	0.97	
2003	1.23		2008	0.92	

(# KA crashes involving drivers 65+/1000 licensed drivers 65+)

3. TRAFFIC SAFETY PARTNER INPUT

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

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

Governor's Traffic Safety Advisory Commission

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

In 2004, the GTSAC developed a statewide Strategic Highway Safety Plan, identifying priority areas for all GTSAC member agencies to address as they are able and to set an agenda for traffic safety efforts in the state. OHSP's FY2007 Highway Safety Plan includes these statewide priorities.

The GTSAC meets on a bi-monthly basis. Agenda development is a process open to all traffic safety advocates within the state and is available through OHSP's web site (www.michigan.gov/ohsp). Communication between GTSAC members and among traffic safety advocates throughout Michigan is accomplished through a web site and LISTSERV[®] which has approximately 230 members. Listserv members receive GTSAC and traffic safety news and information. Periodic surveys measure the effectiveness of GTSAC communications.

Program Area Network Meetings

OHSP program staff conduct network meetings to help identify appropriate strategies for reaching OHSP's goals. The structure of such meetings varies due to the nature of the program areas and networks, such as a single central meeting or a series of smaller discussions across the state. Feedback on broad goals and specific strategies help to shape priorities and the programs selected to address them.

Traffic Safety Summit

The annual Michigan Traffic Safety Summit, held in March, provides another opportunity to solicit input for the HSP from traffic safety partners. Sessions and workshops provide a chance for information sharing from private and public partners at the local, state, and national level.

Additional Planning Resources

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

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

4. STRATEGY DEVELOPMENT PROCESS

With problems identified, goals set, and information gathered, the next step in the process is strategy development. The OHSP leadership team reviews all strategies to ensure that they are in line with the overall vision, goals, budget, and direction of the office. Strategy selection is guided by OHSP's key priorities.

FY 2007 OHSP PRIORITIES

Improve compliance with Michigan traffic laws by increasing the public's perceived threat of ticketing, arrest, and conviction.

Enhance the knowledge and expertise of highway traffic safety professionals through improved, accessible, and cost-effective education and training.

Increase the awareness and support of traffic safety as a priority through improved communications with state and local stakeholders and the public.

Enhance the availability, timeliness, and use of traffic crash records and other planning data and information through improvements to the State's traffic records system, research studies, and evaluations.

Improve the effectiveness of traffic crash emergency medical response and treatment by strengthening ties to hospitals, emergency medical systems, and injury prevention and treatment.

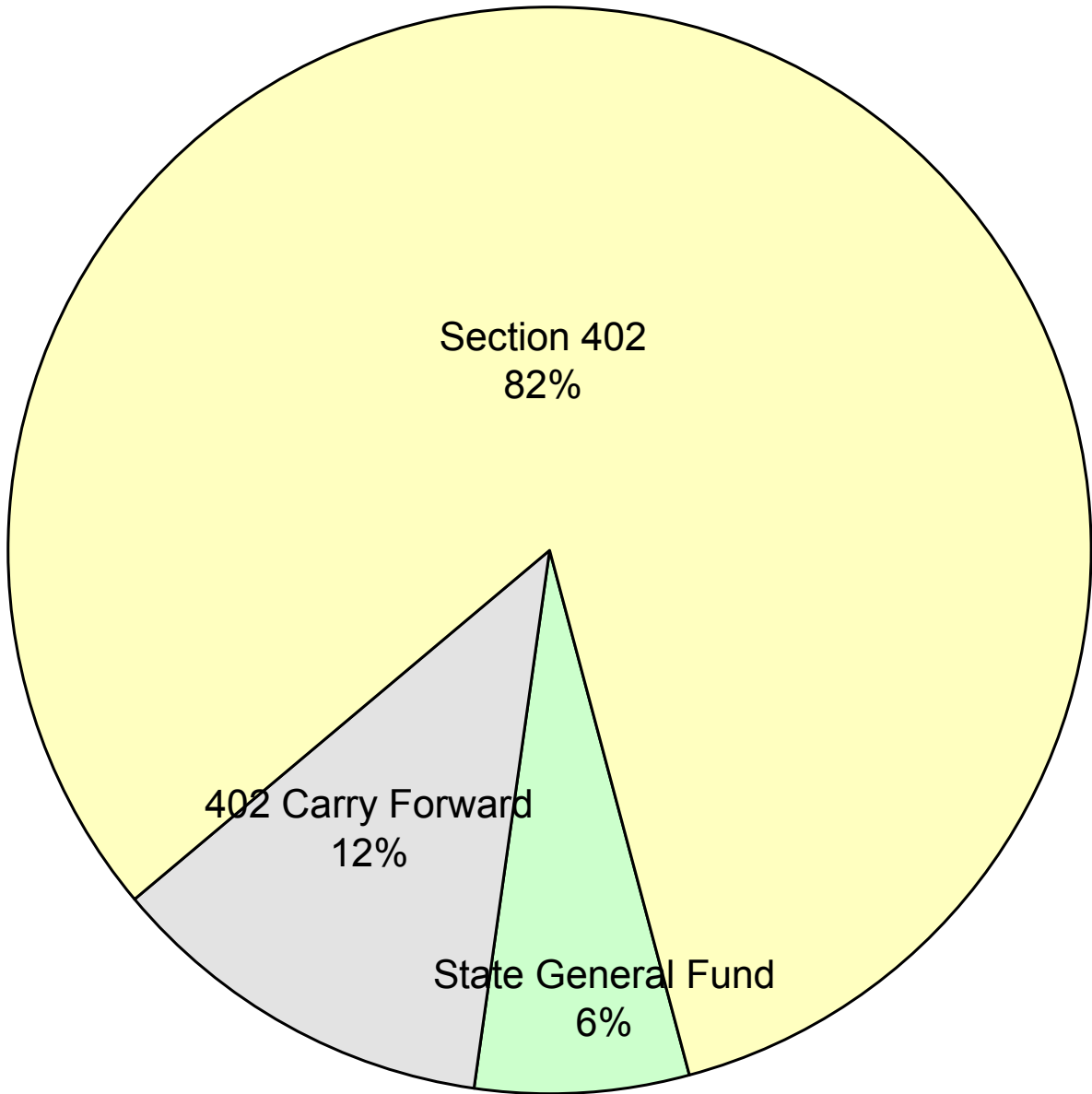
5. BUDGET DEVELOPMENT PROCESS

An estimated Highway Safety Planning budget including projected new and carry-forward funds was developed as staff began drafting their short-term strategies. Staff worked from a principle of zero-base budgeting, determining what resources would be needed to solve problems rather than assuming the previous year's budget. This is especially necessary as federal funding availability has not been fully predictable.

The HSP management team considered the merits of funding requests along with the level of program funding from previous years, funding of other related programs, special funding sources, and long-range goals for the overall program before approving budgets for each program area. Program managers shared responsibility in reviewing strategies to determine which should be fully funded, which partially, and which were not feasible in the current fiscal picture. This process influenced some reappropriation of budget funds to accommodate essential and/or promising projects that warranted support.

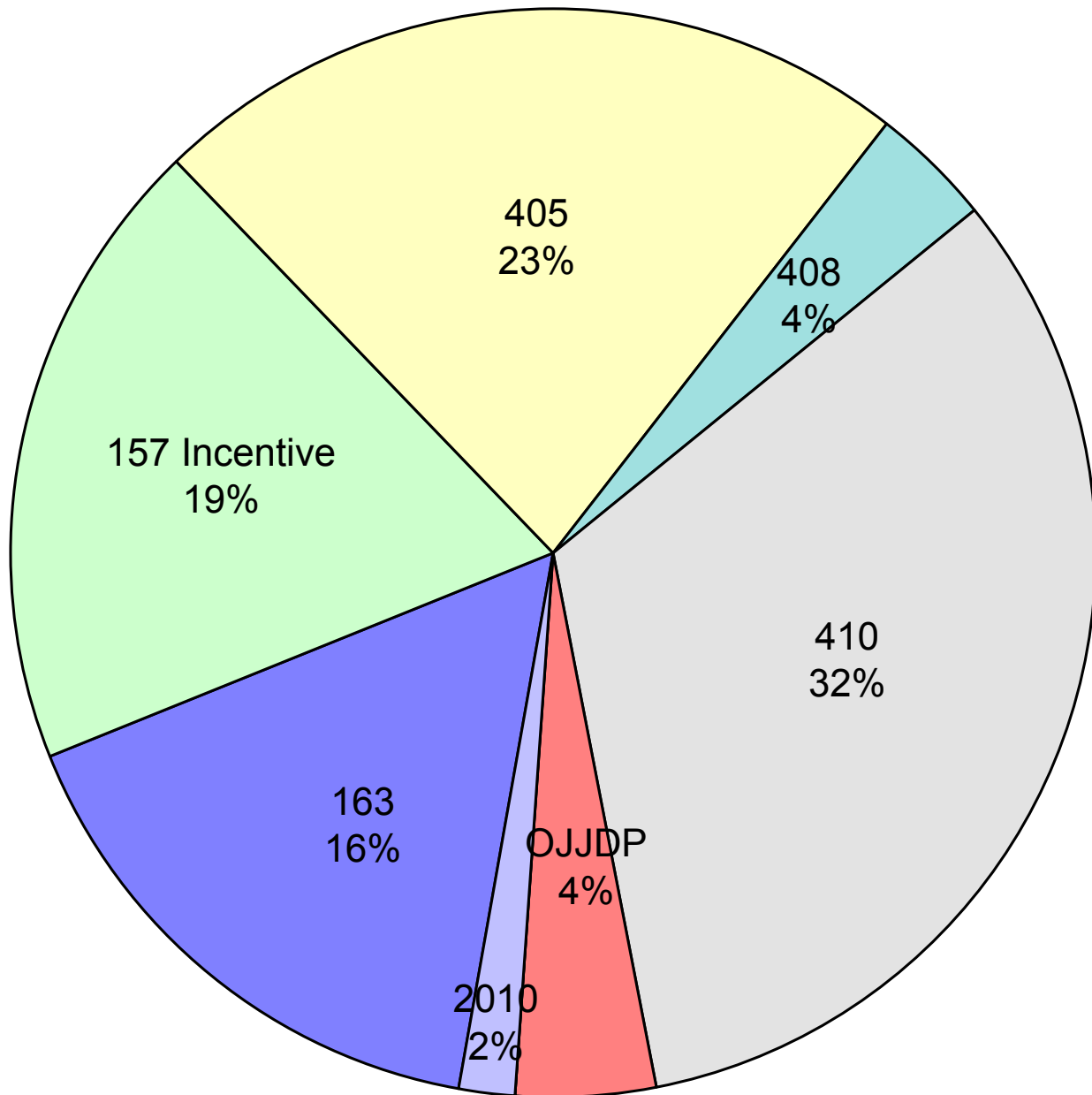
Exhibits 3, 4, 5, and 6, illustrate the projected sources of funding, program level budgets, and the distribution of funding by type.

EXHIBIT 3: Unrestricted Program Funding Sources, FY2007 - \$8,432,000



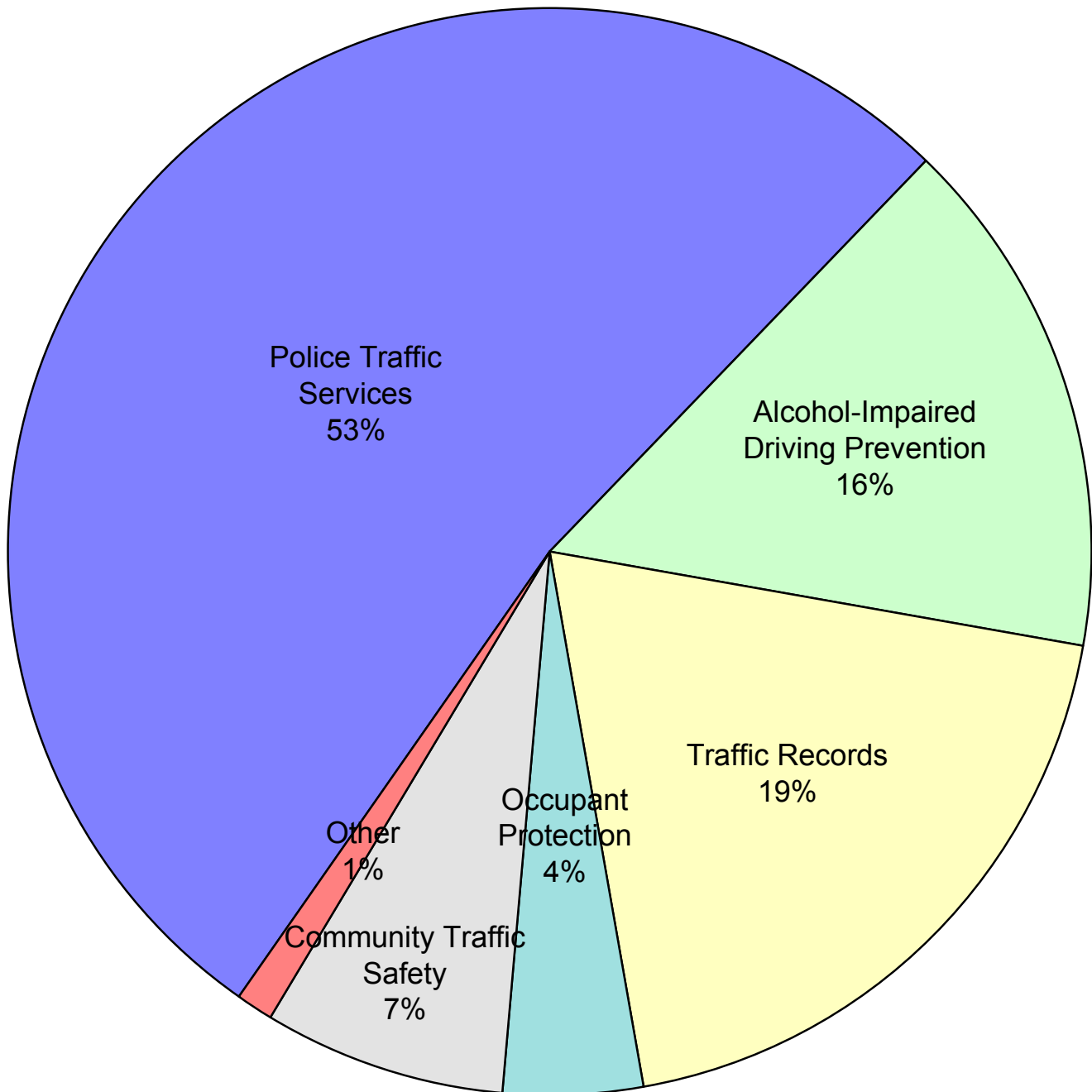
State General Fund	Section 402	402 Carry Forward
\$532,000	\$6,900,000	\$1,000,000

EXHIBIT 4: Restricted Program Funding Sources, FY2007 - \$9,742,000



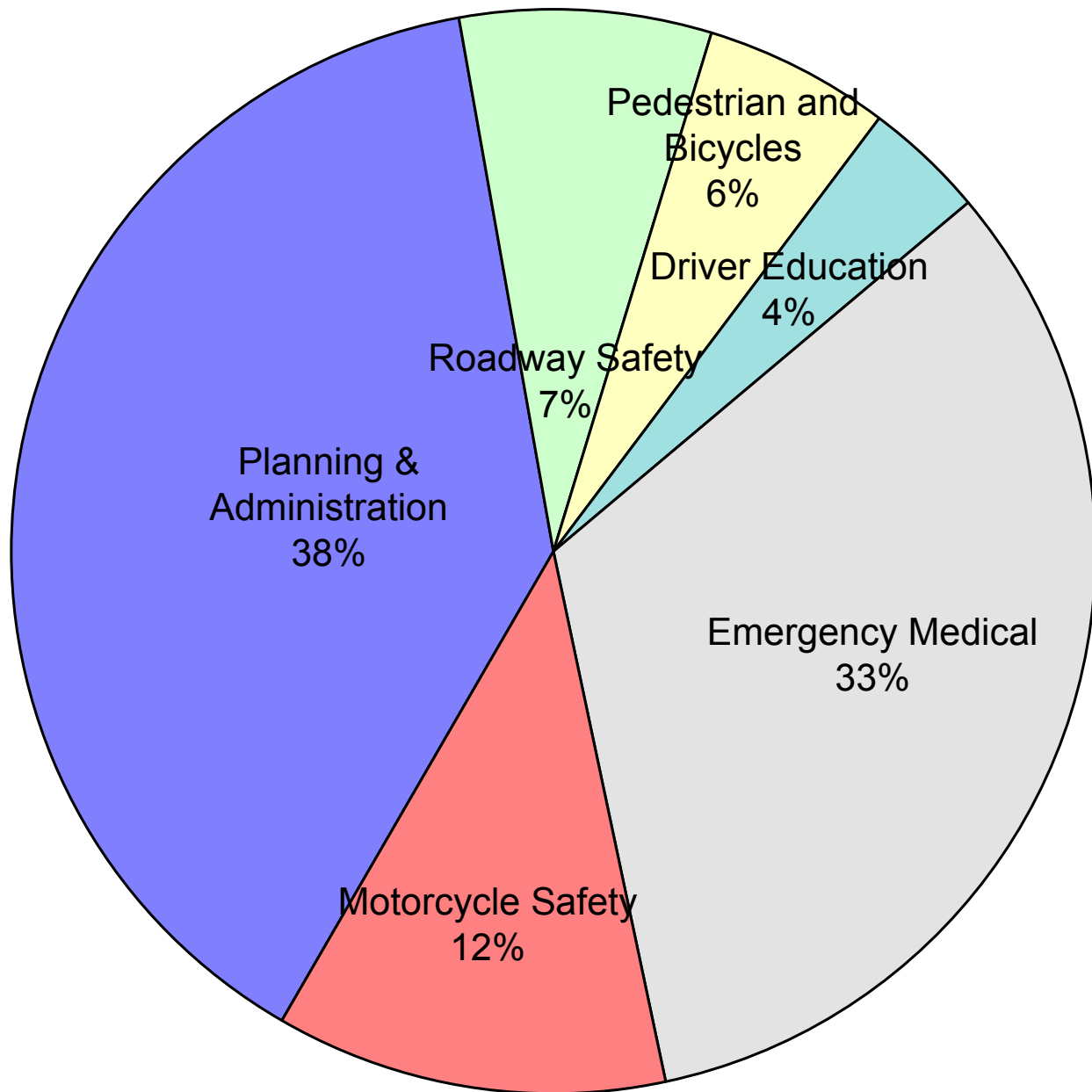
157 Incentive	163	405	405	410	2010	OJJDP
\$1,850,000	\$1,557,000	\$2,212,000	\$350,000	\$3,196,000	\$165,000	\$412,000

EXHIBIT 5: Program Budgets, FY2007 - \$17,292,000



Alcohol-Impaired Driving Prevention	Community Traffic Safety	Occupant Protection	Police Traffic Services	Traffic Records	Other
\$2,506,000	\$1,161,000	\$668,000	\$8,423,000	\$3,108,000	\$1,776,000

EXHIBIT 6: "Other" Program Budgets, FY2007 - \$1,776,000



Driver Education	Emergency Medical	Motorcycle Safety	Pedestrians & Bicycles	Planning & Administration	Roadway Safety
\$66,000	\$583,000	\$205,000	\$99,000	\$691,000	\$132,000

6. PROJECT SELECTION PROCESS

The guiding principle for project selection is to assess each project's potential for impacting the problem and moving Michigan towards the overall statewide traffic safety goals. OHSP program staff consider:

- the most efficient and effective means of implementing program strategies to address specific traffic safety problems;
- the target group(s) involved;
- where and when implementation must take place;
- which partners may be available to implement projects;
- available funding sources.

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

Grant Development Plans

Once strategies and program budgets are final and approved, program staff begin preparing their grant development plans (GDPs). The GDP assists in ensuring sufficient preparations are made before program implementation, and it also serves as documentation for that program area. OHSP develops GDPs as a team effort where programs cross network areas, and they serve as valuable internal planning tools. Each GDP contains:

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

Exhibit 7 is an example of the GDP form.

EXHIBIT 7: FY2006 Grant Development Form

Strategy	due March 24, 2006
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Strategy Name
Problem Statement

HSP Goal/Objective targeted

information sources and partners consulted

How will this strategy be achieved? Why was this strategy selected?
 (please use more detail if new or involves personnel, equipment, or communications campaigns)

Year of funding?		Will the strategy continue next year?	
Expected grantee		Estimated budget	\$

Author	Date
Approval	Date

Grant Development Plan	due April 14, 2006
------------------------	--------------------

Grantee		Total grant amount	\$
Grant due at OHSP	June 30	Final approval needed by	Sept 15
October 1 start-up required?		Multi-agency grant?	
Split-funded from FY2006?		Split-funded into FY2008?	
Continuation plan needed?		If so, does it have one?	
Funds for Savage's in-house grant?		Funds for Readett's in-house grant?	
For the benefit of locals?		PI&E materials being made?	
Strategic Highway Safety Plan action item?			
Contractual costs?		Personnel costs?	
Indirect costs?		If so, indirect rate	
Program income?		If so, how much?	
Any equipment?		If so, matching funds	
Equipment over \$5,000 per item?		If so, matching funds	
Out-of-state travel?		If so, purpose of travel?	

Objectives (Specific, Measurable, Attainable, Relevant, Time-bound) (3 or 4 – less is more)

Activities (Do not repeat objectives, but activities should be directly related to them.)

How will we evaluate this project? (Ask yourself what method will be used. Is the project measurable? If so, how? See page 201-3 of Dummies guide.)

Special forms or due dates

Supporting documentation

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

Author	Date
Approval	Date

7. PERFORMANCE MEASURES

The ability to measure programmatic success is critical to planning and establishing performance goals and strategies. As explained under Section 2, Goal Determination and Analysis, OHSP analyzed the various statewide and program-specific performance measures for their continued feasibility and established new goals as appropriate. Evaluation is an ongoing process throughout the year, supporting trend analysis to determine the long-term effect of programs and activities.

Statewide Performance Measures

- Traffic fatalities and serious injuries, both absolute and as rates
- The percentage of outboard front seat occupants in all vehicle types using safety belts
- The percent of fatal crashes involving alcohol and/or drugs
- Compliance with the 10% restriction on P & A program funding
- Progress and results of traffic safety legislation

Program Specific Performance Measures

- Long-term goals specific to each program area (Section 2), along with any intermediate variables that program staff consider important to reaching them
- Contingent on program goals, various grants from each program are targeted for review by program staff to determine both how the grant is being implemented and if the activity is showing the desired results.
- Grantees are required to submit quarterly progress and financial reports on every grant administered by OHSP.
- Grant monitoring.

Key references and resources:

- Crash data, including Michigan Traffic Crash Facts
- Public requests for OHSP and traffic safety materials
- Review of quarterly progress and financial reports
- Evaluation from the annual Traffic Safety Summit
- Annual Evaluation Report
- Results of state and national research

Occupant Protection – FY2007

Task 1: Child Passenger Safety (CPS)	\$350,000
Section 405 funds	\$350,000

Child Passenger Safety (CPS) Coordination

Grant Development Plan form:	OP #2&3 (p4-10)	
Benefit to Locals:	Yes	
Grantee:	Marquette County Sheriff's Office	
Grant Amount, Funding Source:	\$100,000	405
Grantee:	MI Department of Community Health (MDCH)	
Grant Amount, Funding Source:	\$180,000	405
Grant Start-up:	October 1	

While safety belt use exceeds 90%, child safety seat lags somewhat behind, with more variability. Misuse is also very high, nearly 90%, meaning that less than 10% of children ages 0-3 are properly restrained in the event of a crash. Children ages 4-8 face a similar threat, with booster seat use around 9%.

OHSP will support staff, materials, and operating expenses for coordinating CPS training across the state. The Marquette County Sheriff's Office will coordinate activities in the Upper Peninsula, and MDCH will work in the Lower Peninsula. This project will focus on training CPS technicians and instituting CPS policies.

Hospital Car Seat Program

Grant Development Plan form:	OP #4 (p11-13)	
Benefit to Locals:	Yes	
Grantee:	University of Michigan - C. S. Mott Hospital	
Grant Amount, Funding Source:	\$45,000	405
Grant Start-up:	October 1	

Some parents are not using child safety seats, and most parents are not using them correctly. There is particularly a deficit for special needs children, whose CPS requirements exceed the basic training. There is a gap in service due to a limited number of technicians and classes for parents.

C. S. Mott will implement a model policy of training employees for CPS, holding classes for parents, and implementing a model discharge policy for new parents. This will include training for special needs transportation. Mott will assist in popularizing model CPS programs to other hospitals.

Occupant Protection – FY2007

Buckle Bear

Grant Development Plan form:	OP #5 (p14-16)	
Benefit to Locals:	Yes	
Grantee:	Capital Area Community Services (CACS)	
Grant Amount, Funding Source:	\$25,000	405
Grant Start-up:	October 1	

While safety belt use exceeds 90%, child safety seat lags somewhat behind, with more variability. Misuse is also very high, nearly 90%, meaning that less than 10% of children ages 0-3 are properly restrained in the event of a crash. Children ages 4-8 face a similar threat, with booster seat use around 9%.

Buckle Bear is a classroom-based CPS program for children and parents. Head Start will provide information and seat checks for low-income families in Clinton, Eaton, and Ingham Counties as a model for Head Start programs statewide. This should spur the promulgation of a statewide, coordinated educational effort.

Task 2: Public Information and Education (PI&E)	\$14,000
Section 405 funds	\$14,000

Michigan Model School Health Curriculum

Grant Development Plan form:	OP #6 (p17-19)	
Benefit to Locals:	Yes	
Grantee:	Central Michigan University (CMU)	
Grant Amount, Funding Source:	\$14,000	405
Grant Start-up:	October 1	

Booster seat use amongst school age children lingers below 10%. OHSP has cooperated with the Michigan Model Committee to integrate booster seat, safety belt, and youth alcohol messages into the statewide school health curriculum. In FY2007, the new curriculum will undergo testing prior to statewide distribution.

OHSP will support the final steps of integrating updated booster seat, safety belt, and youth alcohol messages into the statewide school health curriculum. This will include final revisions, preparing supplemental materials and activity sheets, testing the lessons with students and teachers, and finalizing and distributing the curriculum.

Occupant Protection – FY2007

Task 3: Network Outreach	\$50,000
Section 157 Incentive funds	\$50,000

Michigan State University 4-H Safety Belt Program

Grant Development Plan form:	OP #7 (p20-21)	
Benefit to Locals:	Yes	
Grantee:	Michigan State University (MSU)	
Grant Amount, Funding Source:	\$50,000	157 Incentive
Grant Start-up:	October 1	

Two national focus areas for safety belt use have been young drivers and rural drivers. MSU 4-H has been conducting a safety belt program with rural youth in recent years. This program is ripe for export to other communities, if it can be packaged.

MSU 4-H will develop a safety belt program tool kit for rural areas based upon its programmatic experience. MSU 4-H will train its staff with the kit and promote it to other 4-H groups in Michigan, along with tracking activity.

Task 4: Evaluation	\$218,000
Section 402 funds	\$80,000
Section 405 funds	\$138,000

Direct Observation Surveys

Grant Development Plan form:	OP #1 (p1-3)	
Benefit to Locals:	No	
Grantee:	Wayne State University (WSU)	
Grant Amount, Funding Source:	\$138,000	405
Grant Start-up:	October 1	

Safety belt use is one of the few program outcomes that can be directly observed and measured in a timely fashion. Knowing the safety belt use rate provides a basis for program planning, implementation, and evaluation. It is also required for certain federal grant programs.

WSU will conduct direct observation surveys and provide estimates of safety belt use before and after the *May Click It or Ticket* mobilization as well as for the annual survey in late August. Surveys will follow federal guidelines for safety belt observation.

Occupant Protection – FY2007

Child Restraint Device Use and Misuse Survey

Grant Development Plan form:	OP PL#1 (PL p1-3)	
Benefit to Locals:	No	
Grantee:	TBD by competitive proposal	
Grant Amount, Funding Source:	\$80,000	402
Grant Start-up:	December 1	

While less variable than safety belt use, child safety seat use and misuse needs to be observed to measure progress in improving child passenger safety. The last survey was in 2005, and the CPS assessment recommended surveying every year or two. Also, previous surveys noted misuse but did not classify degrees of misuse, so it is unclear whether problems are mild or severe.

The grantee will conduct direction observation surveys of child safety seat use, including interviews to physically check for misuse. A report will include the statewide use rate; the amount, degree, and types of misuse; and selected demographics of parents observed.

Task 5: Crash Records	\$10,000
Section 405 funds	\$10,000

Unknown Restraint Use Reporting

Grant Development Plan form:	OP #8 (p22-24)	
Benefit to Locals:	No	
Grantee:	Michigan Public Health Institute (MPHI)	
Grant Amount, Funding Source:	\$10,000	405
Grant Start-up:	October 1	

Belt use is unknown for approximately thirteen percent of vehicle occupants involved in fatal crashes in Michigan. This is twice the national rate, and Michigan has no process in place with which to follow-up on crash reports missing this information. This weakens Michigan's data foundation for traffic safety planning.

OHSP law enforcement liaisons (LELs) will contact law enforcement agencies for all fatal crashes with unknown safety belt use, in cooperation with the Criminal Justice Information Center. This hands-on assistance will improve reporting in FY2007 and provide a knowledge base for reducing the problem in the future.

Occupant Protection – FY2007

Task 6: Grant Development & Community Outreach	\$26,000
Section 402 funds	\$26,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$26,000	402
Grant Start-up:	October 1	

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

Alcohol-Impaired Driving Prevention – FY2007

Task 1: Alcohol-Impaired Driving Enforcement	\$290,000
Section 402 funds	\$40,000
Section 410 funds	\$250,000

See also Police Traffic Services and enforcement appendix.

Fatal Alcohol Crash Team (FACT) Pilot

Grant Development Plan form:	AL #6 (p17-19)	
Benefit to Locals:	Yes	
Grantee:	Genesee County	
Grant Amount, Funding Source:	\$100,000	410
Grant Start-up:	October 1	

Alcohol-involved fatalities are newsworthy cases that garner more public attention than average. Clear stories with a victim and a villain, they provide visible examples of successfully prosecuting the guilty or of how easily the reckless escape justice. Improper investigation or evidence collection can lead to pleading to lower charges or a failed attempt to convict.

A FACT unites law enforcement with prosecutors to ensure that all the necessary information is collected properly in the event of an alcohol-involved fatality. Having a specialized team facilitates an investigation that will stand up in court and lead to a conviction. This will be the second year of the pilot project.

Mobile Traffic Enforcement Unit (BATmobiles)

Grant Development Plan form:	AL #1 (p1-3)	
Benefit to Locals:	Yes	
Grantee:	County and local police departments	
Grant Amount, Funding Source:	\$40,000	402
Grant Start-up:	October 1	

Two prominent problems faced by drunk driving enforcement are visibility and processing time. Enforcement takes place in scattered locations, late at night when few drivers are on the road. This is exacerbated by a successful arrest's taking an officer off the road for several hours to process the arrest. Reducing the time involved improves the accuracy of the evidentiary alcohol testing process and can put the officer back on the road.

Mobile blood alcohol testing units (BATmobiles) aid multi-jurisdictional traffic enforcement projects by bringing the lab closer to the officer. OHSP has funded BATmobiles in four areas to improve the enforcement of alcohol-impaired driving, along with increasing its visibility both when enforcement takes place and at traffic safety events at which the public can be warned about drunk driving enforcement before the choice to drink and drive.

Alcohol-Impaired Driving Prevention – FY2007

Enforcement Visibility Enhancement Pilot

Grant Development Plan form:	AL #2 (p4-6)	
Benefit to Locals:	Yes	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$100,000	410
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$50,000	410
Grant Start-up:	October 1	

The driving public is consistently less aware of drunk driving enforcement than safety belt enforcement. Safety belt enforcement mostly takes place during daylight hours on major roads in clearly marked locations. Drunk driving enforcement takes place at night in scattered locations where signs would be hard to see even if posted. How can OHSP increase the perception that drunk driving enforcement is taking place and that a particular stop is for drunk driving rather than speeding?

One region of the state will pilot the use of aggressive signage to enhance the visibility of drunk driving enforcement. The first component will involve outdoor media such as billboards, mobile billboards, or portable road signs. These will increase the perception of enforcement amongst the general population around enhanced enforcement periods. The second component will involve electronic bars on patrol cars, allowing messages to be displayed during traffic stops. These will increase the perception of enforcement specifically at the time and place of drunk driving stops.

Alcohol-Impaired Driving Prevention – FY2007

Task 2: Enforcement of Underage Drinking Laws	\$990,000
Section 410 funds	\$790,000
OJJDP funds	\$200,000

Enforcement of Underage Drinking Laws (EUDL)

Grant Development Plan form:	YA #1 (p1-3)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$790,000	410
Grant Amount, Funding Source:	\$100,000	OJJDP
Grant Start-up:	October 1	

Teens who begin drinking before age fifteen are four times as likely to have alcohol dependency as adults. Drivers under age 21 cannot legally drink, but they are the number two age category for drunk driving crashes and are far less likely to be arrested for impairment than older drivers.

Enforcement can reduce underage drinking at several points before drinking and driving occurs. Compliance checks at retailers will reduce the availability of alcohol, as will having a police presence at special events where alcohol is served. The perceived risk of enforcement will be increased through actual enforcement, notably at parties. Grantees across the state will combine dedicated enforcement with earned media.

Law Enforcement Liaisons (LELs)

Grant Development Plan form:	YA #2 (p4-6)	
Benefit to Locals:	Yes	
Grantee:	Michigan Public Health Institute (MPHI)	
Grant Amount, Funding Source:	\$100,000	OJJDP
Grant Start-up:	October 1	

Traffic safety program managers are rarely law enforcement officers. Working extensively with law enforcement, it is helpful to have an immediate source of information with law enforcement experience, and frequently the best way to communicate with officers is via other officers.

LELs provide a bridge between OHSP and law enforcement across the state. They improve program participation and effectiveness, assisting with planning, training, and implementation for youth alcohol enforcement programs. LELs will assist grantees with EUDL activities, both education and enforcement. They will also provide input to OHSP from a law enforcement perspective.

Alcohol-Impaired Driving Prevention – FY2007

Task 3: Enforcement Support	\$180,000
Section 410 funds	\$180,000

Michigan State Police (MSP) Toxicology

Grant Development Plan form:	AL #10 (p28-30)	
Benefit to Locals:	No	
Grantee:	Michigan Department of State Police (MSP), Toxicology Lab	
Grant Amount, Funding Source:	\$0	410
Grant Start-up:	October 1	

The MSP Toxicology Lab experienced a significant backlog in alcohol and drug cases following the .08 BAC and drug *per se* laws in 2003. Delays led to the delay or dismissal of cases, so OHSP provided a grant for equipment and personnel to reduce this backlog.

OHSP and MSP will monitor the case backlog on a quarterly basis to assure that it remains at low or zero levels. OHSP and MSP will also track the use of lab and video equipment purchased under the grant to determine value and savings.

Standardized Field Sobriety Test (SFST) Training

Grant Development Plan form:	AL #5 (p14-16)	
Benefit to Locals:	No	
Grantee:	Michigan Public Health Institute (MPHI)	
Grant Amount, Funding Source:	\$150,000	410
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$30,000	410
Grant Start-up:	October 1	

SFST certification is required for officers to participate in OHSP-funded alcohol enforcement overtime, and it is useful for any officer who will engage in traffic enforcement. This training improves the apprehension and prosecution of impaired drivers, but far from all Michigan police have it.

Funding will support a training coordinator to administer Michigan's SFST training program, including scheduling, facilities, materials, and programmatic and financial oversight. This will cover as many as forty courses. Funding will also provide for course manuals.

Alcohol-Impaired Driving Prevention – FY2007

Task 4: Adjudication	\$511,000
Section 410 funds	\$511,000

Prosecutorial Training

Grant Development Plan form:	AL #3 (p7-9)	
Benefit to Locals:	Yes	
Grantee:	Prosecuting Attorneys Assoc. of MI (PAAM)	
Grant Amount, Funding Source:	\$344,000	410
Grant Start-up:	October 1	

Effective enforcement must be followed by effective prosecution. No one enters the prosecutor's office equipped with the necessary knowledge of statutes, precedents, evidentiary procedures, and such to address the variety of alcohol offenses that occur, not to mention the changes that occur each year. Without the credible threat of prosecution, the threat of arrest means little.

PAAM will have a Traffic Safety Resource Prosecutor to provide training to law enforcement agencies and county prosecutor offices on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics of value to traffic prosecution. Funding will also support some law enforcement grantees' costs to attend needed training.

Prosecuting Attorneys Association of Michigan (PAAM) Training Evaluation

Grant Development Plan form:	AL #8 (p23-24)	
Benefit to Locals:	No	
Grantee:	University of Michigan Transportation Research Institute (UMTRI)	
Grant Amount, Funding Source:	\$85,000	410
Grant Start-up:	October 1	

OHSP believes that the training provided by PAAM's Traffic Safety Resource Prosecutor is effective in improving the prosecution of drunk drivers, but no formal evaluation of the program has been conducted.

UMTRI will evaluate the impact of previous years' prosecutorial training and the program's contribution to improving conviction and crash rates.

Alcohol-Impaired Driving Prevention – FY2007

Adjudication Training

Grant Development Plan form:	AL #4 (p10-13)	
Benefit to Locals:	Yes	
Grantee:	Michigan Judicial Institute (MJJ)	
Grant Amount, Funding Source:	\$64,000	410
Grant Start-up:	October 1	

Effective adjudication of traffic crimes requires knowledgeable judges, magistrates, judicial staff, and other adjudication partners. Court officers need to know what works in sentencing, treatment, probation, and other factors after the arrest.

MJI will provide training and information on drunk driving, traffic issues, and DUI/drug courts, along with conference speakers and materials for these issues for annual conferences of the Michigan Supreme Court, the Michigan Association of Drug Court Professionals, the Michigan Association of District Court Probation Officers, and the Michigan Association of District Court Magistrates.

NHTSA-National Drug Court Institute (NDCI) DWI Court Training

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$10,000	410
Grant Start-up:	October 1	

DUI courts have the capability of reducing recidivism by improving how courts deal with convicted drunk drivers, directing appropriate responses to different offenders.

OHSP will support travel and expenses for Michigan court personnel attending the NHTSA-NDCI DWI Court training.

DUI Court Evaluation

Grant Development Plan form:	AL #7 (p20-22)	
Benefit to Locals:	No	
Grantee:	State Court Administrative Office (SCAO)	
Grant Amount, Funding Source:	\$0	410
Grant Start-up:	October 1	

DUI courts have the capability of reducing recidivism by improving how courts deal with convicted drunk drivers, directing appropriate responses to different offenders. Michigan has had DUI courts for almost a decade but has not had a formal study of the courts' effectiveness.

SCAO will collect and analyze data for an outcome evaluation of Michigan DUI courts. This will include a longitudinal analysis of defendants and an evaluation of the web-based statewide case management system.

Alcohol-Impaired Driving Prevention – FY2007

Court Interactive Video Testimony Pilot

Grant Development Plan form:	AL #12 (p32-33)	
Benefit to Locals:	No	
Grantee:	State Court Administrative Office (SCAO)	
Grant Amount, Funding Source:	\$8,000	410
Grant Start-up:	October 1	

Because the MSP Toxicology Labs perform blood tests for any Michigan police agency that needs it, the demands for court appearances can take toxicologists out of the lab for significant travel and waiting time, thus increasing the blood-work backlog, and cause scheduling issues in courts.

Interactive video testimony would allow toxicologists to participate in trials electronically, without time spent traveling and waiting in court, thus allowing more time for substantive work. OHSP will support data transfer costs so that courts can determine if the technology is effective. SCAO will evaluate the program mid-year and either assume the funding burden or cancel the program.

Task 5: Public Information and Education (PI&E)	\$200,000
Section 410 funds	\$100,000
OJJDP funds	\$100,000

Youth Alcohol Public Information and Education (PI&E)

Grant Development Plan form:	YA #5 (p14-16)	
Benefit to Locals:	Yes	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$100,000	OJJDP
Grant Start-up:	October 1	

Comprehensive PI&E campaigns can be of value independently or in support of other programs. Michigan has never had a single campaign message to reinforce statewide enforcement of underage drinking law efforts, unlike other traffic enforcement campaigns.

OHSP will conduct testing of what messages are effective with teens, where they get information, what influences them, and how OHSP can best reach them with youth alcohol messages. Funding will support the development and production of materials.

Alcohol-Impaired Driving Prevention – FY2007

Public Service Announcement (PSA) Adaptation

Grant Development Plan form:	YA #6 (p17-19)	
Benefit to Locals:	No	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$20,000	410
Grant Start-up:	October 1	

The population most likely to engage in risky behavior is usually the audience least likely to pay attention to public service announcements. Reaching this high-risk population effectively is difficult, requiring a presentation that can catch their attention while still conveying the necessary information and motivation.

OHSP plans to import successful PSAs from other states, notably Tennessee. Efforts will include review of evidence for PSA effectiveness and adaptation of campaign materials for use in Michigan.

Fatal Alcohol Crash Team and DUI Court Documentaries

Benefit to Locals:	No	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$80,000	410
Grant Start-up:	October 1	

Successful programs should be replicated. Spreading the word about programs that work well encourages their adoption in other areas.

OHSP will support the creation of video documentaries detailing the work of the Fatal Alcohol Crash Team in Genesee County and explaining the work of a select number of DUI courts and their success in Michigan. The intended audiences are law enforcement and judicial partners, who may be interested in developing FACTs or DUI courts in their jurisdictions.

Alcohol-Impaired Driving Prevention – FY2007

Task 6: Network Outreach	\$290,000
Section 410 funds	\$235,000
OJJDP funds	\$55,000

Prevention Network (PN)

Grant Development Plan form:	YA #3 (p7-10)	
Benefit to Locals:	Yes (\$50,000)	
Grantee:	Michigan Department of Community Health, Office of Drug Control Policy (MDCH-ODCP)	
Grant Amount, Funding Source:	\$210,000	410
Grant Start-up:	October 1	

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

Prevention seeks to reduce harms by keeping them from coming into existence. If high school and college students do not start drinking, the amount of problem to be solved later will be much smaller. PN works with schools, colleges, universities, community groups, faith-based organizations, and multi-cultural populations in support of programs creating cultures with non-drinking social norms. This includes local technical assistance, networking, and sub-grants for local programs.

Courageous Persuaders

Grant Development Plan form:	YA #4 (p11-13)	
Benefit to Locals:	Yes	
Grantee:	Courage First Foundation	
Grant Amount, Funding Source:	\$55,000	OJJDP
Grant Start-up:	October 1	

Working with teens is in a way like working with law enforcement: peer education works. One of the best ways to communicate with underage youth is to have other youth do it.

Courageous Persuaders is a teen competition to develop PSAs about underage drinking and impaired driving. It reaches two populations: high school students, who develop the ads, and middle school students, who are the target audience and judges. Participation has risen quickly and further expansion is planned for FY2007.

Alcohol-Impaired Driving Prevention – FY2007

Mothers Against Drunk Driving (MADD) Lifesavers Support

Grant Development Plan form:	AL #9 (p25-27)	
Benefit to Locals:	Yes	
Grantee:	Mothers Against Drunk Driving (MADD)	
Grant Amount, Funding Source:	\$25,000	410
Grant Start-up:	October 1	

Motivation is important to maintaining law enforcement efforts on apprehending alcohol-impaired drivers. Holding up successful officers as models also helps to encourage more vigorous enforcement through competition and emulation.

MADD recognizes local law enforcement and criminal justice partners for their efforts in removing and treating drunk drivers in their communities. OHSP will support two of these recognition efforts. First, six individuals receive a Lifesavers Award annually, and OHSP will sponsor their attendance at the national Lifesavers traffic safety conference. Second, MADD will be awarding pins to officers for achieving milestones in arresting drunk drivers, yearly and throughout a career.

Task 7: Crash Records	\$10,000
Section 410 funds	\$10,000

Unknown BAC Reporting in Fatal Crashes

Grant Development Plan form:	AL #11 (p30-31)	
Benefit to Locals:	No	
Grantee:	Michigan Public Health Institute (MPHI)	
Grant Amount, Funding Source:	\$10,000	410
Grant Start-up:	October 1	

Having good data is the first step in solving traffic safety problems. Michigan has a below-average reporting of driver BAC in fatal crashes, which impairs effective problem identification and evaluation.

OHSP law enforcement liaisons (LELs) will contact law enforcement agencies for all fatal crashes with unknown BAC, in cooperation with the Criminal Justice Information Center. This hands-on assistance will improve reporting in FY2007 and provide a knowledge base for reducing the problem in the future.

Alcohol-Impaired Driving Prevention – FY2007

Task 8: Grant Development & Community Outreach	\$35,000
Section 402 funds	\$13,000
OJJDP funds	\$22,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$13,000	402
Grant Amount, Funding Source:	\$22,000	OJJDP
Grant Start-up:	October 1	

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

Police Traffic Services – FY2007

Task 1: Overtime Enforcement	\$4,058,000
Section 157 Incentive funds	\$300,000
Section 402 funds	\$3,407,000
Section 405 funds	\$305,000
Section 410 funds	\$200,000
OJJDP funds	\$35,000

Overtime Traffic Enforcement

Grant Development Plan form:	PTS #1 (p1-9)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$2,600,000	402
Grant Amount, Funding Source:	\$300,000	157 Incentive
Grant Start-up:	October 1	

More than a thousand people die on Michigan roads each year, most of whom would be alive if everyone followed traffic laws. Alcohol-impaired drivers crash more and more severely than sober drivers. Unrestrained vehicle occupants are more likely to be killed in the event of a crash. Drivers running red lights cause dangerous side-impact crashes.

A primary method of increasing compliance with traffic laws is enforcing them. The credible threat of citation or arrest reduces traffic violations, crashes, and deaths. OHSP will fund cooperative, high-visibility overtime enforcement of traffic laws in fifty-five counties, focusing on safety belts, alcohol-impaired driving, and intersections. This will be combined with publicity to increase the public's awareness of increased enforcement. Please see the attached appendix on enforcement for further details.

Safety Belt Enforcement Zone Signs

Grant Development Plan form:	PTS #1b (p9-10)	
Benefit to Locals:	Yes	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$20,000	402
Grant Start-up:	October 1	

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

Since 2003, Michigan has been using "Safety Belt Enforcement Zone" signs around grant-funded safety belt enforcement to alert drivers that police are out and enforcing the law. Continuing success in increasing safety belt use implies the success of this method of enforcement. Funding will support the purchase of signs for new grantees and to replace damaged or stolen signs.

Police Traffic Services – FY2007

State Police Overtime Traffic Enforcement

Grant Development Plan form:	PTS #2 (p11-15)	
Benefit to Locals:	No	
Grantee:	Michigan Department of State Police (MSP)	
Grant Amount, Funding Source:	\$750,000	402
Grant Amount, Funding Source:	\$305,000	405
Grant Amount, Funding Source:	\$200,000	410
Grant Amount, Funding Source:	\$35,000	OJJDP
Grant Start-up:	October 1	

As the only statewide law enforcement agency, MSP participates in almost every enforcement program OHSP conducts. Where jurisdictions overlap, MSP Posts work cooperatively with county and local law enforcement. Activities include overtime enforcement of safety belt, impaired driving, and red-light running laws, the US-2/SABRE project, youth alcohol enforcement, the Fatal Alcohol Crash Team, participation in OHSP and MACP incentive programs, a full time sergeant to manage the grant and liaise with the posts, and crash reconstruction. Please see the enforcement appendix of individual projects for further details.

Operation SABRE

Grant Development Plan form:	PTS #4 (p20-24)	
Benefit to Locals:	Yes	
Grantee:	Local police departments	
Grant Amount, Funding Source:	\$20,000	402
Grantee:	OHSP	
Grant Amount, Funding Source:	\$17,000	402
Grant Start-up:	October 1	

The most significant traffic corridor in Michigan's Upper Peninsula, particularly during the summer tourist season, is US-2. Single car run-off-road crashes are over-represented, and under heavy traffic there are problems with impatient drivers in the two-lane stretches between passing lanes.

Additional saturation patrol enforcement will focus on safety belts, speed, and aggressive driving along the US-2 corridor. Emphasis will be placed on summer traffic. This will be a cooperative enforcement effort with media support.

Police Traffic Services – FY2007

Task 2: Law Enforcement Coordination	\$265,000
Section 402 funds	\$265,000

Law Enforcement Liaisons (LELs)

Grant Development Plan form:	PTS #5 (p25-27)	
Benefit to Locals:	Yes	
Grantee:	Michigan Public Health Institute (MPHI)	
Grant Amount, Funding Source:	\$220,000	402
Grant Start-up:	October 1	

Traffic safety program managers are rarely law enforcement officers. Working extensively with law enforcement, it is helpful to have an immediate source of information with law enforcement experience, and frequently the best way to communicate with officers is via other officers.

LELs provide a bridge between OHSP and law enforcement across the state. They improve program participation and effectiveness, assisting with planning, training, and implementation for traffic safety programs. Six LELs under this grant cover the Lower Peninsula, with separate LELs for the Upper Peninsula and MSP Posts. LELs will assist with all programs involving local and county law enforcement agencies.

Traffic Enforcement Association

Grant Development Plan form:	PTS #7 (p38-40)	
Benefit to Locals:	Yes	
Grantee:	Michigan Public Health Institute (MPHI)	
Grant Amount, Funding Source:	\$45,000	402
Grant Start-up:	October 1	

While traffic enforcement is a priority at most law enforcement agencies, there is no association organizing traffic officers or keeping them abreast of traffic issues. Traffic enforcement lacks institutional support for its place as an essential aspect of police work, without which it garners support solely through dissipated individual efforts.

Work is ongoing to establish a permanent, non-profit Traffic Enforcement Association of Michigan (TEAM). OHSP will assist in the organization's creation, hosting a TEAM website, encouraging early membership, holding a conference, and providing minor recognition awards.

Police Traffic Services – FY2007

Task 3: Recognition and Incentive Programs	\$232,000
Section 402 funds	\$172,000
Section 405 funds	\$35,000
Section 410 funds	\$25,000

Non-Grantee Mobilization/Crackdown Incentives

Grant Development Plan form:	PTS #6a (p28-32)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$95,000	402
Grant Amount, Funding Source:	\$35,000	405
Grant Amount, Funding Source:	\$25,000	410
Grant Start-up:	October 1	

Grantees participate in each mobilization and crackdown, but there are hundreds of Michigan law enforcement agencies that are not grantees. They have no reason to participate in the stepped-up enforcement unless they are already enthusiastic about traffic enforcement, and no one has an incentive to report activity to OHSP.

To create such an incentive, OHSP has held a “Challenge” program to reward agencies for reporting their participation in mobilization campaigns. This program will see some re-design in FY2007, with the same fundamental idea: two random reporting agencies in each LEL region will receive \$2,500 grants for traffic safety equipment, overtime, or training after each reporting period, with larger awards available for agencies reporting in all periods. Funding will also cover FY2006 winners whose grants begin in the new fiscal year.

Challenge Recognition Ceremony

Grant Development Plan form:	PTS #6c (p35-36)	
Benefit to Locals:	Yes	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$35,000	402
Grant Start-up:	October 1	

Following the Labor Day crackdown, the final activity in the law enforcement Challenge is the recognition ceremony, at which participating agencies are recognized and the final grants are awarded. This will be the recognition ceremony from the FY2006 Challenge.

Police Traffic Services – FY2007

Michigan Association of Chiefs of Police (MACP) Awards

Grant Development Plan form:	PTS #6b (p32-34)	
Benefit to Locals:	Yes	
Grantee:	County and local law enforcement	
Grant Amount, Funding Source:	\$42,000	402
Grant Start-up:	October 1	

While mobilization incentives are awarded randomly, a need remains to encourage quality. Police need suitable encouragement to engage in effective and innovative traffic enforcement efforts.

MACP annually provides awards to agencies based on the quality of traffic enforcement programs. Law enforcement is divided into size-based categories and compared based on applications submitted. Efforts are underway to adjust the application to encourage greater participation in a similar national program.

Task 4: Enforcement Visibility	\$2,255,000
Section 405 funds	\$160,000
Section 405 funds – Paid Media	\$1,200,000
Section 410 funds	\$95,000
Section 410 funds – Paid Media	\$800,000

Paid Advertising

Grant Development Plan form:	PTS #9 (p43-44)	
Benefit to Locals:	Yes	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$1,200,000	405 PM
Grant Amount, Funding Source:	\$800,000	410 PM
Grant Start-up:	October 1	

The key to effective traffic enforcement is visibility. It is not enough for enforcement to occur; drivers must also be aware of it. While media events and press releases garner news stories, that audience is limited, particularly amongst the highest-risk drivers.

In compliance with federal regulations, OHSP uses paid advertising to spread the message with each law enforcement mobilization and crackdown. Paid placement of ads allows OHSP to reach specified audiences with measured calibration, usually focusing on the young male demographic.

Police Traffic Services – FY2007

Updated Impaired Driving Materials

Grant Development Plan form:	PTS #11 (p47-48)	
Benefit to Locals:	Yes	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$95,000	410
Grant Start-up:	October 1	

The national campaign theme for alcohol-impaired driving enforcement changed in the second half of FY2006. Crackdown publicity and media materials need to be updated with the new message, which will provide a fresh opportunity to seek media attention for the enforcement campaign.

OHSP will update existing materials and develop new ones for alcohol-impaired driving enforcement campaigns. Materials will include radio and television ads, posters, and brochures.

Mobilization Outreach Campaign

Grant Development Plan form:	PTS #10 (p45-46)	
Benefit to Locals:	Yes	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$160,000	405
Grant Start-up:	October 1	

Message penetration benefits from repetition and variation within bounds. Seeing a message in a news story once has a small impact; seeing it twenty times in a few forms from a variety of sources makes it memorable. OHSP adds paid advertising to earned media for this reason and continues to seek new ways to reach drivers.

An additional component is network outreach. Working with disparate local partners allows OHSP to reach drivers from many and unexpected directions. The pilot of this effort in May 2006 brought the safety belt message to young men where they spend money, with location-relevant posters at a variety of stores. 2007 efforts will extend efforts to reach high-risk drivers in areas beyond traditional advertising.

Police Traffic Services – FY2007

Task 5: Enforcement Planning	\$50,000
Section 402 funds	\$50,000

Speed Data and Site Analysis

Grant Development Plan form:	PTS #3 (p16-19)	
Benefit to Locals:	No	
Grantee:	TBD by competitive proposal	
Grant Amount, Funding Source:	\$50,000	402
Grant Start-up:	December 1	

Excessive speed is involved in many crashes, but it is a problem that includes “higher than the posted limit” and “speed too fast for conditions.” All things being equal, higher speeds are worse for crashes, but enforcing speed limits is politically tendentious due to questions of how speed limits are set.

The ideal location for speed enforcement will have a substantial crash history, political and law enforcement support for speed enforcement, and engineering support that enforcement is the proper countermeasure (as opposed to signage changes). The grantee will identify a series of road segments meeting all of these characteristics, with an analysis of why these locations were selected. This can then be put to practical use in speed enforcement efforts.

Task 6: Evaluation	\$100,000
Section 402 funds	\$100,000

Telephone Surveys

Grant Development Plan form:	PTS #8 (p41-42)	
Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$100,000	402
Grant Start-up:	October 1	

Evaluation is a necessary component for creating and demonstrating effective traffic safety programs. Because crash data may not be available for more than a year after a program’s conclusion, other measures are needed that can immediately be incorporated into ongoing planning and implementation. Also, there are evaluation requirements for the use of federal funds for paid advertising.

OHSP contracts for professional telephone surveys of driver attitudes and beliefs. Surveys typically occur before and after mobilizations and crackdowns, with occasional surveys at other times depending on program and planning needs.

Police Traffic Services – FY2007

Task 7: Grant Development & Community Outreach	\$1,274,000
Section 402 funds	\$1,274,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$1,274,000	402
Grant Start-up:	October 1	

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

Pedestrian and Bicycle Safety – FY2007

Task 1: Bicycle Safety	\$75,000
Section 402 funds	\$75,000

Bicycle Helmets

Grant Development Plan form:	PB #4 (p8-9)	
Benefit to Locals:	Yes	
Grantee:	MI Department of Community Health (MDCH)	
Grant Amount, Funding Source:	\$75,000	402
Grant Start-up:	October 1	

Michigan has twenty to thirty bicyclist fatalities each year. Bicycle helmets are the best protection available in the event of a crash, but they are neither required nor universally used in Michigan.

SAFE KIDS will distribute educational materials, bicycle safety kits, and child and adult bicycle helmets. These will be used for a variety of local events and in cooperation with partners such as law enforcement and public health departments. They will also conduct at least forty community bicycle helmet events.

Task 2: Grant Development & Community Outreach	\$24,000
Section 402 funds	\$24,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$24,000	402
Grant Start-up:	October 1	

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

Traffic Records – FY2007

Task 1: Crash Data	\$2,090,000
Section 157 Incentive funds	\$1,500,000
Section 163 funds	\$400,000
Section 402 funds	\$190,000

Michigan Traffic Crash Facts

Grant Development Plan form:	TR #2 (p4-6)	
Benefit to Locals:	No	
Grantee:	University of Michigan Transportation Research Institute (UMTRI)	
Grant Amount, Funding Source:	\$190,000	402
Grant Start-up:	October 1	

Crash data is the foundation of problem identification and traffic safety. Michigan's official presentation of crash data has been Michigan Traffic Crash Facts, an annual publication that presents the data in a variety of relatively user-friendly charts. Now fully electronic, the award-winning Crash Facts website gives the public more than a decade of detailed Michigan crash information.

In addition to updating Crash Facts with new years' data, UMTRI will prepare a UP-specific edition and implement a data analysis tool to help users answer their questions that go beyond the prepared charts.

UD-10 Image Sanitization

Grant Development Plan form:	TR #7 (p18-19)	
Benefit to Locals:	No	
Grantee:	MI Department of Information Technology	
Grant Amount, Funding Source:	\$400,000	163
Grant Start-up:	October 1	

Michigan's traffic crash records are more accessible and widely available than most systems. This presents a privacy issue, as the original UD-10 crash forms are available, complete with identifying information. Data security is a developing issue for the traffic safety and records community.

A consultant will develop a process for removing personal identifiers from crash forms, both those already in the database and those incoming. The consultant will also assist in communicating with the user community on data security issues and future directions.

Traffic Records – FY2007

Net RMS / Law Enforcement Agency Management System (LEAMS)

Grant Development Plan form:	TR #3 (p7-9)	
Benefit to Locals:	No	
Grantee:	Michigan Department of State Police (MSP), Criminal Justice Information Center (CJIC)	
Grant Amount, Funding Source:	\$1,500,000	157 Incentive
Grant Start-up:	October 1	

When fully implemented, LEAMS will be Michigan's information statewide system for law enforcement. It includes both crash and citation data.

OHSP will support the final development and implementation of the LEAMS crash module.

Task 2: Citation and Arrest Data	\$957,000
Section 163 funds	\$957,000

Judicial Data Warehouse

Grant Development Plan form:	TR #5 (p12-15)	
Benefit to Locals:	No	
Grantee:	State Court Administrative Office (SCAO)	
Grant Amount, Funding Source:	\$157,000	163
Grant Start-up:	October 1	

Michigan's 251 trial courts use 41 different case management systems distributed on 150 different hardware platforms. This creates significant data-sharing issues between courts and between courts and executive agencies. SCAO currently only gets summary data from courts.

The Judicial Data Warehouse will create one repository with standardized information about traffic citations and defendants in criminal cases. FY2007 support will add 68 courts in 17 counties, mostly in the Upper Peninsula.

Driver Record Processing

Grant Development Plan form:	TR #6 (p16-17)	
Benefit to Locals:	No	
Grantee:	Michigan Department of State	
Grant Amount, Funding Source:	\$800,000	163
Grant Start-up:	October 1	

In compliance with the Motor Carrier Safety Improvement Act, Michigan is reducing the time to post a citation to a driver's record (after conviction) to ten days. This will allow systems to incorporate information more quickly.

Steps in completing this project include form changes, programming changes to case management systems, and linkages between front-end data collection and back-end data processing of citation records. This will complete the FY2006 project.

Traffic Records – FY2007

Task 3: Grant Development & Community Outreach	\$61,000
Section 402 funds	\$61,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$61,000	402
Grant Start-up:	October 1	

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

Community Traffic Safety – FY2007

Task 1: Public Information and Education (PI&E)	\$440,000
Section 402 funds	\$440,000

In-House Public Information and Education (PI&E)

Grant Development Plan form:	CTS #16 (p36-37)	
Benefit to Locals:	No	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$100,000	402
Grant Start-up:	October 1	

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

OHSP communications staff will develop media campaigns and materials, educating the public about traffic safety information and programs.

PI&E Materials Storage and Distribution

Grant Development Plan form:	CTS #14 (p32-33)	
Benefit to Locals:	No	
Grantee:	Michigan Department of State Police (MSP), Management Services Division	
Grant Amount, Funding Source:	\$200,000	402
Grant Start-up:	October 1	

OHSP has a wide variety of materials and equipment to support traffic safety programs. Storing and filling thousands of orders exceeds OHSP's staffing capabilities and organizational expertise.

A central distribution center will store OHSP traffic safety materials and fill orders for them.

Intersection Enforcement Education Campaign

Grant Development Plan form:	CTS #7 (p18-19)	
Benefit to Locals:	Yes	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$75,000	402
Grant Start-up:	October 1	

Intersection crashes have been identified as one of the top causes of traffic fatalities in Michigan. An enforcement pilot project is ongoing to reduce crashes, but no media component exists to support this project. STEP's evaluation suggests that heightened enforcement is far less effective without media support.

OHSP will develop a local communications kit for agencies participating in grant-funded intersection enforcement, which could also be made available to interested non-grantees. This would include sample news releases, public service announcements, and print materials to increase the visibility of program activities.

Community Traffic Safety – FY2007

New Law Information Campaigns

Grant Development Plan form:	CTS #5&6 (p14-17)	
Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$0	
Grant Start-up:	October 1	

Legislation has been proposed on several traffic safety issues, including changing requirements for booster seats and imposing higher penalties in high-BAC convictions. When laws change, the public is often unaware of new requirements, leaving them at risk of citation or arrest and others at risk from their behavior.

If a change is signed into law, OHSP will develop a campaign to reach drivers. Likely efforts would include a mnemonic theme and/or logo, public service announcements, posters, and print informational materials. Specific activities and funding will depend on the specific legislation passed.

Exhibiting

Grant Development Plan form:	CTS #15 (p34-35)	
Benefit to Locals:	No	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$15,000	402
Grant Start-up:	October 1	

Some critical partners or potential partners are aware of OHSP peripherally if at all. It is important for OHSP to be visible to groups and organizations with similar interests in reaching its programmatic goals.

OHSP will exhibit at statewide conference to showcase OHSP programs and materials, forge relationships with new organizations, and network with existing partners.

Community Traffic Safety – FY2007

Partnership Activities

Grant Development Plan form:	CTS #13 (p29-31)	
Benefit to Locals:	No	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$50,000	402
Grant Start-up:	October 1	

OHSP needs to reach a large and diverse population across Michigan, one that is saturated with advertising and resistant to being told what to do. Reaching drivers through unexpected venues or in association with trusted names can strongly facilitate the reception of traffic safety messages.

OHSP has established partnerships with a variety of organizations such as NASCAR, the Michigan State Fair, and Techniques for Effective Alcohol Management (TEAM, a professional sports association). OHSP will conduct traffic safety activities at partners' events and seek out new and innovative directions from which to evangelize the traffic safety message.

Task 2: Safe Communities	\$260,000
Section 402 funds	\$260,000

Safe Communities Coalitions

Grant Development Plan form:	CTS-SC #2 (p23-24)	
Benefit to Locals:	Yes	
Grantee:	Local coalitions	
Grant Amount, Funding Source:	\$50,000	402
Grant Start-up:	October 1	

Communities face traffic safety problems that are important to statewide goals but which may not individually constitute statewide focus areas. Community coalitions identify their specific problems along with the relevant countermeasures, but they often have difficulty initially establishing local traffic safety programs.

Safe Communities coalitions involve localities in their traffic safety problems, uniting local competency and application with statewide resources and expertise. Local grants allow coalitions to establish lasting programs to address traffic safety issues and bring groups together to make traffic injury prevention a community priority.

Community Traffic Safety – FY2007

Urban Traffic Safety Demonstration Project

Grant Development Plan form:	CTS-SC #1 (p20-22)	
Benefit to Locals:	Yes	
Grantee:	TBD	
Grant Amount, Funding Source:	\$200,000	402
Grant Start-up:	October 1	

Detroit represents a diverse community (or collection of communities) in Michigan, as the state's largest city. Its demographics, commuter population, and many other factors differ from other communities. The City of Detroit itself has almost ten percent of the state's traffic fatalities.

The new Project coordinator for Detroit will work with the existing safe community coalitions to continue making traffic safety a priority, as well as seeking new areas for addressing Detroit's traffic safety problems. This project will include Detroit-specific problem identification, extensive community outreach, and ongoing assessment to evaluate whether new approaches to traffic safety in Detroit are proving effective.

Safe Communities Conference

Grant Development Plan form:	CTS-SC #3 (p25-26)	
Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$10,000	402
Grant Start-up:	October 1	

Community-based initiatives need broad support in terms of information and networking. Contact with other communities and information on best practices can inform and inspire local activities, improve effectiveness, and create more sustainable programs.

OHSP will develop and deliver a conference for Safe Communities coalitions. It will provide training on traffic safety, program administration, coalition-building, and networking. It will also provide an opportunity for ideas to cross-germinate as members interact with other Safe Communities.

Community Traffic Safety – FY2007

Task 3: Corporate Outreach	\$130,000
Section 402 funds	\$130,000

Network of Employers for Traffic Safety (NETS)

Grant Development Plan form:	CTS #1 (p1-3)	
Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$30,000	402
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$90,000	402
Grant Start-up:	October 1	

Transportation is one of the most dangerous employment sectors, and traffic crashes are a leading cause of injury and loss to employers in all sectors. OHSP, in cooperation with NETS National, strives to reach employers and employees, both to reduce on-the-job injuries and as a way to affect driving habits off-the-job.

Michigan NETS has approximately seven hundred members and is looking to expand for FY2007. Activities will include providing frequent updates to employers on traffic safety issues that could affect them, promoting workplace participation in OHSP programs, developing NETS print materials and exhibition displays, promoting NETS to potential members, and encouraging all employers to participate in Drive Safely Work Week, for which a campaign will be developed.

Corporate Training

Grant Development Plan form:	CTS #2 (p4-6)	
Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$10,000	402
Grant Start-up:	October 1	

All employers want to reduce their costs, but far from all realize how much traffic crashes contribute to their losses or how to reduce those losses.

Michigan NETS will offer training on traffic safety for businesses and organizations on a topic to be determined. Special efforts will be made to reach employers in the Upper Peninsula.

Community Traffic Safety – FY2007

University Outreach

Grant Development Plan form:	CTS #4 (p9-11)	
Benefit to Locals:	No	
Grantee:	TBD	
Grant Amount, Funding Source:	\$0	402
Grant Start-up:	October 1	

Because college-age drivers, particularly men, are disproportionately represented in crash data, reaching this group is key to reducing crashes, both immediately and in forming life-long driving habits.

OHSP will work with Prevention Network to establish relationships with and promote traffic safety at Michigan colleges and universities. Wayne State University has developed a replicable model with the Drive Safely to Wayne Week, which OHSP will promote. OHSP will also continue to work with Kettering University's Crash Safety Advisory Board.

Task 4: Child Passenger Safety	\$50,000
Section 402 funds	\$50,000

Child Safety Seat Problem Identification

Grant Development Plan form:	CPS #5 (p12-13)	
Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$45,000	402
Grant Start-up:	October 1	

The two dominant problems with child passenger safety are non-use and misuse of child restraints. Previous surveys have established a great deal about how misuse occurs but only preliminary information suggesting why parents might not use child safety seats at all.

Problem identification is the first step towards developing a solution. OHSP will identify those groups with the lowest observed rates of child safety seat use, develop a moderator's guide for interviewing these parents, and conduct urban and rural focus groups to gather information on why child safety seats are not being used.

Community Traffic Safety – FY2007

School Bus Emergency Evacuation Training

Grant Development Plan form:	CTS #12 (p27-28)	
Benefit to Locals:	No	
Grantee:	TBD	
Grant Amount, Funding Source:	\$5,000	402
Grant Start-up:	October 1	

Michigan does not have a standardized program for school transportation agencies and first responders that addresses the emergency evacuation of special needs students from school buses. Without special attention, special needs students may present a risk to themselves and others in the event of an emergency evacuation.

In cooperation with the Michigan Association for Pupil Transportation, a workgroup will develop a web-based training program that addresses the emergency evacuation of special needs students from school buses. This will be available to Michigan's approximately 2,500 school transportation and first responder agencies.

Task 5: Grant Development & Community Outreach	\$281,000
Section 402 funds	\$281,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$281,000	402
Grant Start-up:	October 1	

Funding will provide for the shared costs of the Grant Development and Community Outreach team required to implement and manage OHSP programs. Expenditures incurred carrying out program activities often cross program area boundaries, making it difficult to allocate those costs to individual program areas. As a result, total funding for this grant is allocated across program areas based upon each program's share of the total programmed amount. Each program area includes a task entitled "Grant Development & Community Outreach" indicating the amount that has been allocated to this grant. The detailed budget for the FY2007 grant follows:

FY2007 Network Operations – Budget

- Salaries (934,298)
- E-Grants (30,000)
- Supplies (14,000)
- Vehicle Operations (16,000)
- Team Travel – Out State (20,000)
- Staff Training (8,000)
- Membership Dues (2,000)
- Office Equipment (15,000)
- Support of Traffic Safety Summit (40,000)
- OJJDP Conference and Administration (2,600)
- Traffic Safety Committee Meeting Support (15,000)
- Fringes (471,089)
- Postage (4,000)
- Office Equipment Leasing (5,000)
- Non-OHSP Travel (8,000)
- Team Travel – In State (11,000)
- Orientation Meeting Costs (6,000)
- Technology Assessment (20,000)
- Indirect Costs (139,134)
- Security Guard-Collins Rd (3,000)

Roadway Safety – FY2007

Task 1: Local Safety Analysis	\$100,000
Section 402 funds	\$100,000

Metropolitan Planning Organization (MPO) Safety Analysis

Grant Development Plan form:	RS #1 (p1-3)	
Benefit to Locals:	Yes	
Grantee:	Wayne State University (WSU)	
Grant Amount, Funding Source:	\$100,000	402
Grant Start-up:	October 1	

Local transportation agencies frequently lack the resources or expertise to conduct detailed analyses of safety needs and high-crash locations. Such identification is a locality's first step in mitigating crash problems, and it allows countermeasures to directly address communities' worst problems and "low-hanging fruit."

WSU will work with MPOs by request to perform analyses of traffic crashes. This will include the identification of high-crash locations, detailed site analysis, development of countermeasures and implementation plans, and evaluation of mitigation strategies' effectiveness.

Task 2: Grant Development & Community Outreach	\$32,000
Section 402 funds	\$32,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$32,000	402
Grant Start-up:	October 1	

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

Driver Education – FY2007

Task 1: Senior Mobility	\$50,000
Section 402 funds	\$50,000

Senior Mobility

Grant Development Plan form:	DE #1 (p1-3)	
Benefit to Locals:	Yes	
Grantee:	TBD	
Grant Amount, Funding Source:	\$50,000	402
Grant Start-up:	October 1	

Older drivers are a steadily growing segment of the population, one that is disproportionately likely to be injured in the event of a crash. Maintaining mobility for older citizens will involve developing alternative modes of transportation, converting more older drivers to older passengers when it is no longer safe for them to drive.

Specific activities are under consideration pending an analysis of available options for senior mobility projects.

Task 2: Grant Development & Community Outreach	\$16,000
Section 402 funds	\$16,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$16,000	402
Grant Start-up:	October 1	

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

Motorcycle Safety – FY2007

Task 1: Public Information and Education (PI&E)	\$30,000
Section 402 funds	\$30,000

Motorcycle Public Information and Education (PI&E) Materials

Grant Development Plan form:	MC #3 (p5-6)	
Benefit to Locals:	Yes	
Grantee:	OHSP (PI&E)	
Grant Amount, Funding Source:	\$30,000	402
Grant Start-up:	October 1	

Motorcycle ridership and fatalities are rising in Michigan and nationwide. Motorcycle fatalities arise from both motorcyclist error and from other drivers' inattention to motorcyclists. All classes of drivers face informational gaps with respect to motorcycles.

OHSP will develop and distribute motorcycle safety materials for the education of motorcyclists and other drivers.

Task 2: Training	\$165,000
Section 2010 funds	\$165,000

Rider Coach Professional Development

Grant Development Plan form:	MC#2 (p3-4)	
Benefit to Locals:	No	
Grantee:	TBD	
Grant Amount, Funding Source:	\$10,000	2010
Grant Start-up:	October 1	

Training significantly reduces new motorcyclists' crashes in the first months of riding, but motorcyclists must be trained effectively. Michigan's Rider Coaches for safety courses have not had significant professional development since the early 1990s, and limited funding prevents its provision under the Motorcycle Rider and Education program.

The Department of State will request competitive proposals for developing training modules consistent with the Motorcycle Safety Foundation's training principles and coursework. This will be a classroom course, presented to Rider Coaches across Michigan during the year.

Motorcycle Safety – FY2007

Motorcycle Training Equipment

Grant Development Plan form:	MC #5 (PL p1-2)	
Benefit to Locals:	No	
Grantee:	Michigan Department of State	
Grant Amount, Funding Source:	\$75,000	2010
Grant Start-up:	October 1	

Training provides motorcyclists with the skills necessary to become safe riders and reduces crashes within the most-dangerous first six months of ridership. Equipment for training courses sees considerable wear and tear, and many motorcycles in use for training are at or beyond their expected useful lifespan. New equipment will allow for more and safer training.

The Department of State will purchase motorcycles under an existing contract to update the training fleet, to replace damaged equipment, and to increase the number of motorcycles available for training.

Evaluation of Motorcyclist Licensing and Training

Grant Development Plan form:	MC #4 (p7-8)	
Benefit to Locals:	No	
Grantee:	TBD by competitive proposal	
Grant Amount, Funding Source:	\$80,000	2010
Grant Start-up:	December 1	

Nearly half of motorcyclists killed do not have a motorcycle endorsement. Development of countermeasures requires knowing the extent of the problem and the reasons why motorcyclists are not seeking training or license endorsement.

An evaluation will be conducted of Michigan's motorcycle rider training and endorsement process. Evaluators will identify the reasons why riders are not seeking or receiving endorsements and what remedies are available to correct this problem.

Partnership with Department of State

Grant Development Plan form:	MC #1 (p1-2)	
Benefit to Locals:	No	
Grantee:	Department of State	
Grant Amount	\$0	
Grant Start-up:	October 1	

Motorcycle ridership and fatalities are rising in Michigan and nationwide. Michigan's Motorcycle Rider and Education program is housed in the Department of State, necessitating cooperation between the state highway safety office and the Department of State.

With constant communication and collaboration with the Department of State, OHSP will work to implement recommendations from the motorcycle assessment on a timely and efficient basis.

Motorcycle Safety – FY2007

Task 3: Grant Development & Community Outreach	\$10,000
Section 402 funds	\$10,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$10,000	402
Grant Start-up:	October 1	

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

Emergency Medical Services – FY2007

Task 1: Assessment	\$25,000
Section 402 funds	\$25,000

Emergency Medical Services (EMS) Assessment

Grant Development Plan form:	EMS #2 (p4-6)	
Benefit to Locals:	No	
Grantee:	MI Dept. of Community Health (MDCH)	
Grant Amount, Funding Source:	\$25,000	402
Grant Start-up:	October 1	

EMS is the fourth E of traffic safety, but no statewide assessment of EMS has been conducted in Michigan in over a decade. Understanding the current state of the system is the first step towards fully integrating it into traffic safety programs as a full partner in reducing traffic injuries and fatalities.

In cooperation with NHTSA and the Michigan Department of Community Health, OHSP will host a statewide assessment of emergency medical services in Michigan, including examinations of facilities, policies, equipment, data systems, and training. This will follow NHTSA's standard operating procedures for statewide assessments.

Task 2: Medical Records	\$550,000
Section 163 funds	\$200,000
Section 408 funds	\$350,000

Emergency Medical Services (EMS) Database

Grant Development Plan form:	EMS #1 (p1-3)	
Benefit to Locals:	No	
Grantee:	MI Department of Community Health (MDCH)	
Grant Amount, Funding Source:	\$200,000	163
Grant Amount, Funding Source:	\$350,000	408
Grant Start-up:	October 1	

Good data is necessary for good programs. Michigan lacks a statewide database for EMS and trauma facility data. When data is available across the state, it may be inconsistent or unable to be linked to other data sources.

MDCH will contract with a vendor for web-ready, HIPPA-compliant EMS and trauma database to capture data from all agencies statewide. This will include distribution, training, and implementation of the database system.

Emergency Medical Services – FY2007

Task 3: Grant Development & Community Outreach	\$8,000
Section 402 funds	\$8,000

Grant Development & Community Outreach

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$8,000	402
Grant Start-up:	October 1	

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

Planning and Administration – FY2007

Task 1: Planning and Administration	\$691,000
Section 402 funds	\$691,000

Planning and Administration

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$691,000	402
Grant Start-up:	October 1	

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

FY07

Traffic, Law Enforcement, and Recognition Programs



July 2006

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BACKGROUND

Continued efforts to increase safety belt use and reduce the incidence of alcohol-involved fatal crashes have proven successful. Safety belt use is at record levels and the number of people killed in alcohol-involved crashes has declined in a slow but steady fashion. Despite positive progress, a continued emphasis on safety belt use and drunk driving remains the most promising means to reduce traffic deaths and injuries.

The backbone of safety belt and drunk driving programs is high visibility enforcement. Numerous studies have shown that educational messages alone do little to change driver behavior. But these messages, when coupled with periodic, high visibility enforcement, bring about meaningful and lasting behavior modifications. The National Highway Traffic Safety Administration has developed a detailed model for conducting high visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP has adopted this model as the basis for its enforcement campaign strategy and incorporates all aspects of the model into each statewide safety belt or drunk driving mobilization.

GOALS

- Maintain a high safety belt use rate
- Reduce the proportion of had-been-drinking (HBD) fatal and serious injury (KA) crashes
- To reduce KA crashes at intersections

SAFETY BELT AND DRUNK DRIVING “MODEL” MOBILIZATIONS

Given the proven success of the NHTSA enforcement model, OHSP will provide significant funding to support two major statewide traffic enforcement mobilizations that will take place on a national basis, a *May Click It or Ticket* safety belt mobilization, and an August drunk driving crackdown. A new campaign theme, “Drunk Driving. Over the Limit. Under Arrest.” will replace *You Drink & Drive. You Lose* in 2007. Each of these mobilizations will be supported by earned and paid media efforts, significant enforcement resources, and an evaluation component.

Grant-Funded Enforcement

Crash data, population, media reach, and seasonal travel patterns are the basis for determining areas eligible for grant funding to conduct overtime traffic enforcement. In recent years, OHSP has looked beyond population and expanded grant-funded enforcement into popular tourist and travel areas, particularly in northern Michigan and the Upper Peninsula.

What this means in FY 07:

- law enforcement agencies in 55 of the state’s 83 counties will receive grant funds for traffic enforcement;
- the 55 counties cover nearly 95 percent of the state’s population;
- More than 200 law enforcement agencies, including local police departments, sheriff offices, and Michigan State Police, will share in the funding.

OHSP refers to these grant-funded law enforcement agencies as the Drive Michigan Safely Task Force (DMSTF). During the statewide *Click It or Ticket* mobilization, grant funding will be used to conduct Safety Belt Enforcement Zones. Enforcement Zones primarily occur in high-traffic, high-crash areas. Highly visible signs mark the entry into an enforcement zone where a law enforcement officer serves as a spotter to identify unbelted drivers, conveying that information to several marked patrol cars that stop drivers and issue citations. This enforcement strategy has dramatically increased the public's awareness of increased enforcement activity. Without marked zones, motorists were left to wonder why a vehicle was stopped, often thinking it was for a speeding violation.

Overtime alcohol enforcement occurs primarily during late-night hours as officers work "saturation patrols." A saturation patrol is defined as a 4-consecutive hour overtime shift by one patrol car. Saturation patrols are concentrated enforcement patrols in selected high-crash areas, combined with strong public information messages. All drivers observed to commit a moving violation are stopped and screened for possible alcohol violations.

Voluntary Participation

All law enforcement agencies are encouraged to take part in and support the statewide traffic enforcement mobilizations, even if they are not eligible to receive grant funds. Over the past several years, more than 500 law enforcement agencies have joined the enforcement effort, agreeing to make safety belt or drunk driving enforcement a priority. Through a special mailing, OHSP will recontact these agencies, update contact information, and provide background and statistical reporting forms for the upcoming mobilizations.

Law Enforcement Liaisons (LELs)

To coordinate mobilization activities, develop and maintain key law enforcement contacts, OHSP employs eight law enforcement liaisons who are current or retired officers. Each LEL is assigned a region; one person coordinates all Michigan State Police activities. (An LEL regional map is at the end of this report.)

LELs help plan enforcement, coordinate with other agencies, and publicize enforcement. The group also solicits mobilization participation, distributes traffic safety materials and equipment, and helps locate or provide traffic safety training. LELs are a critical component to the overall enforcement plan.

Earned Media

Each mobilization will be supported by a five-week earned media strategy, as outlined in the NHTSA enforcement model. This process includes an early announcement of upcoming enforcement, letters to the editor, an announcement of paid advertising, news conferences to announce the start of enforcement, enforcement reminder news releases, and an enforcement results release.

Paid Advertising

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

have higher levels of education. This means traditional news stories miss a critical audience: young people, especially young men.

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

Funding will support paid advertising for the May and August 2007 traffic enforcement mobilizations. In both cases, paid advertising will start a week before enforcement and continue through the first week of enforcement activity.

A final report prepared by the advertising agency for OHSP will document the number of airings for television, cable, and radio ads, the size of the audience reach, and the number of free airings or other in-kind donations.

In addition to this information, it is incumbent the state also provide a greater level of evaluation to assess the effectiveness of its paid advertising campaign. OHSP will employ the use of telephone surveys before and after the mobilizations to measure and assess the impact of its paid advertising. These surveys will help determine the visibility of enforcement, awareness of the message, and changes in driver behavior.

Mobilization Evaluation

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

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

RED-LIGHT RUNNING ENFORCEMENT

In Michigan, nearly a quarter of all crashes and traffic deaths occur at intersections. In 2002, the Governor's Traffic Safety Advisory Commission identified Intersection Safety as one of its three main issues to address which led to the creation of the Intersection Safety Action Team and Plan. Enforcement was identified as a key strategy in addressing intersection safety issues.

In 2005, OHSP supported an intersection enforcement pilot program in six areas that focused on red-light running, using a box that contains light-emitting diodes to facilitate red-light running enforcement. A "rat box" is attached to the back side of a traffic signal to facilitate red-light running enforcement by allowing officers to observe violators from the safety of the opposite side of the signal. High crash locations were identified and two agencies agreed to test 'rat box' technology. Some agencies also used 'spotter' and 'chase car' methods.

More than 3,100 citations were issued. Seat belt and red-light running violations accounted for 70% of those citations. The impact from these pilots was an 8.5% decline in intersection crashes overall.

Conducting red-light running enforcement will be an option for all grantees in the fifty-five task force counties. Overtime enforcement of traffic violations occurring at intersections will be conducted beginning in the summer of 2007 and a statewide media campaign will be unveiled in July 2007.

A cost-benefit evaluation will focus on crash reductions and whether the technology enhanced overall enforcement activity. A before and after crash study of each intersection will be completed to determine if the enforcement had a positive effect.

LAW ENFORCEMENT CHALLENGE

To encourage widespread law enforcement participation in mobilizations, OHSP has developed a Law Enforcement Challenge. Agencies are asked to make safety belt or drunk driving enforcement a focus during the enforcement period and to provide enforcement statistics to OHSP. In FY 06, 88 percent of the state’s law enforcement agencies signed on as Challenge participants. With hundreds of agencies taking part, OHSP was able to report significant activity for each mobilization.

	Reporting Agencies	Vehicles Stopped	Child Restraint Citations	Safety Belt Citations	Drunk Driving Arrests	Other Alcohol Arrests	Suspended License	Speeding	Other Traffic Citations	Other Misdemeanors	Other Felonies	Total Citations and Arrests
December YD&DYL	335	36,517	138	1,307	1,180	701	1,389	8,631	9,998	3,220	663	27,227
May CIOT	376	73,365	867	26,746	1,065	1,063	1,831	15,336	17,992	3,863	641	69,404
August YD&DYL	289	65,782	174	3,485	1,935	1,508	2,285	19,334	15,834	5,004	1,165	50,724
Totals		175,664	1,179	31,538	4,180	3,272	5,505	43,301	43,824	12,087	2,469	147,355

The FY07 mobilizations are:

- Memorial Day (safety belts)
- Labor Day (impaired driving)

Agencies that submit their enforcement information in the required time period are eligible for a random drawing at the conclusion of each mobilization. Sixteen agencies are awarded a grant to purchase equipment and/or schedule overtime traffic enforcement. Two grants are awarded in each of eight regions, with MSP being its own region.

Agencies that have participated in both mobilizations will be eligible for a regional and grand prize. In each region, one winner will be selected randomly and will receive a larger grant for equipment and/or overtime traffic enforcement. One of the eight regional winners will be randomly selected as a grand-prize winner.

In lieu of the regional grant, the grand-prize winner receives a larger grant to purchase a fully-equipped police vehicle or other traffic safety equipment, schedule overtime enforcement or a combination of these options.

A recognition ceremony takes place annually in October where regional and grand prizes will be awarded.

SUSTAINED ENFORCEMENT

While there is vastly more attention on enforcement during mobilizations, overtime patrols will be looking for drunk drivers and safety belt violators in all 55 counties, primarily during the summer months when most traffic crashes happen. Enforcement of all moving traffic violations takes place in conjunction with these efforts.

The addition of this expanded enforcement strategy is believed to have played a key role in increasing statewide safety belt usage to 94 percent and can have a positive impact on reducing the proportion of had-been-drinking fatal and serious injury crashes.

YOUTH ALCOHOL ENFORCEMENT

In 2005, Michigan drivers age 20 or younger were 42% more likely to be involved in a HBD crash than older drivers (MTCF 2005) and drivers age 20 or younger were 85% less likely to be arrested for alcohol-impaired driving than older drivers (Drunk Driving Audit 2005). High visibility enforcement has a strong deterrent effect on teenagers by giving the perception of an increased risk of being caught drinking and well as drinking and driving.

State Police, local, and county law enforcement will work together to enforce underage drinking laws. Youth alcohol enforcement seeks to:

- Reduce underage consumption of alcohol at special events
- Prevent adults furnishing alcohol to minors
- Reduce the number of alcohol-related traffic crashes

These programs emphasize education, prevention, enforcement, and adjudication to discourage minors from consuming or attempting to consume alcohol.

TRAFFIC ENFORCEMENT ASSOCIATION OF MICHIGAN

The groundwork for a first-ever Traffic Enforcement Association of Michigan (TEAM) was begun in FY 05 to organize officers who have an interest in traffic safety. The association is open to local officers, deputies, and troopers.

A website for law enforcement officers has been created, and membership will continue to be recruited in 2007 as well as the development of an Executive Board and non-profit status.

MACP AWARD FOR EXCELLENCE IN TRAFFIC SAFETY

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

This year, the Committee has redesigned the application to be compatible with the National Law Enforcement Challenge (or Chief's Challenge) that is sponsored by the International Association of Chiefs of Police (IACP). Michigan applications will automatically be forwarded to the IACP to be included in the national competition.

Winning safety programs are those that combine officer training, public information, and enforcement to reduce crashes and injuries. Michigan winners will be offered \$6,000 grants to be used for the purchase of equipment or overtime for traffic enforcement through the Office of Highway Safety Planning (OHSP). AAA Michigan will also present each finalist agency with a personalized plaque. The awards will be presented at the 2007 MACP winter training conference in February 2007.