



MICHIGAN HIGHWAY SAFETY PLAN **HSPFY2023**

Compiled and submitted by Charlotte Kilvington (KilvingtonC@michigan.gov) on behalf of Interim Director Alicia Sledge and the Michigan Office of Highway Safety Planning staff on July 1, 2022.

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APPLICATION INFORMATION

HIGHWAY SAFETY PLAN NAME	Michigan Highway Safety Plan Fiscal Year (FY) 2023
APPLICATION VERSION	Original
SUBMISSION DEADLINE EASTERN DAYLIGHT TIME (EDT)	July 1, 2022



Section 402/HSP	Yes
405(b) Occupant Protection	Yes-High Use
405(c) State Data Systems Improvements	Yes
405(d) Impaired Driving	Yes-Low
405(d) Ignition Interlock	No
405(d) 24-7 Sobriety Program	No
405(e) Distracted Driving	No
405(f) Motorcycle Safety	Yes
405(g) Graduated Driver Licensing	No
405(h) Nonmotorized	Yes
1906 Racial Profiling Data Collection	No

ACRONYM	PHRASE
AAA	American Automobile Association
ADAS	Advanced Driver Assistance System
AI	Artificial Intelligence
AR	Annual Report
ARC	Advanced RiderCourse
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood Alcohol Concentration
BRC	Basic RiderCourse
BRC2	Basic RiderCourse 2
CEU	Continuing Education Unit
CFR	Code of Federal Regulations
<i>CIOT</i>	<i>Click It or Ticket</i>
CJIC	Criminal Justice Information Center
CM	Communications Management
CMV	Commercial Motor Vehicle
CP	Community Programs
CPS	Child Passenger Safety
CSPT	Child Passenger Safety Technicians
CSPTI	Child Passenger Safety Technician Instructors
<i>CTW</i>	<i>Countermeasures That Work</i> , Tenth Edition 2020
CVED	Commercial Motor Vehicle Enforcement Division
DE	Driver Education
DECP	Drug Evaluation and Classification Program
DNR	Michigan Department of Natural Resources
DPS	Department of Public Safety
DRE	Drug Recognition Expert
DSFL	Driving Skills for Life
<i>DSOGPO</i>	<i>Drive Sober or Get Pulled Over</i>
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EMS or EM	Emergency Medical Services
ePCR	Electronic Patient Care Record
FARS	Fatality Analysis Reporting System
FARS	Fatality Analysis Reporting System
FDE	Federal Data Elements
FHWA	Federal Highway Safety Administration
FM	Financial Management
FY	Fiscal Year
g/dl	Grams per Deciliter
GCSD	Grants and Community Services Division
GDL	Graduated Driver Licensing
GHSA	Governors Highway Safety Administration
GIS	Geographic Information System

GMR	Grant Management Requirements
GTS	Grant Tracking System
GTSAC	Governor's Traffic Safety Advisory Commission
HSIP	Highway Safety Improvement Plan
HSP	Highway Safety Plan
HST	Homeland Security Team
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
ID	Impaired Driving, formerly alcohol (AL)
IDAT/IMPACT	Impaired Driving Action Team
JOL	Judicial Outreach Liaison
KA	Fatalities and suspected serious injuries
LEAK	Law Enforcement Action Kit
LEL	Law Enforcement Liaison
LLC	Limited Liability Company
LMB	League of Michigan Bicyclists
MACP	Michigan Association of Chiefs of Police
MADCM	Michigan Association of District Court Magistrates
MADD	Mothers Against Drunk Driving
MADPO	Michigan Association of District Probation Officers
MATCP	Michigan Association of Treatment Court Professionals
MC	Motorcycle
MCL	Michigan Compiled Law
MDHHS	Michigan Department of Health and Human Services
MDOS	Michigan Department of State
MDOT	Michigan Department of Transportation
MI-EMSIS	Michigan Emergency Medical Services(EMS) Information System
MIRE	Model Inventory Roadway Elements
MI-REP	Michigan Rider Education Program
MJI	Michigan Judicial Institute
MSA	Michigan Sheriff's Association
MSF	Motorcycle Safety Foundation
MSP	Michigan State Police
MSU	Michigan State University
MTCF	Michigan Traffic Crash Facts
MTSC	Michigan Truck Safety Commission
NHTSA	National Highway Traffic Safety Administration
NMU	Northern Michigan University
OHSP	Office of Highway Safety Planning
OP	Occupant Protection
OPAT	Occupant Protection Action Team
OSS	Operation Safe Stop
OWI	Operating While Intoxicated
P&A	Planning and Administration
PAAM	Prosecuting Attorneys Association of Michigan

PB	Pedestrian and Bicycle
PBT	Preliminary Breath Test
PD	Police Department
PDP	Project Development Plan
PI&E	Public Information and Education
PIRE	Partnerships in International Research and Education
PM	Project Management
PM	Program Management
RFP	Request for Proposal
RRBRC	Returning Rider Basic RiderCourse
S2S	State-to-State Staffing
<i>S4SD</i>	<i>Strive for a Safer Drive</i>
SCAO	State Court Administrative Office
SDSO	Safe Drivers Smart Options
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SMART	Specific, Measurable, Attainable, Relevant, Timely
SMSA	State Motorcycle Safety Association
SNN	<i>Safety Network</i> newsletter
SO	Sheriff's Office
SRP	Secondary Road Patrol
STEP	Special Traffic Enforcement Program
TBD	To be determined
TIA	Transportation Improvement Association
TR	Traffic Records
TRCC	Traffic Records Coordinating Committee
TSEP	Traffic Safety Enforcement Program
TSN	Traffic Safety Networks
TZD	Toward Zero Deaths
U.P.	Upper Peninsula
UD-10	Traffic Crash Reporting Form
UMTRI	University of Michigan Transportation Research Institute
VMT	Vehicle Miles Traveled
WMU	Western Michigan University

STATE DEMOGRAPHICS

Michigan is geographically located in the Great Lakes region of the midwestern United States. It is the tenth most populous state in the nation with the eleventh most extensive total area. It is the largest state by total area east of the Mississippi River. Metro Detroit is among the nation's most populous and largest metropolitan economies.

¹Michigan has the longest freshwater coastline of any political subdivision in the world, being surrounded by four of the five Great Lakes in addition to Lake Saint Clair. It is the only state to consist of two peninsulas. The landmasses are separated by the Straits of Mackinac, which is a five-mile channel that joins Lake Huron to Lake Michigan. The peninsulas are connected by the Mackinac Bridge. On June 15, 2022, the 200 millionth vehicle drove across the Mackinac Bridge since its opening on November 1, 1957.

²The United States Census Bureau states that the population of Michigan in 2021 was 10,077,331 and that 51 percent of the population is female and 49 percent is male. Almost 18 percent is over the age of 65, and 21 percent is under 18 years of age.

Michigan has 83 counties; 9,716 miles of trunk line roads; 89,775 miles of county roads; and 20,785 miles of city and village streets. Highway M-135 on Mackinac Island is the only state highway in the nation where motor vehicles are banned. More than 99 billion miles are driven on Michigan roadways every year—the equivalent of more than 500 round trips from the Earth to the moon every day. There are ³7.1 million licensed drivers in Michigan and more than ⁴9 million registered vehicles.



¹ [Michigan Wikipedia](#)

² [World Population Review](#)

³ [Licensed Drivers by State](#)

⁴ [Automobile Registrations by State](#)

⁵MISSION, VISION, VALUES, AND PRINCIPLES

MISSION STATEMENT

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

VISION STATEMENT

To be a catalyst for the development and implementation of innovative ideas while encouraging the adaptation of successful strategies.

To have a fully integrated problem-solving process that is fundamental to all decision making.

To be a leader in cultivating and supporting traffic safety initiative at the state and local levels.

To have a work environment that fosters enthusiasm, creativity, integrity, and commitment.

GUIDING VALUES AND PRINCIPLES

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

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

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

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

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

We are committed to providing resources in an objective manner.



⁵[Office of Highway Safety Planning](#)

OFFICE ORGANIZATIONAL STRUCTURE AND OVERVIEW

In 1967, the [Office of Highway Safety Planning \(OHSP\)](#) was established within the Governor's office to coordinate state highway safety programs and administer provisions of the National Highway Safety Act of 1966. In 1969, by Executive Order, the OHSP was transferred to the [Michigan State Police \(MSP\)](#).

The OHSP is the state's primary traffic safety agency, and its director is the designated Governor's Highway Safety Representative (GR). The OHSP administers state and federal highway safety-related grant programs, including the [National Highway Traffic Safety Administration's \(NHTSA's\) State and Community Grant Program](#), the Michigan Truck Safety Fund, and [Michigan's Secondary Road Patrol and Accident Prevention Program \(SRP\)](#). The OHSP serves as the administrator for the [Governor's Traffic Safety Advisory Commission \(GTSAC\)](#) and the [Michigan Truck Safety Commission \(MTSC\)](#).

The OHSP's primary mission is to save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

The OHSP is organized into four sections grouped according to functional responsibilities. Within each section, specific units have been identified to reflect the OHSP's priorities and programs.

PLANNING AND ADMINISTRATION SECTION

The Planning and Administration Section (P&A) is responsible for developing the annual [HSP](#), budgets, and amendments and providing procedural support for statewide traffic safety programming. Section activities include planning, traffic records, data analysis, project evaluation, grant administration for commercial motor vehicle (CMV) safety, the division policy and procedure manual, assistance with the [Annual Report \(AR\)](#), and coordination for the [SHSP](#).

PROGRAM MANAGEMENT SECTION

The Program Management Section implements grant projects identified in the HSP and coordinates regional outreach activities with local stakeholders and partners. Section staffing includes state traffic safety coordinators for each program area who serve on a variety of state and local committees, including the [GTSAC Action Teams](#) and regional [Traffic Safety Networks \(TSN\)](#).

FINANCIAL MANAGEMENT SECTION

The Financial Management Section monitors the use of state and federal traffic safety funding awarded by the OHSP to ensure integrity and accountability. Section staff oversees accounting procedures, the office budget, financial reviews of grants, grant monitoring, and grantee payment processing.

COMMUNICATIONS MANAGEMENT SECTION

The Communications Section plans, implements, and provides oversight for the OHSP's communication strategies, including public information and education campaigns, paid advertising, earned media, graphic design, publications, and communications with state and local partners. The section also produces the [Safety Network Newsletter \(SNN\)](#), coordinates the development of the AR, and is the primary point of contact for news media and public information requests.

MEET THE STAFF

Vacant Division Director and Governor's Representative
Vacant Executive Administrative Assistant to the Division Director and State Commissions
Vacant Administrative Assistant

PLANNING AND ADMINISTRATION SECTION

Vacant Planning and Administration Section Manager
Mallory Fox Grants Technician
Charlotte Kilvington Analysis and Evaluation Coordinator
Chelsea Thelen Traffic Records Program Coordinator

PROGRAM MANAGEMENT SECTION

Alicia Sledge Program Management Section Manager
Jamie Dolan Upper Peninsula Regional Coordinator
Pat Eliason Police Traffic Services Program Coordinator
Linda Fech Teen and Older Driver, Distracted Driving, and School Bus Safety Program Coordinator
Michael Harris Drug Evaluation and Classification Program Coordinator
Kara Rueckert Occupant Protection Program Coordinator
Christy Sanborn Impaired Driving Program Coordinator
Emily Shinevar Vulnerable Roadway Users Program Coordinator

FINANCIAL MANAGEMENT SECTION

Vacant Financial Management Section Manager
Vacant Federal Programs Accountant
Vacant Accounting Technician
Ronald Puruleski Grant Monitoring and Financial Compliance Auditor
Julie Roth Secondary Road Patrol Program Coordinator
Vacant Secondary Road Patrol General Office Assistant

COMMUNICATIONS SECTION

Kendall Wingrove Communications Management Section Manager
Jon Benallack Graphic Designer
Sandra Enness Communications Representative
Nancy Feldbush Communications Editor
Dennis Raymo Communications Representative

PROCESS DESCRIPTION

PROGRAM PURPOSE: REDUCE FATALITIES, INJURIES, AND CRASHES

With each new year of planning comes a renewed commitment by staff at the OHSP to reduce traffic fatalities and injuries. The staff utilizes vast amounts of traffic crash data and research in combination with the experience of traffic safety professionals from a variety of disciplines to select the most effective countermeasures.

The key to continued progress is to maintain a focus on what will save the most lives and prevent the most injuries. Limited resources call for strategies to be implemented where they will be most effective, with attention to geographical circumstances, and monitored for impact. Success is measured against goals and benchmarks for fatality and injury reduction.

The OHSP cannot pursue these programs without the participation of partners at the national, state, and local levels. This cooperative approach helps ensure that in Michigan efforts are coordinated among enforcement, engineering, education, and emergency medical services into comprehensive traffic safety programs that save lives.

PRE-PLANNING STEPS

Implementation of one year's HSP occurs in conjunction with planning for the next. Planning begins with an after-action review of the previous year, identifying successful areas, those in need of improvement, and those changes that will yield greater success. It involves brainstorming among staff members on what new strategies might show promise in the new year, along with a review of effective countermeasures. The OHSP makes any necessary revisions to the planning process and calendar. This pre-planning ensures that the OHSP's program development remains dynamic and responsive to changes in the traffic safety environment.

PERFORMANCE PLAN ORGANIZATION

The Performance Plan development follows the steps of the OHSP's planning process. Crash data analysis, research, and consultation with program partners and stakeholders continue throughout each step. Program, planning, communication, and financial staff meet monthly at the HSP meetings and exchange information about program activities. Grant and HSP amendment activities are monitored to ensure programs remain on track for successful completion. The OHSP incorporates emerging information into program development and implementation whenever possible and continues to look to the future for new emerging ideas and opportunities. The HSP Planning Calendar is reviewed and updated to keep the OHSP on track for planning deadlines.

6 PLANNING CALENDAR EXAMPLE

TIMELINE	TASKS	RESPONSIBLE PARTIES
October	Finalize FY2023 Planning Calendar.	P&A and PM Sections
	Distribute and place approved FY2023 Planning Calendar on staff's task lists.	Analysis and Evaluation Coordinator
	Finalize Project Development Plan (PDP) form.	P&A and PM Sections
	Distribute approved PDP forms to staff. Located in the S drive at: S:\Lansing2\OHSP\OHSPGlobal\PLANNING SECTION\HSP\2023\PDP Form\Approved.	Analysis and Evaluation Coordinator
	Begin FY2023 Program Area research: <ul style="list-style-type: none"> • Conduct network meetings. • Review the NHTSA Assessment Recommendations. • Review SHSP Action Plans. • Conduct optional meetings with other staff. • Review other states and the NHTSA programs. • Special data requests for planning (2016-2020). • Review prior year funded DRAFT PDP Funding Spreadsheet at HSP Meeting. Located at S:\Lansing2\OHSP\OHSPGlobal\PLANNING SECTION\HSP\2023\Budgets. 	Program Coordinators
	Deadline for special data requests.	Program Coordinators
November	Program Area research continues.	Program Coordinators
December	Schedule PDP discussions with the Leadership Team.	Analysis and Evaluation Coordinator
January	Begin review and update of Grant Management Requirements (GMRs).	All
	DRAFT PDPs and Evidence-Based Traffic Safety Program (TSEP) are due by 5 p.m.	Program Coordinators
February	Initial review of DRAFT PDPs and TSEP to identify questions and edits.	P&A and PM Section Managers
	Communicate to Program Coordinators regarding edits and questions.	PM Section Manager
	Edits to DRAFT PDPs and TSEP due.	Program Coordinators
	Second review of DRAFT PDPs, TSEP, and PDP Summary Funding Spreadsheet.	P&A and PM Section Managers

⁶Actual dates will be added for each month as appropriate.

March	GMR comments due to P&A Section.	All
	DRAFT PDPs and PDP Summary Funding spreadsheet to Leadership Team.	Analysis and Evaluation Coordinator
	Individual Program Discussions.	Program Coordinators, Analysis and Evaluation Coordinator, and Leadership Team
	Notify Program Coordinators of final edits to DRAFT PDPs and TSEP.	PM Section Manager
	Maintenance of effort due.	FM Section Manager
April	Final edits to DRAFT PDPs and TSEP due.	Program Coordinators
	Begin Appendix D preparation.	Occupant Protection (OP), Impaired Driving (ID), Traffic Records (TR), Motorcycle Safety (MC), and Pedestrian and Bicycle Safety (PB) Program Coordinators
	Finalize DRAFT PDP Summary Funding Spreadsheet.	Leadership Team and Analysis and Evaluation Coordinator
	DRAFT PDPs and TSEP are approved and moved to PDP and TSEP APPROVED folder.	PM Section Manager
	Notify grantees of PDP decisions.	Program Coordinators
May	DRAFT Appendix D information due.	OP, ID, TR, MC, and PB Program Coordinators
	Write Appendix D documents and send Appendices A and B to OHSP Director for approval and signatures.	Analysis and Evaluation Coordinator
	Review Appendix D documents as they become available.	P&A and PM Section Managers
	PI&E calendar and unfunded Communications Projects due.	Communications Section Manager
June	Collect data for the DRAFT Highway Planning Process and Performance Plan.	Analysis and Evaluation Coordinator
	Review DRAFT HSP Highway Planning Process and Performance Plan, HSP, Budgets, etc., as they become available.	P&A, FM, and PM Section Managers; Program Coordinators; and Grants Technician
	Grant Review Training at the HSP meeting.	All
	Review and approve the DRAFT HSP.	OHSP Director
	Identify grants requiring Ad Board approval.	PM Section Manager
	Changes after this date will be HSP amendments to be made after October 1.	P&A Section

	HSP due to the NHTSA.	Analysis and Evaluation Coordinator
	DRAFT grant applications begin in the online grant management system.	Program Coordinators and Grants Technician
	In-house grant budgets developed.	Leadership Team
	After-Action Review.	All
	Ad board forms due to Grants Technician.	Program Coordinators
	Grants with Oct 1 start-up date must be submitted for first reviews. All DRAFT OHSP in-house and MSP grants submitted for OHSP review.	Program Coordinators
	DRAFT OHSP in-house grant reviews.	Leadership Team
	Enter HSP into Grants Tracking System (GTS).	Analysis and Evaluation Coordinator
	DRAFT MSP grants are due.	Program Coordinators
	Governors Highway Safety Administration (GHSA) annual meeting (no approval letters signed).	OHSP Director
	HSP distribution: Federal Highway Safety Administration (FHWA) and OHSP website.	Grants Technician
	The authorizing officials must submit grants with Oct 1 start-up date.	Program Coordinators
	Send in-house grant approval letters to MSP Grants and Community Services Division (GCSD).	Executive Administrative Assistant
October	FY2023 grant activity begins.	Program Coordinators

PLANNING PROCESS

Each step of the planning process is identified below:

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

PROBLEM IDENTIFICATION § 1300.11(d)

The annual HSP process begins in November with comprehensive crash data analysis. The OHSP cannot approach the programming process and address traffic safety problems unless there is a full understanding of the crash data and what problems exist. The OHSP looks at many variables, such as the location and time of the crash, driver, environmental elements, and various mitigating factors to determine emerging and current issues.

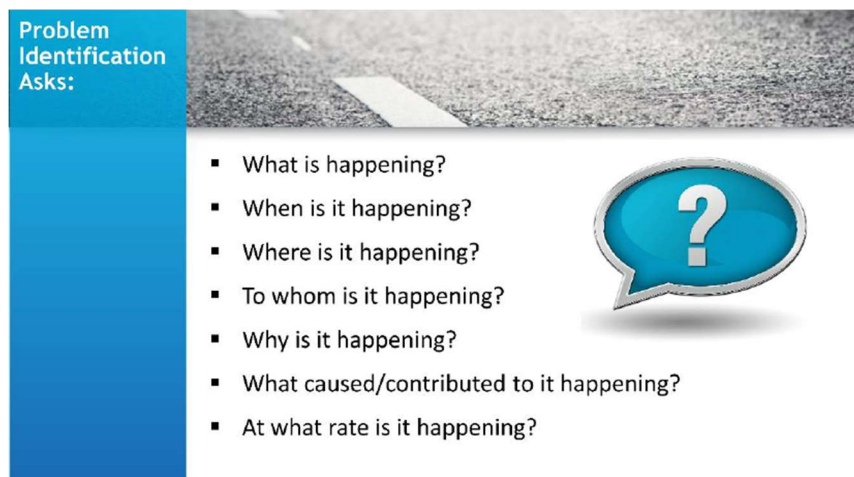
An initial review of the data highlights those factors that contribute to the high percentage of fatalities and suspected serious injuries (KA). These are key variables that cannot be ignored. Goals established to

address them are listed in the next section. Additional factors may be considered, such as severe but non-life-threatening injuries or low-hanging fruit, which may have significant room for improvement and for which strong countermeasures in *Countermeasures That Work (CTW)*, and NHTSA-facilitated program area assessments for Michigan exist.

Data analysis continues year-round, with intensified efforts early in the HSP and project development plan process. The timeliness, accuracy, completeness, uniformity, integration, and accessibility of the traffic crash data allow current information to be incorporated into program development and implementation. Examples include which days of the year have the most alcohol- or drug-involved crashes, how driver age affects fatal crashes, which areas of a given county have the most nighttime crashes, or the demographics involved in fatal and suspected serious injury motorcycle crashes.

The OHSP, working with various traffic safety partners, has access to a variety of tools during problem identification. Authorized agencies can access the crash database directly through a variety of interfaces, including websites and query tools. For the general public, the [University of Michigan Transportation Research Institute \(UMTRI\)](#) hosts the OHSP-sponsored [Michigan Traffic Crash Facts \(MTCF\)](#) website. This website includes more than 100 tables addressing the most common crash data needs, including an archive dating back to 1992. The website also includes fact sheets for state and county data and a query tool that allows users to build their own data queries, mapping tools, charts, tables, and geographic information system (GIS) capability. In addition, the MTCF users have access to the traffic crash reporting forms, minus personal identifiers, submitted to the [MSP Criminal Justice Information Center \(CJIC\) Crash Section](#) by law enforcement officials.

The OHSP problem identification process is based on trend data reported from the previous five years. Data analysis is conducted for the OHSP by an independent outside source to ensure that no bias is attached to the results. For FY2023 planning, the OHSP's problem identification was conducted by research biostatisticians from the UMTRI with a specific concentration on underserved and at-risk populations.



The graphic features a blue vertical bar on the left with the text "Problem Identification Asks:". To the right is a list of seven questions, a speech bubble icon with a question mark, and a background image of a road with a white arrow pointing forward.

Problem Identification Asks:

- What is happening?
- When is it happening?
- Where is it happening?
- To whom is it happening?
- Why is it happening?
- What caused/contributed to it happening?
- At what rate is it happening?

GOAL DETERMINATION AND ANALYSIS § 1300.11(d)

Goals are statements of program intent or purpose, consistent with the mission of the organization. The FY2023 Performance Plan introduces goals based on trend data analysis from the previous five years. Target areas are the top factors involved in fatal and suspected serious injury crashes, along with emerging issues. Quantitative targets are set through crash projections based on five-year crash trends using a multivariate change model. The UMTRI assisted with the development of the goals in order to provide objective analyses throughout the planning process. The OHSP uses the Specific, Measurable, Attainable, Relevant, and Timely (SMART) format for goal setting.



Example:

1. Determine the seat belt rate by conducting the annual seat belt direct observation survey by September 30, 2023.

PARTICIPANTS IN THE PLANNING PROCESS § 1300.11(a)(2)

906 Drive, LLC	MSP Lapeer Post
Alger County Sheriff's Office (SO)	MSP Manistique Outpost
Allegan County SO	MSP Marquette Post
Ann Arbor Police Department (PD)	MSP Marshall Post
Aspirus Health Systems	MSP Metro North Post
Association of Treatment Court Professionals (MATCP)	MSP Metro South Post
Auburn Hills PD	MSP Monroe Post
Baraga County SO	MSP Negaunee Post
Baraga PD	MSP Niles Post
Battle Creek PD	MSP OHSP
Bay County SO	MSP Paw Paw Post
Berrien County SO	MSP Rockford Post
Bicycle and Pedestrian Safety Action Team	MSP Sault Ste Marie Post
Blackman-Leoni Department of Public Safety (DPS)	MSP Second District
Brogan & Partners	MSP Seventh District
Brownstown Charter Township PD	MSP Sixth District
Calhoun County SO	MSP St. Ignace Post
Canton PD	MSP Third District Impaired Driving Action Team (IMPACT)
Cass County SO	MSP Training Division
Chesterfield PD	MSP Tri-City Post

Chicago Safe Routes Ambassador Program
Child Passenger Safety Technician Instructors (CPSTI)
Child Passenger Safety Technicians (CPST)
Chippewa County SO
Chocolate Township PD
City of Detroit
Clinton Township PD
[DBat Lansing-Mid-Michigan](#)
Dean Transportation
Dearborn Heights PD
Dearborn PD
Delta College
Delta County SO
Detroit PD
Dickinson County SO
Drug Recognition Experts (DRE)/Advanced Roadside Impaired Driving Enforcement (ARIDE)/Standardized Field Sobriety Testing (SFST) Instructors
Driver's Age 20 and Younger Action Team
DRE Steering Committee
East Lansing PD
Eastpointe PD
Eaton County SO
Farmington Hills PD
Flint Township PD
Ford Driving Skills for Life (DSFL) and Teen Street Skills/Ford Motor Company
Forsyth Township PD
Genesee County SO
Genesee Township PD
Gogebic County SO
Governors Highway Safety Association (GHSA)
Governor's Traffic Safety Advisory Commission (GTSAC)
Grand Blanc Township PD
Grand Rapids Community College
Grand Rapids Midtown Neighborhood Association
Grand Rapids PD
Grand Traverse County SO
Houghton City PD
Houghton County SO
Huron Township PD
Impaired Driving Action Team (IMPACT)
Ingham County SO
Iron County SO

MSP Wakefield Post
MSP Wayland Post
MSP Wexford Post
Michigan Department of Transportation (MDOT)
Michigan Driver and Traffic Safety Education Association
Michigan Fitness Foundation
Michigan Impaired Driving Safety Commission
Michigan Judicial Institute (MJI)
Michigan Licensed Beverage Association
Michigan Sheriff's Association (MSA)
MSP GCSD
Michigan State University (MSU) College of Engineering
MSU-DPS
State Court Administrative Office (SCAO)
Traffic Records Coordinating Council (TRCC)
Minnesota Department of Transportation Towards Zero Deaths (TZD)
Monroe County SO
Monroe PD
Montana State University
Mothers Against Drunk Driving Michigan (MADD)
Motorcycle Safety Action Team
Motorcycle Safety Foundation (MSF)
Mount Morris Township PD
Muskegon County SO
Muskegon PD
Muskegon Township PD
NHTSA
National Weather Services-Gaylord Station
National Weather Services-Marquette Station
NHTSA Region 5
Newaygo County SO
Northern Michigan University (NMU) Winter Driving Steering Committee
NMU DPS
Norton Shores PD
Novi PD
Oakland County SO
Oakland County SO-Pontiac Substation
Occupant Protection Action Team (OPAT)
Otsego County SO
Ottawa County SO
Partnerships in International Research and Education (PIRE)

Ironwood DPS	Pittsfield Township PD
Ishpeming PD	Port Huron PD
Jackson County SO	Portage DPS
Jackson PD	Prosecuting Attorneys Association of Michigan (PAAM)
Jackson Traffic Safety Program	Region 8 Trauma Network
Kalamazoo County SO	RiderCoach Recruitment Work Group
Kalamazoo DPS	Royal Oak PD
Kalamazoo Township PD	Saginaw County SO
Kent County SO	Saginaw PD
Kentwood PD	Saginaw Township PD
Keweenaw County SO	Sanilac County SO
L'Anse PD	Sault Ste. Marie PD
Lansing Greater Sports Authority	Schoolcraft College
Lansing PD	Schoolcraft County SO
Lapeer County SO	Senior Mobility and Safety Action Team
League of Michigan Bicyclists (LMB)	Shelby Township PD
Lee Parks Total Control Motorcyclist Training	Shiawassee County SO
Livingston County SO	Southfield PD
Luce County SO	St. Clair County SO
Livonia PD	St. Clair Shores PD
Mackinac County SO	St. Joseph County SO
Macomb County SO	State Motorcycle Safety Association (SMSA)
Madison Heights PD	Sterling Heights PD
Marquette County SO	Taylor PD
Marquette PD	Total Sports Complex
Menominee County SO	Traffic Records and Information Systems Action Team
Menominee PD	Transportation Improvement Association (TIA)
Michigan Association of Chiefs of Police (MACP)	Trenton PD
Michigan Association of District Court Magistrates (MADCM)	Troy PD
Michigan Association of District Probation Officers (MADPO)	Tuscola County SO
Michigan Association of Treatment Court Professionals (MATCP)	University of Michigan DPS
Michigan Department of Health and Human Services (MDHHS)	University of Michigan Transportation Research Institute (UMTRI)
Michigan Department of Natural Resources (DNR)	Upper Peninsula Health Plan and Great Lakes Collaborative
Michigan Department of State (MDOS)	Upper of Peninsula Road Builders Association
MSP Brighton Post	Upper Peninsula County Road Commissions offices
MSP Cadillac Post	Upper Peninsula Health System Emergency Room/Emergency Medical Services
MSP Calumet Post	Upper Peninsula Midwest Truck Driving School
MSP Career Development Section	Upper Peninsula Traffic Safety Network
Commercial Motor Vehicle Enforcement Division (CVED)	Van Buren County SO
MSP Crash Reconstruction	Walker PD
MSP-CJIC	Warren PD

MSP Eighth District
MSP Fifth District
MSP First District
MSP Flint Post
MSP Gladstone Post
MSP Hart Post
MSP Eighth District Homeland Security Team (HST)
MSP Fifth District HST
MSP First District HST
MSP Third District HST
MSP Iron Mountain Post
MSP Jackson Post
MSP Lakeview Post
MSP Lansing Post

Washtenaw Community College
Washtenaw County SO
Wayne County SO
Western Michigan University (WMU)
WMU DPS
Westland PD
Wexford County SO
White Lake PD
Whitehall PD
Wyoming DPS
Ypsilanti PD

FY2022 PERFORMANCE REPORT § 1300.11(b)

PROGRAM-AREA-LEVEL REPORT ON THE STATE'S PROGRESS TOWARD MEETING STATE PERFORMANCE TARGETS FROM THE PREVIOUS FISCAL YEAR'S HSP (FY2022).

NHTSA PERFORMANCE MEASURES	TARGET PERIOD	TARGET YEAR(S)	TARGET VALUE FY2022 HSP	DATA SOURCE/ FY2022 HSP PROGRESS RESULTS	ON TRACK TO MEET FY2022 HSP TARGET YES/NO/IN-PROGRESS (MUST BE ACCOMPANIED BY NARRATIVE)
C-1) Fatalities	5 Year	2017-2022	968.6	Fatality Analysis Reporting System (FARS)	No
C-2) Suspected Serious Injuries	5 Year	2017-2022	5,533.6	State	No
C-3) Fatalities/vehicle miles traveled (VMT)	5 Year	2017-2022	.982	FARS	Not available yet
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2022	202	State	No
C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	Annual	2022	123	State	Yes
C-6) Speeding-Related Fatalities	Annual	2022	183	State	No
C-7) Motorcyclist Fatalities	Annual	2022	122	State	No
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2022	54	State	No
C-9) Drivers Ages 20 or Younger Involved in Fatal Crashes	Annual	2022	127	State	No
C-10) Pedestrian Fatalities	Annual	2022	149	State	No
C-11) Bicyclist Fatalities	Annual	2022	21	State	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front-Seat Outboard Occupants (State Survey)	Annual	2022	98 percent	State	No
MICHIGAN PERFORMANCE MEASURES	TARGET PERIOD	TARGET YEAR(S)	TARGET VALUE FY2022 HSP	DATA SOURCE/ FY2022 HSP PROGRESS RESULTS	ON TRACK TO MEET FY2022 HSP TARGET YES/NO/IN-PROGRESS (MUST BE ACCOMPANIED BY NARRATIVE)
O-1) Number of Crashes Involving Alcohol- or Drug-Impaired Motorcyclists	Annual	2022	234	State	No
O-2) Number of Impaired Motorcyclist Fatalities	Annual	2022	55	State	Yes
O-3) Number of Fatal Crashes Involving Drug-Impaired Drivers or Motorcycle Operators	Annual	2022	302	State	Yes
O-4) Number of Fatal Crashes Involving Drug-Impaired Drivers or Motorcycle Operators	Annual	2022	1,676	State	No
O-5) Number of Older Driver Ages 65 and Older Involved Fatal Crashes	Annual	2022	249	State	Yes
O-6) Number of Distracted Drivers Involved in Fatal Crashes	Annual	2022	58	State	Not available yet

NARRATIVE

C-1 and C-3: For FY2023, the OHSP will implement programming to prevent an increase in fatalities, such as stepped-up enforcement and public education regarding speed, impairment, and seat belt and child safety restraint device use.

C-2: For FY2023, adjustments will be made in all program areas to implement projects that will significantly impact the number of suspected serious injuries in traffic crashes using enforcement and educational activities. Examples include data-driven strategies for traffic enforcement projects for impaired driving, seat belts, and speed; increased use of DREs; expansion of teen driving programs; and continued use of strong public information and education campaigns.

C-4: For FY2023, the OHSP will implement programming to reduce unrestrained fatalities based on the statistics, such as specialized enforcement and public information and education directed toward young male pickup truck drivers and rear-seat occupants.

C-5: For FY2023, the OHSP will implement additional impaired driving program efforts that include increased *Drive Sober or Get Pulled Over (DSOGPO)* enforcement mobilizations with accompanying paid media campaigns. The OHSP will continue public information campaigns to promote a drugged-driving message and the Michigan State Police Third District Impaired Driving Action Team (IDAT) regional enforcement program. Efforts will also include programs that support effective prosecution, adjudication, and treatment of impaired drivers, as well as law enforcement training for Operating While Intoxicated (OWI) detection with an emphasis on drug-impairment detection training, including ARIDE and DRE training.

C-6: For FY2023, the OHSP will implement programming to reduce speed-involved fatalities, such as specialized speed enforcement and public information and educational campaigns to include social media.

C-7: For FY2023, the OHSP will implement programming for increased motorcycle rider training, a possible indoor training facility for the winter months, and RiderCoach recruitment and professional development.

C-8: For FY2023, the OHSP will implement programming for an all-gear motorcyclist public information and enforcement campaign to increase proper use of appropriate gear for the riding community.

C-9: For FY2023, the OHSP will implement programming to decrease younger driver fatalities based on the statistics, such as continued support of *Strive for a Safer Drive (S4SD)* at schools and other peer-to-peer-focused training.

C-10: For FY2023, the OHSP will implement programming to decrease pedestrian fatalities based on the statistics, such as pedestrian safety enforcement and projects focused on the local community levels.

C-11: For FY2023, the OHSP will implement programming to decrease bicyclist fatalities based on the statistics, such as bicyclist safety enforcement and projects focused on local community levels.

B-1: For FY2023, the OHSP will implement programming to increase the seat belt usage rate by conducting specialized seat belt enforcement and public education.

O-1: For FY2023, the OHSP will implement programming to prevent crashes involving alcohol- or drug-impaired motorcyclists based on the statistics, such as specialized impaired enforcement and public education.

O-2: For FY2023, the OHSP will implement programming to prevent fatalities involving alcohol- or drug-impaired motorcyclists based on the statistics, such as specialized impaired enforcement and public education.

O-3: For FY2023, the OHSP will implement programming to prevent fatal crashes involving alcohol- or drug-impaired motorcyclists, such as specialized impaired enforcement and public education.

O-4: For FY2023, the OHSP will implement programming to reduce fatalities in motorcycle crashes involving a motorcycle and another motor vehicle based on the statistics, such as motorcyclist training and public education.

O-5: For FY2023, the OHSP will implement programming to reduce the number of senior drivers aged 65 and older involved in fatal crashes, such as public information and educational campaigns to include social media.

O-6: For FY2023, the OHSP will implement programming to reduce distracted driving fatalities, such as specialized distracted driving enforcement and public information and educational campaigns to include social media.

PROGRAM-AREA-LEVEL REPORT ON THE STATE'S PROGRESS TOWARD MEETING STATE PERFORMANCE TARGETS FROM THE PREVIOUS FISCAL YEAR'S HSP FY2021 PROGRAM LEVEL REPORTS (PLEASE REFER TO THE MICHIGAN [2021 AR FOR MORE](#) DETAILS.) § 1300.11(b)

OCCUPANT PROTECTION

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

COMMUNITY CAR SEAT DISTRIBUTION

Project Goal and Result

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

UPPER PENINSULA (U.P.) CPS PROGRAM

Project Goal and Result

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

CPS TRAINING AND RECERTIFICATION

Project Goal and Result

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

MDHHS TRAINING

Project Goal and Result

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

SEAT BELT AND HANDHELD DEVICE USE DIRECT OBSERVATION SURVEYS

Project Goals and Results

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

CHILD RESTRAINT USE/MISUSE DIRECT OBSERVATION SURVEY

Project Goals and Results

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

NHTSA OCCUPANT PROTECTION PROGRAM ASSESSMENT AND RECOMMENDATION IMPLEMENTATION

Project Goal and Result

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

BOOSTER SEAT PUBLIC EDUCATION

Project Goals and Results

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

BUCKLE UP IN YOUR TRUCK PUBLIC EDUCATION

Project Goals and Results

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

REAR SEAT BELT PUBLIC EDUCATION

Project Goals and Results

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

IMPAIRED DRIVING

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

DRE TRAINING

Project Goals and Results

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

DRE CALLOUT PROGRAM

Project Goal and Result

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

DRE NATIONAL TRAINING CONFERENCE

Project Goal and Result

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

DRE TABLET AND PROGRAM MANAGEMENT SYSTEM

Project Goal and Result

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

DRUGGED DRIVING PUBLIC EDUCATION CAMPAIGN

Project Goal and Result

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

IMPAIRED DRIVING DETECTION TRAINING

Project Goals and Results

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

IMPAIRED PROGRAM ASSESSMENT AND RECOMMENDATION IMPLEMENTATION

Project Goal and Result

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

JUDICIAL OUTREACH LIAISON (JOL)

Project Goal and Result

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

JUDICIAL TRAINING AND OUTREACH

Project Goals and Results

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

MSP IMPACT PUBLIC EDUCATION CAMPAIGN

Project Goal and Result

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

MADD LAW ENFORCEMENT AND PROSECUTOR AWARDS PROGRAM

Project Goal and Result

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

SOBRIETY COURT SUPPORT

Project Goals and Results

- Support 13-17 operational driving while intoxicated (DWI) or hybrid drug/DWI programs in accepting up to 400 participants by September 30, 2021. **Goal achieved**

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

TRAFFIC SAFETY TRAINING PROGRAM

Project Goals and Results

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

POLICE TRAFFIC SERVICES

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

OVERTIME DRIVING UNDER THE INFLUENCE (DUI) AND SEAT BELT ENFORCEMENT

Project Goals and Results

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

LAW ENFORCEMENT OUTREACH LIAISON

Project Goal and Result

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

U.P. REGIONAL LAW ENFORCEMENT TRAINING

Project Goal and Result

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

DSOGPO MOBILIZATION PAID ADVERTISING

Project Goal and Result

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

CLICK IT OR TICKET (CIOT) MOBILIZATION PAID ADVERTISING

Project Goal and Result

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

LAW ENFORCEMENT ENGAGEMENT

Project Goal and Result

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

MOBILIZATION MESSAGE DEVELOPMENT IMPAIRED DRIVING CREATIVE

Project Goal and Result

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

MOBILIZATION MESSAGE DEVELOPMENT SEAT BELTS CREATIVE

Project Goal and Result

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

TELEPHONE SURVEYS

Project Goal and Result

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

MOBILIZATION COMMUNICATION OUTREACH BANNERS

Project Goal and Result

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

NON-MOTORIZED SAFETY

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

ELECTIVE OVERTIME ENFORCEMENT

Project Goal and Result

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

DETROIT SAFE ROUTES AMBASSADOR PROGRAM

Project Goal and Result

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

PEDESTRIAN AND BICYCLE SAFETY LAW ENFORCEMENT TRAINING

Project Goal and Result

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

PEDESTRIAN AND BICYCLE SAFETY PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Project Goal and Result

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

STATEWIDE PEDESTRIAN EDUCATION CAMPAIGN

Project Goal and Result

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

STATEWIDE BICYCLIST EDUCATION CAMPAIGN

Project Goal and Result

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

PUBLIC EDUCATION OF BICYCLIST AND PEDESTRIAN LAWS FOR DRIVER EDUCATION (DE) INSTRUCTORS

Project Goal and Result

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

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

Project Goal and Result

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

TELEPHONE SURVEYS

Project Goal and Result

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

TRAFFIC RECORDS

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

TRAFFIC CRASH REPORTING FORM (UD-10) TRAINING SUPPORT

Project Goals and Results

- Increase statewide crash report timeliness by 0.31 days from 11.31 to 11.00 by September 30, 2021. **Goal not achieved**
- Provide materials to support training for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2021. **Goal achieved**

TRAFFIC RECORDS PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Project Goal and Result

- Implement at least 10 percent of the 12 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment, by September 30, 2021. **Goal achieved**

MTCF TECHNICAL SUPPORT

Project Goal and Result

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

UPGRADES TO ROADSOFT AND ENVIRONMENTAL INSTITUTE ROAD AND HIGHWAYS

Project Goal and Result

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

STATE-TO-STATE STAFFING (S2S) - PHASE 1

Project Goal and Result

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

MICHIGAN CRASH ANALYSIS APPLICATION - PHASE 2

Project Goal and Result

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

IMPROVING QUALITY OF CRASH SEVERITY AND INJURY ASSESSMENT WITHIN MICHIGAN EMS INFORMATION SYSTEM (MI-EMISIS)

Project Goals and Results

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

COMMUNITY PROGRAMS

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

IN-HOUSE PUBLIC INFORMATION AND EDUCATION (PI&E)

Project Goal and Result

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

MATERIALS STORAGE AND DISTRIBUTION

Project Goal and Result

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

STRATEGIC COUNSEL

Project Goal and Result

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

ANNUAL MICHIGAN TRAFFIC SAFETY SUMMIT

Project Goal and Result

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

WINTER SAFE-DRIVING AWARENESS WEEK CAMPAIGN

Project Goal and Result

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

DRIVER EDUCATION

Driver education involves improving driver behavior directly by teaching better driving skills, improving safety awareness, and motivating individuals to drive safely. Young drivers are learning basic skills for the very first time. Older drivers are often at greater risk due to loss of muscle mass and bone strength, which increase the chances of injury or death in a crash. The projects included:

S4SD PROGRAMS

Project Goals and Results

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

RIDE AND DRIVE IMPAIRED DRIVING STATION

Project Goal and Result

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

ROADWISE ENHANCED DRIVER PROGRAM FOR SENIORS

Project Goal and Result

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

OLDER DRIVER EVALUATION AND REFERRAL PROCESS

Project Goals and Results

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

THINKFAST INTERACTIVE SCHOOL TEEN PROGRAM FOR TEENS

Project Goal and Result

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

SAVE A LIFE TOUR PROGRAM FOR TEENS

Project Goal and Result

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

TEEN PASSENGER SAFETY CAMPAIGN

Project Goal and Result

- Develop and distribute up to 18 social media messages resulting in up to 2,000,000 impressions by September 30, 2021. **Goal achieved**

EMERGENCY MEDICAL SERVICES

The Emergency Medical Services program area should ensure that persons incurring traffic injuries (or other trauma) receive prompt emergency medical care under the range of emergency conditions encountered. Each of the component parts of a system should be equally committed to its role in the system and ultimately to the care of the patient.

UP RURAL BYSTANDER CARE PROGRAM

Project Goal and Result

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

MOTORCYCLE SAFETY

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

MOTORCYCLE RIDER TRAINING

Project Goals and Results

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

MOTORCYCLE RIDERCOACH PROFESSIONAL DEVELOPMENT

Project Goal and Result

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

MOTORCYCLE RANGE AIDES

Project Goal and Result

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

MOTORCYCLIST IMPAIRED PREVENTION CAMPAIGN

Project Goal and Result

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

MOTORCYCLE PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Project Goal and Result

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

RIDERCOACH RECRUITMENT

Project Goal and Result

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

SHADOW RIDER PROJECT

Project Goal and Result

- Reduce the number of unendorsed riders to 25,000 by promoting the availability of the Basic RiderCourse (BRC), Basic RiderCourse 2 (BRC2), and Returning Rider Basic Rider Course (RRBRC) classes to encourage them to obtain their motorcycle endorsements by September 30, 2021. **Goal not achieved**

PERFORMANCE PLAN CHART § 1300.11(c)(1)(2)(3)

			BASE YEARS				
GHSA/NHTSA RECOMMENDED/OPTIONAL PERFORMANCE PLAN CHART FY2023 HIGHWAY SAFETY PLAN			2016	2017	2018	2019	2020
⁷ C-1	Traffic Fatalities	FARS	1,065	1,031	977	986	1,121
	Reduce fatalities to 1,105.6 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	981	1,003	1,027	1,057	1,105
⁸ C-2	Suspected Serious Injuries in Traffic Crashes	State Annual	5,634	6,084	5,586	5,629	5,433
	Reduce suspected serious traffic injuries to 5,909.2 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	5,416	5,560	5,673	5,742	5,859
⁹ C-3	Fatalities/100M VMT	FARS	1.07	1.01	.95	.97	1.03
	Prevent fatalities/100 MVMT from increasing to 1.136 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	.99	1.00	1.05	1.04	1.05
C-3a	Fatalities/100M VMT Urban	FARS	.91	.88	.80	.82	.80
	Prevent fatalities/100 MVMT Urban from increasing to .99 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	.79	.81	.90	.90	.92
C-3b	Fatalities/100M VMT Rural	FARS	1.42	1.30	1.31	1.28	1.67
	Prevent fatalities/100 MVMT Rural from increasing to 1.22 (2019-2023 rolling average) by 2023.	5-Year Rolling Avg.	1.44	1.43	1.37	1.35	1.32
¹⁰ C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	State Annual	202	187	180	202	222
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions from 237 fatalities in 2021 to 201 fatalities by 2023.						
C-5	Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	State Annual	156	201	198	177	171
	Prevent alcohol-impaired driving fatalities from increasing from 191 fatalities in 2021 to no more than 223 fatalities by 2023.						

⁷Shared goal with the HSIP

⁸Shared goal with the HSIP

⁹Shared goal with the HSIP

¹⁰C-4+ does not require the five-year rolling average calculation as verified by the NHTSA Five Region State Coordinator.

		BASE YEARS					
GHSA/NHTSA RECOMMENDED/OPTIONAL PERFORMANCE PLAN CHART FY2023 HIGHWAY SAFETY PLAN			2016	2017	2018	2019	2020
C-6	Speeding-Related Fatalities	State Annual	215	175	191	185	200
	Reduce speeding-related fatalities from 237 fatalities in 2021 to 202 fatalities by 2023.						
C-7	Motorcyclist Fatalities	State Annual	141	137	134	122	152
	Reduce motorcyclist fatalities from 166 fatalities in 2021 to no more than 149 fatalities by 2023.						
C-8	Unhelmeted Motorcyclist Fatalities	State Annual	70	59	51	54	65
	Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to 54 fatalities by 2023.						
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	State Annual	141	121	103	127	128
	Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to 132 fatal crashes by 2023.						
C-10	Pedestrian Fatalities	State Annual	165	158	145	149	175
	Reduce pedestrian fatalities from 183 fatalities in 2021 to 158 fatalities by 2023.						
C-11	Bicyclist Fatalities	State Annual	38	21	21	21	38
	Reduce bicyclist fatalities from 29 fatalities in 2021 to 27 fatalities by 2023.						
B-1	Observed Seat Belt Use for Passenger Vehicles, Front-Seat Outboard Occupants (State Survey)	State Annual	94.5 percent	94.1 percent	93.4 percent	94.4 percent	94.4 percent
	Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage points from 92.6 percent in 2021 to 93.9 percent by 2023.						

		BASE YEARS					
GHSA/NHTSA RECOMMENDED/OPTIONAL PERFORMANCE PLAN CHART FY2023 HIGHWAY SAFETY PLAN			2016	2017	2018	2019	2020
O-1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist	State Annual	233	236	206	239	238
	Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to 222 crashes by 2023.						
O-2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist	State Annual	48	45	44	42	48
	Reduce alcohol- or drug-impaired fatalities from 53 fatalities in 2021 to 47 fatalities by 2023.						
O-3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator	State Annual	216	227	226	214	257
	Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to 301 fatalities by 2023.						
O-4	Crashes involving a motorcycle and another motor vehicle	State Annual	1,710	1,524	1,424	1,460	1,524
	Reduce crashes involving a motorcycle and another motor vehicle from 1,716 crashes in 2021 to 1,396 crashes by 2023.						
O-5	Drivers Age 65 and Older in Fatal Crashes	State Annual	223	230	236	221	222
	Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than 259 fatal crashes by 2023.						
O-6	Number of Distracted Drivers involved in Fatal Crashes	State Annual	42	63	67	67	50
	Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than 76 fatal crashes by 2023.						

EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP)

§ 1300.11(d)(5)(i)(A)(B)(ii)

PLANNED ACTIVITIES THAT COLLECTIVELY CONSTITUTE AN EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM (TSEP).

PLANNED ACTIVITY NAMES	PLANNED ACTIVITY UNIQUE IDENTIFIERS
<i>Buckle Up in Your Truck</i> Public Education	CP-23-03 PI&E
Booster Seat Public Education	CP-23-03 PI&E
Campaign Surveys	CP-23-03 PI&E
<i>CLOT</i> Mobilization Paid Advertising	CP-23-03 PI&E
<i>DSOGPO</i> Mobilization Paid Advertising	CP-23-03 PI&E
Drug Evaluation and Classification Program (DECP)	ID-23-01
Drug Recognition Expert Callout Program	ID-23-01
Drug Recognition Expert National Training Conference	ID-23-01
Drugged Driving Public Education Campaign	CP-23-03 PI&E
In-House Public Information and Education	CP-23-03 PI&E
Impaired Driving Program Assessment Recommendation Implementation	ID-23-06
Judicial Outreach Liaison	ID-23-05
Judicial Training and Outreach	ID-23-04
Law Enforcement Engagement	CP-23-01 Special Projects
Law Enforcement Liaison (LEL)	CP-23-01 Special Projects
Materials Storage and Distribution	CP-23-04
MSP IMPACT Public Education and Information Campaign	CP-23-03 PI&E
Mobilization Communications and Outreach Banners	CP-23-03 PI&E
Occupant Protection Program Assessment Recommendation Implementation	OP-23-04
Overtime Distracted Driving, Impaired Driving, Seat Belt, and Speed Enforcement	PT-23-04+
Rear Seat Belt Public Education	CP-23-03 PI&E
Seat Belt and Child Passenger Safety Law Enforcement Card	CP-23-03 PI&E
Seat Belt and Handheld Device Use Direct Observation Survey	OP-23-03 PI&E
Sobriety Court Support	ID-23-05
Speed Enforcement Mobilization Paid Advertising	CP-23-03 PI&E
Speed Measurement Signs	PT-23-16+
Strategic Counsel	CP-23-03 PI&E
Traffic Enforcement Strategies Conference	CP-23-01 Special Projects
Traffic Safety Training Program	ID-23-03
UP Regional Law Enforcement Training	CP-23-01 Special Projects
UP Safety Culture Enforcement Study	PT-23-20

ANALYSIS OF CRASHES, CRASH FATALITIES, AND INJURIES IN AREAS OF HIGHEST RISK. (FROM THE TSEP) § 1300.11(d)(5)(i)(A)

BACKGROUND

The number of fatalities decreased from 1,131 in 2021 to 1,114 in 2022.

Seat belt use decreased almost 2 percent from 94.4 percent in 2019 to 92.6 percent in 2021. Every 1 percent increase in seat belt use results in 10 lives saved and 100 serious injuries prevented.

GOALS

- Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** by 2023.
- Reduce suspected serious injuries from 6,667 in 2021 to **5,909.2** by 2023.
- Prevent the 1.01 fatalities/Vehicle Miles Traveled (VMT) rate in 2021 from increasing to no more than **1.136** fatalities/VMT by 2023.
- Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023
- Increase the statewide seat belt use rate from 92.6 percent in 2021 to **93.9** percent by 2023.

Overtime Traffic Enforcement

The NHTSA developed a detailed model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. The OHSP adopted this model in 2003 as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide mobilizations and crackdowns.

High-visibility enforcement increases compliance with traffic laws. However, many county and city police agencies lack the resources necessary to dedicate officers to a traffic unit or traffic team. Overtime funding is one solution to providing dedicated enforcement on traffic safety issues with impaired driving, occupant protection, and speeding as the highest priorities for education and enforcement.

On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement that focuses on compliance with impaired driving, occupant protection, distracted driving, and speed traffic laws.

A five-year review of traffic crash data was conducted for unrestrained, alcohol-impaired, drug-impaired, distracted, and speed-related fatalities and suspected serious injuries. Although the crash trend data is reviewed on an annual basis, the highest-crash times and locations tend to be similar each year.

**Michigan Fatality and Suspected Serious Injuries (KAs) in Alcohol-Involved Crashes
by Month 2016-2020**

Michigan KAs in Drug-Involved Crashes by Month 2016-2020

Michigan KAs in Alcohol- and/or Drug-Involved Crashes by Month 2016-2020

Michigan Holiday KAs (2016-2020)						
Holiday	Year					Total People
	2016	2017	2018	2019	2020	
New Year's Day	36	56	62	80	23	257
St. Patrick's Day	16	30	14	12	13	85
Memorial Day	73	74	84	88	70	389
Fourth of July	91	69	35	137	112	444
Labor Day	73	99	83	72	83	410
Halloween	17	21	22	22	17	99
Thanksgiving	44	50	58	44	57	253
Christmas	59	56	65	17	38	235

Michigan Thanksgiving Alcohol- and Drug-Involved KAs 2016-2020

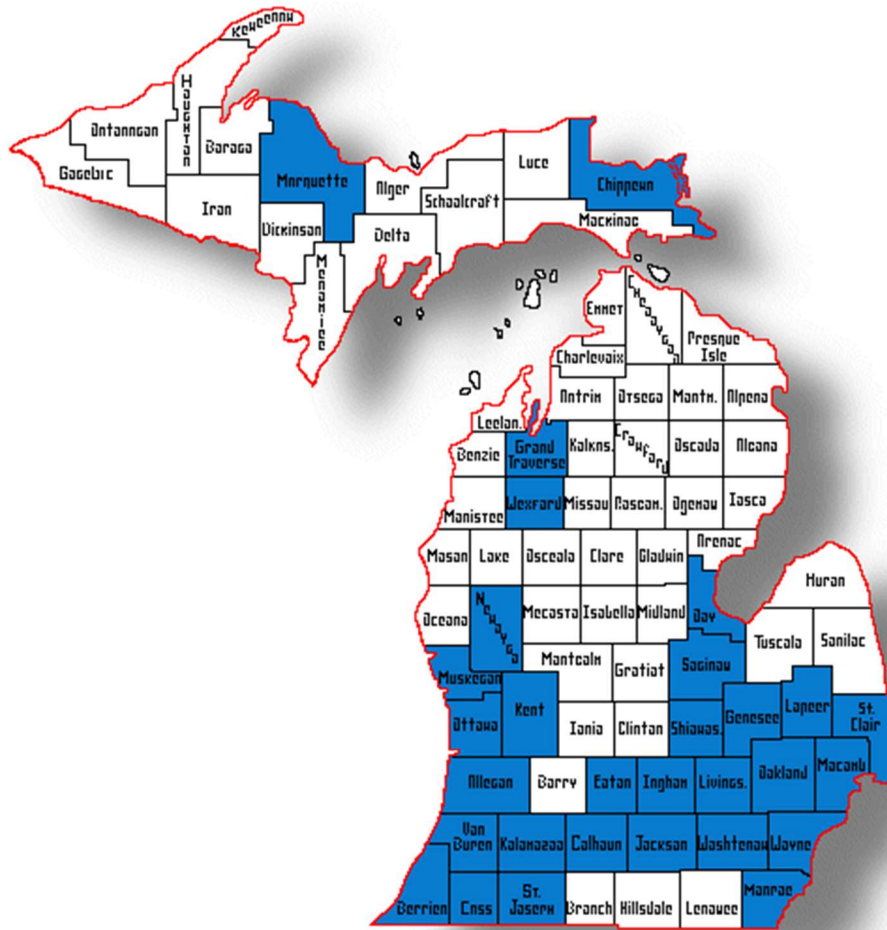
Michigan Unrestrained Passenger Vehicle KAs by Month 2016-2020

Michigan Distracted-Driving-Involved KAs 2016-2020

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2016	43	415	458
2017	72	531	603
2018	77	482	559
2019	70	439	509
2020	52	374	426
TOTAL PERSON COUNT	314	2,241	2,555

Michigan Speed-Related KAs By Month 2016-2020

FY23 Enforcement Locations



Source: dijmaps.net (c)

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Locations were determined for overtime traffic enforcement by where the highest number of fatal and suspected serious injuries occurred over a five-year trend (2016-2020) and available funding levels. **§ 1300.11(d)(5)(B)**

Michigan KAs for Unrestrained, Impaired, and Distracted Driving by County Ascending Rank 2016-2020

County	Unrestrained	Impaired	Speeding	Distracted Driver	Overall
	Total	Total	Total	Total	Grand Total**
Wayne	567	1,149	875	273	2,864
Kent	199	617	314	208	1,338
Oakland	230	563	254	189	1,236
Macomb	144	446	133	155	878
Genesee	153	293	169	67	682
Kalamazoo	112	269	146	85	612
Ingham	94	221	124	105	544
Washtenaw	78	245	139	79	541
Berrien	87	211	92	48	438
Saginaw	96	191	97	48	432
Muskegon	84	185	117	42	428
Ottawa	74	172	95	73	414
St. Clair	82	168	87	36	373
Monroe	72	195	57	44	368
Calhoun	58	156	110	37	361
Jackson	68	162	86	44	360
Montcalm	70	120	96	51	337
Livingston	71	143	86	23	323
Allegan	50	143	77	48	318
Van Buren	52	138	77	44	311
Eaton	62	119	83	36	300
Newaygo	62	95	82	17	256
Grand Traverse	41	99	75	36	251
Cass	44	111	73	21	249
St. Joseph	43	93	73	37	246
Bay	59	110	50	24	243
Lapeer	55	87	60	30	232
Shiawassee	45	82	38	58	223

The OHSP awards cooperative traffic enforcement grants. A lead agency is identified in the selected county to coordinate the enforcement efforts of other local law enforcement agencies within the county. Partnering and collaborating with other agencies and organizations to combine resources can serve as a “force multiplier” and achieve results that a single agency could not accomplish alone. The number of grants awarded takes into consideration the traffic safety enforcement program and level of overtime enforcement funding approved.

In addition to the cooperative grants, the MSP conducts overtime enforcement in the same high crash locations through grants with each of its seven districts.

The grant budget for each project was determined using a formula with a base number of three 4-hour shifts per participating agency during each week of the required enforcement periods at an average cost for overtime salary and fringe benefits based on prior grant expenditures where known. The grant

budgets for each project also includes a review of past liquidation of funds, the number of agencies included in the grant, crash ranking, and staffing levels when applicable.

The NHTSA requires states to provide a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired driving that emphasizes publicity during three campaigns.

Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where 1) the crash was coded as alcohol-involved and/or drug-involved, 2) the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, 3) the crashes included at least one driver was speeding, and 4) crashes that are coded as driver distraction.

The OHSP will fund enforcement efforts to focus on compliance with traffic safety laws during statewide enforcement periods. The mandatory enforcement periods will include:

- December 1, 2022 – February 28, 2023 (speed enforcement)
- December 16, 2022 – January 1, 2023 (impaired driving enforcement)
- May 15 – June 4, 2023 (seat belt enforcement)
- July 1-30, 2023 (impaired driving, seat belt, and speed enforcement)
- August 10 – September 4, 2023 (impaired driving enforcement)

Elective enforcement periods will include:

- November 21-27, 2022 (impaired driving enforcement)
- April 1-30, 2023 (distracted driving enforcement)

Earned Media and Outreach

Enforcement periods will be supported by a comprehensive earned media strategy, including:

- Start of mobilization news releases and possibly news events
- Mid-mobilization news releases
- Results news releases

In addition to earned media activities, materials will be provided to all law enforcement agencies for each enforcement period. In general, agencies will be provided sample social media posts to utilize in their communities to encourage vehicle occupants to wear seat belts and remind motorists about the dangers of impaired driving and speeding. Banners will be provided in the summer to display at prominent locations.

Paid Advertising

Paid advertising guarantees messages will be played on stations and programs that appeal to the target audience most likely to drive impaired, speed, or not wear a seat belt.

Young men remain the focus of messaging efforts for distracted driving, impaired driving, speed, and seat belt enforcement. Advertising mediums will include radio, television, cable, and social media outlets. Advertising programming will be selected based on its efficiency and effectiveness.

Evaluation and Monitoring § 1300.11(d)(5)(ii)

A comprehensive and ongoing monitoring and evaluation program can identify areas of success, locate areas needing improvement, and more accurately pinpoint weaknesses.

To deploy resources in the most effective manner, enforcement plans will be reviewed and updated at the local level based on crash data and available manpower at each law enforcement agency.

Enforcement activity will be submitted to the OHSP for review after each enforcement period.

A seat belt and handheld device use direct observation survey will take place after the Memorial Day seat belt enforcement period. Campaign surveys will take place before and after the May and August enforcement efforts and will include an oversample of young men. The surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts.

Law Enforcement Engagement

In 2021, many law enforcement agencies continued to be directed to limit their contact with drivers during the COVID-19 pandemic. Bars and restaurants were closed, or the hours of operation were reduced. There were law enforcement department directives that officers could only make traffic stops for hazardous violations to limit contact with the public. In some locations, the jails were not accepting outstanding warrants for any misdemeanor crimes due to COVID-19 testing requirements for every inmate. Preliminary Breath Test (PBT) and Data Master equipment could not be utilized, and those arrested had to be transported to hospitals for a blood draw. With officers and citizens wearing face coverings, it made it more difficult to detect the odor of intoxicants.

With reduced staffing levels, law enforcement needs tools and information to conduct effective traffic safety enforcement with available resources. The OHSP staff will continue to communicate on a regular basis with law enforcement personnel in person and through direct mailing, through the [MACP](#) and the [MSA](#) listservs; and using other communication channels for the MSP.

Law Enforcement Action Kits (LEAKS) will be mailed and provided electronically to all law enforcement agencies during the enforcement campaigns. In general, agencies will be provided banners to display at prominent locations and sample social media posts to utilize in their communities to encourage vehicle occupants to wear seat belts and remind motorists about the dangers of driving impaired and speeding.

A Forum on Highway Traffic Safety and Enforcement is anticipated to be reconvened by spring 2023, pending COVID-19 restrictions, to continue discussions on challenges and resolutions to increase traffic safety enforcement.

The OHSP staff will exhibit at the [MACP](#) Mid-Winter Professional Development Conference in February 2023 and the [MSA](#) Fall Professional Development and Trade Show in October 2022. The OHSP will have traffic safety materials and a computer to demonstrate how the attendees can access traffic crash data using the [MTCF](#) website.

The OHSP staff will also work with the [MACP](#) and the [MSA](#) to submit traffic safety agenda items for their annual conferences.

Traffic Enforcement Strategies Conference

Specialized training for law enforcement officers allows them to effectively address traffic safety issues, as well as learn how to identify crash problems and key roadways in their jurisdictions. The training also provides officers with the opportunity to learn about traffic safety issues, data, research, and practices to improve the detection and apprehension of violators of traffic safety laws.

A traffic enforcement strategies conference will be planned. The conference agenda will be based on feedback from law enforcement agencies and may include a variety of topics, such as DRE, ARIDE, and SFST trainings; using the [MTCF](#) website and Michigan legal update, especially regarding recreational marijuana and driving; and distracted-driving enforcement strategies.

Training

Training enables law enforcement officers to increase knowledge, update skills, and remain current on emerging issues to successfully address traffic safety priorities. In a time of dwindling resources and personnel, well-trained law enforcement officers are the best asset for reducing crime, traffic fatalities, and injuries through traffic enforcement.

The OHSP intends to contract with a LEL to engage law enforcement officials by training on understanding and using the [MTCF](#) website and traffic crash data tools. The purpose is to increase

effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems.

Nearly all officers in Michigan have received training in the NHTSA and [the International Association of Chiefs of Police \(IACP\)](#) SFST Practitioner course. Officers need this basic but foundational training to improve their abilities to identify, apprehend, and prosecute alcohol-impaired drivers. Officers must have completed the NHTSA/[IACP](#)-approved SFST course to be eligible to participate in the OHSP-funded enforcement grants. One hundred practitioner classes will be scheduled.

The NHTSA/[IACP](#)-approved ARIDE course is a training program designed to provide refresher SFST training and an introduction to the drug-impaired driver. Fifty-six practitioner training courses will be provided throughout the year.

With drug-related crashes on the rise, the [Medical Marihuana Act](#), and the [Michigan Regulation and Taxation of Marihuana Act](#), Michigan will provide two DRE training courses.

ANTICIPATED PARTICIPATING AGENCIES IN MOBILIZATIONS

§ 1300.11(d)(6)

Brownstown Charter Township PD	MSP Negaunee Post
Calhoun County SO	MSP Niles Post
Canton PD	MSP Paw Paw Post
Cass County SO	MSP Rockford Post
Chelsea PD	MSP Sault Ste. Marie Post
Chesterfield PD	MSP Third District HST
Chippewa County SO	MSP Tri-City Post
Chocolay Township PD	MSP Wayland Post
City of Muskegon PD	MSP Lakeview Post
Clinton Township PD	Milan PD
Davison Township PD	Monroe County SO
Dearborn Heights PD	Montcalm County SO
Dearborn PD	Mount Morris Township PD
Detroit PD	Muskegon County SO
Eastern Michigan University DPS	Muskegon Township PD
Eastpointe PD	Newaygo County SO
Farmington Hills PD	Northfield PD
Flint Township PD	Norton Shores PD
Forsyth Township PD	Novi PD
Fruitport Township PD	Oakland County SO
Genesee County SO	Ottawa County SO
Genesee Township PD	Pittsfield Township PD
Grand Blanc Township PD	Port Huron PD
Grand Rapids PD	Portage DPS

Grand Traverse County SO	Roseville PD
Jackson County SO	Royal Oak PD
Jackson PD	Saline PD
Kalamazoo County SO	Sault Ste Marie PD
Kalamazoo DPS	Shelby Township PD
Kalamazoo Township PD	Shiawassee County SO
Kent County SO	Southfield PD
Kentwood PD	St. Clair County SO
Lansing PD	St. Clair Shores PD
Lapeer County SO	St. Joseph County SO
Livingston County SO	Sterling Heights PD
Livonia PD	Taylor PD
Macomb County SO	Trenton PD
Madison Heights PD	Troy PD
Marquette City PD	University of Michigan DPS
Marquette County SO	Van Buren County SO
Metro Police Authority of Genesee County	Walker PD
MSP Brighton Post	Washtenaw County SO
MSP Cadillac Post	Waterford PD
MSP Calumet Post	Wayne County SO
MSP Eighth District Homeland Security Team (HST)	Western Michigan University DPS
MSP First District HST	Westland PD
MSP Flint Post	White Lake PD
MSP Gladstone Post	Wyoming DPS
MSP Fifth District HST	Ypsilanti PD

Once the project level agreements are entered into the online grant management system, the OHSP will add the required information to the Michigan Project Level Spreadsheet and send to the NHTSA Region 5 Administrator before any work is started. [23 CFR 1300.33\(e\)\(2\)](#)

HVE STRATEGIES/PLANNED HVE STRATEGIES TO SUPPORT NATIONAL MOBILIZATIONS: ¹¹REMINDER: WHEN ASSOCIATING A COUNTERMEASURE STRATEGY TO AN INCENTIVE GRANT, YOU MUST ENSURE SUFFICIENT DETAIL IS PROVIDED TO SATISFY THE ADDITIONAL INCENTIVE GRANT CRITERIA, WHERE APPLICABLE. § 1300.11(d)(6)

COUNTERMEASURE STRATEGY NAMES
Communication Campaign
DRE Training
DWI Courts
Earned/Paid Media
Highway Safety Office Program Management
Impaired Driving Program Assessment (NHTSA-Facilitated)
Impaired Driving Task Force
Judicial Education
Law Enforcement Liaison
Law Enforcement Training
Mass Media Campaign
NHTSA Requirement for Annual Seat Belt Use Surveys
NHTSA Uniform Guidelines for Speed Management #19
NHTSA Uniform Guidelines for Traffic Enforcement #15
Occupant Protection Program Assessment (NHTSA-Facilitated)
SFST/ARIDE Training for Law Enforcement Officers
Short-Term High-Visibility Speed Enforcement
Short-Term High-Visibility Enforcement

¹¹See HSP Planned Activities under *Community Projects, Impaired Driving, Occupant Protection, and Police Traffic Services*.

¹²SPECIFIC HVE PLANNED ACTIVITIES THAT DEMONSTRATE THE STATE'S SUPPORT AND PARTICIPATION IN THE NATIONAL HIGH-VISIBILITY LAW ENFORCEMENT MOBILIZATIONS TO REDUCE ALCOHOL-IMPAIRED OR DRUG-IMPAIRED OPERATION OF MOTOR VEHICLES AND INCREASE USE OF SEAT BELTS BY OCCUPANTS OF MOTOR VEHICLES. § 1300.11(d)(6)

PLANNED ACTIVITY NAMES	PLANNED ACTIVITY UNIQUE IDENTIFIERS	PRIMARY COUNTERMEASURE STRATEGY
Booster Seat Public Education	CP-23-03 PI&E	Communication Campaign
<i>Buckle Up in Your Truck</i> Public Education	CP-23-03 PI&E	Communication Campaign
Campaign Surveys	CP-23-03 PI&E	Communication Campaign
<i>CLOT</i> Mobilization Paid Advertising	CP-23-03 PI&E	Paid/Earned Media
<i>DSOGPO</i> Mobilization Paid Advertising	CP-23-03 PI&E	Paid/Earned Media
DRE Callout Program	ID-23-01	Drug Recognition Expert Training
DRE National Training Conference	ID-23-01	Drug Recognition Expert Training
Drug Evaluation and Classification Program	ID-23-01	Drug Recognition Expert Training and SFST/ARIDE Training for Law Enforcement Officers
Drugged Driving Public Information and Education Campaign	CP-23-03 PI&E	Paid/Earned Media
Highway Safety Office Program Management	CP-23-02 PM	Highway Safety Office Program Management
In-House PI&E	CP-23-03 PI&E	Communication Campaign
Impaired Driving Program Assessment Recommendation Implementation	ID-23-06	Impaired Driving Program Assessment (NHTSA Facilitated)
Judicial Outreach Liaison	ID-23-05	Judicial Education
Judicial Training and Outreach	ID-23-04	Judicial Education
Law Enforcement Engagement	CP-23-01 Special Projects	Law Enforcement Training
Law Enforcement Liaison	CP-23-01 Special Projects	NHTSA Uniform Guidelines for Traffic Enforcement #15
Materials Storage and Distribution	CP-23-04	Mass Media Campaign
MSP IMPACT PI&E Campaign	CP-23-03 PI&E	Impaired Driving Program Assessment (NHTSA Facilitated)
Michigan Traffic Safety Summit Virtual Speaker Series	CP-23-01 Special Projects	Law Enforcement Training
Mobilization Communications and Outreach Banners	CP-23-03 PI&E	Mass Media Campaign
Occupant Protection Program Assessment Recommendation Implementation	OP-23-04	Occupant Protection Program Assessment (NHTSA-Facilitated)
Overtime Distracted Driving, Impaired Driving, Seat Belt, and Speed Enforcement	PT-23-04+	Short-Term High-Visibility Enforcement
Rear Seat Belt Public Education	CP-23-03 PI&E	Communication Campaign

¹²See HSP Planned Activities under *Community Projects, Impaired Driving, Occupant Protection, and Police Traffic Services*.

Seat Belt and Handheld Device Use Direct Observation Survey	OP-23-03	Other: NHTSA Requirement
Sobriety Court Support	ID-23-05	DWI Courts
Speed Enforcement Mobilization Paid Advertising	CP-23-03 PI&E	Paid/Earned Media
Speed Measurement Signs	PT-23-16+	Short-Term High-Visibility Speed Enforcement
Strategic Counsel	CP-23-03 PI&E	Mass Media Campaign
Traffic Enforcement Strategies Conference	CP-23-01 Special Projects	NHTSA Uniform Guidelines for Traffic Enforcement #15
Traffic Safety Training Program	ID-23-03	Impaired Driving Program Assessment (NHTSA facilitated)
Treatment Court Professionals Training Support	ID-23-08	DWI Courts
UP Regional Law Enforcement Training	CP-23-01 Special Projects	SFST/ARIDE Training for Law Enforcement Officers
UP Traffic Safety Culture Study	PT-23-20	NHTSA Uniform Guidelines for Traffic Enforcement #15
Winter Safe Driving Awareness Campaign	CP-23-03 PI&E	NHTSA Uniform Guidelines for Speed Management #19

PLANNED ACTIVITY DETAILS § 1300.11(d)(1)(2)(3)(4)

Planned activities are in the following program areas:

- | | |
|--|----|
| 1. Community Programs | CP |
| 2. Driver Education | DE |
| 3. Emergency Medical Services | EM |
| 4. Impaired Driving (formerly known as "Alcohol (AL)") | ID |
| 5. Motorcycle Safety | MC |
| 6. Occupant Protection, all ages | OP |
| 7. Planning and Administration | PA |
| 8. Nonmotorized Safety (Pedestrian & Bicyclist Safety) | PB |
| 9. Police Traffic Services | PT |
| 10. Traffic Records | TR |

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(CP) Community Programs

¹³CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132** fatal crashes by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 Percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than **259** fatal crashes by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.

¹³Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(CP) Community Programs

<i>CP</i>		<i>COMMUNITY PROGRAMS</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-01	Section 402 Program Management	\$219,000
CP-2023-Community Traffic Safety Project	CP-23-01, CP-23-03, CP-23-04, CP-23-05	Section 402 FAST Act Community Traffic Safety Project	\$484,000
CP-2023-Community Traffic Safety Project	CP-23-03	Section 402 BIL Community Traffic Safety Project	\$206,000
FDL*CP-405d Low Community Traffic Safety	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Community Safety Project (flex)	\$85,000
SHARE TO LOCALS			\$690,000
PROGRAM AREA TOTAL			\$994,000

Traffic safety messages are most successful when accompanied by public information.

(CP) Community Programs

In-House PI&E

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	OP: Seat Belt Law Enforcement—Short-Term, HVE Seat Belt Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2 Seat Belts and Child Restraints, Section 2.1 Communication and Outreach: Short-Term, High-Visibility Seat Belt Law Enforcement, Pages 2-18 and 2-19 or 144-145.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Traffic safety messages are most successful when accompanied by public information.</p> <p>16 percent of total \$775,000 designated to CP minus Program Management funds.</p> <p>\$219,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$60,000	2021	402 FAST ACT Community Traffic Safety Project
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2023.		

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcyclist safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach. This includes developing brochures, flyers, posters, and other materials to promote traffic safety campaigns and conferences.

Funding will support supplies/operating costs.



Distracted Driving

[Learn More About the Dangers of Distracted Driving >](#)



Bicyclist Safety

[Learn More About Bicyclist Rights and Responsibilities >](#)



Pedestrian Safety

[Learn More >](#)



Motorcyclist Safety

[Learn More >](#)



Senior Drivers

[Safe Drivers Smart Options >](#)



Teen Driver Safety

[Learn More about Teen Driver Safety >](#)

(CP) Community Programs

Materials Storage and Distribution

PLANNED ACTIVITY NUMBER	CP-23-04		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	OP: Seat Belt Law Enforcement—Short-Term, HVE Seat Belt Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2 Seat Belts and Child Restraints, Section 2.1 Communication and Outreach: Short-Term, High-Visibility Seat Belt Law Enforcement, Pages 2-18, 2-19, or 144-145.		
PROJECT SAFETY IMPACTS AND LINKAGE	Traffic safety messages are most successful when accompanied by public information. 19.4 percent of total \$755,000 designated to CP minus Program Management funds. \$219,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.		
INTENDED GRANTEE/SUBRECIPIENTS	MSP GCSO		
AMOUNT, YEAR(S), FUNDING SOURCE	\$150,000	2021	402 FAST ACT Community Traffic Safety Project
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	Distribute 225,000 traffic safety catalog items and two mobilization mailings by September 30, 2023.		

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

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



(CP) Community Programs

Societal Costs of Traffic Crashes and Crimes in Michigan: 2023 Update

PLANNED ACTIVITY NUMBER	CP-23-05		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	AL: Impaired Driving Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	¹⁴ 2019, <i>Program Management</i> , Page 18: “Identify and/or develop educational and training materials to deliver to law enforcement partners that communicate the importance of traffic safety enforcement, particularly the importance of impaired driving enforcement.”		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>16 percent of total \$775,000 designated to CP minus Program Management funds.</p> <p>\$219,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the CP programs..</p>		
INTENDED GRANTEE/SUBRECIPIENTS	To be determined (TBD) Request for Proposal (RFP) due July 29		
AMOUNT, YEAR(S), FUNDING SOURCE	\$124,000	2021	Section 402 FAST Act Community Traffic Safety Project
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	<p>Research and evaluate the costs of traffic crash and crime data and societal impacts in Michigan by September 30, 2023.</p> <p>Provide a final report to the OHSP by September 30, 2023.</p>		

Traffic crashes and crimes impose significant economic and social burdens on Michigan through injuries, loss of life, and property damages. Comparable and up-to-date cost data on traffic crashes and crimes can help policymakers and law enforcement leaders make informed decisions and prioritize resource expenditures relative to reducing these burdens. The purpose of the study is to update the 2017 earlier work in order to provide a timely basis for comparing the societal costs of traffic crashes and crimes in Michigan.

Funding will support personnel, contractual, and indirect costs.

¹⁴See [MI-NHTSA Impaired Program Area Assessment Attachment in HSP submission documents](#).

(CP) Community Programs

Strategic Counsel

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*CP-405d Low Community Traffic Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Seat Belt Law Enforcement—Short-Term, HVE Seat Belt Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2.1 Communication and Outreach: Short-Term High-Visibility Seat Belt Law Enforcement, Pages 2-18, 2-19, or 144-145.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Traffic safety messages are most successful when accompanied by public information.</p> <p>11 percent of total \$775,000 designated to CP minus Program Management funds.</p> <p>\$219,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$85,000	2021	405(d) FAST Act Impaired Driving Low Community Safety Project (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide communications expertise related to new situations, opportunities, and challenges for up to four projects through September 30, 2023.		

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

Funding will support contractual costs.



(CP) Community Programs

Winter Safe-Driving Awareness Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	Speed: NHTSA Uniform Planning Guidelines for Speed Management #19		
RATIONALE FOR COUNTERMEASURE	<p><u>NHTSA Uniform Planning Guidelines for Speed Management #19</u>, Section IV: Communication Program, Page 3. “Communication strategies, accompanied by enforcement, can modify driver behavior. Communication programs should be developed to ensure motorist acceptance and to enhance compliance with the introduction of revised speed limits and strict enforcement operations. Communication programs and materials should be cultural relevant and multilingual as appropriate. If the public is not aware of, or does not understand, the potential consequences of speeding to themselves and others, they are unlikely to adjust speeds for traffic and weather conditions, or to comply with posted speed limits. Develop and evaluate culturally relevant public awareness campaigns to educate drivers on the importance of obeying speed limits and the potential consequences of speeding. Identify and collaboratively support efforts of highway safety partners, traffic safety stakeholders and the health and medical communities to include speed management as a priority safety, economic and public health issue. Promote responsible driver behavior and speed compliance in advertising.”</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Traffic safety messages are most successful when accompanied by public information.</p> <p>26.6 percent of total \$775,000 designated to CP minus Program Management funds.</p> <p>\$219,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$206,000	2021	402 BIL Community Traffic Safety Project
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Create the statewide Michigan Winter Safe-Driving Awareness Campaign by September 30, 2023.</p> <p>Conduct a statewide Winter Safe-Driving Awareness Campaign by September 30, 2023.</p>		

The [Drive Slow on Ice and Snow](#) winter safe-driving awareness campaign will create new social media messages to appeal to all motorists to promote a statewide Michigan Winter Safe-Driving Awareness Week campaign. Existing media assets and resources will be refreshed/reprinted for distribution and inclusion in publications and paid and earned media efforts.

Funding will support contractual and supplies/operating costs.



Community Programs Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$219,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

¹⁵(DE) Driver Education

CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132**
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 Percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than **259** fatal crashes by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.

¹⁵Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(DE) Driver Education

GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$308,000
PM-2023-Paid Advertising	CP-23-03	Section 402 FAST Act Paid Advertising	\$300,000
DE-2023-Driver Education	DE-23-11	Section 402 FAST Act Driver Education	\$386,000
M1*DE-05b Driver Education	CP-23-03	Section 405(b) Supp BIL Occupant Protection High Driver Education (flex)	\$46,000
FDL*DE-405d Low Driver Education	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Driver Education (flex)	\$125,000
DE-2023-Driver Education	DE-23-01, D23-04, DE-23-09, CP-23-3	Section 402 BIL Driver Education	\$230,000
FDL*YA-405d Low Youth Alcohol	CP-23-01	Section 405(d) FAST Act Impaired Driving Low Youth Alcohol	\$20,000
SHARE TO LOCALS			\$916,000
PROGRAM AREA TOTAL			\$1,415,000

Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the [Center for Disease Control and Prevention](#), traffic crashes are the second-leading cause of death among people aged 15-20.

As people age into older adulthood, they begin to experience declines in their functional abilities. One of the main concerns with aging is that declines in abilities needed for safe driving can lead to higher likelihood of motor vehicle crashes and related injuries.

(DE) Driver Education

Distracted Driving High School Action Kits

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1*DE-05b Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	Distracted Driving: Communications and Outreach- Communications and Outreach on Distracted Driving		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 4 Distracted Driving, Section 2.1 Communications and Outreach on Distracted Driving, Page 4-17.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the Center for Disease Control and Prevention, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>4.2 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$46,000	2022	405(b) Supp BIL Occupant Protection High Driver Education (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct an awareness campaign, including development and distribution of distracted driving banners to high schools in the top ten high fatality and suspected serious injury counties, by May 15, 2023.		

The ¹⁶FY2023 social media campaign will be expanded to include outreach to high schools with distracted driving banners, posters, brochures, social media messaging, fact sheets, and media releases. The OHSP will fund production and distribution of one distracted driving banner to each high school in support of Distracted Driving Awareness month in April.

Funding will support supplies/operating costs.



¹⁶Logo displayed is the NHTSA logo and not necessarily the MI campaign.

(DE) Driver Education

Distracted Driving Public Education and Social Media Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
PROJECT CATEGORY	Education, Communication, and Outreach		
GTS CODE(S)	PM-2023-Paid Advertising		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	DE: Communications and Outreach-General Communications and Education		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 4 Distracted Driving, Section 2.1 Communications and Outreach on Distracted Driving, Page 4-17.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the Center for Disease Control and Prevention, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>27.1 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	402 FAST Act Paid Advertising
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Support statewide outreach by creating and distributing paid social media ads about the dangers of distracted driving by May 15, 2023.		

Public information messages will be created to alert the public about the dangers associated with distracted driving to positively influence driver behavior. The target audience will be expanded to include a broader age group, specifically targeted to people aged 16-54. Different tactics and creative will be targeted to people aged 16-25 and then different tactics/creative for the older segment of that population aged 26-54. New creative development will be needed, including a video, and more coverage for a broader audience. The [EyesDrive](#) assets can still be used for the teen audience. Paid media of the [Sam Howell](#) video will occur for the first time in FY2022 and continue into FY2023.

Funding will support contractual costs.



(DE) Driver Education

Ford Driving Skills for Life Impaired Driving Station

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	FDL*YA-405d Low Youth Alcohol		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	AL: Underage Drinking and Drinking/Driving-Youth Programs		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 1 Alcohol- and Drug-Impaired Driving, Section 6.5 Youth Programs, Page 1-76.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the Center for Disease Control and Prevention, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>1.8 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$20,000	2021	405(d) FAST Act Impaired Driving Low Youth Alcohol
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	Provide impaired driving education for 640 teens/students and 475 adults/parents to educate them on the dangers of impaired driving by September 30, 2023.		

Michigan State Police Community Service Troopers will work with teen drivers and their parents to educate them on the dangers of impaired driving during [Ford's Driving Skills for Life \(PCR\)](#) hands-on three-day event in May 2023.

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



(DE) Driver Education

Mandatory Orientation for Teen Driver Training Providers

PLANNED ACTIVITY NUMBER	DE-23-11		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	DE: Graduated Driver Licensing (GDL)-Graduated Driver Licensing		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 6 Young Drivers, Section 1.1 Graduated Driver Licensing, Page 6-10.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the Center for Disease Control and Prevention, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>5.4 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan Department of State (MDOS)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$60,000	2021	402 FAST Act Driver Education
INDIRECT COST RATE	13.6 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Develop a provider orientation program and make the program available to driver education providers by September 30, 2023.</p> <p>Train the MDOS staff to deliver the program by September 30, 2023.</p>		

The MDOS will create and deliver a mandatory orientation program for the 290 teen driver training providers. Pursuant to Michigan Compiled Law (MCL) 256.629(12), *“the secretary of state may develop and prescribe an orientation and education program that a person must complete before the secretary of state issues that person an original driver education provider certificate.”* However, such a program has never been mandated. Elements of the program will include reinforcing what is to be taught, the providers’ role in driver safety, promotion of the requirement to conduct a parent orientation meeting and parental involvement in the graduated driver licensing process, promotion of traffic safety resources, and classroom technique. Funding will support contractual and indirect costs.

**DRIVER EDUCATION
PROVIDER MANUAL**



“DOING IT RIGHT”

Michigan Department of State
Driver Programs Division
Driver Education Section

(DE) Driver Education

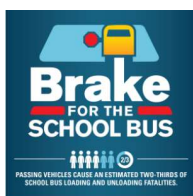
Operation Safe Stop

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E	
GTS CODE(S)	N/A	
PROJECT CATEGORY	Support, Training, and Enforcement	
BENEFIT TO LOCALS (402 only)	N/A	
COUNTERMEASURE NAME	All Pedestrians-Enforcement Strategies***	
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 8 Pedestrian Safety, Section 4.4 Enforcement Strategies, Page 8-39.	
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Traffic safety messages are most successful when accompanied by public information.</p> <p>0 percent of total \$651,000 designated to CP minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>	
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E	
AMOUNT, YEAR(S), FUNDING SOURCE	\$0	This project is not funded but supported under the general In-House PI&E CP-23-03 in CP.
INDIRECT COST RATE	N/A	
GRANT START-UP	October 1	
GOAL(S)	Support school bus safety enforcement of illegally passing school buses to decrease stop-arm violations while children are loading and unloading from a school bus during School Bus Safety Week by developing a LEAK that will go to agencies that participate by September 22, 2023.	

The OHSP will coordinate voluntary school bus enforcement of stop-arm violations utilizing Operation Safe Stop (OSS) with law enforcement agencies in October. The OHSP will send out correspondence requesting participation and creating assets for a LEAK to go to agencies that participate. ¹⁷These assets will also be posted on the OHSP website. The LEAK will include a sample news release, a fact sheet, sample social media messages, and possibly a short cell phone video script that Public Information Officers can record and post on their social media pages. For consideration will be a school bus ride along in cooperation with law enforcement and TV stations.

The OHSP school bus web page (www.Michigan.gov/schoolbussafety) will be updated if necessary. The OHSP will send out a media release announcing the enforcement. Partnering with Dean Transportation, a letter from the Michigan Association of Pupil Transportation and the OHSP will be drafted to be sent to all schools asking for their cooperation and participation in OSS during School Bus Safety Week, October 17-21, 2022. A partnering opportunity arose with the Pedestrian Safety Programs to help with school bus safety promotion on social media.

This is a non-funded project.



(DE) Driver Education

Safe Drivers Smart Options ([SDSO](#)) and Advanced Driver Assistance System ([ADAS](#)) Technology Phase 1

PLANNED ACTIVITY NUMBER	DE-23-09		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	Other: Research		
RATIONALE FOR COUNTERMEASURE	<p>¹⁸UMTRI-2016-18, Safe Drivers Smart Options, Keys to Lifelong Mobility: Final Report, Pages 18-19. “Several suggestions were made about additional content. These included: adding links to the Association for Driver Rehabilitation Specialists Fact Sheets; information on roundabouts; logos next to organizations on the ‘about’ page; a suggestion box for users to provide comments; information about vehicle technologies for older drivers; add basic driving tips; information about new laws; and information about support groups.” “The older adult and informal caregiver surveys should be conducted again, in another year or two to gauge awareness of the SDSO Strategy across Michigan once implementation efforts are more fully in place.”</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>As people age into older adulthood, they begin to experience declines in their functional abilities. One of the main concerns with aging is that declines in abilities needed for safe driving can lead to a higher likelihood of motor vehicle crashes and related injuries.</p> <p>21.4 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$237,000	2022	402 FAST Act Driver Education
INDIRECT COST RATE	TBD percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Gather and organize information about older drivers and ADAS technologies into a framework that can be added to the SDSO website by September 30, 2023.</p> <p>Assess awareness of the SDSO Strategy in Michigan through surveys of the three target user groups for the SDSO Strategy: Michigan older adults, Michigan informal caregivers who care for an older adult, and professionals who work with older adults on mobility-related issues by September 30, 2023.</p>		

¹⁸Authors: David W. Eby, Lisa J. Molnar, Lidia P. Kostyniuk, Nicole Zanier, and Renée M. St. Louis

(DE) Driver Education

This project will research the [ADAS](#) technology resources for older drivers and develop content for the [SDSO](#) website. Additionally, awareness levels will be assessed through surveys of the target groups. This is a multiyear project with expected completion in FY2024.

Funding will support personnel, contractual, indirect, and travel costs.

(DE) Driver Education

Strive for a Safer Drive (S4SD)

PLANNED ACTIVITY NUMBER	DE-23-01		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	Other (Peer-to-Peer Teen Traffic Safety Program Guide)		
RATIONALE FOR COUNTERMEASURE	<p><u>Peer-to-Peer Teen Traffic Safety Program Guide (Report No. DOT HS 812 631)</u>, Page 2: “For purposes of this guide, a peer-to-peer teen traffic safety program is defined as one in which teens: Identify a traffic safety problem specifically affecting them and other teens in their schools and communities; Formulate and implement plans that educates their peers about the problem and how to address it; and Evaluate how they did delivering that intervention (process) and addressing the problem (outcome). The goal then is to harness the power of youth to promote the adoption of safe behaviors by both the teens delivering the intervention and the teens receiving it. Teens who regularly participate in positive social projects designed to help their peers and others are less likely to engage in risky behaviors (Benton, as cited in Varenhorst, 2004). And in the case of the interventions included in this guide, the latter are also being positively affected. But another by-product of youth involvement in leading peer-to-peer efforts is that they develop critical social skills such as friendship making, caring, assertiveness, and resistance; form positive values, especially looking out for the well-being of others; and begin to understand their ‘meaning and purpose in life’ (Benton, as cited in Varenhorst, 2004)”.</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the <u>Center for Disease Control and Prevention</u>, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>8 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Transportation Improvement Association (TIA)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$89,000	2022	402 FAST Act Driver Education
INDIRECT COST RATE	20 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Establish <u>S4SD</u> in 50 schools by September 30, 2023.</p> <p>Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2023.</p> <p>Increase the average seat belt usage rate, based on pre- and post-observational surveys, among all participating schools by 2 percent by September 30, 2023.</p>		

(DE) Driver Education

Michigan high schools will have the opportunity to receive \$1,000 to develop a teen, peer-to-peer traffic safety campaign. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes. Participating schools are eligible to send teens to a hands-on driving event. Resources will be concentrated in the counties where 70 percent of all teen fatalities and suspected serious injuries occur. Extra promotion will occur in these counties and will include presentations, email correspondence, outreach at community events, and cold calling. The OHSP provides communications support for [S4SD](#), which will be expanded to include outreach to high schools during Teen Driver Safety Awareness Week and paid promotion of the program.

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



(DE) Driver Education

Teen Driver Safety Communications Program

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	DE: Parents-Parent Roles in Teaching and Managing Young Drivers		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 6 Young Drivers, Section 3 Parental Roles in Teaching and Managing Young Drivers, Page 6-23.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the Center for Disease Control and Prevention, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>4.8 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$53,000	2022	402 BIL Driver Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Support statewide outreach by creating and distributing paid social media ads about the Teen Driver Safety Week by September 30, 2023.</p> <p>Conduct, separately, two teen focus groups and two parent focus groups by March 1, 2023.</p> <p>Create a S4SD promotional video by July 1, 2023.</p>		

Public information messages will be created to alert teen parents about teen driver traffic safety. Messaging will occur during the month of October to coincide with Teen Driver Safety Awareness Week. A call to action will be to the teen safe-driving website/Parent Tool Kit. A new video will be created to promote the [S4SD](#) program. Focus groups will be conducted with teens and parents to help with messaging in FY2023 and beyond.

Funding will support contractual costs.



(DE) Driver Education

Teen Interactive Programs

PLANNED ACTIVITY NUMBER	DE-23-04		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	Other: Research		
RATIONALE FOR COUNTERMEASURE	2016, Mission Not Accomplished: Teen Safe Driving, the Next Chapter , GHSA, Page 2: “Based on the results of this latest data analysis and the 2015 FARS data, the GHSA recommends the following: Capitalize on the popularity of music and sports with teens to disseminate safe driving information/message Interactive programs sprinkle popular music and sports information into the interactive program, which helps to catch teens’ attention. They also use young master of ceremonies to facilitate programming.”		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the Center for Disease Control and Prevention, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>16 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TIA		
AMOUNT, YEAR(S), FUNDING SOURCE	\$177,000	2022	402 BIL Driver Education
INDIRECT COST RATE	20 percent		
GRANT START-UP	October 1		
GOAL(S)	Conduct teen traffic safety interactive programming in high fatality and suspected serious injury counties for 15,000 teens in 51 high schools by September 30, 2023.		

This project is a comprehensive high-impact safe-driving awareness program that utilizes several methods to inform, educate, and demonstrate the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. Programming may include hands-on driving simulators and assemblies, including game show-type interaction. The simulator allows participants to experience the real-life dangers without the real-life consequences. The TIA utilized an RFP process in FY2022 to develop three-year contracts with three teen interactive safe-driving program vendors to deliver programs to high schools with the largest number of fatalities and suspected serious injuries involving a teen driver and that do not have any other OHSP-funded teen programs available.

Funding will support contractual and indirect costs.

THINKFAST
INTERACTIVE



(DE) Driver Education

Teen Passenger Safety Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*DE Low Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	DE: Parents-Parent Roles in Teaching and Managing Young Drivers		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 6 Young Drivers Section 3 Parental Roles in Teaching and Managing Young Drivers, Page 6-21.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the Center for Disease Control and Prevention, traffic crashes are the second-leading cause of death among people aged 15-20.</p> <p>11.3 percent of total \$1,107,000 designated to DE minus Program Management funds.</p> <p>\$308,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$125,000	2021	405(d) FAST Act Impaired Driving Low Driver Education (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Develop and distribute social media and other media messages to garner 9 million impressions by September 30, 2023.		

A media campaign aimed at parents will focus on the dangers of passengers and teen drivers. A variety of messages will be used including social media influencers, advertising at high school events, and web banners. The campaign will be targeted to the counties with the highest number of teen traffic fatalities and suspected serious injuries with passengers, including Wayne, Kent, Oakland, Macomb, Genesee, Ingham, Kalamazoo, Ottawa, Washtenaw, and Muskegon.

Funding will support contractual costs.



(DE) Driver Education

Driver Education Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$308,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(EM) Emergency Medical Services

¹⁹CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132** fatal crashes by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 Percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than **259** fatal crashes by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.



¹⁹Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(EM) Emergency Medical Services

<i>EM</i>		<i>EMERGENCY MEDICAL SERVICES</i>	
GTS CODES	PLANNING ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023- Planning and Administration	CP-23-02	Section 402 Program Management	\$146,000
EM-2023- Emergency Medical Services	CP-23-01	Section 402 BIL Emergency Medical Services	\$24,000
SHARE TO LOCALS			\$24,000
PROGRAM AREA TOTAL			\$170,000

The Upper Peninsula is a largely rural, wilderness area of 16,500 square miles. Many communities lack adequate personnel and financial assets for optimal safety resources, such as broadband access to contact 911, law enforcement, training, first responders, and definitive medical care.

(EM) Emergency Medical Services

U.P. Rural Bystander Care Program

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	EM-2023-Emergency Medical Services		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	Other: Research		
RATIONALE FOR COUNTERMEASURE	<p>2017, <u>Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas, October, JAMA</u>, Pages: 983-984. "Emergency medical service units average 7 minutes from the time of a 911 call to arrival on scene. That median time increases to more than 14 minutes in rural settings, with nearly 1 of 10 encounters waiting almost a half hour for the arrival of EMS personnel. Longer EMS response times have been associated with worse outcomes in trauma patients: In some, albeit rare, emergent conditions (e.g., cardiopulmonary arrest, severe bleeding, and airway occlusion), even modest delays can be life threatening. Our data are limited in that most encounters derive from urban cluster zip codes and from a convenience sample as opposed to a selected series of representative census tracts. However, the large sample size provides external validity to our findings. Research suggests that bystanders trained in first aid can and will effectively assist the ill and injured in their time of need: Our data suggest that there is an interval for bystander intervention between 911 system engagement and EMS arrival. Recognizing that "you are the help until help arrives" may be lifesaving."</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>The Upper Peninsula is a largely rural, wilderness area of 16,500 square miles. Many communities lack adequate personnel and financial assets for optimal safety resources, such as broadband access to contact 911, law enforcement, training, first responders, and definitive medical care.</p> <p>100 percent of total \$24,000 designated to EM minus Program Management funds.</p> <p>\$146,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the EM programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$24,000	2022	402 BIL Emergency Medical Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		

GOAL(S)	Conduct a rural bystander care training program for 150 citizens in the Upper Peninsula by September 30, 2023.
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A national rural bystander care training curriculum will be used to teach citizens to render potentially lifesaving care at the scene of a motor vehicle crash until an ambulance arrives.

Funding will support supplies/operating and contractual costs.

(EM) Emergency Medical Services

Emergency Medical Services Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$146,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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



PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(ID) Impaired Driving

²⁰CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/VMT (2019-2023 rolling average) by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.

²⁰Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(ID) Impaired Driving

<i>ID</i>		<i>IMPAIRED DRIVING</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023- Planning and Administration	CP-23-02	Section 402 Program Management	\$492,000
FDLHVE-405d Low HVE	ID-23-01	405(d) FAST Act Impaired Driving Low HVE	\$60,000
M6X-405d Impaired Driving Low	ID-23-03	Section 405(d) FAST Act Impaired Driving Low	\$4,364,000
FDL*AL-405d Low Alcohol	ID-23-03	Section 405(d) FAST Act Impaired Driving Low Alcohol (flex)	\$630,000
FDLCS-405d Low Court Support	ID-23-04	405(d) FAST Act Impaired Driving Low Court Support	\$900,000
FDLCS-405d Low Court Support	ID-23-04	Section 405(d) BIL Impaired Driving Low Court Support	\$13,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$600,000
FDLATR-405d Low Drug and Alcohol Training	ID-23-01, ID-23-04	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$1,375,000
FDL*AL-405d Low Alcohol	ID-23-04	Section 405(d) FAST Act Impaired Driving Low Alcohol	\$4,000
SHARE TO LOCALS			\$0
PROGRAM AREA TOTAL			\$8,438,000

Of the total alcohol- and/or drug-involved fatal and suspected serious injury crashes that occurred between 2016 and 2020, 55 percent were alcohol-involved, and 1 percent were drug-involved.

(ID) Impaired Driving

Drug Evaluation and Classification Program (DECP)

PLANNED ACTIVITY NUMBER	ID-23-01		
GTS CODE(S)	FDLDA-405d Low Drug and Alcohol Training		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Drug Recognition Expert Training		
RATIONALE FOR COUNTERMEASURE	CTW, Chapter 1 Alcohol-Drug Impaired Driving, Section 7.1 Enforcement of Drug-Impaired Driving, Pages 80-81.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>16.2 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD (Michigan State Police Enforcement Career Development Section)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,016,000	2020	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
AMOUNT, YEAR(S), FUNDING SOURCE	\$275,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Increase the number of DRE enforcement evaluations from 490 in 2021 to 540 by September 30, 2023.</p> <p>Increase the number of DREs by 30 from 119 to 149 by September 30, 2023.</p> <p>Conduct 100 SFST training courses for 1,200 officers by September 30, 2023.</p> <p>Conduct 56 ARIDE training courses for 1,400 officers by September 30, 2023.</p>		

The Michigan State Police Enforcement Career Development Section DECP Coordinator will oversee the entire DRE/ARIDE/SFST trainings. The DECP Coordinator is responsible for the DRE training and the DRE continuing education training and will monitor and ensure the DRE certification and program policy and procedures are met. The DECP Coordinator will be the liaison between the OHSP and the IACP. The DECP Coordinator will instruct classes when and where necessary.

The ARIDE/SFST Program Coordinator will work under the direction of the DECP Coordinator and is responsible for the SFST Practitioner and Refresher training, the SFST Instructor and Refresher training, and the ARIDE and ARIDE Refresher training. The ARIDE/SFST Program Coordinator will instruct classes when and where necessary.

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

(ID) Impaired Driving

DRE Callout Program

PLANNED ACTIVITY NUMBER	ID-23-01		
GTS CODE(S)	FDLHVE-405d Low HVE		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Drug Recognition Expert Training		
RATIONALE FOR COUNTERMEASURE	<p>CTW, Chapter 1 Alcohol-Drug Impaired Driving, Section 7.1 Enforcement of Drug-Impaired Driving, Pages 80-81.</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>Less than 1 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD (Michigan State Police Enforcement Career Development Section)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$60,000	2021	405(d) FAST Act Impaired Driving Low HVE
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	Increase the number of certified DREs responding to requests for a DRE from 91 in 2021 to 120 by September 30, 2023.		

The project will provide overtime reimbursement to law enforcement agencies to allow the certified DREs to respond while off duty to a request for a DRE.

Funding will support personnel, contractual, and indirect costs.



(ID) Impaired Driving

DRE National Conference

PLANNED ACTIVITY NUMBER	ID-23-01		
GTS CODE(S)	FDLDATR-405d Low Drug and Alcohol Training		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Drug Recognition Expert Training		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 1 Alcohol-Drug Impaired Driving, Section 7.1 Enforcement of Drug-Impaired Driving, Pages 80-81.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>Less than 1 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD (Michigan State Police Enforcement Career Development Section)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$24,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	The DREs will receive instruction and updated information learned at the conference and share that information with students while instructing DRE, ARIDE, and SFST trainings by September 30, 2023.		

The DRE instructors are the only persons qualified in the state to teach DRE- and ARIDE-related trainings. Attending the Impaired Driving and Traffic Safety Conference and/or the Borkenstein Alcohol or Drug Schools allows DREs to remain up to date with current trends and information relating to impairment, drugged driving, and changes/updates to the DRE/ARIDE and SFST trainings and curriculums. The DRE instructors will use information learned to provide to Michigan students in future DRE/ARIDE and SFST training courses. Active and certified DREs may be offered the opportunity to attend in the event DRE instructors are unable to attend.

Funding will support supplies/operating and travel costs.



(ID) Impaired Driving

Drugged Driving PI&E Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Impaired Driving Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	²¹ 2019, Section 4 Communications Program, Page 72: "Establish minimum media outreach efforts for all OHSP-funded education, enforcement, and training grants. Create coordinated outreach efforts among the OHSP's traffic safety partners that utilize various media platforms to communicate the risks of serious crashes and injuries, detection, arrest, prosecution, and punishment for operating while impaired. Establish a communications, education, and outreach steering committee to determine appropriate educational and messaging efforts concerning the newly legalized recreational marihuana specifically directed toward impaired driving."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>6.3 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$500,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a drug-impaired driving awareness campaign by September 30, 2023.		

The OHSP will work with a communications development team for distribution of the [Not Legal Here](#) video and radio campaigns that were completed in FY2020.

Funding will support contractual costs.



²¹MI-NHTSA Impaired Program Area Assessment Attachment in HSP submission documents.

(ID) Impaired Driving

Judicial Training and Outreach

PLANNED ACTIVITY NUMBER	ID-23-04
GTS CODE(S)	FDLDATR-405d Low Drug and Alcohol Training
BENEFIT TO LOCALS (402 only)	N/A
COUNTERMEASURE NAME	ID: Impaired Driving Program Assessment (NHTSA Facilitated)
RATIONALE FOR COUNTERMEASURE	<p>²²2019, <i>Criminal Justice, Adjudication</i>, Pages 60-61: “States should:</p> <p>Involve the State’s highest court in taking a leadership role and engaging judges in effectively adjudicating impaired driving cases and ensuring that these cases are assigned to knowledgeable and experienced judges;</p> <p>Encourage consistency in the adjudication of impaired driving (including youthful offender) cases, and the imposition of effective and appropriate sanctions, particularly when impaired driving resulted in a fatality or injury;</p> <p>Provide sufficient resources to adjudicate impaired driving cases in a timely manner and effectively manage dockets brought before judges;</p> <p>Ensure that judges who handle criminal or administrative impaired driving cases receive state-of-the-art education, such as in technical evidence presented in impaired driving cases, including SFST and DRE testimony, emerging technologies, such as IID, for the detection of alcohol and other drugs, and sentencing strategies for this class of offenders;</p> <p>Use court strategies to reduce recidivism through effective sentencing and close monitoring by either establishing DWI Courts, encouraging drug courts to hear impaired driving cases, or encouraging other courts to adopt DWI/Drug Court practice. These courts increase the use of drug or alcohol assessments; identify offenders with alcohol or drug use problems; apply effective and appropriate sentences to these offenders, including abstinence from alcohol and other drugs; and closely monitor compliance, leading to a reduction in recidivism;</p> <p>Eliminate ethical obstacles, such as ex parte or commitment communications, by adopting the current Model Code of Judicial Conduct so that judges can participate more freely in DWI Court administration;</p> <p>Provide adequate staffing and training for community supervision programs with the necessary resources, including technology such as IID and electronic</p>

²²MI-NHTSA Impaired Program Area Assessment Attachment in HSP submission documents.

	<p>confinement, to monitor and guide offender behavior and produce periodic reports on offender compliance; and</p> <p>Incorporate into judicial education and outreach administration the position of Judicial Outreach Liaison as a judicial educator and resource on highway traffic safety issues including impaired driving, and as an agent to create more DWI Courts.”</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>Less than 1 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan Judicial Institute (MJl)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$20,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide training opportunities for 500 district court judges, magistrates, drug treatment courts staff, and probation officers on relevant traffic safety-related information by September 30, 2023.		

This project will provide speakers for the Michigan Association of Treatment Court Professionals, judicial and district court probation officers, juvenile probation officers, magistrate’s associations’ annual conferences, and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marihuana, and other impaired driving traffic safety issues. An attorney will provide research support and judicial bench book updates.

Funding will support contractual and supplies/operating costs.



(ID) Impaired Driving

Judicial Outreach Liaison

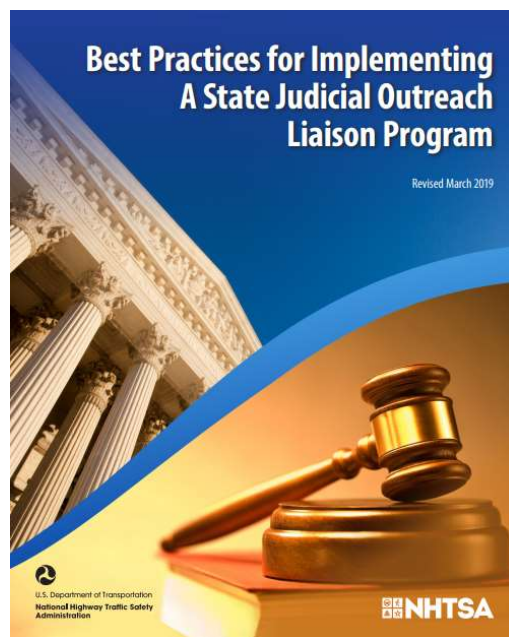
PLANNED ACTIVITY NUMBER	ID-23-05
GTS CODE(S)	FDLDATR-405d Low Drug and Alcohol Training
BENEFIT TO LOCALS (402 only)	N/A
COUNTERMEASURE NAME	ID: Impaired Driving Program Assessment (NHTSA Facilitated)
RATIONALE FOR COUNTERMEASURE	<p>²³2019, <i>Criminal Justice, Adjudication</i>, Pages 60-61: “States should:</p> <p>Involve the State’s highest court in taking a leadership role and engaging judges in effectively adjudicating impaired driving cases and ensuring that these cases are assigned to knowledgeable and experienced judges;</p> <p>Encourage consistency in the adjudication of impaired driving (including youthful offender) cases, and the imposition of effective and appropriate sanctions, particularly when impaired driving resulted in a fatality or injury;</p> <p>Provide sufficient resources to adjudicate impaired driving cases in a timely manner and effectively manage dockets brought before judges;</p> <p>Ensure that judges who handle criminal or administrative impaired driving cases receive state-of-the-art education, such as in technical evidence presented in impaired driving cases, including SFST and DRE testimony, emerging technologies, such as IID, for the detection of alcohol and other drugs, and sentencing strategies for this class of offenders;</p> <p>Use court strategies to reduce recidivism through effective sentencing and close monitoring by either establishing DWI Courts, encouraging drug courts to hear impaired driving cases, or encouraging other courts to adopt DWI/Drug Court practice. These courts increase the use of drug or alcohol assessments; identify offenders with alcohol or drug use problems; apply effective and appropriate sentences to these offenders, including abstinence from alcohol and other drugs; and closely monitor compliance, leading to a reduction in recidivism;</p> <p>Eliminate ethical obstacles, such as ex parte or commitment communications, by adopting the current Model Code of Judicial Conduct so that judges can participate more freely in DWI Court administration;</p> <p>Provide adequate staffing and training for community supervision programs with the necessary resources, including technology such as IID and electronic</p>

²³[MI-NHTSA Impaired Program Area Assessment Attachment in HSP submission documents.](#)

	<p>confinement, to monitor and guide offender behavior and produce periodic reports on offender compliance; and</p> <p>Incorporate into judicial education and outreach administration the position of Judicial Outreach Liaison as a judicial educator and resource on highway traffic safety issues including impaired driving, and as an agent to create more DWI Courts.”</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>Less than 1 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	SCAO		
AMOUNT, YEAR(S), FUNDING SOURCE	\$40,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide training and/or technical assistance for 500 district court judges, magistrates, and judicial personnel in relevant impaired driving traffic safety-related information by September 30, 2023.		

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

Funding will support contractual costs.



(ID) Impaired Driving

Impaired Driving Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	ID-23-06		
GTS CODE(S)	M6X-405d Impaired Driving Low		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Impaired Driving Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	²⁴ 2019, <i>Strategic Planning</i> , Page 14: "States should develop and implement an overall plan for short- and long-term impaired driving activities."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>54.9 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000,000	2022	405(d) BIL Impaired Driving Low
AMOUNT, YEAR(S), FUNDING SOURCE	\$364,000	2022	405(d) Supp BIL Impaired Driving Low
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement data-driven program area strategies by September 30, 2023.		

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

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



STATE OF MICHIGAN

Impaired Driving Program Assessment

May 6 – 10, 2019

²⁴MI-NHTSA Impaired Program Area Assessment Attachment in HSP submission documents.

(ID) Impaired Driving

MSP Third District IMPACT PI&E Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Impaired Driving Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	²⁵ 2019, <i>Criminal Justice System, Enforcement Recommendations</i> , Page 56: "Create an Operating While Impaired (OWI) Task Force (similar to the Michigan State Police's Hometown Security Team) where Advanced Roadside Impaired Driving Enforcement and Drug Recognition Expert trained law enforcement officers focus on high-crash and OWI arrest areas."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>1.3 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$100,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Increase MSP Third District IMPACT awareness on social media by 5 percent by September 30, 2023.		

The public information and education campaign will support awareness of the established MSP Third District IMPACT. The IMPACT will conduct impaired driving enforcement to reduce impaired driving injuries and fatalities and make drivers aware of this special law enforcement program.

Funding will support contractual costs.



²⁵MI-NHTSA Impaired Program Area Assessment Attachment in HSP submission documents.

..(ID) Impaired Driving

MADD Law Enforcement and Prosecutor Awards Program

PLANNED ACTIVITY NUMBER	ID-23-03		
GTS CODE(S)	FDL*AL-405d Low Alcohol		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Enforcement-HVE Saturation Patrols		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 1 Alcohol and Drug Impaired Driving, Section 2.2 High Visibility Saturation Patrols, Pages 1-29 and 1-30.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>Less than 1 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Prosecuting Attorneys Association of Michigan (PAAM)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000	2021	405(d) FAST Act Impaired Driving Low Alcohol
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD's mission by September 30, 2023.		

This project will support the MADD awards luncheon to recognize law enforcement and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers. Awards will be given in one prosecutor and five law enforcement categories.

Funding will support supplies/operating and contractual costs.



(ID) Impaired Driving

Sobriety Court Support

PLANNED ACTIVITY NUMBER	ID-23-05		
GTS CODE(S)	FDLCS-405d Low Court Support		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: DWI Courts		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 1 Impaired Driving, Section 3.1 DWI Courts, Pages 1-37 and 1-38.		
PROJECT SAFETY IMPACTS AND LINKAGE	Nearly one-third of Michigan fatal crashes involved at least one impaired driver.		
	11.3 percent of total \$7,946,000 designated to ID minus Program Management funds.		
	\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.		
INTENDED GRANTEE/SUBRECIPIENTS	SCAO		
AMOUNT, YEAR(S), FUNDING SOURCE	\$900,000	2021	405(d) FAST Act Impaired Driving Low Court Support
INDIRECT COST RATE	11.2 percent		
GRANT START-UP	October 1		
GOAL(S)	Support operational DWI or Hybrid Drug/DWI programs in accepting 300 DWI participants by September 30, 2023.		
	Support existing jurisdiction DWI and Hybrid Drug/DWI court programs to expand the DWI population within the operational programs by September 30, 2023.		
	Support jurisdictions in the planning and development stages of DWI or Hybrid Drug/DWI programs by September 30, 2023.		
	Maintain a 3 percent recidivism rate for DWI participants by September 30, 2023.		

This project will support programs in the planning stages of program development for the implementation of a new DWI or Hybrid Drug/DWI court or the expansion of a DWI or Hybrid Drug/DWI court with a target population of impaired drivers. The DWI and Hybrid Drug/DWI courts are designed to promote public safety, contribute to a reduction in substance abuse, reduce recidivism among nonviolent adult substance-abusing offenders, reduce reliance on incarceration within existing correctional systems and local jails, and establish monitoring and evaluation measures that will demonstrate the effectiveness of the program.

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



(ID) Impaired Driving

Traffic Safety Training Program

PLANNED ACTIVITY NUMBER	ID-23-03		
GTS CODE(S)	FDL*AL-405d Low Alcohol		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Impaired Driving Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	²⁶ 2019, <i>Criminal Justice, Prosecution</i> , Page 59: "Maintain current levels of educational opportunities for prosecutors".		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>7.9 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	PAAM		
AMOUNT, YEAR(S), FUNDING SOURCE	\$630,000	2021	405(d) Impaired Driving Low Alcohol (flex)
INDIRECT COST RATE	12 percent		
GRANT START-UP	October 1		
GOAL(S)	Provide 40 different topic-specific, professional educational opportunities (trainings/presentations) for approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners by September 30, 2023.		

The project will provide 40 different topic-specific trainings/presentations that will impact approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, and DRE Mock Trial, as well as webinars on ignition interlocks, sobriety courts, and medical marijuana, which may be duplicated throughout the year.

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



²⁶MI-NHTSA Impaired Program Area Assessment Attachment in HSP submission documents.

(ID) Impaired Driving

Treatment Court Professionals Training Support

PLANNED ACTIVITY NUMBER	ID-23-08		
GTS CODE(S)	FDLCS-405d Low Court Support		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	ID: Strategic Highway Safety Plan		
RATIONALE FOR COUNTERMEASURE	²⁷ 2019-2022, Objective 4 , Page 5: "Changing the behaviors of impaired drivers is a very complex issue. At each step in the substance abuse and criminal justice sectors, advanced training is needed to prevent, enforce, adjudicate, and treat impaired drivers. Mid-term activities: Develop a process to provide training announcements and opportunities across professional spectrums (i.e., treatment providers share training opportunities with probation officers, etc.)."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>Less than 1 percent of total \$7,946,000 designated to ID minus Program Management funds.</p> <p>\$492,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the ID programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan Association of Treatment Court Professionals (MATCP)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$13,000	2022	402(d) BIL Impaired Driving Low Court Support
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide one to two additional workshops specific to impaired driving traffic safety by September 30, 2023.		

The OHSP will partner with the Michigan Association of District Court Professionals to provide partial funding support for the MATCP 23rd Annual Conference for approximately 900 treatment court professionals. Effective training and education of those treatment court professionals working in a DWI/Sobriety/Drug Court is necessary to positively influence their success rates. This funding will support up to two speakers' sessions specific to Impaired Driving Traffic Safety.

Funding will support contractual costs.



²⁷[Strategic Highway Safety Plan Impaired Driving Action Team 2019-2022](#)

(ID) Impaired Driving

Impaired Driving Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$492,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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



PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(MC) Motorcycle Safety

²⁸CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.

²⁸Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

<i>MC</i>		<i>MOTORCYCLE SAFETY</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$227,000
MC-2023-Motorcycle Safety	CP-23-01, CP-23-03	Section 402 FAST Act Motorcycle Safety	\$84,000
FDL*MC-405d Low Motorcycle Safety	MC-23-09	Section 405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)	\$800,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$520,000
M11X-405f Safety Motorcycle Programs	MC-23-02	Section 405(f) Supp BIL Motorcycle Safety	\$11,000
M11X-405f Safety Motorcycle Programs	MC-23-01	Section 405(f) FAST Act Motorcycle Safety Programs	\$301,000
M11X-405f Safety Motorcycle Programs	MC-23-02	Section 405(f) BIL Motorcycle Safety Programs	\$24,000
SHARE TO LOCALS			\$84,000
PROGRAM AREA TOTAL			\$1,967,000

Motorcyclists have been 14 percent of traffic fatalities for the past five years.

(MC) Motorcycle Safety

Impaired Motorcyclist Prevention Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	MC: Motorcycle Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	²⁹ 2016, Section V Motorcycle Operation Under the Influence of Alcohol or Other Drugs, Pages 7 and 40: “Conduct outreach to motorcycle rider groups to promote a safety culture specifically with zero-tolerance policies for impaired riding.”		
PROJECT SAFETY IMPACTS AND LINKAGE	The proportion of motorcycle drivers who were impaired by alcohol is 3.8 times the proportion of non-motorcycle drivers who were impaired, and the motorcyclist drug impairment rate is 2.8 times higher than non-motorcycle drivers. 29.9 percent of total \$1,740,000 designated to MC minus Program Management funds. \$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$520,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2023.		

This project will promote a campaign message that informs riders that motorcyclists are far overrepresented in impaired crashes as compared to any other road user in Michigan. The message is focused on the top counties with the most alcohol-involved and drug-involved single-vehicle motorcyclist fatalities. The campaign initially began in FY2017 with a focus on alcohol involvement and will continue to broaden the message about drug impairment through paid advertising with educational materials that will be printed and distributed to partners and stakeholders.

Funding will support supplies/operating and contractual costs.

This project is vital to the FY2023 HSP Appendix D Application for 405(f) Motorcyclist Safety Funding. Without approval of this project in the FY2023 HSP for an “Impaired Driving Program,” Michigan may not qualify for 405(f) funds in FY2023 [23 CFR 1300.25(d) & 23 CFR 1300.25(h)].



²⁹See MI-NHTSA Motorcycle Program Area Assessment Attachment in HSP submission documents.

(MC) Motorcycle Safety

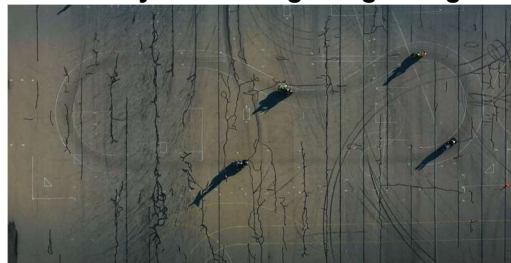
Indoor-Outdoor Motorcyclist Training Facility

PLANNED ACTIVITY NUMBER	MC-23-02		
GTS CODE(S)	FDL*MC Impaired Driving Low Motorcycle Safety		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	MC: Motorcycle Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³⁰ 2016, Section VI Motorcycle Rider Education and Training, Pages 7 and 35: "Use grant funds to address the rider training program's areas of greatest need."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Single-vehicle crashes account for 47 percent of motorcyclist crashes and are overrepresented for motorcyclist crashes compared to crashes that do not involve a motorcyclist. This indicates that more work is needed to educate motorcyclists on safe riding.</p> <p>46 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$800,000	2021	405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Secure at least one indoor or partially outdoor motorcyclist training facility for year-round training by September 30, 2023.		

The OHSP will partner with the MDOS to put out an RFP for an indoor or partially outdoor motorcyclist training range facility.

Funding will support contractual costs.

Motorcycle Training Range Image



³⁰See MI-NHTSA Motorcycle Program Area Assessment Attachment in HSP submission documents.

(MC) Motorcycle Safety

Michigan RiderCoach Conference

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	MC-2023-Motorcycle Safety		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	MC: NHTSA Uniform Planning Guidelines for Motorcycle Safety #3		
RATIONALE FOR COUNTERMEASURE	NHTSA Uniform Planning Guidelines for Motorcycle Safety #3 , Section XI, Program Evaluation and Data: “Encouraging, supporting and training localities in process, impact and outcome evaluation of local programs”.		
PROJECT SAFETY IMPACTS AND LINKAGE	Motorcyclists have been 14 percent of traffic fatalities for the past five years. The annual meeting will allow existing RiderCoaches to stay current in the required curriculum and best practices for motorcycle rider education. 1.1 percent of total \$1,740,000 designated to MC minus Program Management funds. \$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$20,000	2021	402 FAST Act Motorcycle Safety
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a Michigan RiderCoach Conference with at least 60 RiderCoaches by September 30, 2023.		

The OHSP will work with the MDOS and other partners to provide current information on motorcycle safety information by coordinating a one-day statewide conference that will offer a comprehensive variety of motorcycle safety presentations for professional development.

Funding will support supplies/operating and contractual costs.



(MC) Motorcycle Safety

MC Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	MC-23-03		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	MC: Motorcycle Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³¹ 2016, Section 1 Program Management, Pages 6 and 13: "Create a five-year, data-driven strategic plan, supported by one-year action plans, to guide the development of a comprehensive motorcycle safety program. Plans should include input from stakeholders in all program areas identified in NHTSA Program Guideline #3, Motorcycle Safety ."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Motorcyclists are vulnerable roadway users because they lack the protection of a motor vehicle frame in a crash. Although these users represent a small percentage of all crashes, they are overrepresented in fatalities. Michigan motorcyclist fatalities were 14 percent of all traffic fatalities in the last five years.</p> <p>2 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$11,000	2022	405(f) Supp BIL Motorcycle Safety Programs
AMOUNT, YEAR(S), FUNDING SOURCE	\$24,000	2022	405(f) BIL Motorcycle Safety Programs
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement data-driven motorcyclist safety program strategies by September 30, 2023.		

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

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

³¹See [MI-NHTSA Motorcycle Program Area Assessment Attachment in HSP submission documents](#).

(MC) Motorcycle Safety

MC Range Aides

PLANNED ACTIVITY NUMBER	MC-23-01		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	MC: Motorcycle Rider Licensing and Training-Motorcycle Rider Licensing		
RATIONALE FOR COUNTERMEASURE	<p>CTW, Chapter 5 Motorcycle Rider Licensing and Training, and Appendix 5 Motorcycle Safety, Section 3.2 Motorcycle Rider Training, Pages 5-20, A5-11, and A5-12.</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Motorcyclists have been 14 percent of traffic fatalities for the past five years. Providing a new range aide internship program allows for training new potential RiderCoaches entering the profession and best practices for motorcycle rider education.</p> <p>Less than 1 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	MDOS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$16,000	2021	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a range aide internship program by hiring and mentoring five individuals to facilitate their transition to training to become a RiderCoach by September 30, 2023.		

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to hire five individuals through public sponsor agencies in a motorcycle range aide internship program.

Funding will support contractual costs.



(MC) Motorcycle Safety

MC Rider Training

PLANNED ACTIVITY NUMBER	MC-23-01		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	MC: Motorcycle Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³² 2016, <i>Motorcycle Rider Education and Training</i> , Pages 7 and 34: "Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Single-vehicle crashes account for 47 percent of motorcyclist crashes and are overrepresented for motorcyclist crashes compared to crashes that do not involve a motorcyclist. This indicates that more work is needed to educate motorcyclists on safe riding.</p> <p>1.4 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	MDOS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$25,000	2019	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Train 150 experienced motorcyclists in an Advanced RiderCourse (ARC) in five of the top ten counties where motorcyclist-involved fatalities are highest by September 30, 2023.		

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct the ARC classes.

Funding will support contractual costs.



³²See MI-NHTSA Motorcycle Program Area Assessment Attachment in HSP submission documents.

(MC) Motorcycle Safety

MC RiderCoach Professional Development

PLANNED ACTIVITY NUMBER	MC-23-01		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	MC: Motorcycle Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³³ 2016, Section Motorcycle Rider Education and Training, Pages 7 and 34: "Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Providing professional development trainings for certified Michigan RiderCoaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing coaches to stay current in the required curriculum and best practices for motorcycle rider education.</p> <p>3.7 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	MDOS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$19,000	2019	405(f) FAST Act Motorcycle Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$45,000	2021	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Train 30 new and existing coaches to help prevent the number of certified RiderCoaches in Michigan from dropping below 170 RiderCoaches working for public sponsors by September 30, 2023.		

Providing professional development trainings for certified Michigan RiderCoaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing RiderCoaches to remain current in the required curriculum and best practices for motorcycle rider education. The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct six RiderCoach Preparation (RCP) sessions through public sponsor agencies.

Funding will support contractual costs.

³³See MI-NHTSA Motorcycle Program Area Assessment Attachment in HSP submission documents.

(MC) Motorcycle Safety

Motorcyclist All-Gear Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	MC-2023-Motorcycle Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	MC: Motorcycle Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³⁴ 2016, Section II, Motorcycle Personal Protection Equipment, Pages 6 and 16: “Develop, implement, and evaluate communications strategies to promote the benefits, and encourage the use, of all protective gear including helmets. Engage new partners and stakeholders (e.g., rider groups, dealers, emergency medical services, fire department, hospitals, public health, etc.) to implement these strategies.”		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>General awareness of safety equipment typically trends toward helmets, but the type of long sleeves, pants, gloves, eye protection, and foot protection all need attention and education.</p> <p>2.2 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$39,000	2021	402 FAST Act Motorcycle Safety
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Develop and disseminate a motorcyclist all-gear education campaign encouraging the use of all safety gear by September 30, 2023.		

The OHSP will develop and promote a ³⁵campaign message that informs motorcycle riders of the benefits of and encourages the use of all protective gear. New partners and stakeholders will be engaged in the implementation of the campaign.

Funding will support contractual costs.

PROTECTIVE GEAR

The Motorcycle Safety Foundation recommends riders dress for safety by wearing:

- A DOT compliant helmet and eye protection. A full-face helmet gives the most protection.
- Brightly colored, highly visible clothing and a light-colored helmet.
- Leather or other durable, protective clothing.
- Long sleeves, pants, over-the-ankle boots, and gloves.

Helmets are 37 percent effective in preventing fatal injuries to riders and 41 percent for passengers (National Highway Traffic Safety Administration).



³⁴See MI-NHTSA Motorcycle Program Area Assessment Attachment in HSP submission documents.

³⁵This is from the NHTSA and not necessarily the MI campaign.

(MC) Motorcycle Safety

RiderCoach Recruitment

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	MC: Motorcycle Rider Licensing and Training-Motorcycle Rider Licensing		
RATIONALE FOR COUNTERMEASURE	<p>CTW, Chapter 5 Motorcycle Rider Licensing and Training, and Appendix 5 Motorcycle Safety, Section 3.2 Motorcycle Rider Training, Pages 5-20, A5-11, and A5-12. EXPLANATION: There are only two Motorcycle Safety countermeasures with three or more stars: lobbying for a universal helmet law is not eligible for funding and a separate FY2023 project will work on impaired motorcyclist detection. Guidance from the NHTSA Region 5 office indicates that countermeasure 3.2 is the best fit for this project and that countermeasure linkage is certainly important for the HSP but options are often limited. NHTSA Region 5 also indicated the evidence provided in the PDP is sufficient to approve the project in the HSP.</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>The Michigan Rider Education Program (OS) needs new RiderCoaches because of curriculum transitions and the aging population of certified RiderCoaches who are retiring. Skilled RiderCoaches are needed to train motorcyclists in Michigan through rider education courses.</p> <p>11.3 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$47,000	2019	405(f) FAST Act Motorcycle Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$149,000	2022	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a public education campaign to help prevent the number of certified RiderCoaches working for public sponsors in Michigan from dropping below 170 RiderCoaches by September 30, 2023.		

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

Funding will support contractual costs.



(MC) Motorcycle Safety

Shadow Rider Project

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	MC-2023-Motorcycle Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	MC: Motorcycle Rider Licensing and Training-Motorcycle Rider Licensing		
RATIONALE FOR COUNTERMEASURE	<p>CTW, Chapter 5 Motorcycle Safety, Section 3.1 Motorcycle Rider Licensing, and Appendix A5 Motorcycle Safety, Pages 5-19, A5-8, and A5-10. EXPLANATION: There are only two Motorcycle Safety countermeasures with three or more stars: lobbying for a universal helmet law is not eligible for funding and a separate FY2023 project will work on impaired motorcyclist detection. The project has successfully shown to reduce the number of unendorsed riders over seven years.</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>The goal of licensing is to ensure that motorcycle riders have a minimum skill level needed to operate motorcycles safely. In 2018, some 28 percent of motorcycle riders involved in fatal crashes did not have valid motorcycle licenses, compared to 13 percent of passenger vehicle drivers involved in fatal crashes who were not properly licensed.</p> <p>1.4 percent of total \$1,740,000 designated to MC minus Program Management funds.</p> <p>\$227,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$25,000	2021	402 FAST Act Motorcycle Safety
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of unendorsed riders to 25,000 by September 30, 2023.		

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

Funding will support supplies/operating and contractual costs.



(MC) Motorcycle Safety

Motorcycle Safety Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$227,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(OP) Occupant Protection

³⁶CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

<i>OP</i>		<i>OCCUPANT PROTECTION</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$291,000
M1PE-405b High Public Education	CP-23-03	Section 405(b) FAST Act Occupant Protection High Public Education	\$600,000
M1PE-405b High Public Education	OP-23-03	Section 405(b) FAST Act Occupant Protection High	\$120,000
M1PE-405b High Public Education	CP-23-03	Section 405(b) Supp BIL Occupant Protection High Public Education	\$150,000
M1CSS-405b High CSS Purchase/Distribution	CP-23-01	Section 405(b) BIL Occupant Protection High CSS Purchase/Distribution (flex)	\$100,000
FDL*CR Impaired Driving Low Child Restraint	CP-23-01	Section 405(d) BIL Impaired Driving Low Child Restraints (flex)	\$200,000
M1TR-405b High Training	CP-23-01	Section 405(b) FAST Act Occupant Protection High Public Education	\$75,000
SHARE TO LOCALS			\$0
PROGRAM AREA TOTAL			\$1,536,000

Increasing the use of seat belts by motor vehicle occupants is one of the most effective and economical means of reducing traffic injuries and fatalities. Substantial efforts have been made to increase the use of seat belts and child restraint devices over the past three decades.

³⁶Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(OP) Occupant Protection

Booster Seat Public Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1PE-405b High Public Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Communications and Outreach-Strategies for Older Children		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2 Seat Belts and Child Restraints, Section 6 Communications and Outreach, Page 2-38.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>From 2016-2020, 48 children aged four to eight have been killed or seriously injured while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under one year by 71 percent and to children aged one to four by 54 percent. Booster seats can reduce the risk of serious injury to children aged four to eight by 45 percent.</p> <p>24.1 percent of total \$1,245,000 designated to OP minus Program Management funds.</p> <p>\$291,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	405(b) FAST Act Occupant Protection High Public Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Reduce the number of fatalities and suspected serious injuries to unrestrained children aged seven and younger from 28 in 2020 to 17 by September 30, 2023.</p> <p>Increase the statewide booster seat usage rate among four- to seven-year-old children from 54.5 percent to 57 percent by September 30, 2023.</p>		

The OHSP will utilize a previously developed social media campaign using marketing trends that target caregivers of children of booster age and the children themselves to communicate the importance of using a booster seat until the adult seat belt fits, which generally occurs at 4' 9".

Funding will support contractual costs.



(OP) Occupant Protection

Buckle Up in Your Truck Public Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1PE-405b High Public Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Occupant Protection Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³⁷ 2018, Section 4 Communications, Page 24: "Supplement in-house social media with additional current state-of-the-art marketing trend posts for segmented audiences within the 16-35-year-old demographics".		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Young male pickup truck drivers continue to be the group with the lowest seat belt use rate in 2021 at 81.6 percent. Buckling up can reduce the risk of serious injury or death by 45 percent. The overall state rate for all vehicles in 2021 was 92.6 percent.</p> <p>24.1 percent of total \$1,245,000 designated to OP minus Program Management funds.</p> <p>\$291,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	405(b) FAST Act Occupant Protection High Public Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Increase the seat belt use rate for male pickup truck drivers from 86.7 percent in 2021 to 87.4 percent by September 30, 2023.</p> <p>Increase the seat belt use rate for male pickup truck drivers aged 16-29 from 81.6 percent in 2021 to 82.3 percent by September 30, 2023.</p>		

The OHSP will continue utilizing the previously developed social media campaign to target young male pickup truck drivers aged 16-29. The public information campaign will communicate the importance of buckling up when driving a truck.

Funding will support contractual costs.



³⁷See MI-NHTSA Occupant Protection Program Area Assessment Attachment in HSP submission documents.

(OP) Occupant Protection

Child Passenger Safety (D) Training and Recertification

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	M1TR-405b High Training		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Occupant Protection Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³⁸ 2018, Section 5 Occupant Protection for Children, 5C Recommendations, Page 26: “Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers”.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Continuing education courses will assist to safeguard the cost of investment in offering certification trainings and assist to maintain a higher than national average recertification rate percentage. Making recertification efforts a priority in the CPS Training Plan helps maintain the number of technicians offering car seat education services throughout Michigan’s 83 counties.</p> <p>6 percent of total \$1,245,000 designated to OP minus Program Management funds.</p> <p>\$291,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$75,000	2021	405(b) FAST Act Occupant Protection High Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Train 36 new technicians in three certification courses by September 30, 2023.</p> <p>Recertify 100 current technicians in two continuing education (FR) workshops by September 30, 2023.</p> <p>Recertify ten technicians in renewal courses by September 30, 2023.</p> <p>Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2023.</p>		

The CPS trainings will focus on targeting those who work with diverse populations and front-line service providers who work with families in need. The OHSP will continue to support CPS technician certification, CEU workshops, and Renewal trainings with a focus on the 14 counties with the largest KA crashes of children aged ten and younger. The counties are Wayne, Isabella, Genesee, Kalamazoo, Oakland, Washtenaw, Ingham, Ionia, Macomb, Muskegon, Ottawa, Cass, Calhoun, and St.

³⁸See MI-NHTSA Occupant Protection Program Area Assessment Attachment in HSP submission documents.

(OP) Occupant Protection

Clair. Travel scholarships may also be provided for CPS technician candidates working in low-technician (three or less) counties.

Funding will support contractual and supplies/operating costs.

Planned Classes

TARGET REGIONS: METRO DETROIT, WEST MICHIGAN, CENTRAL MICHIGAN, UPPER PENINSULA, LOW TECHNICIAN (3 OR LESS) COUNTIES			
Class type	Target Counties	Planned Location	Planned Date
Certification	Roscommon & Alger	Roscommon County	10/1/2022
Certification	Kalamazoo	Comstock, MI	3/1/2023
Certification	Muskegon	Muskegon, MI	5/1/2023
Certification	Marquette	Marquette, MI	6/1/2023
Certification	Cass	Cassopolis, MI	6/1/2023
Certification	Jackson	Jackson, MI	8/1/2023
Certification	Washtenaw	Washtenaw County	8/1/2023
CEU (2 classes)	Statewide	Ingham County	3/1/2023



(OP) Occupant Protection

Community Car Seat Distribution

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	FDL*CR 405d Impaired Driving Low Child Restraint		
GTS CODE(S)	M1CSS-405b High CSS Purchase/Distribution		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Communications and Outreach-Strategies for Child Restraint and Booster Seat Use		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2 Seat Belts and Child Restraints, Section 2.7 Inspection Stations, Page 2-41.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Proper installation is key to reducing the risk of injury and fatality to children riding in vehicles. The best way for parents to learn how to use their car seats properly is to consult with a CPS technician. Car seat inspection stations are a proven countermeasure to ensure proper installation.</p> <p>24.1 percent of total \$1,245,000 designated to OP minus Program Management funds.</p> <p>\$291,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$200,000	2022	405(d) BIL Impaired Driving Low Child Restraints (flex)
AMOUNT, YEAR(S), FUNDING SOURCE	\$100,000	2022	405(b) BIL Occupant Protection High CSS Purchase/Distribution (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of unrestrained fatalities and suspected serious injuries for children aged seven and younger from 28 in 2020 to 16 by September 30, 2023.		

Car seat distribution will be focused on the top 15 counties with unrestrained fatal and suspected serious injury crashes for children aged seven and under. Additional counties will be added or considered based on need, resources, or specific programming (e.g., diverse populations, rural). By offering free car seats to eligible low-income families or caregivers, the OHSP is reaching high-risk populations and providing this service to families and caregivers statewide.

Funding will support contractual costs.



(OP) Occupant Protection

Occupant Protection Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	OP-23-04		
GTS CODE(S)	M1X 405b OP High		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Occupant Protection Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	³⁹ 2018, Key Recommendations: "Focus federal highway safety grant funding to award grants in high-risk locations and to purposefully solicit grant applications from jurisdictions that do not traditionally apply for funding. Continue implementation of the recommended actions from the Strategic Highway Safety Plan and the 2014 Occupant Protection Assessment. Create a means for program collaboration and sharing best practices of the occupant protection program partners."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Increasing the use of seat belts by motor vehicle occupants is one of the most effective and economical means of reducing traffic injuries and fatalities. Substantial efforts have been made to increase the use of seat belts over the past three decades. Past seat belt use studies indicate that overall use by drivers and front-seat passengers have been generally steady in recent years, only ranging between 93 percent and 95 percent since 2013 (the year the current NHTSA methodology went into effect).</p> <p>0 percent of total \$1,245,000 designated to OP minus Program Management funds.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$0	Pends 2023	405(b) High Occupant Protection
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement occupant protection program strategies by September 30, 2023.		

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

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

³⁹See MI-NHTSA Occupant Protection Program Area Assessment Attachment in HSP submission documents.

(OP) Occupant Protection

Rear Seat Belt Use Public Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1PE-405b High Public Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Occupant Protection Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁴⁰ 2018, Section 4 Communications 4C Recommendations Page 24: "Add specific messaging promoting rear seat belt usage to messaging and talking points. Consider an earned media message push solely on rear seat belt use."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>A total of 15.7 percent (609 of 3,872) of unrestrained fatalities and suspected serious injuries from 2016-2020 were rear-seat occupants.</p> <p>12 percent of total \$1,245,000 designated to OP minus Program Management funds.</p> <p>\$291,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$150,000	2022	405(b) Supp BIL Occupant Protection High Public Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Reduce the number of rear-seat unrestrained fatalities and suspected serious injuries from 121 in 2020 to 76 by September 30, 2023.</p> <p>Reduce the percentage of unrestrained adult rear-seat occupants from 9.8 percent to 6 percent by September 30, 2023.</p>		

The OHSP will continue utilizing the previously created social media campaign to communicate the importance of buckling up when riding in the rear seat of a vehicle, with a focus toward vehicle occupants aged 16 and older.

Funding will support contractual costs.



⁴⁰See MI-NHTSA Occupant Protection Program Area Assessment Attachment in HSP submission documents.

(OP) Occupant Protection

Seat Belt and Handheld Device Use Direct Observation Survey

PLANNED ACTIVITY NUMBER	OP-23-03		
GTS CODE(S)	M1X 405b OP High		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: NHTSA Required Annual Seat Belt Direct Observation Survey		
RATIONALE FOR COUNTERMEASURE	Federal § 23 Part Code of Federal Regulations (CFR) 1340		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>This is a federal requirement.</p> <p>9.6 percent of total \$1,245,000 designated to OP minus Program Management funds.</p> <p>\$291,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan State University		
AMOUNT, YEAR(S), FUNDING SOURCE	\$120,000	2022	405(b) FAST Act Occupant Protection High
INDIRECT COST RATE	26 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Determine the seat belt rate by conducting the annual direct observation survey by September 30, 2023.</p> <p>Determine the handheld device use rate by conducting a direct observation survey by September 30, 2023.</p>		

Michigan has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support mobilizations. The direct observation survey for the annual requirement will be conducted after Memorial Day in the counties and locations approved by the NHTSA methodology. The remaining counties will be observed for seat belt and handheld device use in the summer to provide the OHSP additional data to determine where additional enforcement and public education efforts are needed.

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

(OP) Occupant Protection

Occupant Protection Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$291,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(PB) Pedestrian/Bicycle Safety

⁴¹CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.

<i>B</i>		<i>PEDESTRIAN AND BICYCLE SAFETY</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$317,000
PS-2023-Pedestrian/Bicycle Safety	PB-23-02	Section 402 FAST Act Pedestrian/Bicycle Safety	\$33,000
FDL*PS-405d Low Pedestrian/Bicycle Safety	CP-23-03	Section 405(d) BIL Impaired Driving Low Pedestrian/Bicycle Safety (flex)	\$44,000
FHX-405h Nonmotorized Safety	PB-23-03	Section 405(f) BIL Pedestrian/Bicycle Safety	\$1,224,000
FHX-405h Nonmotorized Safety	PB-23-02, PB-23-07+, PB-23-01, CP-23-03, PB-23-06 PB-23-08	Section 405(f) FAST Act Pedestrian/Bicycle Safety	\$1,239,000
FHX-405h Nonmotorized Safety	PB-23-03	Section 405(f) Supp BIL Pedestrian/Bicycle Safety	\$54,000
FHX-405h Nonmotorized Safety	PB-23-07	Section 405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)	\$100,000
SHARE TO LOCALS			\$33,000
PROGRAM AREA TOTAL			\$3,011,000

⁴¹Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(PB) Pedestrian/Bicycle Safety

Campaign Surveys

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*PS Low Pedestrian/Bicycle Safety		
CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: NHTSA Uniform Planning Guidelines for Pedestrians and Bicycles #14		
RATIONALE FOR COUNTERMEASURE	NHTSA Uniform Planning Guidelines for Pedestrians and Bicycles #14 , Section 1 Program Management, Page 1: "Each State should have centralized program planning, implementation, and coordination to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Evaluation should be used to revise existing programs, develop new programs, and determine progress and success of pedestrian and bicycle safety programs. The State Highway Safety Office should conduct regular problem identification and evaluation activities to determine pedestrian and bicyclist fatality, injury, and crash trends and to provide guidance in development and implementation of countermeasures."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years. Campaign survey research offers insights into the effectiveness of campaigns.</p> <p>1.6 percent of total \$2,694,000 designated to PB minus Program Management funds.</p> <p>\$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$44,000	2022	405(d) BIL Impaired Driving Low Pedestrian/Bicycle Safety (flex)
MATCH	N/A		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting two sets of pre- and post-campaign surveys (telephone and web-based formats) by September 30, 2023.		

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

Funding will support contractual costs.



(PB) Pedestrian/Bicycle Safety

Detroit Safe Routes Ambassador Program

PLANNED ACTIVITY NUMBER	PB-23-02		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: Safe Routes to School		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 9 Bicycle Safety, Section 1.2 Children-Safe Routes to School, Pages 9-18, 9-19, and 9-20.		
PROJECT SAFETY IMPACTS AND LINKAGE	Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years. 7.4 percent of total \$2,694,000 designated to PB minus Program Management funds. \$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.		
INTENDED GRANTEE/SUBRECIPIENTS	City of Detroit		
AMOUNT, YEAR(S), FUNDING SOURCE	\$114,000	2019	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$86,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Train 500 Detroit citizens on traffic laws designed to protect pedestrians and bicyclists by September 30, 2023.		

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

Funding will support personnel and supplies/operating costs.



(PB) Pedestrian/Bicycle Safety

Elective Overtime Enforcement

PLANNED ACTIVITY NUMBER	PB-23-07+		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: All Pedestrians-Enforcement Strategies		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 8 Pedestrian Safety, Section 4.4 All Pedestrians Enforcement Strategies, Pages 8-39 and 8-40.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years.</p> <p>11.1 percent of total \$2,694,000 designated to PB minus Program Management funds.</p> <p>\$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	State, county, and local law enforcement		
AMOUNT, YEAR(S), FUNDING SOURCE	\$273,000	2020	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$27,000	2021	405(h) FAST Act Non-motorized Safety
MATCH	N/A		
GRANT START-UP	20 percent		
INDIRECT COST RATE	October 1		
GOAL(S)	Reduce pedestrian and bicyclist fatalities and suspected serious injury counts by 1 percent by educating and enforcing traffic safety laws designed to keep pedestrians and bicyclists safe by September 30, 2023.		

The OHSP will fund overtime enforcement mobilizations and campaigns to enforce state/local pedestrian and bicycle safety traffic laws. Enforcement grants will be made available to agencies located in 20 counties based on high fatality and suspected serious injury counts. Law enforcement officers will also educate community members about illegal/dangerous walking, bicycling, and driving behaviors.

Funding will support personnel and indirect costs.



(PB) Pedestrian/Bicycle Safety

Grand Rapids Midtown Pedestrian and Bicycle Safety

PLANNED ACTIVITY NUMBER	PB-23-03		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: Nonmotorized Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁴² 2018, Section VI Communication Program, Page 35: "Identify and invite cities and villages with yield/stop for pedestrian in crosswalks and/or safe passing ordinances to apply for 405(h) grant funds."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years.</p> <p>1.3 percent of total \$2,694,000 designated to PB minus Program Management funds.</p> <p>\$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Midtown Neighborhood Association		
AMOUNT, YEAR(S), FUNDING SOURCE	\$36,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	10 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Educate 500 Grand Rapids Midtown residents on bicycle and pedestrian laws relating to sharing the roadway safely by September 30, 2023.</p> <p>Increase awareness of pedestrian and bicyclist safety by 10 percent based upon pre- and post-survey metrics by September 30, 2023.</p>		

The Grand Rapids Midtown Neighborhood Association will educate residents on bicyclist and pedestrian safety laws relating to sharing the roadway safely. Education materials will be developed and distributed virtually and in-person at community events. A comprehensive final evaluation report will be completed with information from a pre-survey and post-survey.

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



⁴²See MI-NHTSA Nonmotorized Safety Program Area Assessment Attachment in HSP submission documents.

(PB) Pedestrian/Bicycle Safety

Pedestrian and Bicycle Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	PB-23-06		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: Nonmotorized Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁴³ 2018, Section Program Management, Pages 8 and 15: "Increase the rate at which 405(h) funds are being expended through the provision of proven countermeasures and the identification of funding sources that grantees can use to meet the 20 percent match requirement."		
PROJECT SAFETY IMPACTS AND LINKAGE	Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years. 43 percent of total \$2,694,000 designated to PB minus Program Management funds. \$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$281,000	2022	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$824,000	2022	405(h) BIL Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$54,000	2022	405(h) Supp BIL Non-motorized Safety
MATCH	N/A until assigned to a grant.		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement data-driven pedestrian and bicyclist safety program strategies by September 30, 2023.		

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

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



⁴³See MI-NHTSA Nonmotorized Safety Program Area Assessment Attachment in HSP submission documents.

(PB) Pedestrian/Bicycle Safety

Pedestrian and Bicyclist Adjudication Education Project

PLANNED ACTIVITY NUMBER	PB-23-04		
GTS CODE(S)	FDL*PS Low Pedestrian/Bicycle Safety		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: All Pedestrians-Enforcement Strategies		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 8 Pedestrian Safety, Section 4.4 All Pedestrians-Enforcement Strategies, Pages 8-39 and 8-40.		
PROJECT SAFETY IMPACTS AND LINKAGE	Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years. 3.7 percent of total \$2,694,000 designated to PB minus Program Management funds. \$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$100,000	2021	405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)
MATCH	N/A		
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Obtain and analyze the adjudication data from pedestrian and bicyclist citations from the OHSP enforcement grants (FY2018-FY2022) from local courts and the SCAO, and present analysis to magistrates by September 30, 2023.		

The OHSP will disseminate an RFP for a multiyear project. The project goal for this first year is to obtain and analyze pedestrian and bicyclist adjudication data and provide the results to local law officials, such as magistrates and prosecutors, as well as the public. Years 2-4 of the project will be used to provide in-depth training and educational resources with current adjudication partners based on the data results. Year 5 of the project will be an in-depth analysis of training and data.

Funding will support contractual costs.



(PB) Pedestrian/Bicycle Safety

Pedestrian and Bicyclist Safety Law Enforcement Training

PLANNED ACTIVITY NUMBER	PB-23-01		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: All Pedestrians-Enforcement Strategies		
RATIONALE FOR COUNTERMEASURE	<u>CTW</u> , Chapter 8 Pedestrian Safety, Section 4.4 All Pedestrians-Enforcement Strategies, Pages 8-39 and 8-40.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years.</p> <p>1.8 percent of total \$2,694,000 designated to PB minus Program Management funds.</p> <p>\$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	League of Michigan Bicyclists (LMB)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$49,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	10 percent		
GRANT START-UP	October 1		
GOAL(S)	Train 100 law enforcement officers from ten agencies/communities, focusing on the counties with the highest pedestrian and bicyclist fatalities and suspected serious injuries, by September 30, 2023.		

The LMB will promote bicyclist and pedestrian safety through regional law enforcement trainings, including conferences and other event presentations, on traffic laws designed to protect pedestrians and bicyclists.

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



(PB) Pedestrian/Bicycle Safety

Pedestrian Safety in Marquette County

PLANNED ACTIVITY NUMBER	PB-23-05		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: Nonmotorized Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁴⁴ 2018, Section IV Law Enforcement, Pages 8 and 27: "Give as much emphasis to pedestrian education and enforcement as is currently given to bicycle education and enforcement."		
PROJECT SAFETY IMPACTS AND LINKAGE	Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years. 1.5 percent of total \$2,694,000 designated to PB minus Program Management funds. \$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$40,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Educate 500 Marquette County citizens on traffic laws designed to protect pedestrians by September 30, 2023.		

The OHSP will disseminate an RFP for a three-year comprehensive pedestrian safety project in Marquette County. The contractor will educate pedestrians and motorists on laws designed to keep pedestrians safe through community events, law enforcement officer training, and public education materials with specific risk and protective factors. The contractor will work in partnership with several other agencies in the community, including representatives from school districts, road commissions, universities/colleges, small businesses, law enforcement, EMS, advocacy groups, recreational organizations, and injury prevention agencies, to conduct a comprehensive program.

Funding will support contractual costs.



⁴⁴See MI-NHTSA Nonmotorized Safety Program Area Assessment Attachment in HSP submission documents.

(PB) Pedestrian/Bicycle Safety

Regional Courses for Public Education of Pedestrian and Bicyclist Laws

PLANNED ACTIVITY NUMBER	PB-23-01		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
GTS CODE(S)	PS-2023 Pedestrian/Bicycle Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes (\$33,000)		
COUNTERMEASURE NAME	PB: All Bicyclists-Active Lighting and Rider Conspicuity		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 9 Bicycle Safety, Section 3.1 All Bicyclists Active Lighting and Rider Conspicuity, Pages 9-27, 9-28, and 9-29.		
PROJECT SAFETY IMPACTS AND LINKAGE	Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years. 2.4 percent of total \$2,694,000 designated to PB minus Program Management funds. \$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.		
INTENDED GRANTEE/SUBRECIPIENTS	LMB		
AMOUNT, YEAR(S), FUNDING SOURCE	\$33,000	2020	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$33,000	2021	402 FAST Act Pedestrian/Bicycle Safety
MATCH	20 percent (only on 405(h) funds)		
INDIRECT COST RATE	10 percent		
GRANT START-UP	October 1		
GOAL(S)	Educate 300 Michigan citizens on traffic laws designed to protect pedestrians and bicyclists by September 30, 2023.		

The LMB will promote bicyclist and pedestrian safety for the general public, with a focus on active lighting and rider conspicuity, through regional pedestrian and bicycle laws public education and by implementing a series of segmented courses and materials. The LMB will also work with national organizations, such as the League of American Bicyclists, to complete this project.

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



(PB) Pedestrian/Bicycle Safety

Statewide Bicyclist Education Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: Nonmotorized Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁴⁵ 2018, Section VI Communication Plan, Pages 9 and 35: "Task the OHSP with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years.</p> <p>11.1 percent of total \$2,694,000 designated to PB minus Program Management funds.</p> <p>\$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Increase the awareness of the public on laws applicable to bicyclist safety through at least one statewide campaign by September 30, 2023.		

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

Funding will support supplies/operating and contractual costs.



⁴⁵See MI-NHTSA Nonmotorized Safety Program Area Assessment Attachment in HSP submission documents.

(PB) Pedestrian/Bicycle Safety

Statewide Pedestrian Education Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PB: Nonmotorized Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁴⁶ 2018, Section VI Communication Plan, Pages 9 and 35: "Task the OHSP with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs."		
PROJECT SAFETY IMPACTS AND LINKAGE	Michigan pedestrian and bicyclist fatalities make up 18 percent of all fatalities over the past five years. 14.8 percent of total \$2,694,000 designated to PB minus Program Management funds. \$317,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PB programs.		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$400,000	2022	405(h) BIL Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Increase awareness of the public on laws applicable to pedestrian safety through at least one statewide campaign by September 30, 2023.		

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

Funding will support contractual and supplies/operating costs.



⁴⁶See MI-NHTSA Nonmotorized Safety Program Area Assessment Attachment in HSP submission documents.

(PB) Pedestrian/Bicycle Safety

Pedestrian/Bicycle Safety Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$317,000	2022	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(PA) Planning and Administration

FUNDING SOURCES TOTAL	\$1,254,000
SUBTOTAL BENEFIT TO LOCALS FUNDS	\$0
Section 402 FAST Act Program Management funds	\$627,000
State funds	\$627,000

Planning and Administration

PLANNED ACTIVITY NUMBER	PA-23-01		
GTS CODE(S)	PA-2023-Planning and Administration		
BENEFIT TO LOCALS (402 only)	No		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$627,000	2021	402 FAST Act Program Management
AMOUNT, YEAR(S), FUNDING SOURCE	\$627,000	2023	State general
INDIRECT COST RATE	9.1%		
GRANT START-UP	October 1		

The following positions are supported with Planning and Administration funds (including percentage of salary supported):

- Division Director (95%)
- Executive Administrative Assistant (for Division Director) (95%)
- Planning and Administration Section Manager (92%)
- Financial Management Section Manager (95%)
- Federal Financial Coordinator (96%)
- Planning Analysis and Evaluation Coordinator (54%)
- Accounting Technician (98%)
- Administrative Assistant (20%)
- Grants Coordinator (for Program Management Section) (4%)

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(PT) Police Traffic Services

⁴⁷CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.



⁴⁷Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(PT) Police Traffic Services

<i>PT</i>		<i>POLICE TRAFFIC SERVICES</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$448,000
M1*PT-405b High Police Traffic Services	PT-23-20	405(d) BIL Impaired Driving Low Police Traffic Services (flex)	\$225,000
PT-2023-Police Traffic Services	CP-23-01	Section 402 BIL Police Traffic Services	\$5,288,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media (flex)	\$70,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$1,650,000
PM-2023-Paid Advertising	CP-23-03	Section 402 BIL Paid Advertising	\$2,650,000
FDL*PT-405d Low Police Traffic Services	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)	\$180,000
SHARE TO LOCALS			\$6,449,000
PROGRAM AREA TOTAL			\$10,511,000

(PT) Police Traffic Services

Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.



(PT) Police Traffic Services

Campaign Surveys

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*PT-405d Low Police Traffic Services		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Communications and Outreach-Supporting Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2 Seat Belts and Child Restraints, Section 3.1 Communications and Outreach Supporting Enforcement, Page 2-35.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>1.8 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$180,000	2021	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting six sets of pre- and post-campaign surveys (telephone and web-based formats) by September 30, 2023.		

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

Funding will support contractual costs.



(PT) Police Traffic Services

Click It or Ticket (CIOT) Mobilization Paid Advertising

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	PM-2023-Paid Advertising		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	OP: Communications and Outreach-Supporting Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2 Seat Belts and Child Restraints, Section 3.1 Communications and Outreach Supporting Enforcement, Page 2-35.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Young male pickup truck drivers continue to be the group with the lowest seat belt use rate at 81.6 percent. Buckling up can reduce the risk of serious injury or death by 45 percent. The overall state rate for all vehicles in 2021 was 92.6 percent.</p> <p>16.4 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,650,000	2022	402 BIL Paid Advertising
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use during the CIOT enforcement periods by September 30, 2023.		

During overtime enforcement periods, paid advertising will be used to publicize the seat belt enforcement efforts to the public, especially young males who drive pickup trucks.

Funding will support contractual costs.



(PT) Police Traffic Services

DSOGPO Mobilization Paid Advertising

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	AL: Prevention, Intervention, Communications, and Outreach-Mass Media Campaigns		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 1 Alcohol and Drug Impaired Driving, Section 5.2 Mass Media Campaigns, Page 1-60.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Nearly one-third of Michigan fatal crashes involved at least one impaired driver.</p> <p>16.4 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,650,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct three <i>DSOGPO</i> impaired driving enforcement media campaigns by September 30, 2023.		

The OHSP will fund paid media to promote cooperative overtime enforcement during the *DSOGPO* mobilizations at locations determined by a data-driven strategy.

Funding will support contractual costs.



(PT) Police Traffic Services

Law Enforcement Engagement

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	PT: NHTSA Uniform Planning Guidelines for Police Traffic Services #15		
RATIONALE FOR COUNTERMEASURE	<p>NHTSA Uniform Planning Guidelines for Police Traffic Services #15, Traffic Enforcement, Section III, Training, Page 3: "Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the state's police officers standards and training agency. Effective training should provide officers the knowledge and skills to act decisively and correctly; Increase compliance with agency enforcement goals; assist in meeting priorities; improve compliance with established policies; result in greater productivity and effectiveness; foster cooperation and unity of purpose; help offset liability actions and prevent inappropriate conduct by law enforcement officers; motivate and enhance officer professionalism; and require traffic enforcement knowledge and skills for all recruits. Law enforcement agencies should provide traffic enforcement in-service training to experienced officers; provide specialized CMV in-service training to traffic enforcement officers as appropriate; conduct training to implement specialized traffic enforcement skills, techniques, or programs; train instructors using certified training in order to increase agency capabilities and to ensure continuity of specialized enforcement skills and techniques."</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>Less than 1 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		

GRANT START-UP	October 1
GOAL(S)	Increase the number of law enforcement partner email contacts from 75 to 80 by September 30, 2023.

A law enforcement forum will be reconvened to continue discussions on challenges and resolutions to increase traffic safety enforcement. Engaging with law enforcement officials will allow the OHSP staff to provide tools to increase effective traffic safety enforcement. The OHSP staff will exhibit at the MSA Fall Professional Development and Trade Show and the MACP Mid-Winter Professional Development Conference. The OHSP exhibit will distribute traffic safety materials and provide a [Michigan Traffic Crash Facts](#) website demonstration. The OHSP staff will also work with the MACP and MSA to submit traffic safety agenda items for their annual conferences.

Funding will support supplies/operating and contractual costs.

(PT) Police Traffic Services

Law Enforcement Liaison

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects
GTS CODE(S)	PT-2023-Police Traffic Services
PROJECT CATEGORY	Support, Training, and Enforcement
BENEFIT TO LOCALS (402 only)	Yes
COUNTERMEASURE NAME	PT: NHTSA Uniform Planning Guidelines for Police Traffic Services #15
RATIONALE FOR COUNTERMEASURE	<p><u>NHTSA Uniform Planning Guidelines for Police Traffic Services #15</u>, Traffic Enforcement, Section III, Training, Page 3: "Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the state's police officers standards and training agency. Effective training should provide officers the knowledge and skills to act decisively and correctly; increase compliance with agency enforcement goals; assist in meeting priorities; improve compliance with established policies; result in greater productivity and effectiveness; foster cooperation and unity of purpose; help offset liability actions and prevent inappropriate conduct by law enforcement officers; motivate and enhance officer professionalism; and require traffic enforcement knowledge and skills for all recruits. Law enforcement agencies should provide traffic enforcement in-service training to experienced officers; provide specialized CMV in-service training to traffic enforcement officers as appropriate; conduct training to implement specialized traffic enforcement skills, techniques, or programs; train instructors using certified training in order to increase agency capabilities and to ensure continuity of specialized enforcement skills and techniques."</p>
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>Less than 1 percent of total \$10,063,000 designated to PT minus Program Management funds.</p>

	\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$49,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Demonstrate the use of the Michigan Traffic Crash Facts website and traffic crash data tools to 25 law enforcement agencies no later than September 30, 2023.		

A LEL will engage law enforcement officials by training on understanding and using the [Michigan Traffic Crash Facts](#) website and traffic crash data tools to increase effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems. The position may also provide technical assistance for enforcement and future planning. The LEL will exhibit at the MSA Fall Professional Development and Trade Show and the MACP Mid-Winter Professional Development Conference. The OHSP exhibit will distribute traffic safety materials and provide a [Michigan Traffic Crash Facts](#) website demonstration.

Funding will support contractual costs.

(PT) Police Traffic Services

Mobilization Communication and Outreach Banners

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	OP: Communications and Outreach-Supporting Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 2 Seat Belts and Child Restraints, Section 3.1 Communication and Outreach Supporting Enforcement, Page 2-25.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>Less than 1 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$70,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct an awareness campaign, including development and distribution of four banners and information cards, regarding traffic enforcement mobilizations that focus on distracted driving, seat belt use, impaired driving, and speeding by August 10, 2023.		

The OHSP will fund production and distribution of one distracted driving banner, one seat belt banner, one speeding banner, and one impaired driving banner to each Michigan law enforcement agency in support of the respective overtime enforcement periods. In addition, information cards will be developed and distributed to law enforcement agencies.

Funding will support the supplies/operating costs.



(PT) Police Traffic Services

Overtime Distracted Driving, Impaired, Seat Belt, and Speed Enforcement

PLANNED ACTIVITY NUMBER	PT-23-04+		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes (\$2,567,000)		
COUNTERMEASURE NAME	AL: Enforcement-HVE Saturation Patrols		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 1 Alcohol- and Drug-Impaired Driving, Section 2.2 Deterrence Enforcement, High-Visibility Saturation Patrols, Pages 1-29. (NHTSA HVE Toolkit)		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>50.2 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	State, county, and local law enforcement agencies		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,056,000	2022	402 BIL Police Traffic Services
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,000,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	10 percent for Allegan County Sheriff, 9.1 percent for MSP, and 20 percent for TIA		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of traffic fatalities from 1,131 in 2021 to 1,105.6 and suspected serious injuries from 5,979 in 2021 to 5,909.2 by September 30, 2023.		

The OHSP will fund enforcement efforts to focus on compliance with traffic safety laws during statewide enforcement periods. The mandatory enforcement periods will include:

- December 1, 2022 – February 28, 2023 (speed enforcement)
- December 16, 2022 – January 1, 2023 (impaired driving enforcement)
- May 15 – June 4, 2023 (seat belt enforcement)
- July 1-30, 2023 (impaired driving, seat belt, and speed enforcement)
- August 10 – September 4, 2023 (impaired driving enforcement)

Elective enforcement periods will include:

- November 21-27, 2022 (impaired driving enforcement)
- April 1-30, 2023 (distracted driving enforcement)

Funding will support personnel and indirect costs.

(PT) Police Traffic Services

Speed Enforcement Mobilization Paid Advertising

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	PM-2023-Paid Advertising		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	Speed: Communications and Outreach-Public Information Supporting Speed Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 3 Speeding and Speed Management, Section 4.1 Communications and Outreach Supporting Enforcement, Pages 3-32.		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.</p> <p>9.9 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,000,000	2022	402 BIL Paid Advertising
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a media campaign on speed enforcement mobilizations by September 30, 2023.		

During overtime enforcement periods paid advertising on television, radio, social media, and other platforms will be used to publicize the enforcement efforts to the public and raise awareness about the dangers of speeding while driving.

Funding will support contractual costs.



(PT) Police Traffic Services

Speed Measurement Signs

PLANNED ACTIVITY NUMBER	PT-23-16+		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	Speed: Enforcement-HVE Enforcement		
RATIONALE FOR COUNTERMEASURE	CTW , Chapter 3 Speeding and Speed Management, Section 2.2 High-Visibility Enforcement, Page A-3 (Appendix 3).		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.</p> <p>1.2 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	Flint Township Police Department, Wyoming Department of Public Safety, Macomb County Sheriff's Office, Wayne County Sheriff's Office, and Transportation Improvement Association		
AMOUNT, YEAR(S), FUNDING SOURCE	\$125,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of traffic fatalities from 1,131 in 2021 to 1,105.6 and suspected serious injuries from 5,979 in 2021 to 5,909.2 by September 30, 2023.		

A pilot for purchasing ⁴⁸speed-monitoring signs will occur by agencies located in the five high fatality and suspected serious injury crash counties to enhance visibility of the speed enforcement efforts (Wayne, Oakland, Macomb, Genesee, and Kent Counties). Each county will purchase up to five speed measurement signs at a cost of less than \$5,000 each.

Funding will support equipment costs.



⁴⁸Not necessarily an example of what the speed measurement signs will look like once purchased.

(PT) Police Traffic Services

Traffic Enforcement Strategies Conference

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	PT: NHTSA Uniform Planning Guidelines for Police Traffic Services #15		
RATIONALE FOR COUNTERMEASURE	<u>NHTSA Uniform Planning Guidelines for Police Traffic Services #15</u> , Traffic Enforcement, Section III, Training, Pages 2-3: "Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the state's police officers standards and training agency."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>Less than 1 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$50,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a law enforcement traffic safety conference for a minimum of 100 traffic officers by September 30, 2023.		

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2023. The conference agenda will be based on feedback from law enforcement agencies and may include a variety of topics, such as officer safety (Below 100); drug recognition; using the Michigan traffic crash data resources; Michigan legal update, especially regarding recreational marijuana and driving; and distracted driving enforcement strategies.

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

(PT) Police Traffic Services

U.P. Regional Law Enforcement Training

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	PT: NHTSA Uniform Planning Guidelines for Police Traffic Services #15		
RATIONALE FOR COUNTERMEASURE	<u>NHTSA Uniform Planning Guidelines for Police Traffic Services #15, Section III Training</u> , Pages 2-3: "Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the state's police officers standards and training agency."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>Less than 1 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide four traffic safety training programs to 100 U.P. law enforcement officers by September 30, 2023.		

Training to enhance knowledge of traffic safety topics, such as Complete Traffic Stops, Below 100, ARIDE Refresher, and others, will be offered to law enforcement officers throughout the Upper Peninsula. Providing classes locally will ensure that more law enforcement personnel can attend, with the goal of reducing fatalities and serious injuries in the region.

Funding will support contractual and supplies/operating costs.



(PT) Police Traffic Services

U.P. Traffic Safety Culture Enforcement Study

PLANNED ACTIVITY NUMBER	PT-23-20		
GTS CODE(S)	FDL*PT-405d Low Police Traffic Services		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	PT: NHTSA Uniform Planning Guidelines for Police Traffic Services #15		
RATIONALE FOR COUNTERMEASURE	<p><u>NHTSA Uniform Planning Guidelines for Police Traffic Services #15</u>, Section II Resource Management, Pages 2-3: "SHSO should encourage law enforcement agencies to develop and maintain a comprehensive resource management plan that identifies and deploys resources necessary to effectively support traffic enforcement services. The resource management plan should include a specific component on traffic enforcement services and safety, integrating traffic enforcement services and safety initiatives into a comprehensive agency enforcement program, etc."</p>		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.</p> <p>2.2 percent of total \$10,063,000 designated to PT minus Program Management funds.</p> <p>\$448,000 of 402 funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$225,000	2022	405(d) BIL Impaired Driving Low Police Traffic Services (flex)
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Conduct a case study of rural police officers and administrators in Michigan to determine factors influencing support for traffic safety enforcement by September 30, 2023.		

With a focus on expanding traffic safety culture, a research study will be conducted to assess the attitudes, norms, values, and beliefs of Michigan rural law enforcement officers and administrators toward traffic enforcement.

Funding will support contractual costs.

(PT) Police Traffic Services

Police Traffic Services Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$448,000	2021	402 Progam Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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

PLANNED ACTIVITY DETAILS

§ 1300.11(d)(1)(2)(3)(4)

(TR) Traffic Records

⁴⁹CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132** fatal crashes by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than **259** fatal crashes by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.

⁴⁹Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(TR) Traffic Records

<i>TR</i>		<i>TRAFFIC RECORDS</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$307,000
M3DA-405c Data Program	TR-23-01, TR-23-07, TR-23-08, TR-23-09	Section 405(c) FAST Act Traffic Records Data Program	\$3,747,000
M3DA-405c Data Program	TR-23-07	Section 405(c) BIL Traffic Records	\$1,617,000
TR-2023-Traffic Records	TR-23-05, TR-23-02, TR-23-05	Section 402 FAST Act Traffic Records	\$616,000
TR-2023-Traffic Records	TR-23-07	Section 405(c) Supp BIL Traffic Records	\$106,000
SHARE TO LOCALS			\$616,000
PROGRAM AREA TOTAL			\$6,393,000

Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.

(TR) Traffic Records

Data Quality Assessment of Pedestrian-, Bicycle-, and Motorcycle-Involved Crashes in Michigan

PLANNED ACTIVITY NUMBER	TR-23-02		
GTS CODE(S)	TR-2023-Traffic Records		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	TR: Traffic Records Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁵⁰ 2020, <i>Injury Surveillance Recommendations</i> , Page 19: "Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory. With the recent availability of emergency department data, the State would benefit from exploring that information for injuries that may not have been captured on crash reports."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.</p> <p>Less than 1 percent of total \$6,086,000 designated to TR minus Program Management funds.</p> <p>\$307,000 402 funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	UMTRI		
AMOUNT, YEAR(S), FUNDING SOURCE	\$16,000	2021	402 FAST Act Traffic Records
INDIRECT COST RATE	56 percent		
GRANT START-UP	October 1		
GOAL(S)	Conduct a data quality assessment of pedestrian, bicyclist, and motorcycle crash data and provide recommendations by September 30, 2023.		

A 2019 study of crash data quality in four countries, including the United States, showed that some crash attributes, including injury severity, are more often inaccurate but that this issue is not equal for all types of crashes. In particular, the authors note research that has shown that motorcyclist, pedestrian, and bicyclist crashes are often underreported. In this project, the researchers will assess the reporting accuracy of pedestrian-involved, bicyclist-involved, and motorcycle-involved crash data, especially with respect to injury severity, using linkage to EMS data and trauma data. The result of this study will be an evaluation of data completeness as a function of characteristics of the crash, including its location, time of day, and injury severity. The resulting report will describe the analysis and results and provide some suggestions for data quality improvement.

Funding will support personnel and indirect costs.

⁵⁰See [MI-NHTSA Traffic Records Program assessment Attachment in HSP submission documents](#).

(TR) Traffic Records

Deriving Missing Model Inventory Roadway Elements (MIRE) Surface Type From Imagery-Phase 2

PLANNED ACTIVITY NUMBER	TR-23-09		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	TR: Traffic Records Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁵¹ 2020, <i>Roadway</i> , Pages 16-17: “Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.”		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.</p> <p>5.3 percent of total \$6,086,000 designated to TR minus Program Management funds.</p> <p>\$307,000 402 funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	MDOT		
AMOUNT, YEAR(S), FUNDING SOURCE	\$325,000	2019	405(c) FAST Act Traffic Records Data Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Unpaved road identification artificial intelligence (AI) model tuning by September 30, 2023.</p> <p>Develop AI models to detect asphalt and concrete pavements by September 30, 2023.</p> <p>Road detection production and data handling testing by September 30, 2023.</p>		

This is Phase 2 of a project that strives to complete the surface type requirement for the MIRE Federal Data Elements (FDE) in the MDOT’s roadway database. The project has two phases: the first phase of analyzing and refining existing surface type detection methods and the second phase of producing the refined processes and completing surface type assignments for all missing MIRE FDE surface type data (approximately 50 percent) on public roadways in Michigan. This project will improve two traffic records data attributes — accuracy and timeliness. The analysis phase is addressing accuracy. Timeliness is being addressed by executing this project and its method.

Funding will support contractual costs.



⁵¹See MI-NHTSA Traffic Records Program Assessment Attachment in HSP submission documents.

(TR) Traffic Records

Improving Quality of Crash Severity and Injury Assessment Within Michigan EMS MI-EMSIS -Phase 3

PLANNED ACTIVITY NUMBER	TR-23-08		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	TR: Traffic Records Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁵² 2020, <i>EMS/Injury Surveillance</i> , Pages 19-20: "Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.</p> <p>2.3 percent of total \$6,086,000 designated to TR minus Program Management funds.</p> <p>\$307,000 402 funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	MDHHS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$141,000	2019	405(c) FAST Act Traffic Records Data Program
INDIRECT COST RATE	17 percent		
GRANT START-UP	October 1		
GOAL(S)	The MDHHS will distribute crash documentation improvement plans for EMS agencies, documentation software vendors, medical control authorities, and medical control authority regions by September 30, 2023.		

There are challenges in how data from the EMS is entered, accessed, and processed within the MI-EMSIS, creating questions in the accuracy and validity of conclusions that are drawn from that data. In 2018, the MDHHS began using the Biospatial data platform, which links the EMS electronic patient care record (ePCR) data with other health- and injury-related data sources. A full-time data analyst will utilize the MI-EMSIS as well as Biospatial to identify gaps in documentation related specifically to motor vehicle crashes. The data analyst will categorize the gaps into actionable items to resolve or mitigate the gaps. FY2023 is the third year of this four-year project.

Funding will support contractual costs.



⁵²See MI-NHTSA Traffic Records Program Assessment Attachment in HSP submission documents.

(TR) Traffic Records

MTCF Technical Support

PLANNED ACTIVITY NUMBER	TR-23-05		
GTS CODE(S)	TR-2023-Traffic Records		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
COUNTERMEASURE NAME	TR: Traffic Records Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁵³ 2020, <i>Crash Summary Recommendations</i> , Page 11: "Data accessibility is vital for crash data users. By focusing engineering and law enforcement efforts on locations with the greatest crash risk, traffic fatalities and injuries can be reduced resulting in safer roadways. There may be an opportunity to expand partnerships with transportation officials and law enforcement through the TRCC to help ensure crash data is easily accessible to data users."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.</p> <p>9.9 percent of total \$6,086,000 designated to TR minus Program Management funds.</p> <p>\$307,000 402 funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	UMTRI		
AMOUNT, YEAR(S), FUNDING SOURCE	\$600,000	2021	402 FAST Act Traffic Records
INDIRECT COST RATE	56 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Complete the 2022 Michigan Traffic Crash Facts publications/web content and MichiganTrafficCrashFacts.org website maintenance by September 30, 2023.</p> <p>Provide technical assistance to the OHSP as directed through September 30, 2023.</p>		

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2022 MTCF will be produced and posted at www.michigantrafficcrashfacts.org. An annual survey will gauge the effectiveness of the website. The OHSP will work with the UMTRI staff to provide technical assistance on requests for crash data analysis and presentations.

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



⁵³See MI-NHTSA Traffic Records Program Assessment Attachment in HSP submission documents.

(TR) Traffic Records

Traffic Crash Reporting Form Training Support

PLANNED ACTIVITY NUMBER	TR-23-01		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	TR: Traffic Records Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁵⁴ 2020, <i>Crash Section</i> , Pages 9-10: “Improve the procedures/ process flows for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.”		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.</p> <p>Less than 1 percent of total \$6,086,000 designated to TR minus Program Management funds.</p> <p>\$307,000 402 funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	MSP CJIC		
AMOUNT, YEAR(S), FUNDING SOURCE	\$15,000	2019	405(c) FAST Act Traffic Records Data Program
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Increase statewide crash report timeliness from 11.51 days to 11 days, increase the percentage of crash records with no errors (accuracy) in critical data elements from 95 percent to 97 percent, and increase the percentage of crash records with no missing critical data elements (completeness) from 96 percent to 97 percent by September 30, 2023.</p> <p>Provide 50 training classes for 1,200 officers, police recruits, and traffic safety professionals to assist with the proper completion of the UD-10 Traffic Crash Report by September 30, 2023.</p>		

This project will provide materials to support law enforcement officer training on accurately completing the UD-10 Traffic Crash Report to improve the quality of the traffic crash data. Addressing any concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on identifying and reporting automated vehicle information.

Funding will support the supplies/operating costs.

⁵⁴See [MI-NHTSA Traffic Records Program Assessment Attachment in HSP submission documents.](#)

(TR) Traffic Records

Traffic Records Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	TR-23-07		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
COUNTERMEASURE NAME	TR: Traffic Records Program Assessment (NHTSA Facilitated)		
RATIONALE FOR COUNTERMEASURE	⁵⁵ 2020, Various Sections and Pages 6-21: "Various recommendations from the FY2020 NHTSA Traffic Records Assessment."		
PROJECT SAFETY IMPACTS AND LINKAGE	<p>Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.</p> <p>82 percent of total \$6,086,000 designated to TR minus Program Management funds.</p> <p>\$307,000 402 funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.</p>		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$635,000	2019	405(c) FAST Act Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,314,000	2020	405(c) FAST Act Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,317,000	2021	405(c) FAST Act Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,617,000	2022	405(c) BIL Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$106,000	2022	405(c) Supp Bill Traffic Records Data Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Continue to implement the 12 strategies within the Traffic Records Coordinating Committee's (TRCC's) Strategic Plan that was created from the Traffic Records Program Assessment by September 30, 2023.		

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

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

State of Michigan

Traffic Records Assessment

April 7, 2020

National Highway Traffic Safety Administration
Technical Assessment Team

⁵⁵See MI-NHTSA Traffic Records Program Assessment Attachment in HSP submission documents.

(TR) Traffic Records

Traffic Records Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$307,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

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

Michigan Office of Highway Safety Planning FY2023 Communications Calendar

CAMPAIGN/MESSAGE	DATES	GEOGRAPHIC FOCUS	TACTICS	MEDIA BUDGET	STAFF
October 2022					
National Pedestrian Safety Month Pedestrian Safety Week Overtime Enforcement	October 2022	Statewide, with a focus on selected counties and cities	<i>Paid media</i> for the enforcement period.	Some paid ads (divide with Daylight Saving Time outreach near Nov. 6) from Pedestrian \$400,000 budget	Nancy
	Oct. 29-November 4, 2022		<i>Earned media:</i> news releases plus OHSP Facebook and Twitter		
Operation Safe Stop	October 2022	Statewide	<i>Earned media</i>	\$0	Dennis
Teen Driver Safety Week Teen Driver Safety Awareness Program	Oct. 16-22, 2022	Statewide	<i>Earned media:</i> OHSP Facebook and Twitter	\$53,000 budget	Dennis
	October 2022- July 2023	Statewide	<i>Paid media</i>		Dennis
Winter Safe Driving Awareness	October 2022- Winter 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter Outreach: banners	\$206,000 budget, \$170,000 paid ads, \$23,000 banners	Dennis
November 2022					
Buckle Up in Your Truck	November 2022- April 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$300,000 budget	Dennis
Third District IMPACT	November 2022– March 2023	Bay, Genesee, and Saginaw counties	<i>Paid Media</i>	\$100,000 budget	Dennis
December 2022					

Speed Enforcement	Dec. 1, 2022 -Feb. 28, 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$1 million budget (plus banners used in July)	Dennis
Older Driver Awareness Week	Dec. 5-9, 2022	Statewide	OHSP Facebook and Twitter	\$0	Kendall
Drive Sober or Get Pulled Over Enforcement	Dec. 16, 2022 - Jan. 1, 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$1.6 million total for three impaired enforcements	Dennis
RiderCoach Recruitment (including separate paid media outreach for range aides)	Beginning in December 2022	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$196,000 budget, (with \$150,000 in radio ads).	Nancy
NHTSA Annual Report	Dec. 27, 2022	Statewide	<i>Content, design, distribution</i>	n/a	Nancy
February 2023					
Shadow Rider Project (Motorcyclist training)	Beginning in February 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter. <i>Outreach:</i> postcard mailing.	\$25,000 budget \$11,000 paid ads, \$14,000 mailing.	Nancy
March 2023					
Summit Speaker Series	TBD	Statewide	Earned media	\$0	Comm. Section
April 2023					
Distracted Driving Public Education Campaign	April 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$300,000 budget	Nancy
Distracted Driving High School Action Kits	April 2023	Statewide	Banners	\$46,000 budget	Nancy
Drugged Driving Public Education	April-September 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$500,000 paid ads	Dennis
2022 Michigan traffic fatalities	April 2023	Statewide	<i>Earned media:</i> news release	\$0	Kendall
Michigan RiderCoach Conference	April 2023	Statewide with focus on in-person venue	<i>Printed materials:</i> signs, programs, etc.	\$6,000 operating	Nancy

Motorcyclist All Gear Education Campaign	April-August 2023	Statewide	<i>Creative/Video Production Paid Media plus OHSP Facebook and Twitter</i>	\$39,000 contractual	Nancy
Bicyclist Safety Education	April - September 2023	Statewide	Paid media plus OHSP Facebook and Twitter (Including Facebook Live event for distracted driving and bicyclist safety)	\$300,000 budget \$289,000 ads, \$8,000 creative, \$3,000 operating	Nancy
May 2023					
Motorcycle Safety Month National Bike Month	May 2023	Statewide	<i>OHSP Facebook/Twitter</i>	\$0	Nancy
Impaired Motorcyclist Campaign	May-June 2023	Statewide	<i>Paid media plus OHSP Facebook & Twitter</i>	\$520,000 budget \$500,000 paid ads \$20,000 operating.	Nancy
Click It or Ticket	May 15-June 4, 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter Earned media: News releases Outreach: banners,</i>	\$1,650,000 budget, plus banners	Dennis
Pedestrian Safety Education	May-September 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter (Including separate outdoor for "Stay in Your Car" messaging)</i>	\$400,000 budget, \$370,000 ads, \$19,000 video, \$8,000 creative, \$3,000 operating.	Nancy
Teen Passenger Safety	May-September 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$125,000 budget	Dennis
Rear Seat Belt Public Education	May-June 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$150,000 budget	Dennis

Booster Seat	June-September 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$150,000 budget	Dennis
July 2023					
Fourth of July/Drive Sober or Get Pulled Over Stepped up impaired driving enforcement (plus seat belt and speed)	July 1-30, 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter <i>Earned media:</i> TBD	\$1.6 million total for three impaired enforcements	Dennis
August 2023					
Bicycle Safety Week Overtime Enforcement	Aug. 7-13, 2023	Statewide, focus on selected cities	<i>Paid media</i>	Paid ads, part of \$300,000 budget	Nancy
Drive Sober or Get Pulled Over	Aug. 18-Sept. 4, 2023	Statewide	<i>Paid media</i> plus OHSP <i>Earned media:</i> news release Facebook and Twitter <i>Outreach:</i> banners	\$1.6 million total for three impaired enforcements plus banners for August	Dennis
September 2023					
Child Passenger Safety Week/ Seat Check Saturday	Sept. 17-23, 2023	Statewide	OHSP Facebook and Twitter	\$0	Dennis