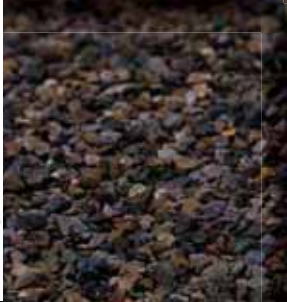


MICHIGAN ANNUAL EVALUATION REPORT 2011





2011 Annual Evaluation Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

Contents

CONTENTS	IV	POLICE TRAFFIC SERVICES	25
OHSP GUIDING VALUES AND PRINCIPLES	VI	TRAFFIC ENFORCEMENT	25
OHSP MISSION	VI	Safe Communities: Overtime Traffic Enforcement	25
DIRECTOR'S MESSAGE	1	Operation C.A.R.E.....	26
FISCAL YEAR 2011 HIGHLIGHTS	2	ENFORCEMENT SUPPORT	27
VEHICLE CRASH STATISTICS	3	Law Enforcement Conference	27
Vehicle Crash Statistics	3	Michigan Association of Chiefs of Police Awards	27
Michigan Crash Changes in 2010	3	Impaired Driving Enforcement Signage	28
OCCUPANT PROTECTION	12	EDUCATION AND COMMUNICATION	28
CHILD PASSENGER SAFETY	12	Paid Advertising	28
Statewide Child Passenger Safety Program	12	Mobilization Message Development and Outreach ..	28
Lower Peninsula Child Passenger Safety Program	12	Evaluation: Telephone Surveys.....	29
Upper Peninsula Child Passenger Safety Program	12	PEDESTRIAN AND BICYCLIST SAFETY	30
Safe Communities: Child Safety Seat Distribution and		EDUCATION AND COMMUNICATION	30
Training	13	Non-Motorized Safety Support.....	30
Child Safety Seat Signage.....	13	TRAFFIC RECORDS	31
EDUCATION AND COMMUNICATION	14	ENFORCEMENT SUPPORT	31
Safety Belt Convincer	14	Criminal Justice Information Center (CJIC) Trainer	31
EVALUATION	14	Electronic Crash Capture and Data Submission (ECCS 4)	31
NHTSA Occupant Protection for Children Re-Assessment		31
.....	14	Data-Driven Approaches to Crime and Traffic Safety	
Direct Observation Surveys: Seat Belt Use	14	(DDACTS).....	32
Direct Observation Surveys: Child Restraint and Booster		BAC Investigation.....	32
Seat Use/Misuse Study	15	EDUCATION AND COMMUNICATION	33
ALCOHOL	17	Michigan Traffic Crash Facts	33
ENFORCEMENT SUPPORT	17	Societal Costs of Crime and Crashes	33
Impaired Driving Detection Training	17	COMMUNITY TRAFFIC SAFETY	34
Michigan State Police Toxicology Lab Backlog Reduction		SAFE COMMUNITY COALITIONS	34
.....	18	Safe Communities: Detroit Comprehensive Traffic Safety	
Mothers Against Drunk Driving Recognition and		Project	34
Training	19	Safe Communities: Coalition Mini-Grants	34
ADJUDICATION	19	EMPLOYER OUTREACH	35
Traffic Safety Resource Prosecutor.....	19	Employer Outreach.....	35
Adjudication Training.....	20	EDUCATION AND COMMUNICATION	35
Sobriety Court Enhancement	20	In-House Public Information and Education	35
DWI Court Training.....	20	Materials Storage and Distribution	36
Interactive Video Testimony.....	21	Rural Traffic Safety Leadership Conference and Training	
REDUCING UNDERAGE DRINKING	21	37
Safe Communities: Enforcement of Underage Drinking		New Legislation Publicity	37
Laws.....	21	Communications Strategic Counsel	38
Innovative Training for Law Enforcement	22	School Bus Safety	38
Underage Drinking Prevention	23	Texting While Driving	38
		Traffic Safety Committees	38

PAID ADVERTISING	40
Summary.....	40
Paid advertising.....	40
Advertising evaluation, assessment, and outcomes ..	40
May 2011 Click it or Ticket.....	45
July 2011 Drunk Driving. Over the Limit. Under Arrest.	45
August 2011 Drunk Driving. Over the Limit. Under Arrest.	46
.....	46
Ride Safe to Ride Again motorcycle campaign	47
DRIVER EDUCATION	48
EDUCATION AND COMMUNICATION	48
Teen Traffic Safety	48
Teen Ride & Drive.....	48
Senior Mobility Campaign	49
MOTORCYCLE SAFETY	51
TRAINING AND EDUCATION.....	51
Motorcycle Public Information Campaign	51
Endorsement and Rider Training Study	51
Motorcycle Safety Conference	51
Advanced Rider Training and Training Cycle	
Replacement.....	52
Interagency Coordination	52
EMERGENCY MEDICAL SERVICES	53
EMS SUPPORT	53
Emergency Medical Service Support	53
ADMINISTRATIVE ISSUES	54
MOBILIZATIONS	56
FY2012 FOCUS	58
FY2011 OHSP STATUS REPORT	59
Traffic Safety Budget Breakdown, by Program Area ...	59

OHSP 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.

OHSP Mission

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



Director's Message

As we close out 2011 and look forward to 2012, Michigan recounts its successes and sets the course for the upcoming year's challenges in its mission to save lives and reduce injuries on the state's roadways.

This report details federally funded traffic safety projects that occurred across the state. Major funding support was provided for traffic enforcement campaigns, enforcement of underage drinking laws, impaired driving adjudication programs, child passenger safety, motorcycle safety, crash data improvements, and other activities to improve safety on the state's roadways.

These projects have played a crucial role in the significant traffic safety improvements Michigan has experienced during the past five years, including:

- » 14 percent reduction in traffic fatalities.
- » 14 percent reduction in traffic injuries.
- » 23 percent reduction in alcohol-involved fatal and serious injuries.
- » 14 percent reduction in intersection crashes.
- » 4 percent reduction in fatalities and serious traffic injuries to children ages 0-8 years.

The reduction in traffic fatalities alone over the last five years has resulted in an economic savings of over \$119 million to Michigan families, businesses, and government.

Michigan continues to be seen as a leader in traffic safety. This is due in large part to the combined contributions of local, state, and federal agencies; the private sector; non-profit organizations; and many other individuals and organizations.

We are fortunate to have outstanding working relationships between agencies at all levels and across disciplines, as this collaboration is essential in our quest to ensure all motorists reach their destination safely. We are proud of the work accomplished through our traffic safety partners and look forward to continued progress in 2012.

A cursive handwritten signature in black ink, appearing to read "Michael L. Prince".

MICHAEL L. PRINCE

Director

Office of Highway Safety Planning

Fiscal Year 2011 Highlights

- » Michigan became a Drug Evaluation and Classification Program state and hosted its first Drug Recognition Expert (DRE) class. Fifteen officers from local, county, and state police agencies and five prosecutors were trained. All fifteen officers successfully completed the DRE program and were the focus of the media events promoting the *July Drunk Driving. Over the Limit. Under Arrest.* crackdown.
- » Two Kids Always Ride Safely (KARS) pilot programs were started in Marquette County. The program offers car seats to Women, Infants, and Children clients at a discounted rate and educates recipients about proper child seat safety. A total of 230 seats were provided through this program, more than triple the number of seats as in previous years.
- » More than 68 percent of law enforcement agencies collected and submitted crash data electronically. This is an increase from 51 percent in FY2010.
- » OHSP received one of the only grants in the country from NHTSA to implement a Data-Driven Approaches to Crime and Traffic Safety teen seat belt use initiative. OHSP will work with law enforcement agencies in Macomb County to conduct an implementation workshop, conduct DDACTS-based traffic enforcement for a year, and evaluate the results of this project being conducted in FY2012.
- » OHSP developed a public information campaign to help explain new Graduated Driver's License restrictions for Level 2 teen drivers. The campaign, First & 10: Don't exceed your first passenger and don't drive after 10 p.m., included television and radio public service announcements, billboards, posters, brochures, a reference card for law enforcement, and a web page. The Web site, www.firstn10.com, received more than 232,000 hits and 19,000 page visits from March to September.
- » Representatives from AAA Michigan, Ford Driving Skills for Life (DSFL), and OHSP worked together to create Strive For A Safer Drive (S4SD), a school-based teen traffic safety program aimed at reducing teen traffic crashes and fatalities. The program offers high schools \$2,000 from AAA Michigan to conduct a student-led teen driving campaign and have the opportunity to win a Ford DSFL hands-on driving event with professional instructors.
- » A Motorcycle Safety Foundation Advanced Rider Course was piloted by the Schoolcraft School Consortium and Michigan led the country with 351 riders trained through the advanced curriculum.
- » Law enforcement agencies in twenty-six counties conducted underage drinking enforcement. Many of these agencies used social media web sites to identify underage drinking parties to target enforcement efforts. Agencies worked more than 12,000 hours of overtime enforcement and dispersed 1,443 parties. Citations issued included:
 - > 2,863 Minor-In-Possession of Alcohol (MIPs).
 - > 1,402 open intoxicants.
 - > 502 adults furnishing alcohol.
 - > 4,875 compliance checks conducted with 913 violations (81 percent compliance).
- » Local, county, and state law enforcement agencies in thirty-five counties received grant funding to conduct overtime traffic enforcement. Agencies worked more than 50,000 hours of enforcement which resulted in:
 - > 64,392 vehicles stopped.
 - > 11,900 seat belt and child restraint citations.
 - > 1,576 OWI arrests.
 - > 1,084 driving while license suspended citations.
 - > 393 drug arrests.
 - > 4,761 misdemeanor arrests.
 - > 237 felony arrests.
 - > 3,945 speeding citations.

Vehicle Crash Statistics

VEHICLE CRASH STATISTICS

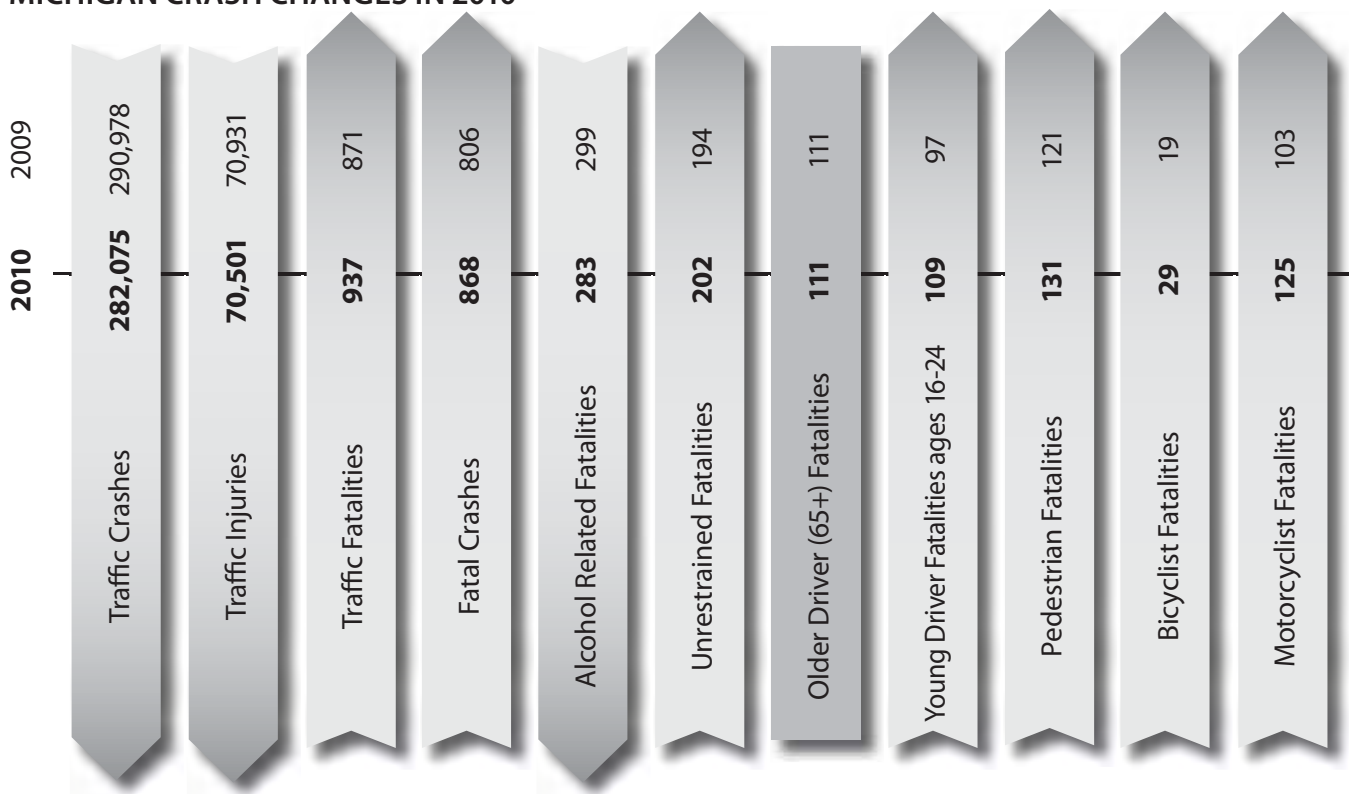
	MICHIGAN						UNITED STATES					
	2006	2007	2008	2009	2010	2006-10 % CHANGE	2006	2007	2008	2009	2010	2006-10 % CHANGE
CRASHES	315,322	324,174	316,057	290,978	282,075	-13.6%	5,974,000	6,024,000	5,811,000	5,505,000	5,419,000	-9.3%
INJURIES	81,942	80,576	74,568	70,931	70,501	-14%	2,575,000	2,491,000	2,346,000	2,217,000	2,240,000	-13%
FATALITIES	1,084	1,084	980	871	937	-14%	42,708	41,259	37,423	33,808	32,885	-23%
VMT* (MI=BILLIONS US=TRILLIONS)	103.2	104.0	104.6	100.9	95.9	-7%	3.01	3.03	2.97	2.98	2.99	-0.7%
FATALITY RATE (PER 100M VMT)	1.05	1.04	0.94	0.86	1.00	-4.8%	1.42	1.36	1.26	1.13	1.1	-0.2%
ALCOHOL-RELATED FATALITIES	383	345	317	299	283	-26%	15,970	15,534	13,826	12,744	10,228	-36%
ALCOHOL AS A % OF TOTAL FATALITIES	35.3%	31.8%	32.3%	34.3%	30.2%	-14%	37.4%	37.6%	36.9%	37.7%	31.1%	-16.9%
LARGE TRUCK-INVOLVED FATALITIES	130	136	106	76	95	-27%	5,027	4,822	4,245	3,380	3,675	-26.9%
PEDESTRIAN FATALITIES	137	134	114	121	131	-4%	4,795	4,699	4,414	4,092	4,280	-10.79%
MOTORCYCLIST FATALITIES	110	120	125	103	125	+12%	4,836	5,174	5,312	4,462	4,502	-6.9%

*VMT - Vehicle Miles Traveled

Source: TCRS

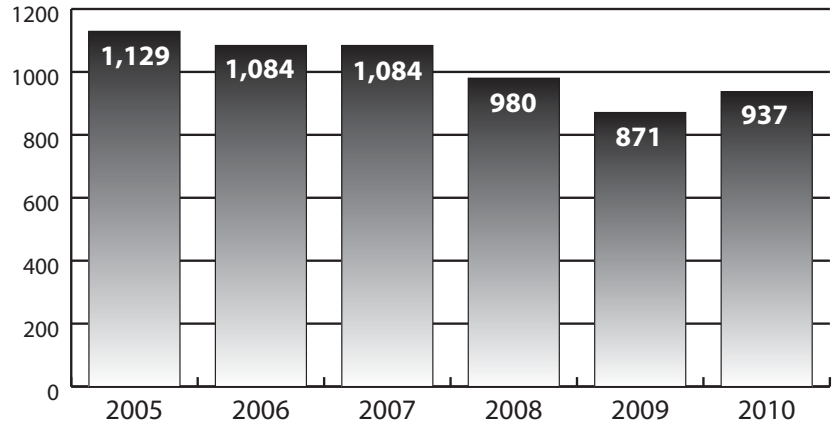
Source: FARS

MICHIGAN CRASH CHANGES IN 2010



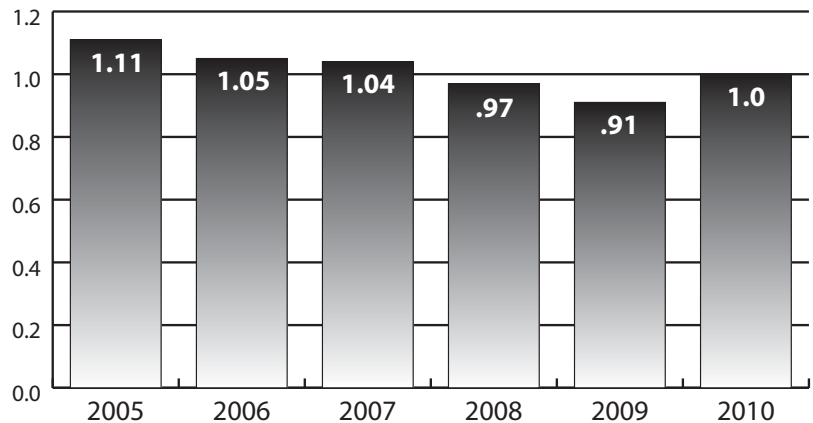
TRAFFIC FATALITIES

GOAL: reduce fatalities to 934 by 2010. Fatalities increased to 937 in 2010 from an all-time low of 871 in 2009. This is a 7 percent increase from 2009. The overall trend is down; 2010 is lower than 2008.



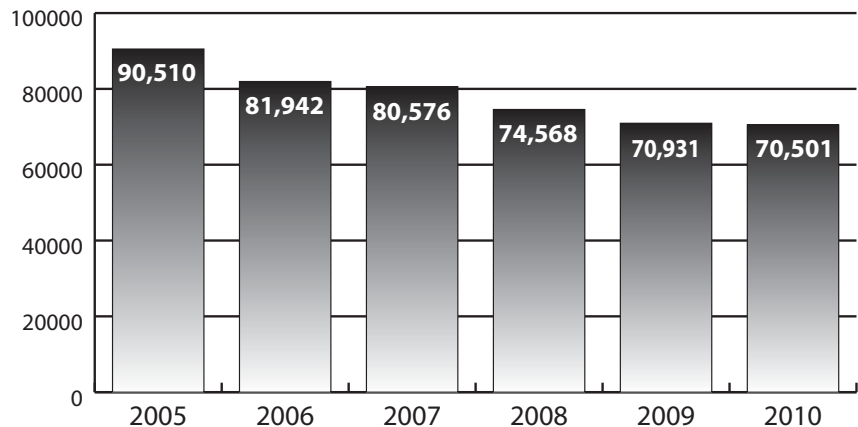
DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: reduce the VMT death rate to 0.89 by 2010. Fatalities per 100 million vehicle miles traveled increased to 1.0 in 2010 from 0.9 in 2009. This is less than a 1 percent increase from 2009. The goal was not met.



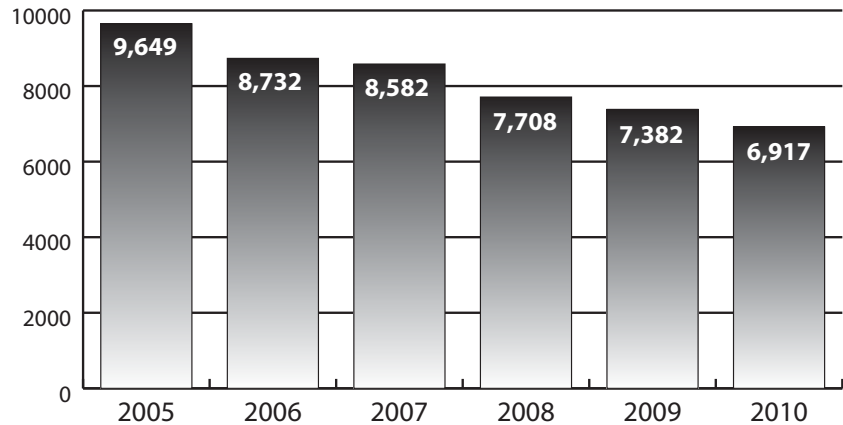
TRAFFIC INJURIES

GOAL: reduce the number of injuries of all severities to 69,158 by 2010. Traffic injuries fell from 70,931 in 2009 to 70,501 in 2010. This is a 1 percent decrease from 2009. The goal was not met.



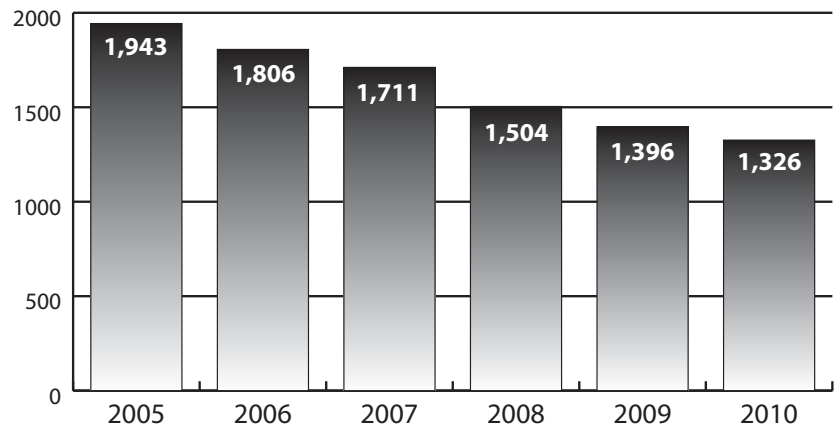
FATAL AND INCAPACITATING INJURIES

GOAL: reduce the number of deaths and incapacitating injuries to 7,363 by 2010. Fatalities and incapacitating injuries fell from 7,382 in 2009 to 6,917 in 2010. This is an 8 percent decrease from 2009. The goal was surpassed.



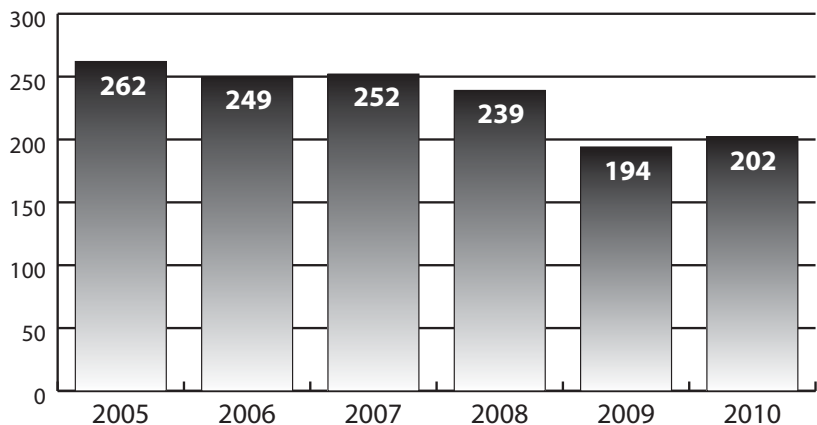
IMPAIRED DRIVING

GOAL: reduce the number of fatalities and serious injuries involving alcohol to 1,511 by 2010. Decreases in fatalities and serious injuries involving alcohol remained ahead of trend in 2010, falling to 1,326. This reflects a 26.6 percent decrease in the past five years. The goal was surpassed.



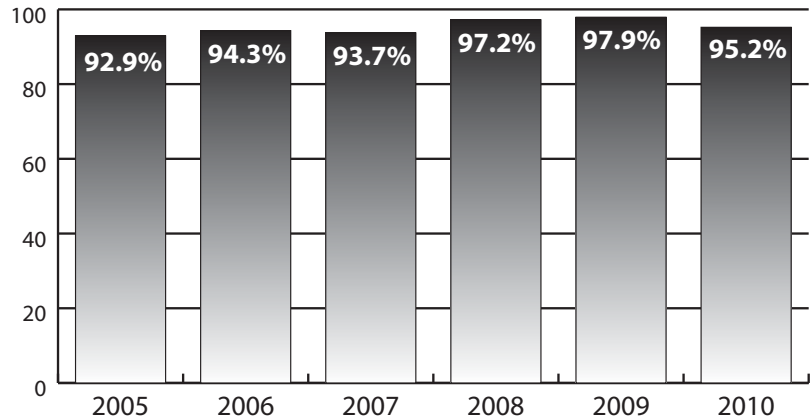
UNRESTRAINED DEATHS

GOAL: reduce the number of fatalities to unrestrained vehicle occupants to 207 by 2010. Unrestrained deaths rose by 4 percent from 194 in 2009 to 202 in 2010. It reflects an 18.9 percent decrease over the past five years. The goal was surpassed.



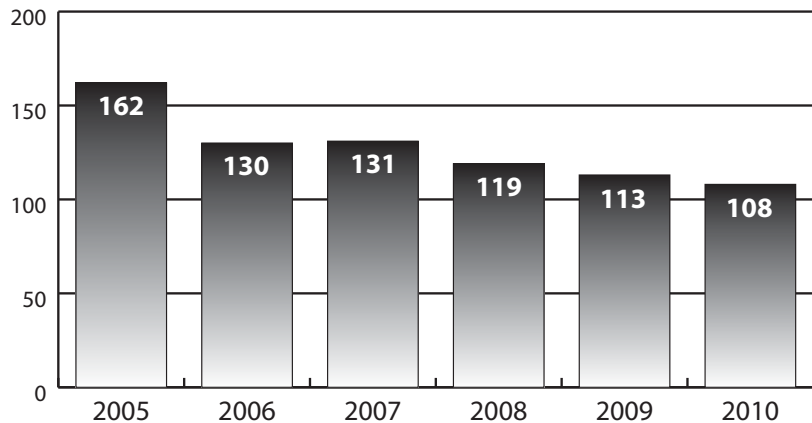
SEAT BELT USE

GOAL: increase seat belt use to 97 percent by 2010. High belt use decreases fatalities and injuries across all categories. Michigan's seat belt use rate fell to 95.2 percent from 97.9 percent in the previous year. The goal was not met.



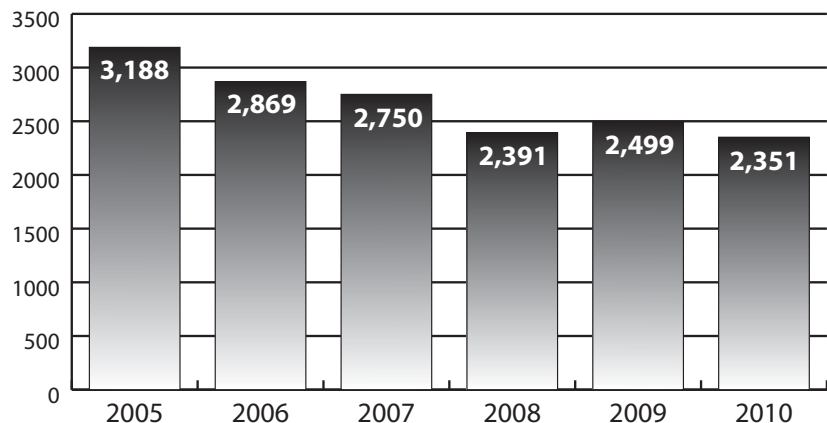
CHILD PASSENGER SAFETY

GOAL: reduce fatalities and serious injuries to vehicle occupants (ages 0-8) to 102 by 2010. Child fatalities and incapacitating injuries continue to fall, down 16.9 percent since 2006. Deaths and injuries fell to 108 in 2010, which reflects a decrease of 4.4 percent from the previous year. The goal was not met.



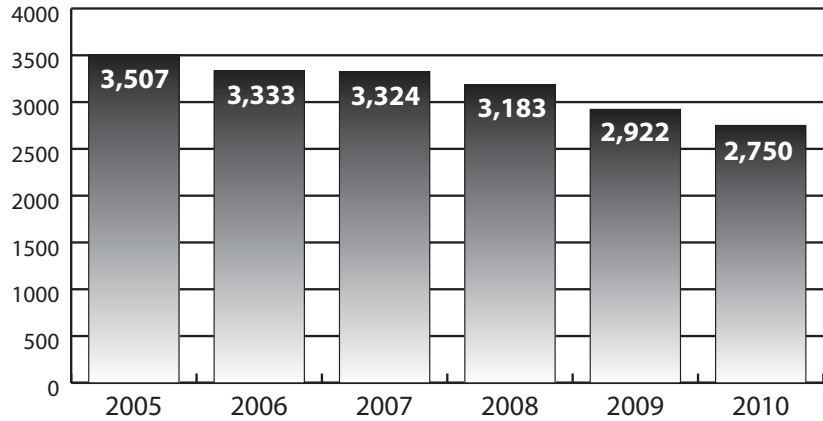
INTERSECTION CRASHES

GOAL: reduce fatalities and serious injuries within 150 feet of intersections to 2,369 by 2010. Fatal and incapacitating injury crashes at intersections decreased in 2010 to 2,351. This reflects a decrease of 5.9 percent from 2009 and an overall 18 percent decrease in the past five years. The goal was surpassed.



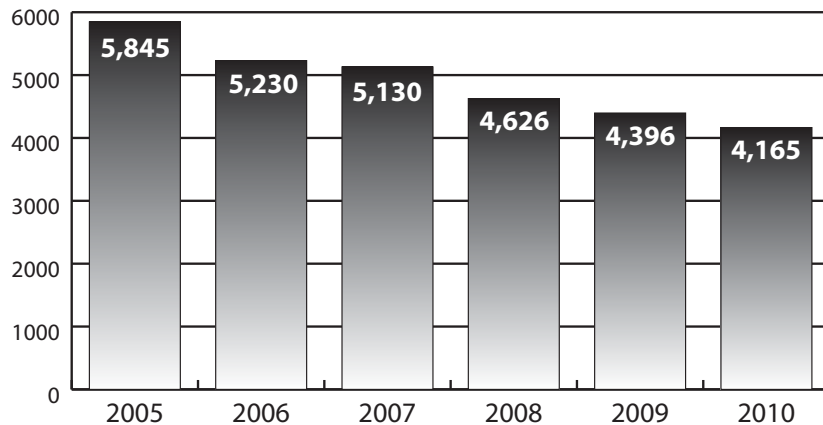
LANE DEPARTURE

GOAL: reduce fatalities and serious injuries involving lane departure to 2,838 by 2010. There was a 5.9 percent decrease in fatalities and serious injuries involving lane departure from the previous year at 2,750. This represents a 17.5 percent decrease over the past five years. The goal was surpassed.



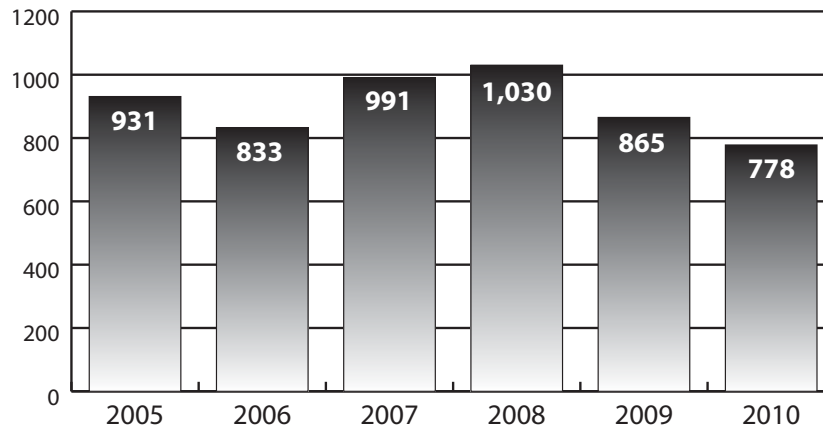
LOCAL ROADS

GOAL: reduce fatalities and serious injuries on city and county roads to 4,374 by 2010. Local road fatalities and incapacitating injuries were down 5.3 percent from 2009 while also showing a five year decrease of 20.4 percent. The goal was surpassed.



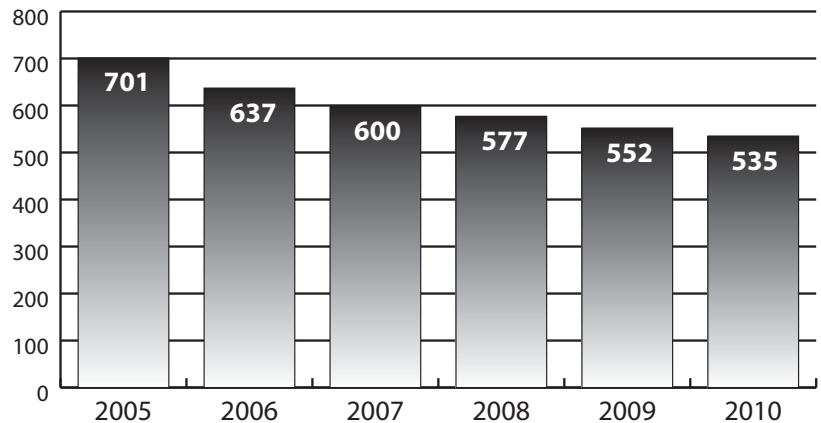
MOTORCYCLES

GOAL: reduce fatalities and serious injuries involving motorcycles to 954 by 2010. Motorcycle fatalities increased and incapacitating injuries decreased for a total of 778. This represents a decrease of 10.1 percent from 2009. For the past five years, the rate has decreased 6.6 percent. The goal was surpassed.



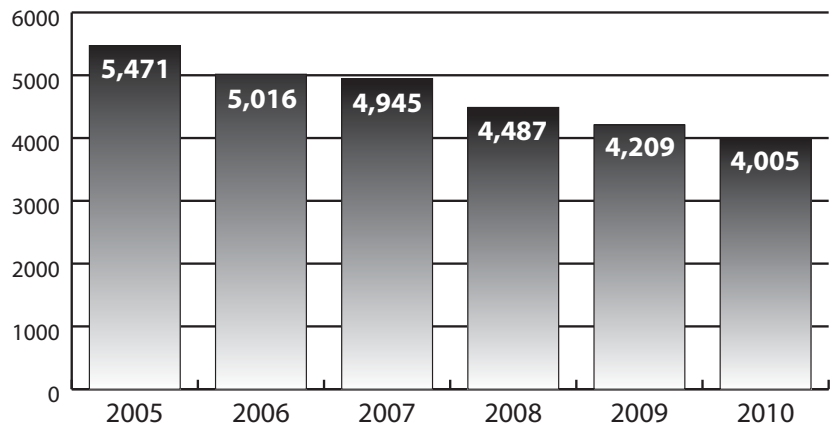
PEDESTRIANS

GOAL: reduce fatalities and serious injuries to pedestrians to 533 by 2010. Pedestrian fatalities and serious injuries decreased in 2010 to 535, a 3 percent drop from 2009. This is a 16 percent decrease from the previous five years. The goal was not met.



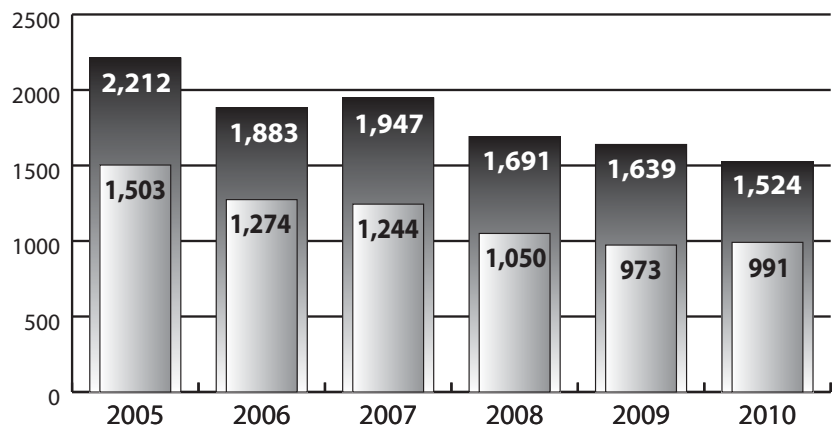
MALE DRIVERS

GOAL: reduce fatalities and serious injuries to males to 4,272 by 2010. Male drivers still outnumber female drivers for fatalities and serious injuries each year even though driver registrations are almost equal. Male drivers showed a reduction of 4.9 percent in fatalities and incapacitating injuries, dropping to 4,005 in 2010 from 4,209 in 2009. This reflects a five year decrease of 20 percent. The goal was surpassed.



YOUNG DRIVERS

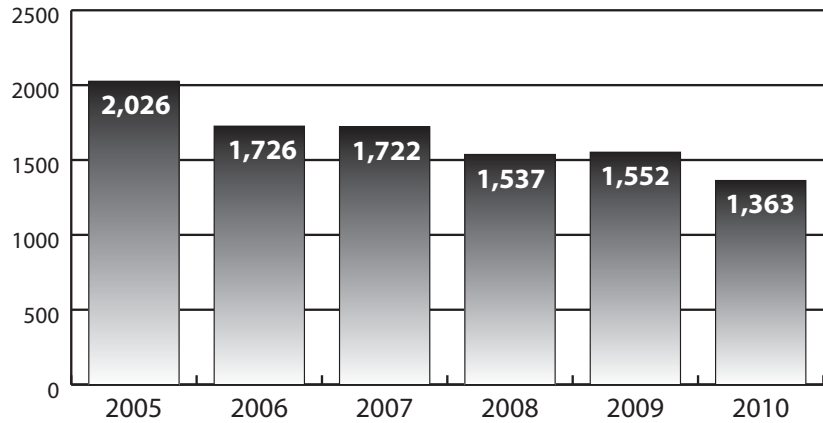
GOAL: reduce fatalities and serious injuries involving drivers ages 16-20 to 1,623 by 2010; reduce fatalities and serious injuries involving drivers ages 21-24 to 1,065 by 2010. Fatalities and incapacitating injuries for young drivers ages 16-20 decreased by 7 percent in 2010 to a low of 1,524. This also reflects a five-year decrease of 19 percent. The goal was surpassed. Fatalities and incapacitating injuries for young drivers ages 21-24 increased by 1.8 percent in 2010 to 991. This still reflects a five-year decrease of 22.2 percent. The goal was surpassed.



The darker columns represent drivers 16-20 years of age and the lighter are 21-24.

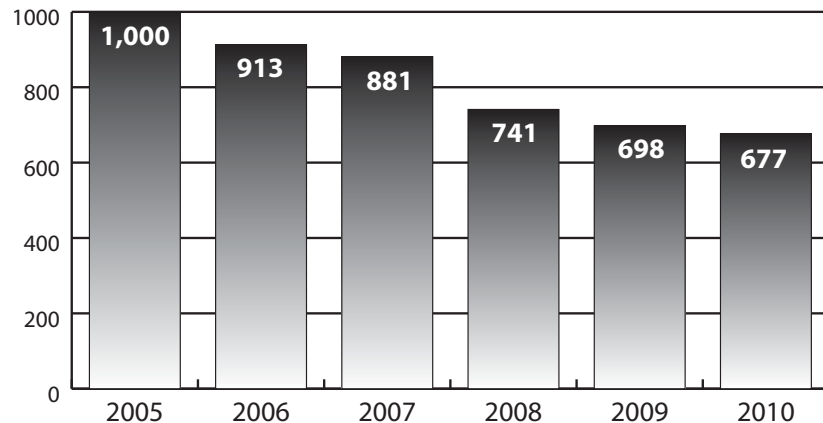
RUSH HOUR

GOAL: *reduce fatalities and serious injuries between 3 and 6 p.m. to 1,485 by 2010.* Fatalities and serious injuries during rush hour substantially decreased to 1,363 in 2010, reflecting a 12.2 percent decrease from 2009. Over the past five years, fatalities and incapacitating injuries have decreased 21 percent. The goal was surpassed.



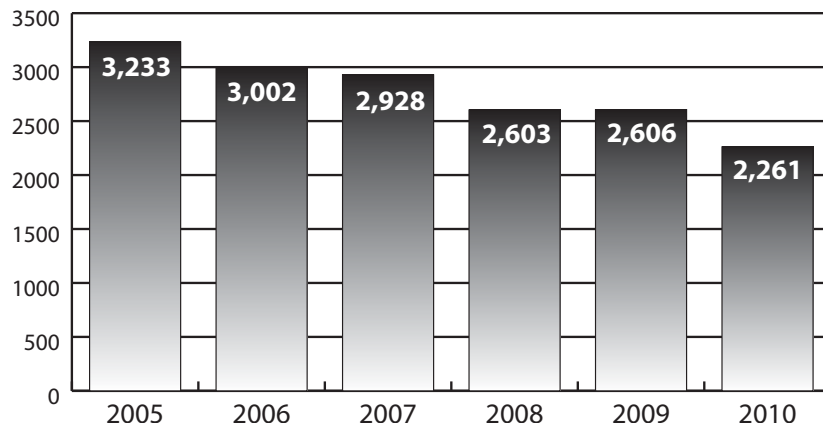
NIGHTTIME DRIVING

GOAL: *reduce fatalities and serious injuries between midnight and 3 a.m. to 710 by 2010.* Fatalities and incapacitating injuries for “closing time” decreased to 677, a 3 percent decrease from the previous year. This reflects a 25.9 percent decrease for the past five years. The goal was surpassed.



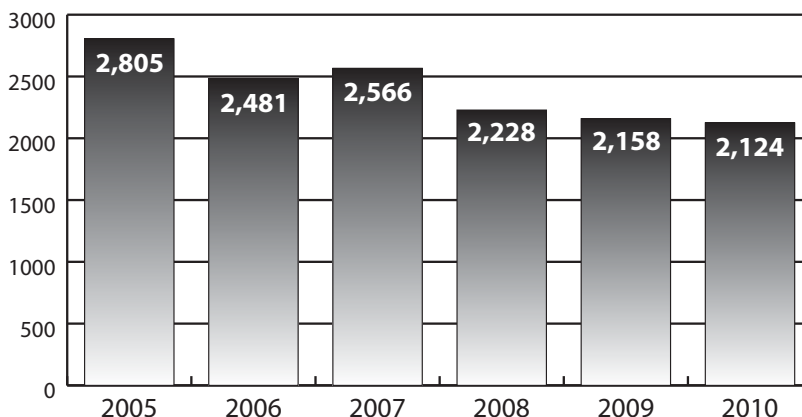
WEEKEND DRIVING

GOAL: *reduce fatalities and serious injuries between noon Friday and noon Sunday to 2,537 by 2010.* Weekend fatalities and incapacitating injuries dropped substantially from 2009 by 13.2 percent reflecting a total of 2,261. This has also decreased during the past five years by 24.7 percent. The goal was surpassed.



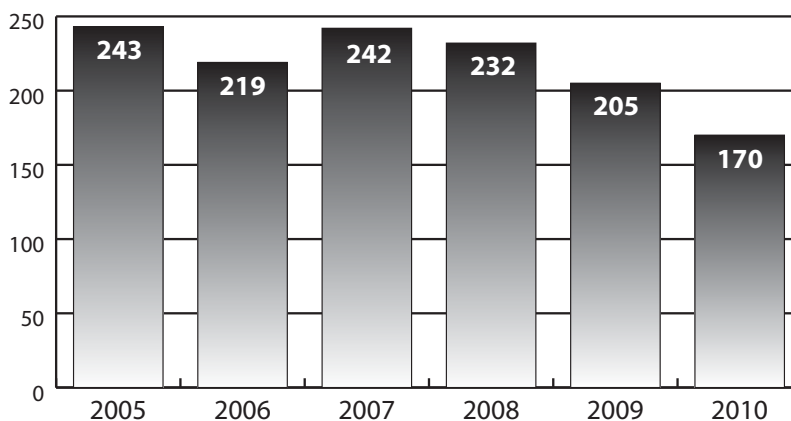
SUMMER TRAVEL

GOAL: reduce fatalities and serious injuries from July to September to 2,148 by 2010. The summer is the peak period for crashes and therefore for OHSP programs. Fatalities and incapacitating injuries during the summer were down by 1.6 percent to 2,124. The five year decrease for the summer is 14.4 percent. The goal was surpassed.



SPEED-RELATED FATALITIES*

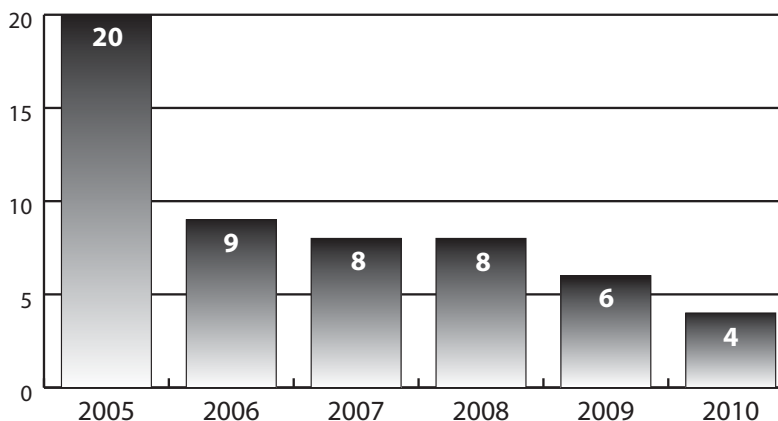
GOAL: reduce speed-related fatalities to 197 by 2010. Speed-related fatalities continued to fall with 170 deaths in 2010 a decrease of 17.1 percent in one year. The goal was surpassed.



* FARS data

UNHELMETED MOTORCYCLIST FATALITIES*

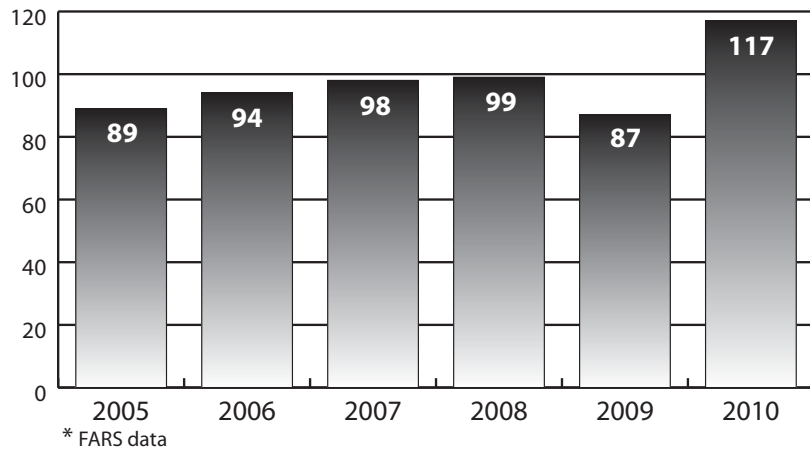
GOAL: maintain unhelmeted motorcyclist fatalities at 11 by 2010. Unhelmeted motorcyclist fatalities fell 69.3 percent during the five-year period and fell 63.7 percent last year with four deaths.



* FARS data

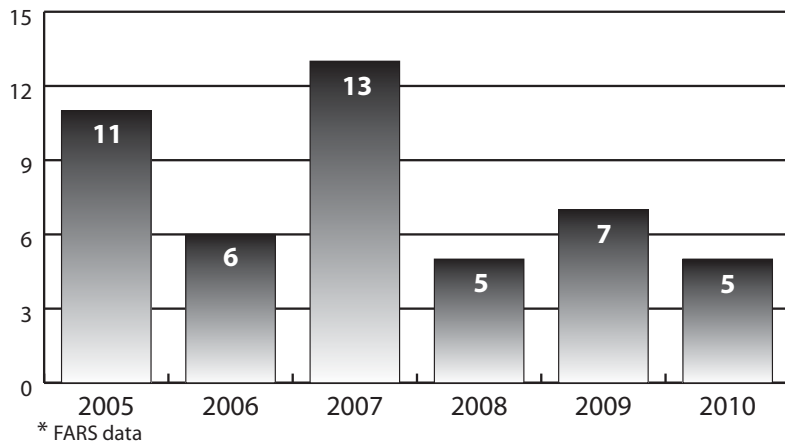
HELMETED MOTORCYCLIST FATALITIES* (For informational purposes only)

Helmeted motorcyclist fatalities have increased 24 percent since 2005 and increased 25.7 percent last year with 117 fatalities.



UNKNOWN HELMET USE MOTORCYCLIST FATALITIES* (For informational purposes only)

Unknown helmet use motorcyclist fatalities have decreased 54.6 percent since 2005 and decreased 28.6 percent last year with five fatalities.



Occupant Protection

CHILD PASSENGER SAFETY

STATEWIDE CHILD PASSENGER SAFETY PROGRAM

LOWER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Sections 405, 2011

UPPER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Section 405

BACKGROUND: The Office of Highway Safety Planning (OHSP) coordinates activities for the Lower Peninsula, while the Marquette County Health Department coordinates activities for the Upper Peninsula through a grant with OHSP. Regional instructors train child passenger safety (CPS) technicians, who then provide education on the proper use of child safety seats to caregivers.

In Michigan, there are forty-nine certified CPS instructors and 881 certified CPS technicians. These instructors and technicians conduct car seat inspections at more than 200 locations in eighty counties. These inspection stations, along with dozens of community safety events each year, have resulted in the distribution of thousands of car seats, primarily to low-income families.

Crash data shows that between 2005 and 2010, there has been a 33 percent reduction in fatal/serious injuries for children ages 0-8.



GOAL: Decrease fatal and serious injuries (KA) for children ages 0-8 statewide by 21 percent, from 119 in 2008 to 94 by 2012.

RESULTS: LOWER PENINSULA

- »Two CPS technician training classes were held, with twenty-one technicians certified.
- »Five CPS technician CEU classes were conducted to assist 188 certified technicians in recertification. Three classes were specialized CPS areas which covered school buses, ambulances, and special needs.
- »OHSP provided CPS instructors with car seats, LATCH manuals, and child restraint manufacturer's CDs for use during trainings and car seat check events.
- »Due to staffing changes, much of the year was spent restructuring the CPS program and improving its car seat purchasing and distribution system.

UPPER PENINSULA SUCCESS STORY

Two Kids Always Ride Safely (KARS) pilot programs were initiated in Marquette County. One of the programs offers child safety seats to Women, Infants, and Children clients for \$15 and booster seats for \$5, while the other program does not have income guidelines, is open to all county residents, and provides car seats for \$40 and booster seats for \$15. Both programs also educate recipients about proper child seat safety. These programs have enabled CPS technicians to more than triple car seat distribution and provide 230 seats.

In addition, the Marquette County Health Department's health officer was invited to present on the KARS Programs at the national Centers for Disease Control orientation for new health officials from around the country.

UPPER PENINSULA

- »One CPS technician training class was held, with ten technicians certified.
- »Two CPS CEU training classes were held to assist twenty-two technicians with recertification.
- »Ten CPS presentations were offered to community members, including hospital and emergency workers and school personnel.
- »Thirty-one car seat checks were offered to community members.
- »Sixteen community car seat events were conducted in twelve counties with 265 car seats inspected and 105 car seats distributed.
- »Continued to work with area tribal groups to increase their awareness of child passenger safety and recruited tribal members to become technicians.

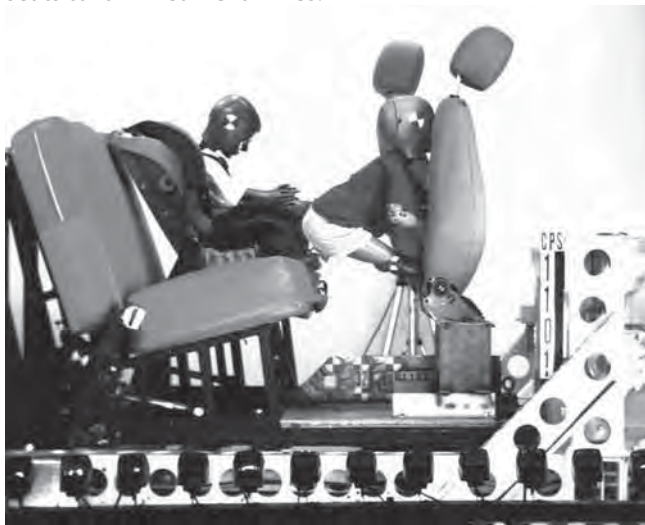
STATEWIDE

- »At the beginning of FY2011, there were seven counties without CPS technicians. Training classes have reduced the number of counties without technicians to three.
- »KA injuries for children ages 0-8 decreased by 9 percent from 119 in 2008 to 108 in 2010.

SAFE COMMUNITIES: CHILD SAFETY SEAT DISTRIBUTION AND TRAINING*Section 405*

BACKGROUND: A 2009 study by Wayne State University (WSU) showed that child restraint use is consistently high at 94.2 percent; however, 77.8 percent of child restraints were installed incorrectly. The use of child restraints has increased steadily, but the rate of misuse has not fallen. The 2009 misuse rate of 77.8 percent was lower than 80.1 percent in 2007, but both are higher than the 2005 rate of 71.4 percent.

There is a continuing need to provide CPS education and child safety seats to caregivers of children, especially to low-income families and families in diverse and underserved communities. With the passage of Michigan's booster seat law in 2008, there was an increased need to provide booster seats to low-income families.



Before the booster seat law went into effect, a 2007 study conducted by the University of Michigan Transportation Research Institute (UMTRI) reported a 27 percent booster seat use for children 4-7 years old. Most recently, a 2010 WSU study showed an increase to 51.1 percent booster seat use for this same age group.

GOAL: Assist in decreasing KA injuries for children ages 0-8 statewide by 21 percent, from 119 in 2008 to 94 by 2012.

RESULTS: Nearly 4,200 child safety seats were purchased by grantees and distributed at safety events and inspection stations throughout the state. Examples include:

- »Two CPS events were held in the Upper Peninsula where forty-five seats were checked and twenty-six new seats were distributed to low-income families.
- »The Traffic Improvement Association of Oakland County and the Oakland County Health Department collaborated on ten events to distribute seventy-seven seats to low-income families in the WIC program.
- »The MSP Brighton Post held a Valentine's Day event with the theme of *Nothing Says I Love You Like a Properly Installed Child Safety Seat*. Nine inspections were conducted with one new seat distributed.
- »The Van Buren County Sheriff's Office began serving as a car seat fitting station and implemented a new car seat distribution plan that requires scheduled appointments and offers weekend hours.

OHSP also issued a media release promoting Child Passenger Safety Week and highlighted twenty-one car seat check events being held. The car seat events resulted in 357 car seat inspections and 293 car seats distributed to families.

The news release also featured a new UMTRI crash test video demonstrating a crash scenario in which a child is not properly secured in a car seat. The video received nearly 2,300 views on the OHSP and UMTRI YouTube Web sites.

KA injuries for children ages 0-8 have decreased by 9 percent from 119 in 2008 to 108 in 2010.

CHILD SAFETY SEAT SIGNAGE*Section 405*

BACKGROUND: More than 100 child safety seat check events are conducted each year. Many are conducted by appointment at permanent inspection stations at police and fire departments, and health care facilities, but many others are done as community events in parks, car dealerships, churches, and grocery store parking lots. The fitting stations and community events are coordinated by local CPS instructors and technicians and events are publicized using local media or other venues in the community. However, signage at the event helps to make it more visible before, during, and after an event.

As studies have shown, car seat usage is very high, but the misuse rate is also high. By advertising the locations of local inspection stations and community events, this will make parents aware of where they can receive assistance in the proper selection and installation of their child safety seat.

GOAL: Assist in decreasing KA injuries for children ages 0-8 statewide by 21 percent, from 119 in 2008 to 94 by 2012 by increasing the visibility of child safety seat checks.

RESULTS: Thirty-two "Child Safety Seat Check" signs, stands, and carrying bags were purchased for community car seat events (one in Spanish, the remainder in English) and distributed to CPS instructors. These signs will be used to make car seat events more visible.

KA injuries for children ages 0-8 have decreased by 9 percent from 119 in 2008 to 108 in 2010.

EDUCATION AND COMMUNICATION

SAFETY BELT CONVINCER

Section 405

BACKGROUND: Nearly 67,000 people were injured in traffic crashes in 2010, with 85 percent of those vehicle occupants buckled up, according to crash reports. For traffic fatalities, belt use was far lower. Nearly 60 percent of vehicle occupants killed in traffic crashes were wearing seat belts in 2010.

Michigan employs a variety of programs to increase seat belt use, including high visibility traffic enforcement mobilizations, education, and outreach activities. Education efforts include the use of four seat belt convincers located in Allegan, Marquette, Ingham, and Wayne counties. A seat belt convincer is an educational tool that allows riders to experience force, up to five times their body weight, similar to that of a 5-7 mph crash.

Convincers are used about twice a month, May through November, at county fairs, school functions, and safety events. Time has taken its toll on the convincer in the Upper Peninsula (U.P.) and it needs to be replaced.

GOAL: Promote seat belt usage in the U.P. at community events.

RESULTS: Due to funding concerns, the purchase of a seat belt convincer to replace the one in the U.P. was postponed until FY2012. Efforts to find an agency to store and maintain the new convincer are ongoing.

EVALUATION

NHTSA OCCUPANT PROTECTION FOR CHILDREN RE-ASSESSMENT

Section 405

BACKGROUND: Evaluating traffic safety programs is a required and critical component to determine a program's effectiveness. Michigan has made great progress in recent years in the reduction of child fatalities and injuries. To continue success, it is necessary to reassess the state's CPS program periodically to determine the best direction to allow for positive results.

Michigan's last assessment in 2005 resulted in a strategic plan for future CPS activities. In the past six years, there have been significant changes to laws, programs, and education. Another assessment should be conducted to note achievements, recognize deficiencies, and determine if new strategies are needed.

GOAL: Evaluate and assess the state's CPS program.

RESULTS: Due to staff restructuring, the CPS Re-Assessment was postponed. OHSP developed a CPS Advisory Group and restructured some of the administrative tasks of this program. OHSP will use FY2012 to stabilize staff, CPS programming, and funding before scheduling the CPS Re-Assessment.

DIRECT OBSERVATION SURVEYS: SEAT BELT USE

Section 405

BACKGROUND: Seat belt use is one of the few objectives for which progress can be measured immediately and directly. The annual observation survey has tracked seat belt use in Michigan since 1983. The surveys are important for determining belt use rates statewide, regionally, and between various demographics. These rates assist OHSP in developing safety belt enforcement plans and identifying the focus of the media campaign to support the mobilization.

GOAL: Determine Michigan's seat belt use rate.

RESULTS: Michigan Technological University, in conjunction with Michigan Technical Research Institute, updated the survey methodology and sites and trained student observers in May. This partnership allows for a more geographically balanced assessment of seat belt usage within the constraints of NHTSA's newly proposed guidelines for

data collection. Surveyors conducted studies in June after the *Click It or Ticket* mobilization and again after Labor Day. Data was organized by vehicle type, age group, gender, race, day of the week, and time of day.

The overall seat belt use rate was 94.5 percent, a slight decrease from 95.2 percent in 2010. The survey showed a slightly higher belt use rate among drivers than passengers and shoulder belts behind the back or under the arm were rare occurrences. Seat belt use did not vary greatly by the day of the week; however, it was highest early in the morning and lowest after 4 p.m. Females had a 2-4 percent higher use rate than males and use increased slightly with age. It was lowest among pick-up trucks and highest among vans, minivans, and sport utility vehicles.

DIRECT OBSERVATION SURVEYS: CHILD RESTRAINT AND BOOSTER SEAT USE/MISUSE STUDY

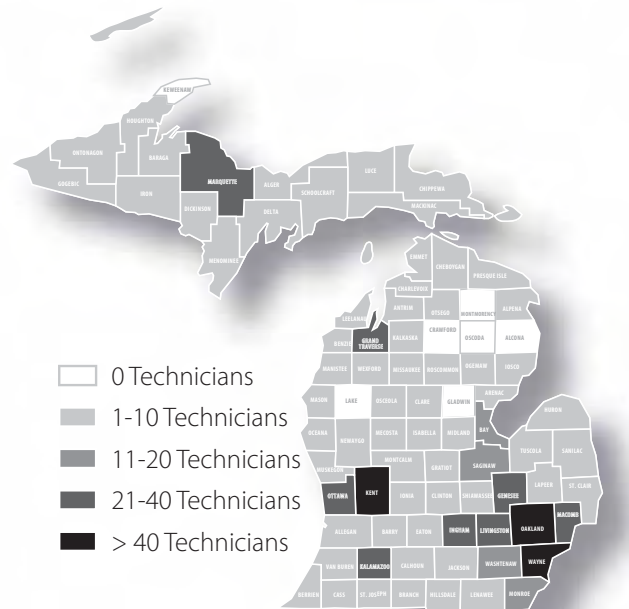
Section 405

BACKGROUND: Child restraint use is measured biennially, as recommended by NHTSA's Michigan Child Passenger Safety Assessment. This year's survey combines observation of the use rate and inspections of proper child seat installations, which was not included in the 2009 survey. This survey will determine the severity of misuse and the subsequent risk level for children. This data will assist OHSP in the development of public awareness messages targeted to common or critical misuses.

GOAL: Determine Michigan's annual booster seat use rate and its child restraint misuse rate.



Michigan CPS Technicians



RESULTS: WSU updated the survey methodology and trained student observers.

Child restraint use rates were determined through direct observation surveys conducted at daycare centers, elementary schools, fast food restaurants, shopping centers, and recreational areas. Misuse rates were determined through on-site inspections conducted at a similar set of locations, in addition to large inspection events.

The survey showed child restraint use rates of 95 percent among 0-3 year-old children and 43.9 percent among 4-7 year-olds, despite having a child passenger safety law requiring children to ride in car or booster seats until they either reach age 8 or 4'9" tall.

Restraint use was highest at daycare centers and lowest at elementary schools. Booster seat use was higher in vans, minivans, and sport utility vehicles. Children were also more likely to be appropriately restrained when the driver was female and/or restrained appropriately themselves while child restraint use was lowest in vehicles with drivers age 60 and above.

Only 26.1 percent of the inspections of the child restraint use for children under age 8 showed correct use of the child restraint device. The most common misuse was excessive slack in the internal harness straps.



Alcohol

ENFORCEMENT SUPPORT

IMPAIRED DRIVING DETECTION TRAINING

Section 410

BACKGROUND: When trained with current alcohol and drug detection techniques, law enforcement officers are better able to make arrests that result in the successful prosecution of impaired drivers. Because all Michigan police officers are not fully certified in Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) training, OHSP provides ongoing training opportunities to enhance law enforcement's ability in detecting and arresting impaired drivers.



Trained SFST officers are the core of all impaired driving training programs. This program works in conjunction with drunk driving overtime enforcement grants from OHSP to comply with the mandate that all officers working grant-funded OWI overtime enforcement are SFST certified. Classes and materials are provided at no cost to attendees.

The SFST/ARIDE program is coordinated by the Michigan State Police (MSP) through a grant with OHSP. MSP is responsible for training coordination and centralization of the SFST/ARIDE training records and materials.

The ARIDE program bridges the gap between the SFST and DRE programs. ARIDE is a sixteen-hour course that provides officers with general knowledge related to drug impairment and the importance of securing the most appropriate biological sample to identify substances likely causing impairment.

In 2009, three ARIDE classes were piloted, and the response to this training was overwhelming. In 2010, the number of ARIDE classes was increased to six.



A DRE has completed the Drug Evaluation and Classification Program's (DECP) training requirements for certification as established by the IACP and NHTSA. DREs are skilled in detecting and identifying persons under the influence of drugs and in identifying the category or categories of drugs causing the impairment.

They conduct a detailed, twelve-step diagnostic examination of a person arrested or suspected of drug-impaired driving or similar offenses. Based on the results of the drug evaluation, the DRE forms an expert opinion on whether the person is impaired by drugs and what category or categories of drugs are affecting this person. DREs are considered expert witnesses because of their level of training.

GOALS:

- » Increase the number of SFST and ARIDE participants by 3 percent.
- » Provide management and oversight of the Michigan SFST/ARIDE training program.
- » Become a DECP state and conduct a DRE school.

RESULTS:

- » The number of SFST classes offered to law enforcement tripled in FY2011. Fifty-six SFST Practitioner classes were conducted with 780 officers trained, a 56 percent increase over 2010. Ninety-nine SFST Refresher classes were conducted with 1,208 officers trained, a 63 percent participant increase over 2010.
- » To make it easier for law enforcement agencies to participate, nine ARIDE trainings were conducted at locations throughout the state. This resulted in 274 officers and prosecutors being trained, a 47 percent increase over 2010.
- » Michigan was granted DECP status in October, making it the forty-seventh state to enter the program. The state's first DRE school was hosted during a three-week period in April and May. Fifteen Michigan officers from local, county, and state police agencies, seven Ohio officers, and five Michigan prosecutors took part. Instructors from Indiana,

To supplement NHTSA’s national media buy, the TSD’s strategy was twofold – 1) increasing the number of radio spots; and 2) concentrating on online media – both mediums found more preferable to members of the target audience, and the lack of replication in the broadcast buy was highly cost effective. The Blitz 68 digital media campaign was, by far, the most successful of those conducted during FY 2011. More than 6 million unique impressions were created during the two week flight with nearly 1,500 click throughs recorded.¹⁵ For its outdoor messaging, the TSD utilized a new advertising medium to promote the enforcement. “Frozen Billboards” were created in the five Indiana counties found to have the greatest numbers of impaired driving collision.



An investment in traditional media of nearly \$150,000.00 created more than 3.6 million gross impressions for Indiana’s *Drive Sober or Get Pulled Over* campaign. The TSD also connected with Latino audiences by placing Drive Sober ads in three of the state’s most predominant Spanish language publications.

Purchased		Actual	
# Ads	Investment	# Ads	Investment
3	\$506.76	3	\$270.89

Campaign	Ad Size	Ad Start Date	Ad End Date	Unique Impressions	Click Throughs	CTR%
Drive Sober or Get Pulled Over (Blitz68)	728x90	8/13/11	9/5/11	999,733	317	0.03
	300x250	8/13/11	9/5/11	1,002,358	379	0.04
	300X250	8/13/11	9/5/11	100,000	13	0.01
	Sliding Billboard	8/13/11	8/13/11	195,718	139	0.07
	728 x 90	8/13/11	9/12/11	350,005	69	0.02
	300 x 250	8/13/11	9/14/11	602,826	152	0.03
	160 x 600	8/15/11	9/5/11	100,007	61	0.06
CAMPAIGN TOTALS/ AVERAGES				5,788,962	1,332	0.037

¹⁵ A click through is defined as the number of times a visitor clicked on a specific ad.

MOTHERS AGAINST DRUNK DRIVING RECOGNITION AND TRAINING

Section 410



BACKGROUND: Recognition of law enforcement efforts to arrest drunk drivers is one method to sustain officers' focus on maintaining a high number of impaired driving arrests. Through this program, officers are recognized at an awards ceremony following nominations for high numbers of drunk driving arrests, contributions to their communities' efforts to address the drunk driving problem, and assistance to local courts.

GOAL: To recognize the number of OWI arrests made by law enforcement through a recognition ceremony and sponsored attendance at the annual Michigan Traffic Safety Summit.

RESULTS: Three local officers, three sheriff's deputies, and three MSP troopers were honored at an awards ceremony for their high volume of drunk driving arrests—nearly 1,000 during a one-year period. In addition, nearly 100 officers were recognized at the event for their commitment to removing drunk drivers from the roads. The nine officers will be attending the March 2012 Traffic Safety Summit to receive further training on drunk driving enforcement.

ADJUDICATION

TRAFFIC SAFETY RESOURCE PROSECUTOR

Section 410



BACKGROUND: Prosecutors and law enforcement officers must stay current on new traffic safety-related legislation and case law as well as state and national priority issues. Since 2000, OHSP has supported the Traffic Safety Resource Prosecutor (TSRP)

program within the Prosecuting Attorney's Association of Michigan (PAAM) to provide the state with a single individual for traffic safety-related training and information for

county prosecutors as well as serving as a technical resource for law enforcement.

GOAL: To provide twelve continuing professional education opportunities for prosecuting attorneys and law enforcement personnel.

RESULTS: The TSRP held twenty-nine professional workshops for prosecuting attorneys and law enforcement officers. In addition, more than seventy-five presentations were given to nearly 1,000 attendees on individual topics to smaller groups, such as the International Association of Chemical Testing Conference, Michigan Prevention Association, and various law enforcement agencies, and regional Traffic Safety Committees. Evaluations conducted after the trainings have consistently received excellent ratings and provided feedback that is used to shape future workshops.

The TSRP continued to serve as an expert resource to prosecutors and law enforcement for new and emerging laws and issues, including high BAC, medical marijuana, vehicle forfeitures, case law, underage drinking, and synthetic drugs.

The TSRP has also participated in national workgroups for NHTSA in the development of two projects, the Cops in Court Manual and a cross-examination outline of defense expert transcripts. These projects will assist prosecutors in working with their local law enforcement agencies and in better understanding defense transcripts. NHTSA has asked this individual to chair the TSRP Webinar Committee to review webinar options to secure a system that will meet the needs of TSRPs nationwide.

Considered an expert on the voter-approved Michigan Medical Marijuana Act and the act's ever-changing caselaw, the TSRP also serves on PAAM's Medical Marijuana Policy Advisory Committee.

The TSRP also:

- >> Participated in webinars on the state's new ignition interlock law and distracted driving through OHSP's Employer Outreach Program.
- >> Served as an instructor at ARIDE classes and was both a student and instructor at the state's first DRE school.
- >> Served on the state's DRE Steering Committee, which provides guidance on policies, procedures, and future training.
- >> Produced law summaries, legal updates, and The Red/Yellow/Green Light newsletters.
- >> Provided articles on traffic safety law issues for the OHSP Safety Network Newsletter and the Michigan Association of District Court Magistrates' newsletter.

ADJUDICATION TRAINING

Section 410

BACKGROUND: Traffic cases, particularly impaired driving cases, frequently involve issues that are technologically and legally complex. The judges who handle these cases and the court personnel who supervise the offenders need to stay current of the latest laws, technology, screening techniques, and sentencing guidelines. In support of this effort, OHSP has funded training for the magistrates and probation officers for more than ten years through the Michigan Judicial Institute (MJJ).

GOAL: Enhance training efforts for district court judges, magistrates, and probation officers by providing at least two training workshops focused on traffic safety issues.

RESULTS: The Michigan Association of District Court Probation Officers conference included traffic safety-focused sessions, including: 10 Guiding Principles of DUI Courts, Ignition Interlock and Other Statutes Affecting OWI Courts, Introduction to DEC and DRE, DUI Courts Roundtable, and Medical Marijuana.

Three traffic safety workshops were conducted at the Michigan Association of Drug Court Professionals Annual Conference, including research and guiding principles for DUI courts and the ignition interlock law.

A traffic law update was provided to the Michigan Association of District Court Magistrates Annual Conference. New judges and magistrates were also educated on the ARIDE and DRE programs, along with the recent changes to the state's Graduated Driver Licensing law.

A one-day Brief Alcohol Screening and Intervention for College Students (BASICS) training was held and fifty Portable Breath Testing (PBT) devices were distributed to district court probation officers. This will enhance the probation officers' ability to determine if offenders have long-standing alcohol addiction issues that need to be addressed with intense treatment and supervision.

Overall, nearly 1,000 district court judges, magistrates, drug treatment court staff, and probation officers were trained in the latest traffic safety laws, issues, and practices. This training complements OHSP's enforcement programs in order to ensure that traffic cases are adjudicated properly.

SOBRIETY COURT ENHANCEMENT

Section 410

BACKGROUND: The prevalence of specialty court programs that deal solely with drivers convicted of driving under the influence of drugs or alcohol has expanded. In 2004, there

were twelve specialty court programs in the state that identified themselves as Driving While Under the Influence (DUI) or sobriety courts. That number increased to thirty-seven in 2010.

In addition, there has been an increase in the number of adult circuit and district drug court programs that accept drunk drivers. There are twenty-nine adult drug court programs across the state and about 30 percent of enrollees are participating due to alcohol-related offenses. Research has found that DUI courts are more effective in reducing repeat drunk driving offenses than traditional case processing.

GOAL: To increase the number of specialty courts in Michigan accepting DUI offenders in their programs from thirty-seven to thirty-nine.

RESULTS: OHSP continues to support the sobriety court and drug court models. Two additional courts were added in Gratiot and Mecosta counties. These courts are in the initial planning stages and will begin to take on participants later in 2011. This brings the total of DUI-only courts in Michigan to twenty-five and hybrid DUI and drug courts to fourteen, totaling thirty-nine courts dealing with DUI offenders.

Seven grant-funded DUI courts in Cass, Calhoun, Washtenaw, Wayne, Ingham, Muskegon, and Marquette counties have 402 participants, of which 374 are participating because of alcohol-related offenses.

DUI court participants are offenders who would otherwise not be receiving treatment for their alcohol and/or drug addiction, and a significant percentage would continue to re-offend once their traditional jail sentence was complete. These 402 offenders are saving the state funding and jail space by staying employed, paying taxes, or completing their GED. Recent studies have shown that once they graduate from their court treatment program, offenders have a very high chance of becoming productive members of society at a cost significantly less than incarceration.

DWI COURT TRAINING

Section 410

BACKGROUND: Drug and sobriety courts have been shown to significantly reduce recidivism in participants who graduate from the program. Courts with an active drug court or that are seeking to start one require training for staff on the latest court treatment programs and to learn how to run an effective and self-sustaining program.

GOAL: To train all eligible new or existing sobriety court teams through the National Center for DWI Courts certification workshop.

RESULTS: The Michigan Judicial Institute held a three-day National Center for DWI Courts certification training for new DWI courts. Fifty-six participants representing five district and one circuit court completed this training. Training focused on building a team-oriented approach to participant supervision and monitoring, the role of each team member, the ten guiding principles of a sobriety/drug court specialty program, resources for treatment, and monitoring and funding of specialty court programs.

INTERACTIVE VIDEO TESTIMONY

Section 410

BACKGROUND: Expert testimony by toxicologists may significantly impact the outcome of drunk driving trials. The presence and/or testimony of a toxicologist at a preliminary examination, pre-trial, or evidential hearing may result in a plea bargain. Due to the small number of toxicologists analyzing evidence gathered statewide, conflicts occur when cases are scheduled in multiple courts for the same date.

MSP estimates that each toxicologist receives an average of 500 subpoenas per year, but may only testify twenty to forty times. When multiple subpoenas are received for the same date, examiners can only testify at one trial.

The use of interactive video technology allows toxicologists to testify from their office, thereby eliminating travel. It also allows toxicologists to testify in multiple proceedings on the same day. By increasing the number of courts using video testimony, the number of cases adjourned because of the lack of expert testimony should decrease. In addition, toxicologists will spend fewer hours away from lab duties, thereby reducing turnaround time for drug toxicology and blood analysis. Video testimony equipment has been installed in twelve courts in Bay, Charlevoix, Delta, Dickinson, Emmet, Kent, Manistee, Marquette, Menominee, and Tuscola counties, allowing for savings in lost productivity and travel costs. Savings is achieved by freeing up the scientists from having to spend an entire day or days traveling to and from courts to testify for possibly an hour or having their testimony not required once they arrive.

GOAL: To increase the number of video testimonies conducted by MSP toxicology expert witnesses by installing equipment in six new courts.

RESULTS: The State Court Administrators Office and OHSP selected six courts to install video conferencing equipment based on the number of testimony requests sent to MSP Toxicology scientists and geographic distance from the Lansing-based lab.

Equipment purchased for courts in Baraga, Gogebic, Monroe, Ontonogan, St. Clair, and Schoolcraft counties is operational and being used for video testimonies.

Nearly twenty video testimonies were scheduled, eliminating almost 8,000 miles of travel. This prevented nearly forty days of analyst downtime and saved the state nearly \$20,000.

REDUCING UNDERAGE DRINKING

SAFE COMMUNITIES: ENFORCEMENT OF UNDERAGE DRINKING LAWS

Section 410, OJJDP

BACKGROUND: Research and experience confirm that strong enforcement helps to reduce underage drinking by limiting access to alcohol, reducing the opportunities for youth to drink, and curbing impaired driving.

The Department of Justice, Office of Juvenile Justice & Delinquency Prevention's Enforcing Underage Drinking Laws (EUDL) program has provided funding for overtime enforcement of underage drinking laws since 1998. Agencies in more than forty counties have participated in a multi-tiered approach to enforcement—seeking out parties where underage drinkers are, targeting adults who furnish alcohol to minors, working special events where minors may drink



alcohol, and watching for retailers who sell alcohol to minors.

Underage drinking is associated with a host of problems, ranging from academic issues to alcohol poisoning to suicide. From 2005 to 2010, 30,033 drivers ages 13-20 were arrested for driving under the influence and 77,245 people under 21 were arrested for possession and other liquor law violations. A total of 6,105 underage drinking drivers crashed from 2006 to 2010; 671 of those crashes involved death or serious injury.

GOALS:

- » Maintain the proportion of drivers under age 21 in fatal or serious injury crashes who had been drinking at or below 5 percent in 2011.
- » Decrease consumption of alcohol by minors by 3 percent through strict enforcement of underage drinking laws.
- » Identify the rate of non-compliant licensees within local jurisdictions by conducting compliance checks.

RESULTS:

Law enforcement agencies in twenty-six counties worked:

Hours of overtime enforcement	12,258
Dispersed parties	1,443
Citations issued:	
Minor-In-Possession of Alcohol (MIPs)	2,863
Open intoxicants	1,402
Adults furnishing alcohol	502
Compliance checks conducted with 913 violations (81 percent compliance)	4,875

Although fewer agencies were involved and less hours were dedicated to underage drinking enforcement, there was an increase in MIP, open intoxicants, and adults furnishing alcohol citations. Agencies conducted details more efficiently by utilizing social media Web sites for intelligence on parties to better target enforcement efforts.

The Detroit Police Department (DPD) learned of a large party during online surveillance. The location was not licensed to sell alcohol nor did it have a city license for dancing and was the target of an investigation during 2010 in which twenty-seven MIPs were issued. Nearly 500 people were at this event. Although no one was serving alcohol, undercover officers observed dozens of intoxicated minors. The party was shut down and fifty-three MIPs were issued. While doing follow-up online surveillance, officers noted that the party promoters created a flyer that said “for those of you who received a MIP due to the unfortunate bust, we will compensate you by giving you a discount at future parties we hold.”

Almost immediately, one of the Detroit-area lifestyle Web sites criticized the party promoters for *rewarding* underage drinking. As they pointed out, “Detroit Police may have gotten it right this time. Perhaps the real problem with these rave-style events lies with the event host and underage patrons.”

Due to DPD’s high visibility at parties held after-hours or at unlicensed venues, many party promoters are now having parties at licensed venues or at locations outside of Detroit. DPD officers monitoring the social media chatter

about these events provided forty tips to ten other police agencies across the state. DPD officers re-directed their enforcement efforts to another issue that attracted underage drinkers, street drag races, which often lead to fatal traffic crashes. Officers conducted nearly a dozen patrols and issued more than 100 alcohol violations to spectators at drag races throughout the city.

Other underage drinking activity included:

» In Grosse Ile, the owner of a business was cited with a felony warrant for providing alcohol for consideration without a license. Officers were tipped off by a minor who received MIP citations.

» An anti-police group was created on a social media Web site and sold t-shirts that said, “Dedicated to those MIP’d at the Valley”—referencing Ottawa County Sheriff’s Office’s underage drinking enforcement activities. The sheriff’s office, along with campus police, had a strong presence at off-campus housing complexes catering to students at Grand Valley State University. They found that high-visibility enforcement had a strong impact on the alcohol issues in these areas, although with a new student population moving off-campus every year, officers must remain vigilant in enforcing the laws.

According to the Michigan Department of Education’s Michigan Youth Risk Behavior Survey on Alcohol and Drug Use, the percentage of students who reported having any alcohol in their lifetime decreased from 72 percent in 2007 to 69 percent in 2009. The percentage of students who reported having at least one drink of alcohol in the past thirty days decreased from 43 percent in 2007 to 37 percent in 2009. This survey is conducted every other year and results from the 2011 survey were not yet available at the time of publication.

INNOVATIVE TRAINING FOR LAW ENFORCEMENT

OJJDP

BACKGROUND: As technology changes, so do the methods of finding and breaking up underage drinking events, from underground raves to field parties where word-of-mouth spreads by text messages and Facebook invitations. Officers will be trained on modern social media and communication networks, accessing them for information gathering and related legal issues.

GOAL: To train officers on using social media Web sites and search engines to detect underage drinking parties and activities.

RESULTS: Six classes on using social media Web sites as an underage drinking investigative tool were held with more than 150 officers trained from seventy-five agencies. Officers have said this training, “is one of the best trainings I’ve ever been to. Every police officer in the state should learn these skills and have these tools.”

Officers have used what they learned during the trainings with many agencies being able to put this information to use by, in some cases, preventing underage drinking parties from occurring. In Allen Park, officers learned of a teen’s intent to host a party. After police spoke with the parents, they canceled their plans for a trip out of town and the party never occurred.

Other criminal activities have been prevented as a result of officers monitoring Web sites. In Washtenaw County, a deputy was monitoring students’ activities and discovered one student was threatening to kill another student. The deputy and school officials were able to diffuse the situation and get the student help.

Task force officers in downriver Detroit received information regarding an event for minors to pay \$50 for a limo, alcohol, and then visit Halloween haunted houses. The information was corroborated by using social media Web sites. The limo was spotted and surveillance led task force officers into Detroit, where alcohol was purchased at a party store. Following a traffic stop, the adult was charged with furnishing alcohol to minors and nine minors were issued MIPs.

UNDERAGE DRINKING PREVENTION

Section 410

BACKGROUND: Implementing prevention best practices at the local level is a vital component of an effective underage drinking prevention program. To achieve this, OHSP partners with the Michigan Office of Drug Control Policy (ODCP) to fund Prevention Network (PN). A statewide organization that supports substance abuse prevention and related efforts, PN provides services which build the capacities of grassroot groups to implement effective local solutions and coordinate statewide awareness and advocacy initiatives. PN is the only statewide organization that provides training, technical assistance, and guidance on the prevention of substance abuse thereby encouraging local coalitions to move beyond the perception that prevention is only about teaching healthy behaviors.

GOAL: Reduce youth access to alcohol by serving as a clearinghouse for local citizens, coalitions, and communities to obtain information on underage drinking initiatives.

RESULTS: PN coordinates the Michigan Coalition to Reduce Underage Drinking and the Michigan Campus and Community Coalition for Prevention. Both are key in reaching local organizations who are charged with reducing underage drinking and substance abuse.

PN staff provided training to nearly 100 organizations and in-depth, long-term assistance to over 400 community groups. They also awarded grants to local coalitions to address underage drinking.

Providing technical assistance and training to high school athletic programs to strengthen their student policies regarding substance use and abuse is another key initiative PN has promoted. Ten new athletic conferences across the state began incorporating best practices in student athletic policies that aim to assist students with potential substance abuse issues without cutting them off from athletic teams.

PN provided nearly \$25,000 in funding to forty organizations for small grant projects. A sample of these projects included:

- »Huron County Prevention Group developed and distributed 15,000 resource guides for parents and families to discuss limit-setting, risky behaviors, and substance use conversation starters as well as local treatment resources.
- »Middle schoolers in Ingham County created a school mural and other materials with underage drinking and substance use prevention messages. The mural was unveiled at a recognition ceremony, which was followed by a training emphasizing peer support in making positive choices when faced with alcohol or drugs.
- »High schoolers in Oakland County and their parents attended three weeks of prevention training and then spent two weeks developing an awareness campaign, “Determined to be Alcohol-Free, Determined to live for ME.”



Police Traffic Services

TRAFFIC ENFORCEMENT

SAFE COMMUNITIES: OVERTIME TRAFFIC ENFORCEMENT

Sections 402, 406

BACKGROUND: The key to success for impaired driving and seat belt programs is high visibility enforcement. Educational messages, when coupled with periodic, high visibility enforcement, bring about meaningful and lasting behavior change. The primary offenders continue to be men ages 18-34, which research shows are less likely to wear seat belts and more likely to drive impaired.

NHTSA has developed a model for conducting high visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP adopted this model as the basis for its impaired driving and safety belt enforcement campaign strategy.



A review of the 2005-2009 ranking of the number of fatal and serious injuries in had-been-drinking crashes was used to identify where grant-funded overtime has the best potential to impact traffic crashes. This focused analysis means efficiently and effectively reaching the majority of drivers. Qualifying counties received grants for stepped-up traffic enforcement involving local, county, and state law enforcement agencies.

Funding also supported the operation of four previously purchased traffic enforcement vans in four counties. The vans, purchased in 2001, continue to be used to process impaired drivers and promote enforcement education in local communities.

GOALS:

»Reduce fatalities to unrestrained vehicle occupants from 239 in 2008 to 207 by December 31, 2011.

»Reduce the number of people that sustained a serious and fatal injury in drinking crashes from 1,504 in 2008 to 1,386 by December 31, 2011.

RESULTS: Ongoing high visibility traffic enforcement campaigns are helping to increase seat belt use and reduce alcohol involvement in fatal and injury crashes. The 2010 crash data indicates the goals were achieved one year early. Fatalities to unrestrained vehicle occupants were 203 and alcohol involvement in serious and fatal crashes was down to 1,326.

State, local, and county law enforcement agencies conducted traffic enforcement during several enforcement periods—Halloween, Christmas/New Year's, Memorial Day, weekends throughout the summer, 4th of July, and Labor Day.

31,450 HOURS OF IMPAIRED DRIVING ENFORCEMENT RESULTED IN:	
39,906	Vehicles stopped
1,331	OWI arrests
304	Drug arrests
182	Other alcohol arrests
3,945	Speeding citations
4,507	Misdemeanor
181	Felony arrests
1,406	Seat belt and child restraint citations

During the Memorial Day *Click It or Ticket* mobilization:

11,365 HOURS OF GRANT-FUNDED DAYTIME SEAT BELT ENFORCEMENT RESULTED IN THE FOLLOWING:	
14,260	Vehicles stopped
9,182	Seat belt and child restraint citations
25	OWI arrests
340	Driving while license suspended citations
30	Drug arrests
125	Misdemeanor
33	Felony arrests

3,413 HOURS OF NIGHTTIME SEAT BELT ENFORCEMENT RESULTED IN:	
4,990	Vehicles stopped
1,026	Seat belt and child restraint citations
104	OWI arrests
221	Driving while license suspended
14	Drug arrests

SUCCESS STORIES:

A Detroit Police officer conducting OWI enforcement stopped a driver because he observed several traffic violations and suspected the driver was under the influence of alcohol or drugs.

The driver told the officer that he did not have a valid driver's license and was in possession of marijuana. The man then fled the scene. As he attempted to exit the freeway, he lost control of his vehicle, struck a median wall, and the vehicle caught fire. The driver was not wearing a seat belt and knocked unconscious.

As the officer removed the driver from the burning vehicle, a handgun fell out of the driver's waistband. The driver was arrested on six felony counts.

For the seventh year, the Mobile Traffic Enforcement Vehicle (Batmobile) was used at Michigan International Speedway for OWI enforcement during the August race weekend. Using the Batmobile helps expedite OWI arrests and Datamaster processing. It also allows for a location to hold arrestees prior to group transport to the jail, allowing officers to continue working. Six OWIs were processed with the Batmobile.

SUCCESS STORY:

A Troy Police officer spotting for a safety belt enforcement zone observed a drug transaction and two people were arrested.

HIGH VISIBILITY IMPAIRED DRIVING ENFORCEMENT

Conducting high visibility drunk driving enforcement is challenging because it generally takes place during evening hours when fewer people are on the road and visibility is limited. High visibility enforcement (HVE) is a directed patrol activity that takes place on corridors that are identified through traffic crash data as being prone to crashes involving drunk drivers. HVE makes late-night traffic enforcement more visible through unique awareness tactics and special advertising messages.

In 2008, Michigan initiated a pilot program in two West Michigan counties to increase the visibility of drunk driving enforcement. These counties were selected based on their number of alcohol-related crashes.

To enhance visibility, lighted message signs, typically used during road construction, were used to alert motorists of the special enforcement effort. In addition, officers wore reflective traffic vests and handed out informational cards explaining the program and its goal to reduce drunk

driving to motorists pulled over for non-alcohol related traffic offenses.

This strategy was expanded to four counties in 2009 and seven counties in 2010. Television, cable, radio, and Internet advertising was utilized to support awareness of the effort.

Although lighted message signs and advertising were not utilized to promote HVE in 2011, 4,154 hours of HVE in Genesee, Kalamazoo, Kent, Muskegon, Ottawa, Saginaw, and Washtenaw counties during the summer months resulted in:

5,236	Vehicles stopped
286	Seat belt and child passenger restraint violations
116	OWI arrests
523	Uninsured or suspended license violations
45	Drug arrests
1,466	Other traffic violations
184	Fugitive arrests
23	Other felonies
129	Other misdemeanors

A review of the rankings of the number of fatal and serious injuries in crashes that involved alcohol in two of the counties that conducted HVE in 2010 show that this strategy is helping to reduce alcohol involvement in crashes. Kalamazoo County was ranked sixth in the state when the 2004-2008 data was reviewed, but fell to sixteenth when 2005-2010 data was reviewed. Ottawa County was ranked thirteenth and fell to eighteenth when the 2005-2010 data was reviewed.

OPERATION C.A.R.E.

Section 402



BACKGROUND: Every year the Michigan State Police (MSP) participate in Operation C.A.R.E. (Combined Accident Reduction Effort), a nationwide initiative aimed at reducing traffic crashes and fatalities. Operation C.A.R.E. enforcement

focuses on key causes of highway fatalities; failure to wear a seat belt, and impaired driving.

GOAL: Provide support to MSP for Operation C.A.R.E. participation through funding for stepped-up enforcement and a public information and education campaign over Thanksgiving.

RESULTS: OHSP provided funding for overtime patrols and a public information campaign during the Thanksgiving Operation C.A.R.E. initiative. As no other statewide traffic enforcement effort was planned for this time period, this ensured extra patrols were conducted during this major travel holiday,

The overtime patrols focused on seat belt and impaired driving enforcement. Thirty-five MSP posts and the MSP Aviation Section had 180 troopers work 1,085 overtime patrol hours during which 1,546 traffic stops were made. Troopers cited 150 unbelted drivers and passengers, arrested thirty-one impaired drivers, and arrested 143 others for various felonies and misdemeanors.

The public information and education campaign, *Give thanks. Drive safely.*, included a television public service announcement, a special web page providing visitors the option of sending Thanksgiving eCards, roadside banners, billboards, paper placemats available for use by restaurants, and radio announcements recorded by MSP post commanders.

The public awareness campaign was announced during a press conference at the MSP Headquarters and two television stations attended the event. Roadside banners were displayed at MSP posts, weigh stations, and Michigan Welcome Centers. The Michigan Outdoor Advertising Association donated seventeen billboards to promote the effort. During the month of November, the Operation C.A.R.E. web page received 909 visitors and seventy-two eCards were sent.

ENFORCEMENT SUPPORT

LAW ENFORCEMENT CONFERENCE

Section 402

BACKGROUND: Training enables law enforcement officers to be aware of and understand current issues to successfully address traffic safety priorities. The information can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic deaths, and injuries.

GOAL: Provide training on current issues such as using complete traffic stops, social media, and new technology for up to 500 law enforcement officers.

RESULTS: A training conference agenda that included topics and speakers was developed and the conference dates and venues were selected and approved. However, the conference was cancelled due to a reduction in federal funding. The conference will be rescheduled in 2012.

MICHIGAN ASSOCIATION OF CHIEFS OF POLICE AWARDS

Section 402



BACKGROUND: The Award for Excellence in Traffic Safety is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA Michigan. OHSP has provided grants for traffic safety efforts to winning agencies since 2002.

GOAL: Recognize outstanding traffic safety efforts conducted by police and public safety departments across the state.

RESULTS: Forty-two applications were submitted and twelve agencies received honors. Award presentations were made at the MACP Mid-Winter Training Conference. The winning agencies included seven local police agencies, one sheriff's office, and four MSP posts.

Three of the winners used the funding to conduct traffic enforcement during the summer, making 600 traffic stops that resulted in seventy seat belt and child restraint citations, nine alcohol/drug-related arrests, eighteen citations for driving on a suspended license, and several other arrests for weapons, felonies, and misdemeanors. Other agencies used the funds to purchase total station equipment, lasers, reflective signs, a light bar and radar guns.

IMPAIRED DRIVING ENFORCEMENT SIGNAGE

Section 410

BACKGROUND: Conducting high visibility drunk driving enforcement (HVE) is challenging as enforcement generally takes place during evening hours when fewer people are on the road and visibility is limited. HVE increases the perceived likelihood that a drunk driver will be detected, stopped, and arrested for driving under the influence. Based upon the success of safety belt enforcement zones, as well as studies of HVE conducted in other states, the use of highly reflective “drunk driving enforcement area” signs improve the perception that police are looking for impaired/drunken drivers. Electronic lighted signs have been utilized in previous years, but were discontinued due to cost and coordination issues.

GOAL: Enhance the visibility of drunk driving enforcement in an effort to reduce alcohol involvement in serious and fatal crashes from 1,504 in 2008 to 1,386 by December 31, 2011.

RESULTS: Grantees were offered the opportunity to order reflective “drunk driving enforcement area” signs. Some agencies continued to use previously purchased signage and no additional requests were received.

EDUCATION AND COMMUNICATION

PAID ADVERTISING

Sections 402-PM, 405-PM, 410-PM



BACKGROUND: Stepped-up enforcement has the greatest impact when motorists are aware of these efforts. Using paid advertising allows OHSP to target messages to key groups effectively and efficiently. This strategy has allowed

OHSP to achieve higher levels of message awareness and help drive positive behavior changes.

GOAL: Continue high levels of awareness for the *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* campaign messages during enforcement mobilizations.

RESULTS: Information about this task can be found in the Paid Advertising section on page 40.

MOBILIZATION MESSAGE DEVELOPMENT AND OUTREACH

Section 402

BACKGROUND: Well researched, audience-specific mobilization advertising campaigns have helped Michigan steadily increase seat belt use and reduce the number of alcohol-involved traffic deaths. Ad campaigns are brief but intense, designed to convince motorists that stepped up enforcement means a greater likelihood of a seat belt ticket or drunk driving arrest.

A creative campaign for the drunk driving crackdown was developed in 2009 and was used for a second year to promote continued awareness of the statewide drunk driving enforcement campaign. However, new creative concepts were needed to update the messaging used during the May seat belt mobilization.

GOAL: Develop new elements to keep the *Click it or Ticket* campaign fresh and interesting.

RESULTS: The development of new creative elements for the *Click it or Ticket* advertising campaign began with focus groups to determine which of four different concepts would be most appealing and effective with young men who seldom buckled up. All four groups gravitated toward a spot that was a humorous play off of the standard airline explanation for buckling up. The young men recognized and responded to the humor, liked that the spot used a female narrator, and also noted that the spot included a plug for the safety benefits of buckling up, rather than just focusing on enforcement.

This concept then became the basis for new broadcast, radio, and web-based ads. Belt use still decreased to 94.5 percent, from 95.2 percent in 2010.



EVALUATION: TELEPHONE SURVEYS

Section 402

BACKGROUND: Ongoing evaluation supports the effectiveness of enforcement mobilizations. Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements and new programs, and determine a program's effectiveness.

GOAL: Determine public perception of the enforcement efforts and its advertising support.

ACTIVITIES: Eight waves of surveys were conducted. The first served as a pre-survey for evaluating high visibility enforcement projects. Four surveys evaluated the *Click It or Ticket* mobilization and *Over the Limit. Under Arrest.* crackdowns, as well as provided later data on high visibility enforcement. Two additional surveys evaluated the impact of the motorcycle safety campaign. The final survey evaluated the public's knowledge and perceptions regarding the new graduated driver's license law which took effect this year.

Survey results are included in the Paid Advertising section on page 45.

Pedestrian and Bicyclist Safety

EDUCATION AND COMMUNICATION

NON-MOTORIZED SAFETY SUPPORT

Section 402

BACKGROUND: Approximately 13 percent of traffic fatalities are classified as pedestrian and bicycle crashes. Statewide, 131 pedestrians died in 2010 and 23 of those pedestrian deaths occurred in Detroit. Nearly 27 percent of Detroit fatalities were pedestrians and 34 percent of those pedestrian fatalities involved drinking. In addition, there were 133 bicyclist crashes with three bicyclists killed. Comprehensive strategies must be developed to implement programs using countermeasures that are proven to reduce pedestrian and bicycle crashes. To that end, communication and partnering with state agencies, and Detroit-based groups must occur if any progress is to be made. OHSP is actively engaged with a

variety of action teams and agencies to support and encourage the implementation of countermeasures that work.

GOAL: Participate in the Governor's Traffic Safety Advisory Commission (GTSAC) Pedestrian and Bicycle Action Team and the Detroit Area Pedestrian Safety Action Team and promote pedestrian and bicycle safety best practices.

RESULTS: OHSP supported the publication of several bicycle and pedestrian brochures, updating the pedestrian/bicycle portion of the OHSP Web site, extensive sharing and analysis of pedestrian crash data with partnering agencies, and support for various pedestrian/bicycle speakers and topics at the 2011 Traffic Safety Summit. OHSP staff regularly attended the GTSAC Pedestrian and Bicycle Action team meetings and shared data and information with its members.

In addition, officers from the Detroit Police Department, an OHSP grantee, participated on a Detroit Area Pedestrian Action Team project with Wayne State University. More information can be found on this project on page 34.



Traffic Records

ENFORCEMENT SUPPORT

CRIMINAL JUSTICE INFORMATION CENTER (CJIC) TRAINER

Section 408



BACKGROUND: The basis for crash data is the traffic crash report form (UD-10). With more than 22,000 officers from 600 law enforcement agencies completing UD-10s each year, regular training

ensures officers fill out the crash report completely and correctly. In 2007, a trainer was hired through a grant from OHSP to provide UD-10 training to law enforcement to improve the accuracy and speed by which crash information is captured and submitted. Without this training, Michigan would experience a decrease in the quality of reported data and a delay in receiving the crash forms.

To date, the trainer has completed more than 180 training classes with nearly 3,200 attendees. The trainer has developed three crash report trainings for officers, supervisors, and law enforcement academy recruits. In addition, the trainer has developed agency-specific training which is modified to a particular agency's needs and specialized trainings for groups such as the Traffic Safety Committees (TSCs).

The training provided by this resource has increased the timeliness and accuracy of crash reports. Prior to this training, the 2007 total (electronic and paper) statewide average error rate per crash report was .89. By the end of 2009, the total statewide average error rate per crash report was .77. The average reporting days have continued to decline as well from 20.08 days in 2007 to 18.15 days in 2009.



GOAL: Train law enforcement agencies to increase the accuracy and speed by which crash data is collected and submitted by 10 percent annually.

RESULTS: Nearly 600 participants attended crash report trainings, which included:

- >>Five recruit school trainings.
- >>Twenty-six officer trainings.
- >>Nine supervisor trainings.
- >>Ten specialized trainings.

The specialized trainings assisted in the effort to broaden the training audience. Two of the trainings were held at regional TSC meetings with attendees representing AAA Michigan, the Prosecuting Attorney's Association of Michigan, school, city, and county officials.

Another specialized training was provided on electronic crash reporting and training assistance was provided to MSP as the agency began implementation of a department-wide effort to convert to electronic crash reporting.

Other training audiences being explored include prosecuting attorneys and MDOT regional offices. The creation of a web training module on properly reporting construction zone data was also established.

By the end of 2010, the total statewide average error rate per crash report remained .77 and average reporting days fell to sixteen days.

ELECTRONIC CRASH CAPTURE AND DATA SUBMISSION (ECCS 4)

Section 408

BACKGROUND: Since 2007, law enforcement agencies have been able to apply for grants to collect and transmit crash information electronically. Proposals were scored based on the quality, completeness, and depth of how each agency was going to accomplish an ECCS system. In the past four years, forty-four agencies were selected to participate out of the 100 proposals received.

GOAL: Increase the percentage of police agencies electronically collecting and submitting crash information from 40 percent in 2010 to 50 percent in 2011.

RESULTS: Eighteen law enforcement agencies received funding to purchase laptops, mag-stripe readers, air-cards, software, and training to set up a system to collect and submit crash forms electronically. As of October 2011, more than 68 percent of law enforcement agencies are collecting and submitting crash data electronically and nearly 72 percent of crashes in 2011 were electronically reported.

Electronic crash reports have less than one error per report, compared to 1.5 errors per paper crash reports. Electronic crash reports also have an average number of reporting days of 11.28 compared to 20.73 for paper crash reports.

DATA-DRIVEN APPROACHES TO CRIME AND TRAFFIC SAFETY (DDACTS)

Section 406

BACKGROUND: DDACTS is a law enforcement model that integrates location-based crime and traffic crash data to deploy resources effectively and efficiently. DDACTS uses geo-mapping to identify high crime and crash areas and times, and emphasizes high-visibility traffic enforcement at these locations to reduce crime, crashes, and traffic violations.

GOAL: Decrease fatalities, injuries, and crashes by implementing DDACTS with Michigan law enforcement agencies.

RESULTS: Michigan is analyzing how and where to implement DDACTS with respect to linking local, state, and federal files and mapping coordinates. OHSP will support the attendance of three MSP command staff at a DDACTS implementation workshop in FY2012. A DDACTS webinar and/or implementation workshop will take place in Michigan for law enforcement agencies interested in utilizing this policing method.

OHSP also received a NHTSA grant to implement a DDACTS teen seat belt use initiative in Macomb County in FY2012. OHSP will work with law enforcement agencies to conduct an implementation workshop, conduct DDACTS-based traffic enforcement for a year, and evaluate the results of this project.

BAC INVESTIGATION

Section 403

BACKGROUND: Michigan law requires blood alcohol content (BAC) testing for all deceased drivers in fatal crashes. Best practice recommends testing all surviving drivers as well. In 2010, Michigan successfully collected BAC results for 77 percent of deceased drivers and 60 percent of all drivers in fatal crashes.

OHSP worked with the MSP Criminal Justice Information Center (CJIC) at the end of FY2010 on a BAC reporting project through a grant from MADD. The project continued into FY2011 to complete the BAC reporting efforts during the first two quarters of the fiscal year.

GOAL: Increase the number of reported BAC results from 60 percent of all drivers in fatal crashes in 2009 to 61 percent in 2010.

RESULTS: OHSP continued to partner with CJIC staff to contact agencies to secure missing BAC results, identify issues that prevented full BAC testing and reporting, and recommend how to improve this process. Based on feedback from law enforcement agencies, CJIC developed a structure in which a UD-10 crash form contact person is designated at every law enforcement agency. This person is the point of contact for questions regarding crash reports.

In addition, an *Alcohol and Drug Reporting on Fatal Crashes* reference guide was developed to provide step-by-step instructions on correctly following up and reporting BAC results. More than 20,000 reference guides were printed and mailed to law enforcement agencies. A supplemental training webinar was developed on the MSP MI-Train Web site at <http://mi.train.org> under the course title of *FARS - Alcohol and Drug Reporting*.

By the end of 2009, 60.11 percent of BAC results of all drivers in fatal crashes were reported and Michigan was able to achieve its goal by reaching 61.17 percent in 2010.

Alcohol and Drug Reporting on Fatal Crashes

OFFICERS:
You are lawfully responsible to report ALL required information about a fatal traffic crash to the Fatality Analysis Reporting System (FARS) within 10 days from the date of the crash.

TRAFFIC CRASHES THAT QUALIFY ARE:
Crashes that involve a motor vehicle traveling on a traffic way open to the public and resulting in the fatality of an occupant of a vehicle or a non-motorist. Also, any crash that involves a snowmobile or off-road vehicle, traffic or non-traffic related, that involves a fatality. The death must occur within 30 days of the crash.

1. Interlock: Yes No

2. Alcohol: Yes No Test Type: PBT Breath Blood Urine Test Results

3. Drugs: Yes No Test Type: Blood Urine Test Results

1. INTERLOCK
You shall enter Yes or No as to whether or not an interlock device was installed in any vehicle involved in a fatal crash.

2. ALCOHOL
The Alcohol section has 3 fields that shall be completed.
1. Officer's opinion:
a. Yes indicates your opinion is that alcohol was involved with this driver or non-motorist during the crash you are investigating.
b. No indicates your opinion is that no alcohol was involved.
2. Indicate the Type of Test that was given to come to your Yes or No opinion.
(field sobriety, a PBT, a breath test, a blood test or a urine test). Check all boxes that apply if multiple tests are performed:
a. If no test was offered indicate "not offered"
b. If a test was offered but refused indicate "refused"
3. You shall complete the Test Results field, when results are available.
* Test Results are filled out for ALL PBT, breath, blood, and urine test results that involve this driver or non-motorist.

3. DRUGS
The Drug section has 3 fields that shall be completed.
1. Officer's opinion:
a. Yes indicates your opinion is that drugs are involved with this driver or non-motorist during the crash you are investigating.
b. No indicates your opinion is that no drug was involved.
2. Indicate the Type of Test that was given (blood test or urine test). Check each box that applies.
3. You shall complete the Test Results field, when test results are available.
* Test Results are filled out for ALL blood, urine and other test results that involve this driver or non-motorist.

EDUCATION AND COMMUNICATION

MICHIGAN TRAFFIC CRASH FACTS

Section 402



BACKGROUND: Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. The Michigan Traffic Crash Facts (MTCF) Web site is updated annually and provides comprehensive traffic crash data and reports for free to the public. Since its inception in 2004, many enhancements have been made including the addition of a data query tool, mapping capabilities, table creation, additional geographic views, and UD-10 report retrieval.

GOAL: Produce the 2010 MTCF Web site including reports and query capabilities.

RESULTS: UMTRI provided analysis of the 2010 crash data. Data was provided in the form of online fact sheets, a data query tool, and new this year, UMTRI developed a set of county profile fact sheets. UMTRI staff also made a presentation on the MTCF Data Query Tool webpage at the national Traffic Records Forum.

UMTRI also provided an in-depth analysis of the 2010 increase in traffic crash fatalities to provide a better understanding as to why fatalities had risen over the 2009 counts. The primary result of this analysis was that 2009 was unusually low in fatal crashes and 2010 represents a return to normal numbers.

SOCIETAL COSTS OF CRIME AND CRASHES

Section 402



BACKGROUND: Traffic crashes and crime impose significant economic and social burdens on the state of Michigan through injury, loss of life, and property damage. Comparable and up-to-date cost data on state crashes and crime can help policymakers and law enforcement leaders make informed decisions and prioritize resource expenditures to most effectively reduce crime and crash rates.

UMTRI has prepared *The Societal Cost of Traffic Crashes and Crime in Michigan* report for OHSP in 1990, 1994, 1999, and 2006. In order to provide assistance with future resource planning and FY2012 plan development, UMTRI will update this report using 2009 crash data.

GOAL: Provide a current basis of comparison for societal costs of selected crimes and traffic crashes.

RESULTS: UMTRI completed the 2011 update report on the costs of crime and crashes, which indicated that the price tag for traffic crashes and index crimes in 2009 exceeded \$6.7 billion in monetary costs. According to the report, index crimes resulted in \$1.9 billion in monetary costs, while traffic crashes resulted in \$4.8 billion in monetary costs. When further expanded to include monetary and non-monetary quality-of-life costs, index crime costs totaled \$4.7 billion in 2009, while traffic crashes resulted in \$9.1 billion in total costs.

Despite the high costs of both crime and crashes, there was a 19 percent decrease in monetary costs and a 27 percent decrease in comprehensive costs related to crashes between 2004 and 2009. Traffic fatalities fell 25 percent in that same time period, while injuries decreased by 29 percent.

The report was posted to the OHSP Web site and a news release was issued about the report.

Community Traffic Safety

SAFE COMMUNITY COALITIONS

SAFE COMMUNITIES: DETROIT COMPREHENSIVE TRAFFIC SAFETY PROJECT

Section 402



BACKGROUND: Wayne County contains nearly 20 percent of the state's population, as well as the state's largest city, Detroit. As a result of its size and population, Detroit experiences the largest per-

centage of Michigan's traffic crash fatalities and injuries. In addition, Detroit is the most densely populated area in Michigan with the greatest proportion of low-income population in the state.

In 2010, there were 20,203 crashes, including 4,911 injury crashes and eighty-one fatal crashes in Detroit. There were 469 pedestrian crashes with twenty-three pedestrians killed. Nearly 27 percent of Detroit fatalities were pedestrians and 34 percent of pedestrian fatalities involved drinking. There were 133 bicyclist crashes with three bicyclists killed and 187 motorcycle crashes with six motorcyclists killed.

Beginning in 2005, the Detroit Police Department (DPD), through a partnership involving OHSP, the City of Detroit, Detroit Safe Community Coalitions, the faith-based community, schools, and multi-cultural groups, has been successful in providing educational programs directed toward reducing traffic crashes, injuries, and fatalities. Officers from DPD's Community Services Division are in a unique position to have access and to deliver culturally competent programs to Detroit's diverse population in the Hispanic, African American, and Arab American communities. Combine the visibility of the OHSP-funded traffic and underage drinking enforcement patrols with the education provided by Community Services Officers, and Detroiters are getting the message that it's not acceptable to drive unbuckled, drunk, or provide alcohol to minors.

GOAL: Reduce traffic and pedestrian crashes, fatalities, and injuries in the City of Detroit.

RESULTS: DPD developed creative partnerships to reduce traffic crashes and promote traffic safety. Officers conducted more than 110 traffic safety presentations and workshops. These events were customized for multi-cultural audiences and stressed the importance of wearing seat belts, driving

sober, using child safety seats, pedestrian safety, and underage drinking prevention.

Officers demonstrated impaired driving effects via the Global Electric Motor car at the 2011 North American International Auto Show, AutoRama, Race for the Cure Cancer Walk, and the Cinco de Mayo Parade. Attendance at these events is more than one million.

DPD participated on the Detroit Area Pedestrian Safety Action Team project with Wayne State University (WSU) to help address issues such as street lighting. Many parts of the city have inadequate street lighting making it difficult to see pedestrians who often walk in the street to avoid walking too close to vacant homes which can be drug houses or gang hangouts. In some cases where street lighting exists, the lights have been shot out to help hide criminal activity.

Another pedestrian safety highlight includes a presentation developed by WSU and NHTSA that was provided by DPD to more than 10,000 K-8th grade students in forty-four schools. Following the program, the violation rates of child pedestrians traveling to and from school decreased by approximately 7 percent and scores on pedestrian awareness tests improved by 23 percent between the pre- and post-tests.

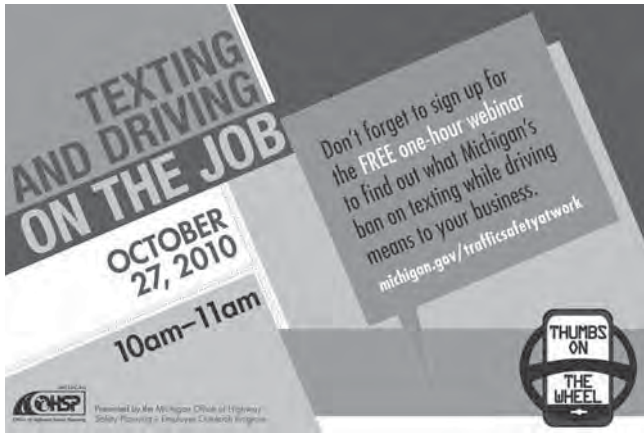
Officers also hosted five CPS events and distributed more than 150 seats. Nearly every attendee at these events indicated this was their first time receiving car seat education. During one of the checks, a line of twenty-seven cars waited to receive education and car seats despite cold and rainy weather. One of the attendees commented, "No one waits in a line this long unless it's important to them."

Officers also partnered with State Farm Insurance, Children's Hospital of Michigan, Sinai-Grace Hospital, and Detroit Receiving Hospital to host a teen traffic safety conference in May. Students from eight high schools learned about the importance of seat belt use, ensuring they were riding with a sober driver, and underage drinking trends and issues.

SAFE COMMUNITIES: COALITION MINI-GRANTS

Section 402

BACKGROUND: NHTSA is committed to the philosophy that communities are in the best position to affect improvements in motor vehicle and other transportation-related safety problems. Following the NHTSA model, Safe Community Coalitions and Traffic Safety Committees are comprised of business and civic leaders, health care professionals, elected officials, concerned citizens, law enforcement officers, educators, safety advocates, traffic engineers, emergency response personnel, and other key partners



within a community. These groups galvanize support for traffic-related injury reduction activities in their respective communities.

GOAL: Offer mini-grants to address local traffic safety issues to interested agencies, community groups, law enforcement officers, educators, or other traffic safety advocates.

RESULTS: Due to a reduction in federal traffic safety funds, no mini-grants were awarded this year.

EMPLOYER OUTREACH

EMPLOYER OUTREACH

Sections 402, 406

BACKGROUND: For more than eleven years, OHSP supported and promoted employer workplace traffic safety programs through NETS – Network of Employers for Traffic Safety. Public and private sector employers received regular traffic safety updates, access to free materials, and sample policies promoting seat belt compliance and sober driving. After evaluating the program, it was determined OHSP could provide materials and training independent of the NETS program.

GOALS:

- »Continue promoting established traffic safety messages, including *Click It or Ticket* and *Over the Limit. Under Arrest.*, to employers.
- »Continue encouraging employers to adopt safe driving policies and procedures, provide Michigan-specific expertise on current and emerging traffic safety laws and topics through webinar training and updates to the web site, and provide information through an updated and enhanced Web site.

RESULTS: A *Texting and Driving on the Job* webinar was held in October 2010. Sixty-seven people registered for the training and fifty-eight logged on during the presentation. A web flyer, e-mail, and printed postcard were used to advertise the webinar which focused on reducing employer liability through the implementation of workplace policies regarding the use of electronic devices in vehicles both privately and company owned. Examples of high-cost legal cases were used to illustrate the need for employers to protect themselves.

In a post-webinar survey, 96 percent of respondents reported they were either “satisfied” or “very satisfied” with the training.

A second webinar was developed to train employers on the new high-BAC law and the use of ignition interlock devices and will be presented in FY2012.

New materials were designed to promote the webinar including a Web site graphic and an HTML e-mail sent to potential participants.

The employer traffic safety program was renamed and new fact sheets and Web site content were developed to provide information to employers about seat belts, impaired driving, distracted driving, and how to implement and enforce safe driving policies in the workplace. The fact sheets materials will be available to promote the annual enforcement efforts in FY2012.

EDUCATION AND COMMUNICATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Section 402

BACKGROUND: To promote seat belt use, sober driving, and other traffic safety issues, the OHSP Communications Section carries out many activities, including a statewide, general interest traffic safety newsletter. The section also oversees the development of brochures, flyers, posters, and other printed materials to promote traffic safety campaigns, and hosts news conferences to promote traffic safety initiatives.

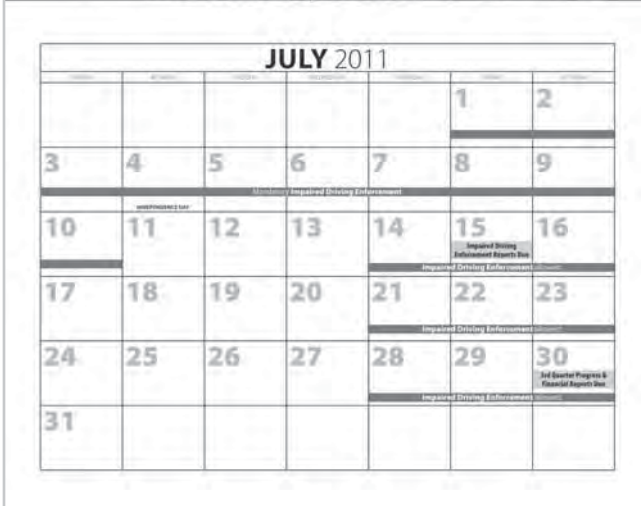
GOAL: Continue communication programs and materials for grantees, partners, and the general public to support traffic safety issues that address traffic deaths and injuries.



- >> Five editions of OHSP's newsletter the Safety Network News were published.
- >> Eighteen media events were coordinated to promote *Click It or Ticket*, *Over the Limit Under Arrest*, the state's first Drug Recognition Expert school, the new GDL law, the high-BAC law, and Operation CARE.
- >> A postcard, program and other materials were produced to promote the 2011 Ride Smart motorcycle safety conference.
- >> A twelve-month calendar was produced for law enforcement grantees that included enforcement and report due dates.

MATERIALS STORAGE AND DISTRIBUTION

Section 402



BACKGROUND: OHSP supports the storage and dissemination of materials so that anyone has access to information on car seats, seat belts, drunk driving penalties, school bus safety, and other traffic safety issues at no charge. This allows grantees, partners, and others to utilize print materials for local traffic safety efforts.

GOAL: Continue support for the efficient storage and dissemination of traffic safety materials in support of ongoing traffic safety programs and campaigns.

RESULTS: OHSP proactively distributes traffic safety materials statewide. When new flyers, brochures, or other traffic safety-related items are published, a targeted mailing is conducted to pertinent audiences.

RESULTS: The following projects were completed:

- >> OHSP's annual report, as well as the state-funded Michigan Truck Safety Commission, and Secondary Road Patrol and Accident Prevention Program reports were produced.
- >> CPS flyers and a poster were updated to reflect new recommendations in car seat use.
- >> A drunk driving flyer and law enforcement card were updated to include the state's new high-BAC law.
- >> A motorcycle endorsement brochure and the OHSP materials catalog were updated.
- >> Thirty statewide news releases and thirty localized news releases were issued.
- >> Post cards, registration materials, and programs for the Michigan Traffic Safety Summit were produced.

Twenty-four special mailings of more than 275,000 items were shipped to more than 5,400 locations and



included: seat belt and drunk driving mobilization kits, Michigan Traffic Safety Summit information, child passenger safety kits, posters about GDL changes to high schools, and school bus safety folders.

Overall, nearly 765,000 items were shipped to nearly 6,000 sites throughout the year. This is a decrease from 2010 when 1.2 million items were shipped to more than 7,700 sites. In several cases, mailings were combined to improve efficiency and decrease cost.

RURAL TRAFFIC SAFETY LEADERSHIP CONFERENCE AND TRAINING

Section 402

BACKGROUND: Most traffic safety training programs and conferences are held in Lansing or downstate locations, frequently an eight hour or longer trip for U.P. attendees. As a result, law enforcement officers and other traffic safety stakeholders from this part of the state do not often attend these trainings and do not become aware of emerging technologies or programs that could provide efficiency, effectiveness, and better enforcement. They do not have the benefit of being energized by networking and sharing information with peers. An effort to provide enhanced opportunities for awareness has been made by annually holding a half-day program in the U.P. as part of a quarterly Traffic Safety Committee meeting in February. The meeting is typically attended by fifty or more people, but attendance has been hampered by adverse weather conditions on multiple occasions. It is proposed that the meeting be extended

to a full day program in May to eliminate attendance problems due to weather and to provide time for additional speakers.

GOAL: To provide law enforcement officers and other traffic safety partners with access to continuing education and new technologies to increase efficiency and effectiveness through a day-long rural traffic safety leadership conference in northern Michigan.

RESULTS: Funding for the Rural Traffic Safety Leadership and Training Conference was eliminated due

to budget cuts. Plans are underway to offer the training in FY2012.

NEW LEGISLATION PUBLICITY

Section 402

BACKGROUND: Michigan was one of the first states to adopt a graduated driver licensing law in 1997. In the final day of the 2010 legislative session, the Michigan Legislature approved changes to the Graduated Driver's Licensing (GDL) program requirements for Level 2 teen drivers, including limits on the number of passengers and revised nighttime driving restrictions. The new restrictions took effect March 30, 2011. Later in 2011, the Michigan Legislature expanded the exemptions to the restrictions.

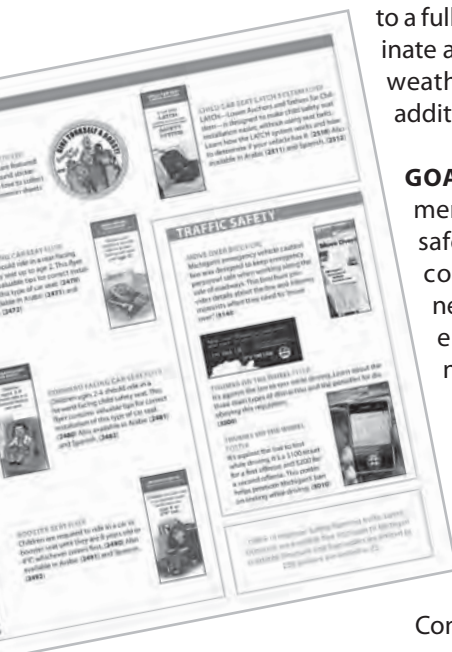


GOAL: Increase awareness of the change in driving restrictions for Level 2 drivers and educate parents and teens about the changes.

RESULTS: OHSP developed a public information campaign titled *First & 10: Don't exceed your first passenger and don't drive after 10 p.m.* The campaign included television and radio public service announcements, billboards, posters, brochures, a reference card for law enforcement, and a web page. OHSP held a press conference to kick off the campaign; the event was attended by four media outlets.

The Michigan Association of Broadcasters and Michigan Cable Telecommunications Association provided television and radio time for the public service announcement. The Michigan Outdoor Advertising Association donated twenty-three billboards and posters were sent to more than 800 high schools. The Web site, www.firstn10.com, received more than 232,000 hits and 19,000 page visits from March to September.

To gauge the effectiveness of the campaign, OHSP conducted pre- and post-campaign phone surveys of the target



audience. The post-campaign survey showed an 18 percent increase in recognition that requirements for Level 2 drivers had changed. In addition, there was a 15 percent increase in awareness of passenger restrictions and a 9 percent increase in awareness of nighttime driving restrictions. Nearly half of the survey respondents had seen or heard the campaign messages.

COMMUNICATIONS STRATEGIC COUNSEL

Section 402

BACKGROUND: While planning takes into account the vast majority of activities for a fiscal year, from time to time unanticipated issues and needs arise. Strategic counsel provides the ability to review and respond to these situations in a timely manner.

GOAL: Provide strategic counsel, when needed, for unanticipated issues that arise.

RESULTS: With a new agency providing guidance and direction for communication campaigns, several new and unplanned components were needed for this year's programs. This included developing revised outdoor billboards and a new radio ad for the *Ride Safe to Ride Again* motorcycle safety campaign.

NHTSA sponsored a national Strategic Communications Forum and offered states the ability to send a representative from their agency to this function. Through strategic counsel, OHSP was able to accommodate one representative from the Daniel Brian agency to hear first-hand NHTSA's most up-to-date information and communications strategies for the states.

SCHOOL BUS SAFETY

Unfunded

BACKGROUND: More than 18,000 school buses transport students to and from school each day and are considered the safest way to transport students. However, Michigan has lacked a standardized program for the first responders addressing the emergency evacuation of special needs students from school buses.

GOAL: Support the Michigan Association for Pupil Transportation (MAPT) in distributing materials for use by emergency first responders in the event of a school bus crash involving special needs students.

RESULTS: OHSP worked with MAPT to develop passenger emergency information packets for school buses. Large, clear envelopes provide bus drivers a dedicated location for important information about special needs students on the bus. Made of heavy plastic, the packets feature a reflective sticker that states "Student Emergency Information," which can easily be located by first responders. The packets contain information about medical conditions or other issues concerning students on the bus which will assist emergency personnel in treating students. The packets were distributed at the MAPT conference and in direct mailings. To date, more than 10,250 packets have been distributed to 175 locations.

TEXTING WHILE DRIVING

Section 402

BACKGROUND: As of July 2010, Michigan law prohibits drivers from reading, manually typing, or sending a text message while driving.

GOAL: Develop a public information campaign designed to increase awareness of the risks of distracted driving and encourage compliance with the new law.

RESULTS: OHSP explored continuing the *Thumbs on the Wheel* campaign with updated outdoor billboards, web advertising, and cinema advertising. Due to time and funding constraints, it was decided not to move forward with this plan.

TRAFFIC SAFETY COMMITTEES

Unfunded



BACKGROUND: Since the 1970s, AAA Michigan and OHSP have jointly sponsored local Traffic Safety Committees (TSCs). The purpose of the TSC is to

promote education and involvement in problem identification and traffic safety solutions among agencies, public and private, concerned with the safety of citizens living in and visiting Michigan. TSCs meet four times per year to share information, learn about traffic safety issues, or address problems in their communities.

GOAL: Continue to support TSCs across the state in conjunction with AAA Michigan. Provide oversight to the committees along with subject matter expertise, speaker information, and materials.

Paid Advertising

SUMMARY

Earned media efforts remain the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach crucial groups solely through a news-only strategy.

OHSP follows the traffic enforcement mobilization model established by NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins.



PAID ADVERTISING

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men remain the focus of messaging efforts for both safety belts and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs as well as Internet sites that are popular with the audience, movie theaters, and projection advertising in metro Detroit and Grand Rapids.

ADVERTISING EVALUATION, ASSESSMENT, AND OUTCOMES

Before and after each enforcement mobilization, 400-sample statewide telephone surveys are conducted, with a 150 over sampling of male drivers under thirty. The surveys assist with measuring awareness of the enforcement efforts and determining how effective the advertising buy was at reaching the target group.

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING
FY 2011 MEDIA RECAP

MOTORCYCLE SAFETY

Spot Broadcast TV Target: Men 35-64 Flight Dates: 4/4-4/17

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	70.90%	2.4x	169	39	14	0	\$82,875
Grand Rapids/Kazoo/Bat. Cr.	63.70%	2.2x	141		4	14	\$19,550
Totals:				39	18	14	\$102,425
Assessed Value Added:							\$11,750

Note: Added value :30s were not calculated into the R&F; Eight of the :30 added value commercials ran in Prime Time (4 in Detroit and 4 in Grand Rapids)
Added Value also included an above the fold 300x250 Leaderboard on CBSDetroit.com website that ran through the campaign

MOTORCYCLE SAFETY

Spot Cable TV Target: Men 35-64 Flight Dates: 4/4-4/17

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	40.00%	2.4x	100.0	311		20	\$27,379
Grand Rapids/Kazoo/Bat. Cr.	36.40%	2.5x	94.3	254		20	\$13,919
Totals:				565	0	40	\$41,298
Assessed Value Added:							\$6,000

MOTORCYCLE SAFETY

Spot Radio Target: Men 35-64 Flight Dates: 4/4-4/17

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	55.50%	5.9x	327.2	206	0	70	\$36,146
Grand Rapids/Kazoo/Bat. Cr.	40.00%	5.8x	232.1	189	16	4	\$9,962
Totals:				395	16	74	\$46,108
Assessed Value Added:							\$4,925

Note: Added value :60s were not calculated into the R&Fs.

MOTORCYCLE SAFETY

Internet Target: Men 35-64 Geo-Targeted to State of Michigan Flight Dates: 4/4-4/17

Sites	Impressions	CPM				Total \$\$
ESPN.com	1,245,937	\$8.19				\$10,200
Turner SI.com/NASCAR.com	1,102,560	\$10.03				\$10,031
FSNDetroit.com	91,300	\$13.72				\$1,253
Totals:	2,439,797					\$21,484

MOTORCYCLE SAFETY

Outdoor Target: Men 35-64 Flight Dates: 4/4-4/17

Market	Number of Bulletins		Total GRPs (30 days)	Impressions (30 days)	Added Value Bulletins	Total \$\$
Detroit	22		1,320	13,382,820	12	\$46,704
Grand Rapids	6		900	3,475,125	0	\$15,100
Totals:						\$61,804
Assessed Value Added:						\$56,040

MOTORCYCLE SAFETY

Arena Advertising Target: Men 35-64 Flight Dates: 4/4-4/17

Market	Venue				Media Types	Total \$\$
Grand Rapids	Fifth Third Stadium (White Caps Baseball)				Electronic sign at stadium entrance	\$1,750
					Messaging on centerfield digital scoreboard	
					PA announcements throughout the game	
Totals:						\$1,750

Motorcycle Safety Total Media Spend:	\$274,869
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ANNUAL EVALUATION REPORT 2011

**MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING
FY 2011 MEDIA RECAP**

Click It Or Ticket

Spot Broadcast TV Target: Men 18-34 Flight Dates: 5/16-5/29

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	78.80%	4.1x	323.2	343	25	0	\$184,425
Flint/Saginaw/Bay City	64.80%	3.9x	252.6	208	7	14	\$23,932
Grand Rapids/Kazoo/Bat. Cr.	72.40%	3.3x	238.9	120	6	14	\$54,978
Totals:				671	38	28	\$263,335
						Assessed Value Added:	\$23,300

Note: Thirty second added value spots not included in R&Fs; 18 of the 38 no charge :30s ran in Prime Time;
Added Value also included an above the fold 300x250 Leaderboard on CBSDetroit.com that ran through the campaign

Click It Or Ticket

Spot Cable TV Target: Men 18-34 Flight Dates: 5/16-5/29

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	57.90%	3.7x	214.2	659		100	\$83,772
Flint/Saginaw/Bay City	59.00%	5.0x	295.0	1,276		100	\$40,334
Grand Rapids/Kazoo/Bat. Cr.	46.30%	6.1x	282.43	686		100	\$32,712
Totals:				2,621	0	300	\$156,818
						Assessed Value Added:	\$6,100

Click It Or Ticket

Fox Sports Network Detroit Target: Men 18-34 Flight Dates: 5/16-5/29

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
State Wide Coverage	35.70%	5.9x	210.4	60	20	36	\$50,490
Totals:				60	20	36	\$50,490
						Assessed Value Added:	\$2,500

Click It Or Ticket

Spot Radio Target: Men 18-34 Flight Dates: 5/16-5/29

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	58.20%	5.2x	298.4	327	7	65	\$53,745
Flint	54.60%	7.1x	387.5	222	6	36	\$6,919
Saginaw/Bay City	21.10%	4.9x	283.3	175		12	\$6,894
Grand Rapids	45.00%	6.1x	365.2	213	22	48	\$8,211
Kalamazoo	48.60%	6.5x	315.9	117		6	\$8,296
Totals:				1,054	35	167	\$84,065
						Assessed Value Added:	\$12,395

Note: Added value :60s not included in R&F; Added value included a 728x90 banner ad provided by WJLB-FM Detroit for entire flight;
Thirty of the :10 added value billboards ran at fixed positions in Detroit during morning drive between 6am and 7:45am as well as at 5pm.

Click It Or Ticket

Internet Target: Men 18-34 Geo-Targeted to State of Michigan Flight Dates: 5/16-5/29

Sites	Impressions	CPM				Total \$\$
ESPN.com	474,968	\$21.48				\$10,200
Turner SI.com/NASCAR.com	3,785,873	\$9.04				\$34,235
You Tube/Google Video Net	2,942,980	\$13.59				\$40,000
Totals:	7,203,821					\$84,435

Click It Or Ticket

Cinema Advertising Target: Men 18-34 Flight Dates: 5/16-5/29

Market	Number of Theatres	# of Screens	Impressions			Total \$\$
Detroit	13	220	368,709			\$20,898
Totals:		220	368,709			\$20,898

Click It Or Ticket

Arena Advertising Target: Men 18-34 Flight Dates: 5/16-5/29

Market	Venue				Media Types	Total \$\$
Grand Rapids	Fifth Third Stadium (White Caps Baseball)				Electronic sign at stadium entrance	\$1,750
					Messaging on centerfield digital scoreboard	
					PA announcements throughout the game	
Totals:						\$1,750

Total Click It Or Ticket Media Spend: \$661,791

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING
FY 2011 MEDIA RECAP

JULY 2011 Drunk Driving

Spot Broadcast TV Target: Men 21-34 Flight Dates: 6/27-7/9

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	50.40%	6.5x	327.7	346	34	5	\$183,371
Flint/Saginaw/Bay City	55.60%	5.3x	295.5	200	3	7	\$18,938
Grand Rapids/Kazoo/Bat. Cr.	49.10%	5.5x	270.0	197	3	1	\$38,803
Totals:				743	40	13	\$241,112
Assessed Value Added:							\$15,000

Note: Added value :30 commercials were not included in the R&Fs.

JULY 2011 Drunk Driving

Spot Cable TV Target: Men 21-34 Flight Dates: 6/27-7/9

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	59.60%	4.5x	269.4	766		125	\$97,954
Flint/Saginaw/Bay City	56.90%	4.5	261.6	1,294		125	\$35,624
Grand Rapids/Kazoo/Bat. Cr.	45.90%	7.6x	350.6	1,578		125	\$62,207
Totals:				3,638	0	375	\$195,785
Assessed Value Added:							\$8,800

JULY 2011 Drunk Driving

Fox Sports Network Detroit Target: Men 21-34 Flight Dates: 6/27-7/9

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
State Wide Coverage	36.10%	6.2x	181.3	211	25	20	\$54,689
Totals:				211	25	20	\$54,689
Assessed Value Added:							\$7,500

JULY 2011 Drunk Driving

Spot Radio Target: Men 21-34 Flight Dates: 6/27-7/9

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	76.40%	5.9x	449.7	753	12	159	\$75,379
Flint	53.70%	8.3x	446.8	298	7	57	\$8,866
Saginaw/Bay City	57.30%	6.7x	382.2	216	0	15	\$7,676
Grand Rapids	68.50%	7.1x	486.7	324	15	148	\$17,502
Kalamazoo	46.60%	6.4x	300.9	114	0	7	\$8,211
Totals:				1,705	34	386	\$117,634
Assessed Value Added:							\$15,732

Note: Most of the Added Value sponsorships were negotiated to run in "drive times" 7-8am and 5-6pm Monday through Friday; Added value no shrge :60s were not included in the R&F.

JULY 2011 Drunk Driving

Internet Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: 6/27-7/9

Sites	Impressions	CPM				Total \$\$
ESPN.com	510,000	\$20.00				\$10,200
Turner SI.com/NASCAR.com	1,159,585	\$8.46				\$10,015
You Tube/Google Video Net	2,100,000	\$19.05				\$40,000
FSNDetroit.com	84,550	\$13.71				\$1,159
M Live	666,000	\$12.01				\$8,000
Totals:	4,520,135					\$69,374

JULY 2011 Drunk Driving

Frozen Billboards Target: Men 21-34 Flight Dates: 6/27-7/9

Market	Number of Gas Stations	Impressions (30 Days)				Total \$\$
Detroit	6	703,800				\$5,700
Flint/Saginaw/Bay City	1	117,300				\$950
Grand Rapids/Kazoo/Bat. Cr.	2	234,600				\$1,900
Totals:	9	1,055,700				\$8,550

JULY 2011 Drunk Driving

Arena Advertising Target: Men 21-34 Flight Dates: 6/27-7/9

Market	Venue				Media Types	Total \$\$
Grand Rapids	Fifth Third Stadium (White Caps Baseball)				Electronic sign at stadium entrance	\$1,750
					Messaging on centerfield digital scoreboard	
					PA announcements throughout the game	
Totals:						\$1,750

July 2011 Drunk Driving Media Spend: \$686,044

ANNUAL EVALUATION REPORT 2011

**MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING
FY 2011 MEDIA RECAP**

August 2011 Drunk Driving

Spot Broadcast TV Target: Men 21-34 Flight Dates: 8/15-9/4

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	79.50%	5.5x	437.2	459	35	4	\$217,286
Flint/Saginaw/Bay City	63.30%	6.0x	382.0	249	4	7	\$24,059
Grand Rapids/Kazoo/Bat. Cr.	65.10%	5.8x	382.3	271	3	1	\$61,646
Totals:				979	42	12	\$302,991
Assessed Value Added:							\$15,000

Note: Added value :30 commercials were not included in the R&Fs.

August 2011 Drunk Driving

Spot Cable TV Target: Men 21-34 Flight Dates: 8/15-9/4

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	60.00%	5.0x	312.9	939		125	\$125,911
Flint/Saginaw/Bay City	58.30%	7.2x	430.0	1,983		125	\$56,738
Grand Rapids/Kazoo/Bat. Cr.	45.90%	7.5x	359.1	1643		125	\$77,367
Totals:				4,565	0	375	\$260,016
Assessed Value Added:							\$8,800

August 2011 Drunk Driving

Fox Sports Network Detroit Target: Men 21-34 Flight Dates: 8/15-9/4

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
State Wide Coverage	37.30%	8.2x	304.8	301	25	21	\$71,528
Totals:				301	25	21	\$71,528
Assessed Value Added:							\$7,500

Note: Added value :30 commercials were not included in the R&Fs.

August 2011 Drunk Driving

Spot Radio Target: Men 21-34 Flight Dates: 8/15-9/4

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total \$\$
Detroit	79.40%	6.9x	546.6	923	13	159	\$97,478
Flint	55.30%	10.5x	580.3	379	8	58	\$10,685
Saginaw/Bay City	60.20%	8.5x	506.7	287	0	15	\$10,315
Grand Rapids	71.10%	9.5x	671.7	435	15	149	\$21,663
Kalamazoo Radio	49.90%	9.3x	465.1	174	0	8	\$12,444
Totals:				2,198	36	389	\$152,585
Assessed Value Added:							\$15,733

Note: Most of the Added Value sponsorships were negotiated to run in "drive times" 7-8am and 5-6pm Monday through Friday; Added value no shrgc :60s were not included in the R&F.

August 2011 Drunk Driving

Internet Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: 8/15-9/4

Sites	Impressions	CPM				Total \$\$
ESPN.com	765,000	\$20.00				\$15,300
Turner SI.com/NASCAR.com	4,266,500	\$8.01				\$34,192
You Tube/Google Video Net	2,100,000	\$19.05				\$40,000
FSNDetroit.com	114,100	\$17.31				\$1,975
M Live	666,000	\$12.01				\$8,000
Totals:	7,911,600					\$99,467

August 2011 Drunk Driving

Outdoor Advertising Target: Men 21-34 Flight Dates: 8/15-9/11

Market	Number of Bulletins	Total GRPs (30 Days)	Impressions (30 days)	Added Value Bulletins	Total \$\$
Detroit	10	2,935	15,495,380	13	\$45,000
Totals:	10	2,935		13	\$45,000
Assessed Value Added:					\$58,500

August 2011 Drunk Driving

Arena Advertising Target: Men 21-34 Flight Dates: 8/15-9/4

Market	Venue	Media Types	Total \$\$
Grand Rapids	Fifth Third Stadium (White Caps Baseball)	Electronic sign at stadium entrance	\$1,750
		Messaging on centerfield digital scoreboard	
		PA announcements throughout the game	
Totals:			\$1,750

August 2011 Drunk Driving Media Spend: \$933,337

MAY 2011 CLICK IT OR TICKET

Police in my community are writing more safety belt tickets now than they were a few months ago.

(combined total of responses of strongly agree and somewhat agree)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	38.6%	47.5%	33%	40.5%	30.6%	43.3%
Young men	52.7%	61.3%	38.7%	47.4%	31.4%	45.3%

In the past thirty days, have you seen or heard of any special effort by police to ticket drivers in your community for safety belt violations?

(yes)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	16.3%	39.3%	12.3%	30.5%	11.8%	37.5%
Young men	20.7%	41.3%	12%	36.7%	12%	36%

Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same?

(more than usual)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	15.1%	44.3%	10.1%	19.6%	6.4%	39.8%
Young men	22.8%	51.3%	11%	29.6%	9.6%	28%

JULY 2011 DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.

Police in my community are arresting more people for drunk driving now than they were a few months ago.

(combined total of responses of strongly agree and somewhat agree)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	39.8%	46.8%	39.5%	36.1%	33%	37%
Young men	46.0%	50.0%	43.3%	41.3%	37%	47%

In the past thirty days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?

(yes)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	17.0%	32.0%	18.8%	23.3%	15.8%	30%
Young men	19.3%	22.0%	22.7%	25.3%	17.3%	45.3%

Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same?

(more than usual)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	26.3%	25.8%	13.6%	10.5%	25.9%	27.1%
Young men	32.9%	32.8%	6.8%	13.8%	17.2%	24.4%

AUGUST 2011 DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.

Police in my community are arresting more people for drunk driving now than they were a few months ago.

(combined total of responses of strongly agree and somewhat agree)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	47.8%	44.6%	36.1%	41.8%	34%	41%
Young men	51.3%	50.0%	41.3%	53.4%	45%	50%

Have you heard of any special enforcement in the past thirty days related to police efforts to arrest drunk drivers? (strongly agree/somewhat agree)

(yes)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	19.8%	24.0%	23.3%	34%	31.8%	36.8%
Young men	18.0%	30.7%	13.8%	42.7%	31.3%	36.7%

Would you say that the number of these messages you have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same?

(More than usual)

	2009		2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	21.8%	34.0%	10.5%	27.1%	17.3%	31.2%
Young men	16.5%	38.5%	13.8%	27.5%	18%	39.5%

RIDE SAFE TO RIDE AGAIN MOTORCYCLE CAMPAIGN

In the past 30 days, have you seen or heard any message encouraging safe motorcycling?

(combined total of responses of strongly agree and somewhat agree)

	2010		2011	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
Motorcycle riders	29.8%	51%	33.3%	44.8%
Message recall Ride Safe/Ride Again	28.3%	33.5%	29.3%	35.5%

Driver Education

EDUCATION AND COMMUNICATION

TEEN TRAFFIC SAFETY

Section 402



BACKGROUND: In 2007, the Allstate Foundation, the Ford Motor Company Fund, and the Illinois Department of Transportation's Division of Traffic Safety joined together to create a school-based teen traffic safety program aimed at reducing teen traffic crashes and fatalities. In light of the program's success in Illinois, Ford expressed interest in developing a similar program in Michigan and has sought to partner with AAA Michigan and OHSP.

GOALS

- >> Develop a partnership with AAA Michigan and the Ford Motor Company Fund Driving Skills for Life.
- >> Create a program that provides high schools with resources and funding to develop and implement a peer-to-peer traffic safety campaign.
- >> Solicit at least thirty-five applications from the high schools in the top ten counties for teen traffic crash fatalities and serious injuries.

RESULTS: Representatives from AAA Michigan, Ford Driving Skills for Life (DSFL), and OHSP worked together to create Strive For A Safer Drive (S4SD). The schools selected to participate in S4SD will receive \$2,000 from AAA Michigan to conduct a student-led teen driving campaign and have the opportunity to win a Ford DSFL hands-on driving event with professional instructors.

OHSP staff worked with AAA Michigan and Ford DSFL representatives to develop the participation criteria and application process for S4SD. To assist the participating schools with the application and implementation of S4SD, OHSP explored the possibility of selecting a grantee to serve as a consultant.

In September, OHSP mailed information and application packets to 360 high schools in the top eleven counties for teen traffic fatalities and serious injuries. Applications are

due in FY2012. A S4SD Web site was also created at www.michigan.gov/s4sd.

TEEN RIDE & DRIVE

Unfunded

BACKGROUND: Since 2008, OHSP has partnered with the Ford Motor Company Fund, Governors Highway Safety Association (GHSA), and MSP to present a Ford DSFL program at the MSP Precision Drive Track. Because of the support of the Ford Motor Company Fund and GHSA, there is no cost to teens to attend the ride and drive events.

The Ford DSFL program is designed to teach driving techniques for speed and space management, vehicle handling, and hazard recognition. The lack of these skills is identified as the cause in approximately 60 percent of crashes by newly licensed teen drivers.

Established in 2003 by the Ford Motor Company Fund, GHSA, and a panel of safety experts, Ford DSFL is now one of the nation's most comprehensive teen driver safety programs. In addition to hands-on events, the Ford DSFL program supports free educational materials for teachers, parents, students, and community groups.



GOAL: Teach newly licensed teens the necessary skills for safe driving beyond what they learn in standard driver education programs.

ACTIVITIES: More than forty teens from thirteen counties participated in a half-day event. Teens had the opportunity to get behind the wheel of a patrol car with an instructor from the MSP Precision Driving Unit in the passenger seat. As the driver, teens learned skid control, evasive maneuvering, controlled braking, and off-road recovery. The event

also included a drunk driving simulation and instruction on basic vehicle maintenance.

SENIOR MOBILITY CAMPAIGN

Section 406

BACKGROUND: The American population continues to mature with an impending “aging tsunami” just a few years away. In Michigan, the percentage of senior drivers (65+) is expected to more than double to 17 percent of the state’s population by 2020. As the number of older citizens continues to increase, important issues affecting this population need to be addressed. One of the most critical concerns is preserving the mobility and enhancing the safety of seniors.

GOAL: Preserve the mobility and enhance the safety of a growing senior population by holding Safe Driving Workshops.

RESULTS: The Area Agency on Aging 1B held ten Safe Driving seminars in southeast Michigan, designed to update senior drivers on techniques to compensate for normal age-related physical changes while driving. More than 100 attendees also learned about new driving laws and were provided with useful tips and pointers on how to handle roadside emergencies and night driving.

The Area Agency on Aging 1B also continued work on the Mobility Options Counseling Project which provided training to resource consultants on medical conditions and driving, specialized adaptive equipment in vehicles, licensing issues, mobility planning, and identifying when driving is no longer an option. These resource consultants work directly with seniors and their families to provide information on alternative transportation, driving education and cessation, and other mobility resources.



Motorcycle Safety

TRAINING AND EDUCATION

MOTORCYCLE PUBLIC INFORMATION CAMPAIGN

Sections 402-PM, 2010-PM

BACKGROUND: In the last decade, motorcycle fatalities have increased largely because of a surge in motorcycle ownership. Many riders are Baby Boomers who are newly entering or re-entering as motorcycle riders. In Michigan, the number of motorcycles involved in fatal crashes has increased 32 percent from 2001 to 2010.

Michigan 2006-10 crash data reveals:

- » Average age of motorcyclists killed is 43 years.
- » Of those killed, more than 90 percent are male.
- » Almost half of all fatal motorcycle crashes occur in Wayne (18.6 percent), Macomb (6.2 percent), Genesee (5.9 percent), Kent (5.6 percent), Oakland (5.3 percent), Washtenaw (3.4 percent), and Livingston counties (2.8 percent).
- » 45 percent are single-vehicle crashes. In these events, riders are most often failing to negotiate curves and leaving the road due to speed, improper braking, and over-riding their skill level.

Efforts to encourage passenger vehicle drivers to watch for motorcycle riders are well established. To complement these messages, OHSP developed the *Ride Safe to Ride Again* campaign in FY2010 to inform motorcyclists that "Unless you have a fairy godmother, the best person to look out for you, is you." This campaign included a television ad, billboard advertising, and a Web site with more in-depth information on three key safety tips: handling curves, using the front brake, and turning your head and eyes when turning.

In a post-advertising statewide survey of riders, more than 80 percent said that motorcyclists are most responsible for keeping riders safe on the road.



GOAL: Promote safe riding skills to motorcyclists in the metro Detroit and Grand Rapids areas.

RESULTS: New billboards and a radio ad were developed in addition to the existing TV ad to promote the *Ride Safe to Ride Again* campaign.

Paid radio, cable, and television ads were run in April in the metro Detroit and Grand Rapids media markets, along with the placement of twenty-eight outdoor billboards. Internet advertising was placed on the ESPN, Sports Illustrated, NASCAR, and Fox Sports Detroit Web sites. All the media urged riders to visit RideSafeToRideAgain.com for more information.

The Web site recorded 3,603 visits in April.

Following the ad campaign, more than 44 percent of riders had seen safe riding messages, an increase from 33 percent before the campaign began.

ENDORSEMENT AND RIDER TRAINING STUDY

Section 2010

BACKGROUND: Michigan has more than 260,000 registered motorcycles and over 500,000 citizens with a motorcycle endorsement. Out of the hundred plus fatal crashes per year, something can be learned by studying the driving records of those who have died in single and multi-vehicle motorcycle crashes. OHSP will partner with the Department of State to study the driving records of those who have died on motorcycles since 2006 in an attempt to learn more about their driving habits and what factors motorcycle riders experience in fatal crashes.

GOAL: To analyze driving records of all fatal motorcycle crash victims from 2006 to 2010.

RESULTS: This study is in the planning stage with an anticipated completion date of fall 2012 once additional resources can be committed to the study.

MOTORCYCLE SAFETY CONFERENCE

Section 2010

BACKGROUND: In 2010, OHSP partnered with SMARTER (Skilled Motorcyclist Association-Responsible, Trained and Educated Riders) to offer the first motorcyclist safety conference in Michigan. More than 100 individuals attended the event, which provided information from four national and state-level motorcycle safety experts. Due to high demand and positive feedback from the attendees, OHSP and SMARTER agreed to support a second motorcyclist safety conference at the MSP Precision Drive Track.

GOAL: Host a motorcyclist safety conference with a live riding training component and increase the number of attendees to 250.

RESULTS: In an effort to promote the conference, postcards, and posters were mailed out to law enforcement, 2010 conference attendees, motorcycle dealers, motorcycle safety instructors, and other traffic safety partners. A news release was issued and registration information was posted online. Despite these efforts, the Ride Smart 2011 motorcyclist safety conference was canceled due to low enrollment.

ADVANCED RIDER TRAINING AND TRAINING CYCLE REPLACEMENT

Section 2010



BACKGROUND: Motorcycles were involved in 1.2 percent of all traffic crashes in Michigan in 2009. Injuries were proportionately more severe to motorcyclists than to persons in motor vehicles. The 2009 death rate for motorcyclists was 12.87 per 100 million vehicle miles traveled compared to the overall 0.91 mileage death rate per 100 million vehicle miles traveled. Additionally, fatalities as a percentage of all motorcycle crashes have increased significantly since 2004 and the general trend represents a collective increase over the last eight years for which data is available. Studies of Michigan's motorcycle-related traffic fatalities indicate that unendorsed drivers are over-represented in these crashes.

Results of a recent UMTRI study of motorcycle crashes in the state revealed that nearly one-half of the riders lacked the required cycle endorsement. It is believed that a reduction in motorcycle crashes, injuries, and fatalities could be realized with added emphasis on proper training and licensing of riders.

To address rider safety issues, state agencies have invested considerable time and effort toward improving rider safety through a motorcycle safety training program. Formal motorcycle education, training, and licensing are viewed as critical components necessary to operate a motorcycle safely on Michigan's roadways. The Michigan Motorcycle Safety Program, administered by the Michigan Department of State (MDOS), offers both Basic and Advanced Rider Courses through several public and private sponsors. These programs train approximately 14,000 motorcyclists annually at more than fifty training sites.

GOAL: Increase students receiving advanced riding skills training in 2011 by 480 riders.



RESULTS: A grant was awarded to MDOS to provide support to pilot the Motorcycle Safety Foundation Advanced Rider Course. Schoolcraft School Consortium was selected as the pilot site and implemented the training. As a result of the pilot, Michigan led the country with 351 riders trained through the advanced curriculum with very little media promotion. For those who attended the training, feedback was positive and indicated that students found the skills learned through the course valuable. OHSP looks forward to expanding the program to the Grand Rapids region in 2012.

Additionally, twenty-two Suzuki TU250 training cycles were purchased and distributed to thirteen public motorcycle training providers. The new cycles replaced the oldest, most worn training cycles in the public training fleet, enhancing the training program for the providers and the new riders in the Basic Rider Course training.

INTERAGENCY COORDINATION

Unfunded

BACKGROUND: MDOS administers the Motorcycle Safety Training program which is responsible for all approved training and third party endorsement testing programs. By sharing information and resources with MDOS, OHSP's motorcycle safety program is better able to reach a large segment of the riding population and also provide information and guidance to the rider training program.

GOAL: To continue to partner, communicate, and coordinate motorcycle safety programs with MDOS.

RESULTS: OHSP worked with MDOS to organize the GTSAC motorcycle action team, support advanced rider training, purchase training motorcycles, and update a safety brochure for riders.

OHSP's director also participated in MDOS media events, promoting May as Motorcycle Safety Awareness Month.

Emergency Medical Services

EMS SUPPORT

EMERGENCY MEDICAL SERVICE SUPPORT

Unfunded

BACKGROUND: The Michigan Department of Community Health Emergency Medical Services & Trauma Section works to improve pre-hospital treatment and hospital care. One key element in improving care is the creation of linkages between crash data and outpatient treatment information. This would allow all first responders to input their call data into a central database. This data can then be analyzed for trends, patterns, and high volumes of similar issues in order to assist with improving pre-hospital and hospital care for crash victims.

A web-based EMS database tool capable of capturing data from EMS agencies statewide was implemented in 2009. More than 70 percent of Michigan's EMS agencies registered to use the database and nearly 60 percent of the agencies began submitting data into the system.

GOAL: Partner with Michigan's EMS community to improve post-crash treatment of motor vehicle injuries.

RESULTS: OHSP continued to monitor the use of the EMS database and web input tool. Currently, all 829 of Michigan's EMS agencies are registered to use the database, with 566 (68 percent) of the agencies submitting data into the system. This is an increase from 72 percent registered and 57 percent reporting in 2010.



Administrative Issues

GOVERNORS TRAFFIC SAFETY ADVISORY COMMISSION (GTSAC)

The GTSAC continued to meet bi-monthly to share information, coordinate resources, and address concerns among the state's traffic safety community. During this past fiscal year, several commissioners were replaced due to retirement and reappointments by the Governor. Michael L. Prince, OHSP division director, was appointed to chair the commission.

Monitoring implementation of the Strategic Highway Safety Plan (SHSP) continued to be a focus for the commission. At each meeting, action team chairs provided updates on activities that took place to implement their respective action plans. In April, the commission determined that it was time to update the current SHSP which ends in 2012. In preparation for this update, the action teams were asked to provide an update for each objective/strategy listed in their action plan. This information is being compiled into a final close-out report to put closure to the current plan as well as provide a starting point for preparing the updated plan. The plan is scheduled to be completed by September 30, 2012.

Michigan has been selected to participate in the pilot of an Evaluation Process Model developed by the Federal Highway Administration for states to use to evaluate their SHSP. This model will be incorporated into the SHSP update.

MICHIGAN TRAFFIC SAFETY SUMMIT

The 16th annual Michigan Traffic Safety Summit hosted more than 400 exhibitors, attendees, and speakers. The conference featured general sessions about the past, present, and future of traffic safety, distracted driving, the effects and trends of alcohol and drug abuse, and the story of how an alcohol-involved fatal crash in Birmingham, Michigan, took the lives of three teenagers in 1965, and how the impacts of that crash still linger forty years later.

Participants also learned about distracted driving, new traffic laws, winter driving, pedestrian safety projects, senior transportation education and awareness, cable barriers, commercial motor vehicles, the new Datamaster, and traffic records.

The GTSAC Traffic Safety annual awards luncheon was held during the Summit and featured Gov. Rick Snyder as the guest speaker. Nine organizations, programs, and individuals were honored for outstanding contributions to traffic safety at the event.

LEGISLATIVE UPDATE

In the final day of the 2010 legislative session, the Michigan Legislature approved changes to the Graduated Driver's Licensing requirements for Level 2 teen drivers, including limits on the number of passengers in a vehicle and nighttime driving restrictions. The new restrictions took effect March 30, 2011. Later in 2011, the Michigan Legislature expanded the exemptions to the restrictions.

To promote awareness and compliance with the new law, OHSP developed a public information campaign including television and radio public service announcements, billboards, posters, brochures, a reference card for law enforcement, and a web page.



Governor Rick Snyder addresses attendees at the GTSAC Awards Luncheon



**SAFETY
BELT
ENFORCEMENT
ZONE**

Mobilizations



OVERVIEW: The Selective Traffic Enforcement Program (STEP) model is used to focus enforcement efforts for maximum effect. This not only directs enforcement to key times and places, but also creates a greater perceived level of enforcement than sustained patrols. Drivers are more likely to notice the heightened enforcement and interpret it as the norm.

Traffic enforcement mobilizations implement STEP through periodic, intensive enforcement on specific traffic safety problems. During mobilization periods, all law enforcement grantees conduct extra patrols. Earned and paid media efforts bring attention to the increased enforcement; state and national evaluations consistently show the necessity of media support to make enforcement visible and behavior-changing. There were five periods of heightened enforcement: *Over the Limit*, *Under Arrest*, impaired driving enforcement around the holidays of Halloween, Christmas/New Year's, Independence Day, and Labor Day, and seat belt enforcement around Memorial Day. Safety belt enforcement zones were also added to the Labor Day enforcement period.

GOALS: Increase seat belt use and decrease impaired driving by increasing the perceived threat of arrest or citation for unsafe driving behaviors.

RESULTS: Thirty-five counties received overtime traffic enforcement funding. The number of law enforcement agencies working overtime traffic enforcement grants declined from 227 in 2010 to 202 due to staffing reductions at several departments. Overall, the mobilizations resulted in more traffic stops in 2011, yielding increases of nearly 33 percent (1,535) in misdemeanor arrests and 44 percent (157) in child restraint citations. However, there were fewer seat belt citations issued and OWI arrests made than in FY2010.

DECEMBER DRUNK DRIVING, OVER THE LIMIT, UNDER ARREST, CRACKDOWN—SUMMARY

Law enforcement participation	206
Drunk driving arrests	373
Media events	1
News stories	127
Paid advertising	\$0

Drunk driving arrests increased from 292 in 2010 to 373 in 2011 during the December crackdown. Because increased enforcement is already expected around the New Year, earned media and paid advertising placed by NHTSA were used to support the campaign. OHSP hosted a media event in Detroit that included a live demonstration of an ignition interlock device.

MAY CLICK IT OR TICKET MOBILIZATION—SUMMARY

Law enforcement participation	202
Seat belt citations	8,772
Child restraint citations	310
Paid advertising	\$698,397
Media events	6
News stories	312

The Memorial Day seat belt mobilization is the most visible traffic enforcement event each year. It is an opportunity to take advantage of support from state and national advertising and to reach the driving population at the start of the summer travel season.

The amount of funding for paid advertising was reduced from 2010 and paid media continued to target young men, those most likely to be unbelted. In addition to the standard advertising avenues of cable, broadcast television, and radio, Internet advertising, baseball scoreboard, and announcements during minor league baseball games were employed.

Earned media included six media events and localized press releases across the state. Network outreach again placed audience-relevant posters and items in venues patronized by young men to increase campaign awareness.

Telephone surveys showed an increase in awareness of seat belt efforts among the general population and young men during the mobilization. There was a very small increase in perception of night time belt enforcement.

Seventeen percent fewer (1,889) seat belt citations were issued than in FY2010.

Direct observation surveys of seat belt use showed that the usage rate was 94.5 percent at the end of the mobilization, down from 95.2 percent in 2010.

JULY DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN—SUMMARY	
Law enforcement participation	202
Drunk driving arrests	305
Seat belt citations	244
Child restraint citations	41
Paid advertising	\$698,510
Media events	3
News stories	143

The Fourth of July is the worst day of the year for drunk driving crashes. It combines higher daytime drinking and driving resulting in the most alcohol-involved fatal and serious injuries. Ten days in July were identified by crash trend data for increased drunk driving enforcement. This was a Michigan-specific effort rather than a national campaign and all law enforcement grantees participated in overtime patrols for drunk drivers.

Paid advertising targeted young men with ads in a variety of media. The amount of funding for paid advertising to publicize the enforcement campaign was increased in 2011 due to an increased emphasis on drunk driving.

Telephone surveys showed awareness of enforcement was up significantly with young men, but only slightly for the general population including no change for either demographic for perception of arrest.

There were 27 percent (66) more drunk driving arrests in FY2011 than during the same enforcement period in FY2010.

AUGUST DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST. CRACKDOWN—SUMMARY	
Law enforcement participation	202
Drunk driving arrests	336
Paid advertising	\$643,856
Media events	5
News stories	923

To reduce alcohol-involved deaths around the Labor Day holiday and end the summer safely, the national *Drunk Driving. Over the Limit. Under Arrest.* crackdown was supported. The media plan included less paid advertising than last year's crackdown, with paid ads in a variety of media. All law enforcement grantees participated in overtime patrols for drunk drivers.

As the state's seat belt usage rate dropped nearly 3 percent in 2010, enforcement grantees were asked to conduct at least one daytime safety belt enforcement zone per week during the Labor Day enforcement period.

Telephone surveys showed that young men had increased awareness of enforcement and perceived risk of arrest for drunk driving. There was a slight increase in awareness in the general population as well.

There were 42 percent (250) fewer drunk driving arrests, but 872 percent (2,642) more seat belt citations than during the same enforcement period in FY2010. The increase in seat belt citations was most likely due to the addition of safety belt enforcement zones during the enforcement period.

	Enforcement totals						
	Traffic stops	Seat belt citations	Child restraint citations	Drunk driving arrests	Other felony arrests	Other misdemeanors	Other citations and arrests
December	9,848	88	45	373	73	1,048	4,886
Memorial Day	17,313	8,772	295	129	46	2,063	4,051
4th of July	8,073	244	41	305	64	1,153	2,462
Labor Day	18,056	2,945	134	336	65	1,969	3,890
Totals	53,290	12,049	515	1,143	248	6,233	15,289

FY2012 FOCUS

Michigan's roads are among the safest in the nation. At 94.5 percent, Michigan continues to have one of the highest seat belt use rates in the country. Over the past five years, there has been a 21 percent decrease in fatalities and incapacitating injuries. After the unprecedented lows of 2008 and 2009, the most important traffic safety goal for 2012 is to not only retain that progress but to reduce fatalities even further. The ultimate goal is to have all roadway users arrive safely at their destinations.

While priorities shift with changes in the data, the top issues in traffic safety remain the same. Young men still crash more often, alcohol or drugs remain factors in a third of crashes, and more than 100 pedestrians die each year. Motorcycle crashes continue to remain high and far too many unbelted fatalities continue to occur. Distracted driving, particularly texting while driving, is becoming a more prominent issue.

OHSP has a long record of successful partnerships with committed traffic safety professionals across the state and the nation. Cooperation and a culture of safety will enable OHSP to further capitalize on efforts to drive down traffic deaths and injuries on Michigan roadways.

KEY FOCUS AREAS FOR FY2012 INCLUDE:

High-visibility traffic enforcement remains a key strategy in FY2012. Impaired driving remains the top behavioral issue in Michigan traffic deaths. It will be the primary focus of OHSP enforcement, supported by effective public messaging strategies aimed at changing driving behavior. Support for the prosecution, adjudication, and treatment of impaired drivers is also an essential component.

For the past several years, Michigan has maintained its ranking with one of the highest seat belt use rates in the nation. Despite this high belt use ranking, far too many unbelted fatalities and serious injuries continue to occur, particularly among impaired crashes during the overnight hours. As a result, safety belt enforcement will continue, with a focus on nighttime seat belt use.

In addition to high-visibility enforcement, public information and education campaigns will be employed to provide enforcement support. Young drivers remain the key target audience for public information efforts. The safe and proper methods of child passenger safety will continue to be promoted through public education, training, and car seat distribution programs. Projects to further improve the timeliness, accessibility, and accuracy of Michigan's traffic crash data, already among the nation's best, are also scheduled.

Michigan has one of the best crash records systems in the nation, but there is more to traffic records. Improving the state of knowledge of who is crashing, when, and where will direct programs where they can be most effective and iden-

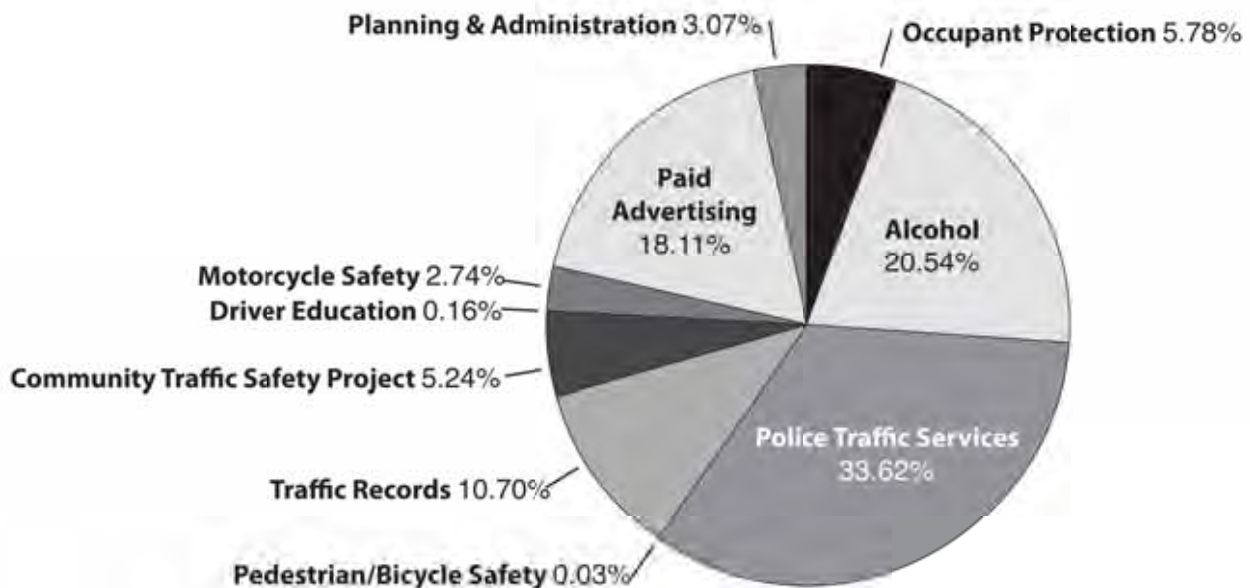
tify the next problem area before it becomes a crisis. Projects to further improve the timeliness, accessibility, and accuracy of Michigan's traffic crash data are scheduled such as switching from paper records to electronic records in police agencies.

Michigan will also focus on developing new enforcement strategies for the most efficient use of the taxpayer dollars. Data Driven Approaches to Crime and Traffic Safety utilizes crime and crash data to determine patrol coverage. Targeting Aggressive Cars and Trucks will focus on decreasing the number of serious crashes among passenger cars and commercial vehicles.

FY2011 OHSP Status Report

TRAFFIC SAFETY BUDGET BREAKDOWN, BY PROGRAM AREA

	402	403	405	406	408	410	2010	2011	TOTAL	Percent
Occupant Protection	172,773		610,642					19,034	802,449	5.78%
Alcohol	390,654					2,459,154			2,849,808	20.54%
Police Traffic Services	4,437,193			225,896					4,663,089	33.62%
Pedestrian/Bicycle Safety	4,255								4,255	0.03%
Traffic Records	188,092	6,410		272,896	1,016,943				1,484,341	10.70%
Community Traffic Safety Project	665,413			61,231					726,644	5.24%
Driver Education	12,767			9,872					22,639	0.16%
Motorcycle Safety	53,619						326,589		380,208	2.74%
Emergency Medical Services	0								0	0.00%
Paid Advertising	91,979		700,010			1,720,630			2,512,619	18.11%
Planning & Administration	425,746								425,746	3.07%
TOTAL	6,442,491	6,410	1,310,652	569,895	1,016,943	4,179,784	326,589	19,034	13,871,789	100%



ANNUAL EVALUATION REPORT 2011

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
OP	402	TK #4 Program Management	Planned Amount	203,000.00			0.00
			CP-11-01 OHSP		202,927.00	202,927.00	172,773.00
		TK #4 Program Management Total		203,000.00	202,927.00	202,927.00	172,773.00
		Unallocated to Grants	Oblig Bal 402 funds		(9,013.00)		0.00
		Unallocated to Grants Total			(9,013.00)		0.00
	402 Total			203,000.00	193,914.00	202,927.00	172,773.00
	405	TK #1 Child Passenger Safety	Planned Amount	1,493,000.00			0.00
			CP-11-01 OHSP		10,000.00	10,000.00	5,851.00
			PT-11-01 Grosse Ile PD		4,000.00	4,000.00	4,000.00
			PT-11-02 Allegan CSO		4,000.00	4,000.00	3,997.00
			PT-11-03 Calhoun CSO		4,000.00	4,000.00	3,723.00
			PT-11-04 Tuscola CSO		4,000.00	4,000.00	3,982.00
			PT-11-05 Wyoming PD		8,000.00	8,000.00	7,963.00
			PT-11-06 Detroit PD		8,000.00	8,000.00	7,990.00
			OP-11-03 Marquette CSO		115,000.00	115,000.00	115,000.00
			PT-11-07 Lenawee CSO		4,000.00	4,000.00	4,000.00
			PT-11-08 Jackson		8,000.00	8,000.00	7,964.00
			PT-11-09 TIA Oakland Cty		8,000.00	8,000.00	7,750.00
			PT-11-11 Holland PD		8,000.00	8,000.00	8,000.00
			PT-11-12 Baroda-Lake Twp PD		4,000.00	4,000.00	3,915.00
			PT-11-13 Saginaw CSO		4,000.00	4,000.00	3,991.00
			PT-11-14 Livingston CSO		4,000.00	4,000.00	3,996.00
			PT-11-15 Macomb CSO		4,000.00	4,000.00	0.00
			PT-11-16 Ionia CSO		4,000.00	4,000.00	3,861.00
			PT-11-17 Clinton CSO		4,000.00	4,000.00	4,000.00
			PT-11-18 Isabella CSO		4,000.00	4,000.00	3,994.00
			PT-11-19 Barry CSO		3,992.00	3,992.00	3,992.00
			PT-11-20 MSP		104,000.00	104,000.00	103,001.00
			PT-11-21 Van Buren CSO		4,000.00	4,000.00	3,856.00
			PT-11-23 Marquette CSO		4,000.00	4,000.00	4,000.00
			PT-11-24 Grand Traverse CSO		4,000.00	4,000.00	3,996.00
			PT-11-25 St. Clair CSO		4,000.00	4,000.00	3,999.00
			PT-11-26 Washtenaw CSO		8,000.00	8,000.00	6,998.00
			PT-11-27 Meridian Twp PD		4,000.00	4,000.00	3,991.00
			AL-11-22 Luce CSO		4,000.00	4,000.00	3,991.00
			AL-11-25 Emmet CSO		4,000.00	4,000.00	3,098.00
			PT-11-28 Monroe CSP		4,000.00	4,000.00	3,986.00
			PT-11-29 Chippewa CSO		4,000.00	4,000.00	4,000.00
			PT-11-30 Kalamazoo CSO		4,000.00	4,000.00	4,000.00
			PT-11-31 Houghton PD		4,000.00	4,000.00	3,986.00
			PT-11-33 Newaygo CSO		4,000.00	4,000.00	3,490.00
			PT-11-34 Muskegon CSO		8,000.00	8,000.00	6,803.00
			PT-11-36 Cass CSO		4,000.00	4,000.00	3,997.00
			AL-11-27 Alpena CSO		4,000.00	4,000.00	3,984.00
			PT-11-37 Bay CSO		4,000.00	4,000.00	0.00
			AL-11-29 St. Ignace PD		4,000.00	4,000.00	3,989.00
		TK #1 Child Passenger Safety Total		1,493,000.00	400,992.00	400,992.00	383,134.00
		TK #2 Education and Communication	Planned Amount	6,000.00			0.00
			CP-11-01 OHSP		6,000.00	6,000.00	0.00
		TK #2 Education and Communication Total		6,000.00	6,000.00	6,000.00	0.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
		TK #3 Evaluation	Planned Amount	270,000.00			0.00
			CP-11-01 OHSP		25,000.00	25,000.00	587.00
			OP-11-01 Wayne State University		128,891.00	128,891.00	128,891.00
			OP-11-02 Wayne State University		9,140.00	9,140.00	8,844.00
			OP-11-04 MI Tech University		96,505.00	96,505.00	89,186.00
		TK #3 Evaluation Total		270,000.00	259,536.00	259,536.00	227,508.00
		Unallocated to Grants	Oblig Bal 405 funds		1,100,029.00		0.00
		Unallocated to Grants Total			1,100,029.00		0.00
	405 Total			1,769,000.00	1,766,557.00	666,528.00	610,642.00
	2011	TK #1 Child Passenger Safety	Planned Amount	1,212,000.00			0.00
			CP-11-01 OHSP		660,000.00	660,000.00	19,034.00
		TK #1 Child Passenger Safety Total		1,212,000.00	660,000.00	660,000.00	19,034.00
		Unallocated to Grants	Oblig Bal 2011 funds		511,969.00		0.00
		Unallocated to Grants Total			511,969.00		0.00
	2011 Total			1,212,000.00	1,171,969.00	660,000.00	19,034.00
OP Total				3,184,000.00	3,132,440.00	1,529,455.00	802,449.00
AL	402	TK #4 Program Management	Planned Amount	459,000.00			0.00
			CP-11-01 OHSP		458,834.00	458,834.00	390,654.00
		TK #4 Program Management Total		459,000.00	458,834.00	458,834.00	390,654.00
		Unallocated to Grants	Oblig Bal 402 funds		(20,379.00)		0.00
		Unallocated to Grants Total			(20,379.00)		0.00
	402 Total			459,000.00	438,455.00	458,834.00	390,654.00
	410	TK #1 Enforcement Support	Planned Amount	1,262,000.00	0.00		0.00
			CP-11-01 OHSP		45,000.00	45,000.00	43,292.00
			CP-11-02 OHSP		30,000.00	30,000.00	29,776.00
			AL-11-39 MSP		365,000.00	365,000.00	313,049.00
			AL-11-41 MSP		554,733.00	554,733.00	552,283.00
		TK #1 Enforcement Support Total		1,262,000.00	994,733.00	994,733.00	938,400.00
		TK #2 Adjudication	Planned Amount	916,000.00			0.00
			AL-11-36 PAAM		289,693.00	289,693.00	275,358.00
			AL-11-38 SCAO		500,000.00	500,000.00	472,388.00
			AL-11-42 MJJ		39,964.00	39,964.00	31,775.00
			AL-11-37 SCAO - MI Supreme Court		70,707.00	70,707.00	70,707.00
		TK #2 Adjudication Total		916,000.00	900,364.00	900,364.00	850,228.00
		TK #3 Reducing Underage Drinking	Planned Amount	753,000.00			0.00
			AL-11-01 Sterling Heights PD		29,944.00	29,944.00	27,854.00
			AL-11-02 Wyoming PD		9,996.00	9,996.00	9,989.00
			AL-11-03 Jackson		7,441.00	7,441.00	5,487.00
			AL-11-04 TIA Oakland Cty		15,000.00	15,000.00	13,723.00
			AL-11-05 Grand Blanc Twp PD		10,049.00	10,049.00	9,571.00
			AL-11-06 Washtenaw CSO		24,983.00	24,983.00	21,248.00
			AL-11-07 Lenawee CSO		9,990.00	9,990.00	9,236.00
			AL-11-08 Fraser DPS		64,962.00	64,962.00	46,933.00
			AL-11-09 Royal Oak PD		9,981.00	9,981.00	9,034.00
			AL-11-10 Macomb CSO		25,000.00	25,000.00	20,862.00
			AL-11-11 Saginaw CSO		10,708.00	10,708.00	10,487.00
			AL-11-12 Big Rapids DPS		7,500.00	7,500.00	7,020.00
			AL-11-13 Baroda-Lake Twp PD		5,000.00	5,000.00	5,000.00
			AL-11-14 Isabella CSO		50,023.00	50,023.00	50,023.00

ANNUAL EVALUATION REPORT 2011

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
			AL-11-15 Flint Twp PD		8,346.00	8,346.00	4,891.00
			AL-11-16 Muskegon CSO		9,229.00	9,229.00	2,821.00
			AL-11-17 Iron CSO		5,000.00	5,000.00	5,000.00
			AL-11-18 Marquette CSO		12,498.00	12,498.00	10,409.00
			AL-11-19 St. Clair CSO		9,957.00	9,957.00	9,427.00
			AL-11-20 Meridian Twp PD		34,999.00	34,999.00	32,332.00
			AL-11-40 Prevention Network, Inc.		250,000.00	250,000.00	249,323.00
			AL-11-21 Traverse City PD		12,497.00	12,497.00	11,382.00
			AL-11-22 Luce CSO		4,995.00	4,995.00	4,994.00
			AL-11-23 Kalamazoo CSO		22,486.00	22,486.00	22,486.00
			AL-11-24 Houghton PD		4,928.00	4,928.00	2,828.00
			AL-11-25 Emmet CSO		4,992.00	4,992.00	450.00
			AL-11-26 Chesterfield Twp PD		24,981.00	24,981.00	12,537.00
			AL-11-27 Alpena CSO		4,999.00	4,999.00	4,996.00
			AL-11-28 Sault Ste Marie PD		12,481.00	12,481.00	10,500.00
			AL-11-29 St. Ignace PD		4,948.00	4,948.00	4,675.00
			AL-11-31 Allen Park PD		17,500.00	17,500.00	15,128.00
			AL-11-30 Westland PD		17,380.00	17,380.00	16,234.00
			AL-11-32 Bay CSO		9,935.00	9,935.00	3,646.00
		TK #3 Reducing Underage Drinking Total		753,000.00	752,728.00	752,728.00	670,526.00
		Unallocated to Grants	Oblig Bal 410 funds		4,149,541.00		0.00
		Unallocated to Grants Total			4,149,541.00		0.00
		410 Total		2,931,000.00	6,797,366.00	2,647,825.00	2,459,154.00
AL Total				3,390,000.00	7,235,821.00	3,106,659.00	2,849,808.00
PT	402	TK #1 Enforcement Support	PT-10-06 Wyoming PD- FY 10 Exp		0.00		5,652.00
			PT-10-32 Flint Tnshp- Rtrnd funds FY 10		0.00		(191.00)
		TK #1 Enforcement Support Total			0.00		5,461.00
		TK #1 Traffic Enforcement	Planned Amount	3,783,000.00			0.00
			PT-11-01 Grosse Ile PD		200,000.00	200,000.00	199,978.00
			PT-11-02 Allegan CSO		30,001.00	30,001.00	27,506.00
			PT-11-03 Calhoun CSO		14,988.00	14,988.00	9,982.00
			PT-11-04 Tuscola CSO		12,001.00	12,001.00	11,991.00
			PT-11-06 Detroit PD		240,000.00	240,000.00	229,546.00
			PT-11-07 Lenawee CSO		24,992.00	24,992.00	19,145.00
			PT-11-08 Jackson		29,945.00	29,945.00	27,126.00
			PT-11-09 TIA Oakland Cty		270,000.00	270,000.00	264,985.00
			PT-11-11 Holland PD		79,987.00	79,987.00	79,648.00
			PT-11-12 Baroda-Lake Twp PD		30,000.00	30,000.00	30,000.00
			PT-11-13 Saginaw CSO		74,976.00	74,976.00	72,784.00
			PT-11-14 Livingston CSO		40,000.00	40,000.00	37,020.00
			PT-11-15 Macomb CSO		259,995.00	259,995.00	231,470.00
			PT-11-16 Ionia CSO		20,000.00	20,000.00	19,201.00
			PT-11-17 Clinton CSO		19,994.00	19,994.00	19,994.00
			PT-11-18 Isabella CSO		16,003.00	16,003.00	16,003.00
			PT-11-19 Barry CSO		11,960.00	11,960.00	8,360.00
			PT-11-20 MSP		1,121,000.00	1,121,000.00	1,114,854.00
			PT-11-21 Van Buren CSO		21,735.00	21,735.00	16,792.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
			PT-11-22 Flint Twp PD		229,981.00	229,981.00	171,831.00
			PT-11-23 Marquette CSO		17,979.00	17,979.00	16,670.00
			PT-11-24 Grand Traverse CSO		17,992.00	17,992.00	14,094.00
			PT-11-25 St. Clair CSO		49,997.00	49,997.00	49,997.00
			PT-11-26 Washtenaw CSO		134,975.00	134,975.00	86,586.00
			PT-11-27 Meridian Twp PD		59,949.00	59,949.00	57,682.00
			PT-11-28 Monroe CSP		62,999.00	62,999.00	57,258.00
			PT-11-29 Chippewa CSO		11,571.00	11,571.00	11,571.00
			PT-11-30 Kalamazoo CSO		101,984.00	101,984.00	60,397.00
			PT-11-31 Houghton PD		7,995.00	7,995.00	3,940.00
			PT-11-32 Montcalm CSO		14,986.00	14,986.00	6,353.00
			PT-11-33 Newaygo CSO		14,999.00	14,999.00	12,565.00
			PT-11-34 Muskegon CSO		71,631.00	71,631.00	39,329.00
			PT-11-35 Wayne CSO		259,998.00	259,998.00	248,958.00
			PT-11-36 Cass CSO		11,957.00	11,957.00	7,446.00
			PT-11-37 Bay CSO		20,000.00	20,000.00	16,888.00
		TK #1 Traffic Enforcement Total		3,783,000.00	3,606,570.00	3,606,570.00	3,297,950.00
		TK #2 Enforcement Support	Planned Amount	130,000.00			0.00
			CP-11-01 OHSP		50,000.00	50,000.00	0.00
			PT-11-12 Baroda-Lake Twp PD		5,000.00	5,000.00	5,000.00
			PT-11-20 MSP		20,000.00	20,000.00	20,000.00
			PT-11-27 Meridian Twp PD		9,998.00	9,998.00	6,518.00
			PT-11-38 Berrien Spgs-Oronoko PD		9,993.00	9,993.00	9,785.00
			PT-11-39 St. Joseph CSO		5,000.00	5,000.00	5,000.00
			PT-11-10 Troy PD		15,000.00	15,000.00	14,999.00
			PT-11-40 Van Buren Twp DPS		5,000.00	5,000.00	4,942.00
			PT-11-41 Milan PD		5,000.00	5,000.00	5,000.00
			PT-11-42 Memphis PD		5,000.00	5,000.00	4,726.00
		TK #2 Enforcement Support Total		130,000.00	129,991.00	129,991.00	75,970.00
		TK #3 Education and Communication	Planned Amount	179,000.00			0.00
			CP-11-01 OHSP		103,500.00	103,500.00	103,450.00
			CP-11-02 OHSP		75,000.00	75,000.00	53,900.00
		TK #3 Education and Communication Total		179,000.00	178,500.00	178,500.00	157,350.00
		TK #4 Program Management	Planned Amount	1,058,000.00			0.00
			CP-11-01 OHSP		1,057,618.00	1,057,618.00	900,462.00
		TK #4 Program Management Total		1,058,000.00	1,057,618.00	1,057,618.00	900,462.00
		Unallocated to Grants	Oblig Bal 402 funds		(224,169.00)		0.00
		Unallocated to Grants Total			(224,169.00)		0.00
402 Total				5,150,000.00	4,748,510.00	4,972,679.00	4,437,193.00
406		TK #1 Traffic Enforcement	Planned Amount	261,000.00			0.00
			PT-11-05 Wyoming PD		259,999.00	259,999.00	225,896.00
		TK #1 Traffic Enforcement Total		261,000.00	259,999.00	259,999.00	225,896.00
		Unallocated to Grants	Oblig Bal 406 funds		(34,103.00)		0.00
		Unallocated to Grants Total			(34,103.00)		0.00
406 Total				261,000.00	225,896.00	259,999.00	225,896.00
410		TK #2 Enforcement Support	Planned Amount	50,000.00			0.00
			CP-11-01 OHSP		50,000.00	50,000.00	0.00

ANNUAL EVALUATION REPORT 2011

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
		TK #2 Enforcement Support Total		50,000.00	50,000.00	50,000.00	0.00
	410 Total			50,000.00	50,000.00	50,000.00	0.00
	402 PM	TK #3 Education and Communication	Planned Amount	250,000.00			0.00
			CP-11-02 OHSP		250,000.00	250,000.00	0.00
		TK #3 Education and Communication Total		250,000.00	250,000.00	250,000.00	0.00
	402 PM Total			250,000.00	250,000.00	250,000.00	0.00
	405 PM	TK #3 Education and Communication	Planned Amount	750,000.00			0.00
			CP-11-02 OHSP		750,000.00	750,000.00	700,010.00
		TK #3 Education and Communication Total		750,000.00	750,000.00	750,000.00	700,010.00
		Unallocated to Grants	Oblig Bal 405 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	405 PM Total			750,000.00	750,000.00	750,000.00	700,010.00
	410 PM	TK #3 Education and Communication	Planned Amount	1,750,000.00			0.00
			CP-11-02 OHSP		1,750,000.00	1,750,000.00	1,720,630.00
		TK #3 Education and Communication Total		1,750,000.00	1,750,000.00	1,750,000.00	1,720,630.00
		Unallocated to Grants	Oblig Bal 410 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	410 PM Total			1,750,000.00	1,750,000.00	1,750,000.00	1,720,630.00
PT Total				8,211,000.00	7,774,406.00	8,032,678.00	7,083,729.00
PS	402	TK #1 Education and Communication	Planned Amount	30,000.00			0.00
		TK #1 Education and Communication Total		30,000.00			0.00
		TK #2 Program Management	Planned Amount	5,000.00			0.00
			CP-11-01 OHSP		4,998.00	4,998.00	4,255.00
		TK #2 Program Management Total		5,000.00	4,998.00	4,998.00	4,255.00
		Unallocated to Grants	Oblig Bal 402 funds		(222.00)		0.00
		Unallocated to Grants Total			(222.00)		0.00
	402 Total			35,000.00	4,776.00	4,998.00	4,255.00
PS Total				35,000.00	4,776.00	4,998.00	4,255.00
TR	402	TK #2 Education and Communication	Planned Amount	0.00			0.00
		TK #2 Education and Communication Total		0.00			0.00
		TK #3 Program Management	Planned Amount	221,000.00			0.00
			CP-11-01 OHSP		220,920.00	220,920.00	188,092.00
		TK #3 Program Management Total		221,000.00	220,920.00	220,920.00	188,092.00
		Unallocated to Grants	Oblig Bal 402 funds		241,605.00		0.00
		Unallocated to Grants Total			241,605.00		0.00
	402 Total			221,000.00	462,525.00	220,920.00	188,092.00
	403	TK #1 Enforcement Support	Planned Amount	23,000.00			0.00
			TR-11-03 MSP		23,000.00	23,000.00	6,410.00
		TK #1 Enforcement Support Total		23,000.00	23,000.00	23,000.00	6,410.00
		Unallocated to Grants	Oblig Bal 403 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	403 Total			23,000.00	23,000.00	23,000.00	6,410.00
	406	TK #1 Enforcement Support	Planned Amount	100,000.00			0.00
		TK #1 Enforcement Support Total		100,000.00			0.00
		TK #2 Education and Communication	Planned Amount	275,000.00			0.00
			TR-11-01 UMTRI		272,896.00	272,896.00	272,896.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
		TK #2 Education and Communication Total		275,000.00	272,896.00	272,896.00	272,896.00
		Unallocated to Grants	Oblig Bal 406 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	406 Total			375,000.00	272,896.00	272,896.00	272,896.00
	408	TK #1 Enforcement Support	Planned Amount	1,901,000.00			0.00
			TR-11-02 MSP		174,885.00	174,885.00	174,884.00
			TR-11-14 Detroit PD		273,977.00	273,977.00	273,977.00
			TR-11-13 Benzie CSO		14,661.00	14,661.00	14,661.00
			TR-11-11 Holland PD		35,818.00	35,818.00	35,818.00
			TR-11-12 Mt. Pleasant DPS		74,428.00	74,428.00	0.00
			TR-11-16 Ogemaw CSO		25,476.00	25,476.00	25,476.00
			TR-11-15 Port Huron PD		8,847.00	8,847.00	8,676.00
			TR-11-18 Eaton CSO		86,303.00	86,303.00	86,303.00
			TR-11-17 Luce CSO		4,578.00	4,578.00	4,578.00
			TR-11-19 Ingham CSO		4,776.00	4,776.00	4,776.00
			TR-11-20 Newaygo CSO		56,158.00	56,158.00	50,774.00
			TR-11-04 DeWitt Township PD		64,000.00	64,000.00	59,270.00
			TR-11-05 Dryden Township PD		29,942.00	29,942.00	29,942.00
			TR-11-06 Howard City PD		75,320.00	75,320.00	73,902.00
			TR-11-07 Sterling Heights PD		73,502.00	73,502.00	73,502.00
			TR-11-08 Flint City PD		53,890.00	53,890.00	53,890.00
			TR-11-09 Houghton PD		23,623.00	23,623.00	23,623.00
			TR-11-10 Grand Haven DPS		13,145.00	13,145.00	13,145.00
			TR-11-21 Iosco CSO		9,746.00	9,746.00	9,746.00
		TK #1 Enforcement Support Total		1,901,000.00	1,103,075.00	1,103,075.00	1,016,943.00
		Unallocated to Grants	Oblig Bal 408 funds		790,448.00		0.00
		Unallocated to Grants Total			790,448.00		0.00
	408 Total			1,901,000.00	1,893,523.00	1,103,075.00	1,016,943.00
TR Total				2,520,000.00	2,651,944.00	1,619,891.00	1,484,341.00
CP	402	TK #1 Safe Communities Coalitions	Planned Amount	112,000.00			0.00
			CP-11-04 Detroit PD		100,000.00	100,000.00	100,000.00
		TK #1 Safe Communities Coalitions Total		112,000.00	100,000.00	100,000.00	100,000.00
		TK #2 Employer Outreach	Planned Amount	10,000.00			0.00
			CP-11-02 OHSP		10,000.00	10,000.00	1,728.00
		TK #2 Employer Outreach Total		10,000.00	10,000.00	10,000.00	1,728.00
		TK #3 Education and Communication	Planned Amount	821,000.00			0.00
			CP-11-01 OHSP		11,500.00	11,500.00	0.00
			CP-11-02 OHSP		572,406.00	572,406.00	319,664.00
			CP-11-03 MSP		237,048.00	237,048.00	152,954.00
		TK #3 Education and Communication Total		821,000.00	820,954.00	820,954.00	472,618.00
		TK #4 Program Management	Planned Amount	107,000.00			0.00
			CP-11-01 OHSP		106,961.00	106,961.00	91,067.00
		TK #4 Program Management Total		107,000.00	106,961.00	106,961.00	91,067.00
		Unallocated to Grants	Oblig Bal 402 funds		7,503.00		0.00
		Unallocated to Grants Total			7,503.00		0.00
	402 Total			1,050,000.00	1,045,418.00	1,037,915.00	665,413.00
	406	TK #2 Employer Outreach	Planned Amount	50,000.00			0.00
			CP-11-02 OHSP		50,000.00	50,000.00	8,637.00

ANNUAL EVALUATION REPORT 2011

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
		TK #2 Employer Outreach Total		50,000.00	50,000.00	50,000.00	8,637.00
		TK #3 Education and Communication	Planned Amount	53,000.00			0.00
			CP-11-02 OHSP		52,594.00	52,594.00	52,594.00
		TK #3 Education and Communication Total		53,000.00	52,594.00	52,594.00	52,594.00
		Unallocated to Grants	Oblig Bal 406 funds		(41,363.00)		0.00
		Unallocated to Grants Total			(41,363.00)		0.00
	406 Total			103,000.00	61,231.00	102,594.00	61,231.00
CP Total				1,153,000.00	1,106,649.00	1,140,509.00	726,644.00
DE	402	TK #1 Education and Communication	Planned Amount	45,000.00			0.00
			CP-11-02 OHSP		19,000.00	19,000.00	0.00
		TK #1 Education and Communication Total		45,000.00	19,000.00	19,000.00	0.00
		TK #3 Program Management	Planned Amount	15,000.00			0.00
			CP-11-01 OHSP		14,995.00	14,995.00	12,767.00
		TK #3 Program Management Total		15,000.00	14,995.00	14,995.00	12,767.00
		Unallocated to Grants	Oblig Bal 402 funds		(1,510.00)		0.00
		Unallocated to Grants Total			(1,510.00)		0.00
		TK #1 WITHDRAWN	6831 MSU		0.00		0.00
		TK #1 WITHDRAWN Total			0.00		0.00
	402 Total			60,000.00	32,485.00	33,995.00	12,767.00
	406	TK #2 Senior Mobility	Planned Amount	20,000.00			0.00
			DE-11-01 Area Agency on Aging 1-B		10,000.00	10,000.00	9,872.00
		TK #2 Senior Mobility Total		20,000.00	10,000.00	10,000.00	9,872.00
		Unallocated to Grants	Oblig Bal 406 funds		(128.00)		0.00
		Unallocated to Grants Total			(128.00)		0.00
	406 Total			20,000.00	9,872.00	10,000.00	9,872.00
DE Total				80,000.00	42,357.00	43,995.00	22,639.00
MC	402	TK #1 Training and Education	Planned Amount	1,000.00			0.00
			CP-11-01 OHSP		1,000.00	1,000.00	0.00
		TK #1 Training and Education Total		1,000.00	1,000.00	1,000.00	0.00
		TK #3 Program Management	Planned Amount	63,000.00			0.00
			CP-11-01 OHSP		62,977.00	62,977.00	53,619.00
		TK #3 Program Management Total		63,000.00	62,977.00	62,977.00	53,619.00
		Unallocated to Grants	Oblig Bal 402 funds		(3,797.00)		0.00
		Unallocated to Grants Total			(3,797.00)		0.00
	402 Total			64,000.00	60,180.00	63,977.00	53,619.00
	2010	TK #1 Training and Education	Planned Amount	348,000.00			0.00
			CP-11-01 OHSP		5,000.00	5,000.00	3,140.00
			CP-11-02 OHSP		201,000.00	201,000.00	200,729.00
			MC-11-01 Dept of State		141,175.00	141,175.00	122,729.00
		TK #1 Training and Education Total		348,000.00	347,175.00	347,175.00	326,589.00
		Unallocated to Grants	Oblig Bal 2010 funds		197,825.00		0.00
			Oblig Bal 2010 PM funds		0.00		0.00
		Unallocated to Grants Total			197,825.00		0.00
	2010 Total			348,000.00	545,000.00	347,175.00	326,589.00
	402 PM	TK #1 Education and Communication	CP-11-02 OHSP		99,000.00	99,000.00	91,979.00
		TK #1 Education and Communication Total			99,000.00	99,000.00	91,979.00
		TK #1 Training and Education	Planned Amount	99,000.00			0.00
		TK #1 Training and Education Total		99,000.00			0.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig Req	Apprvd Grnt	Total Pmts
	402 PM Total			99,000.00	99,000.00	99,000.00	91,979.00
MC Total				511,000.00	704,180.00	510,152.00	472,187.00
EM	402	TK #2 Program Management	Planned Amount	0.00			0.00
		TK #2 Program Management Total		0.00			0.00
		Unallocated to Grants	Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			0.00	0.00		0.00
EM Total				0.00	0.00		0.00
PA	402	TK #1 Planning and Administration	Planned Amount	725,000.00			0.00
			PA-11-01 OHSP		578,636.00	578,636.00	425,746.00
		TK #1 Planning and Administration Total		725,000.00	578,636.00	578,636.00	425,746.00
		Unallocated to Grants	Oblig Bal 402 funds		(25,700.00)		0.00
		Unallocated to Grants Total			(25,700.00)		0.00
	402 Total			725,000.00	552,936.00	578,636.00	425,746.00
	406	TK #1 Planning and Administration	Planned Amount	0.00			0.00
		TK #1 Planning and Administration Total		0.00			0.00
		Unallocated to Grants	Oblig Bal 406 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	406 Total			0.00	0.00		0.00
PA Total				725,000.00	552,936.00	578,636.00	425,746.00
PM	402 PM	Unallocated to Grants	Oblig Bal 402 funds		1,000.00		0.00
		Unallocated to Grants Total			1,000.00		0.00
	402 PM Total				1,000.00		0.00
PM Total					1,000.00		0.00
Grand Total				19,809,000.00	23,206,509.00	16,566,973.00	13,871,798.00

Program Income

Marquette County Health Department (OP-11-03) generated program income of \$3,105 in FY2011. This was reported as an offset to their remaining expenditures, resulting in a lower amount requested from federal funds.

Fund	Planned Amt	Obligated Amt	Approved Grants	Total Paid
Total 402 w/o PM	7,967,000.00	7,539,199.00	7,574,881.00	6,350,512.00
Total 402 PM	349,000.00	350,000.00	349,000.00	91,979.00
Total 405 w/o PM	1,769,000.00	1,766,557.00	666,528.00	610,642.00
Total 405 PM	750,000.00	750,000.00	750,000.00	700,010.00
Total 410	2,981,000.00	6,847,366.00	2,697,825.00	2,459,154.00
Total 410 PM	1,750,000.00	1,750,000.00	1,750,000.00	1,720,630.00
Total 406	759,000.00	569,895.00	645,489.00	569,895.00
Total 408	1,901,000.00	1,893,523.00	1,103,075.00	1,016,943.00
Total 2010	348,000.00	545,000.00	347,175.00	326,589.00
Total 2010 PM	0.00	0.00	0.00	0.00
Total 2011	1,212,000.00	1,171,969.00	660,000.00	19,034.00
Total 403	23,000.00	23,000.00	23,000.00	6,410.00
Total NHTSA GTS Funds	19,809,000.00	23,206,509.00	16,566,973.00	13,871,798.00







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*Not paid for with State funds.
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