



GTSAC COMMISSIONER REPORTS – MARCH 2014

Governor's Office - Jennifer Shea, Designee

Child Passenger Safety Technicians (CPSTs) across the state are heading into the busy season of car seat checks and events. There are currently nine new CPST courses being offered to certify more technicians. Instructors are being asked to think of ways to help technicians remain certified. Technicians are also reminded to talk to parents about other ways children get hurt in car seats that are not crash related such as being left alone in a car (hyperthermia), or falling off shopping carts when their seats are placed on top of them. It is important to continue to try and reach booster aged and older children who are too small to fit properly in an adult seat belt. The next military event will be a baby shower for expecting military spouses on April 19th in Lansing. This will be the third baby shower that technicians around the state have attended to educate the families on how to use and install their car seats properly.

Michigan Office of Services to the Aging, Tari Muñiz, Designee

The Michigan Office of Services to the Aging continues to participate in the Senior Mobility workgroup, NACEM planning workgroup, MDOT Older Drivers Project Advisory Group, and Older Driver Guide.

Michigan Department of Community Health, Linda Scarpetta, Designee

The MDCH Injury and Violence Prevention Section are pursuing a Governor's Proclamation to claim May 23, 2014 as Heat Stroke Prevention Awareness Day to elevate the knowledge of the danger of leaving children in a car. The proclamation language indicates that this day of observance is supported by Michigan State Police. The proclamation request is being routed through MDCH. MDCH will develop press releases and social media messages to support this campaign and is exploring the possibility of posting messages through TV monitors that display in the Secretary of State Offices (Service Centers).

Graco expanded a child passenger seat recall that affects many models: http://www-odi.nhtsa.dot.gov/owners/SearchResults?refurl=email&searchType=ID&targetCategory=R&searchCriteria.nhtsa_ids=14C001. All Safe Kids Coordinators, as well as the Certified Child Passenger Safety Technicians, in the state have received this information.

Safe Kids Huron Valley is leading the charge to have a "social media blitz" on this topic during this same time. They have secured the agreement of several student-based organizations at the University of

Michigan who will launch and spread this message through various outlets, including Facebook and Twitter.

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Department of State, Ramona Putnam, Designee

The National Highway Traffic Safety Administration will be conducting a Driver Education Program Technical Assessment of the State of Michigan's driver education program from April 28 through May 2, 2014. The assessment is being funded by the Michigan Office of Highway Safety Planning. Six experts will work with the Department of State's Driver Programs Division to evaluate Michigan's existing program and make recommendations for implementation to bring our state's program closer to the national standards. The five main areas to be evaluated are: program administration, education/training, instructor qualifications, parent/guardian involvement, and coordination with driver licensing.

The Department of State is in the process of substantially revising the content of the What Every Driver Must Know publication. Some of the objectives are to include information relevant to all new drivers, include Michigan specific laws, and ensure the information presented pertains to a majority of drivers. It is anticipated that information readily available elsewhere will be removed. The new version should be available later in 2014.

The Department of State is actively encouraging physicians to become a Certified Medical Examiner and be listed on the National Registry maintained by the Federal Motor Carrier Safety Administration before the federal requirement goes into effect on May 21, 2014. Among other things, the Department has sent a letter to 40,000 physicians explaining the requirement, worked with several associations including the Michigan State Medical Society and the Michigan Osteopathic Association to encourage their members to get certified and developed news releases for a variety of media.

Michigan Department of Transportation – Randy VanPortfliet, Designee

Engineering Action Team

Michigan has been identified as a scan state for a NCHRP project focused on identifying successful strategies to reduce fatalities in states with a Toward Zero Deaths vision/goal. May 1 (and possibly May 2) will be the date(s) the scan team comes to Michigan to hear about everything MDOT has been doing to reduce fatalities (and A injuries).

Topics the action team anticipates being covered include:

- SHSP development and the TZD Vision
- Setting Zero Fatality (Interim) Goals & Performance Measures
- MDOT Internal and External Communication Efforts
- Posting Fatalities to DMS
- Public outreach to non-traditional groups on TZD
- Crash Data Improvements in Michigan

- Safety Project Development
- HSM Implementation
- Local Safety Initiative/Local Agency Call for Safety Projects
- Wrong Way Movements onto Freeways
- MDOT Call for Safety Projects
- Local Technical Assistance Program Efforts
- MPO Efforts

The Engineering Action and MDOT welcome other members of the GTSAC to participate in the scan. MDOT wants Michigan reflected as best as we can so any assistance you can provide would be greatly appreciated. Please contact Tracie Leix at (517) 373-8950.

Senior Mobility and Safety

NACEM

The 2014 North American Conference on Elderly Mobility – Best Practices from Around the World – A Decade of Progress, May 11-14, 2014 is coming together nicely. The agenda is almost complete with only a couple sessions where the speakers have not been confirmed. The planning committee has secured speakers from 18 states and 2 countries and is continuing to work on securing a speaker from Europe on their best practices in the engineering field. The registration site is open, and there have already been attendees who have registered. The agenda and registration can be found at www.regonline.com/2014nacem

GTSAC Commissioners who are interested in attending will be given complementary registration and should contact conference chairperson, Kimberly Lariviere, if you would like to attend some or all of the conference. Kim can be reached at larivierek@michigan.gov or (517) 373-3889.

Michigan's Aging Driver Guide

The Michigan Aging Driver Guide is in the final stages, and is scheduled to be released at the NACEM conference on Monday May 12, 2014.

Michigan State Police – F/Lt. Jim Flegel

The MSP Training Academy started in January with 115 Recruits. Currently down to 87 recruits. Class will graduate in June. In the Traffic Services Section, the Precision Driving Unit hosted a pilot program for a Winter Driving Course which was recently completed. The Alcohol Enforcement Unit has been training Law Enforcement officers in proper use of the Datamaster: 78 of the 83 counties completed to date.

They continue to teach classes in SFST (Standardized Field Sobriety Tests), SFST Refresher, SFST Instructor, ARIDE (Advanced Roadside Impaired Driving Enforcement), and DRE (Drug Recognition Expert.) The Traffic Crash Reconstruction unit is hosting At-Scene Traffic Crash Investigation Schools Scheduled at the following locations:

- April 2014, Metro Post
- May 2014, MSP Training Academy
- June 2014, University Center in Gaylord

MDOT

They continue to work with MDOT in developing MI-TIME (Michigan Traffic Incident Management Effort) and are in the process of getting qualified applicants to attend a train the trainer course in May, 2014.

Michigan Department of Education, Ken Micklash, Designee

Seven Michigan representatives are preparing for the 2015 National Congress on School Transportation (NCST) which is held every five years. NCST is a representation of all 50 states. The focus is improving safety transportation issues for the nation's students. One of the earlier accomplishments of this Congress goes back over 50 years ago when all states in the country adopted the yellow and black colors as the official color for school buses.

Beginning school bus driver safety education curriculum Unit IV-Vehicle Operations has been updated to include recent legislation related to usage of cell phones.

The continuing safety education training for experienced school bus drivers and supervisors safety training programs as required by all state drivers and supervisors have been updated. Statewide training will begin soon.

A new safety advisory practice for school districts related to Pre-school Child Restraint system usage has been approved.

A new safety advisory practice relating to Backing of School Buses is being developed.

Office of Highway Safety Planning, Mike Prince, GTSAC Chair

2014 Michigan Traffic Safety Summit: The annual statewide highway traffic safety conference took place March 25-27 in East Lansing with 537 registrants. Alicia Sledge has been recognized by the division for her leadership as chair of this year's Summit Conference. Ms. Lynn Sutfin will chair the 20th Michigan Traffic Safety Summit taking place March 24-26, 2015 at the Kellogg Center in East Lansing.

National Distracted Driving Campaign: The National Highway Traffic Safety Administration (NHTSA) is launching a national distracted driving campaign April 10-15. OHSP is promoting the NHTSA produced campaign materials to our 2014 traffic enforcement grant recipients as well as the MSP, MACP, MSA, the Governor's Traffic Safety Advisory Commission (GTSAC) Topic Group, and other stakeholder groups.

Program Assessments: OHSP staff is very involved at the present time with three separate highway safety program technical assessments that will take place over the next six weeks in the areas of occupant protection, alcohol impaired driving, and driver education. The assessments are funded through NHTSA traffic safety funding and consist of an out-state team of experts who spend up to a week reviewing all aspects of the State's programming in these specific areas. A final report is provided which is utilized in a number of ways including future programming decisions.

Motorcycle Safety Month: With the riding season here, OHSP will be taking part in a number of activities to promote safe riding and Motorcycle Safety Month activities in May. There is a billboard campaign in

April centered in metro Detroit and Grand Rapids to promote the use of high-visibility protective riding gear. OHSP is working with MDOT to arrange for the posting of a NHTSA produced "Share the Road" poster into all MDOT rest areas, welcome centers and roadside parks. Additional copies will also be available for appropriate distribution. OHSP is also working with the MI Department of State (MDOS) on the second year of the "Shadow Riders" mailer to all those riders determined to be un-endorsed, which is nearly 48,000 riders statewide. MDOS experienced an 18% reduction in those on the unendorsed list following the first year of the program. OHSP has approved a grant with MDOS to help fund the State motorcycle training program and we are awaiting federal authorization which will allow for the purchase of additional training bikes for the State program.

Click It or Ticket Mobilization: The next major enforcement event takes place starting May 19 through June 1 with a focus on seat belt use. Michigan's seat belt use rate has dropped from a national high of 98 percent to 93 percent. A one week media campaign will precede the enforcement mobilization which will include law enforcement agencies in up-to forty counties. OHSP's public opinion surveys indicate that while the public is seeing the messaging, they do not perceive an increased threat of a traffic citation or arrest if they ride unbelted or drive drunk. This would be a strong indication that the enforcement is not visible enough. OHSP is conveying this information to our law enforcement partners and stressing the importance of a high volume of traffic stops during OHSP-funded enforcement campaigns (the public needs to see cars pulled over) as well as a zero tolerance approach to seat belt and OWI violations.

Upcoming Issues/Events:

North American Conference on Elderly Mobility (NACEM): This conference is a partnership with MDOT and other GTSAC membership and will take place at the Detroit Marriott at the Renaissance Center May 12-14, 2014. The conference will highlight best practices during the last decade in alternative transportation, mobility management and coordination, infrastructure and vehicles, driver education and training, driver screening and assessment, and housing and land use.

2014 Governor's Highway Safety Association National Meeting/Conference: Planning continues for the 2014 GHSA National Meeting/Conference in Grand Rapids, September 7-10, 2014, at the Amway Grand Plaza.