

**TRANSPORTATION IMPROVEMENT ASSOCIATION**

**2021 REVIEW**



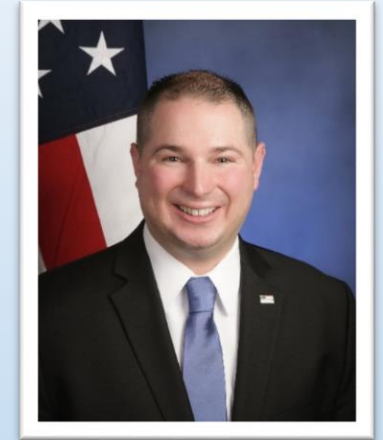
# A Message from the CEO

There is no doubt the COVID-19 pandemic made 2021 an unprecedented year of challenges for the Transportation Improvement Association (TIA). Our dedicated employees quickly adapted to working remotely and provided a virtual service model to safely stay connected. These outstanding individuals are the driving force behind the services, program development, and training we deliver each day. As the Chief Executive Officer of TIA, I am incredibly proud and extend my utmost gratitude to all of them.

Although 2021 presented challenges, TIA still made tremendous progress. Our strong spirited employees achieved their strategic goals set earlier in the year. **We collected traffic data at 1,180 locations.** TIA also **completed 421 traffic engineering studies, produced 533 traffic crash reports,** and provided information to numerous government agencies. In addition, **more than 8 million people were educated** on a variety of traffic safety topics through TIA's Drive Safe for the Holidays hourly traffic safety messages on WWJ Newsradio 950, student distracted driving awareness billboard competition, and other public education initiatives. Virtual seminars were also offered to TIA's corporate and government members, and enforcement mobilizations were coordinated.

This past year, TIA also **authorized a nearly \$70,000 project** to integrate TIA's web-based Traffic Crash Analysis Tool (TCAT) with the Michigan Department of Transportation's (MDOT) road network GIS database - ESRI Roads and Highways (R&H). The project is needed due to the State of Michigan discontinuing Framework for the roads and highways database. TIA is constantly performing updates to ensure we maintain our position of having one of the most advanced traffic crash data systems in the world.

Thank you to our employees, board members, trustees, and corporate and government members. Their continued dedication saves lives and prevents injuries. We've shown strength during the toughest of times and I look forward to the many opportunities that await us in 2022!



**“This year, more than ever, we have embraced the opportunities presented by this pandemic and we have leveraged them to become more resilient, in providing our high-quality traffic safety services.”**

**Jim Santilli**  
**Chief Executive Officer**

# Pushing the Boundaries through Data and Analytics

For 54 years, TIA has helped develop transportation safety improvement projects based on crash data. TIA has licensed and insured professional engineers on staff.

In 2021, exceptional service and engineering expertise was provided to government agencies. In addition, "Traffic Fact Sheets" were published for informational purposes on: Establishing Speed Limits, Roundabouts, and Speed Bumps & Humps.

- Engineering Studies Completed

421

- Requests for Crash Reports

533

- Traffic Counts Completed

1,180

- Other Services Provided

28



**"Since 1967, TIA has been one of the premier transportation safety agencies in the world in terms of collecting and analyzing data. Without that data and analysis, none of us would have been able to address safety concerns to the degree that we have."**

**Dennis G. Kolar, P.E.  
Managing Director  
Road Commission for Oakland County**

# Training and Networking are Vital

## Early Birds Traffic Safety Seminars

January 2021: More than 150 professionals participated. Key topics included: MDOT Update (Paul Ajegba, Director of the Michigan Department of Transportation); Traffic Enforcement During COVID-19 (Col. Joseph Gasper, Director of the Michigan State Police); Law Enforcement Legislative Update (Sheriff Michael Bouchard, Oakland County Sheriff's Office); and Recent Trends in Risky Driving (Jonlee Anderle, Regional Administrator of the National Highway Traffic Safety Administration).



November 2021: More than 200 professionals participated. Key topic was "Automated Vehicle Technology: An Update for First Responders, Engineers, and Public Officials." Speakers included: Chief Jeffrey Dixon of the Florida Highway Patrol; Paul Ajegba, Director of the Michigan Department of Transportation; F/Lt. Matthew Williams of the Michigan State Police; Gurunath Vemulakonda, Manager of Global Safety Policy and Rulemaking at Ford Motor Company; and Lauren Daling, Manager of Advanced Technology Policy at General Motors.



## Continuous Training and Networking Opportunities

- Association of Chiefs of Police Meetings (Macomb, Oakland, and Southeast Michigan)
- Governor's Highway Safety Association Annual Meeting
- Intelligent Transportation Society (ITS) of Michigan Board of Directors Meetings
- M-53 Corridor Committee Meetings
- M-59 Traffic Safety Team Meetings
- Michigan Association of Chiefs of Police Mid-Winter Training Conference and Traffic Safety Committee
- Michigan Crash Data Users Group, Distracted Driving Action Team, Motorcycle Safety Action Team, Traffic Engineering Action Team, and Traffic Incident Management
- SEMCOG Road Safety Implementation Team Meetings
- Traffic Crash Analysis Tool (TCAT) Training
- Traffic Safety Committee Meetings
- Regional Transportation Operations Coordinating Committee (RTOCC) Quarterly Meeting



# Student Distracted Driving Awareness Billboard Competition

Through a \$20,000 grant provided by State Farm, TIA challenged Michigan high school students to design a distracted driving awareness billboard.

Nearly 50 innovative designs were judged by a selection committee. The winning design was created by Leah Howell, an 11<sup>th</sup> grade student at the West Shore Educational School District Career and Technical Education Center.

Titled "Choose LIVING, not LOOKING", Howell's design was seen throughout Michigan. More than 7 million impressions were made.

"Congratulations to Leah Howell for creating a distracted driving awareness message to save lives and prevent injuries on our roads," said Wayne County Sheriff Raphael Washington. "According to the U.S. Department of Transportation, drivers who use a hand-held device are 4 times more likely to get into a crash serious enough to cause injury. Texting drivers are 23 times more likely to be involved in a crash."



(left to right) Jim Santilli, CEO of TIA; State Representative Jack O'Malley; Leah Howell, an 11<sup>th</sup> grade student at the West Shore Educational School District Career and Technical Education Center; and State Senator Curtis VanderWall. On May 10, 2021, Howell received a Special Tribute that was also signed by Governor Gretchen Whitmer and Lt. Governor Garlin Gilchrist.

## HANDS-FREE MICHIGAN



On April 29, 2021, TIA joined State Senator Ruth Johnson (R-Holly) to announce Senate Bill 409. SB 409 would expand the state's current texting-while-driving ban to all portable electronic devices unless being used by the driver in a "hands-free" manner.

Laurel Zimmerman is the mother of Ally Zimmerman, a 16-year-old Romeo High School student who was hit by a distracted driver in December 2010 and later died from her injuries. She has been working with TIA on distracted driving awareness and hands-free initiatives since 2011.

"My daughter, Ally, lost her life in 2011 due to a distracted driver," said Zimmerman. "Too many families have lost a loved one as a result of distracted driving. Ally was passionate about helping others and would want this bill passed."

Jim Freybler, who lost his son to texting and driving, supports the ban on hand-held cell phone use. He joined the Hands-Free Michigan Campaign during 2016.

"As drivers, we all have the ability to save lives and prevent injuries through the choices we make," said Freybler. "A brief distraction can take away a loved one forever. Please remember my son, Jacob, and don't drive distracted."

TIA's CEO, Jim Santilli, conducted extensive research and provided State Representative Martin Howrylak with language for a hands-free distracted driving bill that was introduced in the Michigan Legislature during 2016 (HB 5867) and 2017 (HB 4466). Johnson used the language to introduce SB 288 during 2019 and SB 409 during 2021.

On September 24, 2016, TIA launched the official Hands-Free Michigan website. For more information, please visit: [www.handsfreemichigan.com](http://www.handsfreemichigan.com)



State Senator Ruth Johnson, Oakland County Sheriff Michael J. Bouchard, and Jim Santilli, CEO of TIA announce new Senate legislation on April 26, 2019. They were joined by Laurel Zimmerman, and Jim and Diane Freybler. Zimmerman lost her daughter, Ally. The Freybler's lost their son, Jacob.



# Operation Ghost Rider

## *Strength in Innovation and Working Together*



Operation Ghost Rider is an innovative traffic safety initiative, coordinated by TIA. Unmarked “spotter” vehicles, containing a law enforcement officer passenger, look for distracted drivers. Once a violation is spotted, they radio a fully-marked law enforcement unit to initiate a traffic stop. During 2021, this initiative was held in Macomb, Oakland and Wayne Counties on May 19<sup>th</sup> and 20<sup>th</sup>.

The following agencies participated: Auburn Hills Police Department, Chesterfield Police Department, Clinton Township Police Department, Macomb County Sheriff's Office, Michigan State Police, Oakland County Sheriff's Office, Shelby Township Police Department, Sterling Heights Police Department, Taylor Police Department, and Utica Police Department.

OFFICERS	38
VEHICLES STOPPED	326
CITATIONS ISSUED	278
ARRESTS	4



**“As a former fatal accident investigator, I have seen the terrible tragedy of distracted driving. It is high on our priority list to prevent this danger through a combination of education and enforcement.”**

OFFICERS	39
VEHICLES STOPPED	347
CITATIONS ISSUED	311
ARRESTS	13



**Sheriff Michael J. Bouchard  
Oakland County**

# Enforcement Grants

## Oakland County Traffic Enforcement Grant: \*2021 Total Award - \$235,583.00

January	Driving Under the Influence (DUI)
February (optional)	DUI
March (optional)	DUI
May & June	Seat Belt Enforcement
July	DUI and Seatbelt Enforcement
August & September	DUI
October (optional)	DUI and Seatbelt Enforcement

\* Funding made available from the Michigan Office of Highway Planning (OHSP)

Traffic Stops	4,969	Seat Belt/Child Seat Violations	1,170
Operating While Impaired (OWI)	62	Operating While Drunk/Drugged	16
Speeding Violations	847	Other Moving/Non-Moving Violations	1,568
Misdemeanor Arrests	244	Felony Arrests	21

**“During the first six months of 2021, motor vehicle crash deaths jumped nearly 20 percent - the largest increase of this type ever recorded in the history of the Fatality Analysis Reporting System (FARS).”**

**Advocates for Highway and Auto Safety**



**“This grant and these added patrol hours, make a difference. One stop at a time, one citation at a time, one arrest at a time, we make the roadways safer with less distracted and intoxicated/impaired drivers.”**

**-Sgt. Brad Connell, White Lake Township Police Department**



# S4SD

**STRIVE 4 A SAFER DRIVE ▲**

Students at 24 Michigan high schools participated in *Strive for a Safer Drive* (S4SD) in 2021.

S4SD is a joint effort between Ford Driving Skills for Life (DSFL) and the Michigan Office of Highway Safety Planning. The goal of the campaign is to reduce the leading cause of death for teens: traffic crashes. TIA's S4SD Coordinator, Kayla Thomas-Wright, manages this grant-funded program.

Risky and dangerous behavior - such as speeding or distracted driving - and inexperience are the primary factors contributing to teen driver fatalities.

The S4SD campaign encourages teens to talk to other teens and community members about making safe driving choices. Schools develop and implement a student-led, peer-to-peer traffic safety awareness campaign. Campaign topics may include speeding, seat belts, pedestrian, bicyclist and passenger safety as well as impaired, distracted, night-time and winter driving.



# Board of Directors

## EXECUTIVE COMMITTEE

### Chairman

DENNIS G. KOLAR, P.E.  
Managing Director  
Road Commission for Oakland  
County  
(Board Member Since 2011)

### Vice Chairman

KIRK MORRIS  
Executive Vice President  
Chief Strategy Officer  
Joyson Safety Systems  
(Board Member Since 2014)

### Secretary

JENNIFER L. WHITTEAKER  
Regional Manager  
Corporate & Government Affairs  
DTE Energy Company  
(Board Member Since 2020)

### Treasurer

MARTIN J. OLEJNIK, CPA  
Partner  
Plante Moran  
(Board Member Since 2009)

JIM BARBARESSO  
Senior Vice President  
Intelligent Transportation Systems  
HNTB Infrastructure Solutions  
(Board Member Since 2004)

RON FOWKES  
Commissioner  
Road Commission for Oakland County  
(Board Member Since 2021)

DESI UJKASHEVIC  
Global Director of Safety  
Ford Motor Company  
(Board Member Since 2019)

ALLAN E. SCHNECK, P.E.  
Director  
Department of Public Services  
City of Rochester Hills  
(Board Member Since 2011)

J. DAVID VANDERVEEN  
Director of Central Services  
Oakland County  
(Board Member Since 2002)

## DIRECTORS-AT-LARGE

JEFF BAKER  
Chief of Police  
Auburn Hills Police Department  
(Board Member Since 2019)

ELVIN BARREN  
Chief of Police  
Southfield Police Department  
(Board Member Since 2019)

JAMES L. CARABELLI  
Commissioner  
Macomb County Board of  
Commissioners  
(Board Member Since 2012)

DAN CARRIER  
President  
Carrier and Gable  
(Board Member Since 2011)

GREGORY C. JAMIAN  
President & CEO  
AmeriCare Medical, Inc.  
(Board Member Since 2009)

DAVE LIVINGSTON  
Lieutenant/Training Director  
Mott Community College  
Department of Public Safety  
Law Enforcement Regional  
Training Academy  
(Board Member Since 2011)

KEVIN MCCARTHY, P.E.  
Superintendent  
Department of Public Works  
City of Farmington Hills  
(Board Member Since 2011)

KOLBY MILLER  
Chief Executive Officer  
Medstar Ambulance  
(Board Member Since 2012)

DAVID MOLLOY  
Director  
Department of Public Safety  
City of Novi  
(Board Member Since 2011)

JERRY NARSH  
Chief of Police  
Holly Police Department  
(Board Member Since 2007)

DOUGLAS E. PATTON  
Jupiter Consulting, LLC  
(Board Member Since 2018)

ROBERT J. SHELIDE  
Chief of Police  
Shelby Township Police  
Department  
(Board Member Since 2018)

ROBERT TOWNSEND  
Vice President  
Corporate Services  
DENSO International America, Inc.  
(Board Member Since 2019)



# Trustees

PAUL C. AJEGBA, P.E.  
Director  
Michigan Department of Transportation

MICHAEL J. BOUCHARD  
Sheriff  
Oakland County

DAVID COULTER  
County Executive  
Oakland County

COL. JOSEPH M. GASPER  
Director  
Michigan State Police

BARBARA ROSSMANN  
President and Chief Executive Officer  
Henry Ford Macomb Hospitals  
Chief Nursing Officer  
Henry Ford Health System

RAPHAEL WASHINGTON  
Sheriff  
Wayne County

ANTHONY M. WICKERSHAM  
Sheriff  
Macomb County

# Employees

## ADMINISTRATION

JIM SANTILLI  
Chief Executive Officer

CAPTAIN (RET.) MONICA YESH  
Chief Operating Officer

COLONEL (RET.) KRISTE KIBBEY ETUE  
Director of External Affairs

JIM NANTAIS  
Director of Finance

IRENE CHRISTY, RSP1  
Traffic Engineer

OSCAR DELEON  
Data Collection Technician

DAVE RODRIGUEZ  
Data Collection Technician

BRIAN SAINT  
Data Collection Technician

JOHN WARD  
Data Collection Technician

## EDUCATION

KAYLA THOMAS-WRIGHT  
S4SD Program Coordinator

## ENGINEERING

CHUCK KELLER, P.E.  
Director of Engineering

DAVID F. ALLYN  
Traffic Engineer

# Corporate Members

## Titanium Members (\$40,000)



## Sapphire Member (\$20,000)



## Ruby Member (\$10,000)



## Platinum Member (\$5,000)



## Gold Members (\$2,500)



## Bronze Member (\$500)





# Government Members

## COUNTY MEMBERS (4)

Kent County Road Commission  
Macomb County Department of Roads  
Oakland County  
Road Commission for Oakland County

## MUNICIPAL MEMBERS (55)

### Calhoun County

Battle Creek

### Kent County

Grand Rapids

### Macomb County

Center Line  
Shelby Township

### Oakland County

Addison Township  
Auburn Hills  
Berkley  
Beverly Hills  
Birmingham  
Bloomfield Township  
Bloomfield Village Association  
Brandon Township  
Clarkston

Clawson  
Commerce Township  
Farmington  
Farmington Hills  
Ferndale  
Groveland Township  
Highland Township  
Holly  
Holly Township  
Huntington Woods  
Independence Township  
Lake Orion  
Lathrup Village  
Leonard Township  
Lyon Township  
Milford  
Northville  
Northville  
Novi  
Oak Park  
Oakland Township  
Orchard Lake  
Orion Township  
Pleasant Ridge  
Rochester  
Rochester Hills  
Royal Oak  
South Lyon  
Southfield

Springfield Township  
Sylvan Lake  
Troy  
Walled Lake  
Waterford Township  
West Bloomfield Township  
White Lake Township  
Wixom  
Wolverine Lake

### St. Clair County

Port Huron

### Wayne County

Grosse Pointe  
Grosse Pointe Park  
Grosse Pointe Shores  
Grosse Pointe Woods

## METROPOLITAN PLANNING ORGANIZATION MEMBERS (1)

Battle Creek Area Transportation  
Study (BCATS)



As Michigan residents and visitors continue to get into their vehicles to travel to work and school, run errands, and enjoy family vacations, we all must remain steadfast on transportation safety issues.

TIA will continue to work with federal, state, county, local, and corporate partners on initiatives to reduce traffic crashes, deaths and injuries.

For more information, and to stay informed, please visit: [www.tiasafety.us](http://www.tiasafety.us)

**Transportation Improvement Association  
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