OPERATION GHOST RIDER

You Can’t See Us - But We See You!

GOVERNORS HIGHWAY SAFETY ASSOCIATION
2019 ANNUAL MEETING
AUGUST 27, 2019
INTRODUCTION

• Captain Monica Yesh
  Chief Operating Officer
  Transportation Improvement Association
  *Captain of the Michigan State Police (Ret.)*

• Kriste Kibbey Etue
  Director of Legislative Affairs
  Transportation Improvement Association
  *Colonel/Director of the Michigan State Police (Ret.)*

• Sgt. Ron Murphy
  Macomb County Sheriff’s Office
WHY DO WE CRASH?

• Crash causes are generally:
  • Inattention
  • Poor judgement
  • Impairment
  • Fatigue
### 2016 MICHIGAN CRASH DATA

<table>
<thead>
<tr>
<th>Crash Type</th>
<th>Hazardous Action</th>
<th>Light Conditions</th>
<th>Road Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 uncoded</td>
<td>588,127 none</td>
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<tr>
<td>100,720 single</td>
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<td>17 oily</td>
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<td>46,876 failed to yield</td>
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<td>45,776 wet</td>
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<td>37,232 dark/ltd</td>
<td>21,558 snow</td>
</tr>
<tr>
<td>81,998 rr-end</td>
<td>457 wrong way</td>
<td>53,603 dark/unltd</td>
<td>17,391 ice</td>
</tr>
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<td>3,236 rr-end/lt</td>
<td>2,528 left of center</td>
<td>64 other</td>
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<td>2,694 rr-end/rt</td>
<td>2,654 imprp passing</td>
<td>2,786 unknown</td>
<td>4,017 slush</td>
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<tr>
<td>34,346 ss-same</td>
<td>12,833 imprp lane use</td>
<td></td>
<td>139 debris</td>
</tr>
<tr>
<td>5,729 ss-opp</td>
<td>5,177 imprp turn</td>
<td></td>
<td>137 water</td>
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<td>541 imprp/no signal</td>
<td></td>
<td>34 sand</td>
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<td>7,933 imprp backing</td>
<td></td>
<td>1,888 other</td>
</tr>
<tr>
<td>1,632 unknown</td>
<td>76,580 unable to stop</td>
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<td>1,770 unknown</td>
</tr>
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<td><strong>Totals: 305,590</strong></td>
<td><strong>847,663 unknown</strong></td>
<td><strong>Some Weather Types</strong></td>
<td><strong>Totals: 309,590</strong></td>
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### Some Weather Types

- 21 smoke
- 178,797 clear
- 65,413 cloudy
- 2,092 fog
- 24,367 rain
- 27,287 snow

**Totals: 309,590**
HUMAN ERROR IS THE CAUSE OF THE MAJORITY OF THE CRASHES
“94% percent of crashes can be tied back to a human choice or error, so we know we need to focus our efforts on improving human behavior while promoting vehicle technology that not only protects people in crashes, but helps prevent crashes in the first place.”

Dr. Mark Rosekind
NHTSA Administrator
WHAT IS OPERATION GHOST RIDER?

- A new distracted driving enforcement initiative designed to save lives and prevent injuries.
  - Education
  - Enforcement
• Uses an unmarked spotter vehicle, which contains a law enforcement passenger.

• When the spotter observes a distracted driver, they radio a fully marked law enforcement unit to initiate a traffic stop.
PLANNING

• Get buy-in from law enforcement agencies
• Determine the location(s), date(s), and times of enforcement
  • Based on responses from the participating law enforcement agencies and other factors
• Designate a group radio channel for multiple law enforcement agencies to communicate
• Create an enforcement schedule
  • Primary contact information
  • Briefing time and location
  • Enforcement dates, times, and agencies
• Plan a press conference to be held on the kickoff date
• Create a news release
  • Release a few days prior to the first enforcement wave to educate the public
• Share the enforcement mobilization on social media
OPERATION GHOST RIDER
ENFORCEMENT SCHEDULE - THURSDAY, APRIL 25, 2019

CONTACTS:
Jim Santilli, (***-*****) - Cell
Monica Yesh, (***-*****) - Cell

EVENT CHANNEL:
G Event 5

TIME OF DETAIL #1: 0800 - 1600 (Lunch Provided @ Uno Pizzeria: 1100 - 1200)

ALL AGENCY BRIEFING: 0750
Walmart Parking Lot, Near Uno Pizzeria & Grill
44805 Mound Road
Sterling Heights, MI 48314

ENFORCEMENT FOCUS: Distracted Driving

LOCATION OF DETAIL: M-59, btw. I-75 and I-94

AGENCIES:
Auburn Hills Police Department (4)
Chesterfield Township Police Department (2)
Clinton Township Police Department (4)
Macomb County Sheriff’s Office (4)
Michigan State Police - Metro North (3)
Shelby Township Police Department (4)
Sterling Heights Police Department (2)
Utica Police Department (1)

TIME OF DETAIL #2: 1800 - 2200

ALL AGENCY BRIEFING: 1750
Walmart Parking Lot, Near Uno Pizzeria & Grill
44805 Mound Road
Sterling Heights, MI 48314

ENFORCEMENT FOCUS: Distracted Driving

LOCATION OF DETAIL: M-59, btw. I-75 and I-94

AGENCIES:
Chesterfield Township Police Department (2)
Clinton Township Police Department (2)
Macomb County Sheriff’s Office (4)
Michigan State Police - Metro North (7)
Shelby Township Police Department (4)
Sterling Heights Police Department (2)
Utica Police Department (1)

NOTE: Radar trailers and message signs may be present for additional public education.
ENFORCEMENT KICKOFF

- Agency briefing at a designated time and location
- Host the press conference
  - Traffic safety leaders
  - Law enforcement
  - Victims
- Enforcement
- Provide ride-along opportunities for the news media to help spread the message
FOLLOW-UP

- Collect the enforcement results from the participating law enforcement agencies
- Share the results with the law enforcement agencies and news media
- Determine if any challenges were present and how they can be resolved
BREAKING NEWS

AUBURN HILLS
MASSIVE TIRE FIRE NEAR WICK AND HOLLAND
APRIL 2017 DETAIL

- Michigan State Police
- Macomb County Sheriff’s Office
- Shelby Township Police Department
- Sterling Heights Police Department
ENFORCEMENT AREA

• M-59, between Dequindre and Elizabeth (Approx. 10 Miles)
## APRIL 2017 RESULTS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOURS OF DETAIL</strong></td>
<td>8</td>
</tr>
<tr>
<td><strong># OF OFFICERS</strong></td>
<td>11</td>
</tr>
<tr>
<td><strong>VEHICLES STOPPED</strong></td>
<td>139</td>
</tr>
<tr>
<td><strong>ARRESTS</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL CITATIONS</strong></td>
<td>123</td>
</tr>
</tbody>
</table>

![Police Patrol Vehicle](image)
TEXTING LAW

• Many distracted drivers were observed committing other offenses (i.e. red-light running, speeding, etc.).

• Since Michigan’s texting law is often challenged in court, many violators were written for other violations.
Jenn @Daisy_Jennifer · 30 Apr 2017
Replying to @mspmetrodet
Thank you so much @mspmetrodet for the Operation Ghost Rider on M59. A distracted driver changed my life in 2008.

Heath Humble @hhumble51 · 27 Apr 2017
Replying to @mspmetrodet
Drivers should be given heft fines and not warnings. Driving is a privilege.

john newton @newt928 · 27 Apr 2017
Replying to @mspmetrodet @langeamyFOX2
Oh the humanity .... try catching rapist and murderers isn't the Oakland county child killer out there Jimmy Hoffa ? Revenue collectors u r
CHALLENGES

• Work zone present
• More spotters needed
• Not enough law enforcement officers to handle the abundance of violations.
JUNE DETAIL

- Michigan State Police
- Macomb County Sheriff’s Office
- Oakland County Sheriff’s Office
- Auburn Hills Police Department
- Clinton Township Police Department
- Shelby Township Police Department
- Sterling Heights Police Department
ENFORCEMENT AREA

• M-59, between I-75 and Elizabeth (Approx. 18 Miles)
• I-75, near M-59
## JUNE 2017 RESULTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOURS OF DETAIL</td>
<td>10</td>
</tr>
<tr>
<td># OF OFFICERS</td>
<td>46</td>
</tr>
<tr>
<td>VEHICLES STOPPED</td>
<td>768</td>
</tr>
<tr>
<td>ARRESTS</td>
<td>31</td>
</tr>
<tr>
<td>TOTAL CITATIONS</td>
<td>603</td>
</tr>
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</table>
## APRIL 2018 RESULTS

<table>
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<tr>
<th>Metric</th>
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<tbody>
<tr>
<td>HOURS OF DETAIL</td>
<td>6</td>
</tr>
<tr>
<td># OF OFFICERS</td>
<td>49</td>
</tr>
<tr>
<td>VEHICLES STOPPED</td>
<td>530</td>
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<tr>
<td>ARRESTS</td>
<td>9</td>
</tr>
<tr>
<td>TOTAL CITATIONS</td>
<td>440</td>
</tr>
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APRIL 2019 RESULTS

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<tbody>
<tr>
<td>HOURS OF DETAIL</td>
<td>12</td>
</tr>
<tr>
<td># OF OFFICERS</td>
<td>22</td>
</tr>
<tr>
<td>VEHICLES STOPPED</td>
<td>300</td>
</tr>
<tr>
<td>ARRESTS</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL CITATIONS</td>
<td>295</td>
</tr>
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WE MUST BE PROACTIVE AND PREVENT TRAFFIC CRASHES FROM OCCURRING
ENFORCEMENT NOT ONLY SAVES LIVES AND PREVENTS INJURIES

- During a traffic stop, officers come across:
  - Outstanding warrants
  - Stolen property
  - Drugs
  - Human trafficking
  - Illegal weapons
- An increased officer presence makes the roads safer and has been shown to reduce area crime.
OUR GOAL MUST BE 0 DEATHS INJURIES CRASHES
QUESTIONS?
CONTACT INFORMATION

Jim Santilli
Chief Executive Officer
Transportation Improvement Association
100 E. Big Beaver Rd., Suite 910
Troy, MI 48083
E-Mail: tia@tiasafety.us
THANK YOU FOR YOUR COMMITMENT TO SAFETY!

TRANSPORTATION IMPROVEMENT ASSOCIATION