

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

<u>Crash Type</u>	<u>Hazardous Action</u>	<u>Light Conditions</u>	<u>Road Condition</u>
6 uncoded	588,127 none	123 uncoded	125 uncoded
100,720 single	31,628 speed too fast	192,279 day	211,070 dry
3,501 head-on	319 speed too slow	11,117 dawn	17 oily
7,200 head-on/lt	46,876 failed to yield	8,379 dusk	45,776 wet
46,596 angle	10,852 disrgd traffic cntrl	37,232 dark/ltd	17,391 ice
81,998 rr-end	457 wrong way	53,603 dark/unltd	21,558 snow
3,236 rr-end/lt	2,528 left of center	64 other	1,668 mud
2,694 rr-end/rt	2,654 imprp passing	2,786 unknown	4,017 slush
34,346 ss-same	12,833 imprp lane use	Totals: 305,583	139 debris
5,729 ss-opp	5,177 imprp turn	Some Weather Types	137 water
2,323 backing	541 imprp/no signal		34 sand
15,609 other	7,933 imprp backing		1,888 other
1,632 unknown	76,580 unable to stop		1,770 unknown
Totals: 305,590	17,828 other	21 smoke	Totals: 309,590
	847,663 unknown	178,797 clear	
	2,660 reckls driving	65,413 cloudy	
	13,891 carels driving	2,092 fog	
	Totals: 1,668,547	24,367 rain	
		27,287 snow	

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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.
- Announced at a press conference in Macomb County, Michigan on April 25, 2017.
 - 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.

as of 8/26/2019 2:47 PM

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

LIVE

BREAKING NEWS

**f WXYZ
DETROIT**

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

HOURS OF DETAIL	8
# OF OFFICERS	11
VEHICLES STOPPED	139
ARRESTS	3
TOTAL CITATIONS	123



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.



PUBLIC PERCEPTION



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.



1



Heath Humble @hhumble51 · 27 Apr 2017



Replying to [@mspmetrodet](#)

Drivers should be given hefty fines and not warnings . Driving is a privilege.



1



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

HOURS OF DETAIL	10
# OF OFFICERS	46
VEHICLES STOPPED	768
ARRESTS	31
TOTAL CITATIONS	603



APRIL 2018 RESULTS

HOURS OF DETAIL	6
# OF OFFICERS	49
VEHICLES STOPPED	530
ARRESTS	9
TOTAL CITATIONS	440



APRIL 2019 RESULTS

HOURS OF DETAIL	12
# OF OFFICERS	22
VEHICLES STOPPED	300
ARRESTS	5
TOTAL CITATIONS	295

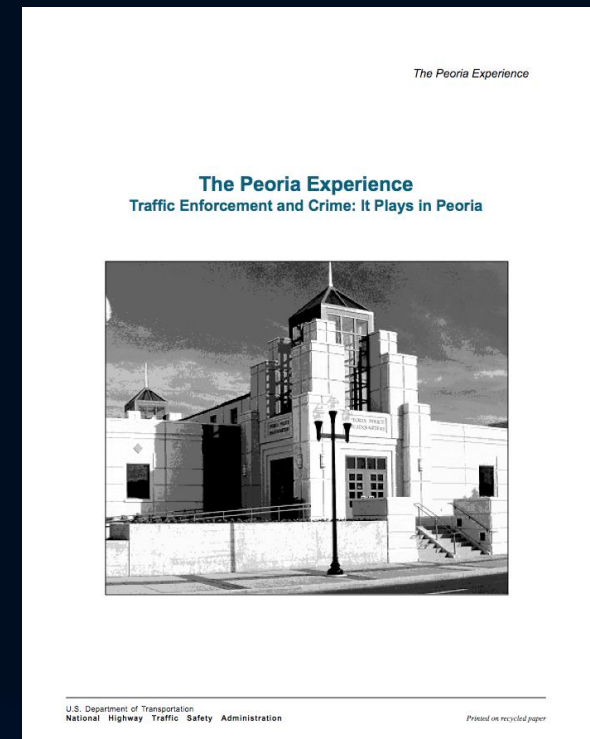


WE MUST BE PROACTIVE AND PREVENT TRAFFIC CRASHES FROM OCCURRING



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

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DEATHS
INJURIES
CRASHES

QUESTIONS?



CONTACT INFORMATION

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Chief Executive Officer

Transportation Improvement Association

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THANK YOU FOR YOUR
COMMITMENT TO SAFETY!



TRANSPORTATION IMPROVEMENT ASSOCIATION