

2012 Best Traffic Records Web page Questionnaire

Again for 2012, ATSIP seeks to recognize exemplary work in the field of "**Best Traffic Records Web Page**". A wealth of information exists on the Internet. This questionnaire, and a visit to your web site, will provide the means of evaluation for the committee to select and award the governmental agency that makes the most **complete and accurate** traffic records safety information available to the public. Characteristics we will be considering include:

Ease in getting to the site,
Navigating the site,
Querying the data,
The availability of multiple years of data,
User-Friendly.

If you would like your web site to be considered for this recognition, please complete the following short questionnaire and forward it by e-mail as an attachment to Tim Kerns (tkerns@som.umaryland.edu) by **June 1, 2012**. Winning websites will be highlighted at the 2012 Traffic Records Forum in Biloxi, Mississippi.

1. Web Page Address for Consideration: <http://www.michigantrafficcrashfacts.org/>
2. Agency Submitting: **Michigan Office of Highway Safety Planning**
3. Contact's Name & Title: **Alicia Sledge –Traffic Records Program Coordinator**
4. Address: **333 South Grand Avenue, Lansing, MI 48909**
5. Contact's Phone Number: **(517) 241-1505**
6. Contact's E-mail Address: **sledgea@michigan.gov**

- Traffic Records Data Components - Please Complete As Appropriate To the Web Page:
- Crash Data
 - **20** Number Of Years of Data Available At The Site That May Be Queried
 - **2011** Most Current Year of Data Available
 - **100%** of Crash Report information available on the web site
 - **70 %** MMUCC Compliant
- Integration of data - Can data in files be linked with other files by common identifiers?
We are currently working with Michigan's Traffic Records Coordinating Committee (TRCC) and other agencies to identify data linkage opportunities. In particular, TRCC has funded a data linkage project to provide a roadmap for data linkage in Michigan; datasets that are being discussed for potential linkage include crash, EMS, hospital, roadway, driver records, and court records. Linkage to crime data using the DDACTS approach is also being explored.
- Is a Selection Of Canned Reports Available? *Yes*
- Is An On Line Manual Or Help Function Available To Assist Users With Navigating and Accessing Data On the Site? *Yes, both text and videos provide the user with assistance.*

1) What, in your opinion, is the web site's best feature?

The best feature of the Michigan Traffic Crash Facts (MTCF) website is the ability to create custom, user specific data set(s) by means of the query tool. Options to visualize the data are offered through various formats including: tables, charts, lists, maps, crash reports and downloadable csv files.

2) How would you improve the site?

We are hoping to improve the site by expanding data access for users into areas related to crash, but outside the current scope of the site. These areas could include EMS and hospital data, to give users a "big picture" view of what happened in the crash, and more complete injury information.

3) How often is the site updated?

The site is updated with a rolling release of the previous calendar year of data. The data is processed by UMTRI and certified by the state for use. In addition, improvements to the functionality of the site are made throughout the year (usually 2-3 times.)

4) Is the web page 'agency' designed or was a vendor used?

The website was designed jointly by the Michigan Office of Highway Safety Planning (OHSP) and the University of Michigan Transportation Research Institute (UMTRI).

5) Are levels of access to data permitted according to need or status?

No, all users are given access to the data equally.

6) Does the Statewide Traffic Records Coordinating Committee approve updates or changes to the page?

The TRCC is provided updates on various MTCF enhancements and updates, but they do not approve this activity. An online user survey running from January 16, 2012 to March 30, 2012 gathered feedback from these users and the rest of the MTCF community. This feedback will be used to make further enhancements on the ease of use and understanding of the site.

7) What Agency has responsibility for maintaining the site?

OHSP provides general funding and UMTRI physically manages and updates the site. Both agencies share equally in the leadership, planning and design of the site.

8) Describe any further improvements you intend to make.

- *New look & feel*
- *Start a query at the map; define geographical boundaries by "drawing" on the map itself*
- *Allow for map overlays (i.e., crime, VMT, ADT...etc)*
- *Univariate distribution visualization*
- *Add the ability for 'or' statements as part of a filter*
- *Mobile application*

9) Does the agency advertise the Site? How?

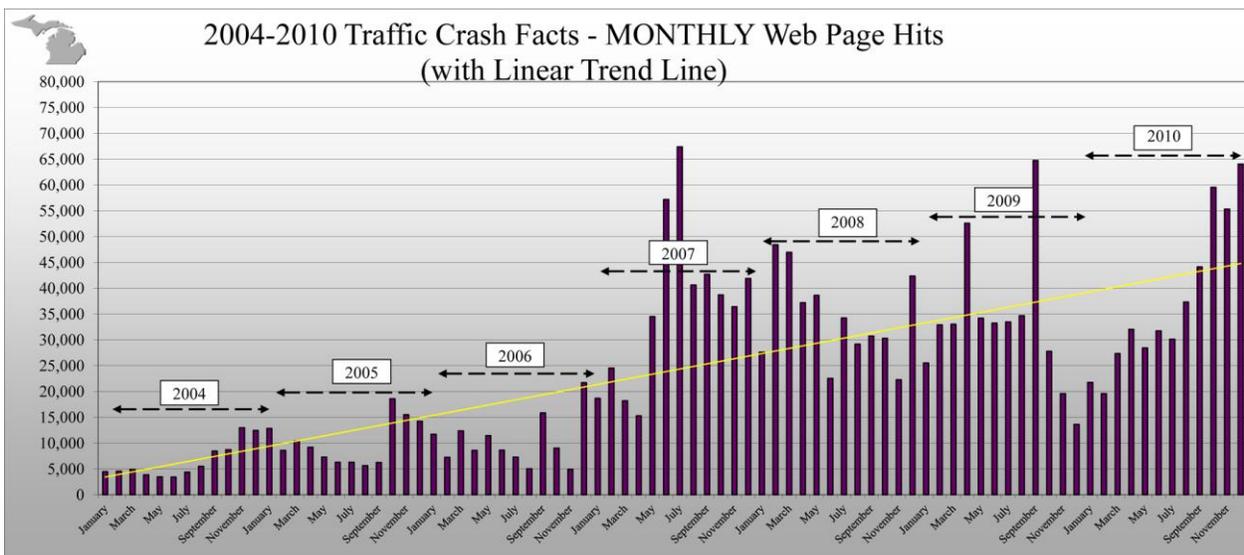
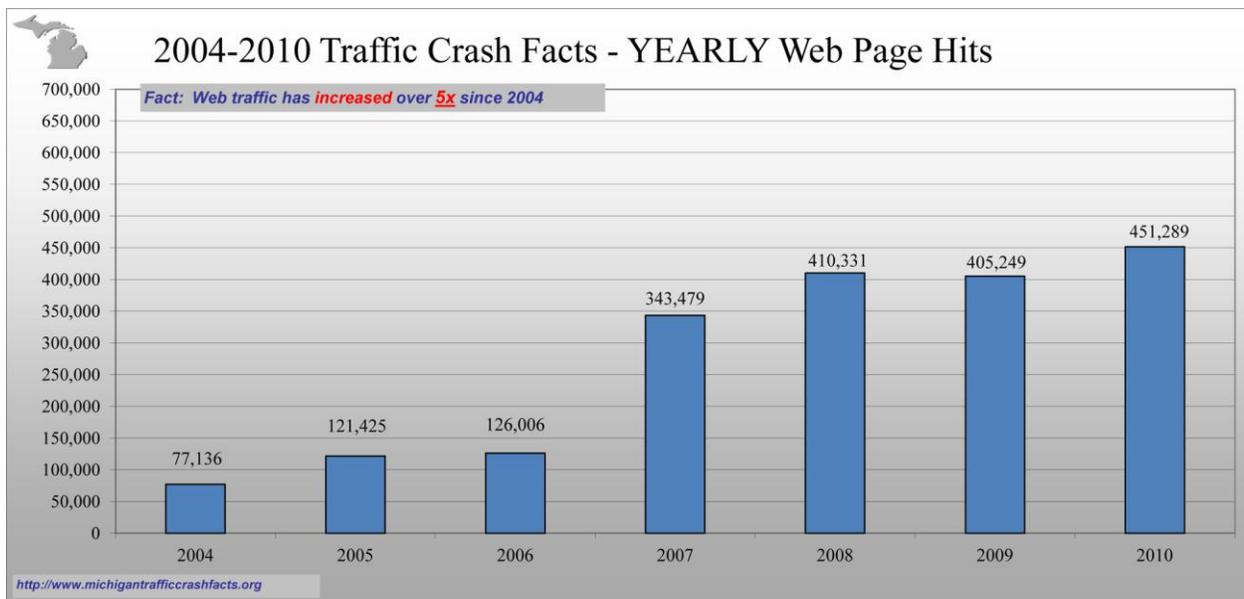
The MTCF website was mentioned in the September 2011 OHSP newsletter once all of the 2010 crash data was available online. This can be found at:

http://www.michigan.gov/documents/msp/SNN_Sept_2011_05_web_362600_7.pdf

OHSP also discusses the accomplishments of the MTCF grant each year in our Annual Evaluation Report to NHTSA. The MTCF is discussed on page 33 of the 2011 report:

http://www.michigan.gov/documents/msp/AER_2011_17_web_378709_7.pdf

In addition OHSP and UMTRI staff have presented and demonstrated MTCF to multiple traffic safety partners at the Federal, State and Local level and at Safety related conferences.



<http://www.michigantrafficcrashfacts.org/>