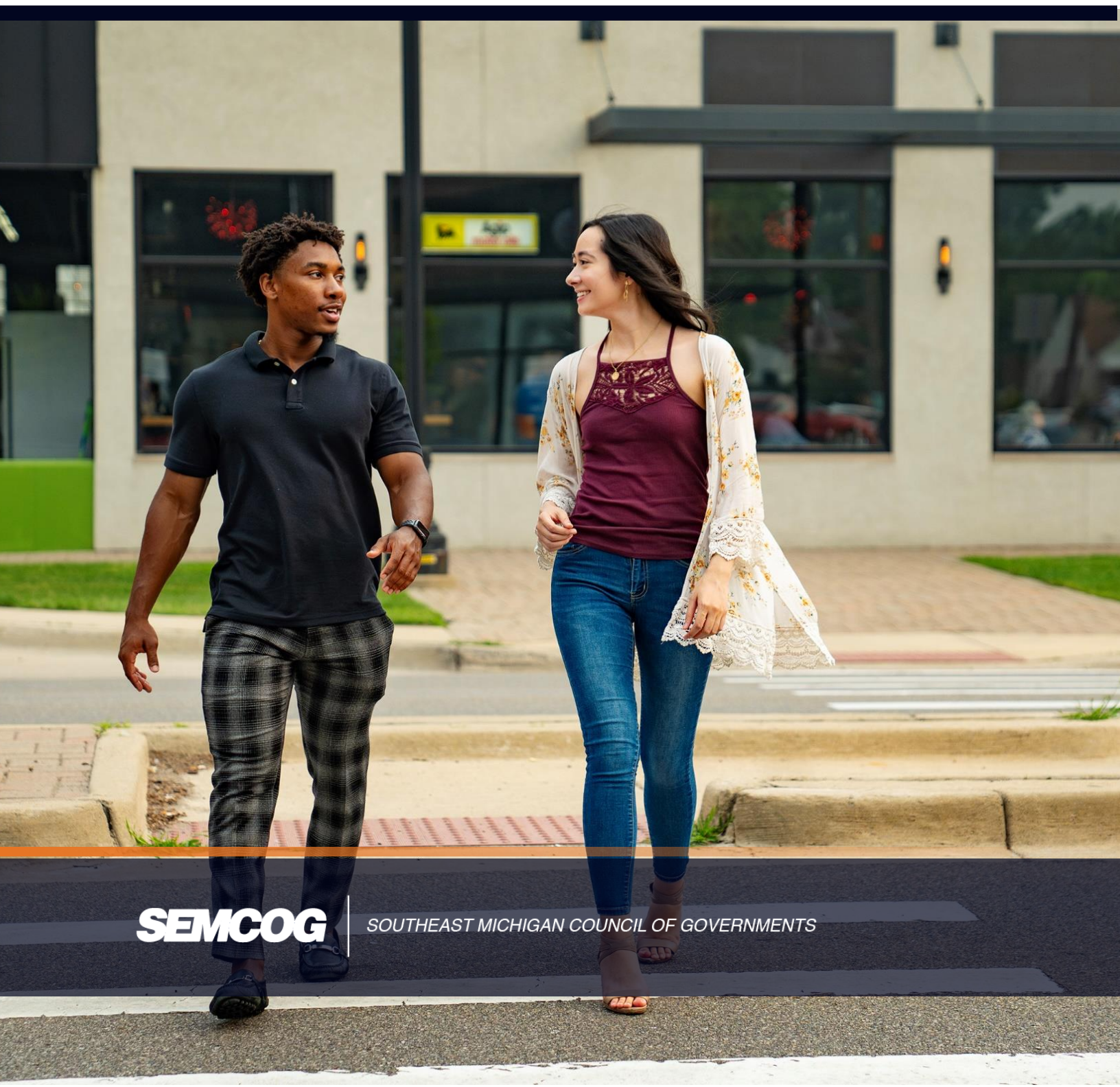


Implementation Report: *Safe Streets* Public Education Campaign



SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

SEMCOG . . . *Developing Regional Solutions*

Mission

SEMCOG, the Southeast Michigan Council of Governments, is the only organization in Southeast Michigan that brings together all governments to develop regional solutions for both now and in the future. SEMCOG:

- Promotes informed decision making to improve Southeast Michigan and its local governments by providing insightful data analysis and direct assistance to member governments;
- Promotes the efficient use of tax dollars for infrastructure investment and governmental effectiveness;
- Develops regional solutions that go beyond the boundaries of individual local governments; and
- Advocates on behalf of Southeast Michigan in Lansing and Washington

Implementation Report: *Safe Streets* Public Education Campaign

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Abstract

Safe Streets (formerly known as *Walk.Bike.Drive. Safe*) is a public education initiative of SEMCOG. With the input and guidance of the Southeast Michigan Transportation Safety Action Committee and other traffic safety partners, this campaign helps to implement the [Southeast Michigan Transportation Safety Plan](#).

This report highlights the goals, methods, and results of Southeast Michigan's *Safe Streets* campaign in Fiscal Year 2024 (the fall of 2023 and spring of 2024). With input from transportation experts throughout the region, this campaign educated residents throughout Southeast Michigan about challenges and individual actions related to improving safety in our transportation system.

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About *Safe Streets*

As part of implementing the [Southeast Michigan Transportation Safety Plan](#), SEMCOG partners with local governments, agencies, and organizations throughout Southeast Michigan to influence road users to engage in safe behaviors. These partnerships support regional efforts to:

- Create safe environments for mobility
- Provide education to support safe behaviors
- Keep our streets safe for all users, especially those most vulnerable

Southeast Michigan's *Safe Streets* program has a simple goal: to encourage behaviors that promote transportation safety for all people who use the region's transportation system. As people who walk and ride bicycles are among the most vulnerable users of the system (they account for only 1.5% of crashes but 25% of fatalities), non-motorized travel is a major emphasis area. Since the program's inception in 2018, safety messages and materials have been shared throughout the region via "blitz"-style campaigns concentrated over short periods of time.

SEMCOG staff have created a variety of products for use by Southeast Michigan communities. Designed to be engaging and informative, they were shared with SEMCOG members and *Safe Streets* partners for use in their social media channels and promoted with SEMCOG's paid posts.

The *Safe Streets* website – <https://safestreetsmi.org> – serves as a comprehensive repository for all campaign resources. The website also shares information about resources to share, safety tips, partners, and more.

Media impressions are a metric that estimates how many times a target audience has seen a piece of content. With a range of products strategically promoted across various media channels, the *Safe Streets* campaign reached over **12.4 million total impressions** in the Fiscal Year (FY) 2024, contributing to a cumulative total of more than **142.3 million impressions** since the campaign's inception.

Background

People who walk, roll, ride bicycles, and participate in other forms of active transportation are much more likely to suffer an injury or fatality in a traffic crash than people who are driving. In fact, while pedestrian and bicycle crashes make up only 1.5% of all traffic crashes, they account for 25% of all traffic fatalities in Southeast Michigan.

Southeast Michigan's *Safe Streets* campaign asks everyone who uses the roads in Southeast Michigan to practice safe behaviors whenever getting behind the wheel, hopping on a bicycle, or using the sidewalk. As a complement to creating safer environments for mobility, education to support safe behaviors is an important part of maintaining a safe transportation system.

Local governments and community partners throughout Southeast Michigan promote safety via the [Safe Streets](#) campaign. *Safe Streets* was developed by SEMCOG, with the input and guidance of the Southeast Michigan Transportation Safety Action Committee and other transportation safety partners, to implement the [Southeast Michigan Transportation Safety Plan](#). This campaign is data-driven, focusing on many of the emphasis areas illustrated in SEMCOG's annual [Quick Facts](#) reporting, which highlights trends in key emphasis areas identified in the Safety Plan. Messages and giveaway materials featured in this campaign are geared to respond to the emphasis areas and encourage safe behaviors by all road users.

Since the program's inception in 2018, safety messages and materials have been shared throughout the region in the spring and fall. Each blitz features the distribution of safety literature and giveaway items (including bike lights, reflective armbands, and light-up wristbands) to SEMCOG member communities. Over 100 of these safety bundles are delivered on a first-come, first-served basis. In addition to distributing safety bundles, SEMCOG plans and produces a multimedia campaign (video, social media, targeted email, website, articles). In at least one blitz each year, content is boosted with paid promotion on radio, television, social media, and other platforms such as transit when possible.

Geographic Area Served

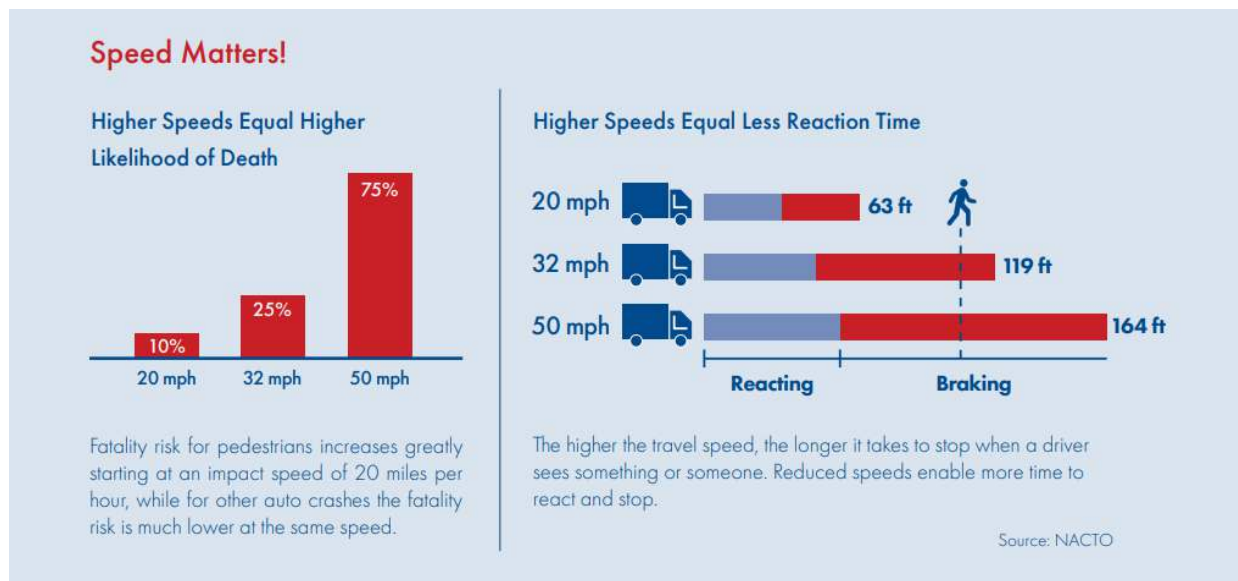
All communities within the seven-county Southeast Michigan region, comprised of Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties, have a combined population estimate of 4.8 million.

FY2024 Priorities and Strategy

Emphasize...

Fatalities caused by speeding have become an increasing issue across the region, as higher speed generally results in higher crash severity. It is everyone's responsibility to keep our streets safe for all users, especially the most vulnerable (pedestrians, bicyclists, and motorcyclists). As such, the FY2024 campaign continues to emphasize safety messages for people who walk, roll, bike, and drive.

Speeding related fatalities have trended upward in recent years, especially during pandemic years (2021 and 2022), but fell slightly in 2023. Nationwide, there were 9,696 traffic deaths in 2013 compared to 12,151 in 2022¹, the latest year for which data is available. Considering this disturbing trend and a high volume of road projects in Michigan in recent years, special emphasis has been placed on speed-too-fast awareness.



Speeding endangers everyone on the road: In 2023, speeding accounted for 7,901 crashes in our region alone. We all know the frustrations of modern life and juggling a busy schedule, but speed limits are put in place to protect all road users.

¹ National Highway Traffic Safety Administration. (2021). The effectiveness of high-visibility enforcement on the use of seat belts (Report No. 813-582). U.S. Department of Transportation. <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813582>

Key Messages and Products

Input and guidance from *Safe Streets* partners, including the Transportation Safety Action Committee, are critical to the success of this public education initiative and its implementation. This collaboration encompasses several key areas:

- Selection of Key Messages
- Production of Media Assets, including on-site filming
- Distribution of Media Assets and Messages

Providing our partners with a detailed media toolkit is essential for optimizing the reach and impact of our campaign. This toolkit features a comprehensive social media strategy (See Appendix A), which includes:

- Posting dates
- Suggested captions
- Links to download graphics
- Alternative text
- Links to download videos

This guide equips our partners with the necessary tools to align their efforts with SEMCOG's social media postings, ensuring a unified and effective dissemination of our messages. By facilitating consistent and coordinated communication, we empower our partners to actively contribute to and help share crucial information about transportation safety. This collaborative approach not only broadens the campaign's reach but also enhances our message on the importance of slowing down vehicles and protecting vulnerable road users in Southeast Michigan. It fosters a shared commitment to Vision Zero—the principle that even one death is unacceptable on our roads—streamlines outreach efforts and enhances community engagement.

Throughout the year, more than a dozen communities and partners utilized the *Safe Streets* media toolkit by posting suggested messages directly on their social media profiles. Additionally, over 200 communities and partners reposted *Safe Streets* campaign posts from SEMCOG's social media channels. Below are a few examples of the messages shared by our partners on social media.

 **City of Brighton, MI Government** May 8 at 10:00 AM · 🌐

Stay Safe on Southeast Michigan's Streets!

This week marks the start of the Safe Streets campaign in our region. Did you know? While pedestrians and cyclists make up 1% of traffic incidents, they account for 22% of all traffic fatalities in Southeast Michigan.

As partners in this important initiative, Southeast Michigan Council of Governments (SEMCOG) urges everyone to prioritize safety on our roads. Whether driving, cycling, or walking, remember these key tips:... [See more](#)



SLOW DOWN
LOOK FOR PEOPLE

SafeStreetsMI.org

 **City of Ypsilanti, MI Government** May 8 at 8:00 AM · 🌐

Be a safe driver by leaving plenty of space and, when it's safe, move to an adjacent lane for bicyclists. [#DriveSafe](#) www.safestreetsmi.org



   You and 10 others 1 comment

 Like  Comment  Share

 **Bret Alexander Schnitzer** ...

Thank you! 😊

1w Like Reply 

The following is a list of key campaign messages for the FY2024:

- Safety is everyone's responsibility
- Seasonal – fall: With the days getting shorter and daylight-saving time beginning soon, it is more important than ever to stay alert and look out for one another, especially in the morning and evening hours.
- The road is for everyone (explain broadly applicable concepts like green paint)
- Work Zone Awareness: "Everyone Home Safe"
- Driving tips
 - Watch for people who are walking and biking.
 - Yield to people walking and biking when turning.
 - Stop or yield to people within all crosswalks.
 - Do not pass a vehicle that is stopped for pedestrians.
 - Stay alert when driving and avoid distractions, including talking or texting on your phone or listening to headphones. Leave at least 3 feet when passing bicyclists.
 - Obey the posted speed limit.
 - Do not drive after consuming alcohol or drugs.
- Walking tips
 - Look left-right-left before crossing a street and watch for turning vehicles.
 - Cross streets at marked crosswalks or intersections.
 - Obey all traffic signals. Walk on the sidewalk; if there is no sidewalk, walk facing traffic.
 - Make sure drivers see you. Wait for them to stop and make eye contact before crossing a street.
 - After dark and in bad weather wear bright and reflective clothing when walking.
 - Stay alert when walking and avoid distractions, including talking or texting on your phone or listening to headphones.
 - Be predictable and keep to one side of the road to allow bicyclists to pass.
- Biking tips
 - Obey all traffic signs and signals.
 - Ride with traffic, not against it, including on sidewalks and paths.
 - Watch for turning vehicles at intersections and driveways.
 - Use hand signals when you plan to turn, slow down, or stop.
 - Wear a properly fitted helmet.
 - Yield to pedestrians on paved trails. Slow down on crowded trails.
 - Use a white headlight, a red rear light, and bright and reflective clothing when it is dark outside.
 - Stay alert when biking and avoid distractions, including talking or texting on your phone or listening to headphones.
- Added during spring FY2024: Motorcycle safety tips
 - Avoid excessive speeds, impaired driving, and other types of reckless behavior.
 - Get proper training and use protective equipment.
 - Wear a helmet and get endorsed.

Get proper training and use protective equipment



46% of motorcyclists killed in crashes did not wear a helmet.

48% did not have a motorcycle license endorsement.

Wear a helmet, get endorsed.

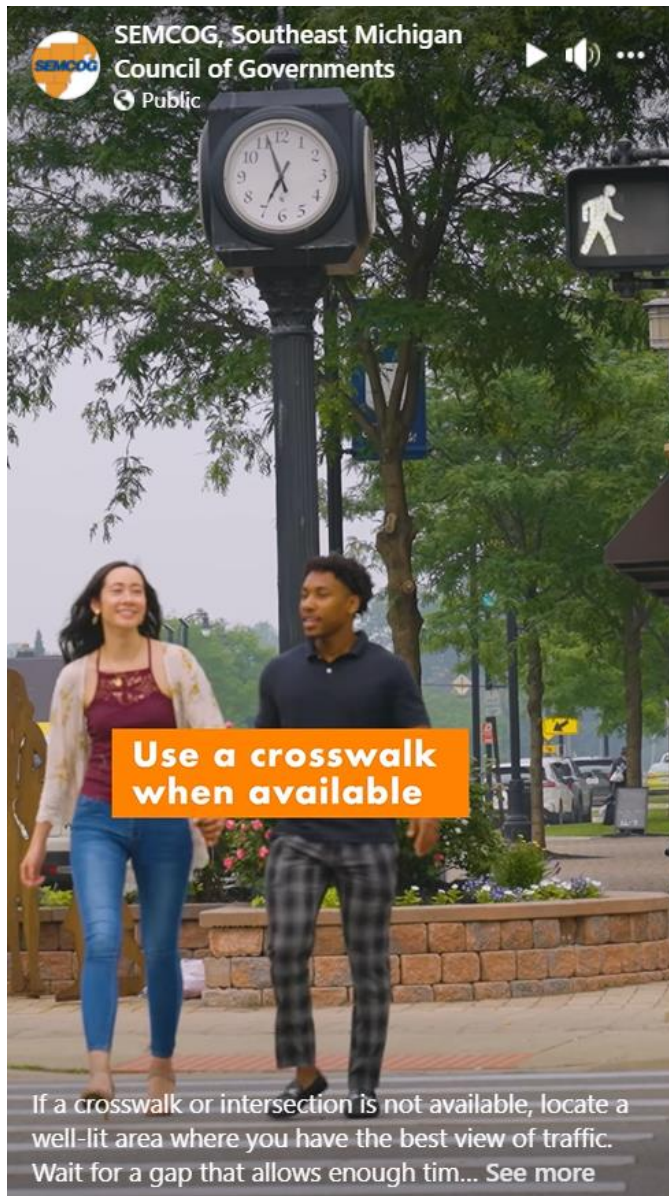
SAFE STREETS
SOUTHEAST MICHIGAN

SafeStreetsMi.org | **SEMCOG**

Short Format Vertical Videos for Social Media

As part of this year's campaign, SEMCOG created a series of short vertical videos featuring the campaign's key messages. These videos were shared daily on various social media platforms during the spring campaign (May 6-12). Each video, lasting no more than thirty seconds, was designed with simplicity in mind. They featured minimal sounds and displayed impactful text across serene backgrounds.

One example is a video focused on pedestrians using marked crosswalks or intersections. The text on the video reads, "Use a crosswalk, when available and follow the signals" The caption accompanying the video was: "If a crosswalk or intersection is not available, locate a well-lit area where you have the best view of traffic. Wait for a gap that allows enough time to cross."



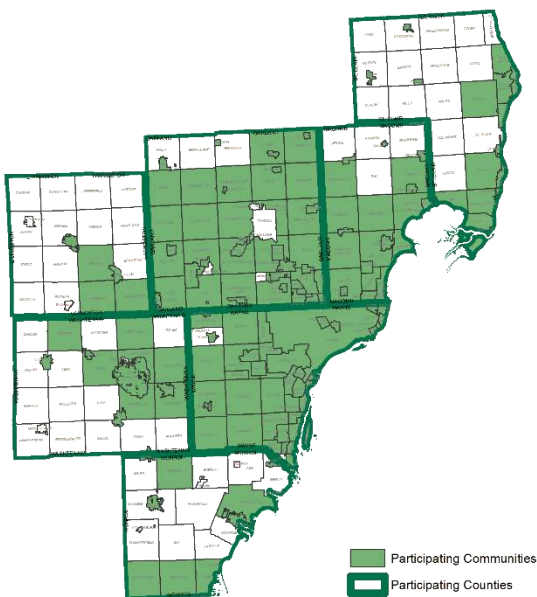
News releases

News releases are used to share information on Southeast Michigan crash data with the media to ensure this vital information is available from a credible source and shared to wide-reaching platforms. Every year, SEMCOG's Communications team publishes a [news release highlighting the prior year's crash statistics for Southeast Michigan](#). In FY2024, SEMCOG provided statistics and perspective to [The Detroit News for a story about roundabouts](#), an often-misunderstood element of the transportation environment.

Southeast Michigan's *Safe Streets* Partners

As reflected in the acknowledgements and throughout this report, dozens of organizations and many individuals support transportation safety and this initiative through their efforts. SEMCOG is the primary organization behind this campaign.

Local governments, agencies, and organizations have been integral in furthering transportation safety education throughout Southeast Michigan. Partners for the campaign since the start of the campaign include representatives from all seven of SEMCOG's counties and 68% of communities. Additionally, we have established collaborations with numerous partner organizations from planning, public works, parks and recreation, public safety, economic and community development, and more. The following figure and list show the partners who have participated in the campaign so far:



157 cities, villages, and townships in Southeast Michigan have received safety materials since the beginning of the *Safe Streets* campaign (See Appendix B).

Leveraging Key Partnerships

Safe Streets is a public education initiative of SEMCOG. Input and guidance from the Southeast Michigan Transportation Safety Action Committee and other safety partners is essential to the implementation of this effort, including:

- Selection of key messages
- Production of media assets, including on-road filming
- Distribution of media assets and messages

Products and Events

***Safe Streets* material distribution**

Participation by many communities and organizations is essential to the success of this initiative. Residents and community members look to local government representatives, such as law enforcement and local elected officials, for guidance on how to safely use the transportation network. This guidance is especially important in potential conflict situations between different types of system users.

Practical safety items (bike lights, reflective light-up armbands, and light-up wristbands) and printed educational materials were distributed to Southeast Michigan communities and *Safe Streets* partners during two “blitz” events during the year. Tip cards contain important facts regarding walking, biking, and driving safely. Cards are paired with campaign giveaway items to both educate residents as well as give them some of the tools necessary to engage in stewardship actions.

In the fall 2023 and spring 2024 campaigns, over 380 orders were placed by communities across Southeast Michigan. Notably, for the first time in the campaign’s history, SEMCOG introduced an additional round of bundles during the summer of 2024. These bundles are allocated on a first-come, first-served basis to all SEMCOG members. Additionally, this fiscal year marks the first time that bundles were reserved specifically for Justice40 Communities. Using federal Justice40 analysis tools—such as the Climate and Economic Justice Screening Areas and the US DOT Equitable Transportation Areas—SEMCOG identified 35 Southeast Michigan communities where at least half of their neighborhoods qualify as Justice40 areas. The Justice40 initiative is part of a national commitment to Environmental Justice, aiming for 40% of the overall benefits of investments, particularly from the Bipartisan Infrastructure Law, to reach underserved and underinvested communities. SEMCOG is committed to integrating equity into its planning and implementation efforts; however, disparities in opportunity remain, leading to uneven levels of support and investment across neighborhoods. The recent federal Justice40 initiative offers Southeast Michigan a valuable opportunity to identify and address these gaps, ensuring that all neighborhoods have equitable access to resources and support. SEMCOG’s [Equity Emphasis Areas](#) mapping tool provides additional information.

Campaign bundles included the following items for use in community offices and at local events:

- 25 sets of bike lights
- 25 light-up wristbands
- 25 light-up reflective armbands
- 50 *Safe Streets* pamphlets
- 5 each of Michigan’s Guide for Aging Drivers and Their Families (Provided courtesy of Michigan Secretary of State and the State of Michigan’s Safe Drivers, Safe Options Committee)
- 1 *Safe Streets* poster (spring and summer only)
- 50 *Safe Streets* logo stickers (spring and summer only)



Promotional materials

Recipients of the bundles distributed the materials at city halls, public libraries, group bike rides and walks, and other community events. Digital content, also described in the Products and Events section, was also shared with and by communities throughout the region. Offering materials is an effective way to educate, inform, and engage the community in efforts to improve transportation safety. It enhances awareness, encourages responsible behavior, and contributes to the overall safety and well-being of community members. Pictured below is an example of these materials offered free-of-charge during a walk to school event.



Students display and giveaway *Safe Streets* materials at a Walk and Roll to School Day in Southeast Michigan.

Blog Article

The campaign was amplified in the article, [Safe Streets – Public Education to Encourage Safe Behaviors](#) by SEMCOG Communications Specialist Sydney Jackson on May 2, 2024:

Each spring and fall, SEMCOG leads a coordinated education “blitz” on transportation safety. Formerly known as *Walk.Bike.Drive. Safe*, the Safe Streets initiative plays a pivotal role in aligning transportation safety education for the general public with the needs of our system. Safe Streets features various physical and digital media products and a combination of messaging and practical giveaway items, such as bike lights. These items are available for member communities to order, with allocated items for distribution at community spaces and events.

In collaboration with the Southeast Michigan Transportation Safety Action Committee and other safety partners, this campaign educates residents on challenges and individual actions related to enhancing safety in the transportation system. The campaign has reached a broad audience, with 130 million total impressions since its inception in 2018...

SEMCOG meetings

Events provide a dynamic and immersive experience that compliments other promotional efforts and contributes to the campaign's overall success. Updates on item distribution, an overview of key messages for upcoming campaigns, as well as media analytics and impressions from past campaigns, are shared in the Executive Director's report during SEMCOG Executive Committee and General Assembly meetings and others. Engaging with local government officials during these meetings helps deliver compelling messages and create a sense of community and ownership. Additionally, the communications team provided regular campaign updates and solicited input on campaign materials from stakeholder partners at the quarterly Transportation Safety Action Committee meetings. This input is particularly valuable as the committee meets to exchange information on transportation safety efforts in the region and to monitor the implementation of the Southeast Michigan Transportation Safety Plan. Committee members include local government representatives, road agencies, law enforcement, safety and nonmotorized experts, mobility advocates, and other stakeholders working to eliminate traffic fatalities and serious injuries in Southeast Michigan. Their collaboration ensures that campaign materials are informed by the latest safety data, best practices, and regional priorities.

Website

The *Safe Streets* website – www.safestreetsmi.org – functions as a centralized hub containing all campaign resources listed above. The website also shares information about resources to share, safety tips, partners, and more.

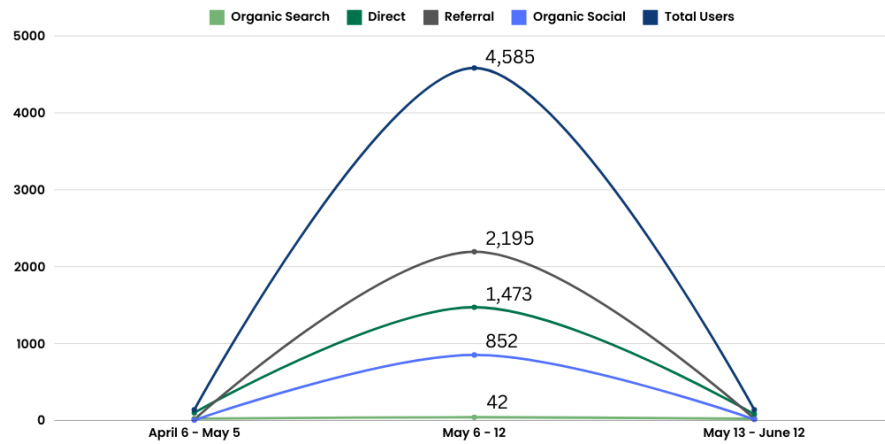
Earned media

Media Analytics and Impressions

With a variety of products strategically promoted across different media, the *Safe Streets* campaign reached more than **12.4 million impressions** during the fall and spring of the FY2024. In the history of the campaign (beginning in 2018), there have been over **142.3 million total impressions**.

This includes:

- Over 6 million impressions on broadcast TV spots,
 - 2,048,200 impressions via WXYZ-7
 - 932,800,900 impressions via TV-20
 - 696,200 impressions via WDIV/METV
 - 1,240,000 impressions via WJBK-2
 - 92,975 impressions via WWJ TV 62
 - 349,400 impressions via METV/cozi
 - 676,906 impressions via CW50
- 1,108,737 impressions on Effectv (Comcast) cable
- 1,102,653 impressions via OTT Streaming
- 115,843 impressions via Radio Streaming
- 928,800 impressions via WWJ AM
 - Over 32,000 organic impressions on social media
 - Over 8,000 video plays
 - Over 140 direct shares and retweets
- Over 3.1 million promoted impressions on social media
 - Over 348,000 video plays
 - Over 60 shares and retweets
- 588 views of “*Safe Streets* - Public Education to Encourage Safe Behaviors” blog article (5/2/2024)
- 3,034 unique views of the campaign website
 - The figure below illustrates the number of users active on the campaign website, comparing data from the month before the campaign, during the campaign, and the month following the campaign



- Historical Summary of Impressions
 - 2018: 44 million
 - 2019: 33 million
 - 2020: 14 million
 - 2021: 12 million
 - 2022: 13.5 million
 - 2023: 13.4 million
 - 2024: 12.4 million

Appendix

Appendix A - Safe Streets Spring 2024 Social Schedule

Safe Streets Campaign: May 6-12, 2024

The goal of [Safe Streets](#) is simple: Reduce traffic crashes, particularly those involving fatalities and serious injuries. As commuter trends changed during the pandemic, travel speeds increased, which has resulted in more severe crashes. Please help SEMCOG share the messages below with your community.

[View and download 2024 Safe Streets videos](#)

Social posts

Recommended social media posts for Spring 2024

Monday, May 6:

- Slow Down: Look for People ([Video](#))
 - Caption: (optional: Today marks the beginning of the Safe Streets campaign. We encourage everyone to share transportation safety messages with their community.) Slowing down saves lives, watch for other people in the road. There's no need to speed. #SafeStreets www.safestreetsmi.org
 - CC: People are getting out to walk and bike in higher numbers. More vulnerable road users and higher speed traffic can be a dangerous combination. Crash severity has increased so if you are driving, be sure to slow down and look for people. There's no need to speed. If you're biking, ride with traffic. If you're walking, avoid stepping into the road if possible. If you have to walk in the street, walk facing traffic. Learn more at Safe Streets M I dot org.

Tuesday, May 7

- Ride with Traffic ([Vertical video](#))
 - Caption: If you ride in the street, stay on the right side. #BikeSafe www.safestreetsmi.org
 - CC: Ride with traffic! You're safer riding with traffic than against it. Head-on crashes are more severe. Safe Streets M I dot org, SEMCOG.
- Motorcyclist: Wear a helmet, get endorsed ([Graphic](#))
 - Caption: Safety isn't just about the ride—it's about making it back home. 🏍️ Gear up, wear a helmet, and get licensed. #SafeStreets www.safestreetsmi.org
 - Alternative text: Get proper training and use protective equipment. 46% of motorcyclists killed in crashes did not wear helmet. 48% did not have motorcycle

license endorsement. Wear a helmet, get endorsed. Safe Streets Southeast Michigan, Safe Streets M I dot org, SEMCOG.

Wednesday, May 8:

- Leave at least 3 feet ([Video](#))
 - Caption: Be a safe driver by leaving plenty of space and, when it's safe, move to an adjacent lane for bicyclists. #DriveSafe www.safestreetsmi.org
 - CC: When you're driving and approaching someone riding a bike, leave at least three feet when passing. If you can't pass safely, slow down and wait until you have time and space to pass. Be kind and keep everyone safe. Leave at least three feet, it's the law. Learn more at Safe Streets M I dot org.

Thursday, May 9:

- Use a crosswalk when available and follow the signals ([Vertical video](#))
 - Caption: If a crosswalk or intersection is not available, locate a well-lit area where you have the best view of traffic. Wait for a gap that allows enough time to cross safely; continue watching for traffic as you cross. #WalkSafe www.safestreetsmi.org
 - CC: Use a crosswalk when available and follow the signals! More than half of traffic deaths involving pedestrians happen outside of a crosswalk. Safe Streets M I dot org, SEMCOG.

Friday, May 10:

- Avoid distractions ([Vertical video](#))
 - Caption: Avoid distractions, including talking or texting on your phone while driving, biking, or walking. #SafeStreets www.safestreetsmi.org
 - CC: Don't drive distracted! Human error contributes to 94 percent of traffic crashes. Safe Streets M I dot org, SEMCOG.

Saturday, May 11:

- Never drive under the influence ([Vertical video](#))
 - Caption: Alcohol and drugs don't mix with driving. Drive safe and sober. #DriveSafe www.safestreetsmi.org
 - CC: Never drive under the influence! Alcohol and drugs are involved in 41 percent of deadly crashes. Safe Streets M I dot org, SEMCOG.

Sunday, May 12:

- Turn safely ([Video](#))

- Caption: When turning left or right, check for pedestrians and bicyclists. #SafeStreets www.safestreetsmi.org
- CC: Here's how to not turn safely, driving, driving, driving and cutting off a cyclist. Not cool. Also, dangerous. Half of Bicycle and pedestrian crashes occur at intersections. Look, wait, turn. Yield to people walking and biking before you turn. It's the law and it's much cooler. Learn more at Safe Streets M I dot org.

April

- Distracted Driving Awareness Month (April)
- National Walking Day (April 3, 2024)
- [National Work Zone Awareness Week](#) – FHWA/AASHTO/ATSSA (April 15-19, 2024)
 - Work Zone Safety ([Video](#))
 - Caption: Let's help everyone get home safe. Visit www.safestreetsmi.org to learn more.

May

- [Senior Action Week](#) (April 29 - May 3, 2024)
- Safe Drivers Smart Options: [Keys to Lifelong Mobility](#) (May)
- [Commuter Connect](#): Commuter Challenge (May)
- National Motorcycle Safety Awareness Month (May)
- Older Driver Awareness Month (May)
- National Youth Traffic Safety Month (May)
- [Bicycle Safety Month](#) (May)
- [Older Michiganiaan's Day](#) (May 1, 2024)
- [Bike to School Day](#) (May 8, 2024)
- Bike to Work Week (May 13-19, 2024)
- Bike to Work Day (May 17, 2024)

June

- World Bicycle Day - UN (June 3, 2024)
- National Ride to Work Day, Motorcycles (June 11, 2024)

Appendix B - Southeast Michigan's *Safe Streets* Partners

The list below shows all the *Safe Streets* partners since the start of the campaign. Communities that are bolded are SEMCOG members who are new partners for FY2024, as they have ordered materials for the first time.

- AAA – Michigan
- ACCESS
- Allen Park
Downtown
Development
Authority
- Allen Park Public
Library
- Ann Arbor Area
Transportation
Authority (AAATA)
- Ann Arbor
Downtown
Development
Authority
- Ann Arbor Public
Schools
- Arc Western Wayne
County
- Barton Malow
Safety
- Bedford Township
- Bike Dearborn
- Bloomfield
Township
- Blue Water Area
Transit
- Canton Public
Library
- Center Line Cyclers
Bike Group
- **Charter Township
of Addison**
- Charter Township of
Ann Arbor
- Charter Township of
Bloomfield
- Charter Township of
Brownstown
- Charter Township of
Canton
- Charter Township of
Chesterfield
- Charter Township of
China
- Charter Township of
Commerce
- Charter Township of
East China
- Charter Township of
Fort Gratiot
- Charter Township of
Frenchtown
- Charter Township of
Highland
- Charter Township of
Huron
- Charter Township of
Independence
- **Charter Township
of Oakland**
- Charter Township of
Orion
- Charter Townships
of Pittsfield
- Charter Township of
Redford
- Charter Township of
Royal Oak
- Charter Township of
Shelby
- Charter Township of
Southfield
- Charter Township of
Springfield
- Charter Township of
Van Buren
- Charter Township of
Waterford
- Charter Township of
West Bloomfield
- Charter Township of
White Lake
- **Charter Township
of Ypsilanti**
- Chelsea District
Library
- City of Allen Park
- City of Ann Arbor
- **City of Armada**
- City of Auburn Hills
- City of Belleville
- City of Berkley
- **City of Bingham
Farms**
- City of Birmingham
- **City of Bloomfield
Hills**
- City of Brighton
- City of Center Line
- City of Chelsea
- City of Clawson
- City of Dearborn
- City of Dearborn
Heights
- City of Detroit
- City of Dexter
- City of Eastpointe
- City of Ecorse
- City of Farmington
- City of Farmington
Hills
- City of Ferndale
- City of Flat Rock
- City of Fraser
- City of Garden City
- City of Gibraltar
- City of Grosse
Pointe
- City of Grosse
Pointe Farms
- City of Grosse
Pointe Park
- City of Grosse
Pointe Woods
- City of Hamtramck
- City of Harper
Woods
- City of Hazel Park
- City of Highland
Park

- City of Howell
- City of Huntington Woods
- City of Inkster
- City of Keego Harbor
- City of Lake Orion
- City of Lathrup Village
- City of Lincoln Park
- City of Livonia
- City of Luna Pier
- City of Madison Heights
- City of Marine City
- City of Marysville
- City of Melvindale
- City of Memphis
- City of Milan
- City of Monroe
- City of Mount Clemens
- City of New Baltimore
- City of Northville
- City of Novi
- City of Oak Park
- City of Orchard Lake Village
- City of Pleasant Ridge
- City of Plymouth
- City of Port Huron
- **City of Richmond**
- City of River Rouge
- City of Riverview
- City of Rochester
- City of Rochester Hills
- City of Romulus
- City of Roseville
- City of Royal Oak
- City of Saline
- City of South Lyon
- City of Southfield
- City of Southgate
- City of St. Clair
- City of St. Clair Shores
- City of Sterling Heights
- City of Sylvan Lake
- City of Taylor
- City of The Village of Clarkston
- City of Trenton
- City of Troy
- City of Utica
- City of Warren
- City of Wayne
- City of Westland
- City of Wixom
- City of Woodhaven
- City of Wyandotte
- City of Ypsilanti
- Clarkston Community Schools
- Clay Township
- Clinton Township
- Clinton-Macomb Public Library
- Cottrellville Township
- Courtland St Block Club
- Dakota High School
- Dearborn Public Library
- Dearborn Public Schools
- Detroit Department of Transportation (DDOT)
- Detroit Historical Society
- Detroit Office of Homeland Security & Emergency Management
- Detroit Transportation Corporation (People Mover)
- Dexter Township
- Disability Network Eastern Michigan
- Disability Network Michigan
- Downriver Linked Greenways
- Downriver West Kiwanis
- EcoWorks
- Erie Township
- Eze-Bikes
- Fort Gratiot/Burtchville Lions Club
- FOX-2 Detroit
- Friends of Chandler Park
- Friends of the Clinton River Trail
- Garden City
- Downtown Development Authority
- Genoa Township
- Greater Detroit Area
- Health Council
- Green Oak Township
- Grosse Ile Bicycle and Pedestrian Advisory Commission (BPAC)
- Grosse Ile Township
- Grosse Pointe Pedalers
- Grosse Pointe Public Schools
- Hamburg Township
- Harrison Township
- Hazel Park Casual Biking Club
- Holy Temple of Faith Church of God in Christ
- Huntington Woods Women's League
- Huron-Clinton Metroparks
- Ira Township
- Kimball Township
- Lake Erie Transit
- Lake Orion Downtown

- Development Authority
- Lake St. Clair Water Festival
- Lenox Township
- Little Flock Church
- Livingston County
- London Township
- Lyon Township
- Macomb County
- Macomb Township
- Main Street Hazel Park
- Marysville Public Library
- MI State Rep. Doug Wozniak - District 36
- MI State Rep. Felicia Brabec – District 33
- MI State Rep. Helena Scott – District 7
- MI State Rep. Kimberly Edwards - District 12
- MI State Rep. Shri Thanedar – District 3
- MI State Senator Curtis Hertel, Jr – District 23 MI State Senator Dayna Polehanki – District 5 MI State Senator Jim Runestad – District 23
- Michigan Air Line Trail Council
- Michigan Department of Transportation
- Michigan Fitness Foundation
- Michigan Secretary of State
- Michigan State University Extension
- Milford Township
- Monroe County
- Monroe County Bicycle and Pedestrian Advisory Panel
- Monroe County Intermediate School District
- Monroe County Library System
- Monroe County Road Commission
- Monroe Cycling Club
- Mount Clemens City Sneaker Club
- Northfield Human Services
- Northfield Township
- Northville Township
- Oakland Community College
- Oakland County
- Oakland County Intermediate School District
- Ortonville Downtown
- Development Authority
- Oxford Public Library
- Oxford Township
- Paint Creek Trailways Commission
- Polly Ann Trail
- Port Huron Township
- Programs to Educate All Cyclists (PEAC)
- Recreational Authority of Roseville & Eastpointe
- Riverview Public Library
- Road Commission for Oakland County
- Rose Township
- Roseville Public Library
- Royal Oak Civic Foundation
- Royal Oak Community Coalition
- Royal Oak Public Library
- Safe Routes to School - Michigan
- Scio Township
- Shelby Township Downtown Development Authority
- Smooth Riders
- South Lyon Cycle
- Southeast Michigan Community Alliance
- Southfield Public Library
- Southwest Detroit Business Association
- Springfield Township Library
- St. Clair County
- St. Clair County Library System
- St. Clair County Road Commission
- St. Clair Shores Public Schools
- Stantec Michigan
- State of Michigan Safe Drivers, Safe Options Committee
- Student Leadership Services
- Suburban Mobility
- Authority for Regional Transportation (SMART)
- Sumpter Township
- Superior Township

- Taylor Community Library
- University of Michigan, Dearborn
- Van Buren Township Downtown Development Authority
- Village of Beverly Hills
- Village of Capac
- Village of Dundee
- Village of Emmett
- Village of Holly
- Village of Leonard
- Village of Milford
- Village of New Haven
- Village of Ortonville
- Village of Ortonville Downtown Development Authority
- Village of Romeo
- Village of South Rockwood
- Village of Wolverine Lake
- Washington Township
- Washtenaw Area Transportation Study
- Washtenaw County
- Washtenaw County Road Commission
- Waterford School District
- Waterford Township Public Library
- Wayne County
- Wayne State University
- West Village Association
- Whiteford Township
- Woodbridge Neighborhood Development
- Yale Public Library

**SEMCOG Officers
2024-2025**

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