

# Implementation Report: *Walk.Bike.Drive. Safe* Public Education Campaign



**SEMC**OG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

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### **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: *Walk.Bike.Drive. Safe* Public Education Campaign

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## Abstract

*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, *Walk.Bike.Drive. Safe* helps to implement the [Southeast Michigan Transportation Safety Plan](#).

This report highlights the goals, methods, and results of Southeast Michigan's *Walk.Bike.Drive. Safe* campaign in Fiscal Year 2023 (the fall of 2022 and spring of 2023). 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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## Acknowledgements

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Lev Wood	City of Grosse Pointe Farms
Irvin Wyche	City of Detroit
Elena Yadykina	Washtenaw County Road Commission



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## Executive Summary

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; and
- Keep our streets safe for all users, especially those most vulnerable.

Southeast Michigan's *Walk.Bike.Drive. Safe* 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 intensive "blitz"-style campaigns.

SEMCOG staff have created a variety of products for use by Southeast Michigan communities. These were designed to be engaging and informative. They were shared with SEMCOG members and *Walk.Bike.Drive. Safe* partners for use in their social media channels and promoted with paid posts.

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

With a range of products strategically promoted across various media channels, the *Walk.Bike.Drive. Safe* campaign reached over **13.4 million total impressions** in the Fiscal Year (FY) 2023, contributing to a cumulative total of more than **129.9 million impressions** since the campaign's inception.



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## 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 approximately 1.5% of all traffic crashes, they account for 25% of all traffic fatalities in Southeast Michigan.

Southeast Michigan's *Walk.Bike.Drive. Safe* 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 [Walk.Bike.Drive. Safe](#) campaign. *Walk.Bike.Drive. Safe* 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 via intensive "blitz"-style campaigns 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.

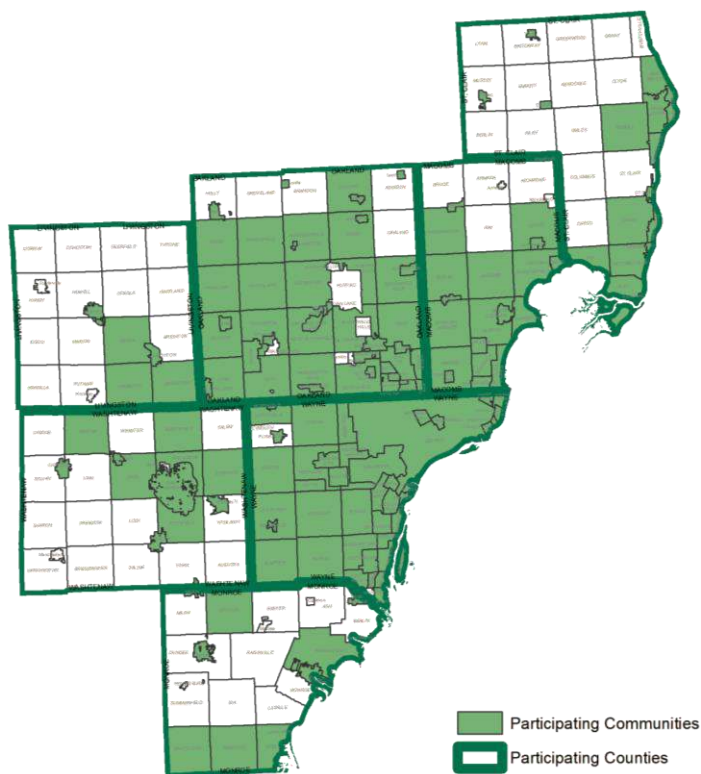
### Geographic Area Served

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.

## Southeast Michigan's *Walk.Bike.Drive. Safe* 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 *Walk.Bike.Drive. Safe* since the start of the campaign include representatives from all seven of SEMCOG's counties and 65% 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:



- 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 Ann Arbor
- Charter Township of Bloomfield
- Charter Township of Brownstown
- Charter Township of Canton
- Charter Township of Chesterfield
- 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 Orion
- Charter Townships of Pittsfield
- Charter Township of Redford
- Charter Township of Royal Oak
- Charter Township of Shelby
- Charter Township of Springfield
- Charter Township of Van Buren
- Charter Township of Waterford
- Charter Township of West Bloomfield
- Charter Township of White Lake
- Chelsea District Library
- China Township
- City of Allen Park
- City of Ann Arbor
- City of Auburn Hills
- City of Belleville
- City of Berkley
- City of Birmingham
- 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 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 Womens 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

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## FY2023 Priorities and Strategy

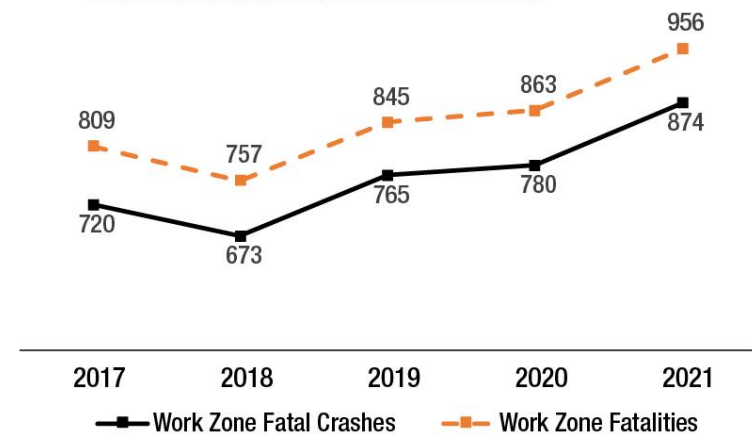
### Emphasize...

With increased interest in walking and biking across the region, it is everyone's responsibility to keep our streets safe for all users, especially the most vulnerable. As such, the FY2023 campaign continues to emphasize safety messages for people who walk, roll, bike, and drive.

Fatal crashes in work zones have trended upward in recent years. Nationwide, there were 521 in 2010 compared to 874 in 2021, the latest year for which data is available. In light of this disturbing trend and a high volume of road projects in Michigan in recent years, special emphasis has been placed on work zone awareness.



Work Zone Fatal Crashes and Fatalities



Source: Fatality Analysis Reporting System (FARS), National Highway Traffic Safety Administration, U.S. Department of Transportation

The 30-second video “Everyone Home Safe” was produced and distributed across media to humanize everyone involved in a traffic crash: the driver, the victim, and their families. With the increasing frequency of crashes involving distractions, all viewers are encouraged to consider the full weight of their responsibility as drivers as well as the importance of awareness in all situations.

### Key messages

The following is a list of key campaign messages for the FY 2023:

- 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
  - Distracted driving
  - The three-foot safe passing law
  - Safety at intersections
  - Always...
    - Watch for people who are walking and biking.
    - Yield to people walking and biking to people within all crosswalks. Crosswalks exist wherever sidewalks cross roads, even if no lines are painted in the road.
    - Share the road with bicyclists. They are legally allowed to ride on all roads, even when there is a bike lane or side path present.
    - Leave at least 3 feet when passing bicyclists.
    - Obey the posted speed limit.
  - Never...
    - Block or park in crosswalks and bike lanes.
    - Pass a vehicle that is stopped for pedestrians.
    - Drive distracted, including talking or texting on your phone.
    - Drive after consuming alcohol or drugs.
- Walking tips
  - Crosswalk safety
  - Facing traffic when there is no sidewalk
  - Always...
    - Look left-right-left before crossing a street and watch for turning vehicles.
    - Cross streets at marked crosswalks or intersections.
    - Obey all traffic signals. Only enter the street during the “WALK” symbol when crossing at a signal.
    - Walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far to the left as possible.
    - Yield the right-of-way to motorists and bicyclists when crossing outside of a marked crosswalk.
    - Allow ample time for a vehicle to yield prior to entering the street
  - Never...
    - Assume drivers see you. Wait for them to stop and make eye contact before crossing a street.
    - Walk after dark and in bad weather without bright and reflective clothing.

Walk distracted, including talking or texting on your phone or listening to headphones.

- Biking tips

- Riding with traffic
- Using a bike light
- Always...

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 your hands to signal when you plan to turn, slow down, or stop.

Wear a properly fitted helmet.

Yield the right-of-way to pedestrians on sidewalks or crosswalks.

Give an audible warning before you pass people on a sidewalk or bicyclists on the road or path.

- Never...

Ride after dark without a white headlight, a red rear light, and bright and reflective clothing.

Ride distracted, including talking or texting on your phone or listening to headphones.

## Leveraging Key Partnerships

*Walk.Bike.Drive. Safe* 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
  - Special thanks to all the partners who supported this project, including Michigan Office of Highway Safety Planning (OHSP), Michigan Department of Transportation (MDOT), and Huron-Clinton Metroparks for supporting safe filming of “Everyone Home Safe”
- Distribution of media assets and messages

## Community-level outreach

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 *Walk.Bike.Drive. Safe* partners during two “blitz” events during the year, as described in the Products and Events section. Recipients of the *Walk.Bike.Drive. Safe* 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.

## **Media promotion**

In addition to community-level outreach, *Walk.Bike.Drive. Safe* messages and content were broadcast on various media throughout Southeast Michigan, as described in Products and Events and Media Analytics and Impressions.

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## Products and Events

### ***Walk.Bike.Drive. Safe* material distribution**

More than 240 orders were placed from communities throughout Southeast Michigan in the fall 2022 and spring 2023 campaigns. Tip cards contain important facts regarding walking, biking, and driving safely. Cards were paired with *Walk.Bike.Drive. Safe* giveaway items to both educate residents as well as give them some of the tools necessary to engage in stewardship actions. *Walk.Bike.Drive. Safe* material 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 *Walk.Bike.Drive. Safe* 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)



The following communities and partner organizations distributed *Walk.Bike.Drive. Safe* materials in the FY2023:

- Allen Park Police Department
- Arc Western Wayne County
- Bedford Township
- Berkley Department of Public Works
- Bloomfield Township Engineering and Environmental Services
- Canton Public Library
- Charter Township of Chesterfield
- Charter Township of Commerce
- Charter Township of Fort Gratiot
- Charter Township of Frenchtown
- Charter Township of Independence
- Charter Township of Orion
- Charter Township of Pittsfield
- Charter Township of Springfield
- Chelsea District Library
- China Township
- City Of New Baltimore
- City of Ann Arbor
- City of Auburn Hills
- City of Belleville
- City of Birmingham
- City of Birmingham Police Department
- City of Dearborn
- City of Dearborn Heights
- City of Detroit Department of Public Works
- City of Detroit Office of Homeland Security & Emergency Management
- City of Dexter
- City of Eastpointe
- City of Farmington
- City of Farmington Hills
- City of Fraser
- City of Grosse Pointe Farms
- City of Grosse Pointe Woods
- City of Harper Woods
- City of Hawk Community Center
- City of Huntington Woods
- City of Inkster
- City of Luna Pier
- City of Madison Heights
- City of Madison Heights Community and Economic Development Department (CED)
- City of Marysville
- City of Monroe
- City of Northville
- City of Novi
- City of Oak Park
- City of River Rouge
- City of Rochester Hills
- City of Romulus
- City of Roseville
- City of Royal Oak
- City of Saline
- City of South Lyon
- City of Southfield - Community Relations
- City of Southfield Parks & Recreation
- City of Southgate
- City of St. Clair
- City of Sterling Heights
- City of Taylor
- City of Trenton
- City of Troy
- City of Warren Planning Department
- City of Wayne
- City of Westland

- City of Woodhaven
- City of Ypsilanti
- Clawson Fire Department
- Clinton Township
- Cottrellville Township
- County of Monroe
- Courtland St Block Club
- Dearborn Police Department
- Dearborn Schools
- Dearborn Public Library
- Detroit Health Department
- Detroit Transportation Corporation
- Disability Network Eastern Michigan
- Downriver West Kiwanis
- Dearborn Heights
- Dearborn Heights Schools
- Ecorse Police Department
- Erie Township
- Genoa Township
- Grosse Ile Township
- Grosse Ile Bicyclist & Pedestrian Advisory Commission (BPAC)
- Grosse Pointe City Police
- Hamtramck Police Department
- Highland Park Fire Department
- Highland Township
- Ira Township
- Keego Harbor Police Department
- Kimball Township
- Lake Erie Transit
- Lake Orion Police
- Lyon Township
- Michigan Department of Transportation (MDOT)
- MDOT Metro Region
- Macomb County
- Macomb Township - Supervisors Office
- Marysville Department of Public Safety
- Monroe County Bicycle and Pedestrian Advisory Panel
- Monroe City Council/ Lake Erie Transit
- Monroe County
- Northfield Township
- Northville Parks and Recreation
- Northville Township
- Northville Township Police Department
- Oakland Community College
- Oakland County Board of Commissioners
- Oakland County Economic Development
- Oakland County Parks
- Oakland County Sheriff's Officer
- Oxford Township
- Programs to Educate All Cyclists (PEAC)
- Rasey Memorial Branch Library
- Rep. Kimberly Edwards- District 12
- Riverview Veterans Memorial Library
- Royal Oak Public Library
- Rochester Hills
- Shelby Township
- St. Clair County
- St. Clair County Library System
- Sterling Heights Police Department
- Sumpter Township
- Superior Township
- Superior Township Parks and Recreation
- Village of Beverly Hills
- Village of Milford
- Village of Ortonville
- Village of Wolverine Lake

- Washington Township Board of Trustees
- Waterford Township
- Waterford Township Public Library
- Wayne County Commission
- Wayne County DPS - Permit Office
- West Bloomfield Township
- West Bloomfield Parks
- Washtenaw County Road Commission
- White Lake Township Police Department

### Promotional materials in municipal buildings

Displaying and offering *Walk.Bike.Drive. Safe* promotional materials in municipal buildings are 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 displayed and offered free-of-charge to residents and visitors.



*Walk.Bike.Drive. Safe* display in a municipal building in Southeast Michigan.

### 30-second videos

In response to challenges related to transportation safety, the *Walk.Bike.Drive. Safe* team (SEMCOG's Communications and Transportation Modeling and Mobility teams) has produced [a series of videos](#) to encourage safe behaviors. Videos are distributed throughout SEMCOG's seven-county region on various media platforms.



## Slow Down: Look for People



Transcript: 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're 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 [walk bike drive safe dot org](http://walkbikedrive safe dot org).

## Leave at Least 3 Feet



Transcript: When you're driving and you approach a person 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. Learn more at [walk bike drive safe dot org](http://walkbikedrive safe dot org).

## Turn Safely



Transcript: 50% of bicycle and pedestrian crashes occur at intersections. Look, wait, turn. Wait for people walking and biking before you turn. Learn more at Walk Bike Drive Safe dot org.

## Darkness is Deadly: Get Lit



Transcript: 65% of bicyclists' deaths happen in the dark. Use a bike light when riding and watch for bikes when driving at night. Learn more at walk bike drive safe dot org.

## Walk Safe



Transcript: When there's no sidewalk: walk facing traffic, as far from the center of the roadway as possible. When there's no crosswalk: yield to oncoming automotive and bicycle traffic in the roadway, use the traffic signal as a cue to cross, make sure all lanes are clear and watch for turning vehicles before crossing. Learn more at [walkbikedrivesafe.org](http://walkbikedrivesafe.org).

## Drive Sober



Transcript: none

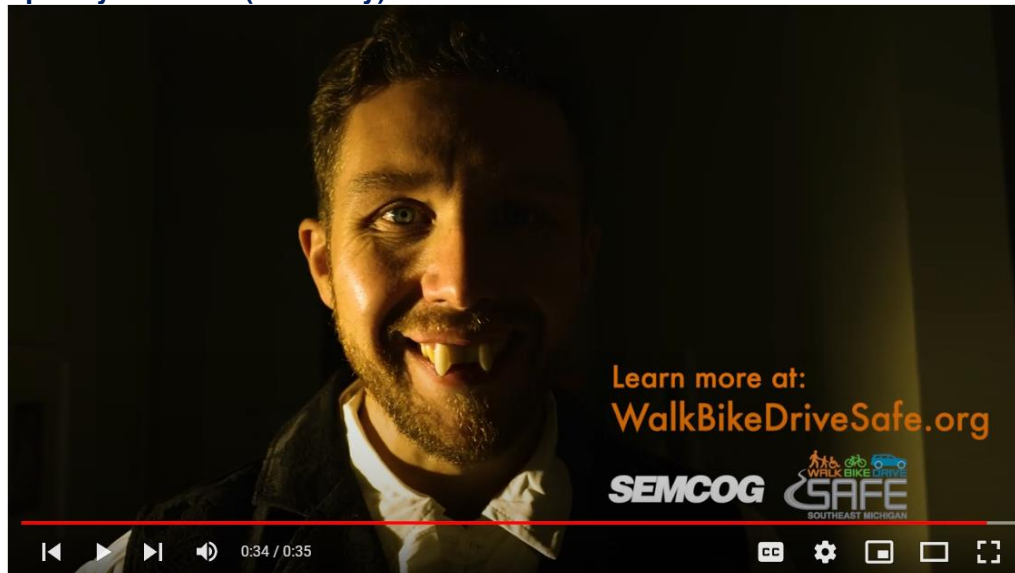
Description: Never drive under the influence of drugs or alcohol. Learn more at: [Walk.Bike.Drive.Safe.org](http://Walk.Bike.Drive.Safe.org).

## Exit Driveways with Caution



Transcript: Avoid distractions. Slow down. Look. Learn more at walk bike drive safe dot org.

## Spooky but Safe (Fall Only)



Transcript: The days are getting shorter which means pedestrian safety is more important than ever. Even though it's spooky season and Halloween is here, it's everyone's responsibility to make sure that the frights stay fun. Have a safe Halloween because 70 % of pedestrian crashes occur in dark conditions. So watch out for people and walk bike drive safe Southeast Michigan.

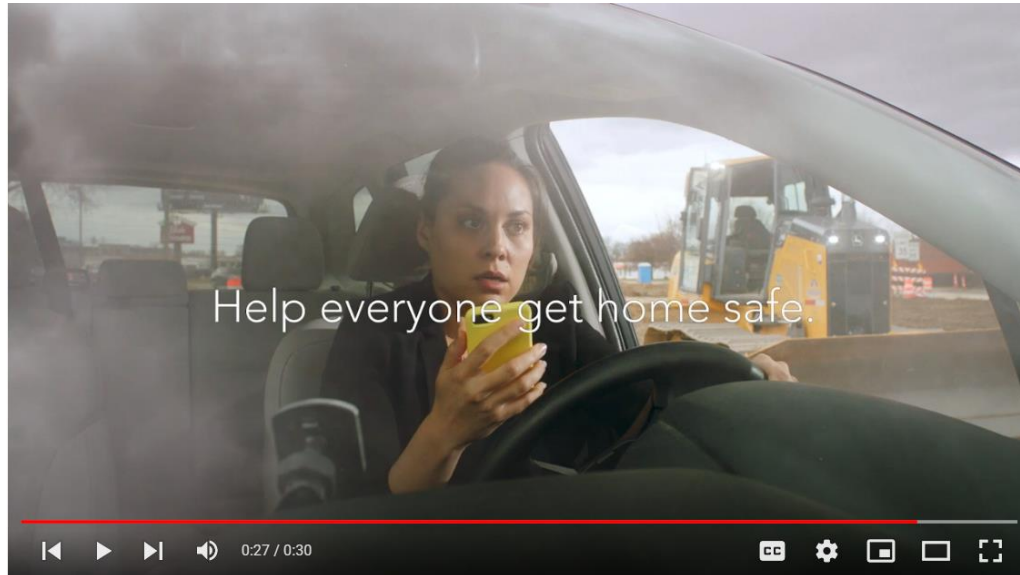
## Radio and streaming audio

The 30-second videos were also broadcast on WWJ-AM radio as well as internet audio streaming platforms.



## Everyone Get Home Safe

Infrastructure investment means more work zones and more workers on the road. With recently enhanced state and federal programs going into effect, transportation projects are popping up in more places more often. Unfortunately, the data shows that workers are now at greater risk than they used to be as fatal crashes in work zones have trended upward in recent years. To respond to this issue, “Everyone Home Safe” was produced to promote work zone safety awareness. In this 30-second spot, we are reminded that work zones are workplaces. Orange barrels may seem inconvenient, but they are there to save lives. Slow down and use extra caution where workers are present.



Transcript: none

Description: In the United States, there are over 800 work zone fatalities each year. Help everyone get home safe.

## Social media graphics

Graphics were created for use on social media. These were designed to be engaging and informative. They were shared with SEMCOG members and *Walk.Bike.Drive. Safe* partners for use in their social media channels and promoted with paid posts.

Example graphic:



## Articles

The campaign was amplified in the [article Safer People Mean Safer Transportation by SEMCOG Communications Manager Trevor Layton on May 5, 2023:](#)

SEMCOG, along with community partners throughout the Southeast Michigan region, has promoted safe behaviors with the Walk.Bike.Drive. Safe initiative for the past five years. In that time, *Walk.Bike.Drive. Safe* (WBDS) messages and materials have been shared over 116 million times on television, radio, streaming, social media, and with actual safety items such as bike lights and reflective, light-up armbands. This reach represents a significant implementation activity of the region's safety plan.

Distractions are a significant challenge in transportation safety. While the data can be hard to pin down (how many people will admit to not paying attention after they crash?), people who give a higher level of focus to walking, biking, and driving are more likely to avoid a crash. *Walk.Bike.Drive. Safe* is especially targeted at reducing the number of crashes involving people who walk and bike, as they are the most vulnerable to serious injuries and fatalities...

## News releases

News releases are a vital tool for sharing campaign information because they offer a credible, wide-reaching platform for conveying important messages, building awareness, and engaging with member communities, local government, partners, stakeholders, and others. Every year, SEMCOG's Communications team publishes news releases on *Walk.Bike.Drive. Safe* initiatives as an integral part of SEMCOG's strategic communication plan. During the FY 2023, four news releases were sent to

over 14,000 contacts in SEMCOG's network that included information on ordering free safety materials and fall/spring safety tips.

## SEMCOG meetings

Events provide a dynamic and immersive experience that complements 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. Engaging with local government officials during these meetings helps deliver compelling messages and create a sense of community and ownership.

## Website

The *Walk.Bike.Drive. Safe* website – [www.walkbikedrivesafe.org](http://www.walkbikedrivesafe.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. In the FY 2022, the website was redesigned to help ensure that content was logically grouped, eliminating redundancy, and making it easier for users to access information.

[Home](#) [What You Can Do](#) [To Walk Bike Drive Safe](#)

# Walk Bike Drive Safe

## Walk.Bike.Drive. Safe Southeast Michigan

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, Walk.Bike.Drive. Safe helps to implement the [Southeast Michigan Traffic Safety Plan](#).

SEMCOG partners with local governments, agencies, and organizations throughout Southeast Michigan to ask road users to engage in safe behaviors. These partnerships support regional efforts to:

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

[View About Page](#)

## Walk.Bike.Drive. Safe Campaign

The goal of Walk.Bike.Drive. Safe 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. The messages below are a summary of the campaign materials.



### Walk Safe

Always...

- Look left-right-left before crossing a street and watch for turning vehicles.
- Cross streets at marked crosswalks or intersections.
- Obey all traffic signals. Only enter the street during the "WALK" symbol when crossing at a signal.
- Walk on the sidewalk; if there is no sidewalk, walk facing traffic and as far to the left as possible.
- Yield the right-of-way to motorists and bicyclists when crossing outside of a marked crosswalk.
- Allow ample time for a vehicle to yield prior to entering the street

Never...



### Bike Safe

Always...

- 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 your hands to signal when you plan to turn, slow down, or stop.
- Wear a properly fitted helmet.
- Yield the right-of-way to pedestrians on sidewalks or crosswalks.
- Give an audible warning before you pass people on a sidewalk or bicyclists on the road or path.

Never...



### Drive Safe

Always...

- Watch for people who are walking and biking.
- Yield to people walking and biking when turning.
- Stop or yield to people within all crosswalks. Crosswalks exist wherever sidewalks cross roads, even if no lines are painted in the road.
- Share the road with bicyclists. They are legally allowed to ride on all roads, even when there is a bike lane or side path present.
- Leave at least 3 feet when passing bicyclists.
- Obey the posted speed limit.

Never...



## Partner websites

Communities, counties, and educational members are encouraged to share *Walk.Bike.Drive. Safe* initiatives and information on their websites to help promote transparency, accessibility, and community engagement. It empowers individuals, strengthens community ties, and contributes to the overall well-being and educational success of residents. Websites are powerful tools for advancing education and fostering collaboration.

As of September 2023, Royal Oak has SEMCOG's [‘Turn Safely’ video](#) displayed and ‘Tips from SEMCOG’ on their [Ride On, Royal Oak! website](#):

### Tips from SEMCOG

Walk.Bike.Drive. Safe is a public education initiative of SEMCOG (Southeast Michigan Council of Governments.) With the input and guidance of the Southeast Michigan Transportation Safety Action Committee and other traffic safety partners, Walk.Bike.Drive. Safe helps implement the Southeast Michigan Traffic Safety Plan. [Learn more.](#)

SEMCOG's [Bicycle and Pedestrian Mobility Map](#) series is an online resource for users to interact with key datasets and outputs from SEMCOG's [Bicycle and Pedestrian Mobility Plan](#) for Southeast Michigan. The map series includes Regional Bicycle and Pedestrian Corridors, Demand and Equity Analysis, and Local Bicycle and Pedestrian Plans. These maps allow users to zoom in and out across our region, turn on and off various layers, and even create custom printable maps.

## Earned media

Local news coverage plays a vital role in building awareness, credibility, and support of the public education campaign. It leverages the power of independent journalism and community engagement to amplify messages, influence transportation safety related behavior, and drives positive change.

Fox 2 Detroit helped expand the reach of Walk.Bike.Drive. Safe in the article [New Michigan law makes riding bikes safer on the road on October 2 2018](#):

A new law in Michigan is aimed at making the roads a safer place among drivers and bicyclists.

Trevor Layton is from SEMCOG, the Southeast Michigan Council of Governments, and they're behind a new campaign called Walk, Bike, Drive Safe. The goal is to reduce deadly crashes involving vehicles and pedestrians or bicyclists.

He rides about 11 miles to work on his bike.

He's all too familiar with the complaints from drivers who say the guy on the bike in the road is slowing traffic; why doesn't he get on the sidewalk?

Trevor will tell you bikes have every right to be on every road except expressways -- and that sidewalks are for walking. A new Michigan law explains exactly how vehicles are to navigate around bikes.

"There's a new law in Michigan that requires people who are driving cars to pass people on bikes giving at least three feet. And, so, the reality is if the situation isn't safe to allow three feet while passing, it's the responsibility of the driver to wait until such an opportunity presents itself," Trevor explains.

Yes, there are more bicyclists than ever right now, which is good for the environment, physical health, and economic development. But, whether you're walking, biking or driving you have to be aware of others and follow the rules of the road.

To learn more about staying safe on the road, visit [www.walkbikedrivesafe.org](http://www.walkbikedrivesafe.org).

WXYZ Detroit continued this dialogue through the article [Bikers, runners, drivers: How to stay safe while sharing the road in Michigan on May 9, 2019](#):

As the weather warms up, we're seeing more bikers, runners and drivers share the road, but it's also a time of year we traditionally see a spike in accidents.

More bike lanes are popping up throughout Michigan, reminding drivers that the roads don't belong just to cars.

The Southeast Michigan Council of Governments, or SEMCOG, is promoting safe driving through a series of new commercials. They are reminding drivers that by law, in order to pass a bicyclist, you need to give them 3 feet.

They're also reminding bikers about riding in the dark – flashing lights and reflectors are a must.

Since bike lanes are becoming more common, it's now the time to remember to pay attention to more bicyclists.

"It's a reminder to pay attention and look for other vehicles or cyclists before you turn," said Jenya Abramovich of SEMCOG.

She says it's a shared responsibility. It's why SEMCOG is pushing its "Walk. Bike. Drive. Safe" campaign. Everyone has a role in keeping our "normal" routines safe.

"Drivers definitely have a big role — they need to watch out for people walking or biking on our roads, but at the same time if you're biking or walking — you need to make sure that you're acting safely too and not putting yourself into danger."

Oakland County Times shared [Older Driver Safety Awareness Week Tips and Resources on December 6, 2021](#):

SEMCOG, the Southeast Michigan Council of Governments, joins the State of Michigan in recognizing December 6-10 is National Older Driver Safety Awareness week, and drivers and residents of all ages should take this opportunity to educate themselves on the best and safest ways to encourage maintained mobility for older residents.

SEMCOG's Regional Forecast projects that the number of people age 65 and older will grow substantially, by 67% from 2015 to 2045. After years of steadily increasing crashes, older-driver involvement is one of the only areas from the region's [Traffic Safety Plan](#) that decreased in number of crashes, fatalities, and serious injuries in 2020. Increased risk of COVID among

seniors and few options for nonessential trips in 2020 likely contributed to this decrease. Despite this recent drop-off, the long-term demographic trends show that share of crashes involving older drivers is also likely to grow.

“Like most of the country, a large portion of Southeast Michigan’s population is facing decisions about adjusting lifelong mobility habits,” said Amy O’Leary, Executive Director of SEMCOG. “For aging drivers and their family members, it is never too soon to start planning for a smooth transition.”

Michigan residents can learn more about the topics related to aging and driving on the state’s Safe Driver Smart Options website. The website was designed for easy navigation and offers robust resources and information to help aging driver remain mobile and independent including:

- Older driver self-assessment driving tools and videos
- Links to driver refresher courses and other community supports for older drivers
- Information about how medications and health problems may affect driving and lists of resources available to drivers once they stop driving
- Strategies for initiating conversations about when and how to transition to a non-driving lifestyle
- Procedures for referring an unsafe driver for a driver reexamination
- Information about the aspects of aging and how best to interact with older residents for audiences such as law enforcement, healthcare, and other professionals

Aging drivers, their families and professionals who care for them are encouraged to explore different topics every day during National Older Driver Safety Awareness Week:

- Monday, Dec. 6: Anticipating Changes That Can Affect Driving
- Tuesday, Dec. 7: Family Conversations
- Wednesday, Dec. 8: Screening and Evaluations with an Occupational Therapist
- Thursday, Dec. 9: Interventions That Can Empower Drivers
- Friday, Dec. 10: Staying Engaged in the Community With or Without a Car

For more information and resources about aging drivers, visit the Safe Drivers Smart Options website. More safety tips are also available on the [Walk.Bike.Drive. Safe website](#), have been developed based on safety emphasis areas identified in the [Southeast Michigan Traffic Safety Plan](#).

### **Messages on display throughout the region**

In addition to sharing materials online, *Walk.Bike.Drive. Safe* messages are also shared in public spaces throughout Southeast Michigan. This is a strategic and effective way to reach a broad and diverse audience, create lasting impressions, and promote safer transportation practices within communities. These mediums, including the examples below, are essential tools for increasing awareness of the campaign’s key messages.



*Walk.Bike.Drive. Safe* 'Slow Down' message displayed on the back of the Detroit Department of Transportation's (DDOT) bus.



*Walk.Bike.Drive. Safe* 'Leave 3 feet' message displayed in Corktown, Detroit.

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## Media Analytics and Impressions

With a variety of products strategically promoted across different media, the *Walk.Bike.Drive. Safe* campaign reached more than **13.4 million impressions** during the fall and spring of the FY 2023. In the history of *Walk.Bike.Drive. Safe* (beginning in 2018), there have been over **129.9 million total impressions**.

This includes:

- Over 5.7 million impressions on broadcast TV spots,
  - 1,317,800 impressions via WXYZ-7
  - 950,900 impressions via TV-20
  - 1,310,000 impressions via WDIV/ METV
  - 1,797,000 impressions via WJBK-2
  - 304,210 impressions via WWJ TV 62
- 1,265,419 impressions on Effectv (Comcast) cable
- 326,319 impressions via OTT Streaming
- 115,546 impressions via Radio Streaming
- Over 6 million impressions on social media
  - Over 685,000 video plays
  - 92 direct shares and retweets
- 445 views of “Safer People Mean Safer Transportation” blog article (5/2/2023)
- 7,977 unique views of *Walk.Bike.Drive. Safe* website in the FY2023
  - 3,269 unique views of the *Walk.Bike.Drive. Safe* website from social media (including Facebook, Instagram, and LinkedIn)
  - 504 unique views of the *Walk.Bike.Drive Safe* website from search engines (including Google, Bing, and Yahoo)
- Historical Summary of Impressions
  - 2018: 44 million
  - 2019: 33 million
  - 2020: 14 million
  - 2021: 12 million
  - 2022: 13.5 million
  - 2023: 13.4 million

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