



FY2025 Public Education Campaign



SEMCOG VISION

All people of Southeast Michigan benefit from a connected, thriving region of small towns, dynamic urban centers, active waterfronts, diverse neighborhoods, premiere educational institutions and abundant agricultural, recreational, and natural areas.



Background

- **Safety Concerns in SE Michigan:**
 - Pedestrian and bicycle crashes = 1.5% of total crashes, but account for 25% of all traffic fatalities in Southeast Michigan
 - Fatalities caused by speeding have become an increasing issue
 - Higher speeds = higher crash severity
- **Approach:**
 - Data-driven, aligned with SEMCOG's [Transportation Safety Plan](#) and [Quick Facts](#) trends



About Safe Streets

- **Goal:**
 - Focuses on creating a safe environment for mobility, education to support safe behaviors, and keeping our streets safe for all users, especially those most vulnerable
- **Partners:**
 - Local governments, agencies, and organizations across Southeast Michigan
- **Focus Areas:**
 - Safer environments for mobility
 - Education to support safe behaviors
 - Protection of vulnerable users (e.g., pedestrians, bicyclists)
- **Approach:**
 - Regional "blitz" campaigns
 - Safety messages shared since 2018
 - Complements safer infrastructure with education



Allies in Action – National Partners



U.S. Department of Transportation

ABOUT DOT ▾

PRIORITIES ▾

CONNECT ▾



Southeast Michigan Council of Governments (SEMCOG)

NEW

Across the seven-county Southeast Michigan region, SEMCOG will utilize the Safe Systems Approach to implement actions from the [Southeast Michigan Transportation Safety Plan](#) [↗] - adopted in June 2023. Throughout 2024, SEMCOG will coordinate through quarterly Transportation Safety Action Committee meetings to set and prioritize regional safety performance measure targets; conduct spring, summer, and fall iterations of the multimedia [Safe Streets Southeast Michigan campaign](#) [↗] to encourage safe behaviors, distributing tens of thousands of practical safety items (such as bike lights) and broadcasting messages via television, radio, streaming, and social media (aiming for over 13 million impressions); and they will conduct eight Road Safety Audits to generate recommendations for safety countermeasure. Additionally, SEMCOG will identify strategies to promote FHWA-proven safety countermeasures and conduct additional safety data analysis. [Read the September 2024 press release from SEMCOG](#) [↗] .



REGIONAL PARTNERS

- Southeast Michigan (SEMI) Active Group
- Transportation Safety Action Committee
- Partnerships with local governments, agencies, and organizations throughout Southeast Michigan



GIVEAWAY ITEMS

- Bike lights
- Light-up wristbands
- Reflective armbands
- Safe Streets stickers
- Safe Streets pamphlets
- Tip cards
- Michigan's Guide for Aging Drivers and Their Families
- Safe Streets poster



Pedestrians, Bicyclists Tip Cards

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SAFE STREETS
SOUTHEAST MICHIGAN

— **PEDESTRIANS** —



FOR MORE INFORMATION GO TO
SafeStreetsMi.org

WHAT YOU CAN DO TO WALK SAFE



CROSS THE STREET
at crosswalks and intersections



WATCH FOR TURNING VEHICLES
Look left, right, and left again



USE THE PUSHBUTTON
to activate signal and alert traffic



WAIT FOR THE WALK SIGNAL
before crossing



BE VISIBLE
Wear something light or reflective after dark



WATCH OUT FOR BLIND SPOTS
around trucks and buses

SAFETY IS EVERYONE'S RESPONSIBILITY
For more information, go to SafeStreetsMi.org

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SAFE STREETS
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— **BICYCLISTS** —



FOR MORE INFORMATION GO TO
SafeStreetsMi.org

WHAT YOU CAN DO TO BIKE SAFE



OBEY SIGNS AND SIGNALS
just as you would driving a car



NEVER RIDE AGAINST TRAFFIC
when riding in the road



USE HAND SIGNALS
to alert drivers of your intention



USE LIGHTS AT NIGHT
so you are more visible to drivers



WEAR A HELMET
to reduce the likelihood of a head injury in a crash



RIDE IN A STRAIGHT LINE
at least 3 feet from parked cars

SAFETY IS EVERYONE'S RESPONSIBILITY
For more information, go to SafeStreetsMi.org



Drivers Tip Card

 SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS


SAFE STREETS
SOUTHEAST MICHIGAN

DRIVERS




FOR MORE INFORMATION GO TO
SafeStreetsMi.org

 **WHAT YOU CAN DO TO
DRIVE SAFE**

 **STOP FOR PEOPLE**
at crosswalks

 **BE CAREFUL WHEN PASSING**
buses or stopped vehicles

 **SLOW DOWN**
and obey the speed limit

 **WHEN TURNING,
LOOK AND YIELD**
to people walking and biking

 **LOOK FOR BICYCLISTS**
before opening your door

 **ALLOW AT LEAST 3 FEET**
when passing bikes

 **AVOID DISTRACTIONS**
including cell phones, eating, etc.

SAFETY IS EVERYONE'S RESPONSIBILITY
For more information, go to SafeStreetsMi.org

- All tip cards and the Safe Streets Pamphlets are available in English, Arabic, and Spanish
- Available for download on our website – safestreetsmi.org



Safe Streets Pamphlet

Know the Roads

Rectangular Rapid Flashing Beacon (RRFB)

When driving, yield to people in crosswalks, especially when lights are flashing.

When walking or rolling, push a button to activate the signal and wait for a safe gap before crossing.



Bike lanes



These lanes are intended for people riding bikes, e-bikes, and scooters. Drivers can only enter this space when bike lane lines are dashed.

Shared-lane markings (sharrows)



Bicyclists and drivers can use this space. While all roads – unless otherwise posted – are usable by motor vehicles and bicycles, shared-lane markings are often found in places with increased bicycling activity.



State Laws

When walking ...

- Cross within a crosswalk when possible.
- Yield the right-of-way to motorists and bicyclists when crossing outside of a crosswalk.
- Allow ample time for a vehicle to yield prior to entering the street.
- Only enter the street during the "WALK" symbol when crossing at a signal.

When biking ...

- Obey the same traffic signs, signals, and laws as a motorist.
- Signal when stopping or turning.
- Use a white front headlight and a red rear reflector or light at night.
- Yield the right-of-way to pedestrians on sidewalks, paths, trails, or in crosswalks.

When driving ...

- Yield the right-of-way to pedestrians and bicyclists crossing the road.
- Yield the right-of-way to pedestrians and bicyclists when turning.
- Share the road with bicyclists; they are legally allowed to ride on all roads.
- Leave at least 3 feet when passing bicyclists.
- Use hands-free technology if you must use a device; manual use beyond a single touch is prohibited.



SAFE STREETS SOUTHEAST MICHIGAN

Safety is Everyone's Responsibility



For more information go to: SafeStreetsMI.org

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Walking safety tips

- Look left-right-left before crossing a street and watch for turning vehicles.
- Cross streets at marked crosswalks or intersections.
- Obey all traffic signs and 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.
- Wear bright and reflective clothing when walking after dark and in bad weather.
- 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 trail to allow bicyclists to pass.

Biking safety 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.


Driving safety 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.
- Leave at least 3 feet when passing bicyclists.
- Obey the posted speed limit.
- Do not block or park in crosswalks and bike lanes.
- Do not pass a vehicle that is stopped for pedestrians.
- Stay alert when driving and avoid distractions, like talking or texting on your phone or listening to headphones.
- Do not drive after consuming alcohol or drugs.

Follow pedestrian signals


Start crossing

You may begin to cross the street.




Don't start

Do not enter the street. If you have already begun to cross continue to the other side. The counter at the bottom tells you the time remaining to finish crossing.




Don't cross

Do not enter the street.



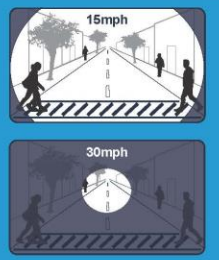
Use hand signals

View from behind



Stopping Left turn Right turn

Slow down to see more



15mph
30mph

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SAFE STREETS IMPLEMENTATION

163 COMMUNITIES

in Southeast Michigan have received campaign materials since the beginning of the Safe Streets campaign in 2018

7 Counties

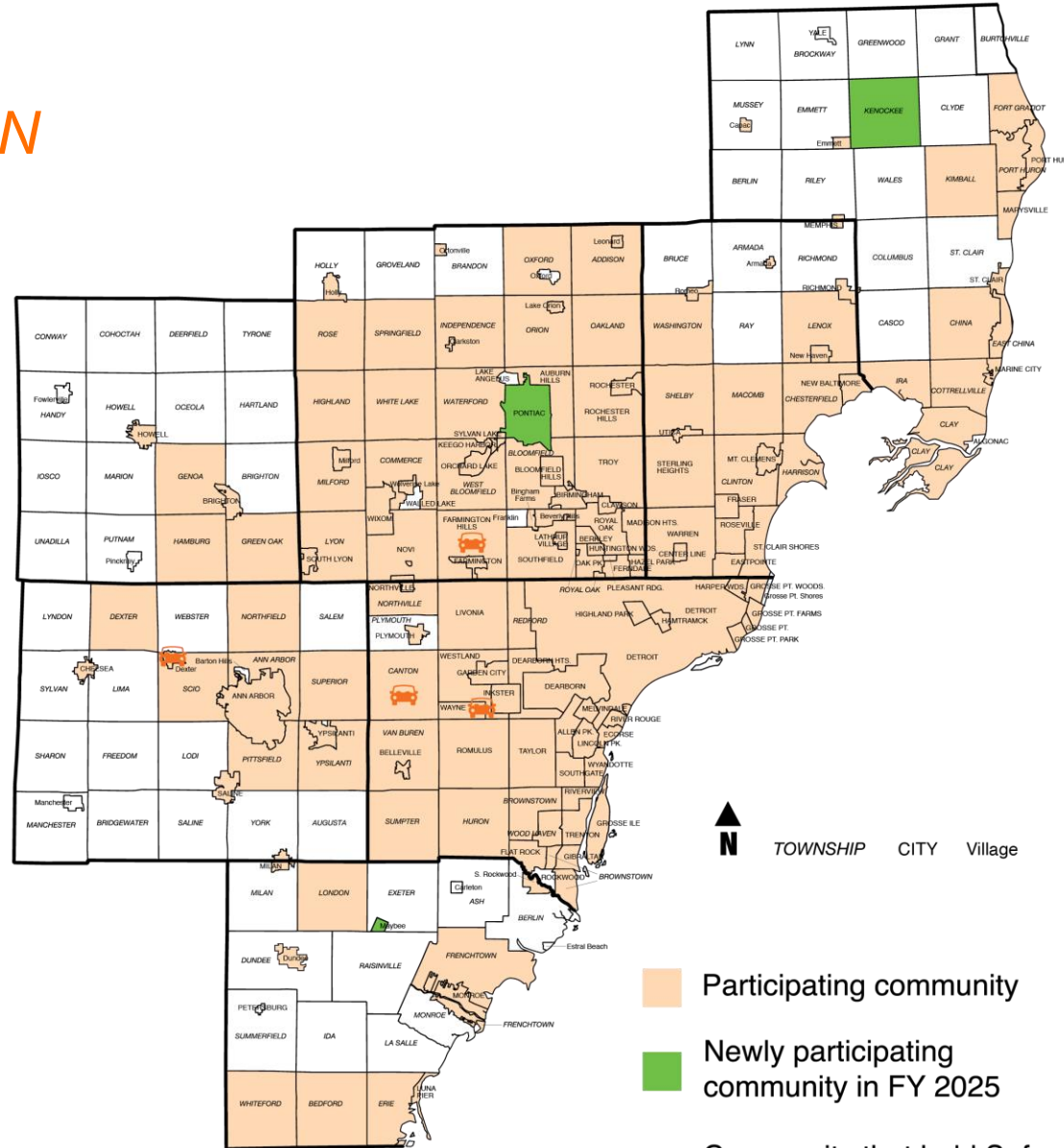
86 Cities

58 Townships

18 Villages

3 NEW COMMUNITIES

in Southeast Michigan received materials for their first time



100+ GROUPS AND ORGANIZATIONS

in Southeast Michigan have received campaign materials since the beginning

Participating community

Newly participating community in FY 2025

Community that held Safe Streets event *

*Based on the information currently provided by local partners and communities



Targeted Outreach

- **79 Safe Streets bundles** distributed to 35 of 40 geographically disadvantaged areas (GDA) in Southeast Michigan, 5 of 7 were limited interaction
- FY2022-25, **271 Safe Street bundles** delivered to GDA



Port Huron Schools



Safe Streets Materials Around the Region

Bundles of safety materials are used at events, municipal buildings, libraries, schools, and more!



Farmington Hills – Farmers Market



Independence Township – Safe Streets Display in municipal building



Washtenaw County Road Commission, Dexter - annual #touchatruck

Pilot: Up-and-Coming Safety Champion

SEMCOG partnered with SEMCOG Vice Chairperson Canton Township Supervisor Anne Marie Graham-Hudak and township staff in supporting a pilot approach for Safe Streets of an up-and-coming safety champion.

Local ninth grade student Evan Zhen engaged residents on the importance of traffic safety and distributed safe streets materials to residents at several community events.



Wayne Safety Day,
City of Wayne



National Trails Day,
City of Trenton



Summit on the Park,
Canton Township



Liberty Fest,
Canton
Township



Evan Zhen and Canton Township

- Four outreach events: Summit on the Park in Canton Township; Canton Celebrates National Trails and River Day; Liberty Fest in Canton Township, and Wayne Safety Day in Wayne
 - 800 Safe Streets materials distributed
 - 1,500 residents engaged
 - 400 people signed Evan's safety pledge



Safety education table in Canton Township



Canton celebrates TAP funding for Sidewalks with SEMCOG



LOOKING AHEAD

- Lessons learned...
 - Popular giveaway items included bike lights/wristbands and stickers with younger children
 - Consider atmosphere with engagement activities (roundabout game/trivia)
 - Received additional requests to attend events and workshops

I Commit to Walk, Bike, and Drive Safely! 🚶 🚲 🚗

Join our community in promoting safer streets for everyone.

By signing below, I pledge to:

- ☒ Walk with awareness and use crosswalks.
- ☒ Bike responsibly, wear a helmet, and follow the rules of the road.
- ☒ Drive free of distractions and yield to pedestrians and cyclists.
- ☒ Help make our community safer through my actions.

1. Sean Kelly
 2. [Signature]
 3. [Signature]
 4. [Signature]
 5. [Signature]
 6. [Signature]
 7. Salma Ahmad.
 8. Kaylee King
 9. [Signature]
 10. [Signature]
- [Signatures on right side of lines]

Evan's Safety Pledge

CAMPAIGN BLITZ


- **Fall 2024: October 29 – November 10**
- **Spring 2025: May 5 – 11**



Media Toolkit

- Website
- Tip cards
- Sample newsletter article
- Social media messages
- Video files

... some fall safety tips to share.



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SAFETY IS EVERYONE'S RESPONSIBILITY

SafeStreetsMI.org

[View this email in a web browser.](#)

This fall, be a champion for transportation safety

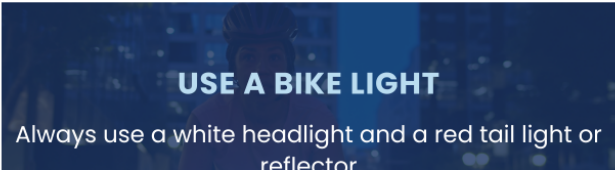
Support Safe Streets!

SEMCOG is launching its fall traffic safety education blitz on October 28, 2024, and we are counting on your participation to reach as many people as possible. The goal of [Safe Streets](#) is simple: Reduce traffic crashes, particularly those involving fatalities and serious injuries. Decreased daylight this time of year makes the roads less safe for people who walk, bike, and roll (AKA vulnerable road users) in particular, so please take care!

Media toolkit

Campaign materials are provided for your use on social media, websites, community TV, in e-newsletters, and more. These include:

- [A series of short videos](#) (available for download)
 - Check out our new [Driving Store PSA video](#) that offers a satirical look at speeding and unsafe driving behaviors on our roads, emphasizing the human impact.
- [Safety tip messages for social media](#)
 - A posting schedule with videos/graphics, captions, and alternative text to share messages on social media during this fall traffic safety education blitz (Oct. 28 - Nov. 10)
- [Speeding landing page](#)
 - This page highlights the critical issue of speeding and its impact on road safety, noting that it caused over 12,000 deaths nationwide in 2022, with a significant rise in fatalities in Southeast Michigan.
- [Safety pamphlets and tip cards](#), which can be printed on-demand
- [Activity/coloring pages for children](#)



... some spring safety tips to share.



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SafeStreetsMI.org

[View this email in a web browser.](#)

Safe Streets blitz begins on May 5

Share safety messages with your community!

Starting on Monday, May 5, 2025, SEMCOG is launching its spring transportation safety education blitz, and we are counting on your participation to reach as many people as possible. The goal of [Safe Streets](#) is simple: Reduce traffic crashes, particularly those involving fatalities and serious injuries. Increasing daylight and warmer temperatures also mean more people are enjoying the outdoors with activities such as walking and biking, so please take care!


Media toolkit

Campaign materials are provided for your use on social media, websites, community TV, in e-newsletters, and more. These include:

- A series of short videos ([available for download](#))
- [Safety tip messages for social media](#)
- [Safety pamphlets and tip cards](#), which can be printed upon request
- [Story template for newsletters or media releases](#)

Read more about the Safe Streets campaign and upcoming initiatives in our [Safe Streets - Spring 2025](#) blog article.

Visit our website for more resources



Key Messages

- Slow down while driving, keeping a safe speed for conditions.
- Watch out for people, including workers and those who walk and roll.
 - For fall, decreased daylight is less safe
 - For spring, warmer weather means more people are enjoying the outdoors
- Be courteous and do your part to create a safe and friendly transportation environment.



Social Blitz

- Social Media videos and graphics



Use hands-free technology

Avoid distractions, including talking or texting on your phone while driving, biking, or walking. #SafeStreets



Never drive under the influence

Alcohol and drugs don't mix with driving. Drive safe and sober. #DriveSafe



Use a crosswalk when available

If a crosswalk or intersection is not available, locate a well-lit area where you have the best view of traffic. Wait...




Ride with Traffic


If you ride in the street, stay on the right side. #BikeSafe



Communities Utilizing Social Media Schedule

 Wayne County, Michigan is with SEMCOG, Southeast Michigan Council of Governments.
May 29 · 🌐

Hey, Wayne County! Slow down – it's a simple way to save lives.
Check comments for Fast Facts on Driving Too Fast.
[#SafeStreets](#) @followers




SafeStreetsMi.org

0:50 / 1:00


👍 You and 39 others

3 comments 13 shares

👍 Like 💬 Comment 📧 Send ➦ Share

 City of Belleville, Michigan Government
May 14 · 🌐

Regardless of the season, bicyclist deaths occur most often when it is dark outside! Don't forget the importance of using a bike light/bright color when there is low visibility [#BikeSafe](#)




SafeStreetsMi.org

👍 Like 💬 Comment ➦ Share


👍 You and 2 others

2 shares

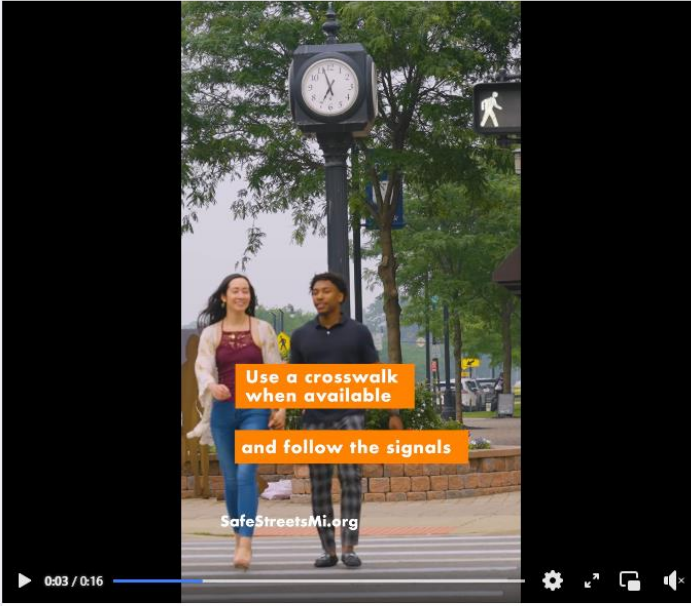
Most relevant ▾

 Infolady48111 ✓
Safety first

9w Like Reply

 Charter Township of Shelby - Government
May 9 · ⚙️

Use a crosswalk when available. Crosswalks positively impact pedestrian safety and are always the safest choice. [#SafeStreets](#)
Visit <https://www.semcog.org/about-safestreetsmi> for more resources.



SafeStreetsMi.org

0:03 / 0:16

👍 You and 1 other

👍 Like 💬 Comment 📧 Send ➦ Share



Analytics are unavailable – communities are welcome to share with us!

Blog Article

- **1,000+ views** of “Safe Streets – Spring 2025” posted on April 28, 2025



Safe Streets – Spring 2025

🕒 Apr. 28 2025 | Trevor Layton

The Safe Streets initiative plays a pivotal role in aligning transportation safety education for the general public with the needs of our system.

[Read more](#)



Driving Store Video Awards

- SEMCOG and its production partner Reel Clever won the 2025 Michigan Emmy Award for Public Service Announcement – Single Spot/Campaign, presented by the National Academy of Television Arts and Science (NATAS) Michigan Chapter
- SEMCOG also won two awards at the 46th Annual Telly Awards:
 - Gold People's Telly Award in the General – Regional TV category
 - Silver Telly Award in the General – Public Service and PSA category



WDIV Local 4 / Click on Detroit

- Working with local news stations helps amplify our messages



NEWS

Metro Detroit's Safe Streets campaign focuses on road safety

Published: May 5, 2025 at 1:42 PM

Tags: Safe Streets, News, Michigan

With the arrival of spring, there is an increase in road traffic as more people venture outdoors, leading to a heightened risk of accidents. In response, Trevor Layton from the Southeast Michigan Council of Governments has launched the "Safe Streets" campaign in Metro Detroit, aimed at improving road safety and reducing accidents during this busy season.



Fall Analytics

- Organic posts on SEMCOG's social (Instagram, LinkedIn, Facebook TikTok, and X)
 - **Impressions: 15,031**
 - Engagement: 466
 - Clicks: 134
 - Video views: 9,105
 - Shares: 65
 - Reactions: 253
 - Comments: 15
- Paid ads on SEMCOG's social (Driving store: Facebook, Instagram, LinkedIn)
 - **Impressions: 1,755,867**
 - Engagement: 275,247
 - Clicks: 3,534
 - Video views: 273,960
- Paid ads on Peacock, streaming service
 - **Impressions: 343,539**



Drive safe and sober.

Driver impairment is involved in **27% of speeding crashes** that result in a fatality or serious injury.

 SafeStreetsMi.org



Wear a helmet. Get endorsed.

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

48% did not have a motorcycle licence endorsement.

 SafeStreetsMi.org

Spring Analytics

Organic posts on SEMCOG's social (Facebook, Instagram, LinkedIn, TikTok, and X)

- **Impressions: 6,817**
- Engagement: 223
- Clicks: 57
- Video views: 2,436
- Shares: 16
- Reactions: 75
- Comments: 7
- Paid ads on SEMCOG's social (Driving Store, Everyone Home Safe, and Look for people: Facebook and Instagram)
 - **Impressions: 426,873**
 - Engagement: 237,170
 - Clicks: 3,071
 - Video views: 234,521

Use hands-free technology.

Using your phone while driving is distracting, dangerous, and illegal.



SafeStreetsMi.org

Slow Down.

Crashes involving drivers traveling too fast for road conditions accounted for **17% of the region's fatalities.**



SafeStreetsMi.org

Paid Ads with Media Purchasing

- Broadcast TV spots
 - WXYZ-7: 1,476,900
 - TV-20: 902,000
 - WDIV/METV: 1,132,800
 - WJBK: 2,538,600
 - METV/cozi: 314,500
 - CW50: 530,105
 - Effectv (Comcast) cable: 813,061
- OTT Streaming: 1,018,700
- WWJ AM: 607,600
- **Total Impressions: 9,334,266**

SafeStreetsMi.org

Slow Down.

Crashes involving drivers traveling too fast accounted for 17% of Southeast Michigan's fatalities.

17%



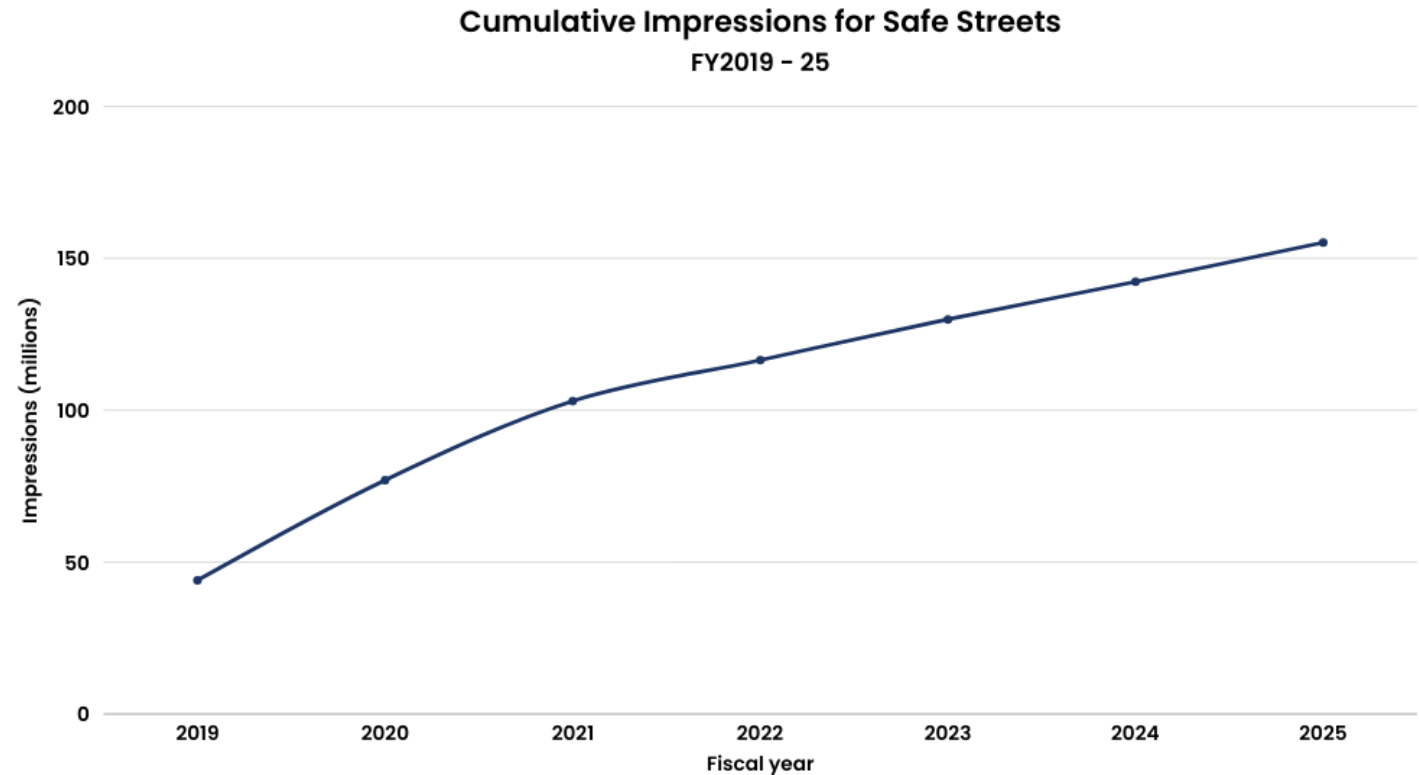
SafeStreetsMi.org

SEMCOG



Historical Impressions

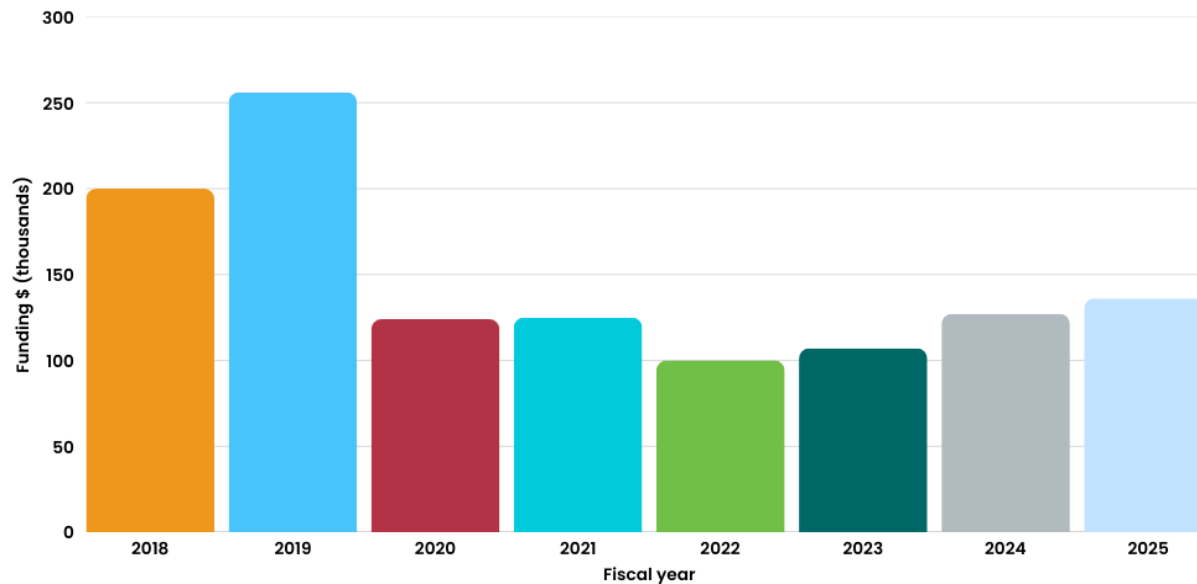
- **11,882,393 million** impressions during the fall and spring of FY2025.
- In the history of the campaign (beginning in 2018), there have been over **155.2 million** total impressions.



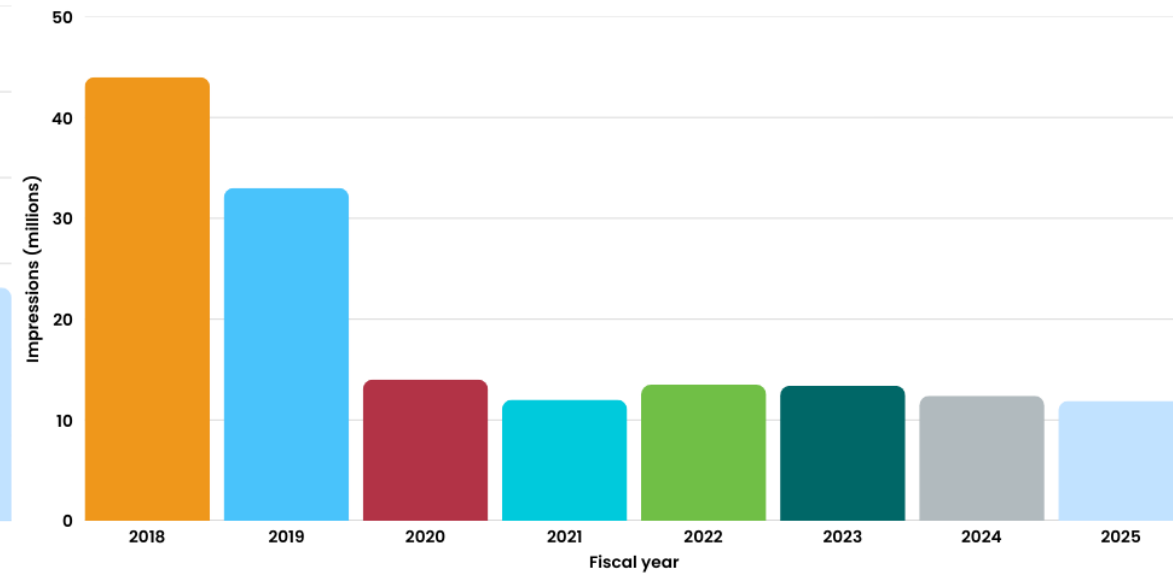
Budget v. Impressions

In recent years, some investment has shifted from media buys in higher production-value videos; rising cost of safety materials

Historical Summary of Funding for Safe Streets

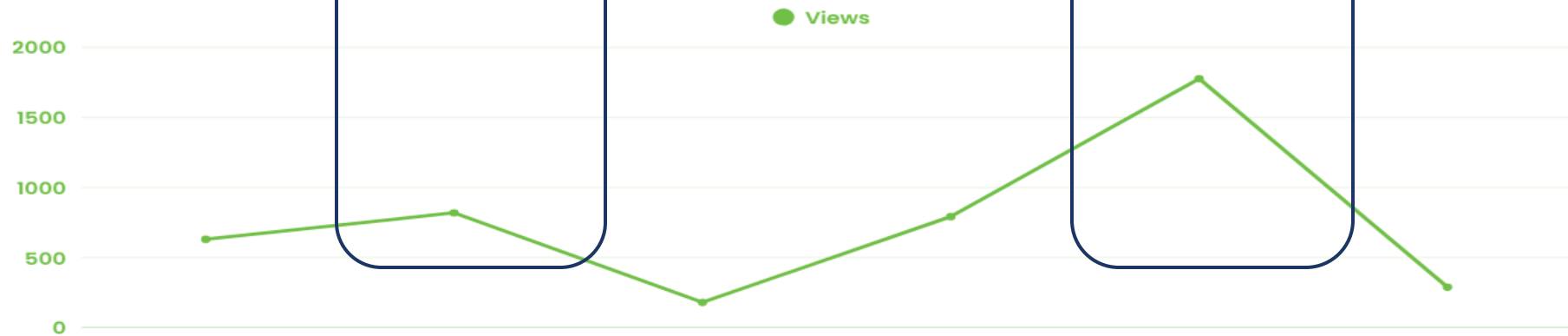


Historical Summary of Impressions for Safe Streets



Website Views

	Sept 27 – Oct 27, 2024	Fall campaign		Spring campaign		
		Oct 28 – Nov 10, 2024	Nov 11 – Dec 11, 2024	Apr 4 – May 4, 2025	May 5 – May 11, 2025	May 12 – Jun 11, 2025
Views	630	819	179	792	1777	288
Total users	223	316	62	370	2586	219
Event count	2,477	3289	668	3256	10110	1213
Session	317	469	98	488	2657	267
Avg time on page	1:00	1:02	0:36	0:48	0:02	0:15



- Total views: 2,596, 3-year average: 5,831
- Annual views: 4,884



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