



FY2026 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

SEMCOG | SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS



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

SEMCOG | SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS



SAFE STREETS
SOUTHEAST MICHIGAN

— 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



- 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



Use these buttons:

- Stopping
- Left turn
- Right turn

Slow down to see more



15mph
30mph

SAFETY IS EVERYONE'S RESPONSIBILITY

For more information, go to SafeStreetsMI.org



SAFE STREETS IMPLEMENTATION

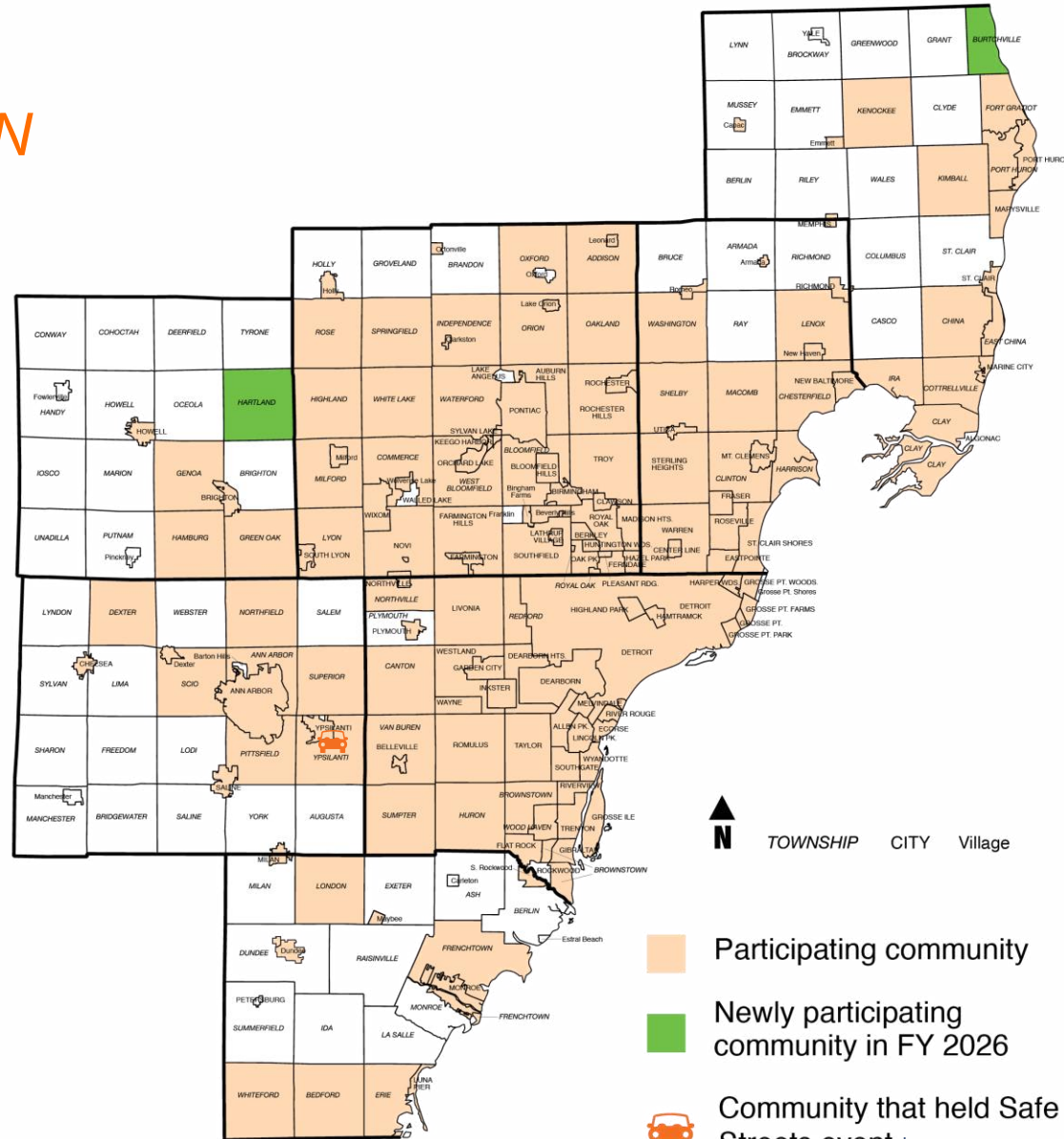
159 COMMUNITIES

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

7 Counties
85 Cities
58 Townships
16 Villages

2 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

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



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

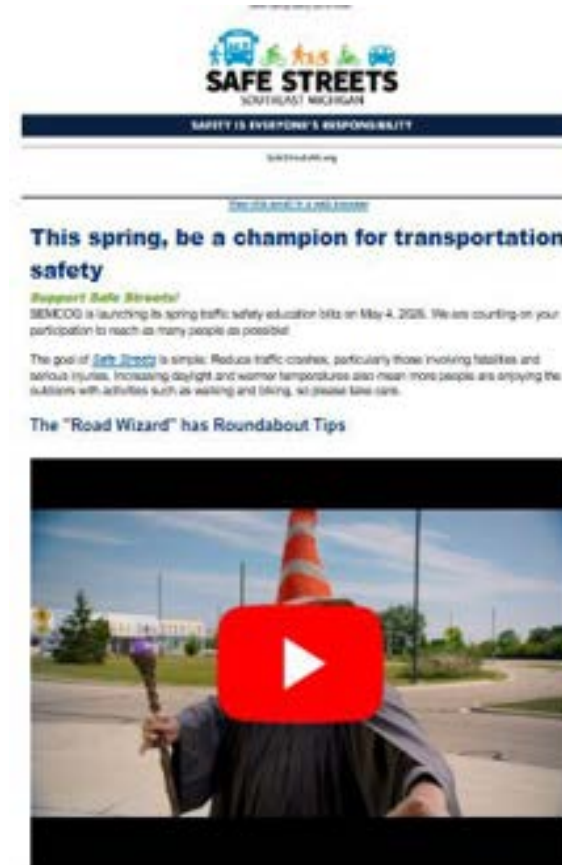
CAMPAIGN BLITZ

- **Fall 2025: October 27 – November 9**
- **Spring 2026: May 4 – 10**



Media Toolkit

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



As roundabouts become more common, the video aims to boost confidence and promote safe navigation. [Download the video](#) to share with your network or share it on social media to help spread the word.

Media toolkit

Campaign materials are provided for your use on social media, websites, community TV, in-newsletters, and more. Some information related to speeding and motorcycle-related crashes in Southeast Michigan is provided below. [View the complete 2024 Traffic Crash Data Facts report.](#)

Roundabouts are effective tools for reducing congestion and traffic injuries at intersections

[SEMCOG's Roundabouts page](#) explains how modern roundabouts are an effective traffic safety tool that reduce congestion and the severity of crashes by slowing vehicles and improving visibility and yielding behavior. Studies show they reduce fatal and injury crashes by 79% to 82% when replacing traditional intersections, and they are designed with features that support safe walking and biking access. Engineers select roundabout designs based on local conditions, and they come in various configurations to fit different roadway contexts.

Speeding: it might save time. It might cost a life.

[SEMCOG's speeding page](#) explains the risks of speeding and its impact on road safety, noting that in 2024, it was responsible for 11,204 deaths nationwide. In Southeast Michigan, there were 64 fatalities related to speeding in 2024, while speeding was a factor in 12% of fatalities and 11% of serious injuries.

Motorcycle crashes / severity on the rise

In 2024, Southeast Michigan's crashes involving motorcyclists increased 8% compared to 2023. Motorcyclist fatalities increased 28% with 77 fatalities, the highest total since 2015. Serious injuries increased only 2% from 2023 but are up 81% from 10 years prior. Similar to pedestrian-related crashes, only 1% of all crashes involved motorcycles in 2024, but motorcyclists accounted for 18% of all fatalities and 12% of all serious injuries within the region.

Additional Safe Streets education resources include:

- [A series of short videos](#) (available for download)
- [Safety tip messages for social media](#)
 - A posting schedule with daily messages is available, including downloadable graphics with alternative text, videos (with closed caption (SRT) text), and captions to help community members and local governments participate in the Safe Streets campaign during the fall traffic safety education blitz (May 4 - 11).
- [Safety pamphlets and tip cards](#), which can be printed and shared
- [Additional training pages for children](#)

[View all of this and more on the Safe Streets website](#)



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.



Key Messages Cont.: The Road Wizard

- The Road Wizard is our latest educational video for the campaign. In this short comedic piece, the Road Wizard, informs two confused travelers how to safely navigate a roundabout. The main message is to yield to cars and bicycles/pedestrians within the roundabout before entering.



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



Road Commission for Oakland County

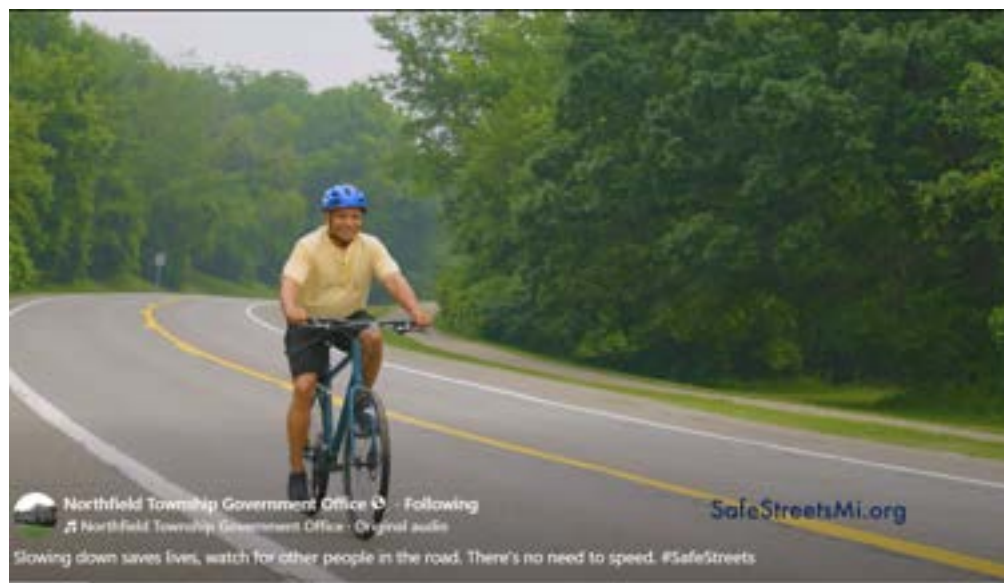


Pittsfield Charter Township

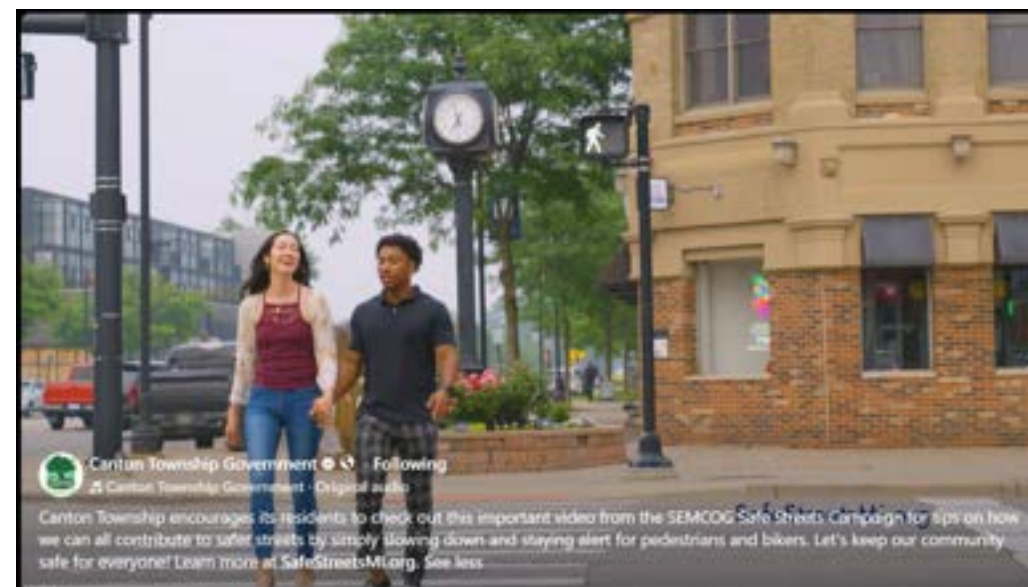


Analytics are unavailable – communities are welcome to share with us!

Communities Utilizing Social Media Schedule Cont.



Northfield Township



Canton Township



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

Road Wizard Video Awards

- SEMCOG and its production partner Reel Clever won the 2026 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 an award at the 47th Annual Telly Awards:
 - Silver People's Telly Award in the General – Regional TV category



- Working with local news stations helps amplify our messages
 - Interviews with WWJ and Audacy were broadcasted on May 3 and 4, 2026.
 - Shelby TV interviewed Trevor Layton, Communications Manager, SEMCOG on crosswalk safety.
 - City of Roseville shared a [Safe Streets New Flash](#) on April 21, 2026.



Fall Analytics

- Organic posts on SEMCOG's social (Instagram, LinkedIn, Facebook TikTok, and X)
 - **Impressions: 9,930**
 - Engagement: 246
 - Clicks: 38
 - Video views: 4,083
 - Shares: 25
 - Reactions: 142
 - Comments: 3
- Paid ads on SEMCOG's social (Road Wizard: Facebook, Instagram)
 - **Impressions: 1,750,128**
 - Engagement: 86,466
 - Clicks: 1,816
 - Video views: 85,454



Spring Analytics

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

- **Impressions: 5,389**
- Engagement: 195
- Clicks: 64
- Video views: 2,853
- Shares: 17
- Reactions: 92
- Comments: 6
- Paid ads on SEMCOG's social (Driving Store, Everyone Home Safe, Road Wizard and Look for people: Facebook and Instagram)
 - **Impressions: 3,348,375**
 - Engagement: 264,178
 - Clicks: 4,204
 - Video views: 262,006



Paid Ads with Media Purchasing

- Broadcast TV spots
 - TV-20: 1,369,400
 - WDIV/METV: 5,681,810
 - WJBK: 1,795,200
 - METV/cozi: 38,100
 - CW50: 691,400
 - Effectv (Comcast) cable: 798,484
 - WWJ 62: 119,052
- OTT Streaming: 1,902,803
 - Netflix: 69,424
- WWJ AM: 976,200
- Radio Streaming: 150,038
- **Total Impressions: 14,067,711**



SafeStreetsMi.org

Slow Down.

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

17%

The advertisement features a photograph of a pedestrian crossing a city street. The background is orange with white text. A circular graphic with '17%' is positioned to the right of the text. At the bottom, there are logos for 'SAFE STREETS Southeast Michigan', 'SafeStreetsMi.org', and 'SEMCOG'.



Website Views

		Fall campaign			Spring campaign	
	Sept 26 – Oct 26, 2025	Oct 27 – Nov 9, 2025	Nov 10 – Dec 10, 2025	Apr 3 – May 3, 2026	May 4 – May 10, 2026	May 11 – Jun 11, 2026
Views	2278	2233	248	357	2245	395
Total users	1801	1965	199	270	2089	354
Event count	8403	6694	783	1280	7624	1383
Session	1987	2069	227	325	2120	369
Avg time on page	0:14	0:03	0:14	0:17	0:02	0:10

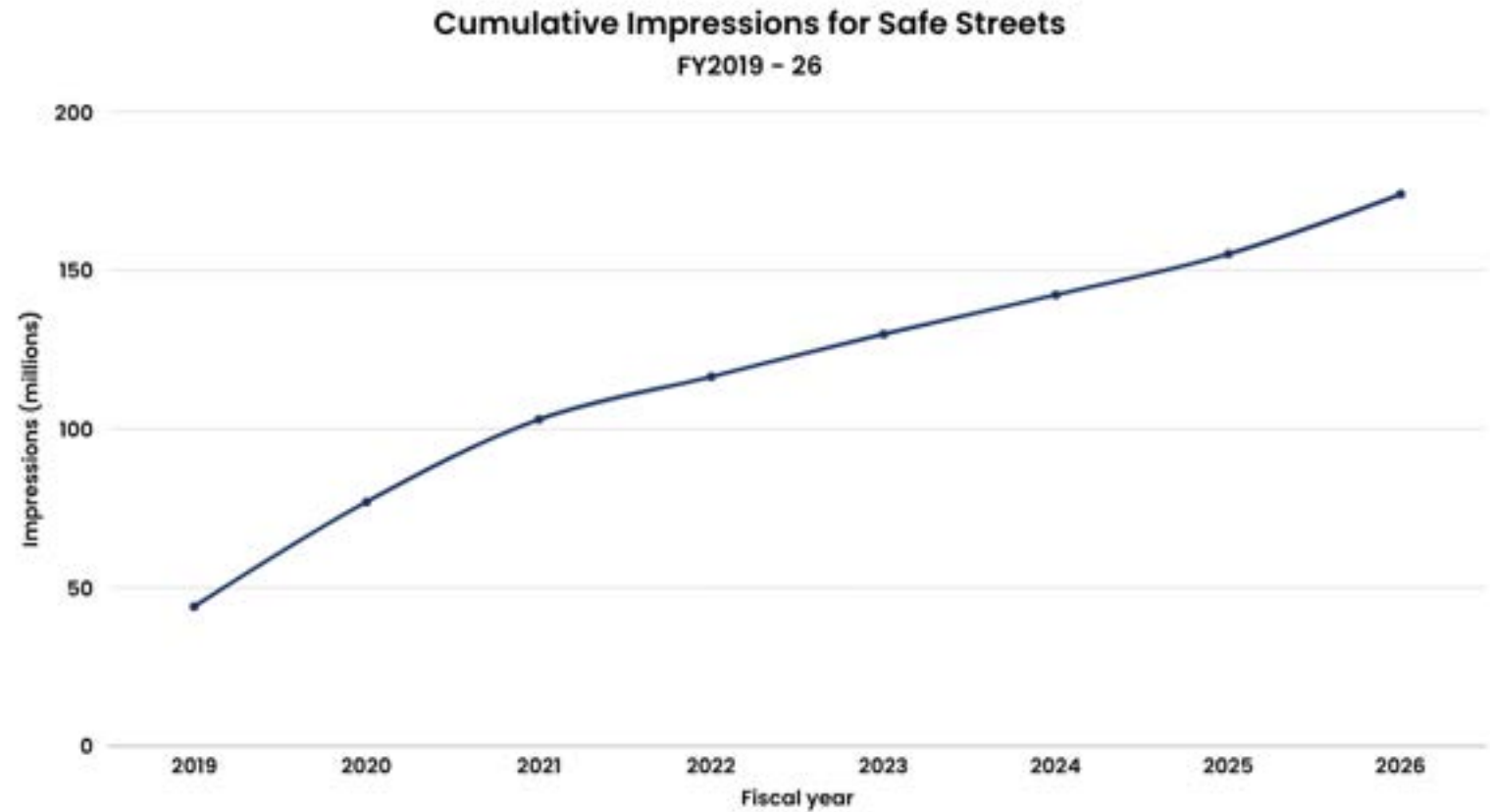


- **Total views: 4,478**, 4-year average: 4,521
- **Annual views: 9359**



Historical Impressions

- **19,181,533 million** impressions during the fall and spring of FY2026.
- In the history of the campaign (beginning in 2018), there have been over **174.4 million** total impressions.



Updates

- Upcoming SEMCOG University: E-Bike and Micromobility Safety on September 2, 2026,z at 1 p.m.
- Giveaway items
 - Available this fall
- Next blitz is this Fall, October 2026 (covers Halloween and Daylight Savings)
- Continue to share messages throughout the year
 - WZAW: April



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