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# Agenda

- Michigan's Safety Report Card
- Implementing the Safe System Approach
- Southeast Michigan Deeper Dive
- Roundabout Evaluation – National vs Michigan

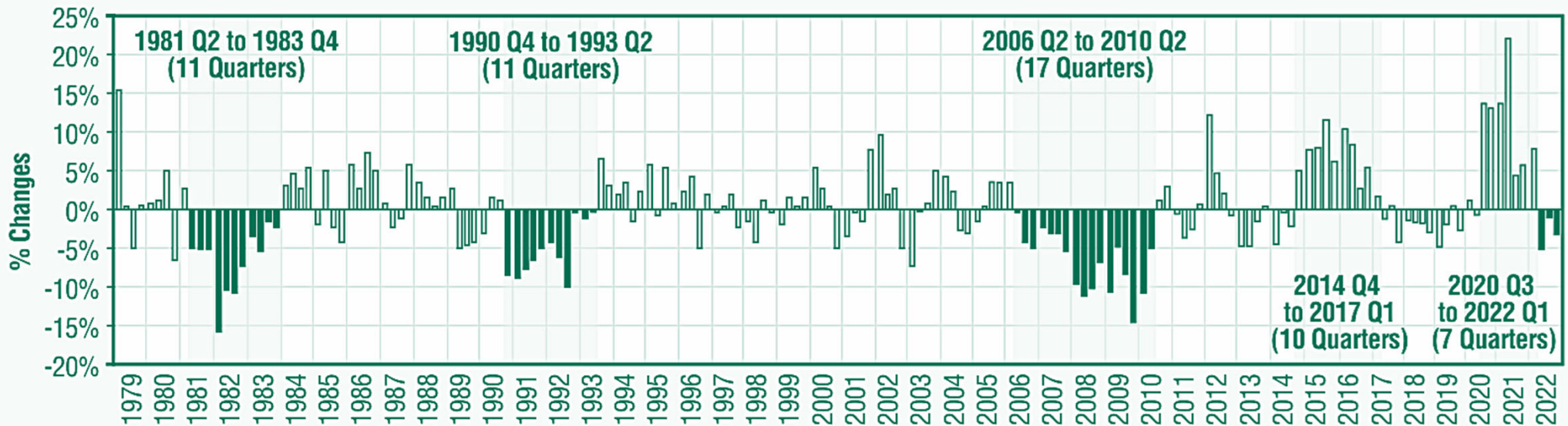


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# Michigan's Safety Report Card

## Fatality trends in the US have fluctuated but overall do not represent a downward trend toward zero deaths

**Figure 1: Percentage Change in Fatalities in Every Quarter as Compared to the Fatalities in the Same Quarter During the Previous Year**



Sources: 1979–2020 FARS Final File, 2021 FARS Annual Report File. 2022 statistical projections.



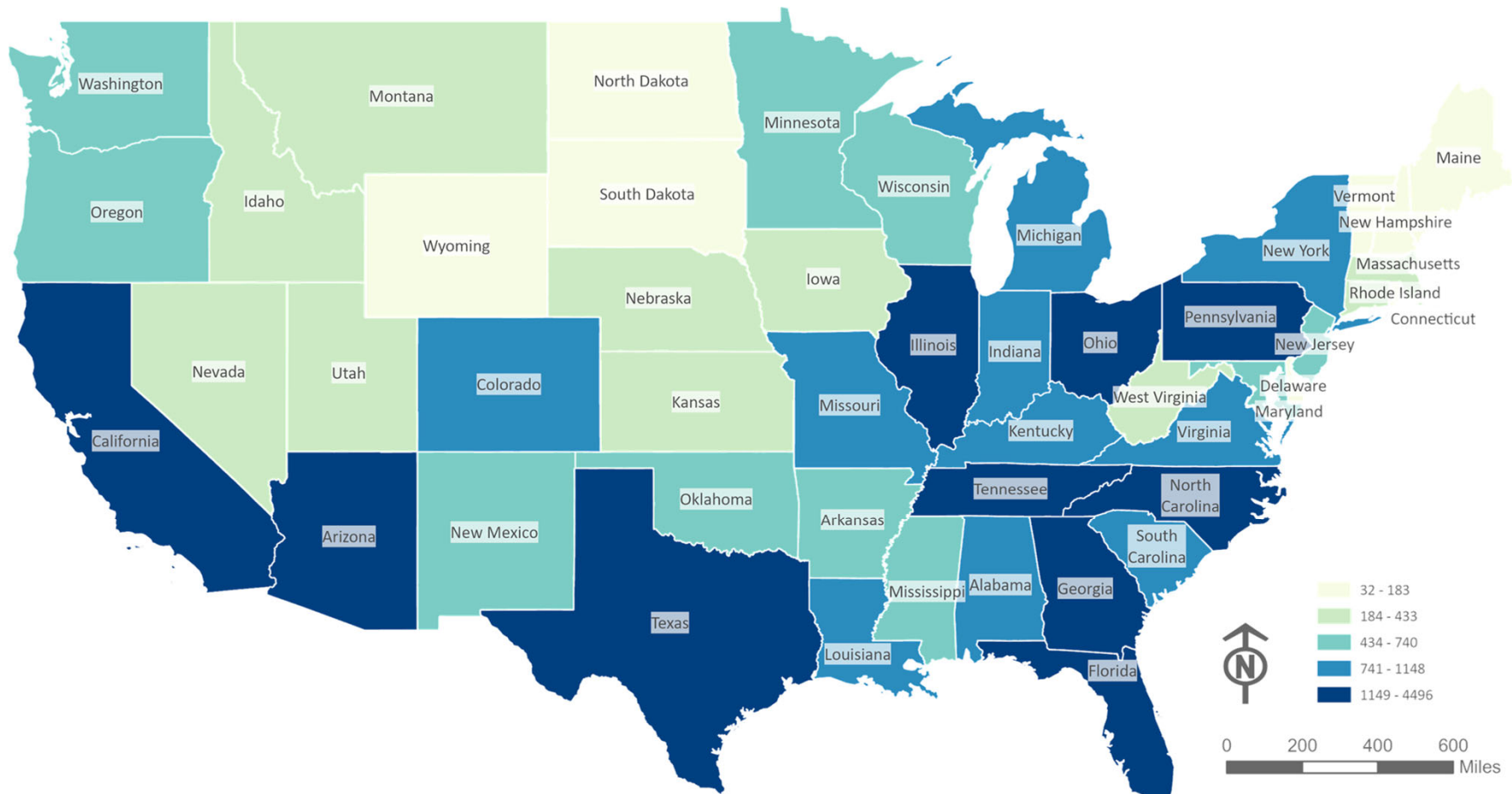
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## Live Polling

- **What are the trends in the State of Michigan?**
- **How does the State of Michigan compare to national fatality and injury rates?**

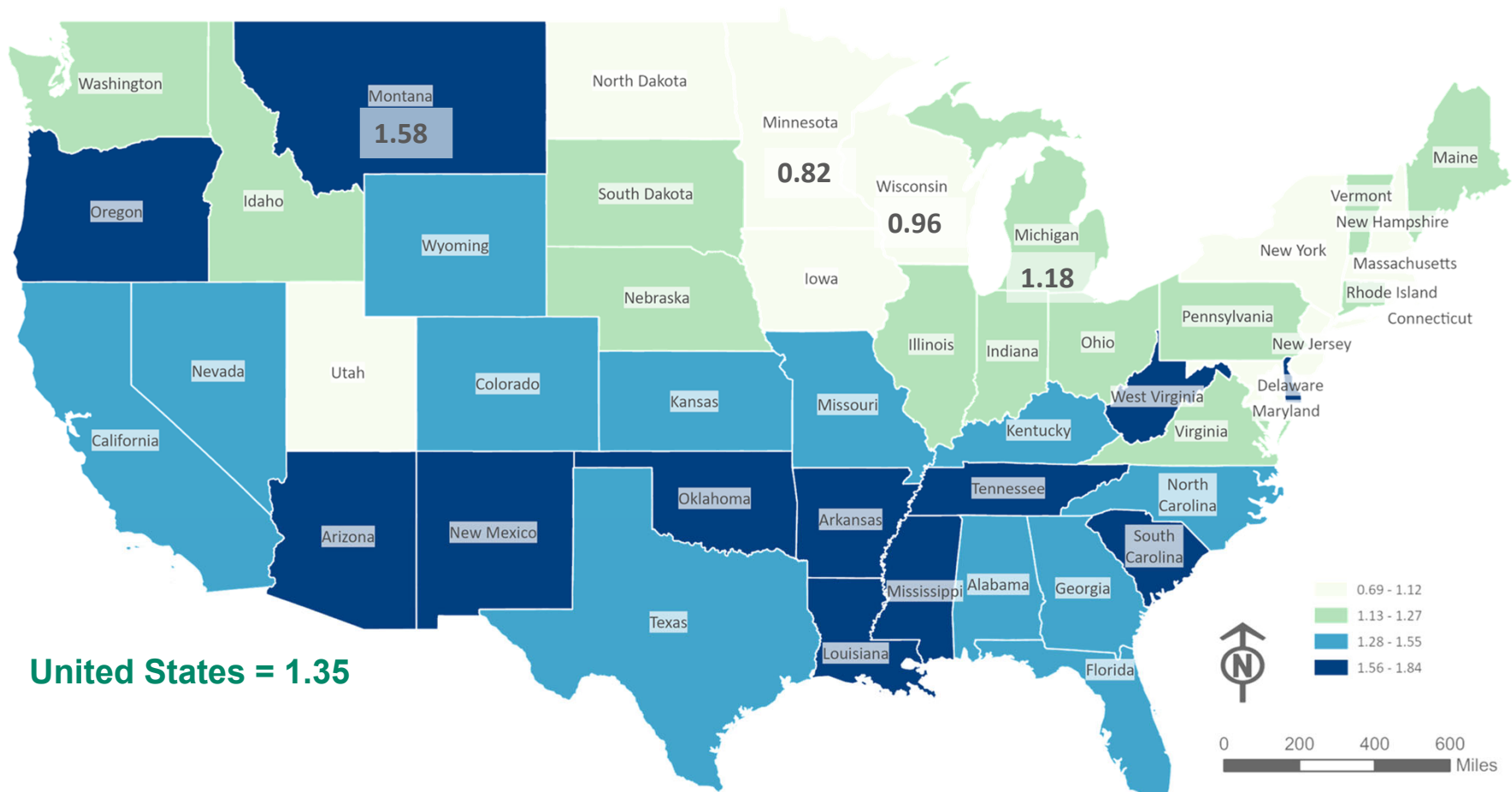
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# State Distribution of Fatal Crashes 2022



Sources: USDOT Fatality Analysis Reporting System (FARS) and FHWA Office of Highway Policy Information, National Highway Traffic Safety Administration

# State Distribution of Fatality Rate per 100M VMT, 2022



Sources: USDOT Fatality Analysis Reporting System (FARS) and FHWA Office of Highway Policy Information, National Highway Traffic Safety Administration

## Michigan Fatality Rate Compared To National Averages And Peers

| State                | 2022 Fatalities | Rate per 100M VMT |
|----------------------|-----------------|-------------------|
| Rhode Island         | 54              | 0.69              |
| Minnesota            | 458             | 0.82              |
| Wisconsin            | 602             | 0.96              |
| Ohio                 | 1,278           | 1.16              |
| Indiana              | 955             | 1.17              |
| <b>Michigan</b>      | <b>1,133</b>    | <b>1.18</b>       |
| Pennsylvania         | 1,191           | 1.24              |
| Illinois             | 1,280           | 1.26              |
| <b>United States</b> | <b>42,795</b>   | <b>1.35</b>       |
| Kentucky             | 749             | 1.50              |
| South Carolina       | 1,085           | 1.84              |

Sources: USDOT Fatality Analysis Reporting System (FARS) and FHWA Office of Highway Policy Information, National Highway Traffic Safety Administration

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## Michigan Report Card Summary (2013 – 2022)

Average

**6,536**

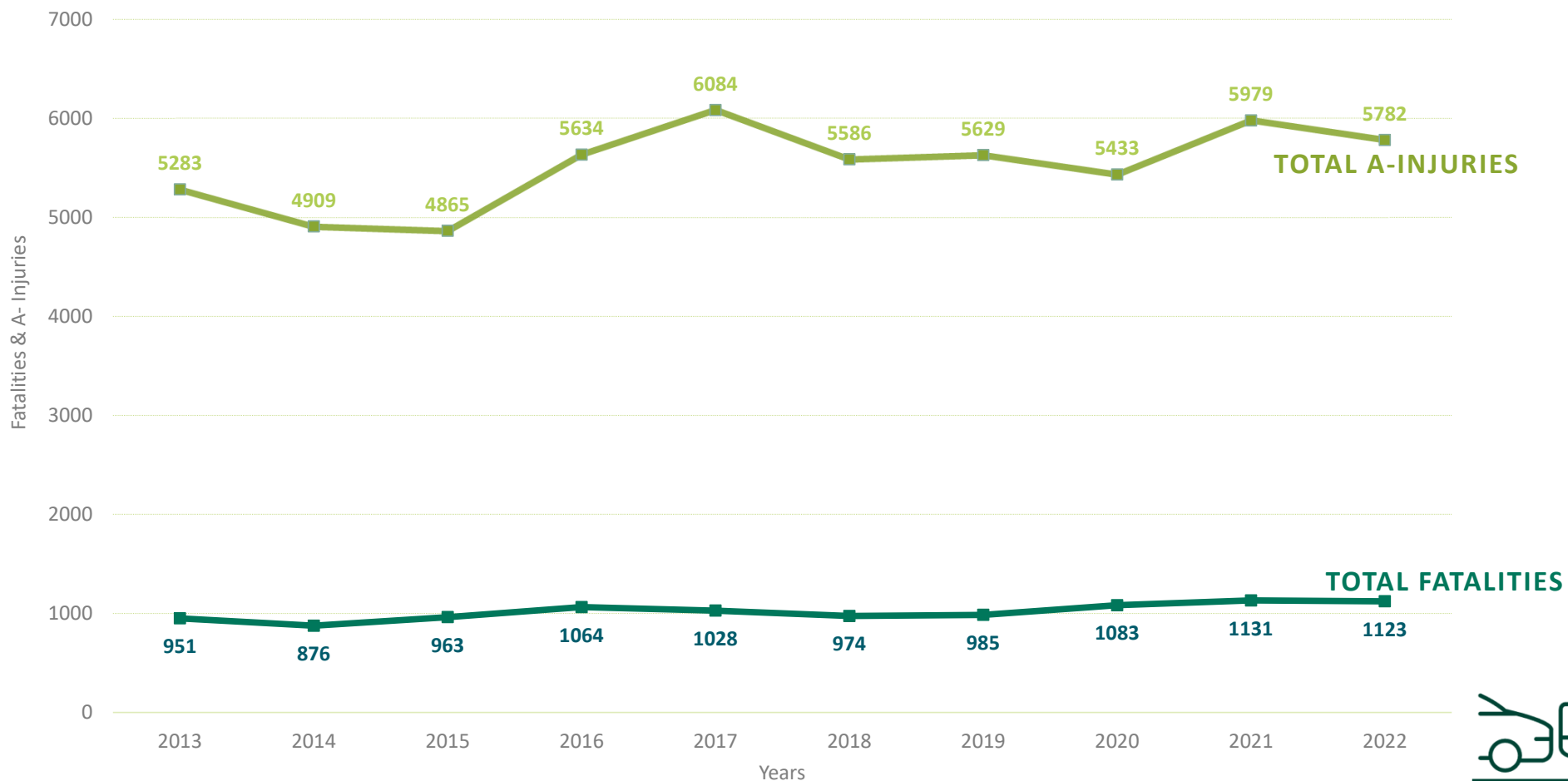
Fatalities and  
A injuries  
every year

**18** Fatalities  
and A injuries  
every day

**15** serious  
injuries every  
day

**3** fatal crashes  
every day

# STATEWIDE TOTAL FATALITIES AND A-INJURIES



Sources: Michigan Traffic Crash Facts



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## Live Polling

- **What factors are preventing us from moving toward zero deaths in Michigan?**

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# Michigan Report Card Summary 2022



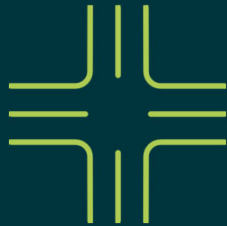
**6,905**  
Reported Fatal + A  
injury crashes in the  
Michigan,  
averaging **18.9**  
per day



**59%** Total K/A injuries  
occurred during  
Daylight hours  
**59%** Ped/Bike  
K/A injuries  
occurred during non-daylight hours



**19%**  
Fatalities + A injuries  
involved alcohol



**35%**  
Fatalities + A injuries  
occurred at intersections



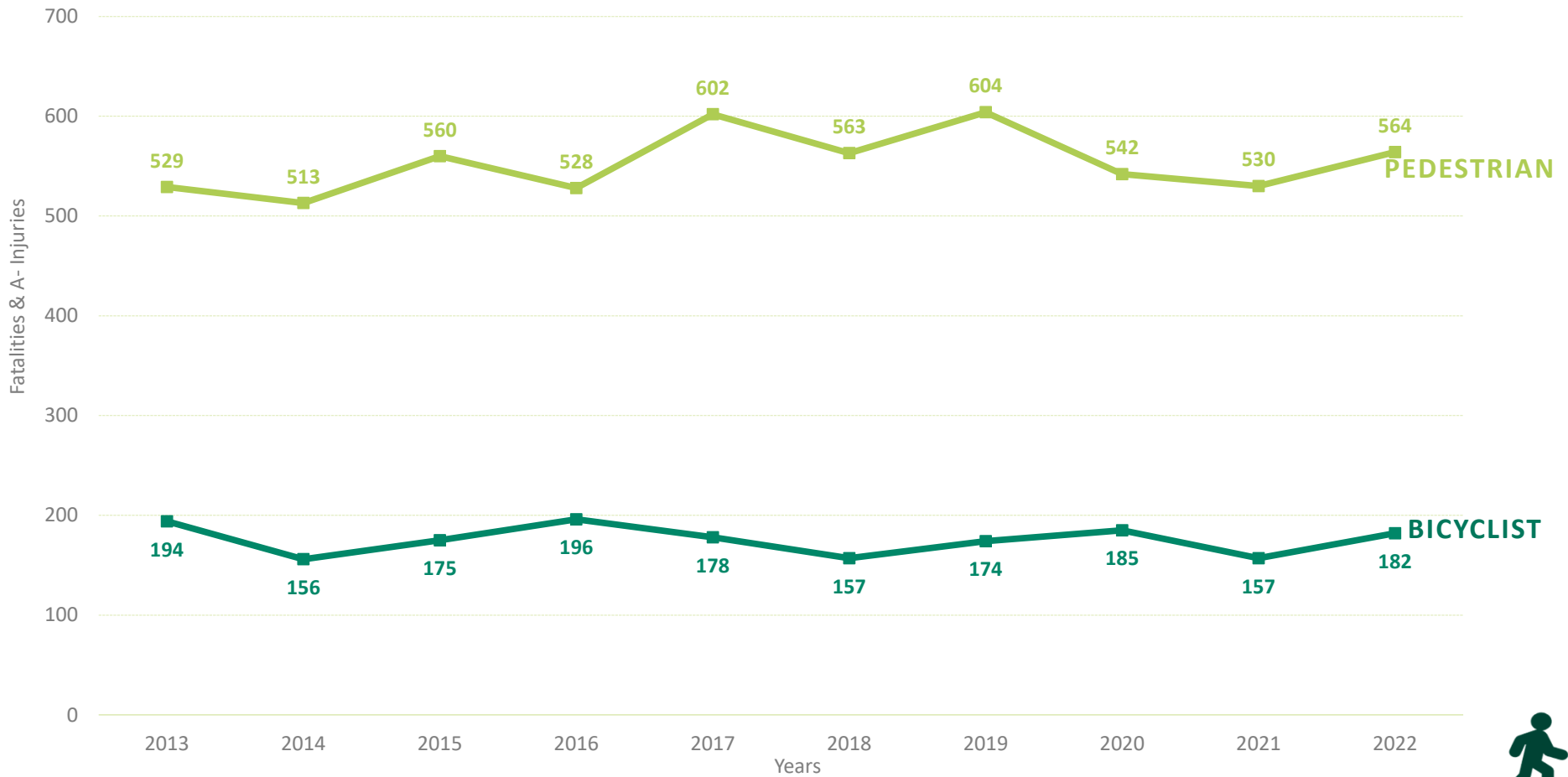
**56%** of fatalities  
**57%** of A injuries  
occurred on the  
Non-Trunkline system



**8%**  
Pedestrian Crashes  
**1.5** Fatalities + A injuries  
per day



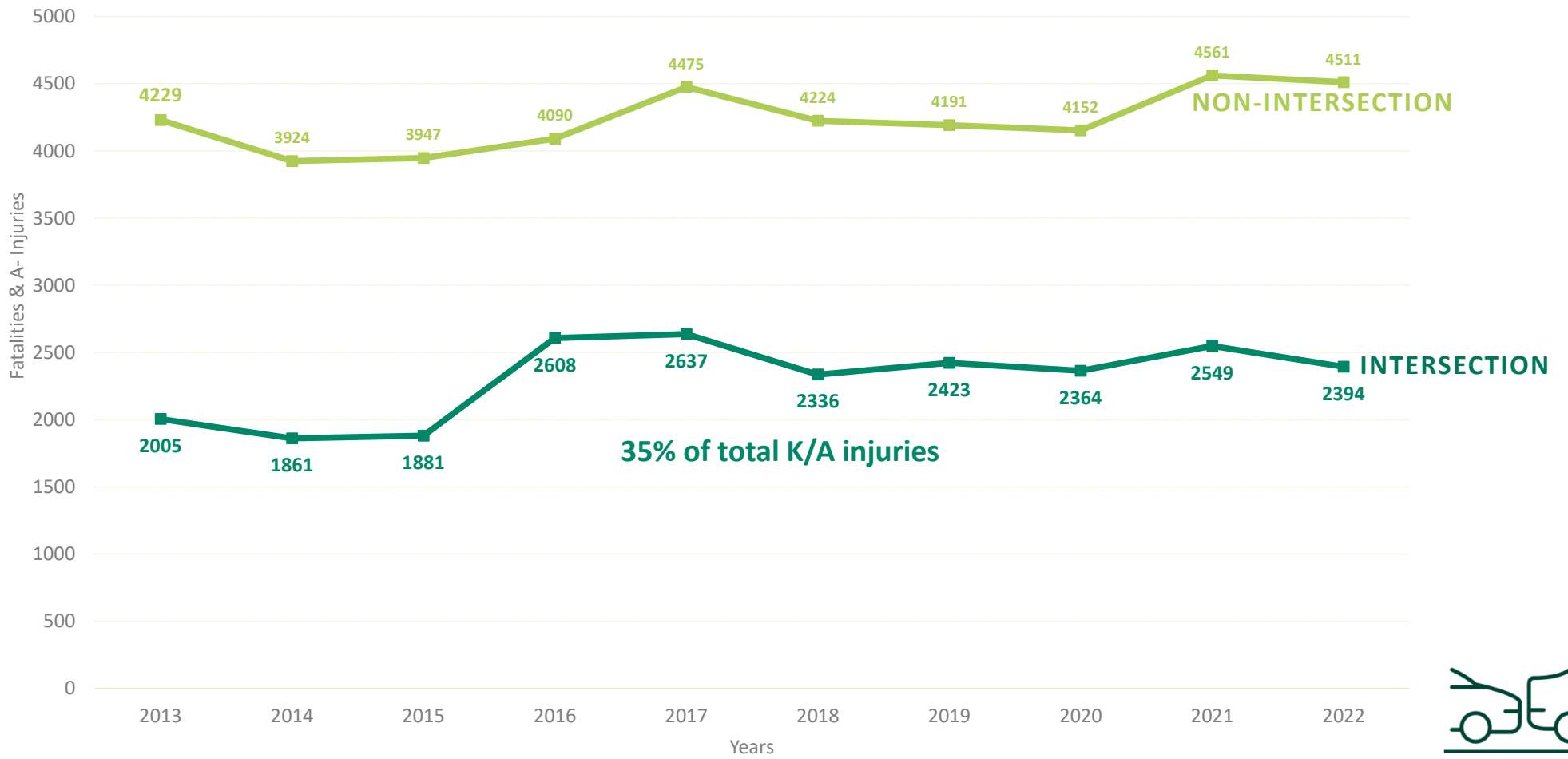
# STATEWIDE PEDESTRIAN AND BICYCLIST FATALITIES AND A-INJURIES



Sources: Michigan Traffic Crash Facts



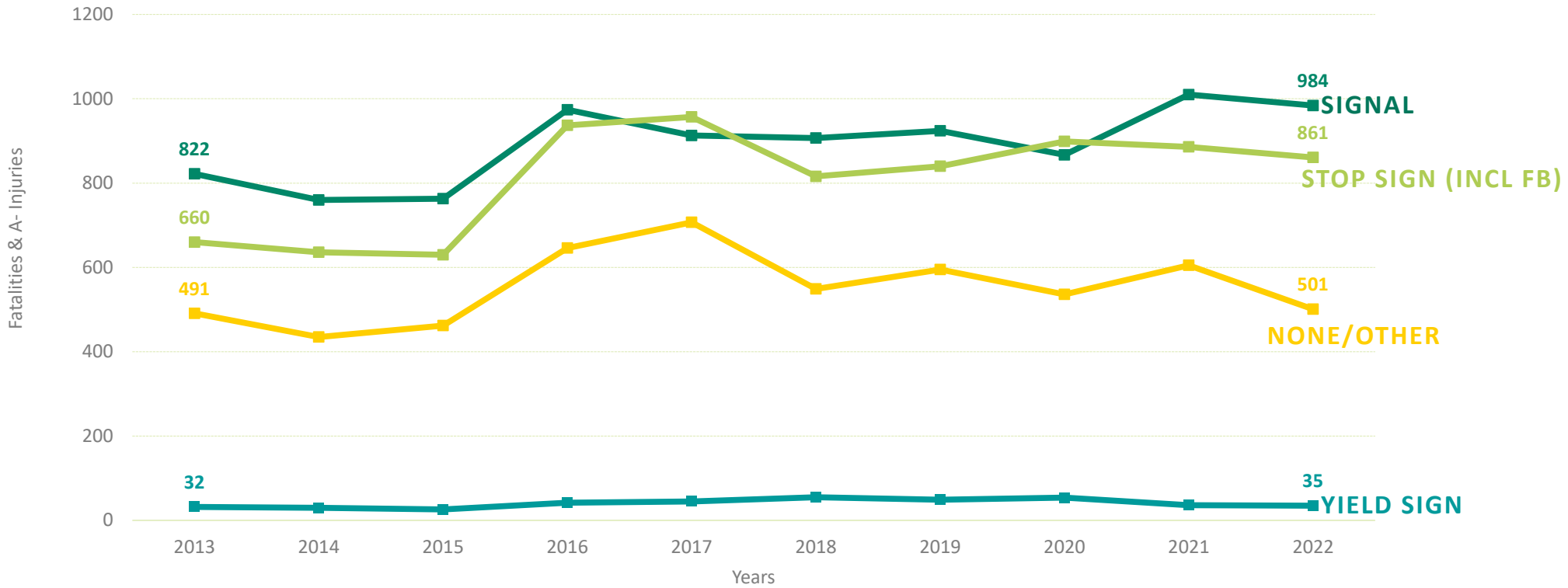
# INTERSECTION VS. NON- INTERSECTION FATALITIES AND A-INJURIES



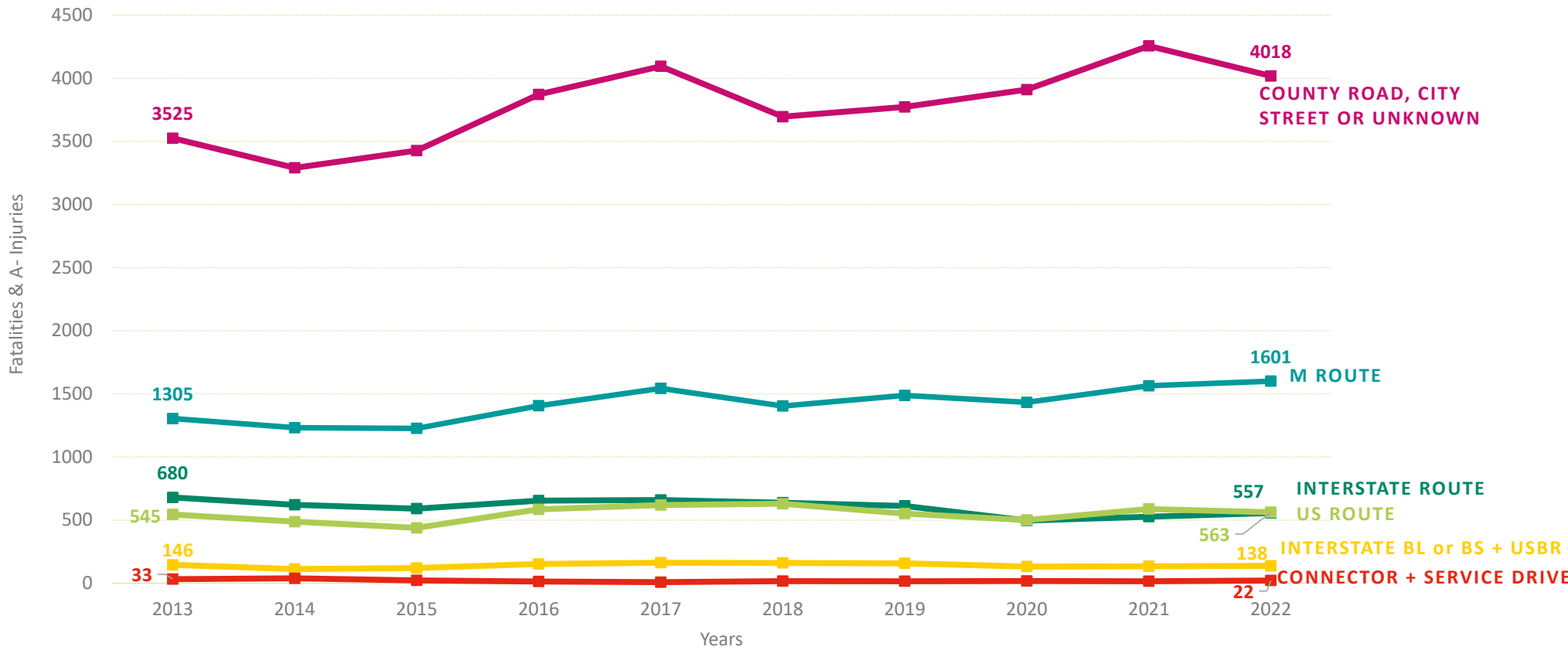
Sources: Michigan Traffic Crash Facts



# INTERSECTION RELATED FATALITIES AND A-INJURIES - TRAFFIC CONROL



# FATALITIES AND A-INJURIES BY ROUTE TYPE

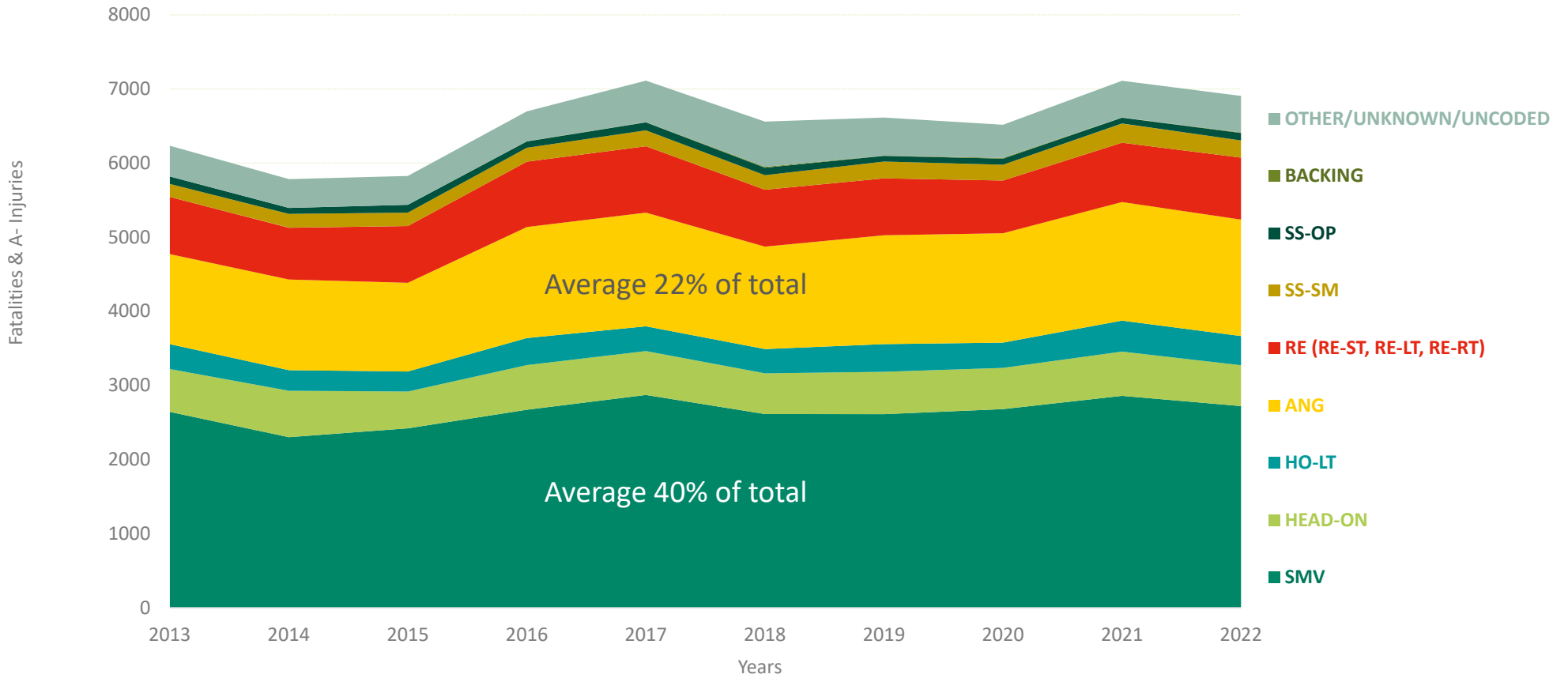


Interstate BL (Business Loop), BS (Business Spur), USBR (US Business Route)

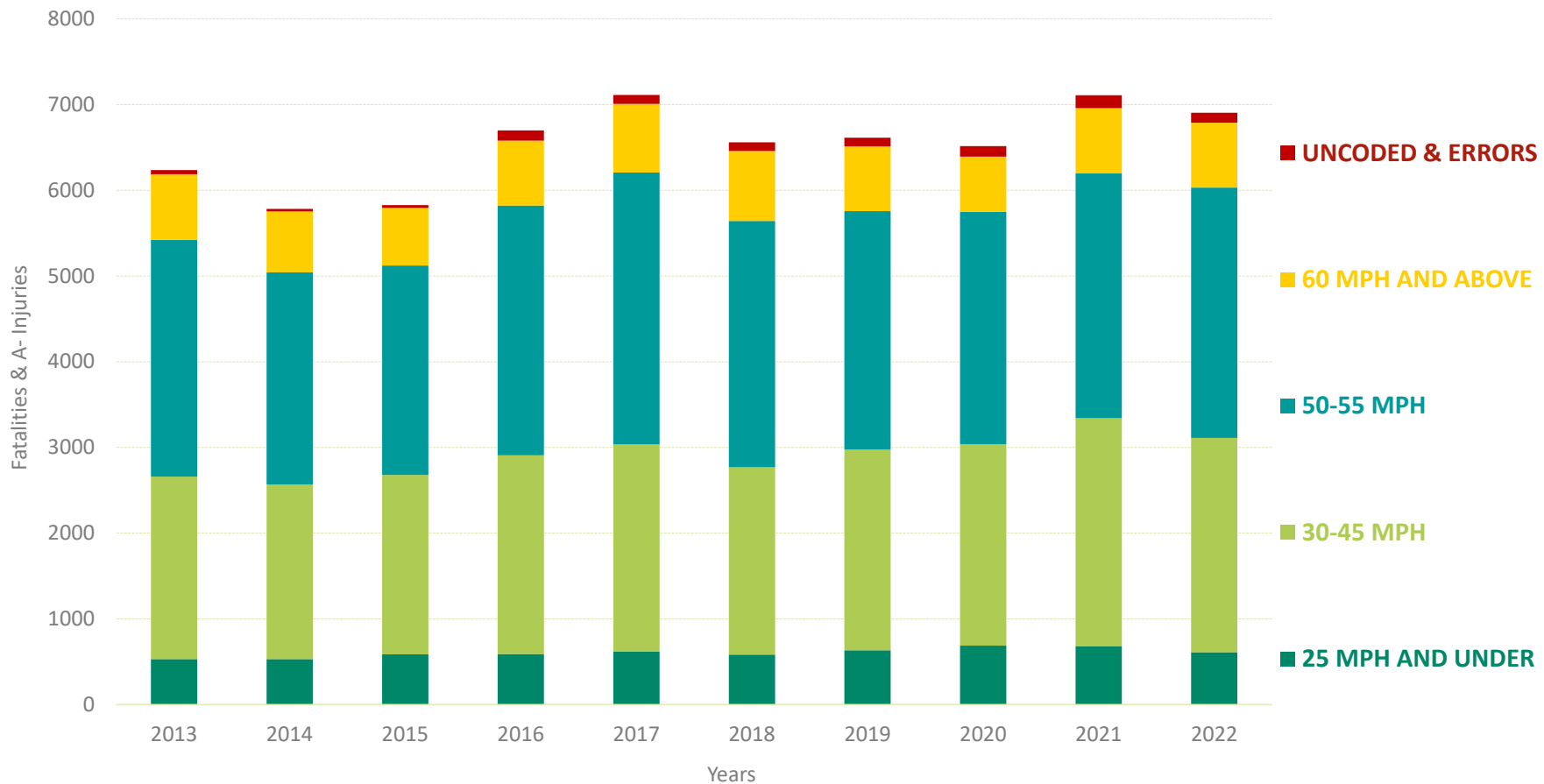


Sources: Michigan Traffic Crash Facts

# FATALITIES AND A-INJURIES BY CRASH TYPE

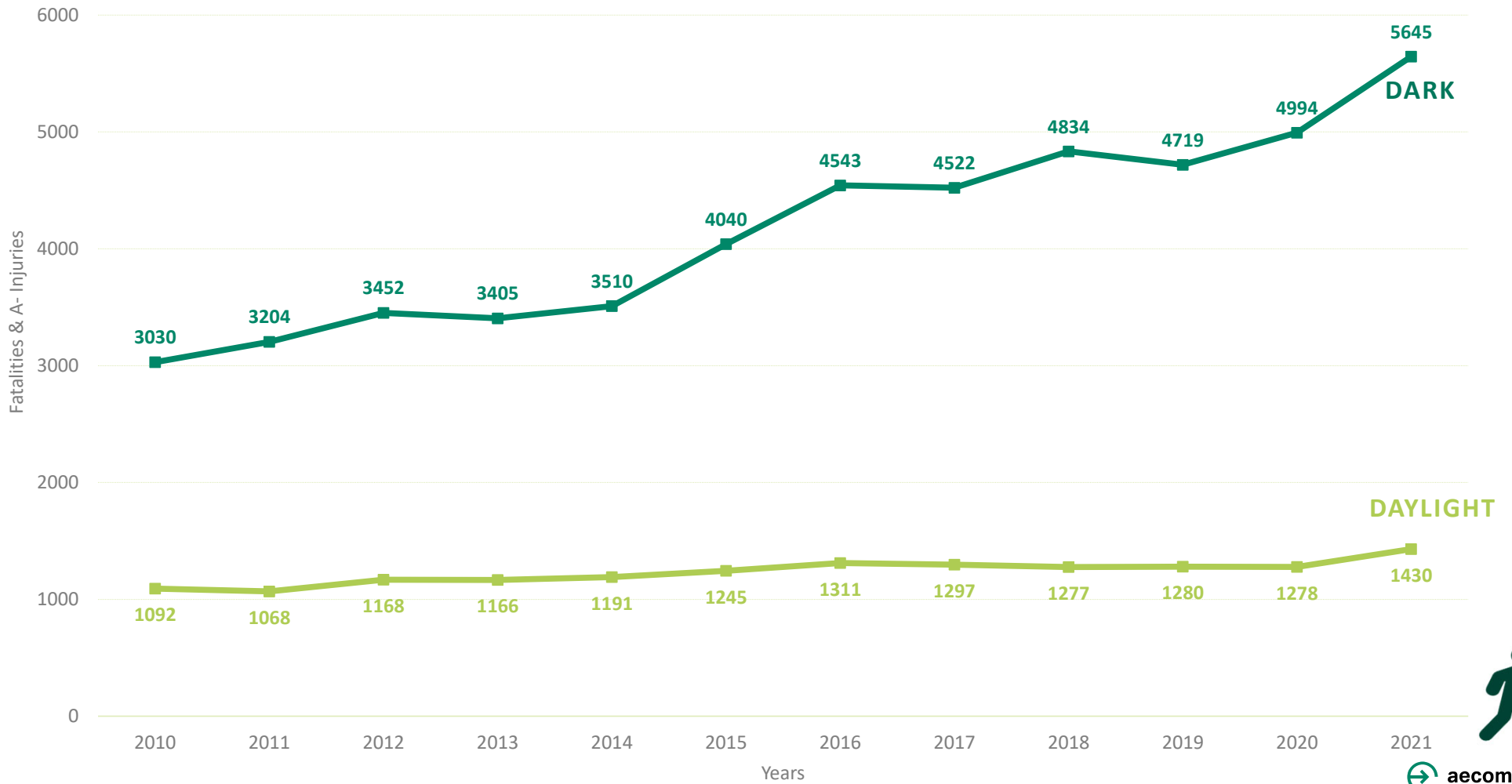


## SPEED LIMITS AT THE CRASH SITES



Sources: Michigan Traffic Crash Facts

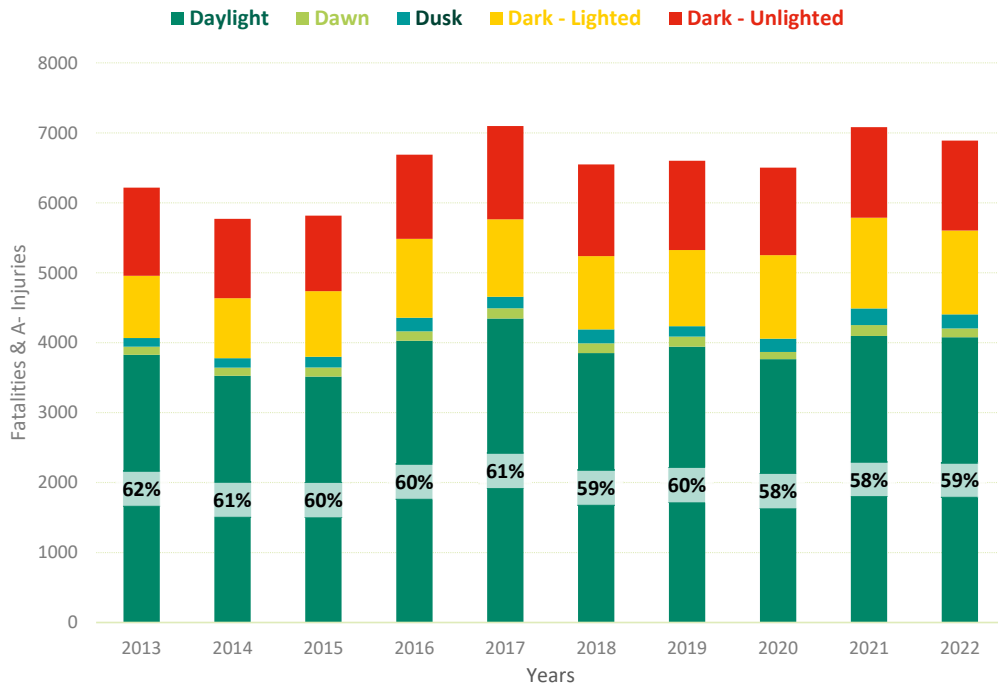
## NATIONAL TREND – PEDESTRIAN FATALITIES BY LIGHT CONDITION



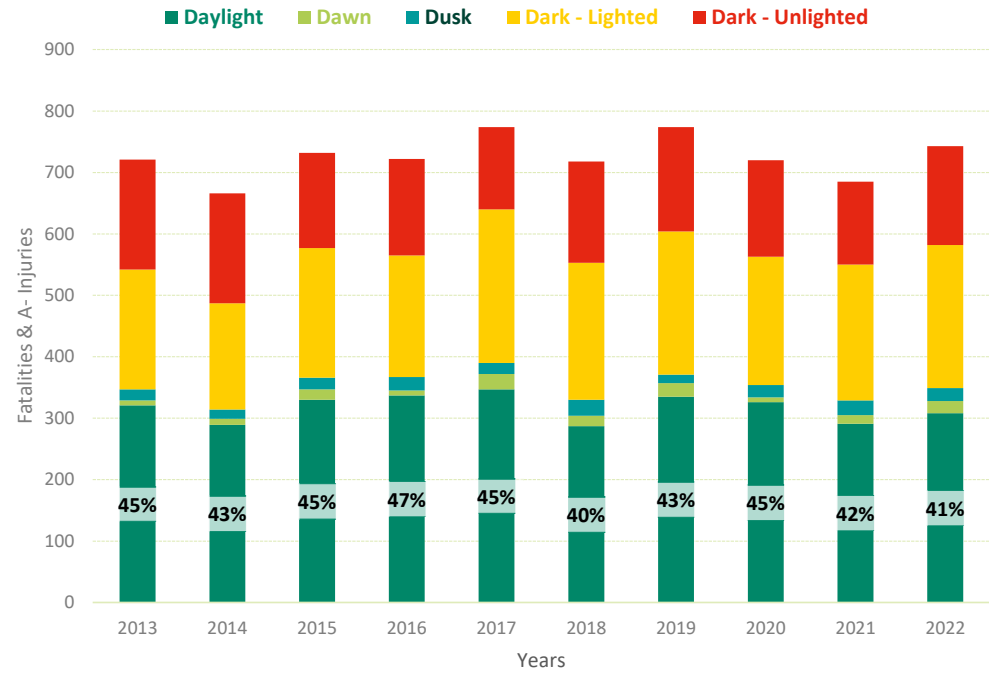
Sources: FARS

# Lighting Related Crashes

## LIGHTING CONDITIONS FOR TOTAL CRASHES



## LIGHTING CONDITIONS FOR PEDESTRIAN AND BICYCLIST CRASHES

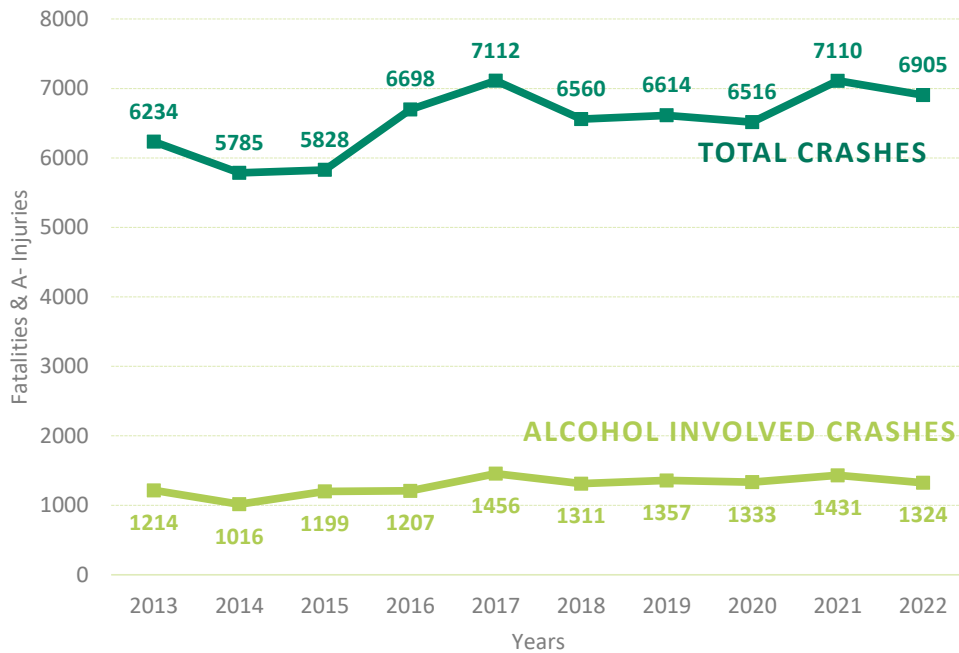


Sources: Michigan Traffic Crash Facts



# Alcohol Involved Crashes

ALCOHOL INVOLVED TOTAL CRASHES



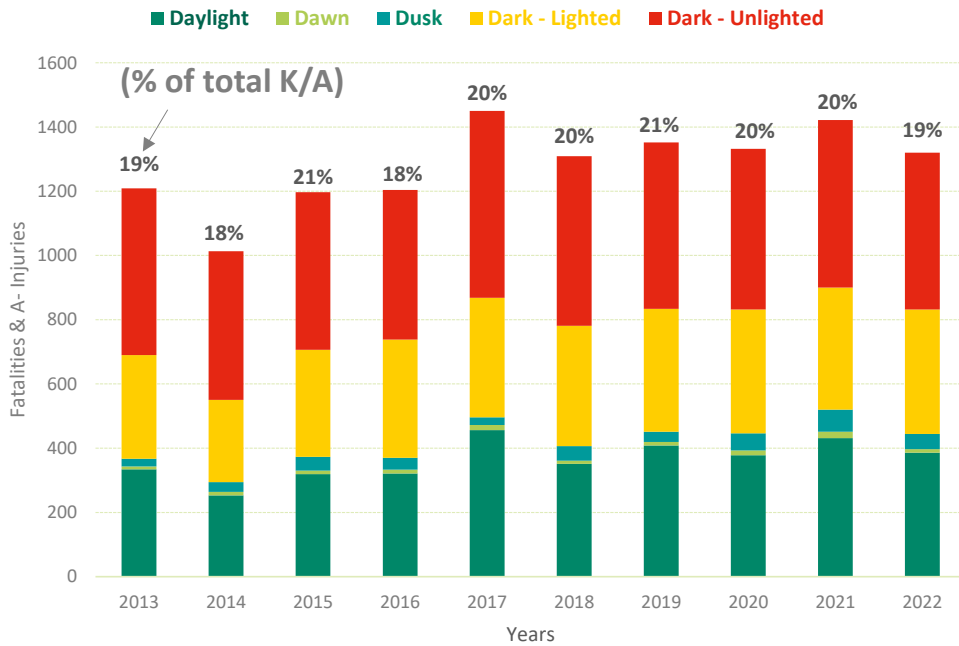
ALCOHOL INVOLVED PEDESTRIAN AND BICYCLIST CRASHES



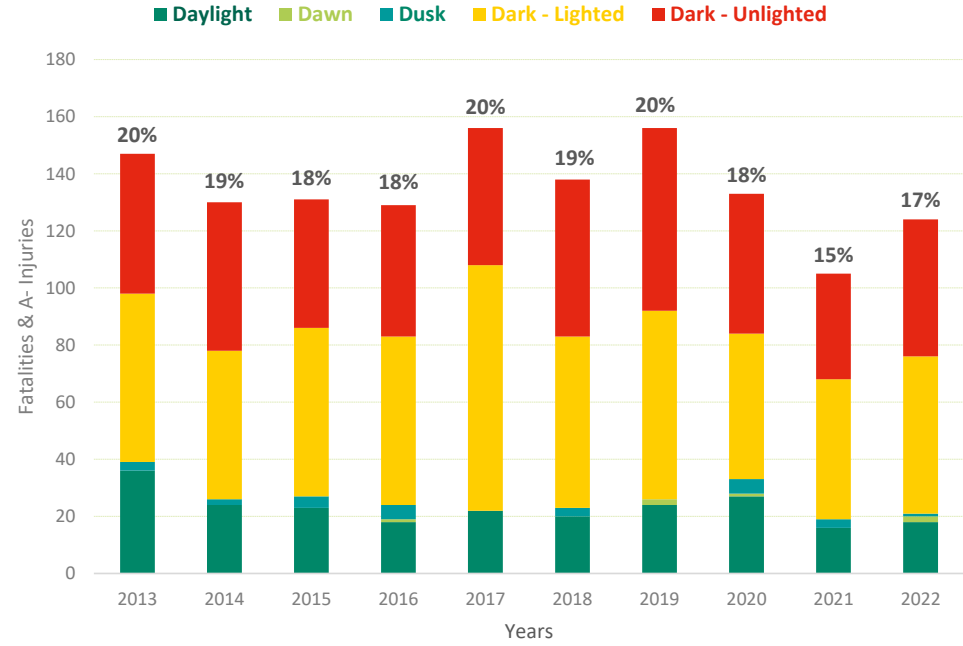
Sources: Michigan Traffic Crash Facts

# Lighting Related Alcohol Involved Crashes

ALCOHOL INVOLVED LIGHTING CONDITIONS FOR TOTAL K/A CRASHES



ALCOHOL INVOLVED LIGHTING CONDITIONS FOR PEDESTRIAN AND BICYCLIST K/A CRASHES



Sources: Michigan Traffic Crash Facts

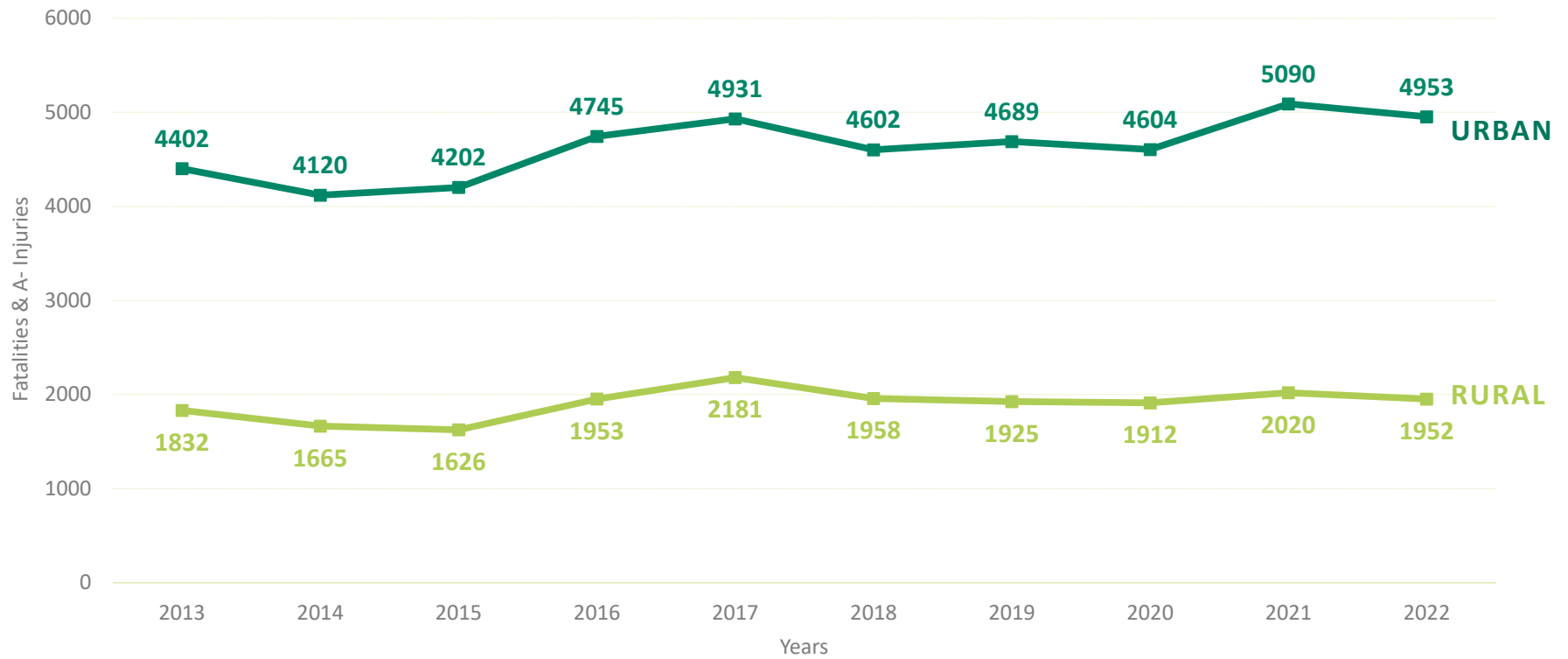
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## Live Polling

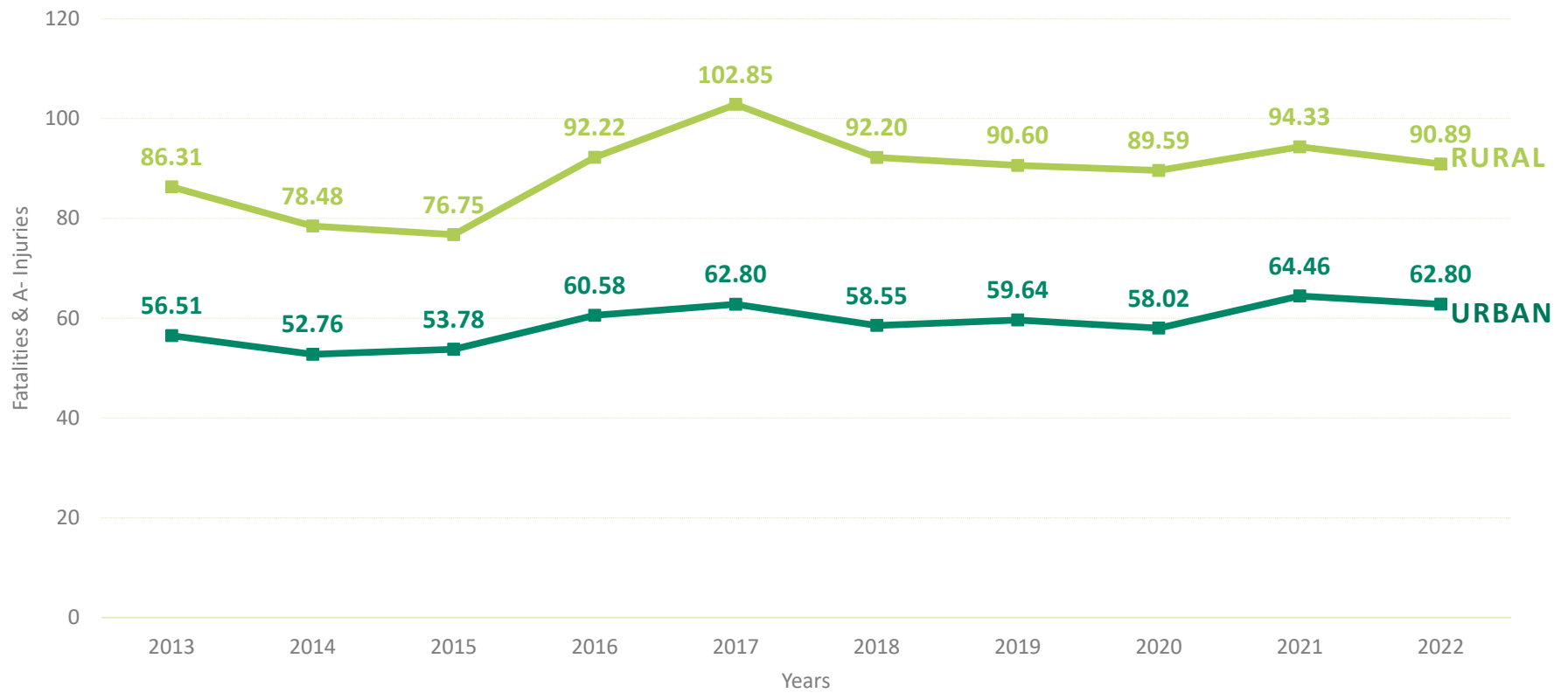
- **Where are fatalities and injuries increasing?**
- **Which parts of the State have the highest injury and fatality rate?**

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## URBAN AND RURAL TRENDS IN MICHIGAN

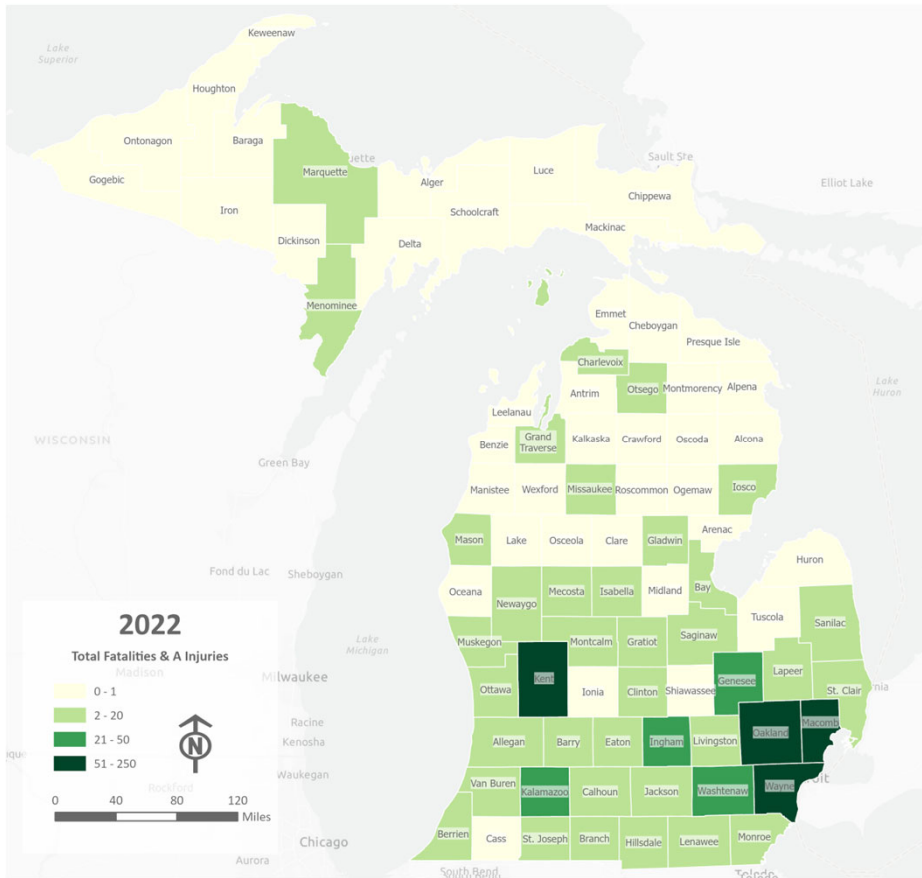


## URBAN AND RURAL TRENDS IN MICHIGAN PER 100K PEOPLE

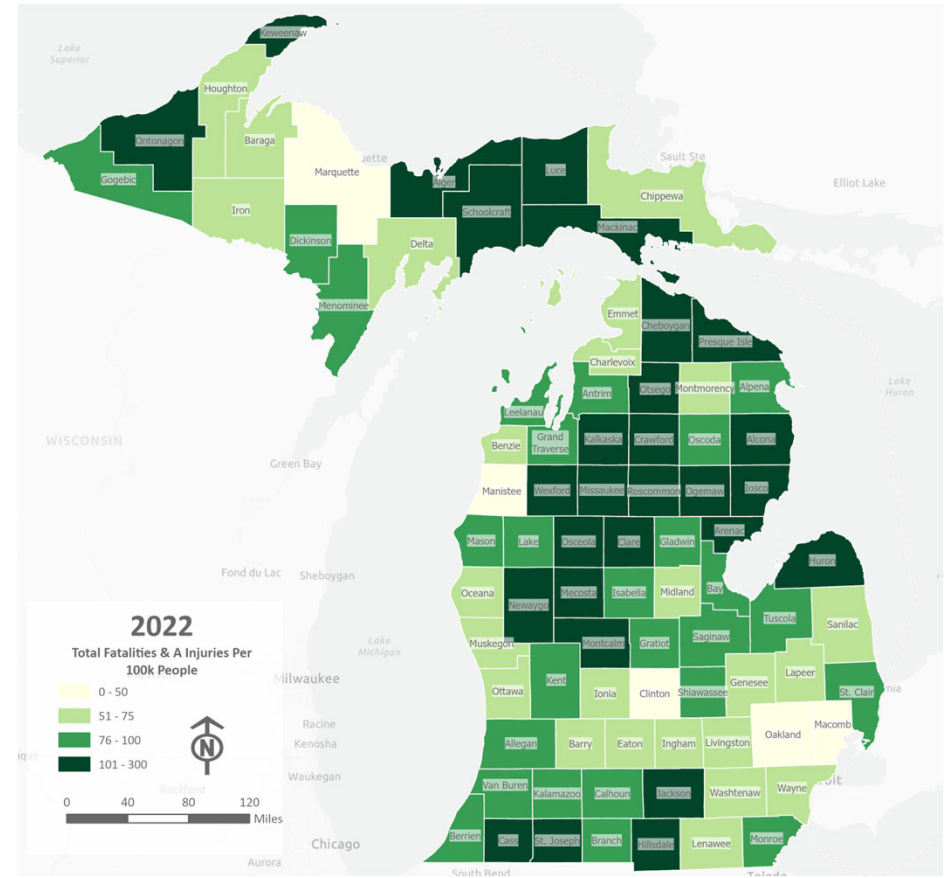


Sources: Michigan Traffic Crash Facts

# Fatalities and Serious Injuries By County

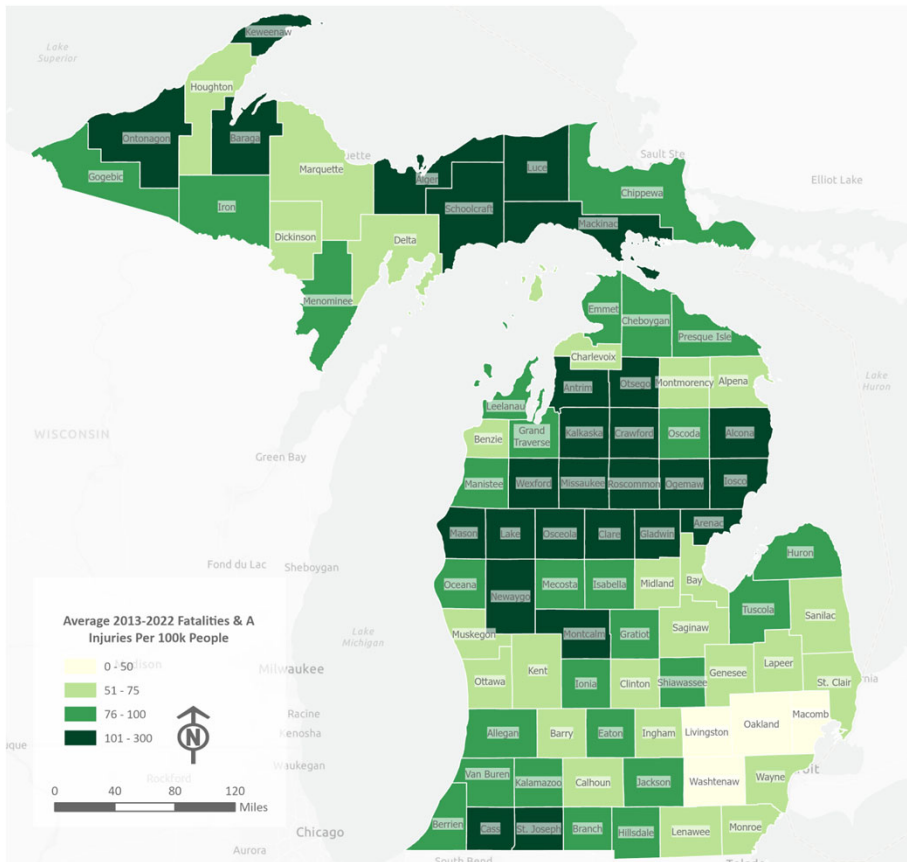


Total Fatalities and Severe Injuries

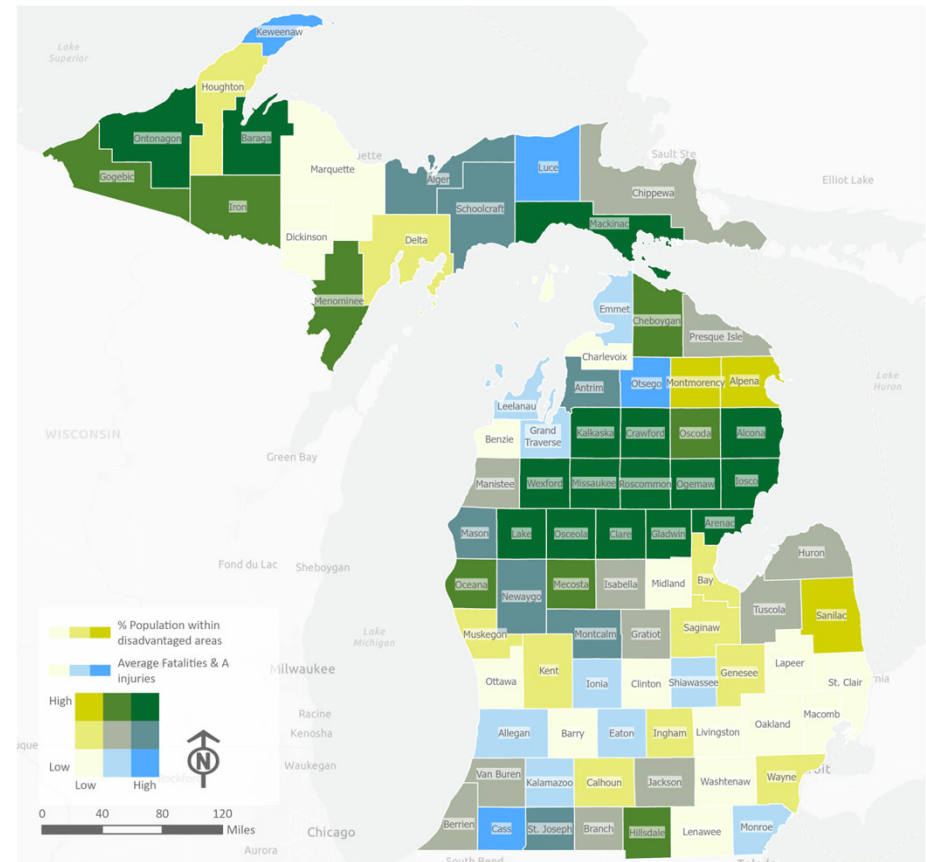


Fatalities and Severe Injuries per 100k

# Average Fatalities and Serious Injuries By County (2013-2022)

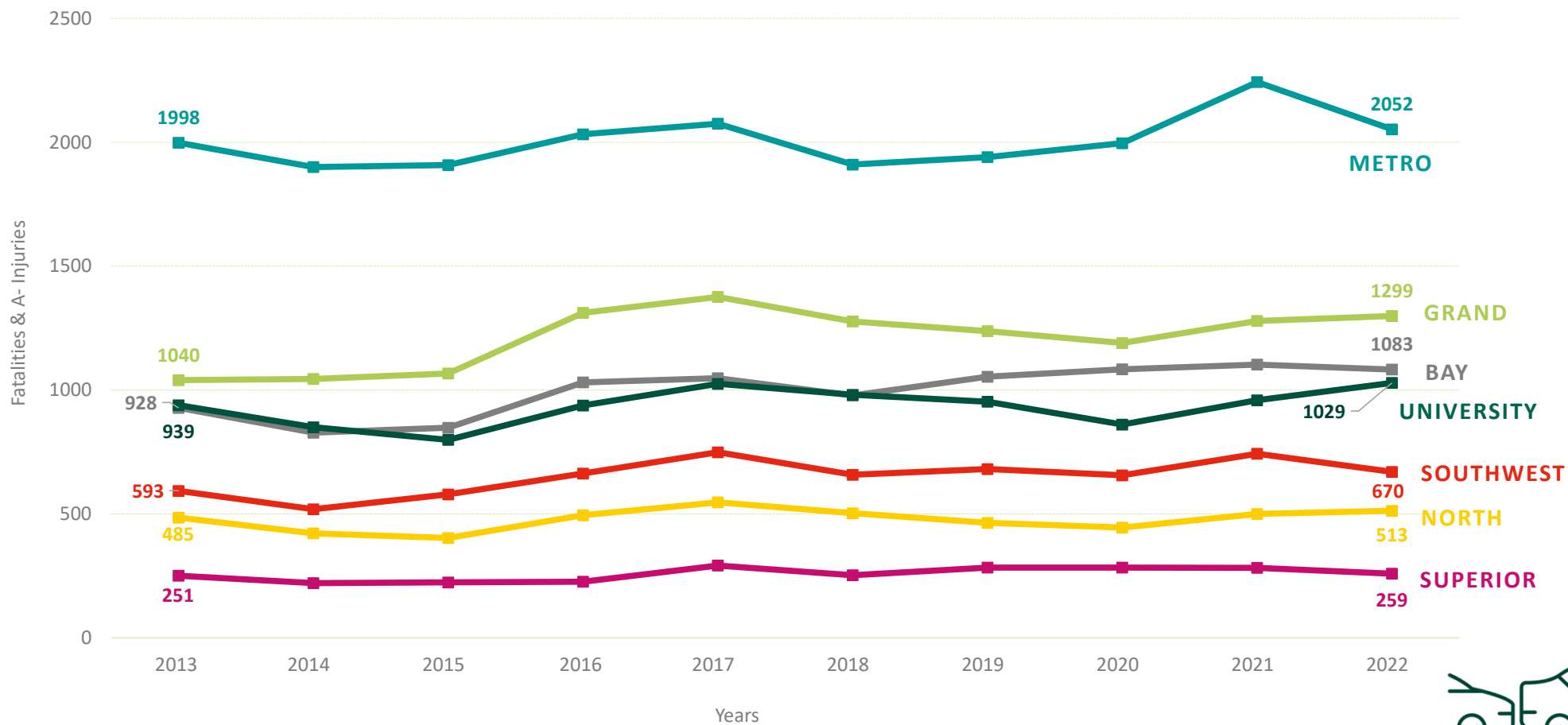


**Fatalities and Severe Injuries per 100k**



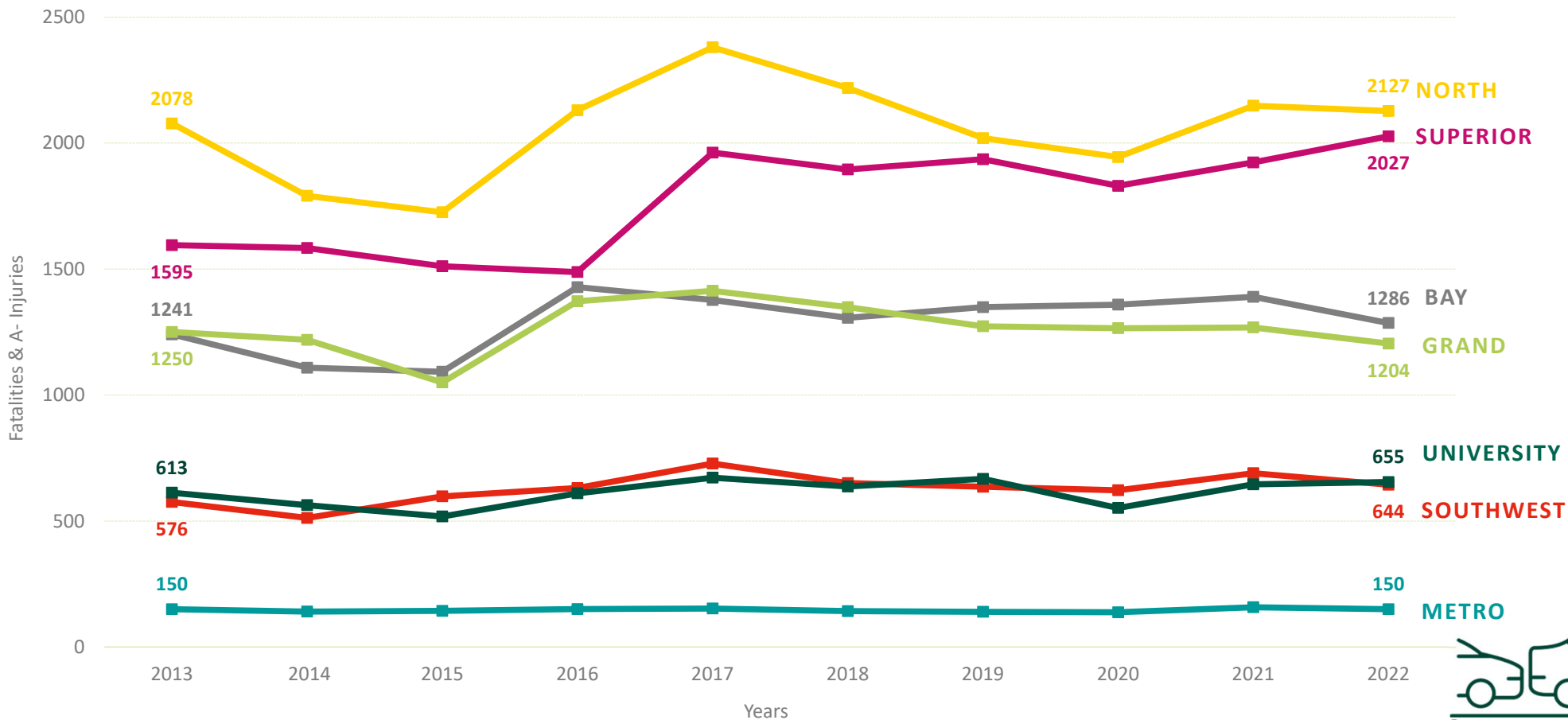
**Equity Lens - % of Population within Disadvantaged Tracts**

# FATALITIES AND A-INJURIES BY MDOT REGION

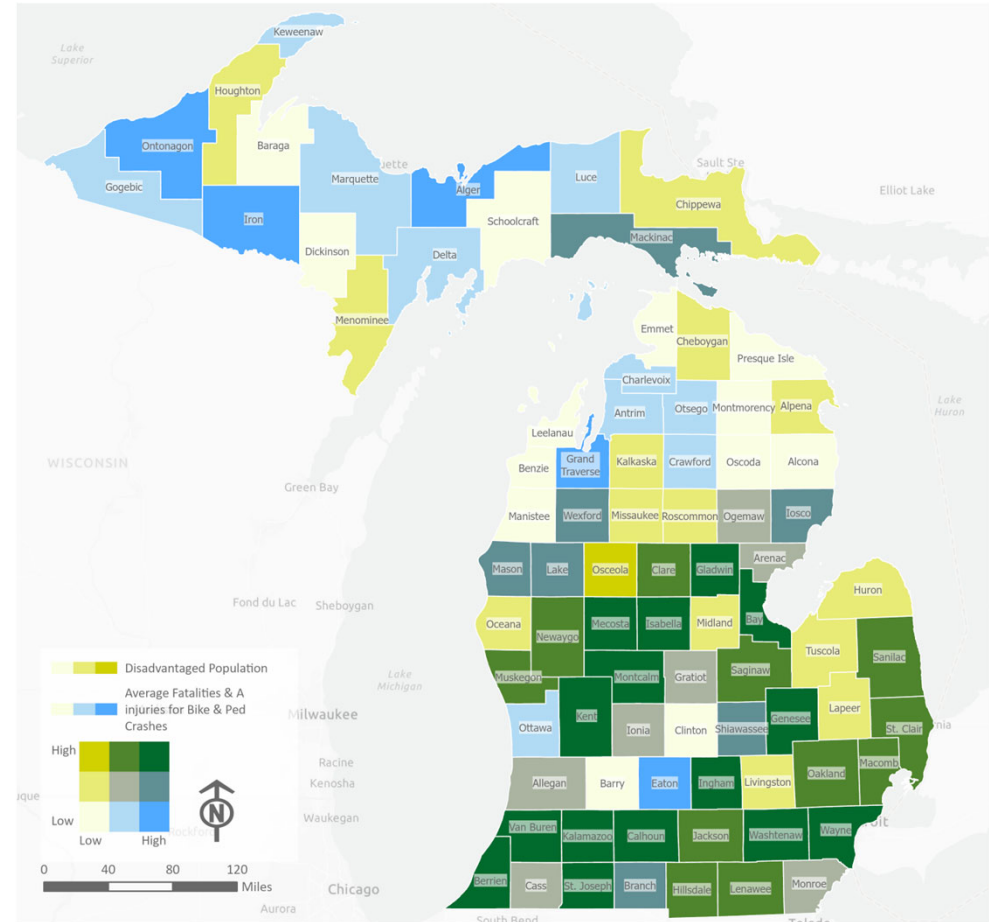
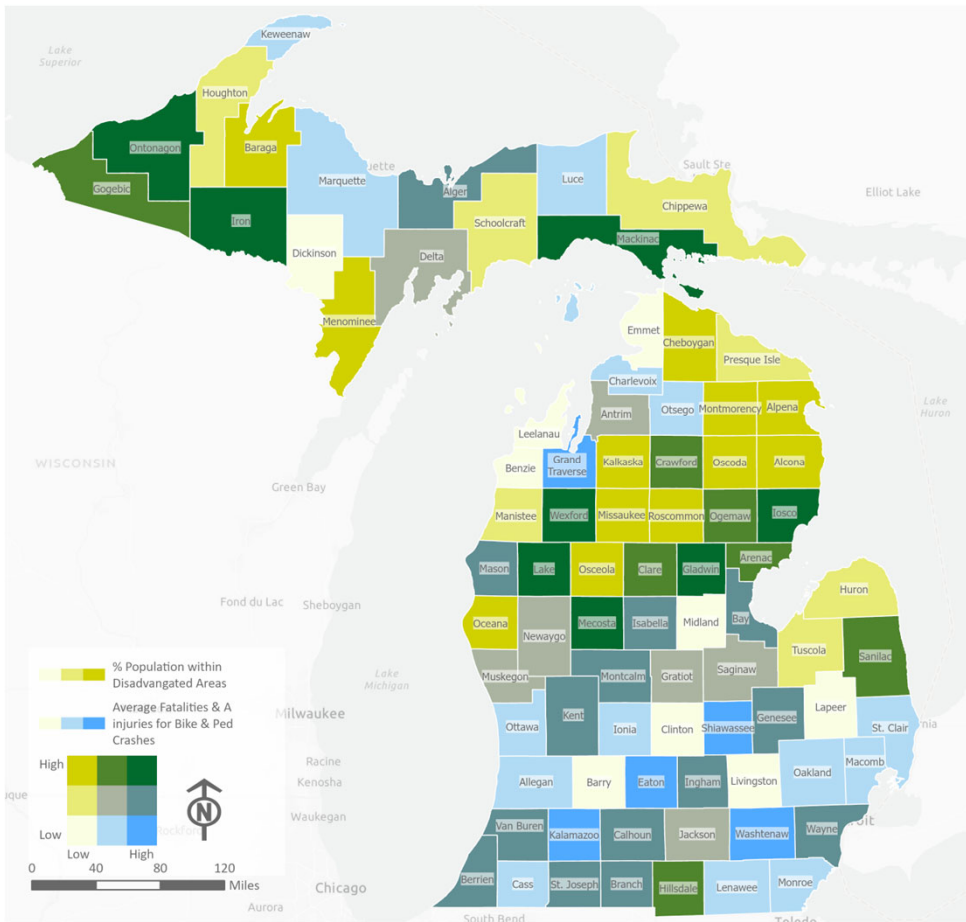




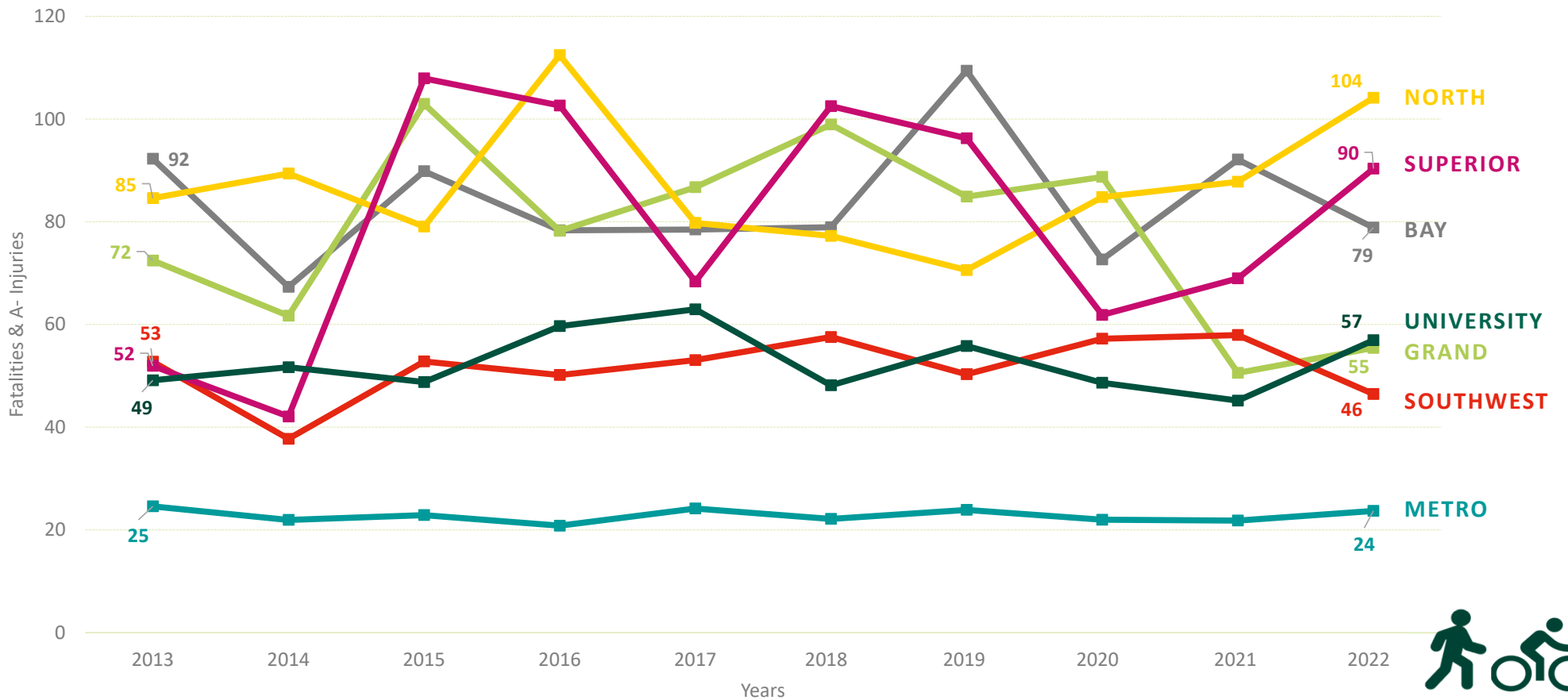
# FATALITIES AND A-INJURIES PER 100K PEOPLE BY MDOT REGION



# Avg. Fatalities and Serious Injuries (Bicyclist & Pedestrian) by Disadvantaged Population



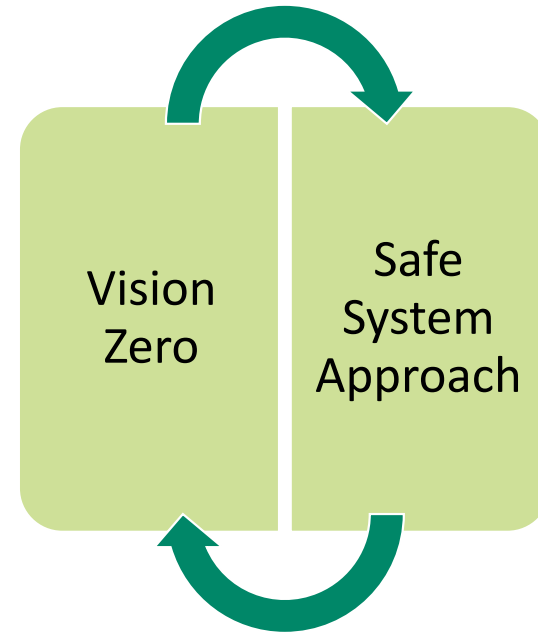
# PEDESTRIAN/BICYCLIST FATALITIES AND SERIOUS INJURIES PER 100K PEOPLE BY MDOT REGION



2

# Implementing the Safe System Approach

**Vision Zero** → **Safe System Approach**

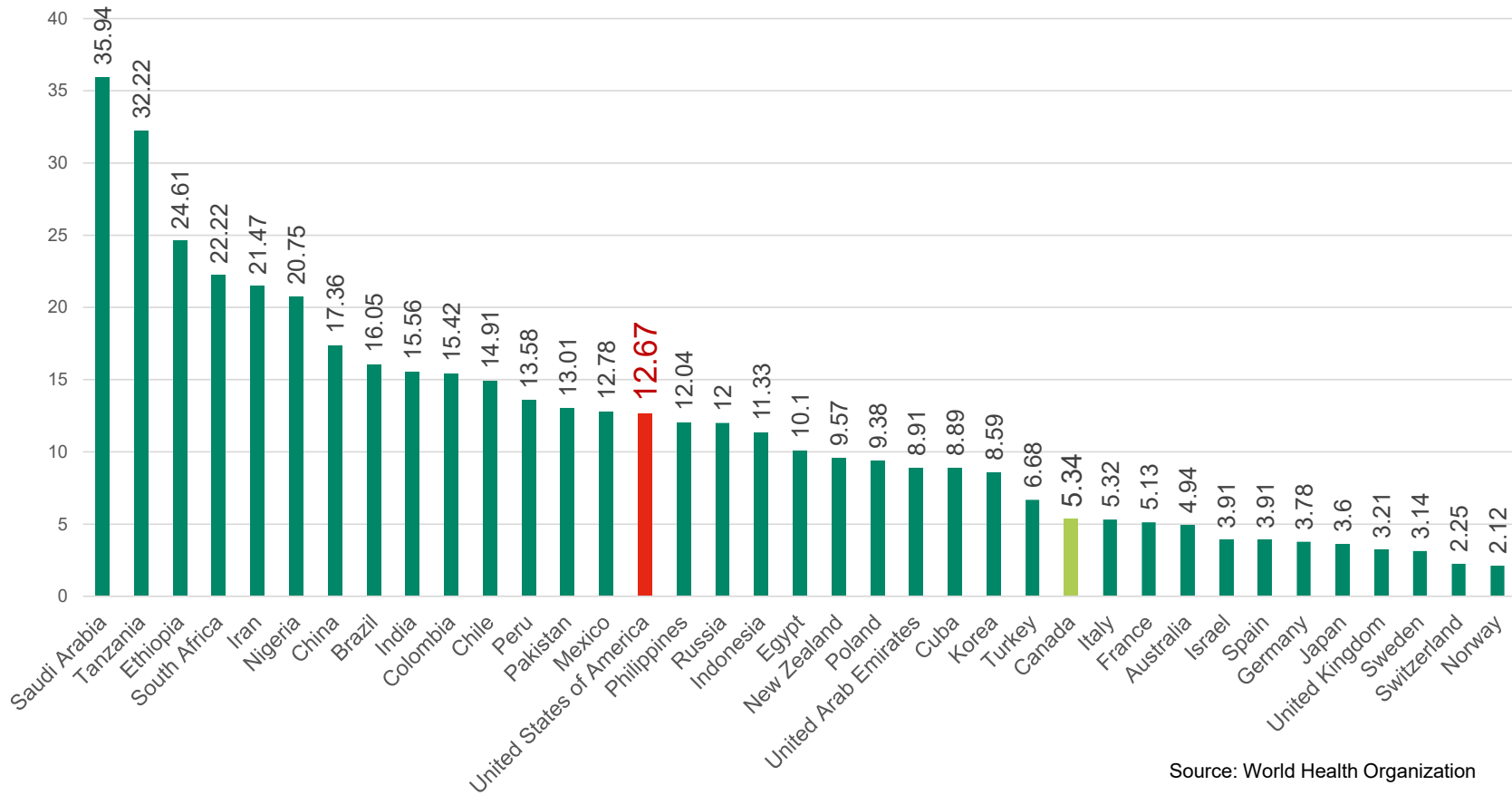


| Traditional Approach (Reactive) | Safe System Approach (Proactive)      |
|---------------------------------|---------------------------------------|
| Prevent Crashes                 | Prevent Deaths & Serious Injury       |
| Improve Human Behavior          | Design for Human Mistakes/Limitations |
| Control Speeding                | Reduce System Kinetic Energy          |
| Individuals Are Responsible     | Shared Responsibility                 |
| React Based on Crash History    | Proactively Identify & Address Risks  |

Source: USDOT FHWA-SA-20-015

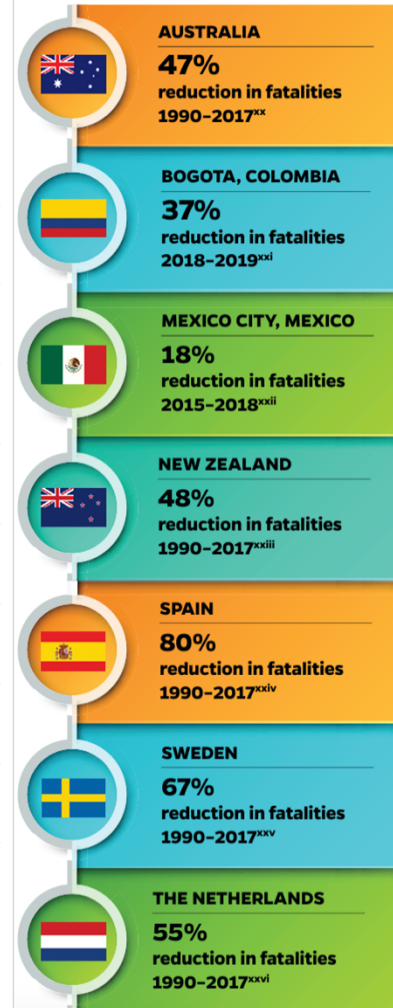
# The United States ranked 74<sup>th</sup> out of 183 countries in 2019 in roadway fatality rate per capita.

Roadway Fatalities per 100 K Population (2019)



Source: World Health Organization

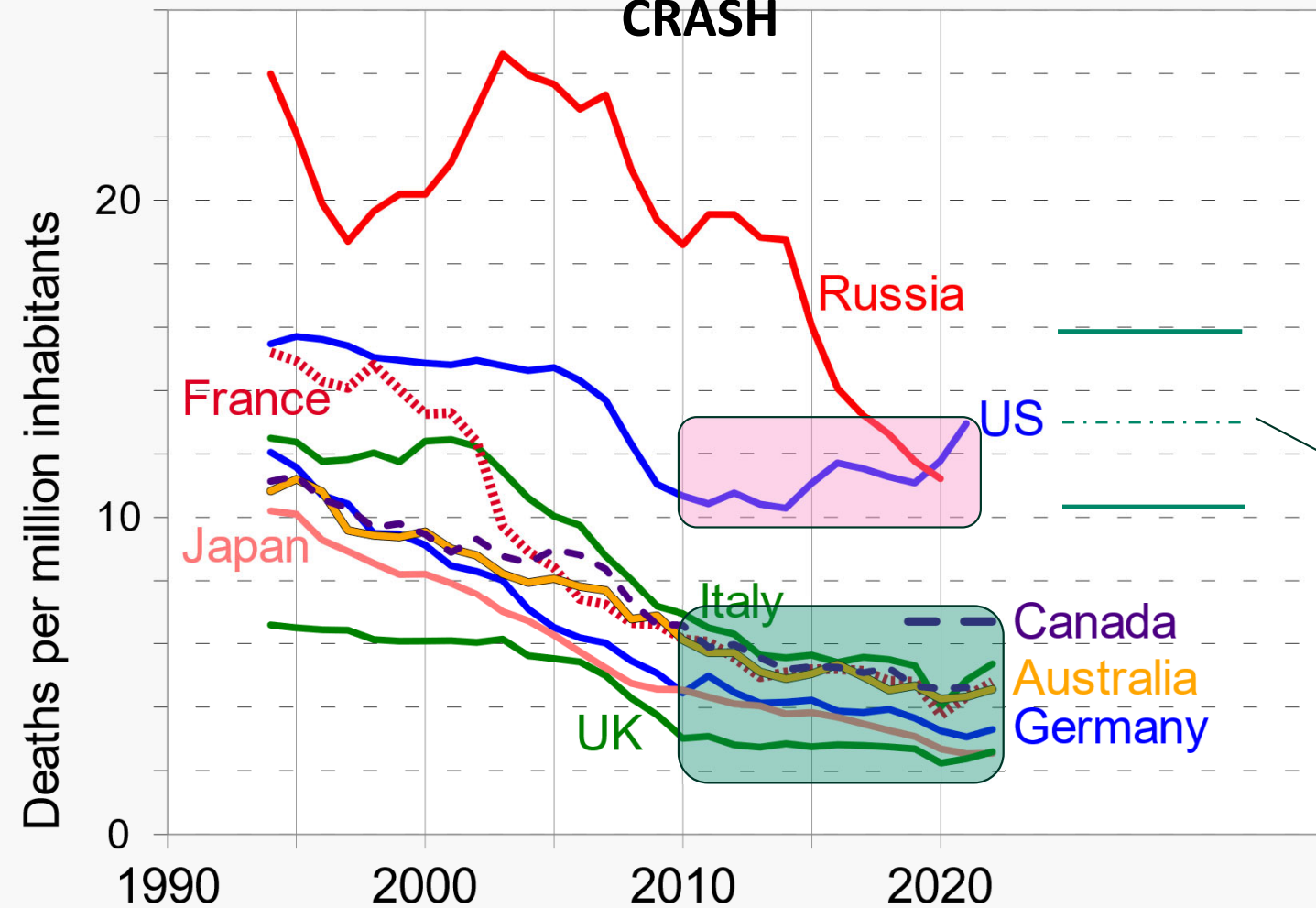
## Examples of Nations and Cities That Have Adopted the Safe System Approach



Source: Recommendations of the Safe System Consortium

# Road ~~accident~~ deaths

**CRASH**



- Since 2010 the countries shown have leveled off and maintained their lower rate
- US has increased

Lost ~ 1/2 of the reductions seen between 1995 and 2010

## Safe System Approach - Implementation



- When the 85th-percentile speed is appreciably greater than the posted speed limit, and the roadway context does not support setting a higher speed limit, the engineering study should consider whether changes to geometric features, enforcement, and/or other speed-reduction countermeasures might improve compliance with the posted speed limit. A similar approach should be used if the results of past speed studies indicate that the 85th-percentile speed has consistently increased. On urban and suburban arterials, and on rural arterials that serve as main streets through developed areas of communities, the 85th-percentile speed should not be used to set speed limits without consideration of all factors described in Paragraph 7 of this Section. – 11<sup>th</sup> Edition MUTCD

Source: USDOT FHWA Safe System Roadway Design Hierarchy, January 2024



# Safe System Approach - Implementation



## Safer People –

- SEMCOG’s Walk.Bike.Drive Safe program
- Grand Rapids’ Driving Change campaign
- Workforce Policies regarding drowsy/distracted driving
- Driver’s education courses

## Safer Vehicles –

- Fleet management
- Appropriately sized (and weight) vehicles for the type of work
- Enhanced safety features on company vehicles

## Post-Crash Care –

- Accommodating emergency response vehicles in work zones
- Advance and continual communication regarding road closures
- Traffic incident management training and sign trailers

Source: USDOT FHWA Safe System Roadway Design Hierarchy, January 2024

## Safe System Approach - Implementation

### Tier 1:

- Separating users in space
- Physical barriers between modes
- Removing Fixed Objects

### Tier 2:

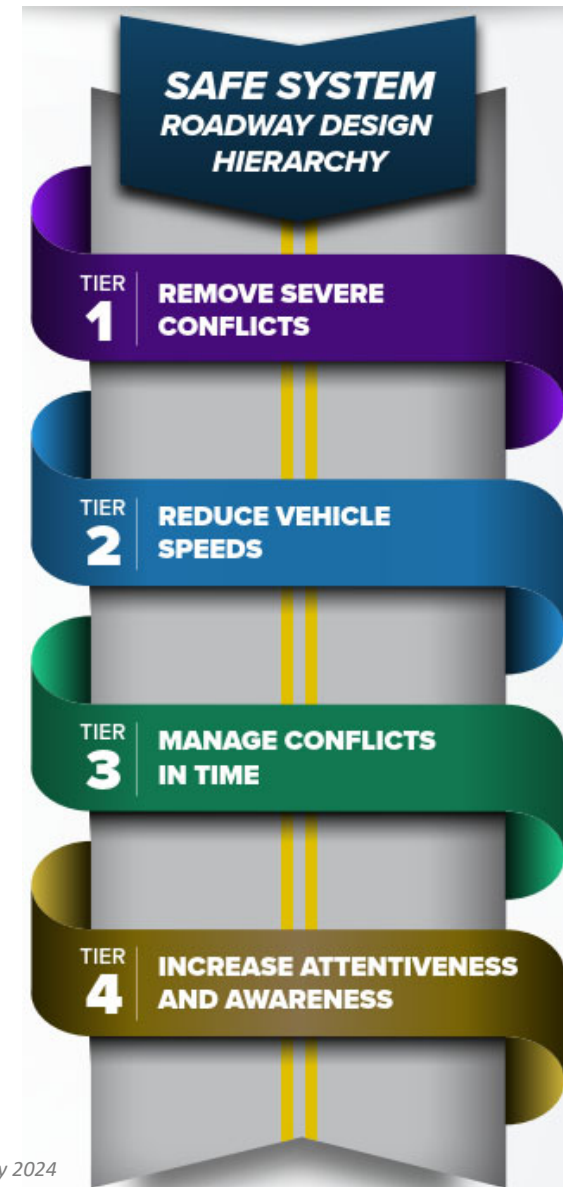
- Reduce kinetic energy transfer

### Tier 3:

- Separating users in time
- Signals, Protected left turn phasing, LPIs

### Tier 4:

- Rumble strips
- Wet reflective pavement markings



Source: USDOT FHWA Safe System Roadway Design Hierarchy, January 2024

3

# SEMCOG Deep Dive

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## SEMCOG Deep Dive

4

# Roundabouts

**Thank you.**

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# Roundabouts as a Mechanism to Advance the FHWA Safe Systems Approach in Michigan

**Transportation Bonanza 15**  
**February 15, 2024**

Peter T. Savolainen, Ph.D., P.E., F.ITE (he/him/his)  
Chair of ITE Education Council  
MSU Foundation Professor and Interim Chair  
Department of Civil and Environmental Engineering  
Michigan State University  
[pete@msu.edu](mailto:pete@msu.edu)





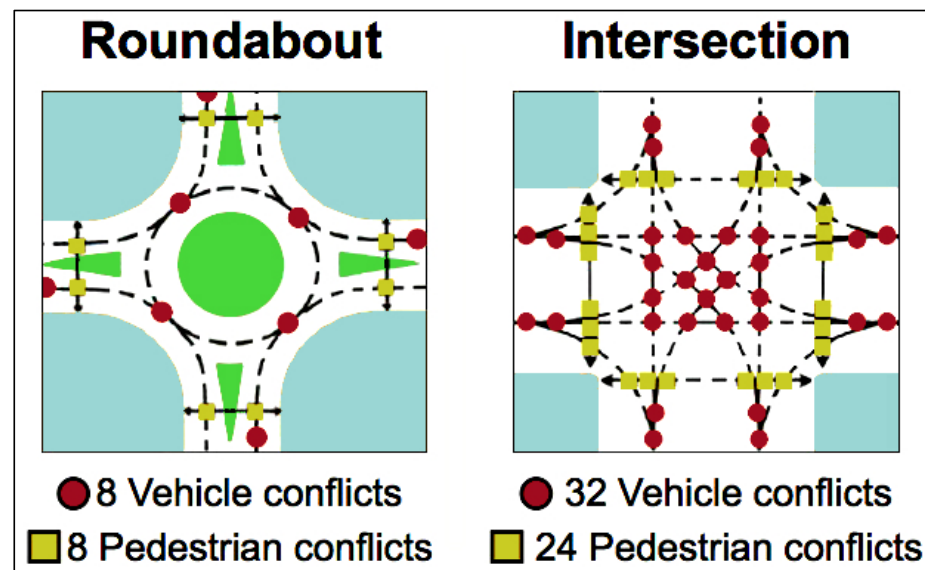
## Overview

- Introduction & Study Details
- Field Observational Studies
- Safety Analyses
- Conclusions
- Ongoing/Follow-up Work



# Introduction

- Roundabouts generally improve both safety and operational performance under various contexts.
  - Reduction in conflict points
  - Reduction in vehicle speeds
  - Changes in trajectories

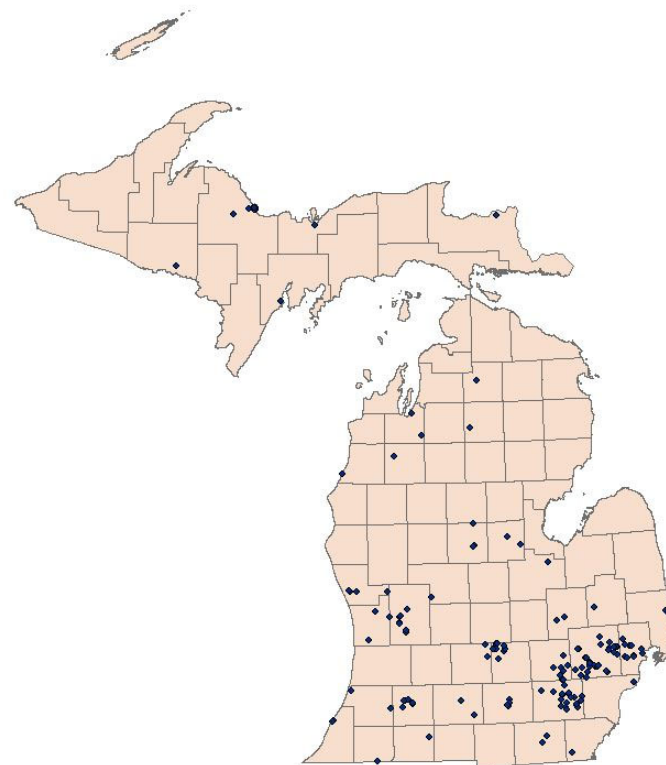


## Evaluating the Performance and Safety Effectiveness of Roundabouts – An Update

- MDOT sponsored a study, completed in 2011, which focused on examining roundabout performance. MSU was contracted for a follow-up study that was completed in June 2023, which examined roundabout performance.
  - Safety
  - Operations
  - Environmental Impacts
  - Cost-Effectiveness

## Michigan Roundabout Locations

- A database of 180 roundabouts developed in consultation with WSP.
- General characteristics were obtained for each location
  - Number of approach legs
  - Number of circulating lanes
  - Traffic volume



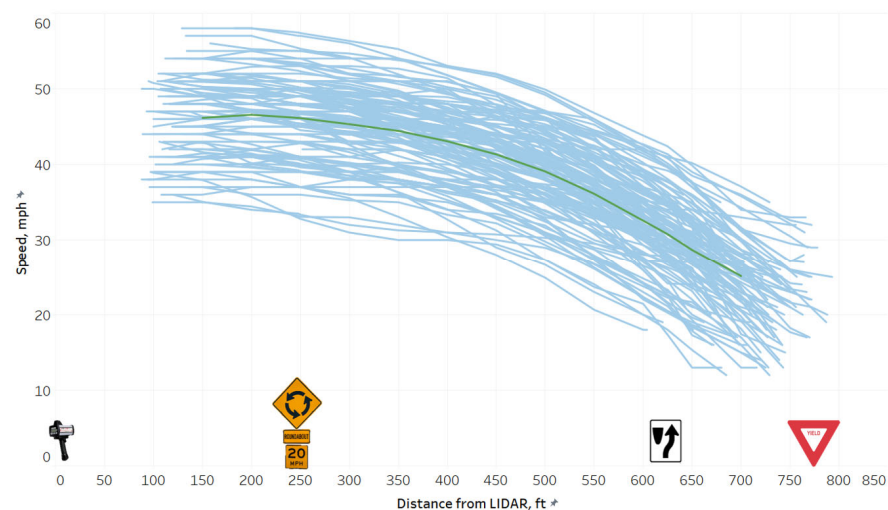
## Field Observational Studies

- More detailed data were collected through field studies at 18 roundabouts throughout Michigan.
  - Speed selection
  - Gap acceptance
  - Driver yielding to other vehicles
  - Driver yielding to pedestrians



## Speed Selection Behavior

- Investigated how speed varies as drivers approach roundabout
- Data analyzed at 3 locations
  - 500 ft upstream of yield line
  - 200 ft upstream of yield line
  - At yield line
- Speeds tended to be higher where the speed limit was higher, particularly at interchanges, in rural areas, and at larger roundabouts.

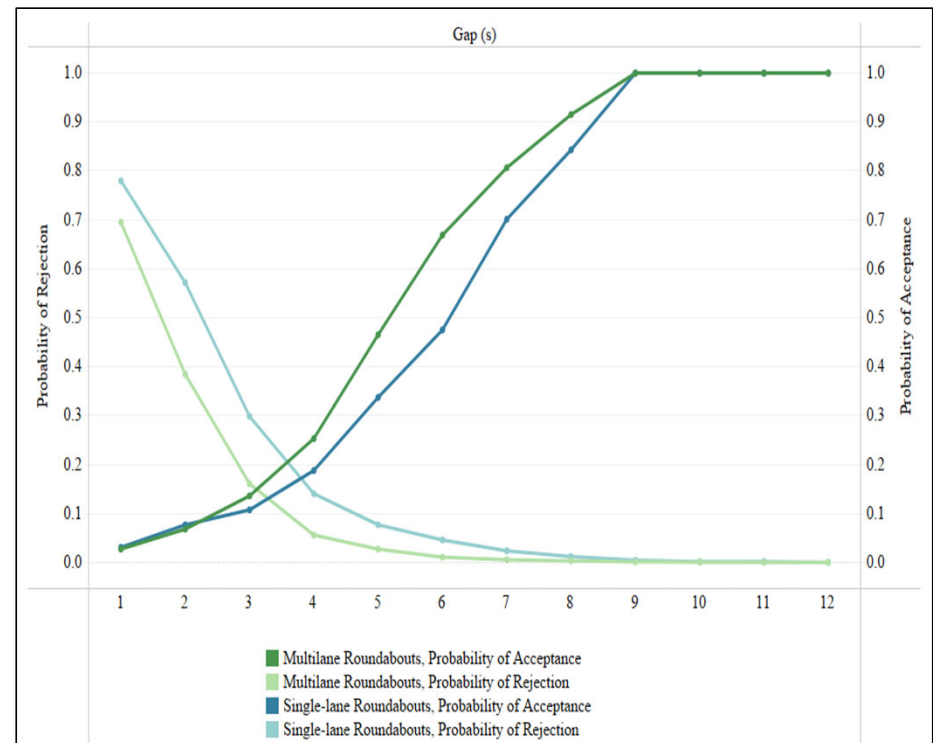


Sample Speed Profiles on Roundabout Entry Approach

# Gap Acceptance Behavior

| Roundabout Category         | Critical Gap (s) |
|-----------------------------|------------------|
| Single lane                 | 3.9              |
| Multilane                   | 3.1              |
| Three-legged                | 2.8              |
| Four-legged                 | 3.0              |
| Rural context               | 3.1              |
| Urban context               | 3.5              |
| Roundabout at ramp terminal | 3.5              |
| Roundabout at surface road  | 3.2              |

(Critical gap is minimum gap drivers are willing to accept)





## Yielding Behavior Towards Vehicles

| Site                          | Sample Size | Yielded |
|-------------------------------|-------------|---------|
| NB I-75 at Monroe M-46        | 77          | 100%    |
| NB I-75 at M-81               | 168         | 100%    |
| US-23 at Lee Road             | 177         | 100%    |
| WB I-94 at Sprinkle Road      | 100         | 100%    |
| Geddes at Earhart Road        | 129         | 99.20%  |
| M-53 at 26 Mile Road          | 156         | 98.10%  |
| SB I-75 at M-81               | 204         | 98.00%  |
| M-5 at Pontiac Trail          | 190         | 97.40%  |
| Drake at Maple Road           | 98          | 95.90%  |
| EB I-94 at Sprinkle Road      | 191         | 95.80%  |
| SB I-75 at Monroe M-46        | 36          | 94.40%  |
| NB I-75 at Bristol Road       | 159         | 94.30%  |
| US-127 BR at Mission Road     | 24          | 91.70%  |
| US-10 BR/M-20 at Patrick Road | 53          | 90.60%  |
| Farmington at Maple Road      | 200         | 89.00%  |
| M-52 at Werkner Road          | 87          | 87.40%  |
| US-23 at Geddes Road          | 199         | 82.40%  |
| US-10 at M-30                 | 129         | 80.60%  |

- General trends:
  - Higher yielding at sites with larger numbers of lanes
    - One lane – 92.4%
    - Two lanes – 95.6%
    - Three lanes – 97.4%
  - Lower yielding at roundabouts with larger diameters
  - Higher yielding from minor (vs major) road and lower speed approach
  - Higher yielding if roundabout warning sign is present



## Yielding Behavior Towards Pedestrians

| Site                     | Sample Size | Yielded |
|--------------------------|-------------|---------|
| US-23 at Geddes Road*    | 58          | 44.8%   |
| Farmington at Maple Road | 93          | 89.2%   |
| Drake at Maple Road      | 81          | 90.1%   |
| Geddes at Earhart Road   | 81          | 86.4%   |
| M-53 at 26 Mile Road*    | 37          | 43.2%   |

\*Exit ramp

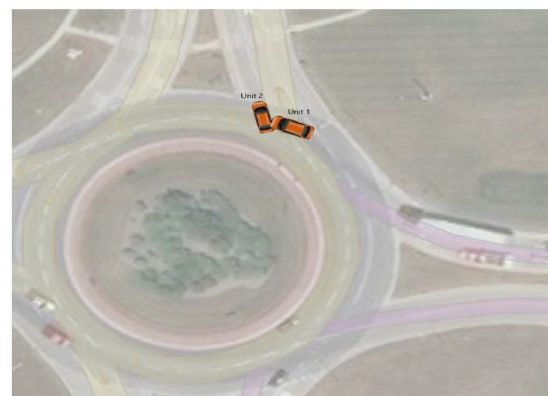
- General Trends
  - Lower yielding to pedestrians at exit ramps
  - Marginally higher yielding if pedestrian hybrid beacon was present
  - Heavy vehicles less likely to yield to pedestrians
  - In case of multiple approach lanes, drivers in near lane more likely to yield

## Safety Analyses

### Narrative

Unit 2 entered the roundabout from N/B Van Dyke Ave and traveled to the N/B Van Dyke Ave exit. Unit 1 entered the roundabout from S/B M53 Exit Ramp and intended on continuing to W/B 18.5 Mile Rd. As unit 2 was exiting the roundabout unit 1 entered and collided into unit 2. Driver of unit 1 stated that she thought because unit 2 occupied the inside lane that it had to continue in the roundabout. Driver of unit 1 was issued a citation for failure to yield causing accident.

### Diagram



## Safety Analyses

- Site Selection
  - 180 roundabouts identified in Michigan
  - 157 companion control sites identified manually
    - In immediate vicinity of roundabout site
    - Same type of traffic control
    - Similar AADT
    - Similar geometry (e.g., number of legs)
- Data Collection
  - Prior control type (stop vs. signal)
  - Number of approach legs & circulating lanes
  - Geometric characteristics (e.g., diameters, widths, turning radii)
  - Presence of traffic control devices
  - Crash data

## Comparison of Before-After Crash Frequencies by Severity Level and Number of Lanes

| Number of<br>Circulating Lane | Number of<br>Sites | Total Crashes |       | Injury Crashes |       | KA Crashes |       |
|-------------------------------|--------------------|---------------|-------|----------------|-------|------------|-------|
|                               |                    | Before        | After | Before         | After | Before     | After |
| Single lane                   | 92                 | 4.10          | 3.16  | 0.86           | 0.36  | 0.09       | 0.04  |
| Double lane                   | 42                 | 10.91         | 18.49 | 2.26           | 1.50  | 0.17       | 0.09  |
| Triple Lane                   | 8                  | 26.54         | 67.14 | 5.17           | 5.18  | 0.25       | 0.11  |
| All Roundabouts               | 142                | 6.65          | 11.55 | 1.38           | 0.99  | 0.12       | 0.06  |

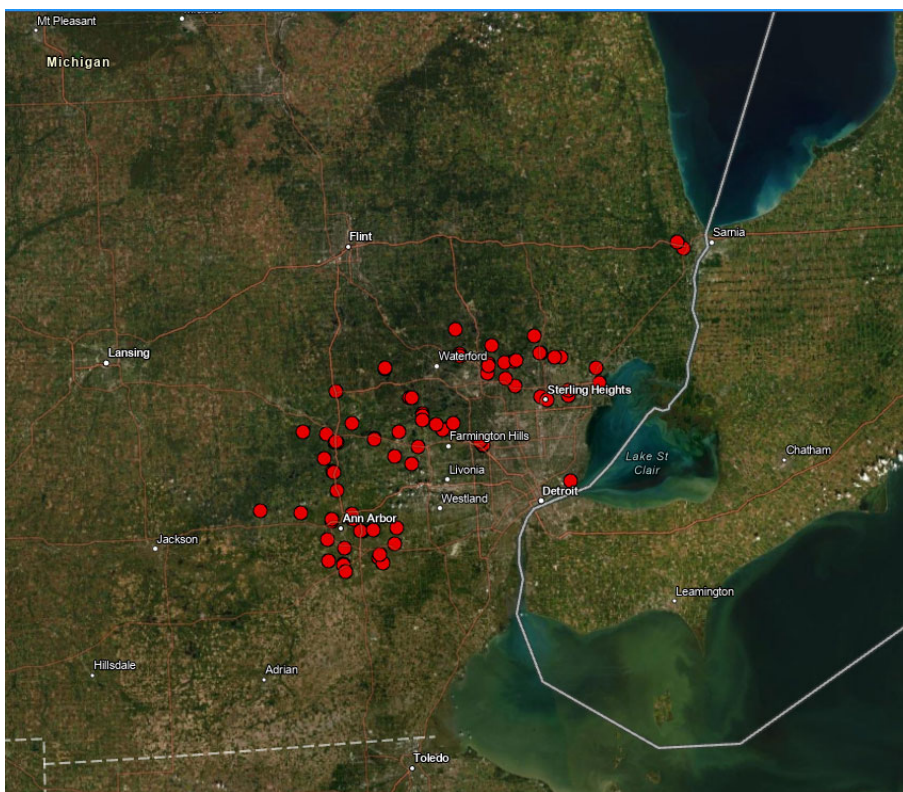
## Empirical Bayes Analysis

- Safety Performance Functions (SPFs) were developed for control intersections for total and injury crashes separately:
  - Four legged stop-controlled intersection (n = 44)
  - Four-legged signalized intersection (n = 25)
  - Three-legged intersection (n = 23)
- These SPFs were used for the purposes of an Empirical Bayes (EB) analysis.

## Empirical Bayes Analysis (Comparison with 2011 Study)

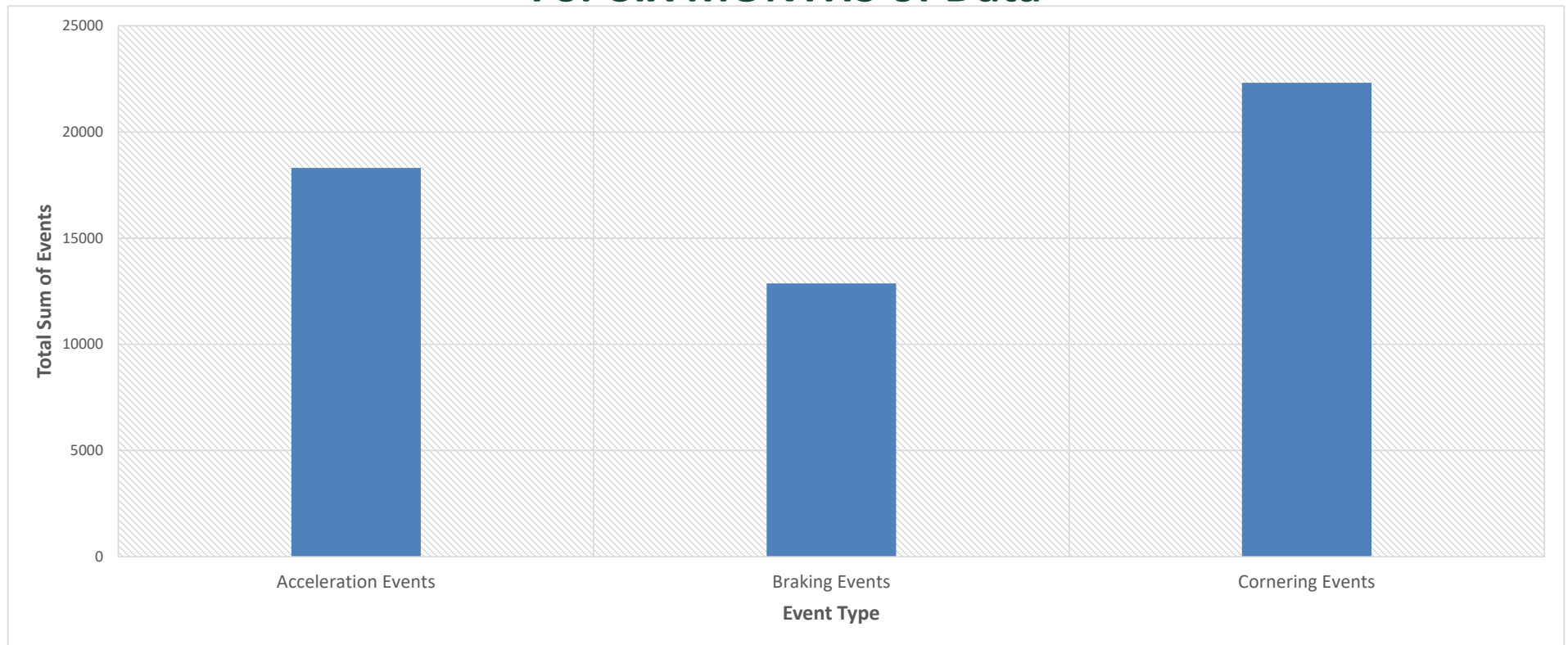
| Category                                               | Sites | Crash Severity | Crash Modification Factors (CMF)<br>Comparison with Prior Results |            |
|--------------------------------------------------------|-------|----------------|-------------------------------------------------------------------|------------|
|                                                        |       |                | 2023 Study                                                        | 2011 Study |
| All sites combined                                     | 97    | Total          | 2.48                                                              | 1.35       |
|                                                        |       | Injury         | 0.79                                                              | 0.58       |
| Sites on interchange (previously stop-controlled)      | 11    | Total          | 1.58                                                              | 1.25       |
|                                                        |       | Injury         | 0.50                                                              | 0.42       |
| Single and double lane roundabouts                     | 89    | Total          | 1.96                                                              | 1.00       |
|                                                        |       | Injury         | 0.65                                                              | 0.49       |
| Stop controlled intersection to roundabout             | 50    | Total          | 2.79                                                              | 1.03       |
|                                                        |       | Injury         | 0.73                                                              | 0.64       |
| Signalized intersection to one- or two-lane roundabout | 43    | Total          | 2.20                                                              | 0.78       |
|                                                        |       | Injury         | 0.75                                                              | 0.30       |
| Signalized intersection to three-lane roundabout       | 4     | Total          | 2.54                                                              | 1.98       |
|                                                        |       | Injury         | 0.99                                                              | 0.80       |

## Connected Vehicle Data Analyses



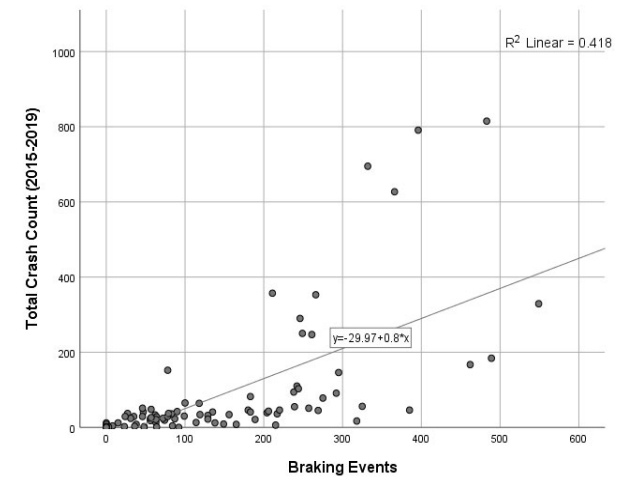
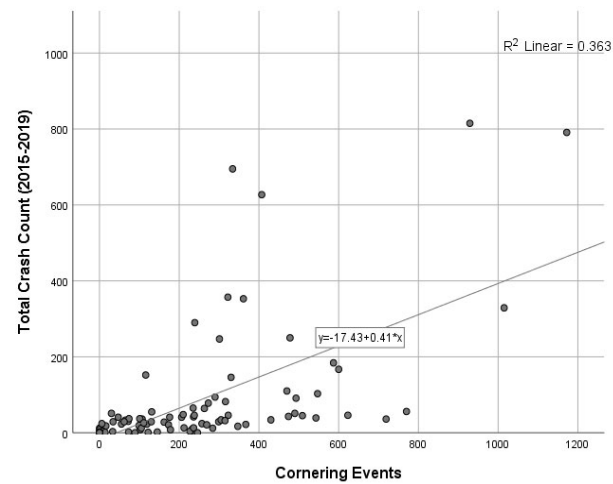
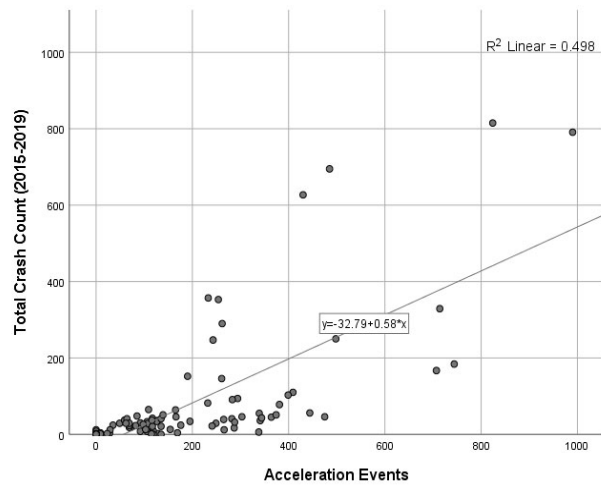
- 90 roundabouts in SEMCOG region identified
- Crash and CV event data merged using spatial join in ArcGIS
- Additional site-specific information obtained through companion MDOT project

## Distribution of Ford CV Data Across All Sites (n = 90) For SIX MONTHS of Data

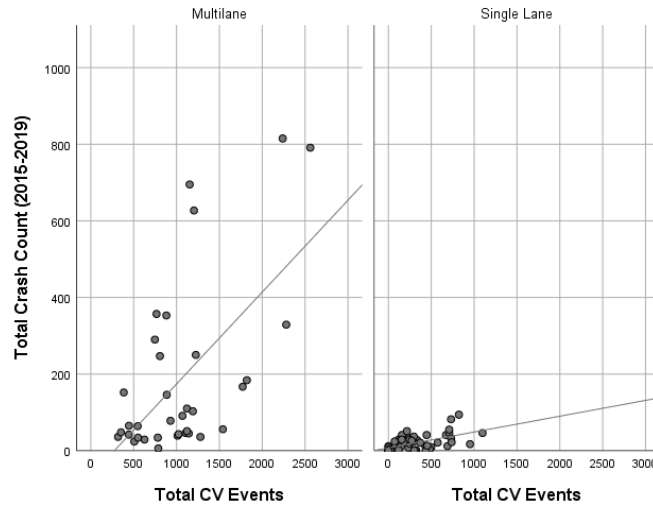




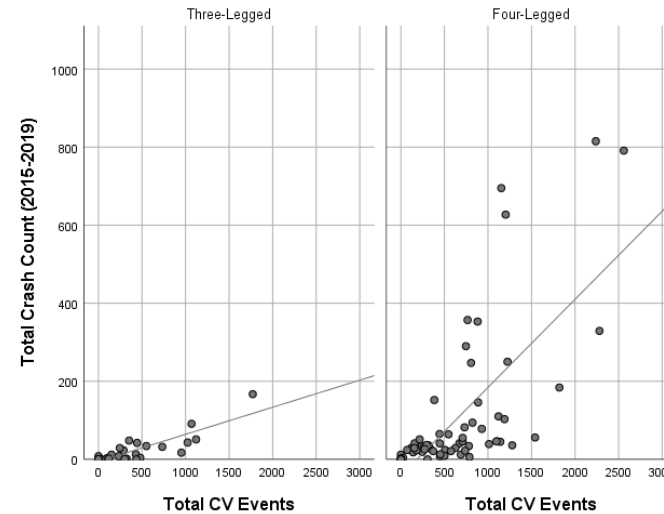
# Crashes versus CV Events by Event Type



# Crashes vs. CV Events by Roundabout Type



$R^2 = 0.32$  (Multilane)  
 $R^2 = 0.35$  (Single-lane)



$R^2 = 0.72$  (Three-Legged)  
 $R^2 = 0.47$  (Four-Legged)

# Conclusions and Directions for Future Research



## Conclusions – Impacts on Driver Behavior

- Driver speed selection close to entry significantly affected by roundabout geometry.
- Drivers generally begin to decelerate within 200 ft of the yield line.
- Accepted gaps were smaller on
  - Multilane roundabouts, three-legged roundabouts, roundabouts in rural areas, and roundabouts located on exit ramps.
- Yield rates were lower at high-speed roundabouts, especially those located on exit ramps

## Conclusions – Impacts on Safety

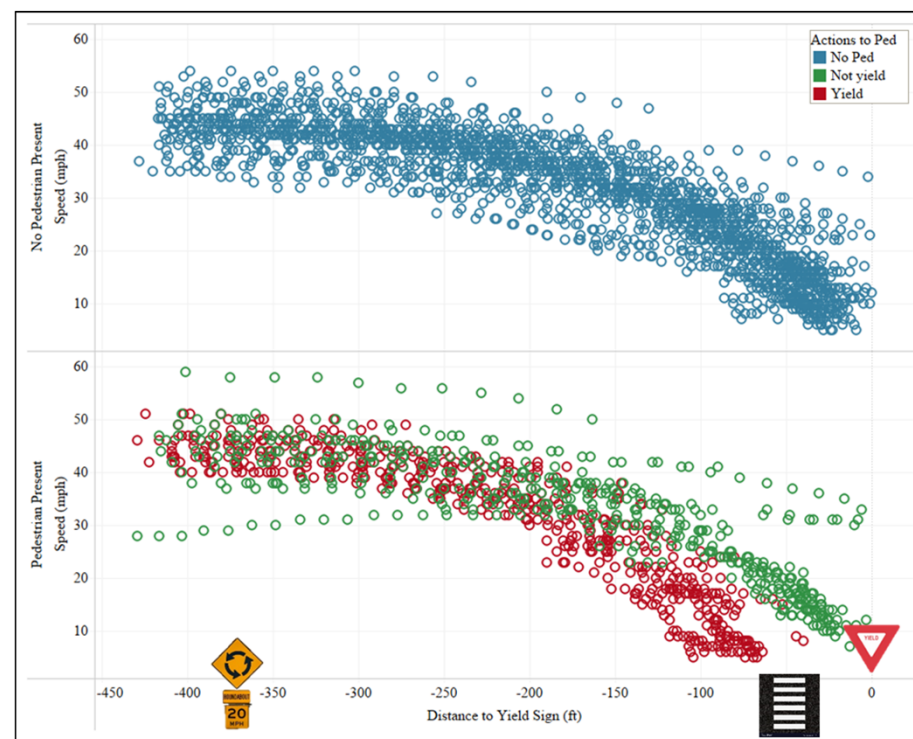
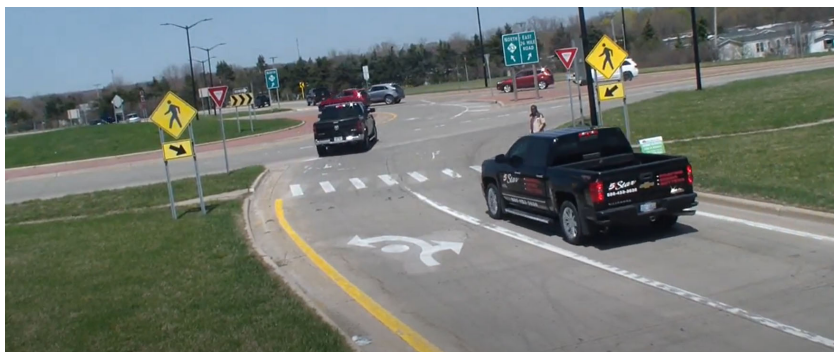
- Roundabouts showed positive impacts on safety
  - Reduced crash severity
  - Reduction in certain crash types (angle, head-on)
- All analyses showed significant increases in total crashes and reduction in injury crashes as a result of roundabout construction
- EB analyses showed CMFs relatively larger than the current MDOT CMFs (2011 study)
  - Much bigger sample of sites in current study
  - Prior MDOT study used reference SPFs from SafetyAnalyst for control intersections. SPFs for reference group were developed in current study

## Future Directions

- MDOT can utilize SPFs developed in this study to predict roundabout safety performance
  - SPFs developed by number of legs and lanes
  - Covers 100+ sites throughout Michigan
  - Considers detailed roadway geometry data
- SPFs can be used to estimate crashes by severity, and compare expected safety performance based on site characteristics
- SPFs and CMFs can be used by MDOT and other agencies at the planning and design level when considering construction or conversion projects

## Ongoing and Future Work

- Ongoing Minnesota DOT study is evaluating driver interaction with pedestrians and bicyclists.
  - Yielding behavior
  - Speed selection



## Comments or Questions?



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# How to Implement FHWA's Safe System Approach *at the Regional Level*

Jenya Abramovich, AICP  
Transportation Bonanza 2024

# What is SEMCOG?



**Transportation**

**Environment**

**Community & Economic  
Development**

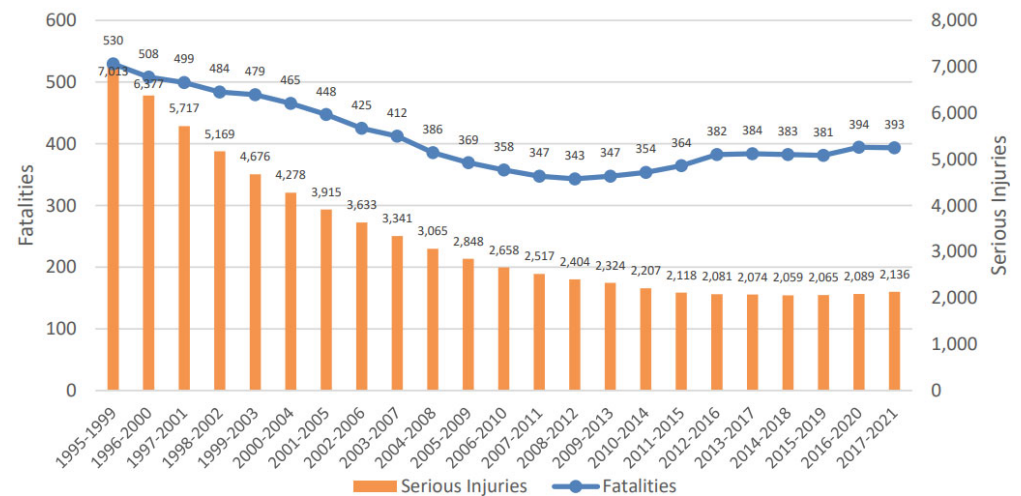
**Education**



# Benchmarking Crash Data

- 1 person killed, 6 seriously injured each day in Southeast Michigan
- 95% of communities experienced at least 1 fatal or serious injury crash in the last 5 years
- MDOT roads: 9% of the regional network; 36% of fatal and serious injury crashes

**Fatalities and Serious Injuries Five-Year Moving Averages in Southeast Michigan, 1995-2021**



# SEMCOG Safety Performance Target Setting

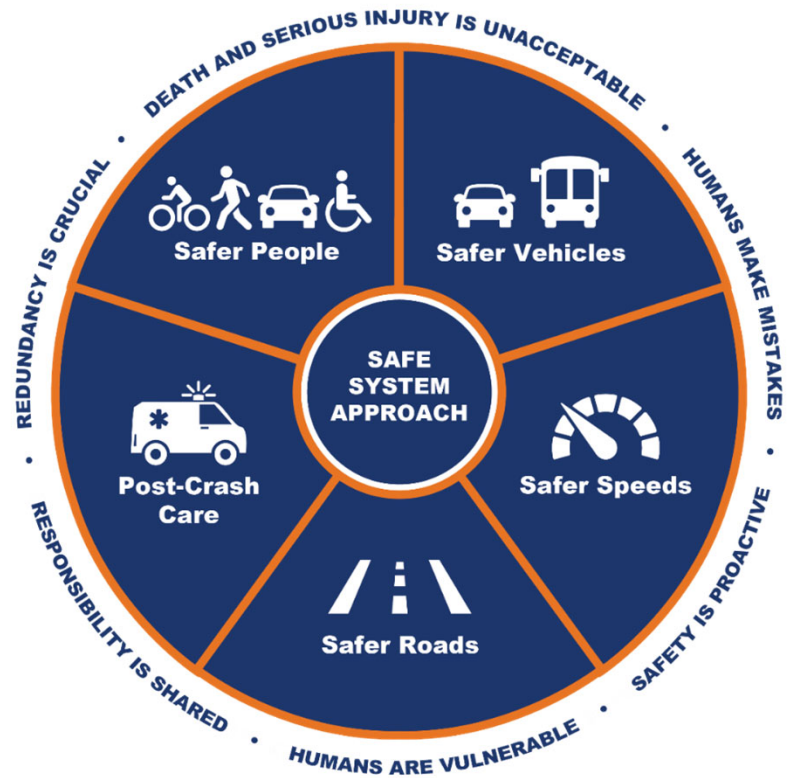
- Set own targets starting 2023
  - Regional instead of statewide
- Data driven
  - From Task Force, TSAC, TCC, & Executive Committee input
- Ultimate goal of reaching **Zero by 2050**

| Performance Measure<br>(5-year rolling average)  | Baseline<br>(2018-2022) | 2024 SEMCOG Target<br>(2020-2024) |
|--------------------------------------------------|-------------------------|-----------------------------------|
| Fatalities                                       | 410.4                   | 406.4 ↓                           |
| Fatality Rate                                    | 0.976                   | 0.956 ↓                           |
| Serious Injuries                                 | 2,126.8                 | 2,108.8 ↓                         |
| Serious Injury Rate                              | 5.029                   | 5.009 ↓                           |
| Non-motorized Fatalities<br>and Serious Injuries | 376.0                   | 366.0 ↓                           |

# Transportation Safety Regional Policies

June 2023

## Southeast Michigan Transportation Safety Plan





# Emphasis Areas – *Infrastructure*

## HIGH PRIORITY EMPHASIS AREAS

Intersection

Lane departure

## ADDITIONAL EMPHASIS AREAS

Access management

Rail

Work zone



# Emphasis Areas – *Road Users*

## HIGH PRIORITY EMPHASIS AREAS

---

Pedestrian

Bicyclist

Motorcyclist

## ADDITIONAL EMPHASIS AREAS

---

Commercial truck/bus

Older driver

Young driver



# Emphasis Areas – *Behaviors*

## HIGH PRIORITY EMPHASIS AREAS

---

Speeding

Impairment (alcohol & drug)

Unbelted occupant

## ADDITIONAL EMPHASIS AREAS

---

Distracted driving





# Emphasis Areas – *Systems*

## HIGH PRIORITY EMPHASIS AREAS

---

## ADDITIONAL EMPHASIS AREAS

---

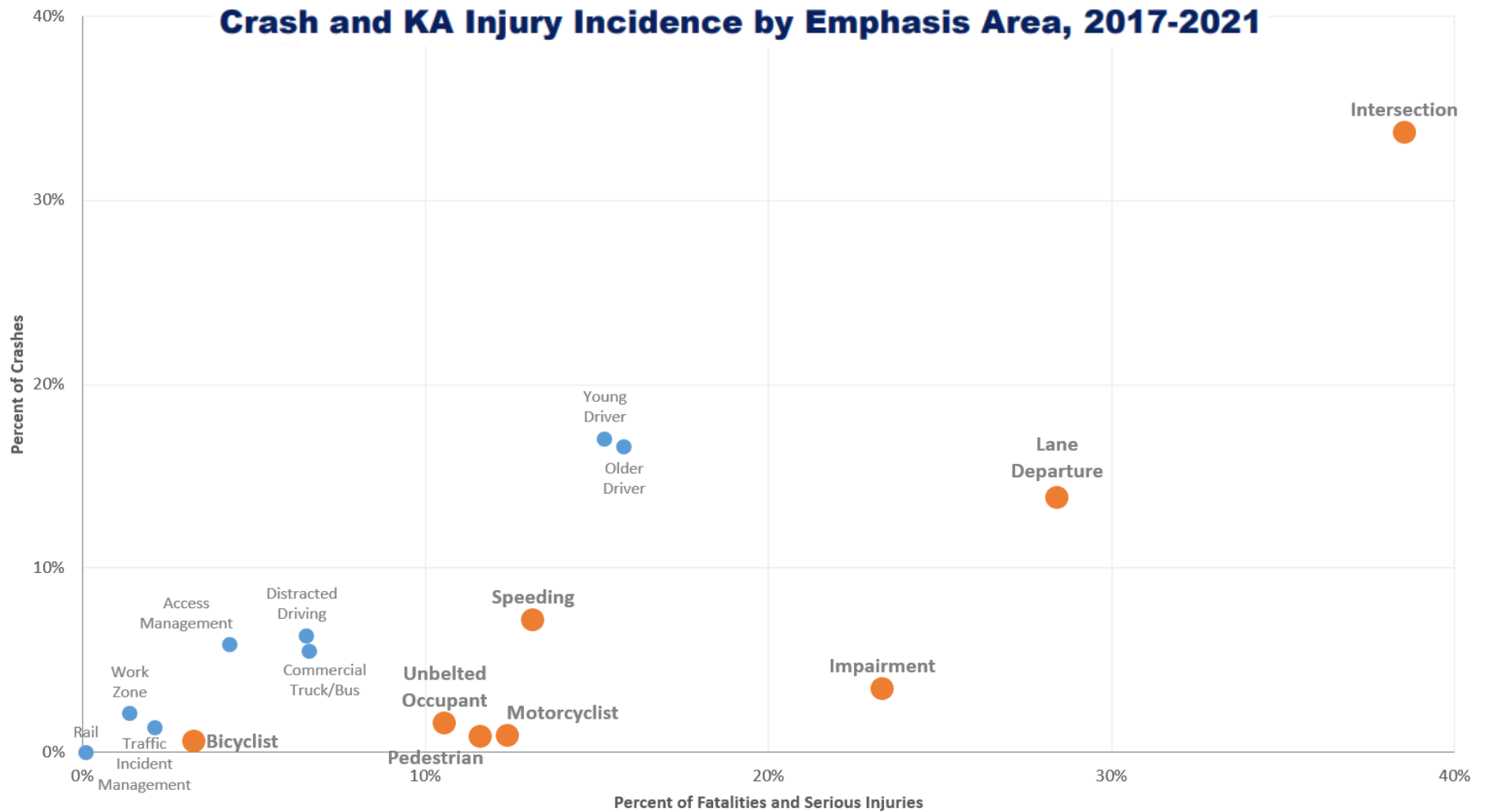
Emerging technology

Traffic incident management

Traffic records and information systems

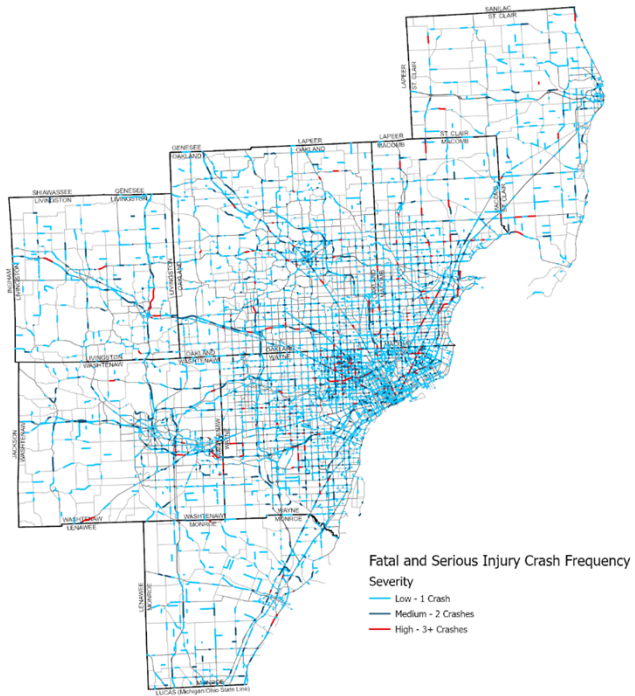


# Emphasis Area Analysis

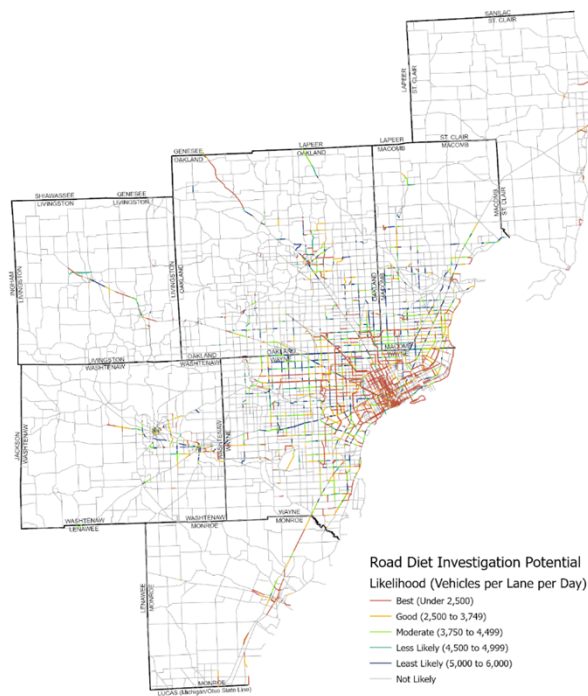


# Regional Analysis

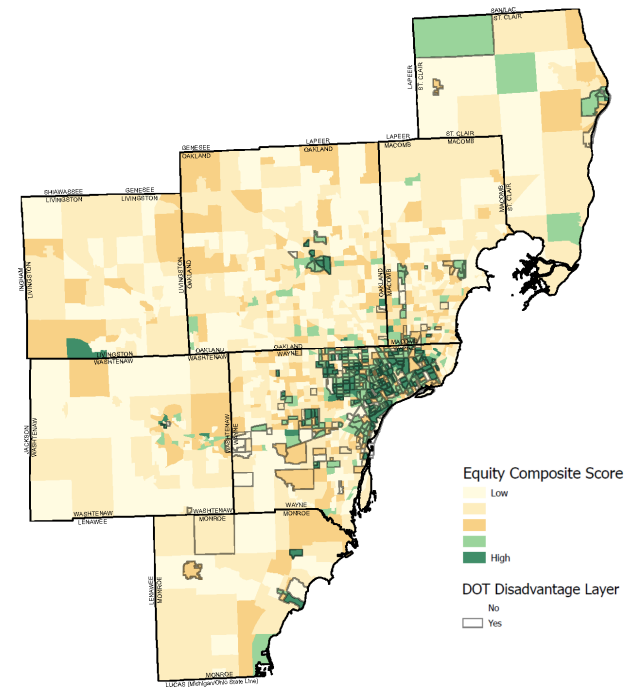
## High Injury Network



## Excess Capacity

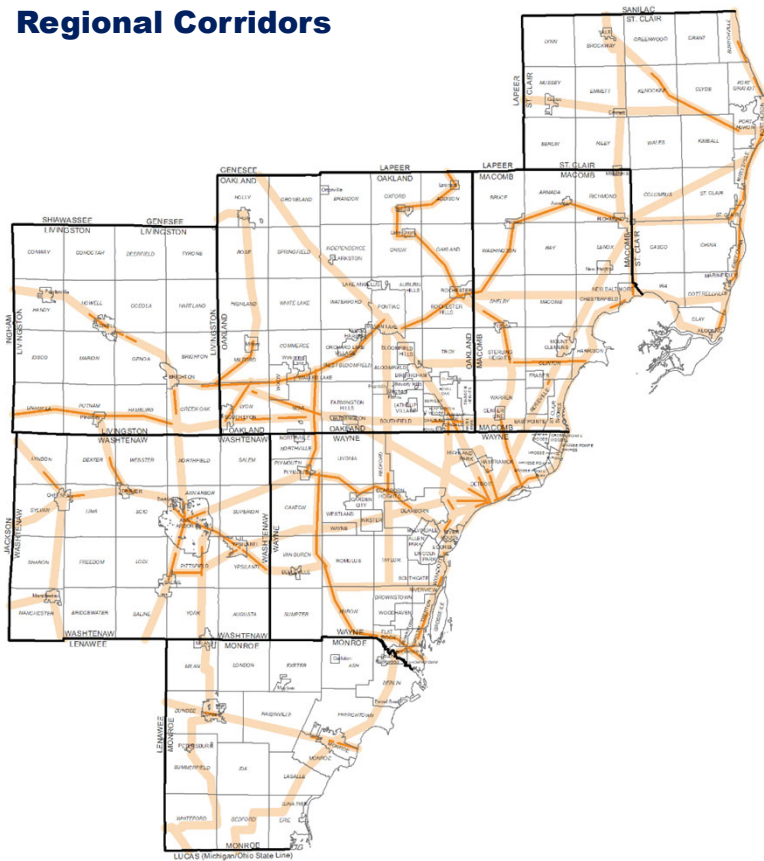


## Transportation Equity Areas

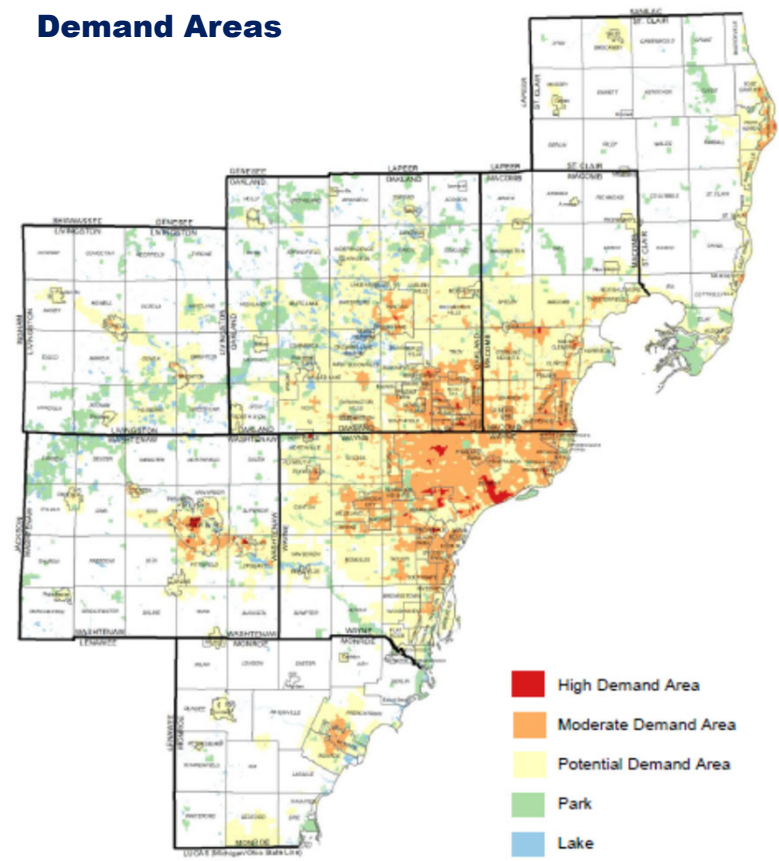


# Regional Analysis – Bicycle and Pedestrian Mobility Plan

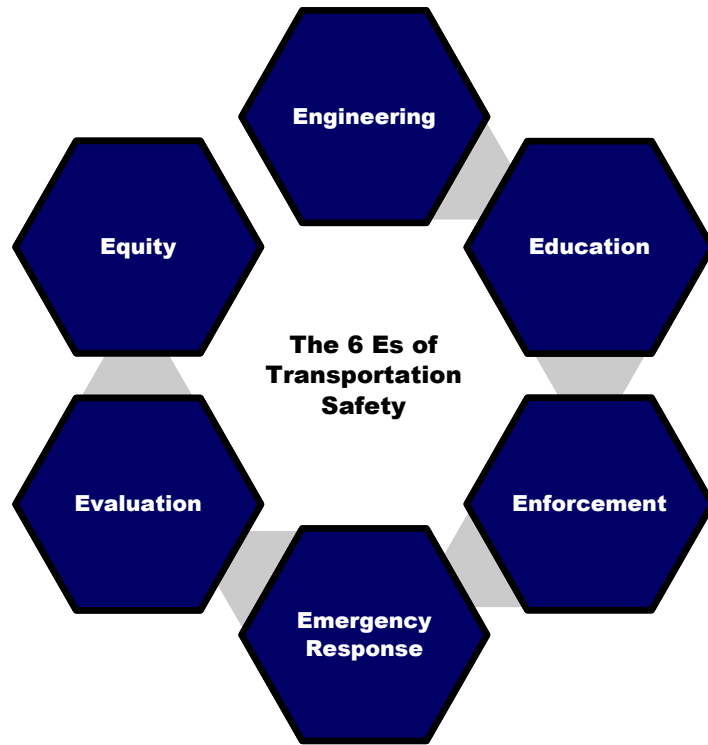
## Regional Corridors



## Demand Areas



# Implementation



**Action**  
 Promote training opportunities for law enforcement  
 Identify funding opportunities to support education, encouragement, and target education  
 Support additional statewide efforts (i.e. SHSP and GTAC Action Plans)

**Safer Roads**  
 injury tolerant  
 vulnerable users

**Action**  
 Build complete networks for all building unsafe roads  
 Ensure modernized facilities  
 Prioritize safety projects in the  
 Target engineering efforts in  
 Implement policy focused or countermeasures  
 Evaluate the potential to use ATCMTD  
 Develop a coordination and municipalities to improve corridor access  
 Conduct road safety audits  
 Promote use of the 1 measure the safety  
 Rank and prioritize  
 Maintain and update segment inventory

## Action Summary

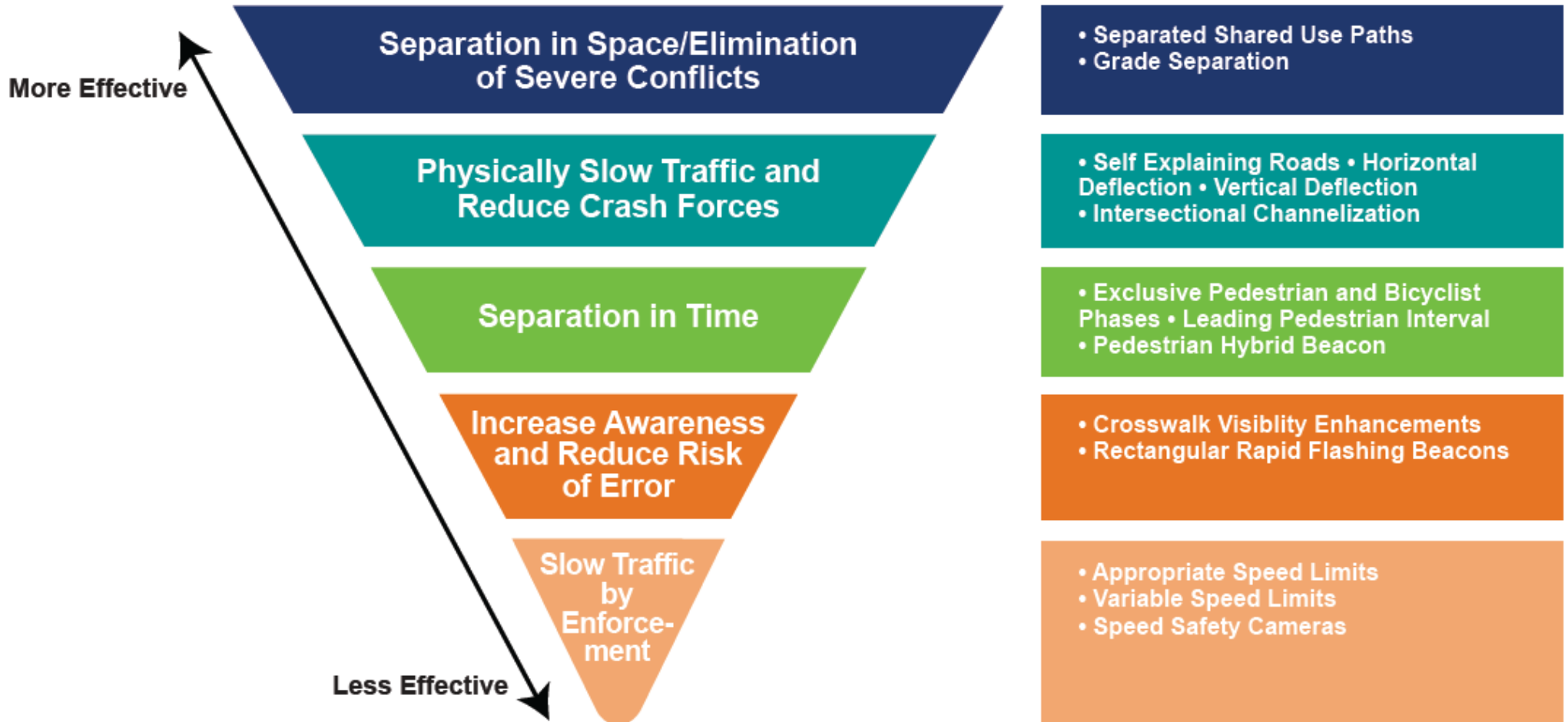
The following is a summary of actions to implement the Southeast Michigan Transportation Safety Plan. It includes specific action items for each regional policy with recommended timelines to help monitor the effectiveness of each item. Performance measures are outlined for each action item to help effectiveness based on the safe system solutions hierarchy described earlier in this chapter.

| Action                               | Action Type                                                    | Emphasis Area                                        | Lead(s)                                                                       | Performance Measure                   | Timeline                                                                                               |
|--------------------------------------|----------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------|--------------------------------------------------------------------------------------------------------|
| Description of strategic action item | Enforcement, Education, Encouragement, EMS, Equity, Evaluation | Priority and additional emphasis areas from the plan | The organization(s) that will coordinate on implementation of the action item | Quantifiable measure of action impact | Short: <2 years<br>Medium: 2-5 years<br>Long: 5+ years<br>Ongoing: action is already being implemented |

**Safer People:** Encourage safe, responsible behavior by people who use our roads and create conditions that prioritize their ability to reach their destination unharmed.

| Action                                                                                                                                                                                 | Action Type                                | Emphasis Area                                                                                                                | Lead(s)                             | Performance Measure                                                   | Timeline |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----------------------------------------------------------------------|----------|
| Support legislative efforts to improve behavior (e.g., speed and red light camera enforcement, rear camera, handheld device ban, motorcycle helmet use, license screening and testing) | Enforcement, equity                        | Intersections, Work Zone, Speeding, Occupant Protection, Distracted Driving, Pedestrian, Bicyclist, Motorcycle, Older Driver | Local agencies, SEMCOG, GTAC        | Polices in SEMCOG's Legislative Policy Platform, adoption             | Long     |
| Educate the public about new vehicle technologies (e.g., lane keeping assist, adaptive cruise control)                                                                                 | Education                                  | Lane Departure, Speeding, Emerging Technology                                                                                | MOOS, Local agencies, SEMCOG        | # of materials developed and distributed                              | Medium   |
| Promote senior-friendly transportation options                                                                                                                                         | Education, Equity                          | Older Driver                                                                                                                 | MOOS, MSP, Local agencies, SEMCOG   | # of materials distributed                                            | Ongoing  |
| Develop and promote safety outreach materials for county and local officers and the public                                                                                             | Education                                  | All                                                                                                                          | SEMCOG, MOOT, OHSU, SEMCOG          | # of materials developed and distributed                              | Ongoing  |
| Promote motorcycle enforcement and reduce "shadow riders"                                                                                                                              | Education, Enforcement                     | Motorcycle                                                                                                                   | MOOT, MSP, Local agencies, SEMCOG   | Enforcement rate                                                      | Ongoing  |
| Improve young driver training                                                                                                                                                          | Education                                  | Young Driver                                                                                                                 | MOOS, MSP, GTAC, Local agencies     | Changes to training programs, local participation in training courses | Ongoing  |
| Employ school-based strategies (e.g., Drive for a Safer Drive)                                                                                                                         | Education                                  | Young Driver                                                                                                                 | MOOT, OHSU, Schools, Local agencies | # of schools participating in safety education programs               | Ongoing  |
| Target education and enforcement efforts in priority locations                                                                                                                         | Education, Enforcement, Equity, Evaluation | All                                                                                                                          | Local agencies, MSP, MOOT, SEMCOG   | # of high visibility education and enforcement campaigns              | Ongoing  |

# Safe System Solution Hierarchy





# TIP Prioritization

- Proposed minimum bylaw language:
  - FAC will determine the priority of projects submitted to SEMCOG TIP through the documented process for project selection, including safety as one of the components.*
- Methods for FAC's to incorporate safety into project development/prioritization:
  - Incorporate safety into project development/planning
    - » Compare project locations with High Injury Network (HIN) and investigate applying feasible safety countermeasures to overlapping areas
    - » Include safety section in the application form
  - Scoring points
    - » Investigate revising TIP project scoring criteria to enhance safety
  - Other ideas welcome. Method used should be stated in FAC bylaws.

# TAP & Planning Assistance Program

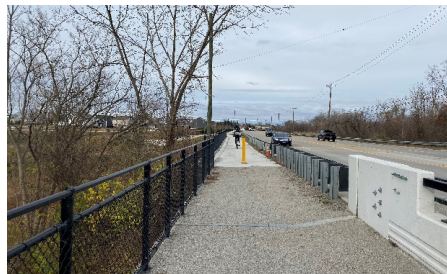
## TAP - \$10 million per year



**Detroit** - Complete Street: Lane reduction & protected bikelanes



**Mount Clemens** – Enhanced sidewalks & safer intersections in downtown



**Clinton Twp** – Separated pedestrian bridge over Clinton River

## Planning Assistance Program - \$500,000 per year



**Woodward Ave** – Bicycling & Walking Safety Audit



**Eastpointe** – 9 Mile Safety Corridor Plan



**Westland** – Pedestrian & Bicycle Safety Action Plan



# SS4A Program

**Road Safety Audits - \$500,000**



**VRU Demonstration Projects - \$10,000,000**



# Multimodal Tool

**Multimodal Tool**

Find address or place

**Current Project: Old Woodward Ave**

Context  
**Main Street**  
 Street Name  
**Old Woodward Ave**  
 Modal Tiers  
 Pedestrian: 1, Bike: 3, Transit: 3, Freight: 3

**Segment Selection Toolbox**

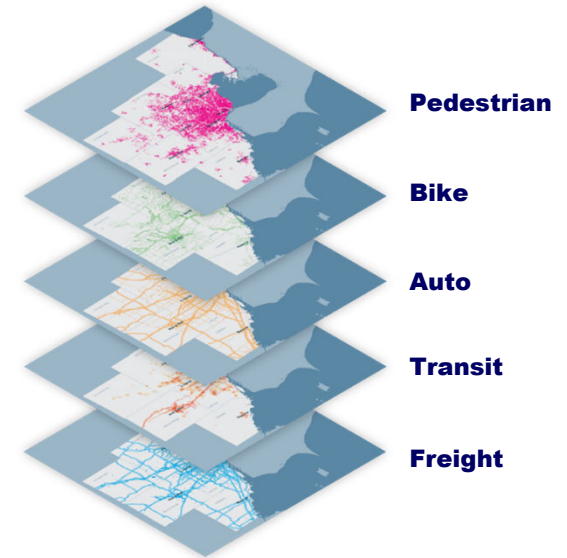
ADD REMOVE CLEAR ALL

Find your project location by zooming in or using the search bar. Use the "Add" tool above to click on the map and select road segment(s) that represent your project. Use "Remove" to unselect segment(s). Use "Clear All" to start over. Note that the Land Use Context layer needs to be turned on to use the Segment Selection Toolbox.

**Birmingham**

Map navigation icons: Home, Layers, Full Screen, Print, Measure, Location, Search, Zoom In, Zoom Out, Refresh, Close

Bottom navigation icons: Map, Pedestrian, Bike, Transit, Freight

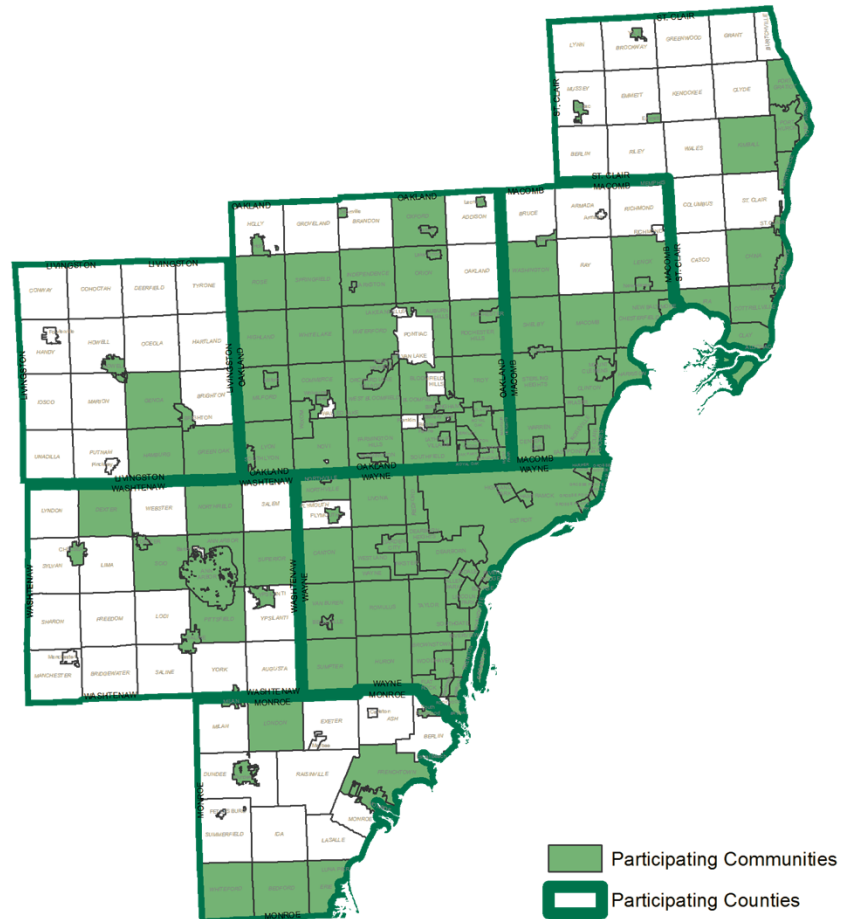


# Public Education Campaign



In the United States, there are over 800 work zone fatalities each year.

# Item Distribution



- **65% of communities**
- **100% of counties**
- **Items distributed:**
  - Tip cards
  - Brochures
  - Posters
  - Bike lights
  - LED wristbands
  - LED armbands



## TV, Digital, and Video Streaming

### 129.9 million impressions:

- Billboards/Posters
- Gas Station TV
- Transit
- Broadcast TV
- Cable TV
- OTT streaming
- Radio streaming
- Social media
- Website



# Collaboration

## *More than 200 partners*

- AAA
- Earned media
- Libraries
- Local governments
- Metropolitan Affairs Coalition
- Michigan Department of Transportation
- Michigan Fitness Foundation
- Office of Highway Safety Planning
- Police departments
- Schools
- Transit agencies
- Transportation Safety Action Committee



*MDOT dynamic message sign*

# Regional Coordination



# Questions?

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*(313) 398-7441*

**SEMCOG**

Southeast Michigan Council of Governments

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**SEMCOG**

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS