

## PEDESTRIAN AND BICYCLE SAFETY FY2018

In 2016, Michigan pedestrian fatalities decreased 2 percent from 2015, and bicyclist fatalities increased 12 percent for the same period. Pedestrian-involved crashes were down 6 percent, and bicyclist crashes were up 4 percent from the previous year, indicating a significant underlying problem affecting and involving bicyclists.

A study by Western Michigan University found that nearly 40 percent of all pedestrian- and bicyclist-involved crashes that included another vehicle were the result of “failure to yield” on the part of the pedestrian or bicyclist. This evidence was instrumental in developing the OHSP’s pedestrian/bicycle safety program strategy.

**Goals:**

Decrease fatalities and incapacitating injuries involving pedestrians by 9 percent from 560 in 2015 to 510 by December 31, 2018.

Decrease fatalities and incapacitating injuries involving bicyclists by 1 percent from 175 in 2015 to 174 by December 31, 2018.

<b>Task 1: Evaluation</b>	<b>\$1,155,500</b>
	<b>Revision 06/21/2018</b> <del>\$ 357,000</del>
	<b>Revision 04/03/2018</b> <del>\$ 553,000</del>
	<b>Revision 03/14/2018</b> <del>\$ 516,000</del>
	<b>Revision 10/13/2017</b> <del>\$ 25,000</del>
Section 402 FAST Act Funds	\$ 25,000
Section 405h FAST Act Funds	\$1,130,000
	Revision 06/21/2018 <del>\$ 332,000</del>
	Revision 04/03/2018 <del>\$ 528,000</del>
Revision 10/13/2017	Revision 03/14/2018 <del>\$ 491,000</del>

**NHTSA Pedestrian and Bicycle Safety Program Assessment and Recommendation Implementation**

<b>Project Number</b>	CP-18-01	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	\$25,000	402 FAST Act
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>Project Number</b>	PS-18-01	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	TBD	
<b>Grant Amount, Funding Source</b>	\$1,130,000	405 h FAST Act
	<del>\$ 332,000</del> 06/21/18	
	<del>\$ 528,000</del> 04/03/18	
	<del>\$ 491,000</del> added 10/13/17	
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>MOE</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and	

## PEDESTRIAN AND BICYCLE SAFETY FY2018

	bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.
<b>Project Objective</b>	Review Michigan's pedestrian and bicyclist safety initiatives in comparison to pre-established national standards, note the program's strengths and weaknesses, and provide program improvement recommendations by September 30, 2018.

This would be the first Pedestrian and Bicyclist Safety Program Assessment conducted in Michigan. Now is a crucial time for guidance on Michigan's pedestrian and bicyclist safety program, due to the significant amount of FAST Act funding awarded in FY2017. This funding has given Michigan the opportunity to provide the pedestrian and bicycle community with much needed assistance in reducing crashes and educating citizens on safety practices.

**Evidence of Effectiveness:** not applicable.

<b>Task 2: Public Education and Training</b>	<b>\$408,000</b>
<i>Revision 03/14/2018</i>	<b><del>\$445,000</del></b>
<i>Revision 04/06/2018</i>	<b><del>\$442,000</del></b>
Section 402 FAST Act Funds	\$ 25,000
Section 405 (h) FAST Act Funds	\$383,000
Revision 03/14/2018	<del>\$420,000</del>
Revision 04/06/2018	<del>\$432,000</del>

### Michigan Bicyclist Safety Conference

<b>Project Number</b>	CP-18-01	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	\$25,000	402 FAST Act
<b>Match</b>	No	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives.	
<b>Project Objective</b>	To coordinate a statewide conference that will offer a comprehensive variety of bicycle safety presentations by September 30, 2018.	

With the increasing number of bicyclist-involved crashes and funding allocated to bicyclist safety in Michigan, a cohesive program is necessary to promote partnerships and develop countermeasures.

The OHSP will partner with stakeholders to plan and organize a variety of bicyclist safety topics that will be presented in both general session and workshop session

## PEDESTRIAN AND BICYCLE SAFETY FY2018

formats. The goal is to reach as many target groups as possible: bicycle riders, local and state professionals, law enforcement, community groups and more. The opportunity for networking amongst attendees will be a priority. Evaluation of this conference will be done by distributing surveys to attendees to measure effectiveness.

**Evidence of Effectiveness:** not applicable.

### Grand Rapids Pedestrian Safety Program

<b>Project Number</b>	PS-18-08	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	City of Grand Rapids	
<b>Grant Amount, Funding Source</b>	\$120,000	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
<b>Project Objective</b>	Develop law enforcement and public information campaigns and evaluations on pedestrian safety in Kent County by September 30, 2018.	

Grand Rapids has a higher than expected number of pedestrian-involved crashes for its community size. City staff will couple engineering/construction improvements with education and enforcement measures to achieve crash reduction and improved understanding of the pedestrian safety laws and operator responsibilities.

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

### Muskegon County Bicycle and Pedestrian Safety Initiative

<b>Project Number</b>	PS-18-03	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	Muskegon County Sheriff Department	
<b>Grant Amount, Funding Source</b>	\$18,000	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	

## PEDESTRIAN AND BICYCLE SAFETY FY2018

<b>Project Objectives</b>	<p>To educate on Michigan's bicycle and pedestrian safety laws through community events by September 30, 2018.</p> <p>To train law enforcement officers on bicycle and pedestrians safety by September 30, 2018.</p>
---------------------------	--

This project is continued from FY17. Law enforcement training and supplemental resources were made available starting in FY2017. Media packets to assist in outreach efforts will be developed and used for the bike safety rodeos and bike/pedestrian presentations. Partnerships will be formed, especially to explain and ensure the methodology and legality of enforcement operations.

Local data will be used to identify high risk areas for safety mobilizations and educational outreach. These areas are primarily located in urban areas including City of Muskegon, Muskegon Heights, Norton Shores, and Muskegon Township.

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

### **Detroit Bike and Pedestrian Safety Education Campaign**

<b>Project Number</b>	PS-18-07	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	Detroit Greenways Coalition	
<b>Grant Amount, Funding Source</b>	\$76,000	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
<b>Project Objective</b>	<p>To create, promote, and distribute up to 6,000 copies of a Detroit bike and walking map with substantial safety and education content specific to local issues by September 30, 2018.</p> <p>To execute marketing tactics to create visibility for a cycling and pedestrian safety campaign by September 30, 2018.</p>	

Detroit has the highest pedestrian fatality rate among other major U.S. cities. This is a critical time as the city is making rapid investments in more bike lanes, including protected bike lanes. Many road users have never been exposed to or educated about these bike lanes.

## PEDESTRIAN AND BICYCLE SAFETY FY2018

The Detroit Greenways Coalition will work in partnership with the City of Detroit and other stakeholder groups to address Detroit's high pedestrian and bicycle crash levels through a coordinated citywide safety and education effort. This project is continued from FY17.

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

### Royal Oak Bicycle Safety Education Campaign

<b>Project Number</b>	PS-18-06	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	City of Royal Oak	
<b>Grant Amount, Funding Source</b>	\$5,000	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
<b>Project Objective</b>	<p>To distribute flyers to city residents through local businesses and community education events by September 30, 2018.</p> <p>To conduct bicycle safety classes at Royal Oak's six elementary schools by September 30, 2018.</p>	

In 2015 there were 26 recorded crashes involving bicycles in the city of Royal Oak and 290 crashes in the past decade. In 2012 Royal Oak adopted its Non-Motorized Transportation Plan which has allowed the city to make infrastructure changes that highlight the lack of knowledge regarding rules, regulations, and laws pertaining to bicycles. The city implemented a long-term campaign to educate residents on bicycle lane safety use.

In 2016, the city began its Ride On bicycle safety and information campaign. This is a partnership between the City of Royal Oak, Beaumont Hospital, local schools, and businesses to educate residents on bicyclist safety. Funding will support additional distribution of information and bicycle safety classes. This project is continued from FY17.

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

## PEDESTRIAN AND BICYCLE SAFETY FY2018

### Changing Driver Behavior Program

<b>Project Number</b>	PS-18-05	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	City of Ann Arbor	
<b>Grant Amount, Funding Source</b>	\$-0-\$50,000      03/14/18	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
<b>Project Objectives</b>	<p>To develop and distribute educational materials and seek earned media on changing driver behavior related to yielding to pedestrians at crosswalks by September 30, 2018.</p> <p>To provide a law enforcement mobilization for high visibility crosswalk enforcement by September 30, 2018.</p>	

This project is continued from FY17. Ann Arbor has worked to improve the non-motorized experience through infrastructure improvements, a commitment to complete streets design practices, changing local ordinances to protect pedestrians and providing targeted enforcement to improve driver stop compliance rates for pedestrians. However, they continue to experience serious injury and fatal crashes at well-marked and active-warning crosswalks.

Funding will support overtime enforcement at high-crash pedestrian crosswalks.

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

### Pedestrian & Bicycle Safety Laws Public Education, Awareness and Law Enforcement Training

<b>Project Number</b>	PS-18-04	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	League of Michigan Bicyclists	
<b>Grant Amount, Funding Source</b>	\$53,000 <del>\$38,000</del> 03/14/18	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle	

## PEDESTRIAN AND BICYCLE SAFETY FY2018

	safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.
<b>Project Objective</b>	<p>To produce a series of education videos that demonstrates cyclists' rights and responsibilities on the roads by September 30, 2018.</p> <p>To conduct regional law enforcement trainings across the state on bicycle safety and pedestrian laws by September 30, 2018.</p> <p>To create and promote an online roadway safety quiz to provide detailed information on how to share the road safely by September 30, 2018.</p> <p>To provide a pilot pedestrian and bicycle laws public education and awareness course to up to 75 driver education instructors by September 30, 2018.</p>

The dramatic increase in bicycle injuries and fatalities in both 2015 and 2016 support the need for a variety of countermeasures, including law enforcement's essential role in community enforcement, education, and outreach.

A clearer understanding of the bicycle-related portions of the Michigan Vehicle Code by law enforcement and bicyclists will help prevent future burdens placed on courts and allow officers to better serve the community and save bicyclist lives.

The League of Michigan Bicyclists will promote bicyclist and pedestrian safety in Michigan through four safety projects: a bicycle safety law roll call & public education videos, law enforcement training on bicyclist and pedestrian safety laws, and an online quiz, and pedestrian & bicycle laws public education awareness course to driver education instructors. This project is continued from FY17.

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

### Ride With-Walk Against

<b>Project Number</b>	PS-18-09	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	Helen DeVos Children's Hospital	
<b>Grant Amount, Funding Source</b>	\$-0- \$2,000-                      03/14/18	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	24 percent	
<b>Grant Start-up</b>	October 1	

## PEDESTRIAN AND BICYCLE SAFETY FY2018

<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.
<b>Project Objective</b>	To develop an educational program targeting teens and young adults on pedestrian and bicyclist safety that will run at a minimum of three schools and two community events in Kent County by September 30, 2018.

This program will educate teens and young adults through school and community programs about pedestrian and bicycle safety from the perspective of the pedestrian, the bicyclist, and a vehicle driver.

Funding will support development of educational materials.

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

### Safe Shared Mobility Via Bicyclist and Motorist Education and Engagement

<b>Project Number</b>	PS-18-10	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	UMTRI	
<b>Grant Amount, Funding Source</b>	\$111,000	405 (h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	55 percent	
<b>Grant Start-up</b>	October 1	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
<b>Project Objective</b>	To create a web-based training module for bicyclists and motorists simulating different animated conflict situations within a game environment by September 30, 2018.	

One reason for an increase in bicyclist fatalities over the years is a lack of understanding of traffic rules and laws as they apply to bicyclists. Interaction between other users of the road and bicyclists happen through a set of mutually recognized signs/gestures that are not well documented and/or standardized as are vehicular traffic laws.

The Center for the Management of Information for Safe & Sustainable Transportation at the UMTRI will create a web-based training module for bicyclists and motorists simulating animated conflict situations within a game environment.



## PEDESTRIAN AND BICYCLE SAFETY FY2018

**Evidence of Effectiveness:** follows federal guidelines set forth under the FAST Act for 405(h) funds.

<b>Task 3: Program Management</b>	<b>\$5,000</b>
Section 402 FAST Act funds	\$5,000

### Program Management

<b>Project Number</b>	CP-18-02	
<b>Benefit to Locals:</b>	No	
<b>Grantee:</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source:</b>	\$5,000	402 FAST Act
<b>Match</b>	No	
<b>Indirect cost rate</b>	5.4 percent	
<b>Grant Start-up:</b>	October 1	
<b>SHSP Strategy:</b>	N/A	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

**Evidence of Effectiveness:** not applicable.

<b>Task 4: Pedestrian and Bicycle Law Enforcement Mobilization</b>	<b>\$196,000</b>
Section 405 (h) FAST Act funds	\$196,000

### Elective Overtime Enforcement – Pilot Project

<b>Project Number</b>	PS-18-02, PS-18-11+	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	County and local law enforcement agencies	
<b>Grant Amount, Funding Source</b>	\$196,000	405(h) FAST Act
<b>Match</b>	Yes	
<b>Indirect cost rate</b>	n/a	
<b>Grant Start-up</b>	April 9	
<b>SHSP Strategy</b>	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
<b>Project Objective</b>	Conduct overtime law enforcement mobilization on pedestrian and bicycle safety laws, including up to one public information component, in the top 7 pedestrian and bicycle crash cities by September 30, 2018.	

OHSP has identified the top seven cities in Michigan which have both the highest number of pedestrian and bicycle crashes over a 5-year period: Detroit, Grand Rapids, Ann Arbor, Kalamazoo, Lansing, Warren and Wyoming. (During a

## PEDESTRIAN AND BICYCLE SAFETY FY2018

mobilization period from April to September 30, 2018.) The goal is to pursue a strategic enforcement plan on pedestrian and bicycle safety laws in each city between local police departments and county sheriff offices. Funding will support law enforcement mobilization and public education on pedestrian and bicycle safety laws.

**Evidence of Effectiveness:** NHTSA Countermeasures That Work (v. 2015) Pedestrians 4.4 Targeted Enforcement and NHTSA Countermeasures That Work (v. 2015) Bicycles 3.3 Enforcement Strategies.