



GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION
PEDESTRIAN AND BICYCLE SAFETY ACTION TEAM
Action Plan Accomplishment Summary
June, 2019

Identify and promote the use of best practices when designing and operating transportation facilities:

Strategy 1: Increase the number and improve the operation of pedestrian and bicycle facilities in the state of Michigan.

- 1. Conduct trainings highlighting best practices at all levels of government with programs such as Training Wheels, ADA training, and pedestrian safety.**
 - MDOT hosted 10 Training Wheels V2.0 classes between June 2018 and June 2019 with 3 classes each in Grand Rapids and Detroit in 2018 and 2 classes each in Detroit and Ferndale in June of 2019.
- 2. Investigate innovative training programs nationwide.**
 - The MDOT Asset Management and Policy Division continually monitors national trends and looks for opportunities for new types of training.
- 3. Promote national webinars and trainings from various professional organizations.**
 - MDOT region Ped/Bike groups receive information on webinars taking place through the year.
 - Webinars and other opportunities are shared with the GTSAC PBSAT.
- 4. Encourage best practices including sidewalks, shoulders, refuge islands, road diets, bike lanes.**
 - MDOT completed the multi-year Sidepath Application Criteria Development for Bicycle Use research project and began sharing information on its findings.
 - MDOT began exploring additional content for an updated to the "Bicycle and Pedestrian Resources for Transportation Professional" booklet that summarizes a variety of resources related to nonmotorized transportation and includes hyper-links to the actual resource documents. Seven publications have been identified and more will be added.
 - MDOT updated Act 51 Section 10k project eligibility guidance to allow some asset management activities to be eligible against the 1% nonmotorized expenditures requirement - if they provide improvements to infrastructure supporting pedestrians or bicyclists.
- 5. Promote and Support Road Safety Audits and other assessments.**
 - MDOT is doing RSAs regularly on most of their project types in all MDOT Regions
 - SEMCOG helps communities with direct assistance including Road Safety and Walkability/Bikeability Assessments
 - <http://www.semcog.org/Assisting-Local-Governments/Direct-Assistance#69738-road-safety-audits>
- 6. Identify best practices for college campuses**
- 7. Encourage data collection on new and existing bicycle and pedestrian facilities.**
 - The MDOT completed the Statewide Bicycle and Pedestrian Data Collection and Monitoring Program project and is sharing information with local agencies data collection. MDOT began testing and calibrating equipment for a possible larger scale counting effort.
- 8. Assess relationships between U.S. Census American Community Survey commute by bicycle crash data, infrastructure development, and employment.**

9. **Identify ways to influence design of the statewide Household Travel Survey to better account for bicyclists and pedestrians in metropolitan areas, providing parity with measures taken for transit usage.**
10. **Assess the relationships between the U.S. Census American Community Survey commute by bicycle and the statewide Household Travel Survey.**

Raise awareness of pedestrian and bicycle safety

Strategy 2: Improve motorist, bicyclist and pedestrian behavior when sharing or crossing facilities.

1. **Analyze and distribute pedestrian and bicycle crash data.**
 - OHSP continues to provide Ped/Bike crash data as requested.
 - OHSP has UMTRI staff provide analysis as needed.
 - MDOT developed a pedestrian and bicycle risk model for the state of Michigan.
2. **Educate motorist, pedestrians and bicyclists on safe behavior and laws.**
 - MDOT completed work with the City of Grand Rapids on the Driving Change motorists/bicyclists safety education campaign and shared the findings and results with people across the state at conferences and relevant meetings.
 - MDOT continues to distribute educational brochure for drivers titled "What Every Michigan Driver Should Know About Bike Lanes."
 - MDOT developed and updated 3 regional MDOT Road and Trail Bicycling Guides that included information on bicycle safety and state laws.
 - MDOT included information on the 2019 Truck Operators Map regarding sharing the road with bicyclists including information on the recent law requiring 3' passing of bicyclists.
 - MFF - Trainings for SRTS – the SRTS team conducts regional trainings on our grant programs four times per year across the state.
 - MFF - SRTS hosts Bike/walk to school days in the Fall and Spring, and during Bike to School Day we promote & distribute the LMB booklet "what every child must know"
 - MFF - SRTS has been promoting the Walk Bike Drive Safe & OHSP campaigns in our newsletters and social media
 - OHSP developed a statewide pedestrian safety campaign to educate people who walk and people who drive on state traffic laws applicable to pedestrian safety. This project began in FY19 with crash data research and focus groups in both the Grand Rapids and greater-Detroit areas to help guide messaging. OHSP worked with the contracted marketing firm and members of the PBSAT on this project and is running statewide on radio spots, mobile ads, Spotify, YouTube, social media, outdoor/billboards, transit/bus wraps, Mogo/Detroit bike share program, backpack canvassing and gas station TV.
 - OHSP continues to distribute several publications to the public free of charge: "Walk Wisely" on pedestrian safety and "Be a Safe Cyclist" on bicyclist safety in English, Spanish and Arabic
 - SEMCOG continues with their program called Walk Bike Drive Safe to help communities educate all roadway users.
 - A website and brochure have been created: SEMCOG has a limited number of bike lights and light up/reflective bracelets and armbands to give away:
<http://semcog.org/WalkBikeDriveSafe#4038433-materials>
3. **Engage and educate law enforcement personnel on pedestrian and bicycle laws and data.**
 - Traffic Safety Summit topics
 - Enforcing the Bicyclist 3-Foot Passing Law by Dr. Ron Van Houten (WMU) with 52 recorded attendees.

- Shared Safe Mobility: Improving Bike Safety by Aditi Misra (UMTRI) with 33 recorded attendees.
- Building Partnerships to Improve School Bus and VRU Safety by David Rank (Kalamazoo Public Schools); Paul Wells (Kalamazoo Bicycle Club); Thom Brennan (Kalamazoo Bicycle Club) and Tpr. Kellie Shaffer (MSP) with about 36 attendees.
- Kalamazoo Bicycle Crash by Michael Kanaby (Kalamazoo County Assistant Prosecutor) and Sgt. Darien Smith (Kalamazoo Township Police Department) with 74 recorded attendees.
- LMB conducted 7 trainings from June to September 2018 to law enforcement officers on laws related to bicyclist safety. LMB also conducted 3 trainings in May 2019 expanding the curriculum to include laws applicable to both pedestrian and bicyclist safety.
 - OHSP funds this project and collaborates with MCOLES to make the LMB trainings eligible for officer certification

4. Educate the public on pedestrian and bicycle safety.

- MDOT continues to host Regional Pedestrian and Bicycle Committee meetings.
- MDOT prepares and issues press releases regarding bicyclists and pedestrian safety in the spring and fall during time changes associated with daylight saving.
- OHSP has increased organic social media, particularly Twitter, promotion of pedestrian and bicyclist safety messaging including posts during the month of May 2019 for Bicycle Safety Month.

5. Fund pedestrian and bicycle safety projects.

- OHSP provided federal grant funding for the 2018 Rolling Forward: Michigan Bicycle Conference held June 1-2, 2018 in Grand Rapids. The conference planning committee included members of the PBSAT and other local organizations with various session topics including laws related to bicyclist safety, reducing fatalities and serious injuries of bicyclists in crashes, bike sharing programs, bicycle education initiative and grant funding resources. There were 90 people from across the state in attendance.
- OHSP awarded a grant to Muskegon County Sheriff's Office in both FY18 and FY19 to conduct a comprehensive pedestrian and bicycle safety education campaign to educate their community on laws applicable to pedestrian and bicycle safety.
- OHSP awarded a grant to the City of Royal Oak in FY18 to educate all 3rd graders at Royal Oak Schools on bicycle safety laws and safe behaviors and over 2,000 bicycle safety laws guidebooks were distributed in their community.
- OHSP awarded a grant to the Detroit Greenways Coalition in FY18 to create a Detroit Biking and walking map with state laws and local ordinances.
- OHSP awarded a grant to the League of Michigan Bicyclists in both FY18 and FY19 to conduct law enforcement training on pedestrian and bicyclist laws, create a series of educational videos on laws applicable to pedestrian and bicycle safety, create an online roadway safety quiz on laws applicable to pedestrian and bicycle safety and conduct training to driver education instructors on laws applicable to pedestrian and bicycle safety.
- OHSP awarded a grant to the UMTRI in FY18 to create a web-based training module for bicyclists and motorists on scenarios regarding laws applicable to pedestrian and bicycle safety.
- OHSP awarded grants to local law enforcement agencies in four cities: Lansing, Detroit, Kalamazoo and Warren in both FY18 and FY19 to conduct overtime law enforcement mobilization enforcing laws applicable to pedestrian and bicycle safety.

- OHSP awarded a grant to the City of Detroit in FY19 for developing a Detroit Safe Routes Ambassadors Program to educate the public on laws applicable to pedestrian and bicycle safety.
- 6. Support to implement statewide or local pedestrian and/or bicycle safety and share the road media campaigns.**
 - The Michigan Department of State developed a corresponding bike safety video that played in Secretary of State offices on MVN digital monitors.
 - MDOT completed their work with the City of Grand Rapids on the Driving Change motorists/bicyclists safety education campaign and continues to spread information on the projects successes
 - OHSP developed a statewide pedestrian safety campaign to educate people who walk and people who drive on state traffic laws applicable to pedestrian safety. This project began in FY19 with crash data research and focus groups in both the Grand Rapids and greater-Detroit areas to help guide messaging. OHSP worked with the contracted marketing firm and members of the PBSAT on this project and is running statewide on radio spots, mobile ads, Spotify, YouTube, social media, outdoor/billboards, transit/bus wraps, Mogo/Detroit bike share program, backpack canvassing and gas station TV.
 - Please REMOVE the last bullet point about OHSP and the City of Grand Rapids
 - OHSP is working with the City of Grand Rapids on a Pedestrian Safety Campaign, which includes media
 - 7. Promote the SOS bicycle safety radio public service announcement.**
 - 8. Develop and promote a bicycle safety video PSA similar to the SOS radio PSA.**
 - In May (National Bike Month) MDOT utilized social media to remind the public of the rules of the road regarding bicyclists and share information on bicycling and bicycle safety.
 - 9. Develop and implement a pedestrian and bicycle safety message for Motor Vehicle Network.**
 - A pedestrian and bicycle safety message for the Motor Vehicle Network centered around safety tips for pedestrians and drivers was produced with assistance from the action team and aired in November 2016. The message was revised and re-aired in November 2018.
 - 10. Develop and implement a pedestrian and bicycle safety message for MDOS Express News.**
 - 11. Update materials used by driver education instructors.**
 - 12. Advocate for increased spending on pedestrian and bicycle initiatives from programs focused on safety.**
 - MDOT updated Act 51 Section 10k project eligibility guidance to allow some asset management related activities to be eligible against the 1% nonmotorized expenditures requirement if they provide improvements to infrastructure supporting pedestrians or bicyclists which can result in safer infrastructure.
 - OHSP grant funded projects require a minimum 20% local match from awardees.
 - 13. Incorporate pedestrian and bicycle safety planning into MPO and rural task force safety planning process.**
 - 14. Support to implement statewide or local pedestrian and/or bicycle safety media campaign.**
 - MDOT granted a Federal Transportation Enhancement Grant extension to the City of Grand Rapids to develop a Bicycle Safety Education Campaign. The project was developed for the City of Grand Rapids, but a "Playbook" was developed in 2018 that will help guide other communities interested in implementing a similar project. .
 - OHSP developed a statewide pedestrian safety campaign to educate people who walk and people who drive on state traffic laws applicable to pedestrian safety. This project began in FY19 with crash data research and focus groups in both the Grand Rapids and greater-Detroit areas to help guide messaging. OHSP worked with the contracted marketing firm and members of the PBSAT on this project and is running statewide on radio spots, mobile

ads, Spotify, YouTube, social media, outdoor/billboards, transit/bus wraps, Mogo/Detroit bike share program, backpack canvassing and gas station TV.

15. **Assess compliance of pedestrian and bicycle behavior on campuses.**
16. **Create bicycle and pedestrian safety and education toolkit for college students.**
17. **Encourage and/or support revisions and updates to educational and training materials related to motor vehicle drivers that recognize multimodal transportation and new roadway designs intended to promote bicycle and pedestrian safety.**

Provide recommendations related to pedestrian and bicycle safety legislation:

Strategy 3: Identify inconsistencies or gaps in current law pertaining to pedestrian and bicycle safety.

1. **Monitor legislation that may impact pedestrian and bicycle safety.**
 - MDOT Asset Management and Policy Division Staff regularly review legislation that is introduced for its potential impacts on walking and bicycling.
2. **Encourage local agencies (counties, cities, villages) to adopt complete streets policies.**
 - The MDOT TAP program gives additional funding consideration to selecting projects from agencies that have documented Complete Streets policies when the proposed TAP project supports their policy.
3. **Identify legislative solutions pertaining to pedestrian and bicycle safety.**
 - **OHSP funded NHTSA Assessment in February/March 2018 which produced a Final Report with recommendations for legislative change to improve ped/bike safety in Michigan:**
 - i. **Adopt legislation requiring the use of approved bicycle helmets by bicyclists 16 years of age or younger.**
 - ii. **Adopt legislation requiring a driver to yield to pedestrians legally crossing the roadway at other than signalized intersections.**
 - iii. **Adopt legislation requiring a minimum of a three-foot buffer for bicyclists when a motorized vehicle is overtaking the bicyclist.**
 - iv. **Adopt legislation prohibiting the riding of a bicycle while under the influence of drugs or alcohol.**
 - v. **Adopt legislation to prohibit the manipulation of hand-held cellular devices while driving a motor vehicle.**
4. **Develop proposed legislation that supports: establishing a safe bicycle passing distance; increases driver education curriculum bicycle and pedestrian content; and enhanced penalties for crashes involving vulnerable users.**
 - **State legislature passed and the Governor signed House Bill 4265, 4185 and 4195 into law in 2018 creating Acts 279, 280, and 277 requiring motorists to give three feet of space as they pass bicyclists and improve drivers education in Michigan to put greater emphasis on bicycle safety.**
5. **Consider and monitor pedestrian safety practices.**
 - MDOT staff regularly review new released research documents relating to pedestrian safety. Findings are considered for application on an as needed basis.
 - Research is ongoing by MDOT to look at pedestrian crossing implementations.
 - OHSP staff regularly review new released studies, data, etc. related to pedestrian safety
6. **Develop proposed legislation that supports: strengthening distracted driving laws; penalties for recklessly endangering bicyclists by blocking their path of travel ('dooring', parking in bicycle lanes, etc.).**

Recognize successful pedestrian and bicycle safety initiatives:

Strategy 4: Identification of existing and research practices that are innovative and or successful pedestrian and bicycle safety programs and or initiatives.

1. **Recognize proactive jurisdictions or jurisdictions highly active in promoting safety of pedestrians and bicyclists with nominations for annual awards.**
2. **Identify successful community stories and promote statewide.**
3. **Literature review of existing and researched pedestrian and bicycle safety programs and initiatives.**
 - MDOT – Training Wheels – ADA Training, Counters for TAP projects, non-motorized volume collection
 - SEMCOG – Safe Routes
 - LMB – Enforcement training, complete streets, Bike Rodeo, Sponsor enforcement to attend
 - OHSP reviewed and used both NHTSA’s Countermeasures That Work (9th edition, 2017) and Michigan Pedestrian and Bicycle Safety Program Assessment Final Report (2018) for justification of highway safety grants.
 - OHSP and MDOT staff attended the 2019 Lifesavers Conference in Louisville, Kentucky where information regarding other state and national projects was presented and brought back to the PBSAT.
 - MDOT Funding research on bicycle facility safety titled Development of Differential Criteria for Determining Appropriateness of 'Side-Path' Applications for Bicycle Use
 - MDOT – Gateway Treatment research on pedestrian crossing treatment presentations
 - MDOT Funding research on pedestrian and bicycle risk assessment through mapping data sets
4. **Fund pedestrian and bicycle safety projects.**
 - MDOT , MFF, MPO's and local agencies continue to implement safety projects as routinely as possible as part of their regular program
 - MDOT TAP and SRTS have funded projects that were specifically for or included ped or bike safety infrastructure.
 - OHSP funded a TRCC project on Improving the Completeness of Pedestrian and Bicycle Exposure Data with the UMTRI in FY18 and FY19.
 - OHSP funded a TRCC project on Bicyclist/Pedestrian Level of Comfort Metric and Visualization Tool for Road Segments with the UMTRI in FY19.

Determine focus communities, cities and agencies for priority assistance:

Strategy 5: Reduce crashes and injuries among pedestrian and bicyclists in identified communities across the state.

1. **Provide presentations, literature, and technical assistance as feasible on pedestrian and bicycle crashes in identified communities.**
 - OHSP presented on crash data specific to Kalamazoo at an event coordinated through the Kalamazoo Public Schools Transportation Department and MDOT in August 2018.
 - OHSP and UMTRI provide specific crash data on pedestrian and bicyclists to local law enforcement agencies that are awarded overtime enforcement grant funds.
2. **Identify communities with high or above average crashes involving pedestrians and bicyclists.**
 - SEMCOG has developed area and neighborhood maps available on their website showing locations of pedestrian and bicycle crashes: <http://maps.semco.org/crashlocations/>

- SEMCOG has launched an Interactive High Priority Safety Locations Story Map <https://maps.semco.org/safety/>
 - Individualized reports can be created with the SEMCOG crash tool: <http://www.semco.org/Data-and-Maps/Traffic-Crash-Data>
 - MDOT Funding research on pedestrian and bicycle risk assessment through mapping data sets
- 3. Identify and document crash location characteristics and crash type characteristics.**
 - **UMTRI compiles annual analysis report on ped/bike crash statistics**
 - 4. Advocate for increased spending on pedestrian and bicycle initiatives from programs focused on safety.**
 - Safe Routes for School has mini grants available up to \$5,000 per school for active transportation activities (walking school buses, etc..)
 - 5. Provide technical assistance to communities to identify acceptable and feasible crash counter measures.**