

# SAFETY FACT SHEET



Together we are Moving Michigan

## What is Toward Zero Deaths?

Toward Zero Deaths (TZD) is a statewide safety campaign based on the national strategy on highway safety intended to influence driver behavior and improve safety. With more than 35,000 fatalities occurring on U.S. highways each year, roadway safety remains one of the most challenging issues facing Michigan, and the nation.

Most fatal crashes occurred on dry roadways (75.6 percent) and in clear weather conditions (61.7 percent).

The number one cause of accidental deaths for children ages 0-15 in Michigan is motor vehicle crashes.

68.2 percent of pedestrians killed in 2014 were male, most pedestrian crashes occur between 6 and 7 p.m., and Saturday is the deadliest day of the week for pedestrians.

Pedestrians are three times more likely to be killed and almost 1.5 times more likely to be severely injured by crossing mid-block versus crossing at an intersection.

In 2014, 72.9 percent of drinking drivers involved in crashes were male, most fatal had been drinking (HBD) crashes occur between 2 and 3 a.m., and Saturday has the highest number of HBD fatal crashes.

Single-lane roundabouts in Michigan not only reduce fatal and incapacitating crashes by 88 percent, but they also provide an economic benefit of almost \$600,000 per year per roundabout, based on crash reduction and user cost delay.



Double-lane roundabouts increase the economic benefit to more than \$1.5 million per year per roundabout.

Crashes on curved roadways account for more than 25 percent of all traffic deaths every year. In an effort to reduce crashes on curved roadways, road agencies install a variety of countermeasures to keep your vehicle on the road.



**Centerline Rumble Strips**  
55 percent reduction in lane departure



**Curve Delineation**  
Reduction in crashes by 20 percent



**Speed Warning Systems**  
Almost 50 percent reduction in crashes



**High-Friction Surfaces**  
35 percent fewer wet roadway crashes



### **Pedestrians**

- Whenever possible, cross at a signal
- Make eye contact with the driver whenever possible
- Walk on the sidewalk whenever possible, and against traffic if a sidewalk is not available



### **Motorcyclists**

- Wear protective high-visibility gear, including a helmet
- Get endorsed
- Take a safety training class
- Don't drink and ride



### **Drivers**

- Check all seats for kids when exiting a vehicle
- Put your phone out of reach and turn the sound off
- Don't drink and drive
- Always wear your seatbelt
- Don't drive in a semi's blind spots
- Watch for pedestrians, bicyclists, and motorcyclists



### **Bicyclists**

- Wear your helmet and bright clothing
- Ride with traffic
- Don't drink and ride
- Use hand signals

A 2014 observational seatbelt survey estimates statewide belt use at 93.3 percent.

A 2013 observational survey estimated statewide helmet use at 73 percent and high-visibility gear at 5.6 percent.

In 2014, drivers and injured passengers age 65 to 110 had a seatbelt usage of 98.8 percent, as reported to police at the scene of a crash.

Be a champion in supporting TZD and the safety culture in Michigan, go to:  
**[www.towardzerodeaths.org](http://www.towardzerodeaths.org) to become a TZD participant**

To learn more about Michigan's efforts, go to:

**[www.michigan.gov/zerodeaths](http://www.michigan.gov/zerodeaths)**

Together we are  
**Moving Michigan**

 **Toward Zero Deaths**<sup>TM</sup>  
National Strategy on Highway Safety

