



## FAMILIES FIRST: IMPROVING ROAD SAFETY

Dearborn:

There is a strong consensus among Dearborn residents that our streets feel unsafe for our children and families, due to reckless and speeding drivers. While many of us have pressed for a solution to this critical issue, we have yet to witness a concerted effort to address the problem. As Mayor, I am ready to implement the attached policy plan, which aims to improve road safety for Dearborn residents and visitors.

My team and I have developed an understanding that, in most cases, improved roadway features can limit speeding, car accidents, and prevent people from engaging in unsafe behaviors while behind the wheel. We have carefully explored case studies across the country to inform this finding, and we outline these examples in greater detail in the document below.

By studying municipalities across the US, our team was able to identify, analyze, and prioritize road safety improvements for the city of Dearborn based on what was found to be most effective. This document highlights our plan to **(1) implement traffic calming measures, (2) shift police enforcement's focus from nonmoving traffic violations to speeding and reckless driving, and (3) coordinate a community public messaging campaign.**

There is no question about the need to improve road safety in Dearborn for our working families. Improving road safety needs to happen from the ground-up as much as it needs to happen from the top-down, and that's why we believe our robust plan will prove effective.

As Mayor, I will tackle the issues most pertinent to our community. We continue to be the only campaign with a clear vision and clear plan for our city. As always, we welcome your feedback on our policy proposal outlined in the document below.

In Service,

Abdullah Hammoud



# FAMILIES FIRST: IMPROVING ROAD SAFETY

**As Mayor, Abdullah Hammoud will:**

## 1. Implement and Pilot Traffic Calming Measures

- **Problem:** Traditionally, neighborhood streets and roadways are not designed to deter speeding, and the city of Dearborn has never sought to pilot or implement traffic calming measures in particular areas of known speeding.
- **Solution:** As Mayor, Hammoud will work with Dearborn's city departments to improve the safety of our roadways. Utilizing data and resident input, Hammoud will implement traffic calming measures that have been shown to decrease speeding and reckless driving. Such measures include, but are not limited to, **(1)** widening sidewalks and narrowing streets, **(2)** raised medians, **(3)** road humps, **(4)** an addition of bike lanes, **(5)** changes in pavement color, **(6)** innovative technologies (e.g. radar and signage), and **(7)** diverters. According to the data, these tools work. A recent study found speed humps were associated with an up to [60% reduction](#) in the odds of injury or death among children struck by an automobile in their neighborhood.

**BEFORE**



**AFTER**



Source: [Twitter](#)

## ▪ Case Study Examples:

1. The city of [Detroit](#) is piloting over 4,500 speed humps to slow drivers in the neighborhoods.
2. [Auburn Hills](#) has implemented a traffic calming program to address neighborhood traffic safety concerns and actively engage residents and community groups.
3. [Seattle, Washington](#) implemented many traffic calming measures such as speed humps and cushions that significantly reduced the number of vehicle accidents and pedestrian fatalities.

## 2. Shift Police Enforcement from Nonmoving Traffic Violations to Speeding and Reckless Driving

- **Problem:** Most citations issued in the city of Dearborn have been found to focus on nonmoving traffic violations, such as equipment failure or expired registration. What is more, nonmoving traffic violations highlighted a significant racial disparity. In Dearborn, from 2010-2019, 60%+ of nonmoving traffic citations were issued to African American / Black drivers.
- **Solution:** As Mayor, Hammoud will shift police department priorities and resources from nonmoving traffic violations to serious traffic moving violations - e.g. speeding, stop sign/light violations, DWI's, and reckless driving. Through a concerted effort to tackle the primary issue at hand - reckless driving and speeding - data suggests that there is an opportunity to also begin to address the racial disparity present within the city of Dearborn.
- **Case Study Example:** In 2013, [Fayetteville, North Carolina](#) led the charge in shifting their police department's focus from nonmoving traffic violations to more serious traffic violations. Almost immediately, road safety improved and there were significant decreases in traffic fatalities, use of force, injuries to citizens and officers, and complaints against officers. Additionally, the racial disparity present between Black drivers and non-Black drivers reduced significantly. The number of Black drivers searched from 2013 to 2016 [fell by almost 50%](#) compared with the previous four years.

## 3. Launch a Coordinated Public Messaging Campaign

- **Problem:** Issues of unsafe roadways are felt by Dearborn residents and stakeholders in every corner of the city. In the past, Dearborn has not had a strong, coordinated effort to tackle this issue.
- **Solution:** We believe that spreading awareness on safe practices behind the wheel should extend beyond city leadership; it should come from community members and stakeholders, too. That's why, as Mayor, Hammoud plans to convene a round table with city and regional partners, including Dearborn Public Schools, Wayne County, residents, and small business owners to create a robust and coordinated road safety messaging campaign.
- **Case Study Examples:**
  1. Slow Down in K-Town campaign launched in [Knoxville, Tennessee](#).
  2. Safer Neighborhoods Speeds Campaign launched in [Lawrence, Kansas](#).