

PEDESTRIAN SAFETY OUTREACH



Over 40,000 residents engaged

In 2021-2022 **MCDOT** Division of Traffic Engineering and Operations remained strongly committed to informing and educating the public about **Pedestrian, Bicycle & Driver Safety**.

The Program promoted safe roadway behavior by engaging with the community at outreach events, developing creative education campaigns, providing safety tips, educational materials and other resources. The program supported the **Safe Routes to School** initiative to encourage more students to walk and bike to and from school. Both programs incorporate a variety of methods and strategies to promote pedestrian, bicycle, and traffic safety education to residents of Montgomery County.




37,507
page views on the
Ped Safety and
SRTS websites

300
helmets distributed
to cyclists



5
campaigns and
90
total events

Community Events

Residents were engaged throughout the year at 90 different events. A broad cross-section of Montgomery County's population had the opportunity to learn more, and ask questions about, pedestrian safety.



400+
at Greenfest



1000+
at Hometown Holidays



9000+
at the MC Agricultural Fair



500+
at HalloWheaton



600+
at the Taste of Wheaton

This outreach program educated residents at events, festivals, farmer's markets, and block parties across the county

YOUTH OUTREACH

MCDOT engaged school-age residents to help them understand the importance of traffic safety. MCDOT connected with students through in-person and virtual events and programs, online contests and content.

- 17 events reaching nearly 7,000 people



Walktober



- Connected with nearly 3,000 students on Walk to School Day
- 2,000 commuters at Metro transit stations and shopping areas
- Held 4 Walking Wednesday events



- 170 contest entries ...more than four times the number for past contests
- 7,000+ webpage views

Heads Up Phones Down Video Contest

- 406 views of Bus Safety Tips on YouTube channel [youtube.com/watch?v=_PaN0cXZWYA](https://www.youtube.com/watch?v=_PaN0cXZWYA)



Bus Safety Week 2021

- 10 Bike Rodeos reaching 300+ kids!



Bike Rodeo Tour



- 100+ applications
- 30 Vision Zero Youth Ambassadors chosen to engage in real world traffic safety projects

Vision Zero Youth Ambassadors



- Received 700+ contest entries
- Visited 17 schools
- Nearly 6,000 webpage views

2nd Annual Art Contest

ADULT OUTREACH

MCDOT engaged with adults in the community through in person events, providing education about specific areas throughout the county, and mitigation strategies to help curb unsafe behaviors and ultimately decrease traffic incidents.

- Engaged with 1,000 shoppers
- Street Smart Testimonial Wall



- Mailer sent to 15,000 homes
- Safety Project Feedback



- 200 registered to attend The Ped Safety pit stop
- Bike to Work Day

- 250 resident interactions
- 2 events
- Pedestrian Hybrid Beacon

MCDOT's outreach efforts create opportunities to work together and gather feedback. Below are a few examples of what residents and partners are saying.

RESIDENT FEEDBACK

Comments from HAWK outreach and StreetSmart Testimonial Wall.



"When and where will more be available? People were pleased and grateful to have in the neighborhood."

"Can residents make requests to have a HAWK in their neighborhood?"

"The brochures/educational materials were informative and easy to understand."

"Thank you for being here. This education is very much needed in our community."

"Pedestrian and bike safety needs to be talked about more; thank you."

"I appreciate you all being here, I was hit by a car several years ago. This is a very important topic."



PARTNER FEEDBACK

"Thank you for your support for Bike to School Day. Your contributions helped make the event a huge success. It was beyond what I imagined."

Tracy Threefoot

Ritchie Park Elementary School

"Our partnership is a critical component of our '3- Es' (Engineering, Education and Enforcement), as well as safety, access, and mobility for Maryland citizens."

Bob Owolabi

Maryland Department of Transportation State Highway Administration (MDOT SHA)

"Distracted driving is really dangerous. In the moment it may not seem like much, but the results can be horrifying when your eyes are not on the road."

Dena Shao

Heads Up, Phones Down contest winner / Vision Zero Youth Ambassador 2022

"Montgomery County's Safe Routes to School program continues to be an exemplary program model. From fun activities to school infrastructure projects, you provide the necessary resources to advance safe walking and rolling for students."

Kori Johnson

Safe Routes to School Partnership

"Providing traffic safety education to the community helps reinforce the importance of looking out for each other and gets us closer to reaching the Vision Zero goals."

Scott Goldstein, Fire Chief

Montgomery County Fire and Rescue Service

"The Bike Rodeo builds confidence and teaches our program participants about operating bikes safely."

Jonathan Smink

*Supervisor, Excel Beyond the Bell Elementary
Montgomery County Recreation Youth Development*

Partners



MONTGOMERY COUNTY PUBLIC SCHOOLS
Maryland's Largest School District
Expanding Opportunity and Unleashing Potential



montgomerycountymd.gov/PedSafety

MCDOT
Montgomery County
Department of Transportation