



VISION ZERO

ZERO TRAFFIC DEATHS IN MoCo

VISION ZERO

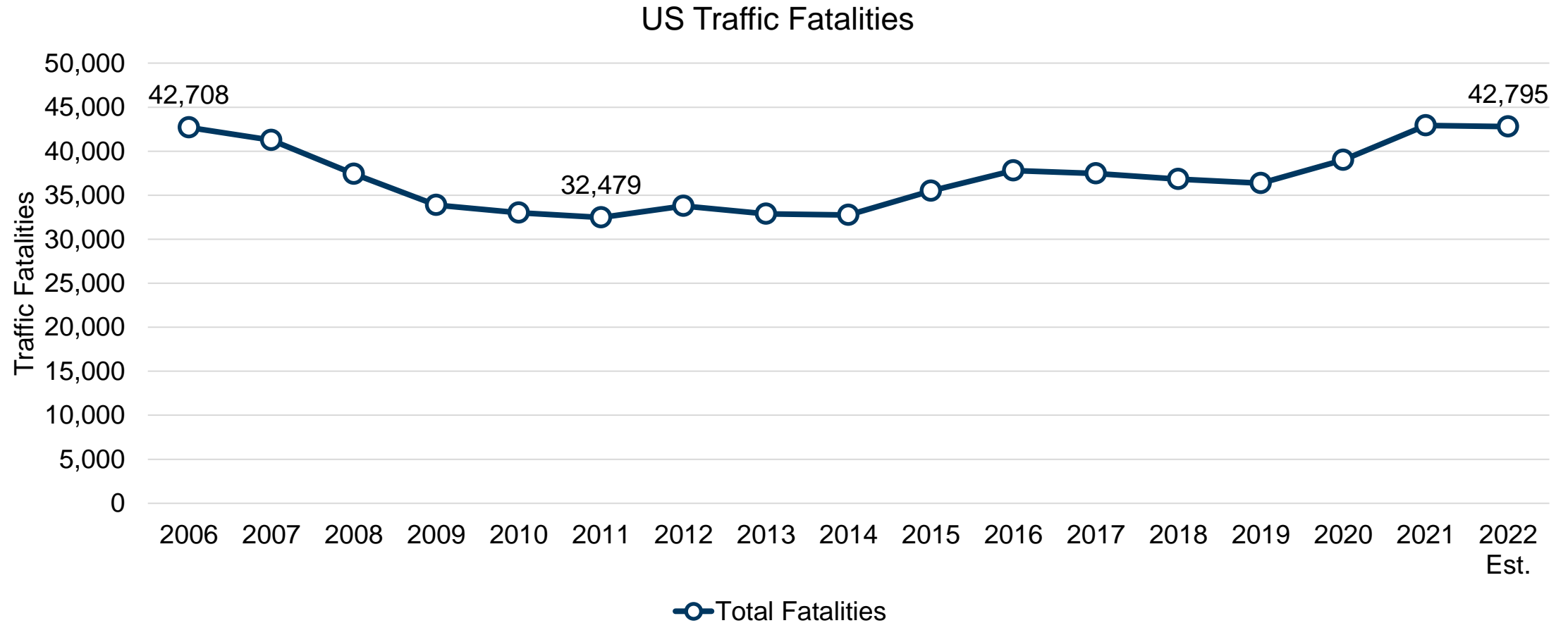
Overview for PBTSAC || March 28, 2024



THE PROBLEM

40,000+ Traffic Deaths Each Year in US

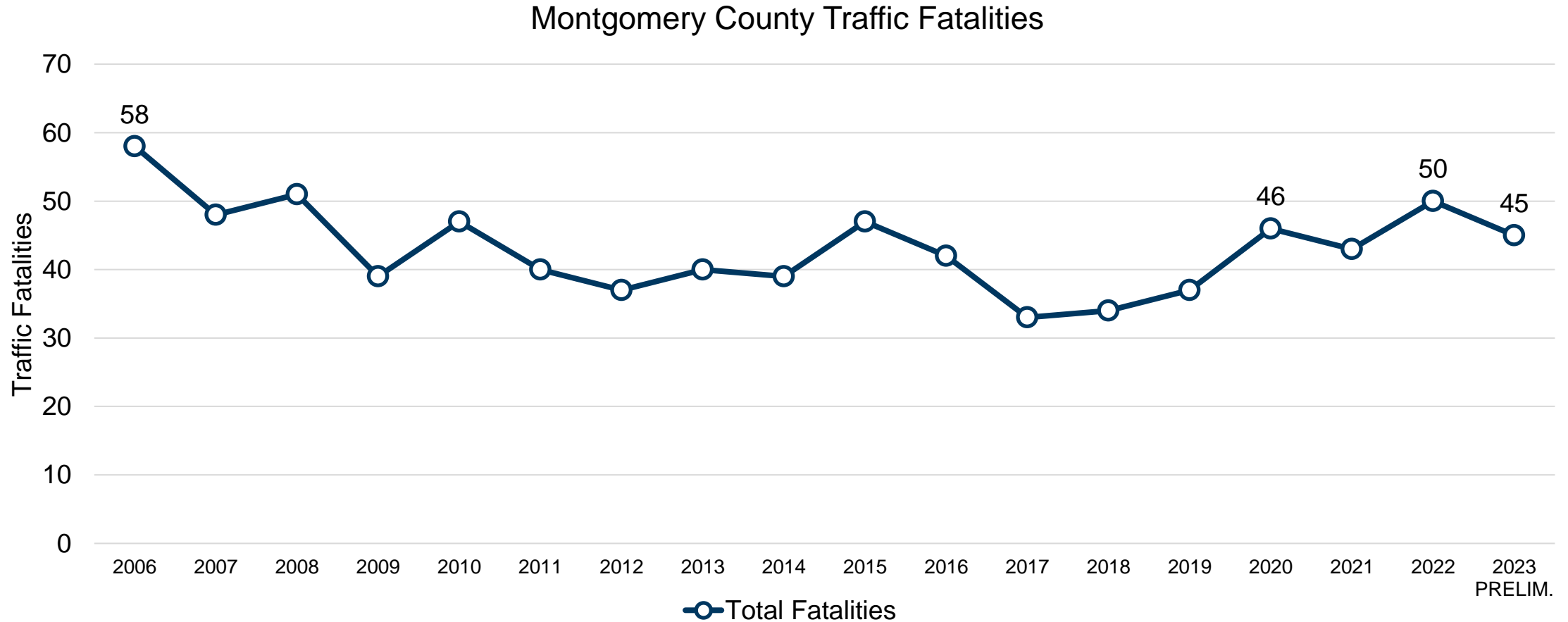
After declining fatalities from 2006 to 2011, fatalities have increased in the US.



SOURCE: [National Highway Traffic Safety Administration](#).

35-50 Traffic Deaths Each Year in Montgomery County

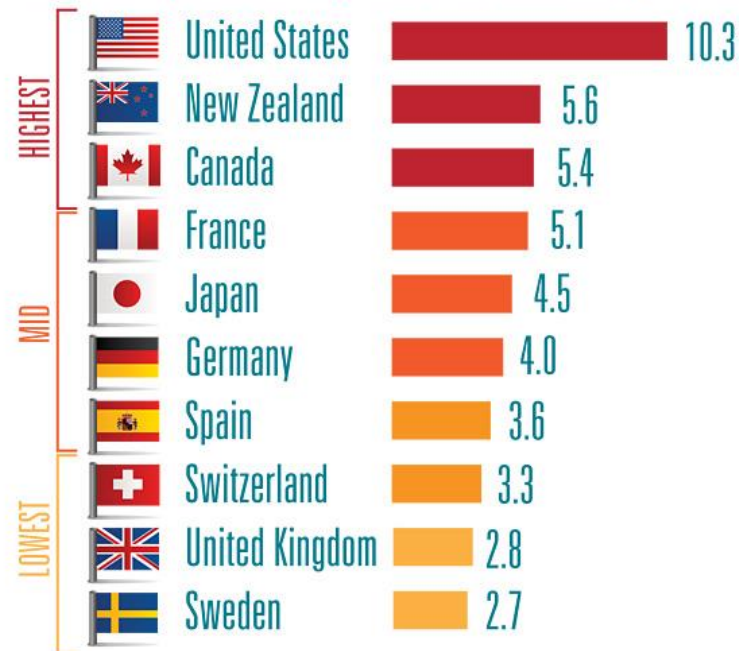
41% of fatal crashes between 2016-2023 were pedestrian or bicyclist.



SOURCES: 2006-2022 [Maryland Highway Safety Office](#). 2023 preliminary from Vision Zero Coordinator tracking. 2023 data are preliminary and subject to change.

Road traffic deaths in the US and other high-income countries.

Motor vehicle crash deaths in 10 comparison high-income countries, 2013



Deaths per 100,000 people

SOURCE: WHO Global Status Report on Road Safety, 2015.

Countries with the highest and lowest reductions in crash deaths, 2000-2013

Spain (highest)

↘ 75%



AVERAGE

of 19 high-income countries ↘ 56%



United States (lowest)

↘ 31%



Deaths per 100,000 people

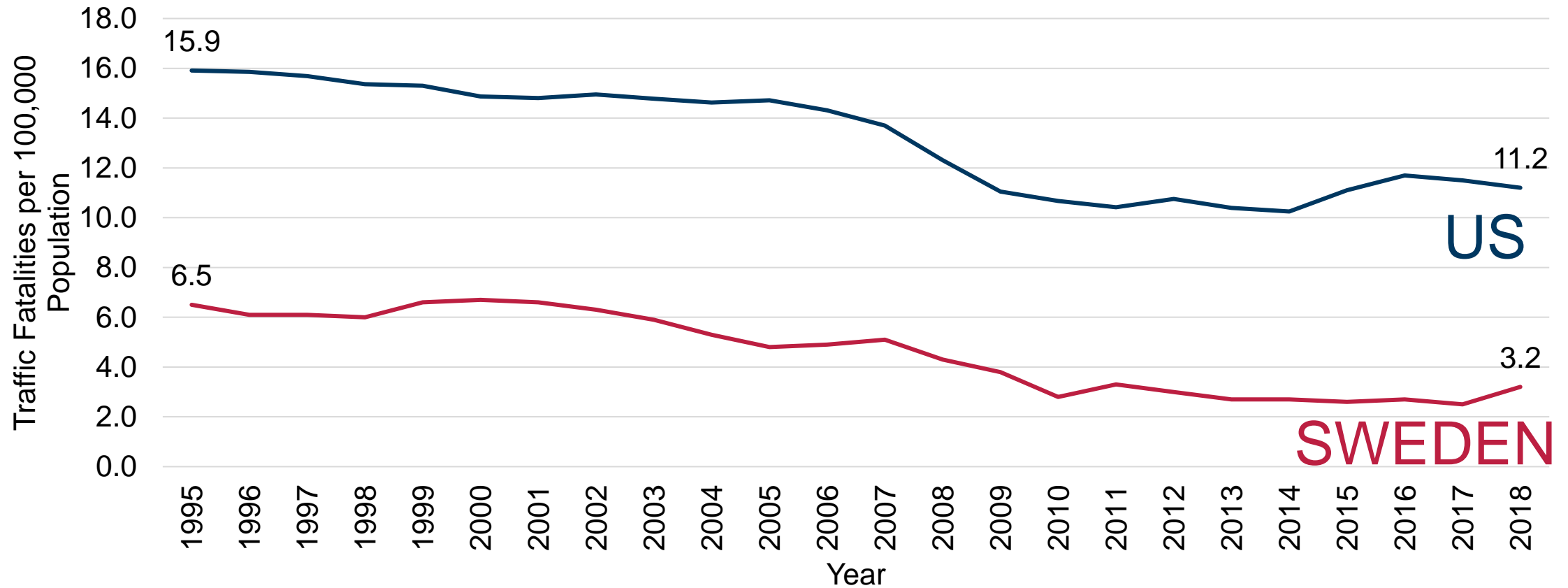
SOURCE: International Road Traffic and Accident Database (IRTAD) Road Safety Annual Report, 2015.



THE SOLUTION: VISION ZERO

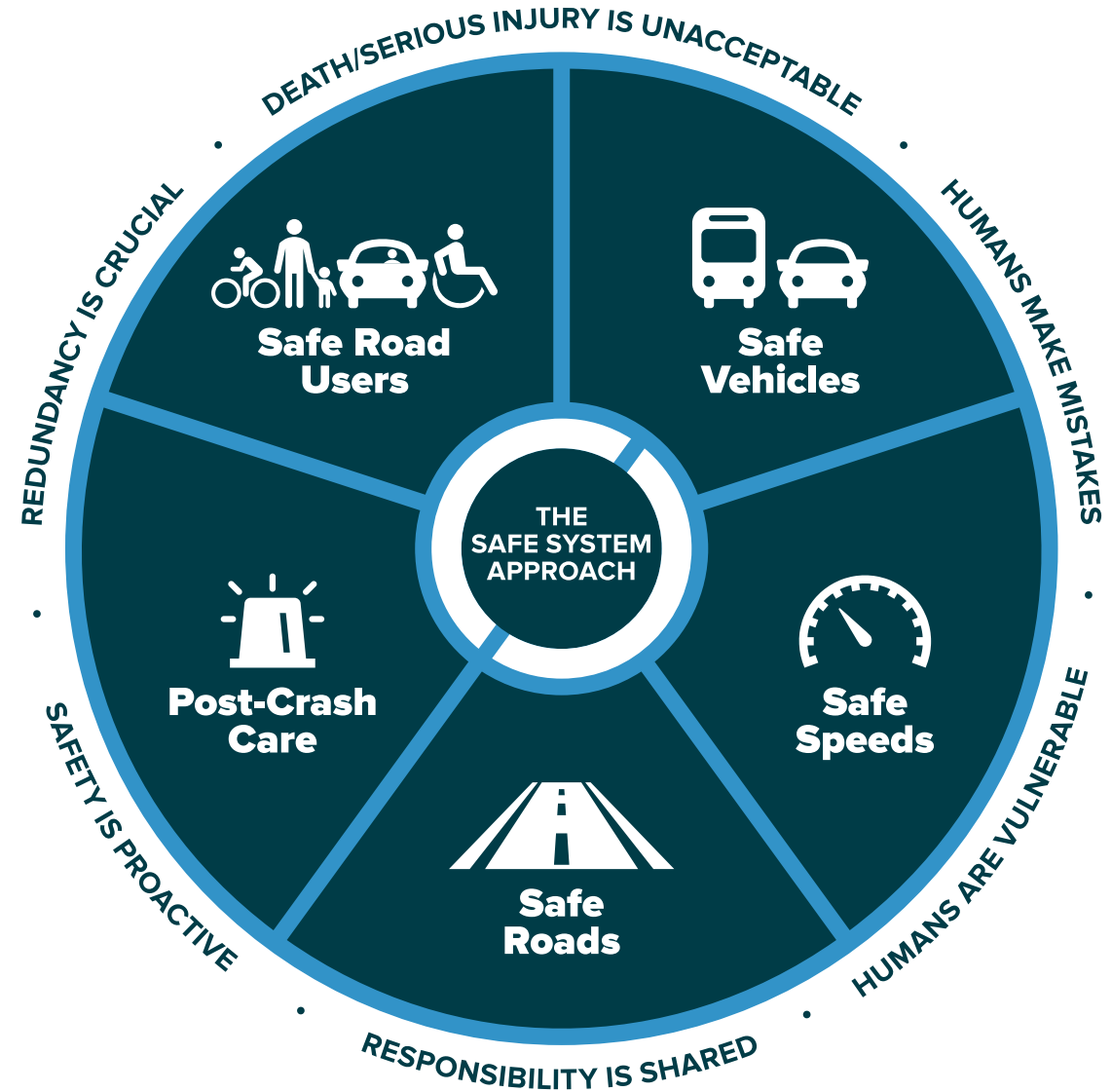
Swedish Model of Traffic Safety

Vision Zero, adopted in Sweden's Parliament in 1997, has spread worldwide due to strong results in saving lives and making Swedish roads some of the safest to travel in the world.



What is Vision Zero?

Building Layers of Safety to Prevent Serious and Fatal Injuries on Our Roadways



The 6 Safe System Principles



Death/serious injury
is unacceptable



Humans make
mistakes



Humans are
vulnerable



Responsibility is
shared

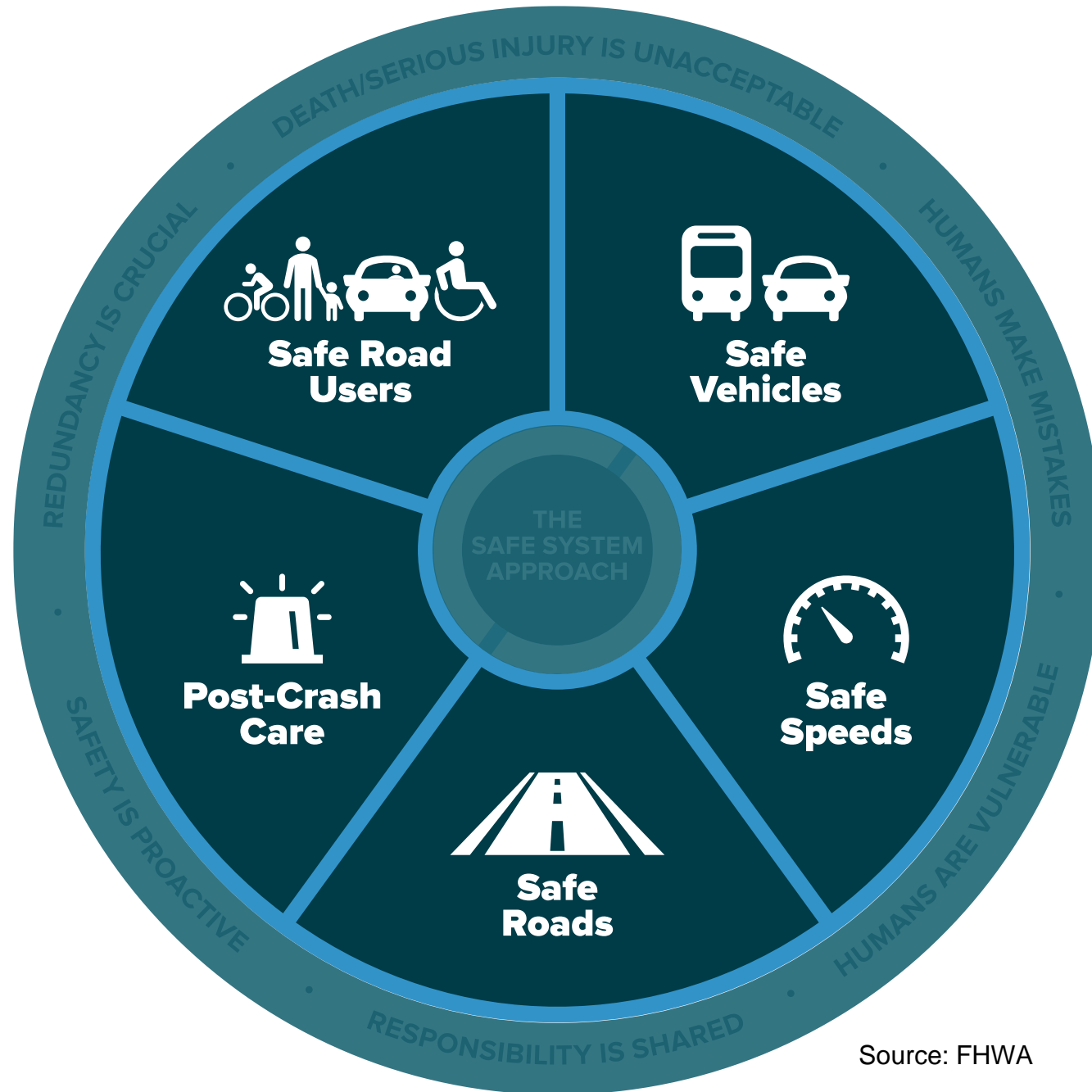


Safety is proactive



Redundancy
is crucial

THE 5 SAFE SYSTEM ELEMENTS



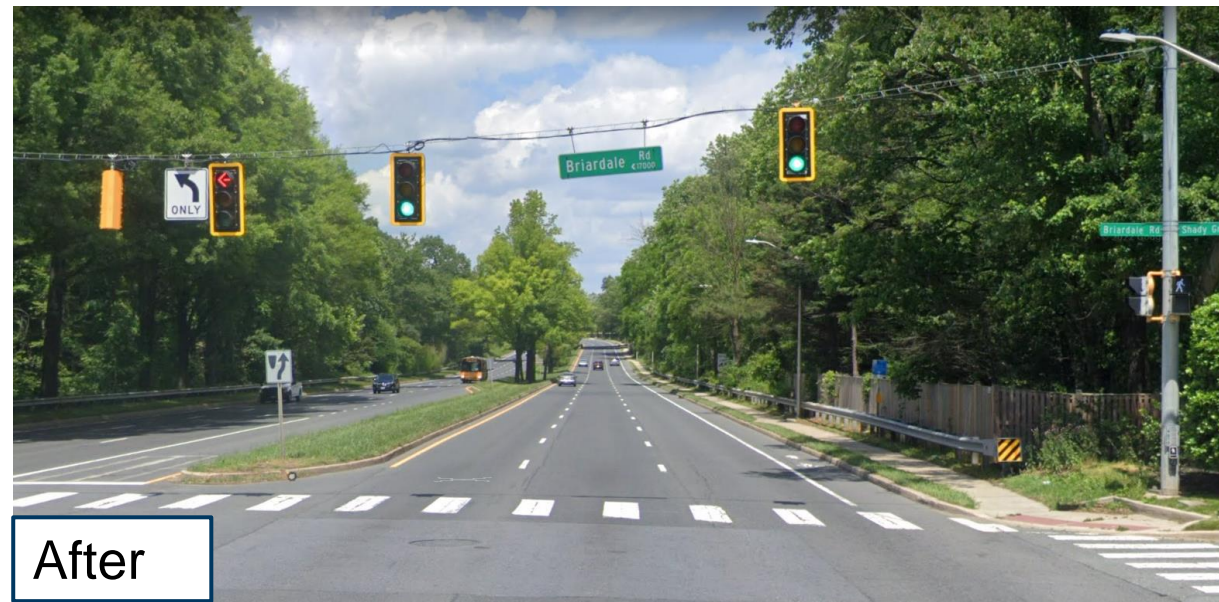
Source: FHWA

Installing traffic signals
and modifying existing
signals

Safe Roads – Separate Road Users in Time



Before



After

Signal changes at Shady Grove Rd & Briardale Rd with exclusive red turn phasing and backplates to address failure to yield crashes.



Which device to choose?



Flashing Beacon

Flashing yellow light or lights.
Can be always flashing or
pedestrian activated.



Rectangular Rapid Flashing Beacon

Two yellow lights flash and
alternate to indicate pedestrian
crossing.
Pedestrians activate the
beacon.



Pedestrian Hybrid Beacon

Similar to traffic signal with red
and yellow lights, but goes
dark when inactive and has
two red lights.
Pedestrians activate the
beacon.



Traffic Signal

Full red, yellow, green.
Set for pedestrians to get walk
signal every cycle inside
central business districts.

Safe Speeds and Roads

Above 20-25MPH, provide dedicated spaces for pedestrians and cyclists



Safe Speeds, Roads, and Transit

Improving Pedestrian and Bike Connections to Transit



Corridor Overview

- Pendleton Drive to Norris Drive
 - New shared-use path on the north side west of Newport Mill Road
 - New sidewalk on south side of main roadway
 - New east leg crosswalk at Norris Drive



Safe Roads – Trail Crossing Safety

Changes to trail crossings can include upgrading the crosswalks to high visibility, realigning crosswalks, sightline adjustments, improved signage, and new beacons.



Cabin John at Tuckerman Lane



Sligo Creek at Dennis Avenue



Safe Vehicles

Vehicles that protect those inside AND outside the vehicle

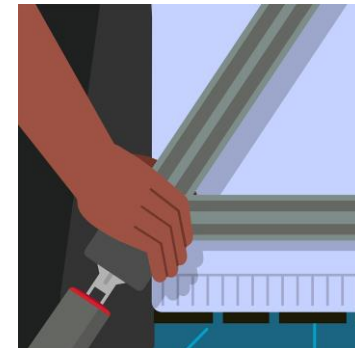
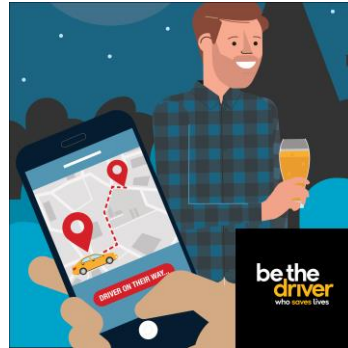


Post Crash Care

Getting patients the proper care on the scene and at the hospital



Purposeful, Evidence-Based Policing Practices



Driver Yielding to Non-Motorists

Targeted Driver Enforcement at Crosswalks

↑ Increased Driver Yield Rates

Impaired Driving

Publicized Sobriety Checkpoints

↓ 17% Decrease Alcohol-Related Crashes

Speeding

Automated Speed Enforcement

↓ 19% Reduction in Severe Collisions

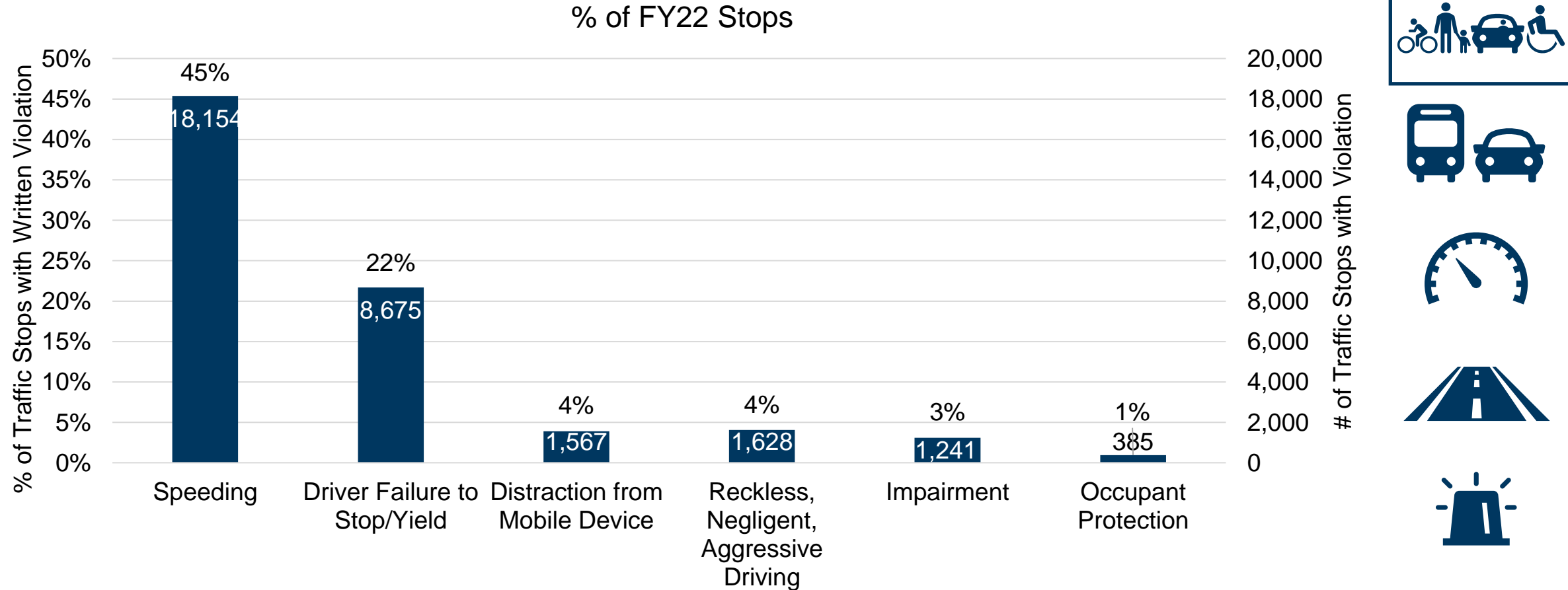
Unrestrained Occupants

Short Term, High-Visibility Seat Belt Law Enforcement

↑ 16% Increase in Seatbelt Use

Focused Enforcement Efforts

45% of 40,214 stops by MCPD officers in FY22 involved a warning or citation for speeding. 57% of all violations were issued as warnings.



NOTE: A traffic stop can have multiple violations. In FY22, MCPD wrote 1.8 violations per traffic stop.

Holiday Alcohol Task Force

Promoting Safe Rides Home

- Over 143 DUI arrests for ten-week task force from November to January.
- Over 1,000 people utilized SoberRide in DC area for New Year's Eve.
- Outreach to bars and restaurants with free coasters with safety message.
- Continued to update Safe Ride Home page to provide one stop shop for finding sober ride options in Montgomery County.



If this text is starting
to look blurry

It's time to scan for a safe ride home



DON'T DRINK AND DRIVE

ABS
ALCOHOL BEVERAGE SERVICES
MONTGOMERY COUNTY, MARYLAND

#KeepingItSafeMoCo

Si este texto está empezando a
verse borroso

Es hora de escanear para un regreso
seguro a casa



SI BEBE ALCOHOL, NO MANEJE

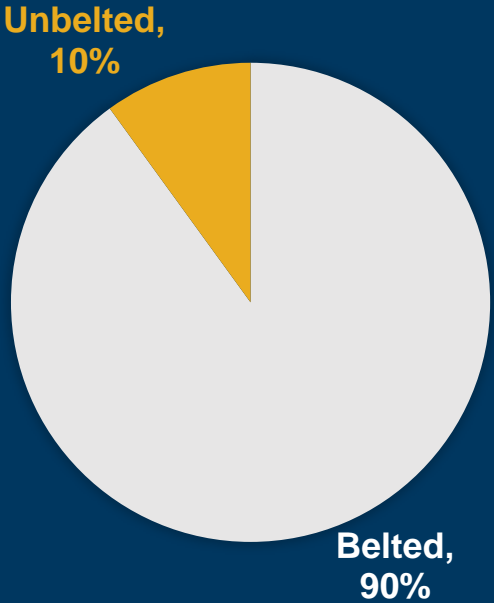
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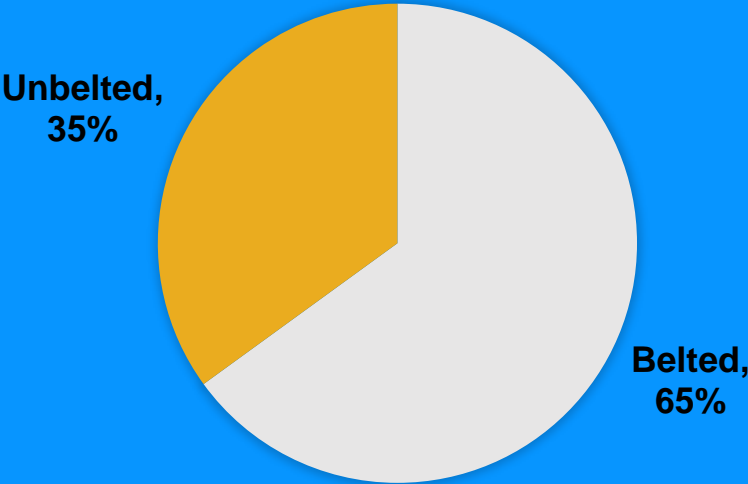
Safe People – Wearing a Seatbelt

Each road user is responsible to operate, to the best of their ability, within the boundaries set by system designers and managers.

All Maryland drivers

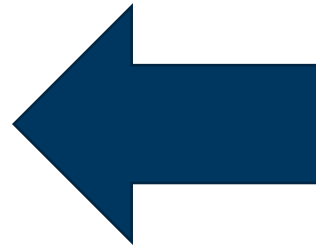
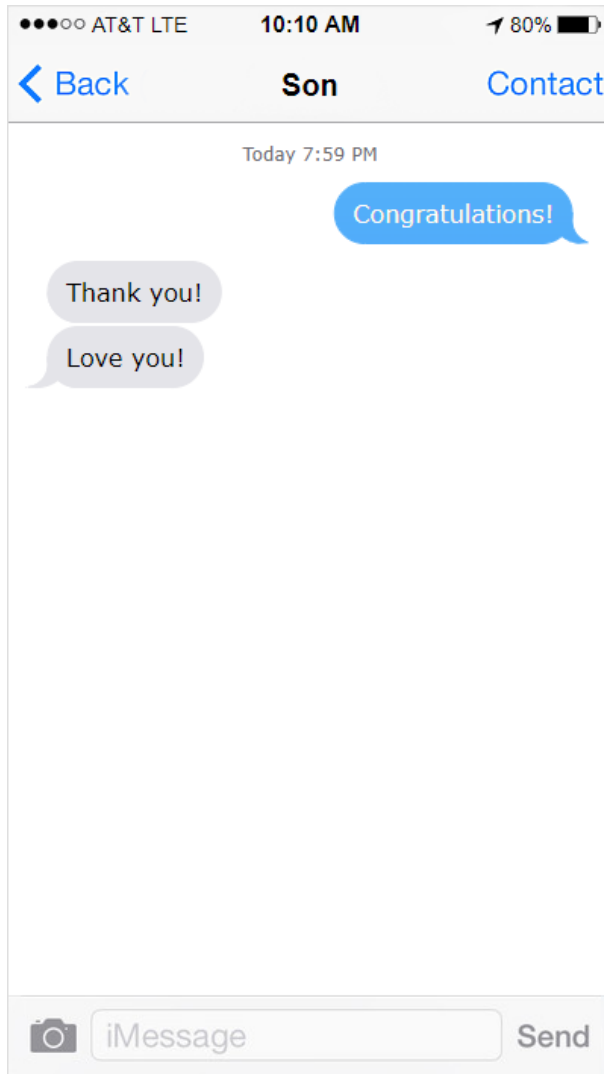


People killed in vehicle in Maryland



Safe People – Distracted Driving

Increasing distraction by devices increasing crash risk



Crash occurs seconds after message is sent.





Heads Up/ Phones Down Video Contest

200 high school students submitted this year.

Used in April distracted driving awareness month campaign.

BIKE RODEOS





Vision Zero Youth Ambassadors

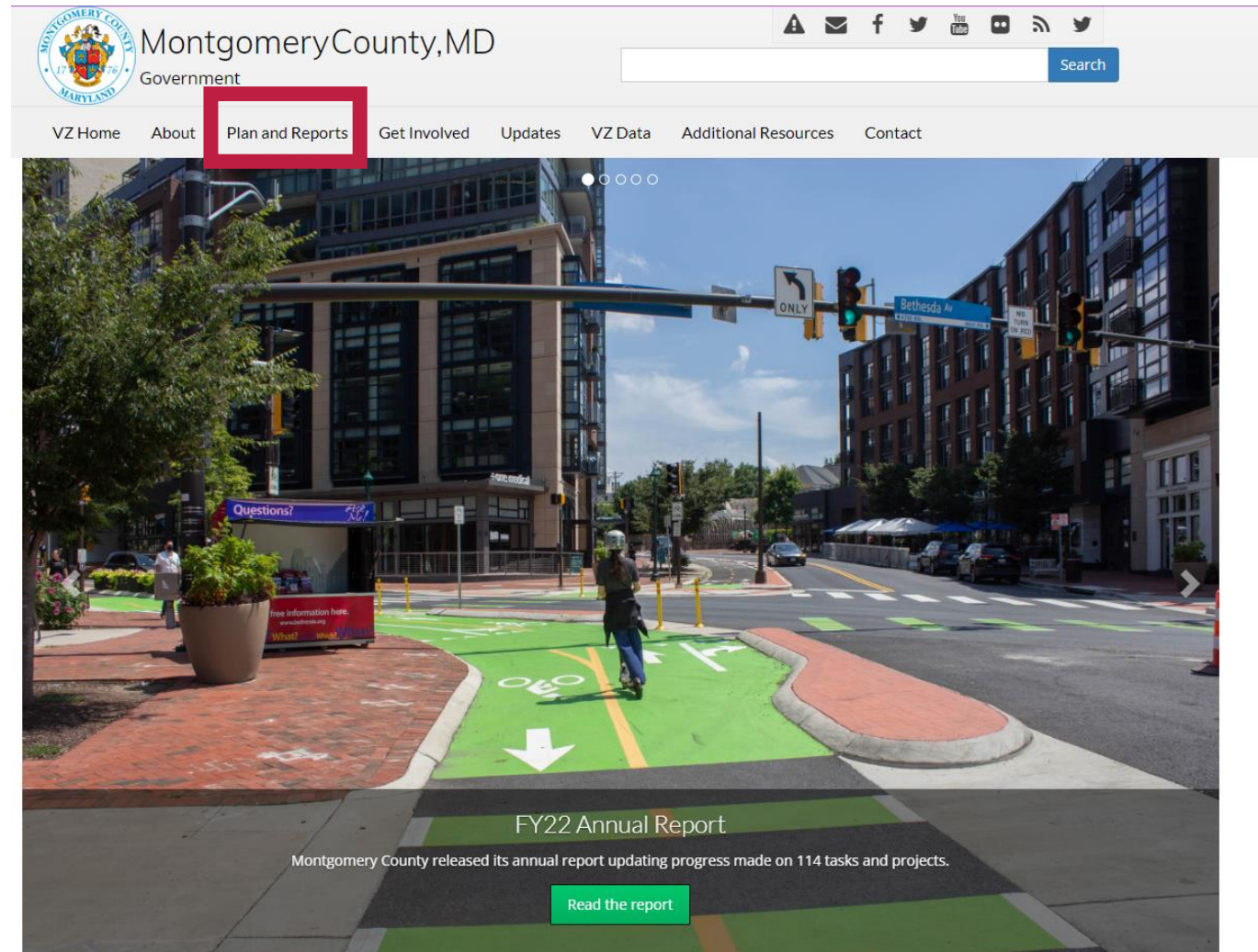
INTERGOVERNMENTAL COORDINATION ON VISION ZERO

Different Names and Interim Targets, Same End Goal



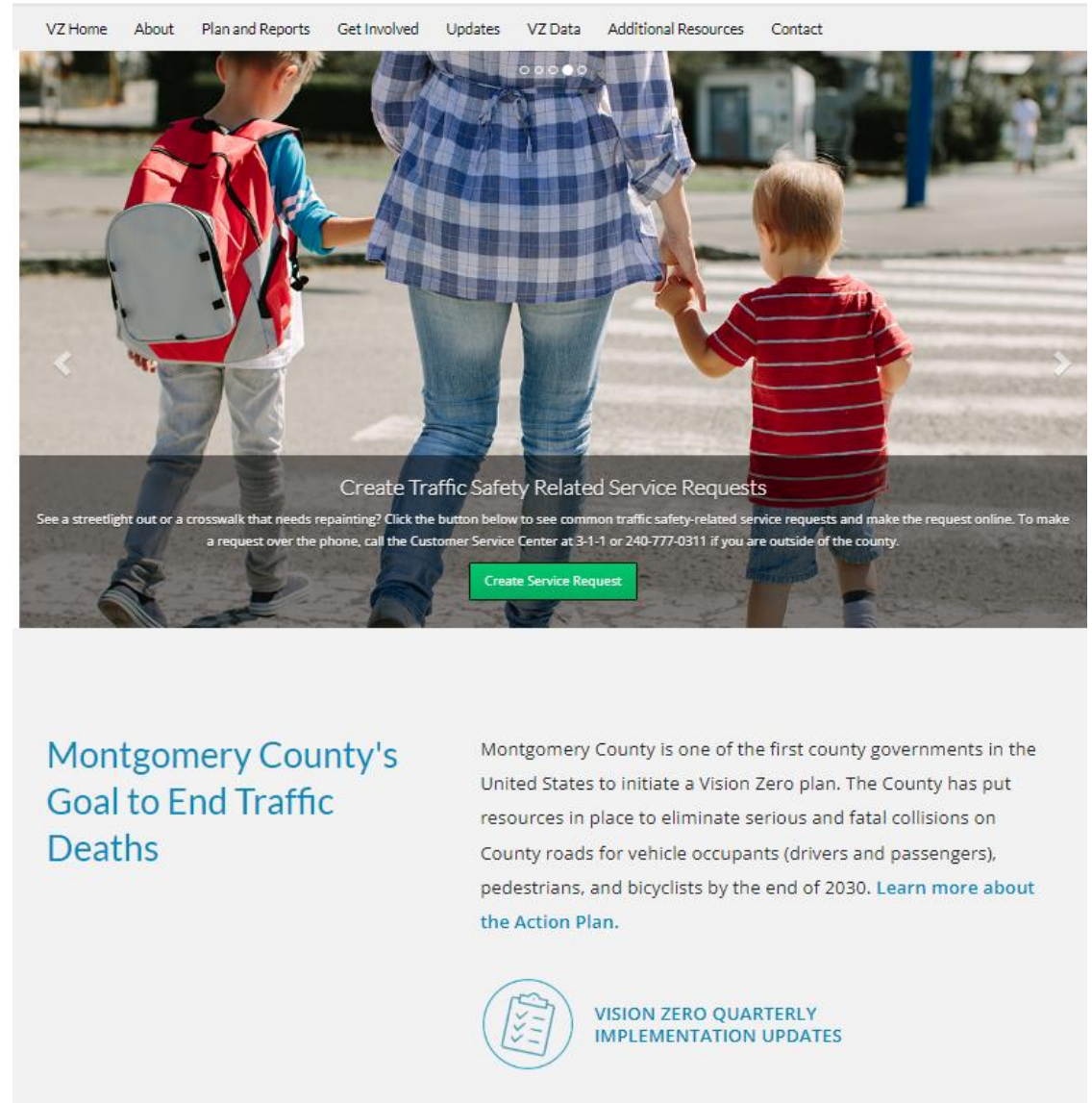
FY24-25 Work Plan

Where can I find the full text of the current two-year work plan?



The screenshot shows the Montgomery County, MD Government website. The header includes the county logo, the text "Montgomery County, MD Government", and a search bar. A navigation menu below the header contains the following items: "VZ Home", "About", "Plan and Reports", "Get Involved", "Updates", "VZ Data", "Additional Resources", and "Contact". The "Plan and Reports" item is highlighted with a red rectangular box. Below the navigation menu is a large banner image of a city street intersection with a green-painted bike lane. Overlaid on the bottom of the banner is the text "FY22 Annual Report" and "Montgomery County released its annual report updating progress made on 114 tasks and projects." Below this text is a green button labeled "Read the report".

Latest Updates on Vision Zero Website



VZ Home About Plan and Reports Get Involved Updates VZ Data Additional Resources Contact


Create Traffic Safety Related Service Requests

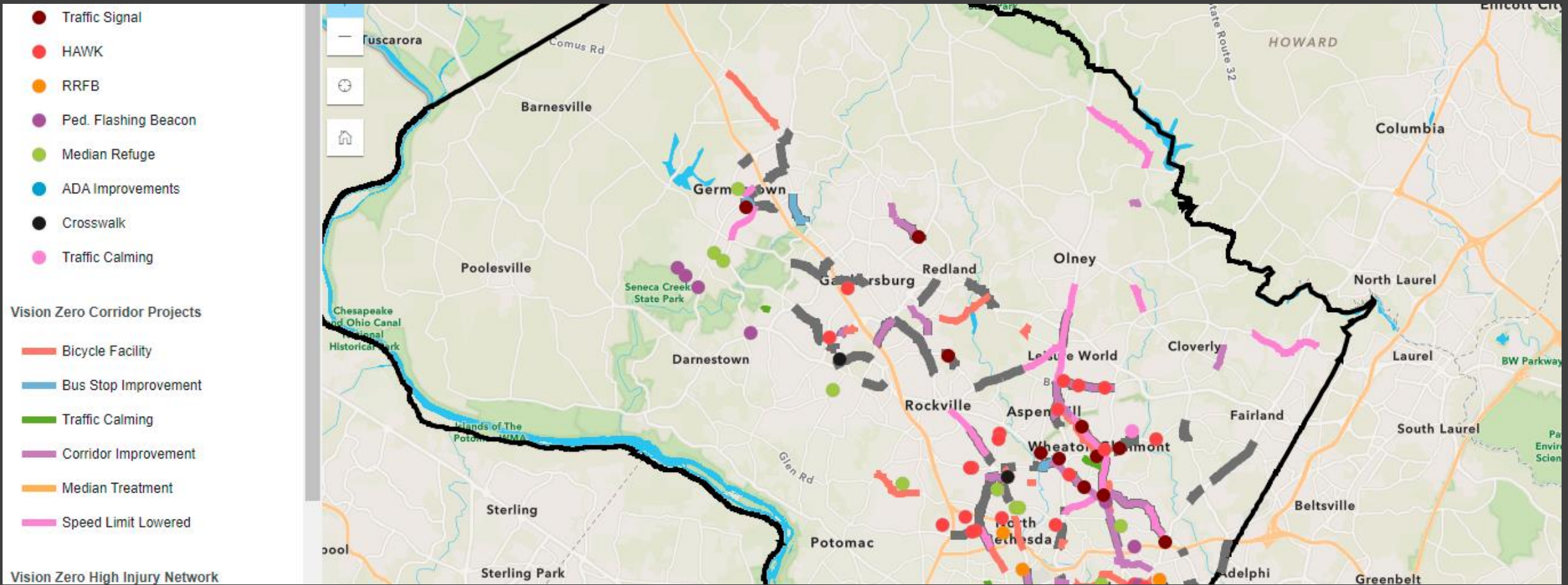
See a streetlight out or a crosswalk that needs repainting? Click the button below to see common traffic safety-related service requests and make the request online. To make a request over the phone, call the Customer Service Center at 3-1-1 or 240-777-0311 if you are outside of the county.

Create Service Request

Montgomery County's Goal to End Traffic Deaths

Montgomery County is one of the first county governments in the United States to initiate a Vision Zero plan. The County has put resources in place to eliminate serious and fatal collisions on County roads for vehicle occupants (drivers and passengers), pedestrians, and bicyclists by the end of 2030. [Learn more about the Action Plan.](#)

 VISION ZERO QUARTERLY IMPLEMENTATION UPDATES



Project Map

Find the latest details on projects in your neighborhood by checking out the [interactive project map](#), visiting the [MCDOT project page](#), or the [SHA project portal](#).



THANK YOU!

Wade Holland, Vision Zero Coordinator

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