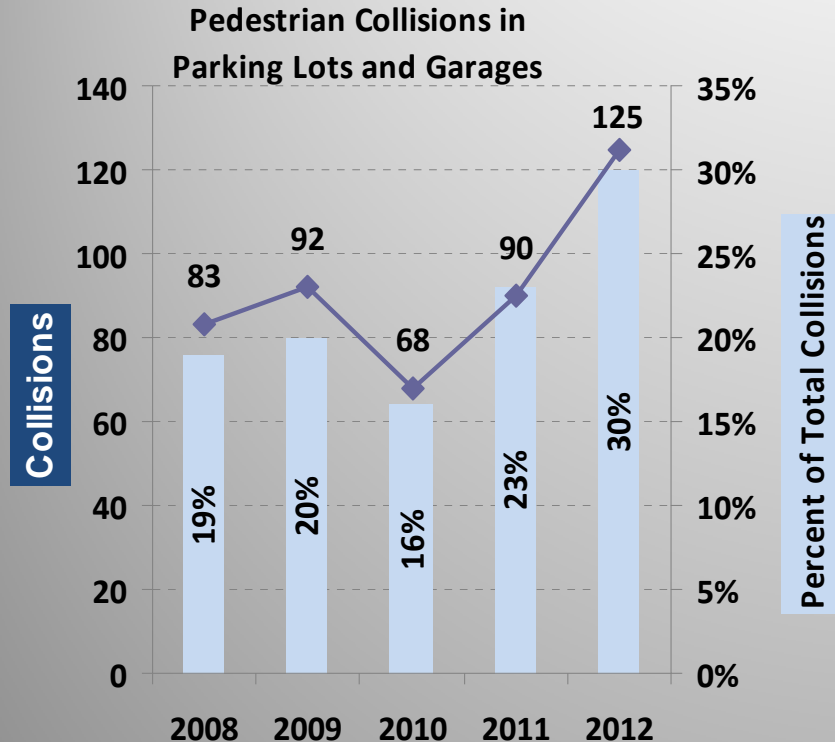


Overview of Parking Lot Pedestrian Safety Education Campaign

Pedestrian, Bicycle and Traffic Safety
Advisory Committee

March 6, 2014

PIO Parking Lot Pedestrian Safety Education Campaign



- 95% occurred in a surface parking lots – not garages, 75% were fault of the driver, and 31% involved a vehicle backing out of a parking stall or travel lane
- 18% of collisions were Level 4, resulting in incapacitating injury - - the same percentage as roadways
- Inter-agency work group formed last year – developing strategic plan and targeted education campaign
- \$50,000 approved for PIO to reactivate the 2009 education campaign eliminated under County's savings plan.
- County Executive has assembled "kitchen cabinet" of private property owners and managers operating parking lots

In 2012, there was a 39% increase in the number of pedestrian collisions occurring in parking lots/garages; these incidents represented 30% of all pedestrian collisions. The increase in pedestrian collisions in 2012 is attributed to the increase in parking lot collisions.

Private Parking Facility Issue

In 2012, 83 percent of parking lot pedestrian collisions occurred in private retail parking lots, including those at malls, strip malls, fast food restaurants, banks, gas stations, etc.

Kitchen Cabinet Meeting

July 22, 2013

Goals of Meeting:

- Ensure property managers and owners **understand the extent** of the growing problem of parking lot pedestrian collisions.
- Better understand property **managers and owners' perception** of issue.
- **Solicit ideas** from property managers and owners for solving problem.
- **Get feedback** on County's suggestions for education campaign and other ways of addressing issue.
- **Seek agreement to participate** and **clarify process** for moving education campaign forward.

Strategic Plan: Parking Lot Strategies

- **Strategy 1:** Identify Research on Parking Lot Pedestrian Safety
- **Strategy 2:** Forge Partnerships
- **Strategy 3:** Conduct Detailed Analysis of Parking Lot Collision Data
- **Strategy 4:** Develop Improvement Strategies for Lots/Garages (*engineering*)
- **Strategy 5:** Engage/Educate the Public

Research

- Research on national, state and local levels, universities and trade groups have found virtually no studies on subject.
- Montgomery County is on cutting edge in tracking parking lot collisions.

Conduct Surveys

- Reach out to parking lot owners and managers for their ideas about informing the public.
- Seek their input on slogans and education materials.

Establish Partnership with Property Managers/Owners

- Carl M. Freeman Companies
- Dawson's Market, Rockville, MD
- Edens - Germantown Commons
- Federal Realty
- Foulger-Pratt
- The Greene Turtle
- H & R Retail Inc.
- JBG Rosenfeld Retail
- Kramer Enterprises
- Montgomery County Department of Transportation
- Peterson Companies
- Saul Centers
- The Tower Companies
- Urban Retail Properties, LLC
- WRIT - Washington Real Estate Trust

Holiday Shopping Campaign

Partner with Police and Fire and Rescue

Distribute more than
15,000 reusable bags
and palm cards in parking lots

Develop education and
outreach materials in
English and Spanish



Heads Up in Parking Lots

Did you know that 30% of pedestrian collisions in Montgomery County occurred in parking lots last year – and many of them resulted in severe injuries?

Avoid becoming a statistic!

Pedestrians: Don't get run over.

- Stop talking on the phone and texting while walking. Take out the ear buds.
- Don't assume drivers see you.
- Don't walk behind a vehicle that is backing out.
- Be aware and constantly look out for moving vehicles.

Drivers: Don't run over people.

- Don't drive distractedly – it's illegal to hold a phone or text while driving.
- Don't assume pedestrians see you.
- Be especially cautious backing out of a space.
- Parking lots are not speedways – slow down!

Safety is everyone's responsibility!



montgomerycountymd.gov/walk
Ike Leggett, County Executive



Tenga precaución en los estacionamientos

¿Sabía usted que en el Condado de Montgomery el 30% de los accidentes de peatones ocurren en los estacionamientos – y muchos causan lesiones serias?

¡No se convierta en una estadística!

Peatones: No sea atropellado.

- Deje de hablar por el teléfono móvil y enviar mensajes de texto mientras camina. Quítese los auriculares.
- No suponga que los conductores lo ven.
- No camine detrás de un vehículo mientras éste retroceda o dé marcha atrás.
- Manténgase alerta al paso de los vehículos.

Conductores: No atropelle a los peatones.

- No se distraiga mientras conduce – es ilegal usar el teléfono móvil o enviar mensajes de texto mientras maneja.
- No suponga que los peatones lo ven.
- Preste mucha atención al retroceder o dar marcha atrás con su vehículo.
- Los estacionamientos no son autopistas– ¡Desacelere!

¡La seguridad es responsabilidad de todos!



montgomerycountymd.gov/walk
Ike Leggett, Ejecutivo del Condado



Heads Up in Parking Lots

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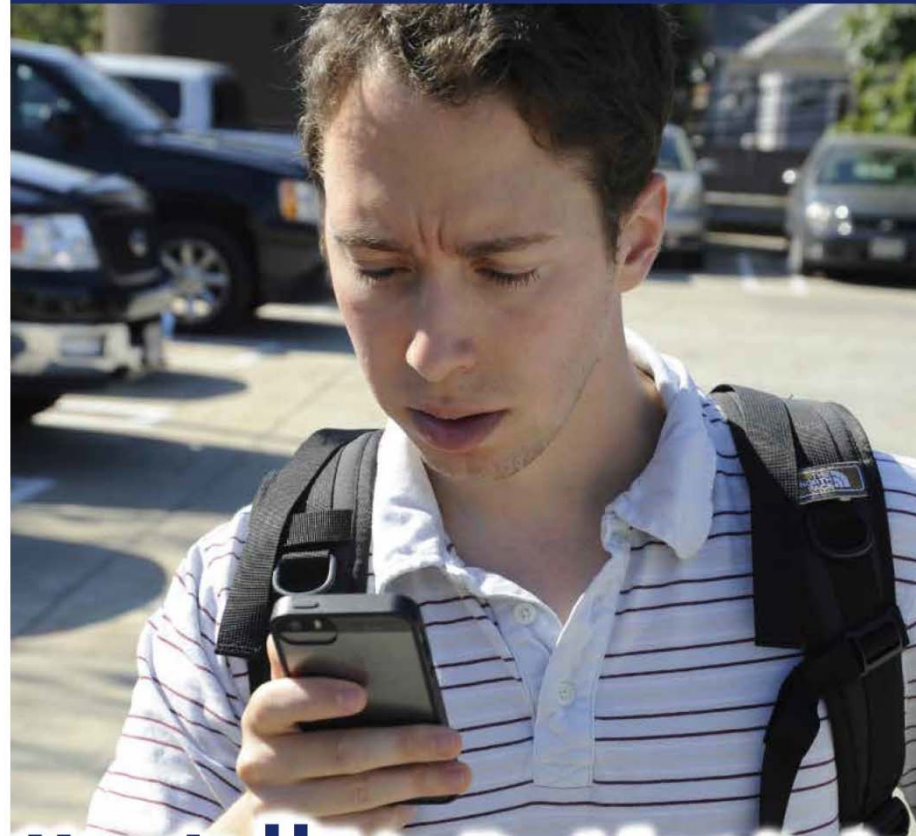
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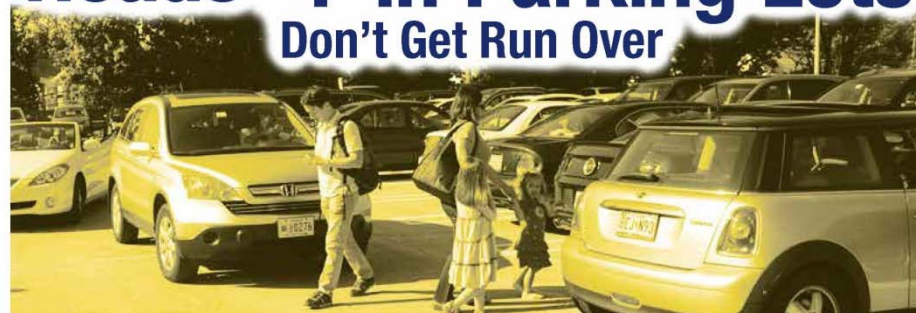
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Ike Leggett, Ejecutivo del Condado

Nearly One-Third of Pedestrian Collisions Occur in Parking Lots



Heads Up in Parking Lots

Don't Get Run Over



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Ike Leggett, County Executive

Nearly One-Third of Pedestrian Collisions Occur in Parking Lots



Heads Up in Parking Lots

Don't Run Over People



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Ike Leggett, County Executive

Don't run over people. Don't get run over.



Heads Up in Parking Lots

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Tenga precaución



en los estacionamientos

Installation at Dawson's Market



Press Conference 11/21/13



Public Service Announcements

Two Public Service Announcements
are featured on the County's website
and on YouTube

Questions?