

PEDESTRIAN SAFETY OUTREACH



More than
80,000
residents
engaged




800
helmets
distributed
to cyclists




259
total events

60%
of those events
were located in an
Equity Emphasis Area

48,639
page views on
the Ped Safety and
SRTS websites



In 2023-2024 **MCDOT** Division of Traffic Engineering and Operations continued its commitment to 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.

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.

Bike Rodeo Tour

15 Bike Rodeos reaching 375 kids



PEDESTRIAN SAFETY 4TH ANNUAL ART CONTEST

Received nearly 400 contest entries

Contest promotions targeted to 25k elementary school students

Artwork by Viona M. 1st place (K-3)



WALKING WEDNESDAY



Kicked off Walk to School Day at Brooke Grove Elementary reaching

400+ students

26 Walking Wednesday events at elementary and middle schools

Reached 20,000+ students

HEADS UP PHONES DOWN

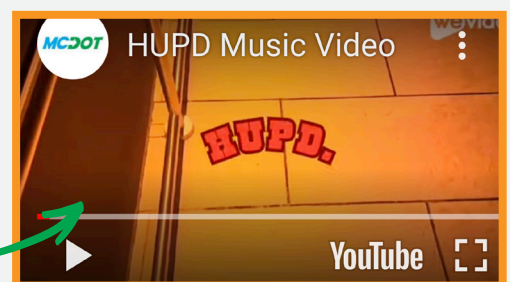
MCDOT
Montgomery County Department of Transportation
www.montgomerycountymd.gov/pedsafety

The Heads Up, Phones Down video contest provides high school students a chance to submit a 30-second video promoting pedestrian safety.

200 contest entries from 26 high schools



Check out the winning videos here!



www.montgomerycountymd.gov/HUPD



Contest was recognized by Rep. Jamie Raskin
www.youtube.com/watch?v=Wc99FGR22qk



"I decided to use a music video so people will remember it more and my peers will focus more on their surroundings."

Grand prize winner: Anjolaoluwa A. School: Walter Johnson High School



Vision Zero Youth Ambassadors

were tasked to complete group projects that encompass engineering, education or enforcement for traffic safety and culminated in the first Safety Day event. Resources and project guidance were provided by MCDOT to oversee the ambassadors' work.



130 applications

32 Vision Zero Youth Ambassadors chosen to participate in the program

Ambassadors worked on group projects:

- Activities and Education
- Promotions
- Vendors and Logistics
- Traffic Garden

Students planned and held Safety Day with 70+ partners and more than 2,000 attendees

Students earned 1,145 SSL Hours during this 5 month program

1ST ANNUAL SAFETY DAY 2024



Our first annual Safety Day is a one-day event to bring the community together to learn more about traffic safety in a fun, festival environment. The event is appropriate for all ages but targeted to younger children and their families. This event was planned with the help of Montgomery County's Vision Zero Youth Ambassadors (VZYA).

70+ vendors and partners
3,000+ attendees



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. We continued to target outreach to seniors and partnering with drivers at the Motor Vehicle Administration to educate drivers.



Bike to Work Day

More than 150 registered to attend The Ped Safety pit stop

Partnership with Giant
15 events engaging with 3,000 shoppers

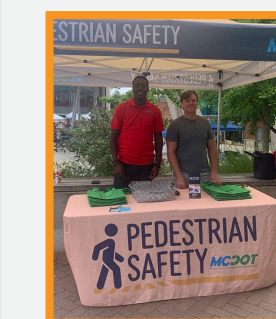


MVA Outreach
2,000 people reached through 15 events

Street Smart Testimonial Wall

Engaged with 2,400 shoppers (over 2 days)

Community Pop Up Events



Attended Farmer's Markets, Public Spaces, Neighborhood Events and targeted PHB outreach to promote safety

65 Events

Community Events

Residents were engaged throughout the year at 259 different events. A broad cross-section of Montgomery County's population had the opportunity to learn more, and ask questions about, pedestrian safety.



200+ Senior Outreach



1,500+ at Olney Days



700+ at National Night Out



1,200 at HalloWheaton



350+ at Juneteenth

The Pedestrian Safety team educated residents at events, festivals, farmer's markets, and block parties across the county.

MONTGOMERY COUNTY AGRICULTURE FAIR 2024

We joined this year's 75th County Fair, a week-long event uniting our county's communities and families.

28,000
attendees

32 volunteers

470 total SSL hours



Watch our feature on **Montgomery Community Media!**



www.mymcmedia.org/75th-county-fair-underway-in-gaithersburg/

PARTNER FEEDBACK

"Thank you so very much for your partnership and participation in our amazing Back to School Night, last night! It truly was a special evening full of laughter, fun, and connecting our community to wonderful resources and organizations. We received such positive feedback from our parents and community, and we couldn't have done it without you! I look forward to our continued partnership and hope that we can continue to support one another throughout this school year and beyond.

Rachel Cravath, Assistant Principal, Mill Creek Towne Elementary School, Back to School Night

"You and your team orchestrated a fantastic event! We had no idea what to expect, but we had an awesome time interacting with the families and community leaders."

Dr. Jonene P Ford, CNS, BCHN, LDN, CEO & Founder of Ford Wellness, Safety Day

"As you know, I did indeed meet you at Harriet Tubman Elementary School this past Tuesday night. I appreciate your eagerness to help me find materials and sites to use to educate my neighborhood about traffic safety. Your invitation to contact you any time was supportive and rare these days. I found you personally engaging, encouraging of my desire to pursue traffic safety, and available. You are an exemplary spokesperson for the Maryland Department of Transportation."

Cynthia Winder, Co-Chair of neighborhood traffic advisory committee



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



VISION ZERO
ZERO TRAFFIC DEATHS IN MDCO



"I just wanted to send a quick message to you to say thank you. I see you on social media all the time doing the great work of pedestrian safety. We always appreciate having you come to our school. The work that you do is important and it does have value for our community."

Dennis Heidler, Assistant Principal, Sargent Shriver Elementary School

"Thank you for providing such a wonderful experience at Brooke Grove ES for the Safe Walk & Roll to School day. We were thrilled to be chosen as the host school. 80% of our students live within walking distance to our school and we encourage them to walk and bike to school as often as possible. This event gave us the opportunity to celebrate the mental and physical benefits of walking and to focus on ensuring that students and parents know how to be safe on their walk to school. The MCDOT team that came to our school were so caring and energetic, and having a party on the front lawn of school is always a great thing to do!"

Jolynn Tarwater, Principal, Brooke Grove Elementary School, Walk to School Day

"It was a really good event. My son, who is in the third grade, especially learned a lot from the area where kids could ride a bike or scooter on a practice 'road.' The next day, he was reading road signs as we were driving."

Julie Palakovich Carr, MD Delegate, District 17, Safety Day



montgomerycountymd.gov/PedSafety

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