



VISION ZERO

NO TRAFFIC DEATHS BY 2030
IN MONTGOMERY COUNTY

VISION ZERO EQUITY TASK FORCE

MEETING 3 • EQUITY AND TRAFFIC SAFETY EDUCATION • 06/05/19



MEETING AGENDA, PURPOSE, & GOALS



TONIGHT'S AGENDA

I. Introduction (10 mins)

1. Introduce all team members
2. Introduce the program and meeting agenda

II. County's Presentation – Education & Outreach (35 mins)

1. Funding and programming
2. Safe Routes to School
3. Q&A

III. Break (10 mins)

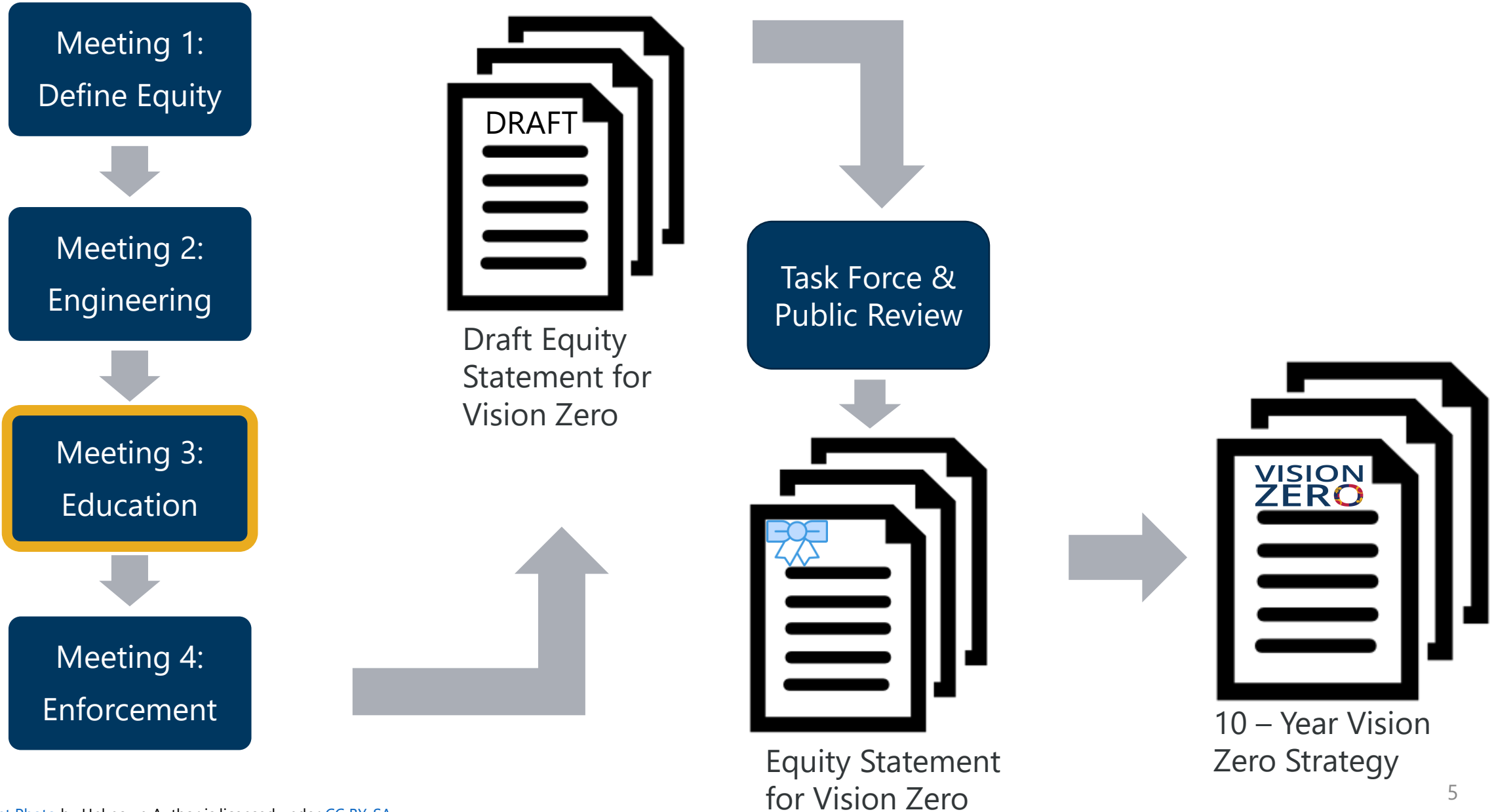
IV. Recap Data from Meeting #1 (15 mins)

1. High Injury Network
2. Demographics for people involved in serious and fatal crashes

V. Draft Vision Statement and Discussion (45 mins)

VI. Next Steps (5 mins)

WHAT'S THIS ALL FOR?



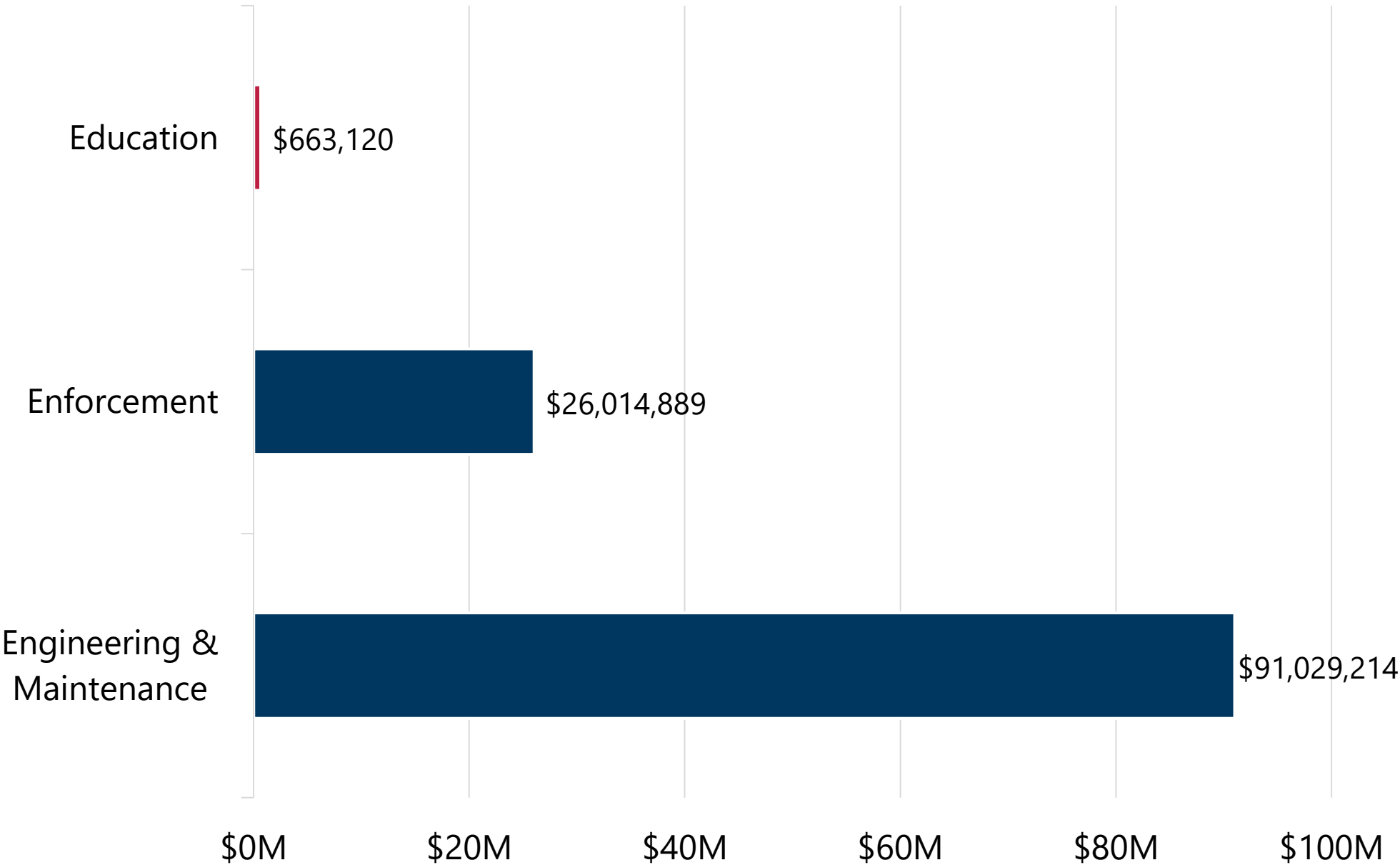
- ✓ Review the County's current education and outreach efforts for traffic safety
- ✓ Discuss ways to increase equity in education campaigns
- ✓ Use the discussions and data from all meetings to develop our value statement



TRAFFIC SAFETY EDUCATION & OUTREACH



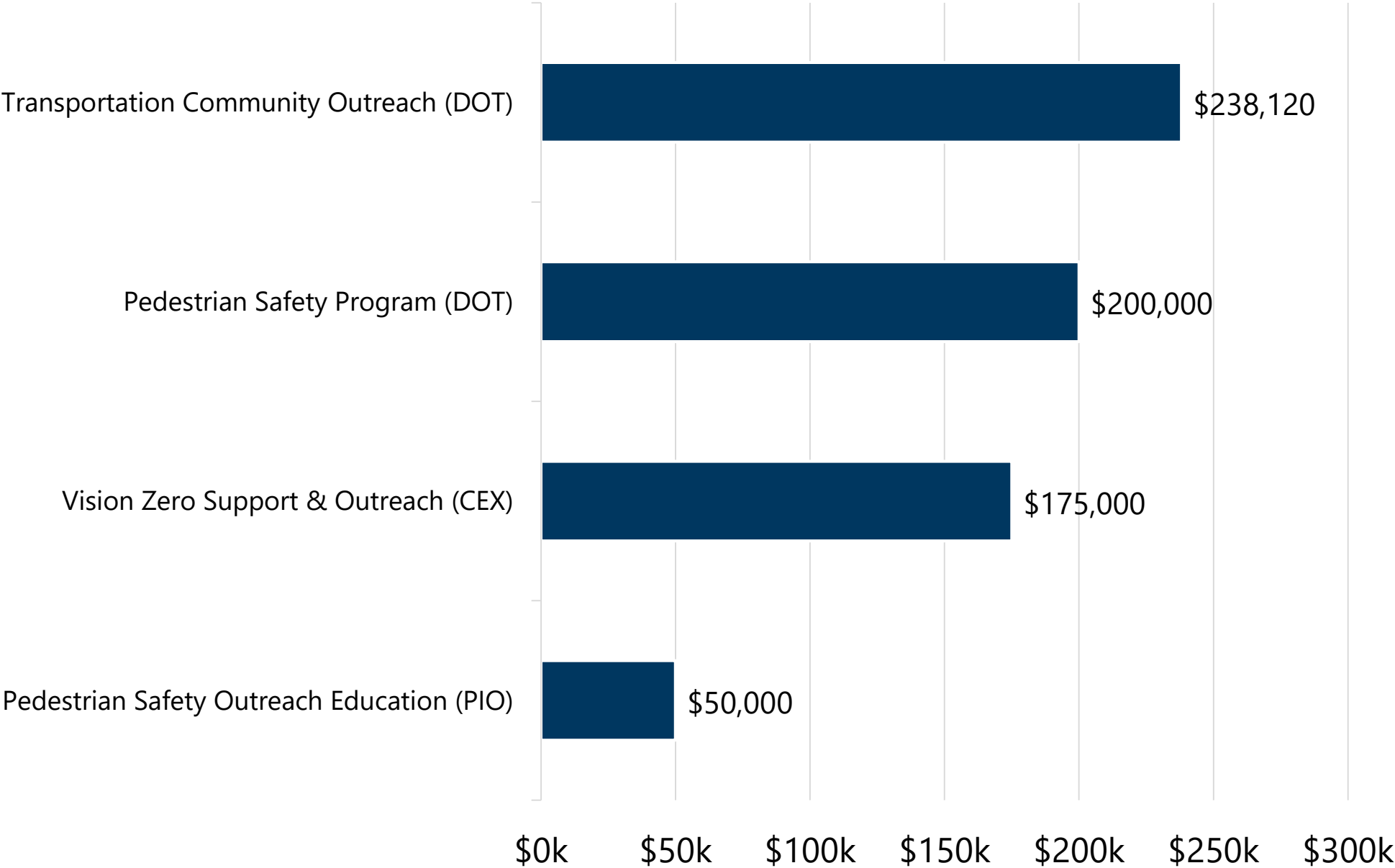
FY19 VISION ZERO OPERATING AND CAPITAL BUDGET



\$117,707,223 is allocated for Vision Zero related work and projects across the capital and operating budgets for the current fiscal year (FY19).

1% of the Vision Zero budget supports County-funded education efforts. Street Smart is funded by the Maryland Highway Safety Office and Council of Governments.

FY19 VISION ZERO EDUCATION BUDGET






Of the \$663,120 in the FY19 budget for Education, 66% is in the Department of Transportation (DOT) to support pedestrian safety outreach and Safe Routes to School. The rest is in the County Executive’s Office for coordination and outreach and in Public Information for building campaign material.



BEHAVIOR BASED CAMPAIGNS



PRE-CRASH BEHAVIORS FOR AT-FAULT PARTY

		
1. Failed to give full time and attention (47%) 2. Failed to yield right of way (26%) 3. Too fast for conditions (11%) 4. Followed too closely (6%) 5. Failed to obey traffic signal (6%)	1. Illegally in roadway (53%) 2. Failed to give full time and attention (39%) 3. Unknown/ Other (26%) 4. Clothing not visible (16%) 5. Under influence of alcohol (11%)	1. Failed to yield right of way (50%) 2. Illegally in roadway (50%) 3. Failed to obey traffic signal (50%) 4. Bicycle violation (38%) 5. Failed to give full time and attention (25%)

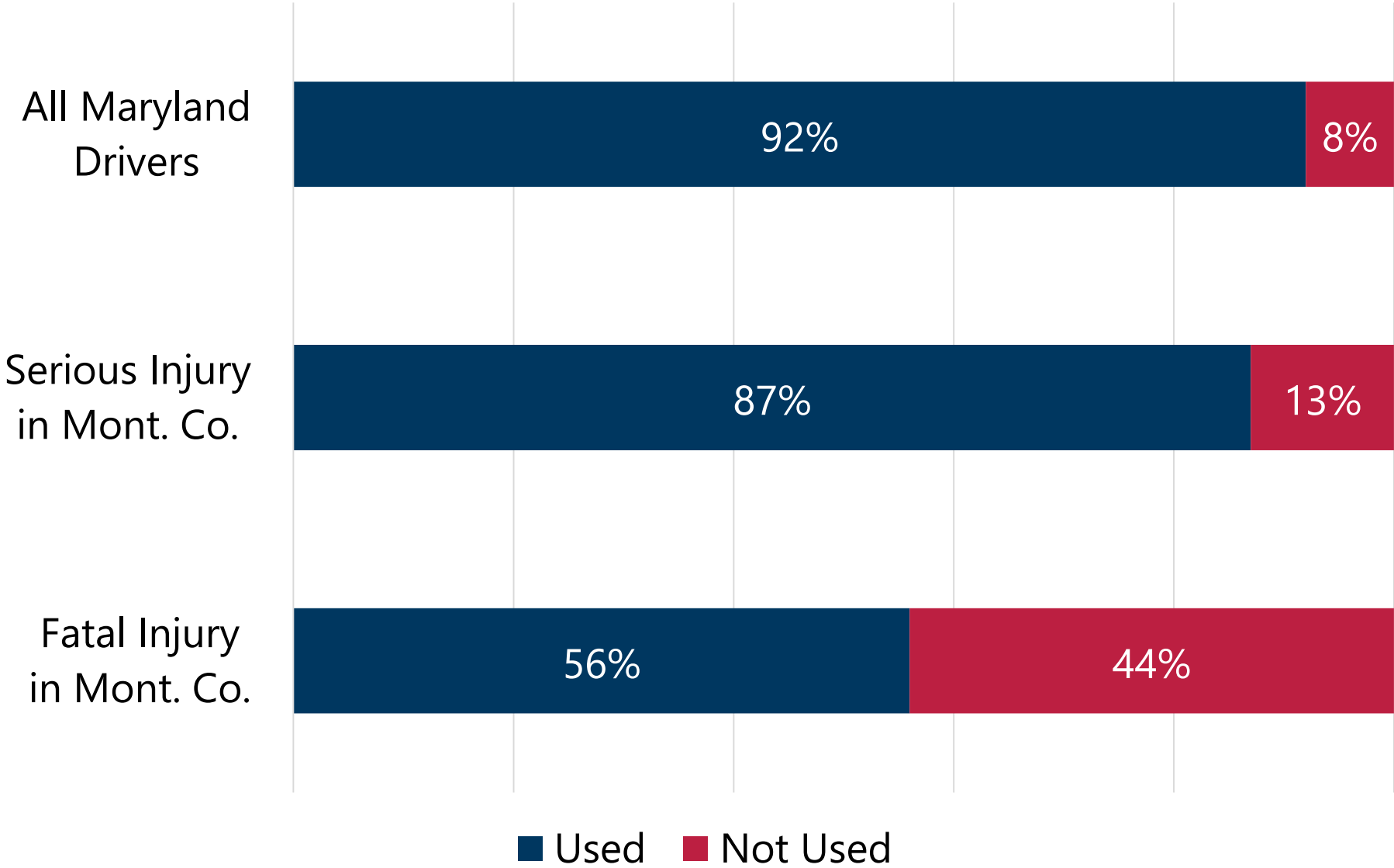
Behavioral factors at the time of the severe or fatal crash were related to being distracted, disobeying rules of the road, or impairment.

Education and enforcement campaigns are aimed at these risky behaviors.

Source: MCPD crash data for serious and fatal collisions from 2012 -2016.

See page 10 of the Vision Zero Two-Year Action Plan for additional details.

SEATBELT USE

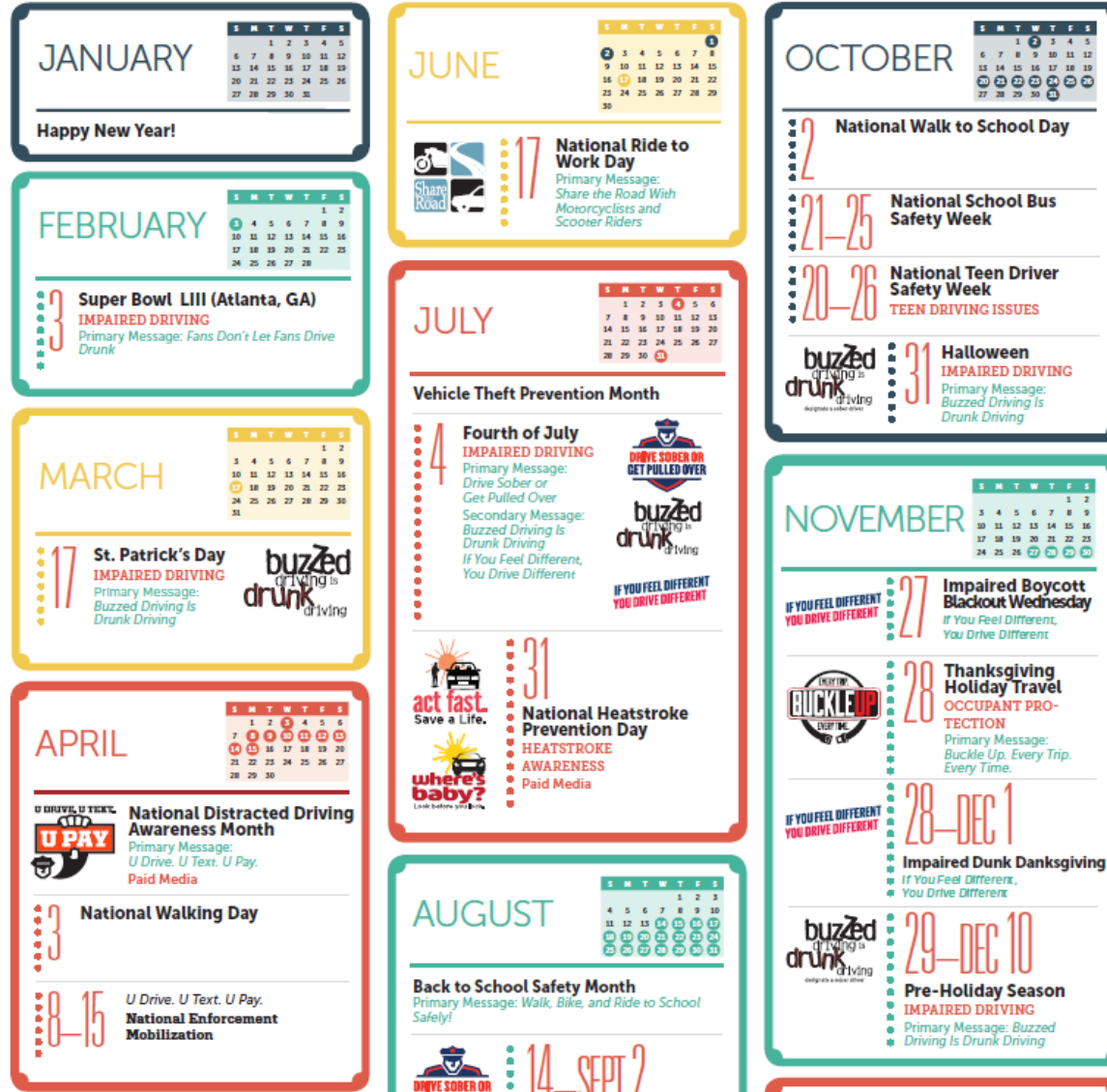


Marylanders are observed wearing their seatbelts 92% of the time, but in fatal crashes in Montgomery County 44% of those killed were unbelted. Both stats are near the national average. Observed seatbelt use nationwide is lower for males, black/African Americans, people ages 16-24, and when driving alone.

EDUCATION AND ENFORCEMENT CALENDAR

2019 NHTSA Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov



For Vision Zero, the County utilizes the National Highway Traffic Safety Administration's (NHTSA's) annual communications calendar for issue specific timing. For example, each May is National Bicycle Safety Month, mid-September is Child Passenger Safety Week, and December is Impaired Driving deterrence. NHTSA and the Maryland Highway Safety Office (MHSO) provide marketing materials to anyone looking to spread the message.

Topics

Bicycle Safety	Child Safety	Distracted Driving	Drowsy Driving
Drug-Impaired Driving	Drunk Driving	First Responder Safety	Law Enforcement Appreciation
Motorcycle Safety	Older Drivers	Pedestrian Safety	Rail Grade Crossing
School Bus Safety	Seat Belts	Speed Prevention	Teen Safety
Vehicle Safety			

For Vision Zero, the County utilizes the National Highway Traffic Safety Administration's (NHTSA's) annual communications calendar for issue specific timing. For example, each May is National Bicycle Safety Month, mid-September is Child Passenger Safety Week, and December is Impaired Driving deterrence. NHTSA and the Maryland Highway Safety Office (MHSO) provide marketing materials to anyone looking to spread the message.

EDUCATION AND ENFORCEMENT CALENDAR



[Home](#) [About Us](#) [Programs](#) [News & Media](#) [Resources](#)

Distracted Driving



Cell phone use has become a leading cause of distraction. More than 28,000 people in Maryland sustain injuries each year from distracted driving-related crashes. Park the phone before you go.

DISTRACTED DRIVING

Impaired Driving



Crashes involving impaired drivers claimed the lives of 856 people over the last five years. That's 34% of all fatalities in Maryland during that time. All of these deaths were preventable.

IMPAIRED DRIVING

Aggressive Driving



One of the most dangerous problems on our roads today is aggressive driving. Speeding and other such behaviors contribute to one-third of all crashes, injuries, and fatalities in Maryland. ADAPT. Slow down and save a life.

AGGRESSIVE DRIVING

Seat Belts and Car Seats



An average of 80 people are injured every week in crashes because they're not wearing seat belts. Buckling up reduces the risk of death to front-seat occupants by 45% and the risk of moderate to critical injury by 50%.

SEAT BELTS AND CAR SEATS

Pedestrian Safety



More than 100 pedestrians are killed each year in Maryland. They're among the few road users whose deaths have not declined in recent years. Pedestrian safety initiatives for those on foot and behind the wheel have become more important than ever.

PEDESTRIAN SAFETY

Motorcycle Safety



On average, more than 60 motorcyclists die in traffic crashes on Maryland roads each year. Another 1,700 riders and passengers sustain injuries. We need safety initiatives beyond basic rider training to improve their overall safety.

MOTORCYCLE SAFETY

For Vision Zero, the County utilizes the National Highway Traffic Safety Administration's (NHTSA's) annual communications calendar for issue specific timing. For example, each May is National Bicycle Safety Month, mid-September is Child Passenger Safety Week, and December is Impaired Driving deterrence. NHTSA and the Maryland Highway Safety Office (MHSO) provide marketing materials to anyone looking to spread the message.

SOCIAL MEDIA CAMPAIGNS

Safe Routes 2 School @MOCOSRTS · Nov 30, 2018

When exiting the [#schoolbus](#) your [#safety](#) is top priority! Always be on the lookout for drivers violating safety laws. Cross in front of the bus when the stop arm is down & red lights are indicated, never behind. Look left/right for moving vehicles & proceed with caution [#ExitSafe](#)



2 1

Montgomery County Department of Police @mcpnews



Sobriety Checkpoint to be Conducted Tonight; Always Choose a...
The Montgomery County Department of Police is again reminding motorists to have a plan, drive responsibly, and [mymcpnews.com](#)


Mont Co Vision Zero @VisionZeroMC · Apr 22

Distracted driving enforcement is underway across Maryland! Avoid the fine and arrive alive. [#JustDrive](#) [#ParkthePhone](#)



MontgomeryCo(MD)Fire @mcfrs · 5h

Be a Pedwatcher! The unofficial kick-off for summer, Memorial Day weekend, is one of the heaviest for traffic. Be alert. Never pass a vehicle stopped for pedestrians.



For pedestrian safety, the County actively uses Facebook, Twitter, Instagram, and Snapchat.

The County places campaign and safety messages on its social media accounts and occasionally uses promoted messages.

Most content used by County accounts are from the Federal and State Governments, but MCDOT uses Zeal the Zebra, the County's safety mascot, in Safe Routes to Schools education.

Engagement is highest when posting with images, tying to an upcoming event or holiday, and mentioning penalties.

SOCIAL MEDIA CAMPAIGNS





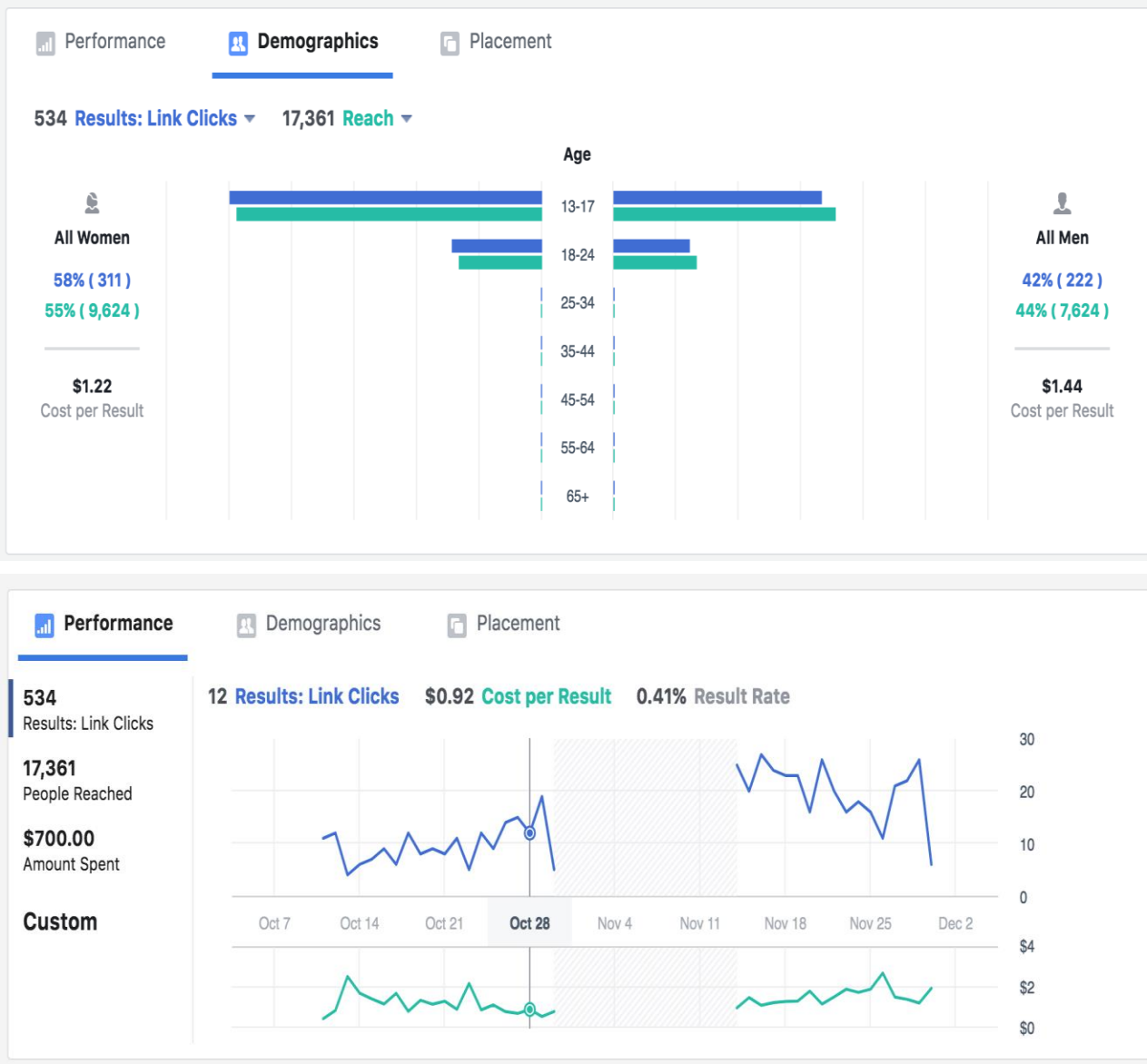
Montgomery County Safe Routes to ...
Sponsored



Apply now to become
Montgomery County's next Vision
Zero Youth Ambassador. Get SSL
hours and win fun prizes!



Learn More



Promoted messages allow for better targeted messaging and much more cost effective than a traditional marketing campaign. In this example, Safe Routes to School was targeting high-school aged Montgomery County residents to raise awareness of our Vision Zero Youth Ambassador Program on Snapchat.

LIVES SHATTER ON IMPACT.

Give 3 feet when passing bikes.



A program of Metro, the District of Columbia, Maryland and Virginia.
STREET SMART
BeStreetSmart.net

SPEEDING SHATTERS LIVES.

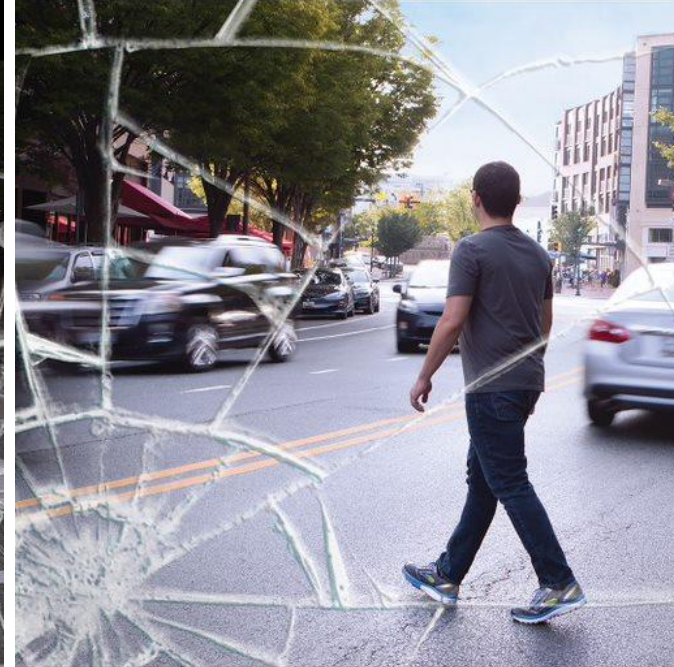
Stop for people crossing.



A program of Metro, the District of Columbia, Maryland and Virginia.
STREET SMART
BeStreetSmart.net

YOUR LIFE IS FRAGILE.

Use the crosswalk.



A program of Metro, the District of Columbia, Maryland and Virginia.
STREET SMART
BeStreetSmart.net

Street Smart is the region's pedestrian and bicycle safety initiative with safety messages placed on posters, buses, radio, and TV. The current campaign is called "Shattered Lives" and replaced the "Tired Faces" campaign. Street Smart campaigns are held in April and November, but the advertisements are used year round.

- **\$2.9 million** value from earned, paid, and donated media value on a \$775,000 budget
- **52%** of survey respondents recalled seeing the “Shattered Lives” campaign with the main source being TV news followed by bus ads
- **34%** were generally aware of the Street Smart program
 - Results were **lower** than at the end of the “Tired Faces” campaign, but similar to the beginning of the old campaign suggesting the need for a multi-year campaign.
- **10% increase** in drivers reporting increased knowledge of ped/bike safety laws

Media	Value
Earned Media Publicity Value	\$559,286
Paid Media Added Value	\$501,243
Donated Media Value	\$1,068,405
Campaign Value	\$2,903,934



COMMUNITY OUTREACH



STREET TEAMS



Above image courtesy of Idle Time Advertising



MCDOT staff along with contractors from Idle Time Advertising and Sharp & Co attend community events and do on-street engagement in pedestrian high incidence areas.

Event Info	GreenFest
Staff	Tarue Coleman, Claudia Siles
Attendance	1,200
Brochures/ Giveaways	250 Backpacks, 270 Coloring Books, 100 Bike Reflectors
Summary/ Observations	Constant traffic; canvassed park in addition to tabling; countless thank yous for adding bike lanes

VIRTUAL REALITY CONTEST



Beginning in fall 2018, MCDOT has used funds from the Maryland Highway Safety Office for a virtual reality contest where drivers identify pedestrians crossing in common crash scenarios. Street team members also discuss with participants the pedestrians they did not identify in the game.

Pictured to the left is an event held at Westfield Wheaton during the busy holiday shopping season.



SAFE ROUTES TO SCHOOL





YES! I want to get the
Safe Routes to
School newsletter!

Activities to organize at your child's school:

- Walking School Bus
- Walk to School Day
- Park and Walk
- Bike Rodeo
- Bike Train



SAFE ROUTES TO SCHOOL – WALK/BIKE TO SCHOOL



To promote walking and biking to school, MCDOT and MCPS sponsor annual walk and bike to school days in the fall and spring.

Around 50 schools participate in walk to school and 6-12 schools participate in bike to school day each year.

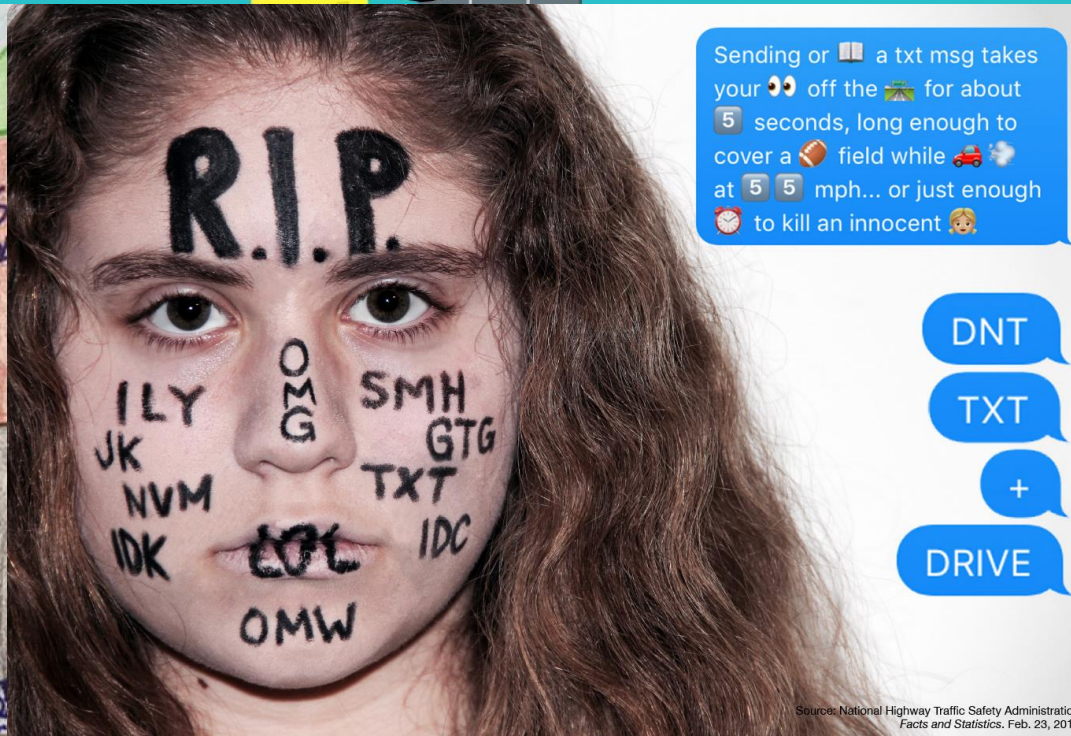


SAFE ROUTES TO SCHOOL – CONTESTS

Don't Be Distracted Creative Contest



that's a
wrap!



Sending or a txt msg takes your off the for about 5 seconds, long enough to cover a field while at 55 mph... or just enough to kill an innocent .

DNT

TXT

+

DRIVE

Source: National Highway Traffic Safety Administration. Facts and Statistics. Feb. 23, 2016.

To engage students, MCDOT's Safe Routes to School program sponsors a "Don't Be Distracted" contest for all grades with prizes for an overall winner and for elementary, middle, and high school. Students can submit videos or posters. See the most recent winners on the [SRTS website](#).

SAFE ROUTES TO SCHOOL – ON BIKE EDUCATION



MC Rec Dept, MCDOT, MCFRS, and MCPS partnered with WABA on the Excel Beyond the Bell Pilot afterschool bike safety course held at Oak View ES. The nearly two month course taught 40 third graders the basics of riding a bike and riding safely. The culmination was a 2 mile bike ride!

MCDOT partners with many schools on Bike Rodeos that teach basic bike safety to students throughout the County.



EDUCATION FOR NEW INFRASTRUCTURE



POSTCARDS TO NEARBY RESIDENTS FOR RRFBs

Welcome to the Neighborhood!

Our **Rectangular Rapid Flash Beacons (RRFBs)** have arrived to make it safer and easier for pedestrians to cross the street. **Here's how it works.**



As part of the pedestrian road safety audit on Bel Pre Rd, MCDOT installed rectangular rapid flash beacons (RRFBs). To educate the neighborhood about these new beacons, the County sent out postcards to the surrounding neighborhood and handed out flyers.

POSTERS FOR HAWK SIGNALS















What is a HAWK Signal?

A HAWK (High-Intensity Activated Crosswalk) signal is a signal-beacon designed to help pedestrians safely cross busy streets.

While different in appearance for motorists, for the pedestrian this signal works like other push-button activated traffic signals in the County by stopping traffic with a red signal, allowing pedestrians to cross with a WALK signal.



PEDESTRIANS		MOTORISTS	
Will see this...	Will do this...	Will see this...	Will do this...
	Push button to call for the WALK signal		Proceed
	Wait (It may take up to 30 seconds for the signal to change)		Proceed with Caution (signal has been activated)
	Wait		Slow down and prepare to STOP
	Start crossing after you see the WALK signal (Be sure traffic has stopped)		STOP!
	Continue Crossing (countdown signal)		STOP!
	Upon completion of the cycle the pedestrian signal will return to the Do Not Cross hand symbol		Proceed if clear

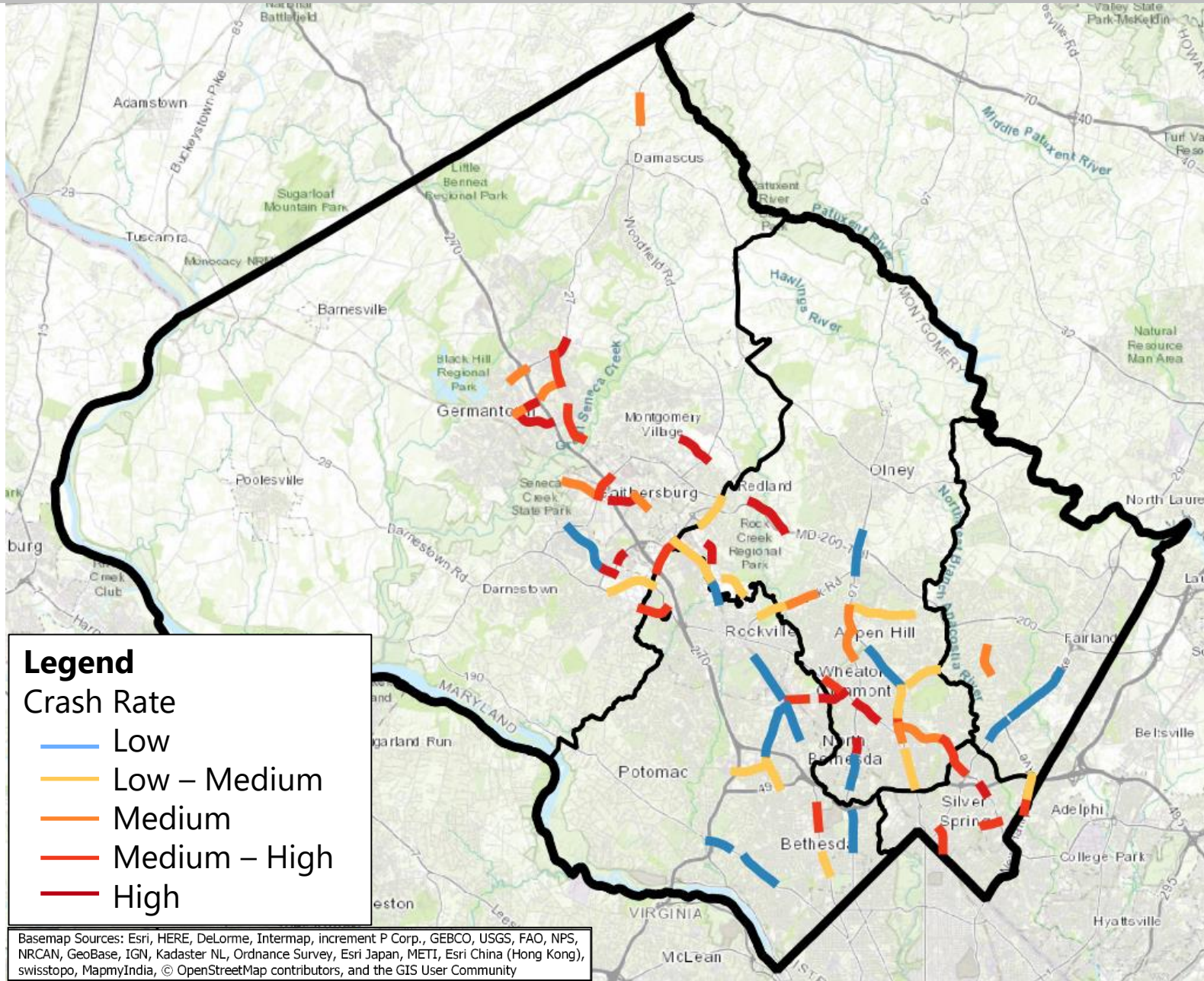
MCDOT and SHA are installing high-intensity activated crosswalk signals (HAWK signals) across the county. To educate neighbors about the new beacons before they are activated, the County sent out postcards to the surrounding neighborhood, handed out flyers, and placed door hangers.



RECAP OF DATA PRESENTATION

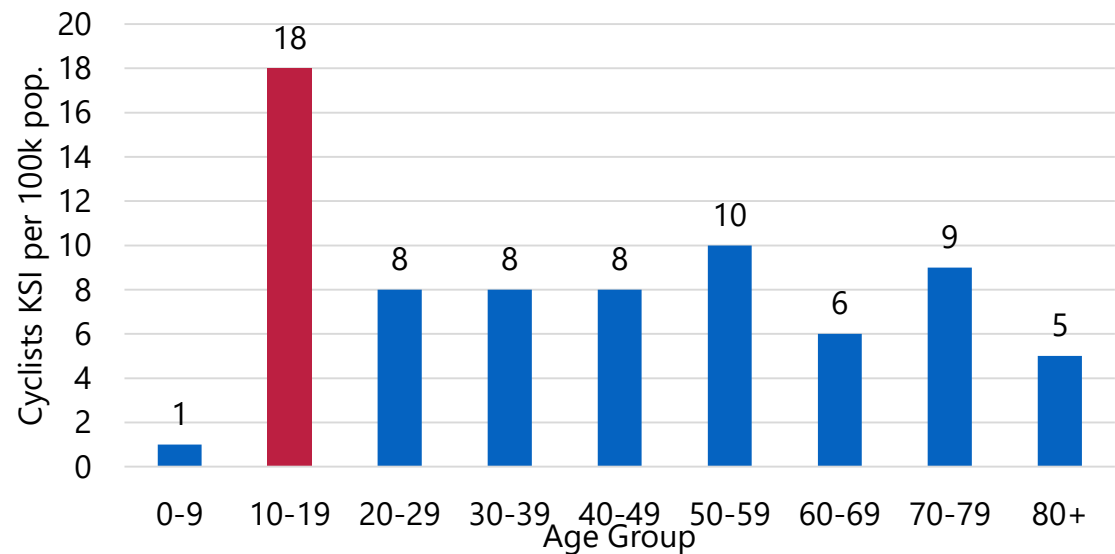
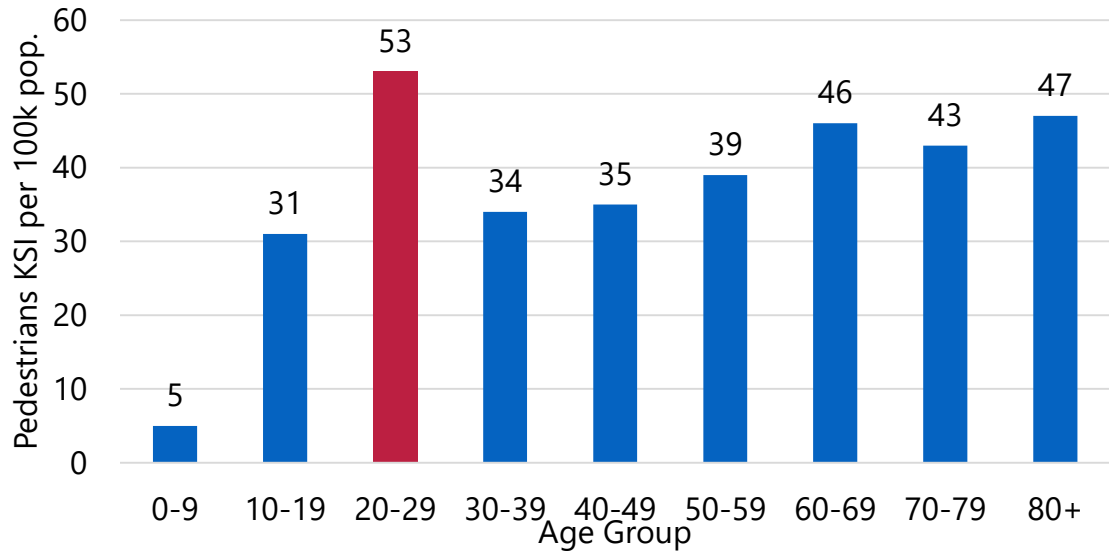
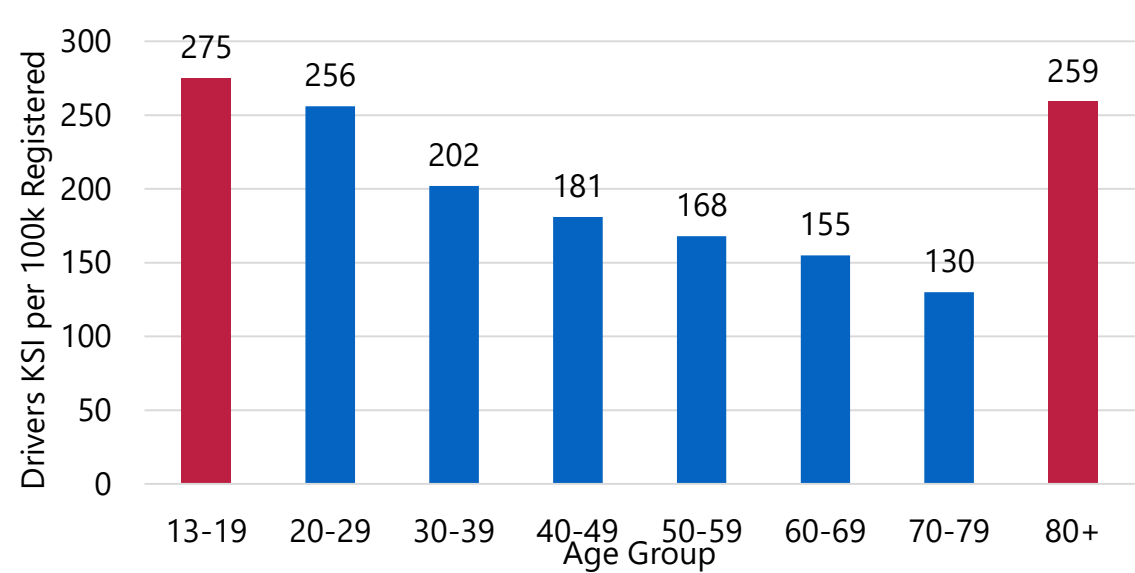


HIGH INJURY NETWORK

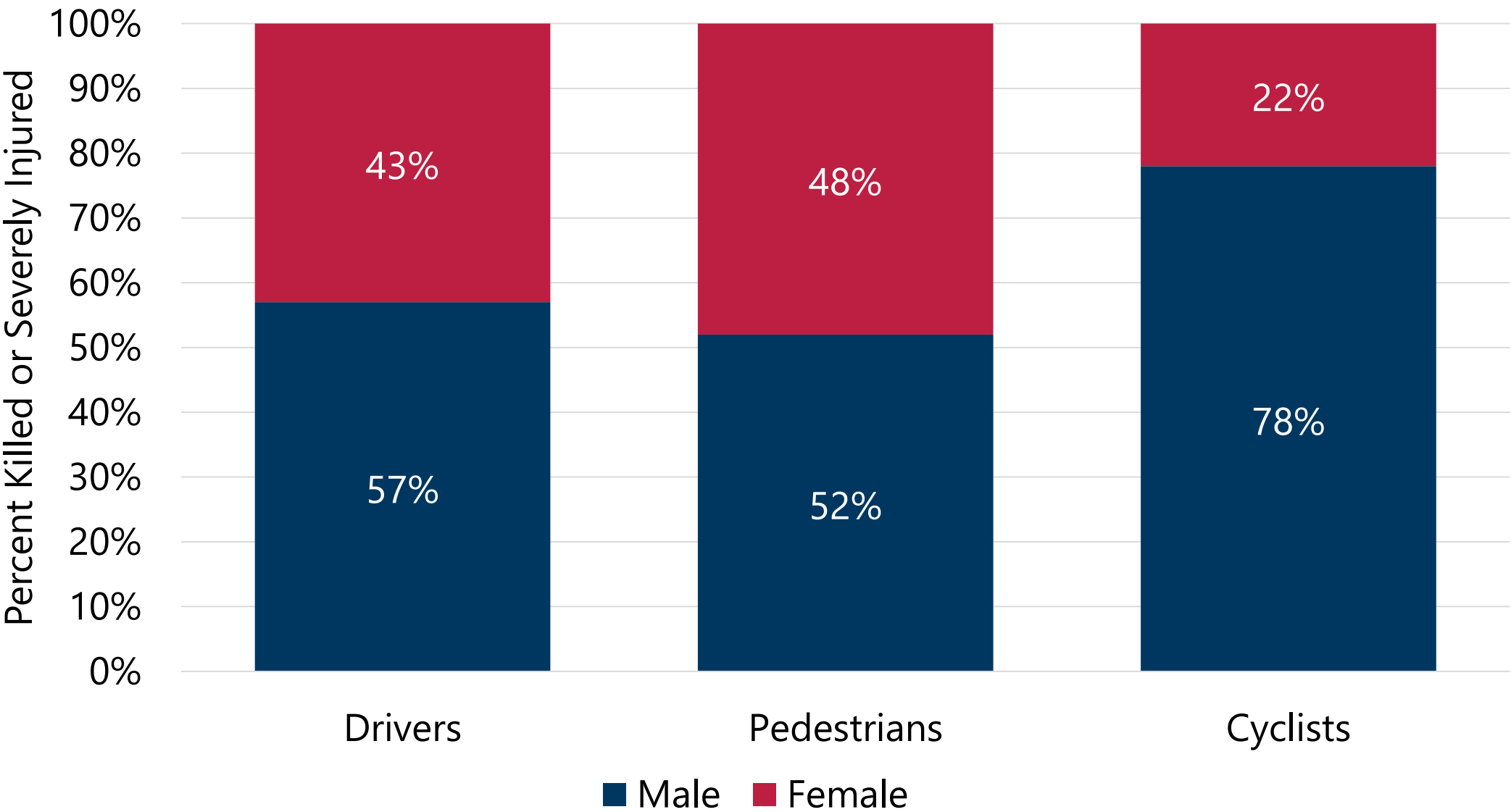


The High Injury Network (HIN) identifies roadway segments that have a higher amount of crashes (at least one crash per mile per year) relative to the amount of traffic on that road. MCDOT uses this initial list to identify roadways for engineering improvements.

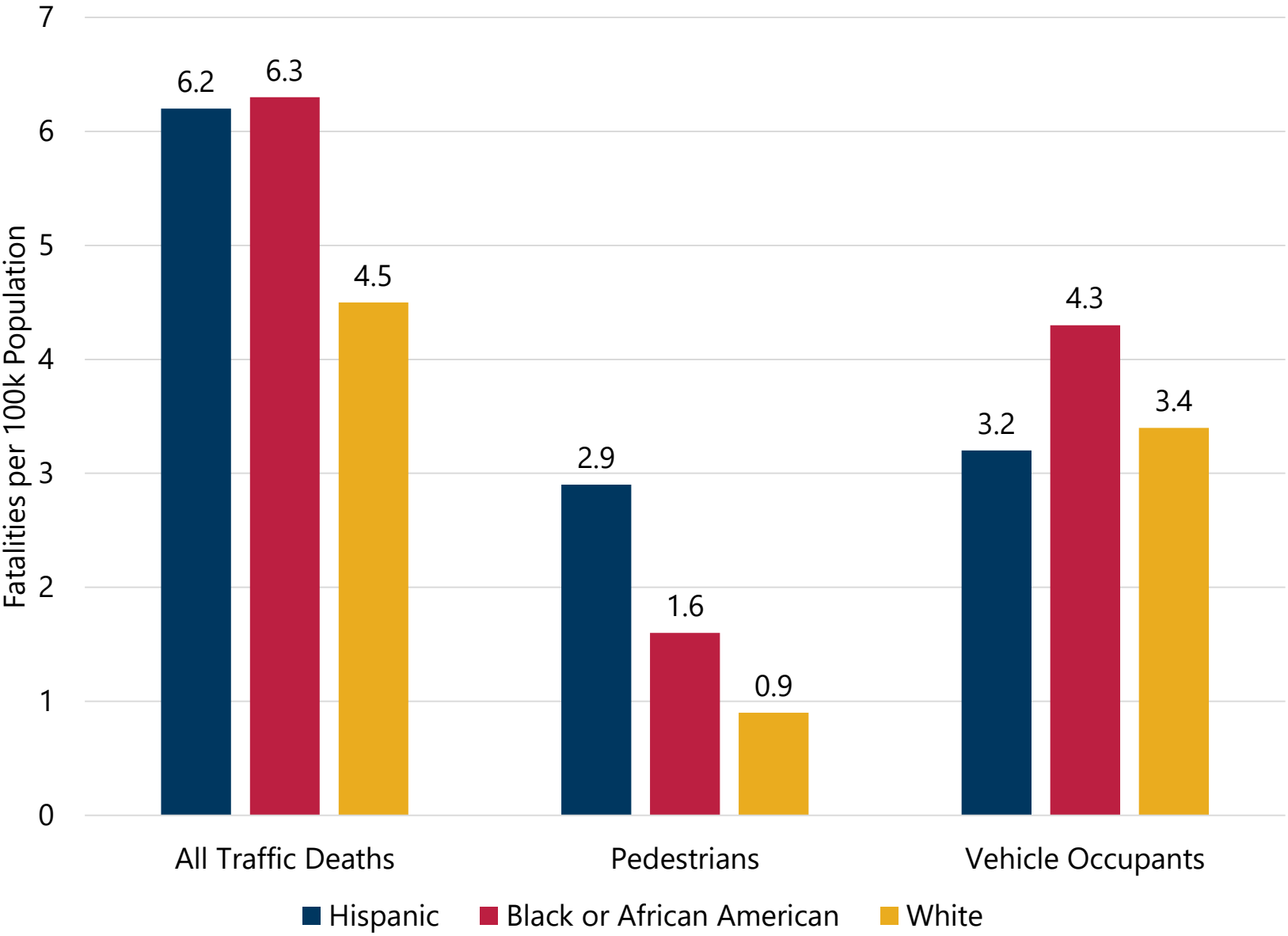
AGE OF PERSON KILLED OR SEVERELY INJURED



SEX OF PERSON KILLED OR SEVERELY INJURED



TRAFFIC FATALITY RATE BY ETHNICITY AND RACE



Black or African Americans have the highest traffic fatality rate in Montgomery County and Hispanic residents are nearly tied.

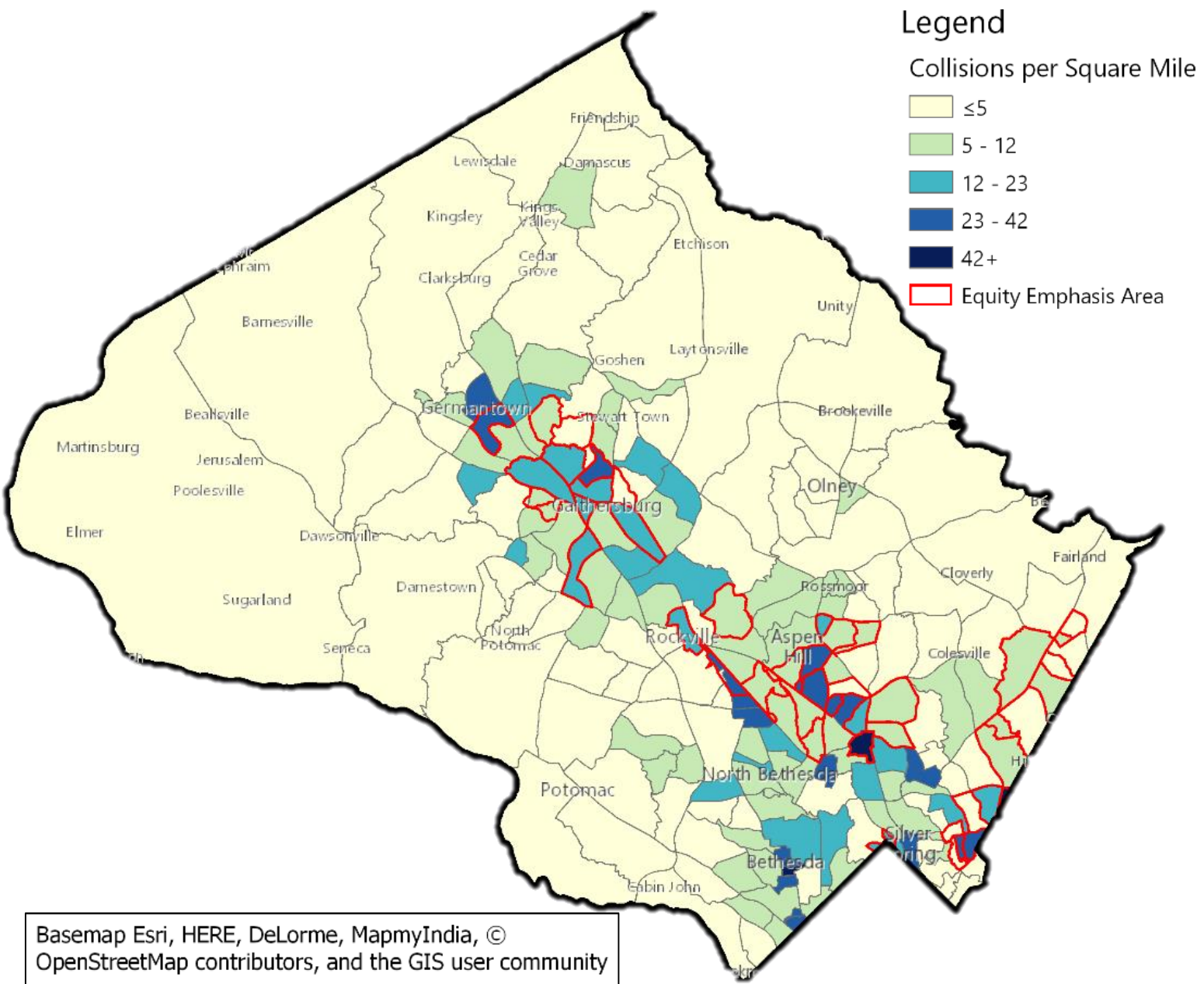
Hispanic pedestrians are killed at a rate that is **3x higher** than Non-Hispanic White residents.

Source / notes

- CDC Mortality Data 2011-22015 via WONDER database
- Ethnicity/race not currently captured in crash database

35

SEVERE AND FATAL COLLISIONS BY CENSUS TRACT

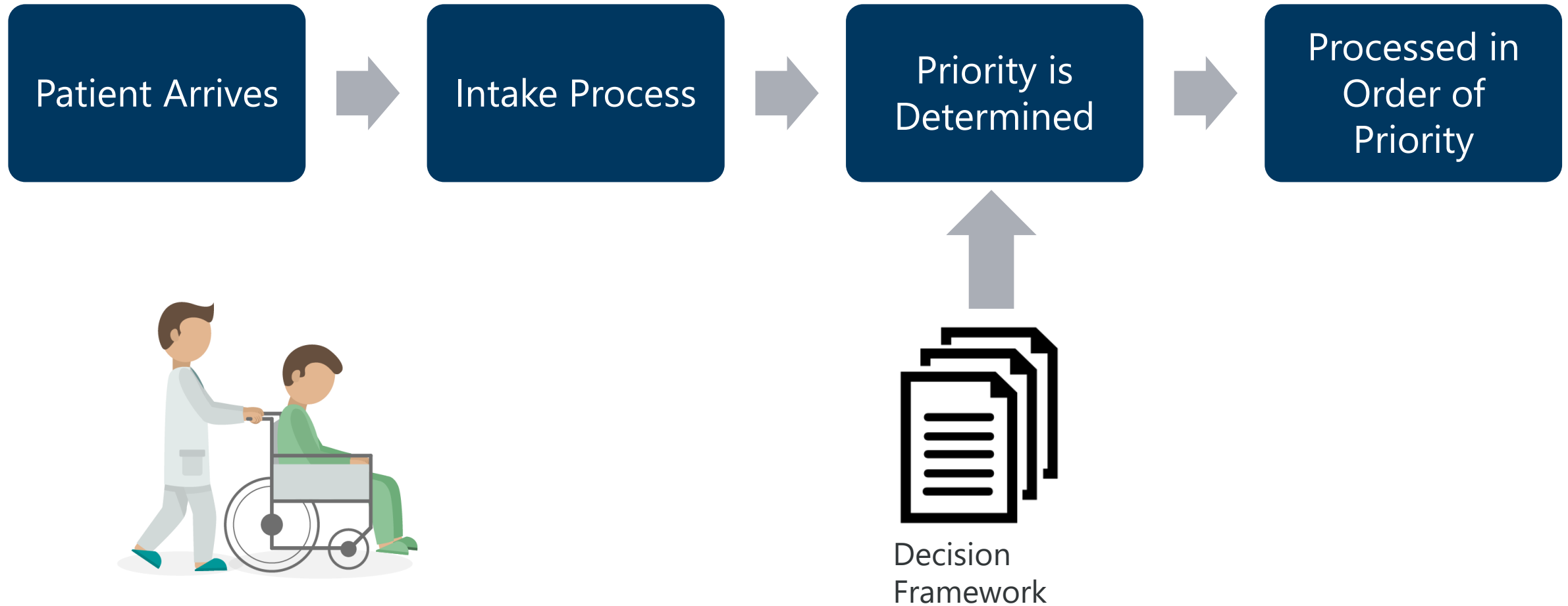


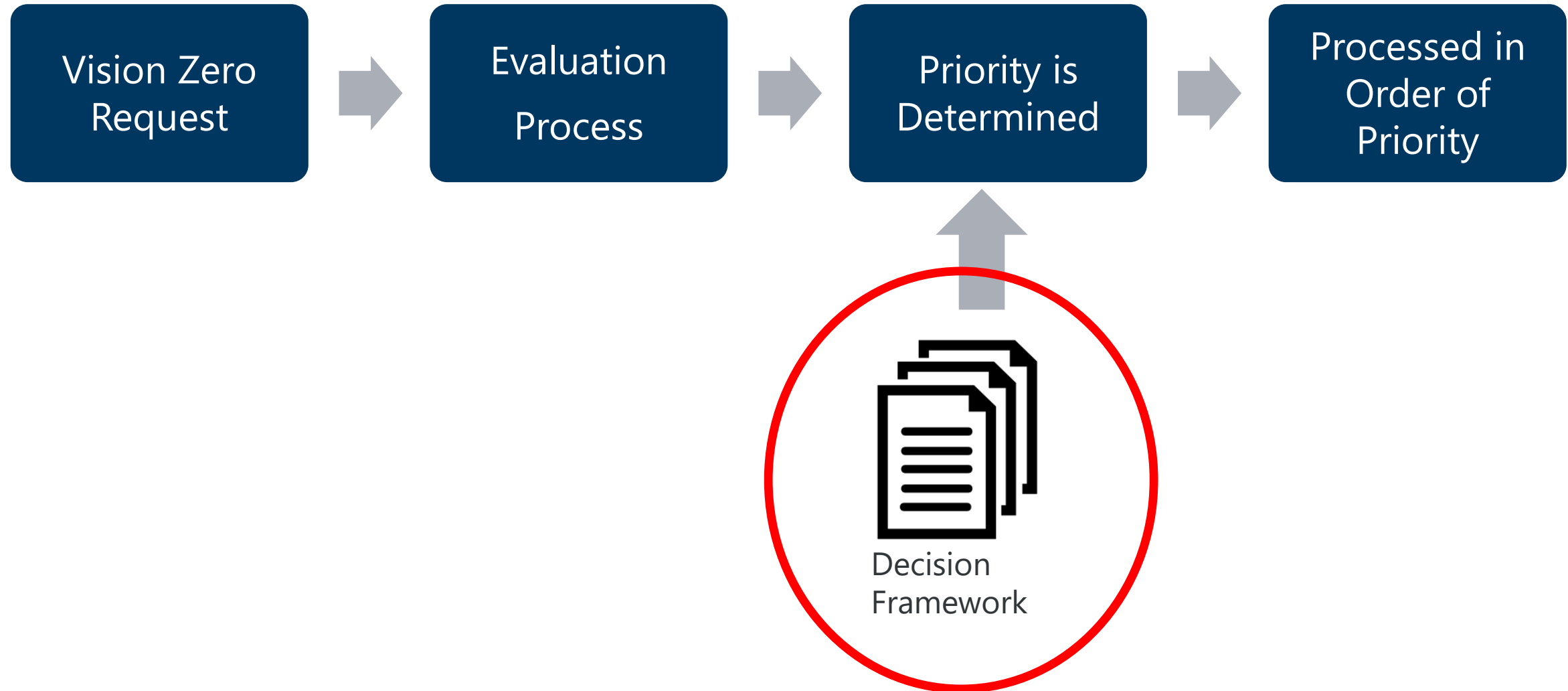
Crash Density was <u>higher</u> in neighborhoods with...	
Higher ↑	Percentage of households that speak English less than "very well"
Higher ↑	Percentage of population that is Hispanic or Latino
Higher ↑	Percentage of households below the poverty level
Lower ↓	Median age



DRAFTING EQUITY VALUE STATEMENT







Recap of Meeting 1 – Equity Statement



MONTGOMERY COUNTY VISION ZERO EQUITY TASK FORCE

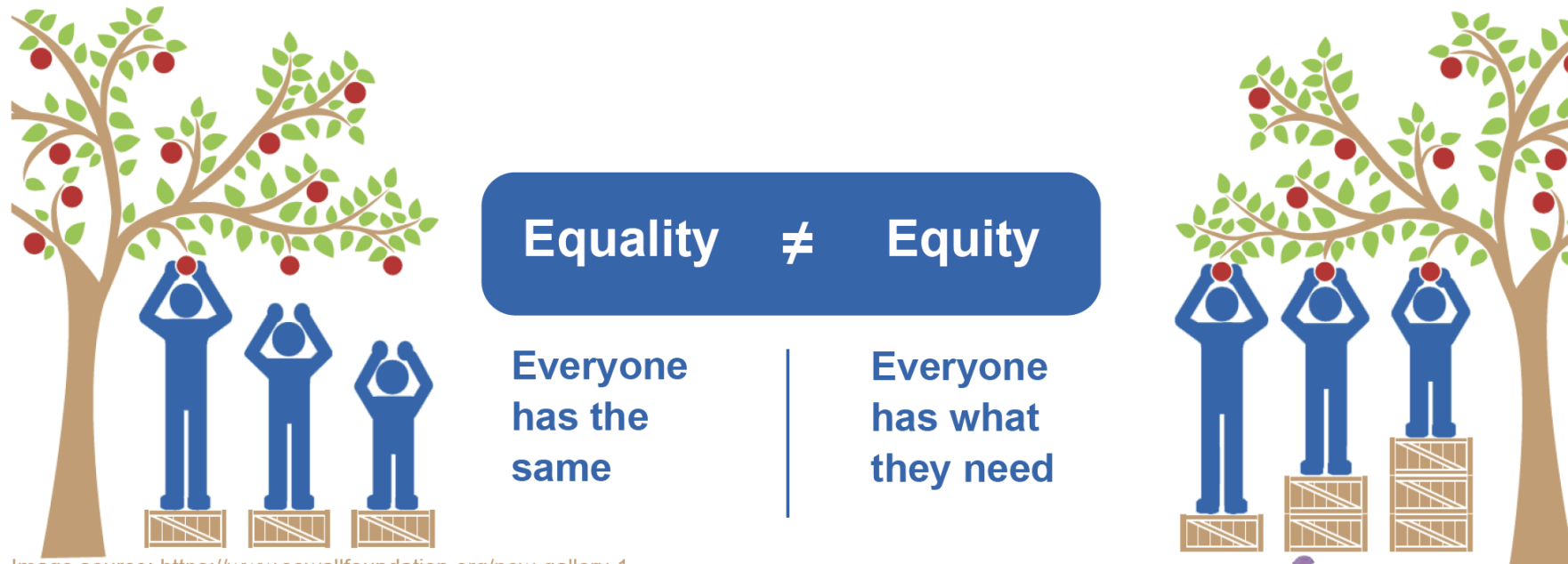


Image source: <https://www.sewallfoundation.org/new-gallery-1>

EXAMPLES



Image source: <http://tequityworks.com/portfolio-items/equity-vs-equality/>

1. Definition

2. Discussion Questions

How do you define equity of Montgomery County's Vision Zero Program?

What does Equity look like if we are able to achieve it?

DRAFT VALUE STATEMENTS

1. Montgomery County will eliminate traffic related deaths and serious injuries by prioritizing funding and resources to communities in the high injury network, which addresses disproportionate burden on low-income households, non-white people, youth, seniors, and persons with disabilities.
2. Montgomery County will eliminate traffic related deaths and serious injuries by prioritizing funding and resources for safe, equitable, active transportation options resulting in households being able to be zero or no car households.
3. Montgomery County will eliminate traffic related deaths and serious injuries by prioritizing funding and resources to high population density areas where there are more people walking and biking.
4. Montgomery County will eliminate traffic related deaths and serious injuries by prioritizing funding and resources to areas around pedestrian destinations such as schools, recreation centers, and senior centers that have historically been underserved by transportation projects and funding.

TASK:

- Review the draft statements built from the prior meeting notes
- Add, delete, and mix the statements to develop our vision zero equity value statement
- Think about how the value statement can be used to develop the rest of our equity framework and scorecard