

PEDESTRIAN SAFETY OUTREACH



Over
75,000
residents
engaged




248
total events

143
of those events were
located in an
Equity Emphasis Area.

In 2022-2023 **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

13 Bike Rodeos
reaching **500** kids!



PEDESTRIAN SAFETY 3RD ANNUAL ART CONTEST

Received nearly **400** contest entries
Distributed **25,000** flyers to elementary school



Artwork by Jingyi Ann 1st place (K-3)

WALKING WEDNESDAY



Kicked off Walk to School Day at Wheaton Woods Elementary reaching **500+** students

30 Walking Wednesday events at elementary and middle schools

Reached **20,000+** students



Vision Zero Youth Ambassadors

were tasked to complete group projects that encompass engineering, education or enforcement for traffic safety. Resources and project guidance were provided by MCDOT to execute projects that will ultimately improve the safety of County residents.

139 applications

40 Vision Zero Youth Ambassadors chosen to participate in the program

Ambassadors worked on group projects:

- Community Survey
- Safety Video
- Social Media Toolkit
- Art Contest for middle schoolers
- Community Event

21 Vision Zero Youth Ambassador Art and Writing Contest entries

Students planned and held **1** event with **25** partners to share information with the community

Students earned up to **40 SSL Hours** during this 5 month program



Artwork by Aditi T 1st place (Middle School)

HEAD'S UP PHONES DOWN VIDEO CONTEST

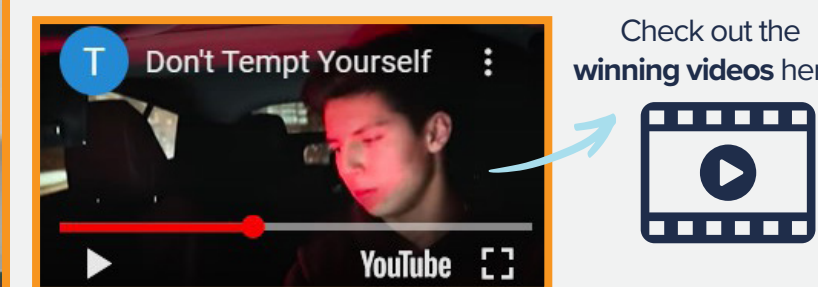
200 contest entries
...more than four times the number of past contests



"While making my video, I learned it's important not to tempt yourself with your phone especially while driving."

Thomas Phillips, Walter Johnson student and grand prize winner of the Heads Up Phones Down contest

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



Check out the winning videos here!

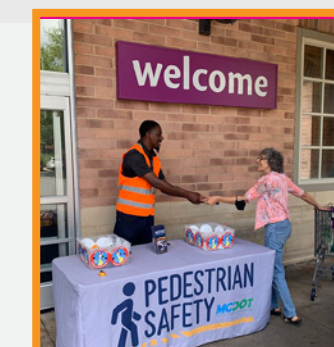
www.montgomerycountymd.gov/HUPD

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. New this year was targeted outreach to seniors and partnering with the Motor Vehicle Administration to educate drivers.

Partnership with Giant

37 events
engaging with shoppers



MVA Outreach

1,500 people reached through **6** events

Street Smart Testimonial Wall

Engaged with **2,400** shoppers (over 2 days)



Bike to Work Day

Nearly 100 registered to attend The Ped Safety pit stop

Senior Center Outreach

Reached **210** seniors through **7** events



Farmer's Markets

23 Events Silver Spring (Ellsworth & Fenton)
3 Events Takoma Park



DIGITAL TRENDS

The past five years have shown significant growth in pedestrian safety's online presence.

Virtual Experiences were created for many programs such as **Virtual Safety Week**, due to COVID

23% Mobile user increase from 2020 to 2021 and continues to grow

Most Popular Pages continue to be the home pages for both **SRTS** and **Pedestrian Safety**

New Content Pages Walking Wednesday
Bike Rodeo
Become a Safe Routes to School

Contest Pages draw the most users such as **Heads Up Phones Down video contest** and the **Pedestrian Safety Art contest**

Community Events

Residents were engaged throughout the year at 248 different events. A broad cross-section of Montgomery County's population had the opportunity to learn more, and ask questions about, pedestrian safety.



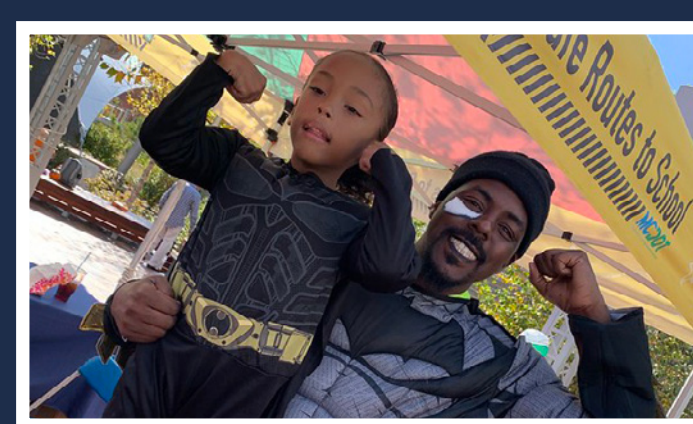
300+ at Greenfest



950 at Olney Days



23,000+ at the MC Agricultural Fair



800+ at HalloWheaton



200+ at Juneteenth

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

2018-2023

MCDOT programs and events get noticed by local media and consistently receive positive feedback from community partners.

MEDIA HIGHLIGHTS

The Pedestrian Safety events and programs garnered several local media stories for:



Walk to School Day



Heads Up Phones Down Contest



Vision Zero Youth Ambassadors

Outlets have covered these programs and provided additional visibility for them.



PARTNER FEEDBACK



“My family and I were delighted to see you and your team making pedestrian safety cool...we noticed the hats and t-shirts as we walked all over the fairgrounds.”

Shawn Brennan, Program Manager, Age-Friendly Montgomery

“I wanted to thank you tremendously for bringing Walking Wednesday to us. The kids were all wearing their flashing safety lights at dismissal time, and they were very excited to have met a celebrity, Zeal!”

Ms. Kristen M Reza, Acting Assistant Principal, JoAnn Leleck Elementary School

“I want to thank you for spreading the word and to help keep our students safe during Halloween. It was much appreciated, and you added to the enjoyment of our students and families.”

Larry Chop, Principal, Clopper Mill Elementary School

“With even more distracted driving on the road today, learning personal safety as a pedestrian must be part of every child’s growth into being a young adult. The team taught my students signs and symbols of the road, situational awareness and problem solving while in the community.”

Christine A. McArdle, Transition Training for Independence MC Takoma Park-Silver Spring Campus

“I am an Employment Specialist who was working with one of my clients as their Job Coach when I met Duwan. He was doing an excellent job and had an impact on the customers going into the store.”

Rochelle Margarsak, Senior Employment/Intake Specialist, Vocational Support Systems, Inc.

“The Pedestrian Safety team continues to provide creative Student Service Learning (SSL) opportunities for our students to engage in critical and important advocacy work to benefit their peers and the wider community!”

Donna Kleffman, SSL Coordinator, MCPS

“Our Night Out event was such a success. We received lots of pedestrian safety brochures in English and Spanish. Parents were happy to have the safety information to teach their kids how to ride bikes safely and be aware of their surroundings when walking in the neighborhood or to and from school.”

Solomon Levy, VP, Aspen Hill Civic Association

“The pedestrian Safety team has made a tremendous impact in the Silver Spring community. I appreciate your continuous efforts and urgency to save lives and eliminate deaths on our roadways.”

Claudia Tyson, 35 year resident of Silver Spring

