

Pedestrian Safety in Parking Lots – Heads Up Campaign

- Campaign to reduce pedestrian collisions in parking lots kicked off on November 21, 2013 to coincide with peak holiday shopping season.
- In 2012, nearly 1/3 of total County pedestrian collisions occurred in parking lots and garages.
- Nearly 20 percent of the lot/garage collisions in 2012 resulted in severe, debilitating injuries -- the same percentage as road collisions.
- With kick-off of campaign, also released addition to County Executive Leggett's Pedestrian Safety Initiative that addresses reducing parking lot and garage collisions.
- Campaign included:
 - Distribution by Fire and Rescue staff and Police officers of about 20,000 reusable shopping bags and palm cards to shoppers at retail centers
 - Ride On bus ads in English and Spanish
 - Bus shelter ads aimed at pedestrians and drivers
 - Posters in English and Spanish at public facilities and retailers
 - Safety tip cards in English and Spanish available at public facilities, such as libraries; recreation, community and regional services centers; stores; and distribution by urban districts staff
 - In the spring, County parking garages and lots and retailers will be provided with pavement decals at retail stores
 - Two public service announcements
 - A new website featuring education materials in English and Spanish that can be downloaded and distributed to community, civic, religious and school groups.
- Contact with property managers and owners representing about 50 retail locations to become partners in the education effort. Staff are asking partners install pavement decals and display palm cards and posters. The partners are featured on the County's website and include: Carl M. Freeman Companies; Dawson's Market; Edens, Germantown Commons; Federal Realty; Foulger-Pratt; the Green Turtle; H & R Retail Inc.; JBG Rosenfeld Retail; Kramer Enterprises; Lakeforest, Urban Retail Properties, LLC; Montgomery County Department of Transportation, Division of Parking Management; The Peterson Companies; Saul Centers; The Tower Companies; and WRIT, Washington Real Estate Investment Trust.
- The new Heads Up in Parking Lots campaign offers the following safety tips:
 - 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.
 - Slow down! Parking lots are not speedways.
 - 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.