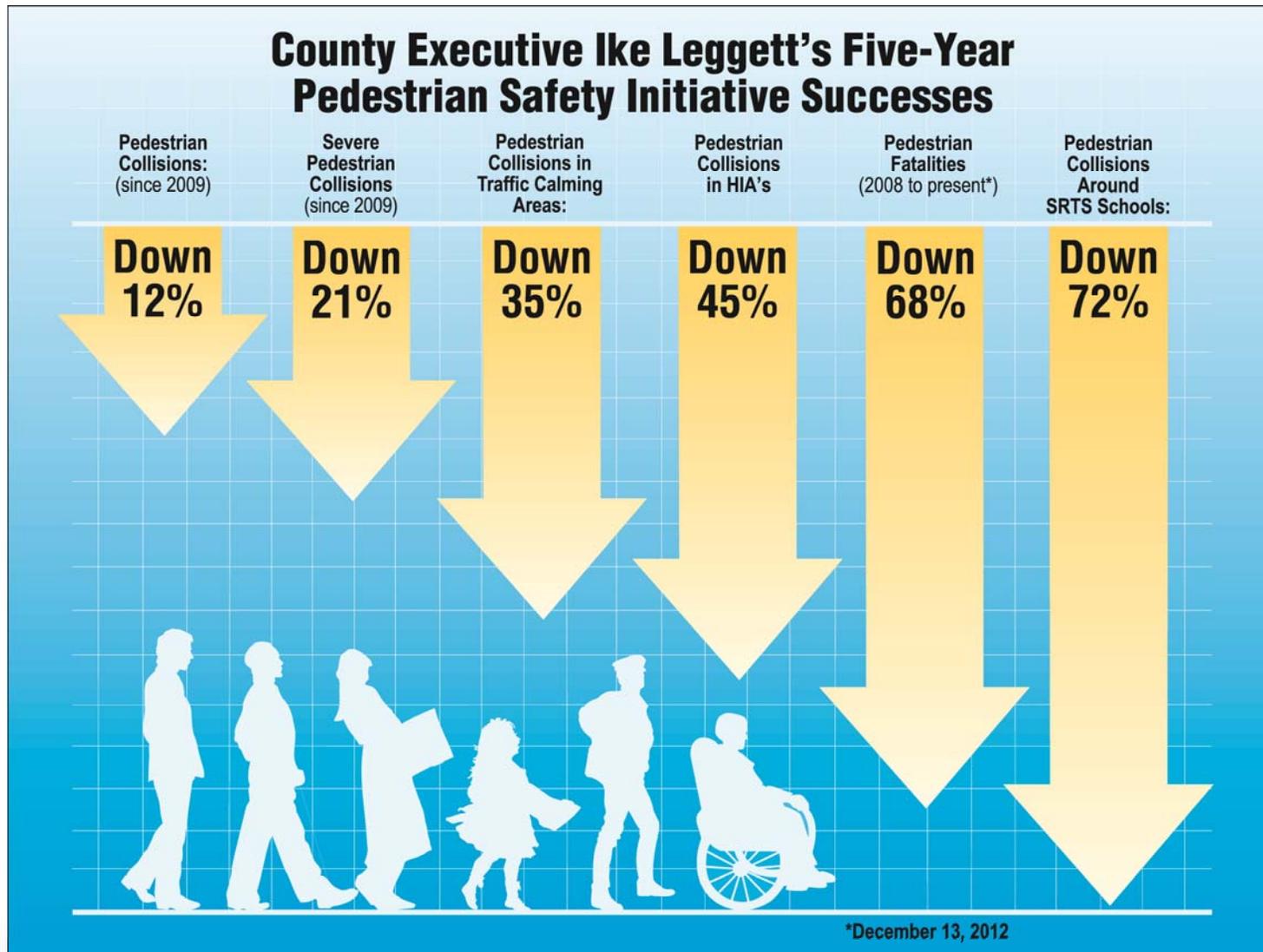


Prioritizing Pedestrian Safety Through Enhanced Enforcement

Ofc. Jeremy Smalley
Pedestrian Enforcement Coordinator
Montgomery County Police Department
August 29, 2013



Pedestrian Safety Initiative - Results



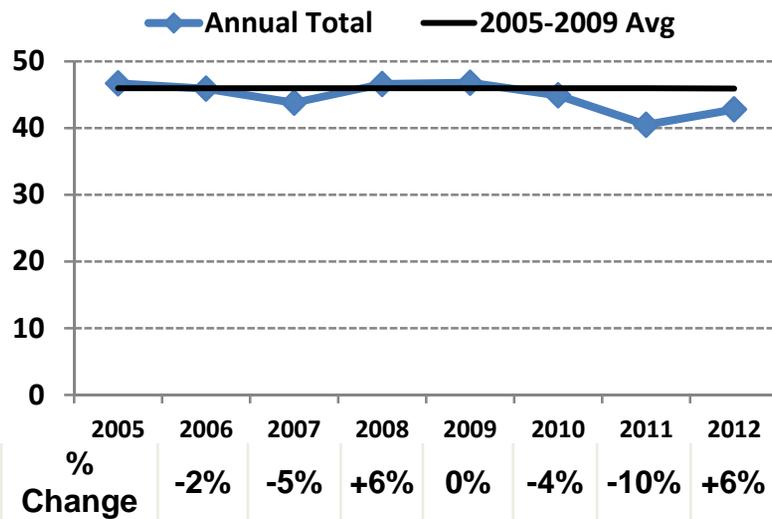
Montgomery County Pedestrian Collisions and Fatalities

	2005	2006	2007	2008	2009	2010	2011	2012	Pre-Initiative Average (2005-2009)	Post-Initiative Average (2010-2012)	Change
January	36	31	32	48	34	34	28	40	36	34	-6%
February	28	28	33	30	37	39	27	36	31	34	+10%
March	37	28	34	37	31	33	38	27	33	33	0%
April	26	25	35	34	28	33	36	27	30	32	+7%
May	27	36	34	47	46	33	28	36	38	32	-16%
June	41	33	29	24	41	33	17	35	34	28	-18%
July	24	29	20	37	36	33	24	23	29	27	-7%
August	28	37	26	36	32	26	33	31	32	30	-6%
September	39	39	38	35	30	41	32	35	36	36	0%
October	48	42	37	31	41	44	43	44	40	44	+10%
November	48	49	60	38	46	43	42	48	48	44	-8%
December	52	52	34	47	52	44	51	41	47	45	-4%
Total Collisions	434	429	412	444	454	436	399	423	435	419	-4%
Per 100,000	46.7	45.9	43.8	46.6	46.8	44.9	40.5	42.8	46	43	-7%
Level 4 & 5 Collisions (% of total)	130 (30%)	142 (33%)	119 (29%)	115 (26%)	132 (29%)	113 (26%)	104 (26%)	85 (20%)	128	101	-21%
Total Fatalities	10	18	17	19	14	13	11	6	16	10	-38%
Per 100,000	1.1	1.9	1.8	2	1.4	1.3	1.1	0.6	2	1	-50%

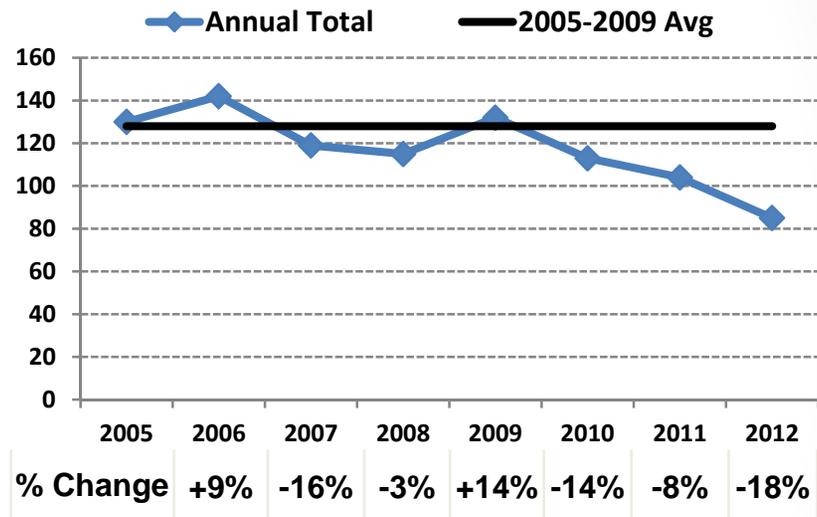


Pedestrian Collision Annual Trends

Total Collisions Per 100,000 Population



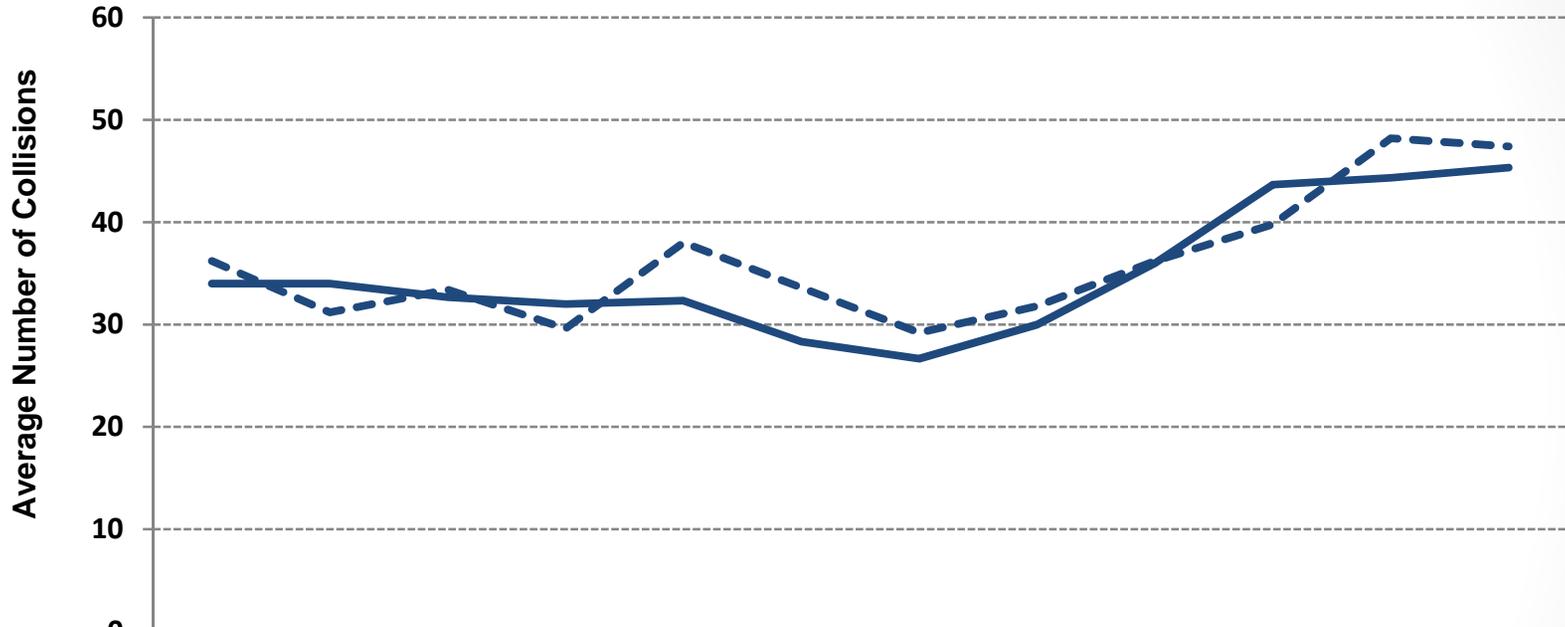
Total Level 4-5 Collisions



Total collisions per 100,000 population increased by 6% after a 10% drop in 2011. The total remains below the pre-initiative (prior to 2010) average.

Percent of level 4-5 collisions dropped by 18% from 2011 and by 35% from 2005-2009 (pre-initiative) average.

Pedestrian Collisions – Monthly Trend

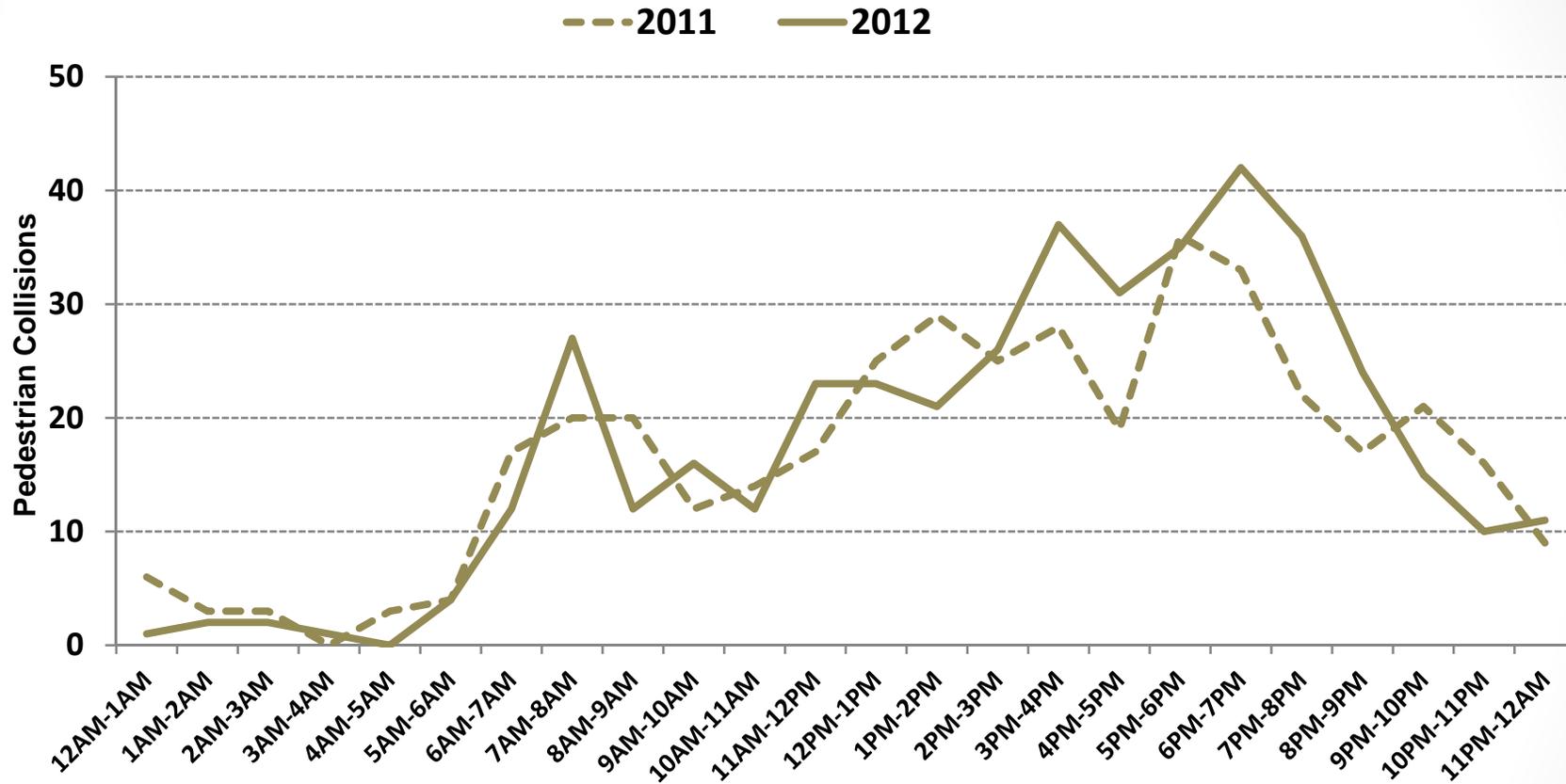


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2005-09 Avg	36	31	33	30	38	34	29	32	36	40	48	47
2010-12 Avg	34	34	33	32	32	28	27	30	36	44	44	45

There tends to be an increase in pedestrian collisions in Fall and Winter. The average number of collisions occurring in the spring and summer (May - August) and in the early winter (November - January) months has decreased since the pedestrian safety initiative was launched.



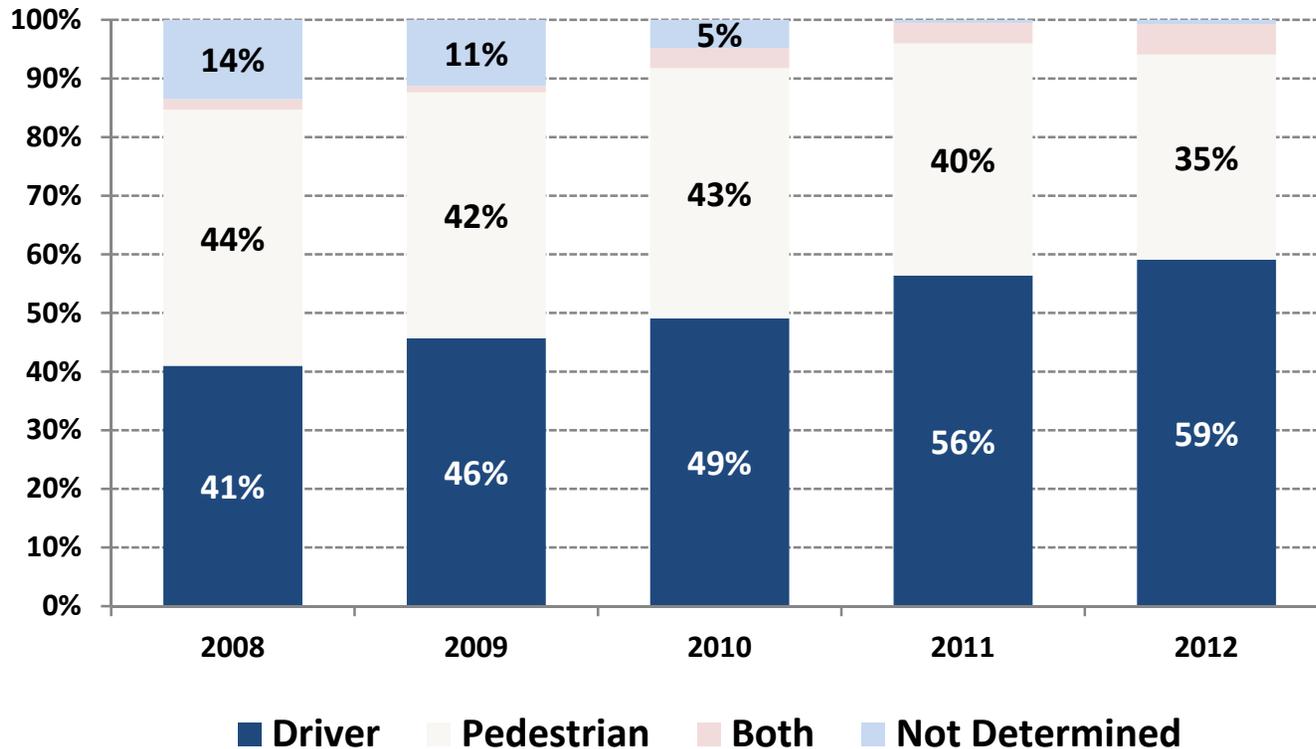
Pedestrian Collisions by Time of Day



There is an elevated number of pedestrian collisions during the morning and evening peak hours. A spike is also seen during the mid-day period (when schools get out).



Pedestrian Collisions by Fault

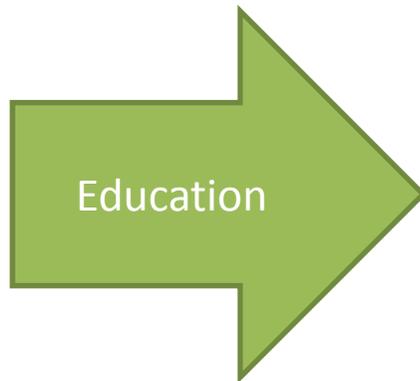
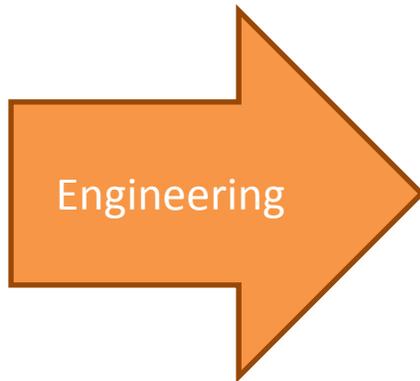


Since 2008 there has been an increase in the percentage of collisions in which the driver was determined to be at fault.



Engineering, Education, and Enforcement in High Incidence Areas (HIAs)

Close Coordination of Engineering, Education, and Enforcement



High Incidence Areas Strategy Overview

- Targets funding for engineering, education, and enforcement (the 3 Es) where it can have the greatest effect on reducing pedestrian collisions
- The highest rate of pedestrian collisions has been along State roads, so this strategy engages the State in targeting pedestrian safety activities within the County where the rate of collisions and severity are highest
- Creates opportunities to leverage multiple projects in target areas with cost-sharing between multiple agencies

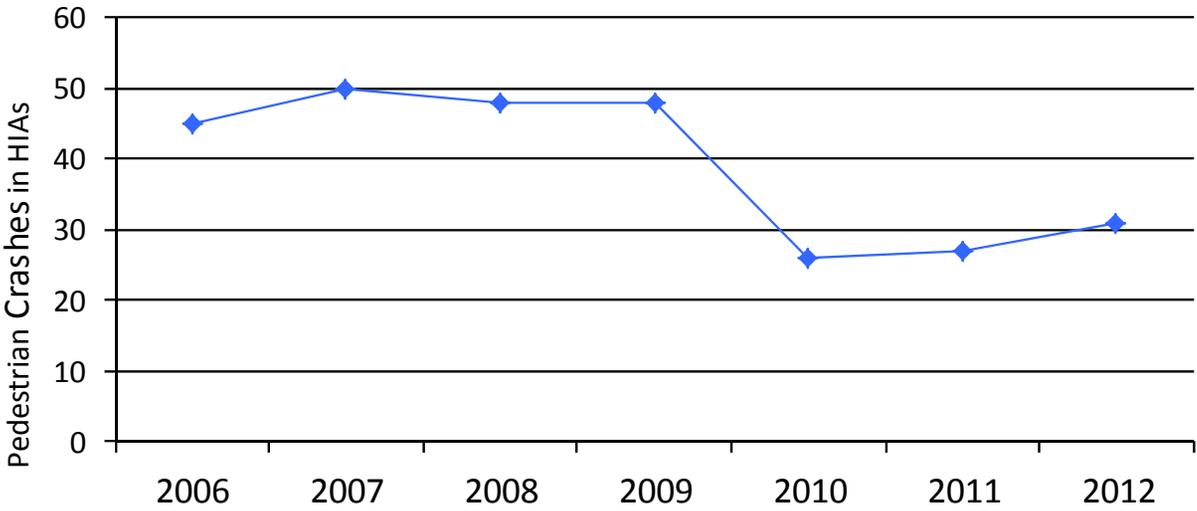


- | | |
|--------------------------------|----------------------------|
| 1. Piney Branch Rd | 7. Randolph Rd |
| 2. Wisconsin Ave | 8. Connecticut Ave |
| 3. Georgia Ave (Silver Spring) | 9. Colesville Rd |
| 4. Rockville Pike | 10. Old Georgetown Rd |
| 5. Four Corners | 11. Georgia Ave (Wheaton)* |
| 6. Reedie Dr | 12. Randolph Rd (Wheaton)* |

* MD 97 & Randolph Road Interchange Project RSA



Collisions in High Incidence Areas: Annual Trend



	2006	2007	2008	2009	2010	2011	2012
HIA	45	50	48	48	26	27	30
Countywide	429	412	444	454	436	399	423
HIA as % of Total	10%	12%	11%	11%	6%	7%	7%

From 2010 through 2012, HIA collisions as a percentage of total pedestrian collisions has seen a notable decrease. In earlier years, the HIA's accounted for roughly 11% of all pedestrian crashes, despite only consisting of approximately 1% of roadways County-wide.



Pedestrian Safety Education in High Incidence Areas

Piney Branch, Randolph, Reedie, Connecticut

- Curb Markers
- Safety Promotion Teams
- Volunteers at festivals
- Outreach to local business
- Shopping center intercepts



Four Corners (Blair High School)

- “Best Eyes” Campaign
- SWAG bracelets
- Text message contest
- Train-the-Trainer
- Fall “See Them See You” Campaign



Curb Markers

- Concept developed by education team – designed to mimic police tape
- Approved by SHA as “Experimental Traffic Control Device”
- “Do Not Cross” and “No Cruce” installed every 20-30-feet
- “Cross Here” installed at crosswalks



Regional StreetSmart Campaign



High Incidence Area Enforcement Efforts

- Tickets for violations such as:
 - Midblock crossing
 - Crossing against pedestrian signal
 - Drivers not yielding to pedestrians
- HIA Efforts to Date
 - 732 warnings
 - 2,029 citations
- Citation details
 - 500 driver citations
 - 1,876 pedestrian citations
 - 60 undetermined (driver/ped)



MCPD conducted targeted enforcement of drivers and pedestrians at HIAs using a team approach at multiple locations

Crosswalk “Stings”

- What is a “Crosswalk Sting”?
 - Plain Clothes officer’s in visible clothing, legally cross at a crosswalk
 - Establish themselves into the Roadway
 - Drivers who do not stop for the pedestrian are ticketed
- 15-20 locations across the County, including crosswalks in:
 - Aspen Hill
 - Bethesda
 - Gaithersburg
 - Germantown
 - Rockville
 - Silver Spring
 - Wheaton
- 500 driver citations issued to date

Crosswalk “Stings”



Prioritizing Pedestrian Safety Through Enhanced Enforcement

(17)







Prioritizing Pedestrian Safety Through Enhanced Enforcement





Prioritizing Pedestrian Safety Through Enhanced Enforcement

(20)



Pedestrian Enforcement and the Courts

- Come prepared with pictures and stats
- Articulate how the pedestrian is established in the roadway for the sting
- Explain to the Court why this is being done

When this has been done in Montgomery County the District Court judges have been fully behind our enforcement efforts

Lessons Learned

- Close coordination of engineering, education, and enforcement
- Developing a tactical toolbox; Utilizing economies of scale
- Leveraging opportunities, partnerships, and media coverage
- Including affected groups in planning and implementation (i.e. students, residents)
- Citations more effective than warnings

High Incidence Areas: Enforcement Lessons Learned

- Judges supporting citations in court (citing education effort)
- Using data as a tool to direct enforcement actions
- Residents' participation in pre-enforcement education programs
- Involving media to increase awareness
- Citations more effective than warnings
- Crosswalk stings reinstated to address driver-related violations

Safe Routes to School Enforcement

- Conducted by Montgomery County Traffic Division officers and District motorcycle officers
- Enforcement during arrival and dismissal times
 - 839 citations given in the 2012-2013 school year
- Types of violations:
 - Speeding in school zones (#1 priority)
 - Reckless driving
 - Seatbelt compliance
 - Obeying posted school and parking signs
 - Crosswalk violations (by motorists)
- Work closely with schools to address specific concerns



“The most dangerous part of a student’s day is the trip to and from school. Officers are aware of the importance of making the roadways safe for school children.”

-Sgt. J. Whalen

Contact Information

More information on the program:

www.montgomerycountymd.gov/walk

Montgomery County Police Pedestrian Enforcement

Jeremy Smalley

240-773-6607

Jeremy.Smalley@montgomerycountymd.gov

Montgomery County Pedestrian Safety Program

Jeff Dunckel

240-777-7197

Jeff.Dunckel@montgomerycountymd.gov