

Fall 2012 Pedestrian Safety Education Campaign Update



November 1, 2012

“See Them See You” Campaign

- Focus on visibility – making sure drivers and pedestrians see each other
- Dovetails with StreetSmart Fall Campaign
- “Best Eyes” posters from Spring Blair High School campaign reformatted for Ride On buses
- Additions to original artwork include:
 - URL for pedestrian safety website (revamped)
 - County seal
 - Blair Walk Project logo



Hey you, I'm looking at you!



Establish eye contact with drivers whenever you cross a street.
BE SAFE. BE SEEN. BE STREET SMART. montgomerycountymd.gov/walk



40' 2008 Gillig - King Kong Template
Montgomery County, MD (Ride On) - 1/10th scale

Direct Media Inc.
transit advertising since 1992

Please design areas highlighted in blue.
Artwork at this scale should be created in a vector-based format,
or at a minimum of 512 dpi in order to ensure print quality.
Finished artwork should be uploaded or sent in layered file formats.



New Pedestrian Safety Website

montgomerycountymd.gov/walk

http://www.montgomerycountymd.gov/dot-pedsafety/index.html

Home Alert Translate RSS Blogs [A- | A | A+] Search

MONTGOMERY COUNTY Maryland

Residents Businesses Government Departments Online Services MC311

MCDOT Director's Office

MCDOT (+)

Ped Safety Home

Top News

Program Overview

Advisory Board(+)

Road Safety Audits (+)

Safe Routes to School (+)

Resources

Related Links

Sidewalks

Street Lighting

Traffic Cameras

PEDESTRIAN SAFETY

Related Sites

- CDC - Injury Prevention & Control
- FHWA - Bike/ped
- National Center for Bicycling & Walking
- NHTSA
- Walkinginfo.org
- Walkable Communities

SAFE SPEED
Don't be Fast!

MCPD Speed Cameras
Learn where they are!

STREET SMART
BeStreetSmart.net

THE BLAIR WALK PROJECT

Join our mailing list

Walk to School Day 2012

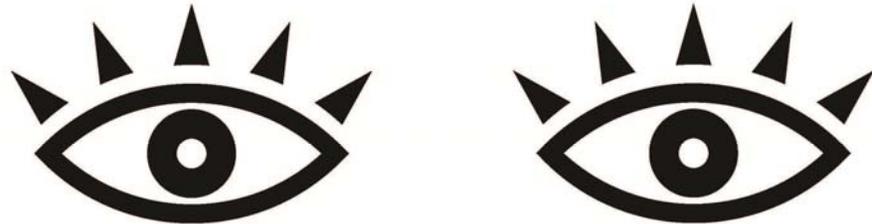
Montgomery County Councilmembers Valerie Ervin and Craig Rice, Department of Transportation Director Art Holmes, Fire Chief Richard Bowers, local officials and other dignitaries joined Dr. Charles Drew Elementary School students, staff and parents celebrating International Walk to School Day on Wednesday, October 3rd. Over 40 other schools across the county celebrated the day with various activities. More...

1 2 3 4 5 Stop

9:30 AM 10/29/2012

Shop with a Cop

- 20% of pedestrian collisions occur in parking lots
- Outreach effort led by MCPD focused on parking lot safety
- Police distribute bags and safety information in parking lots



**Can you
see me now?**

BE SAFE. BE SEEN. BE STREET SMART.

montgomerycountymd.gov/walk

HIA Grouping

- Education efforts focus on **groups** of HIAs
- Data-driven approach to grouping
 - Characteristics of crashes
 - Characteristics of the population (demographics) and land use

Group 1 (FY 2012-2013)

- Randolph Road
- Reddie Drive
- Connecticut Avenue
- Four Corners

Safety Promotion Teams

- Scheduled for Randolph Road High Incidence Area November 8-13
- Intercept pedestrians on the street
 - Discuss pedestrian safety tips
 - Distribute reflective materials



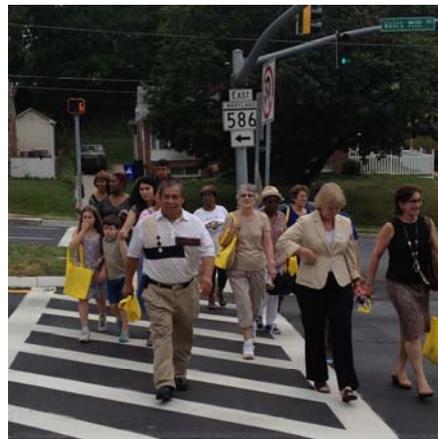
Community Volunteer Brigade

- Group of volunteers reaching out to their community about pedestrian safety
 - SWAG Team
 - Protectores del Camino
- Spring/Summer/early Fall events:
 - Taste of Wheaton
 - El Salvadoran Festival
 - Kensington Labor Day Parade
 - World of Montgomery Festival
 - Veirs Mill & Claridge Signal Activation



Community Volunteer Brigade – Upcoming Activities

- Training scheduled for November 8
- Potential Fall/early Winter events:
 - Pedestrian Safety “Rally”
 - On-street intercepts
 - Montgomery County Thanksgiving Parade
 - Outreach tables in shopping centers



Four Corners

- Back to School Night in early October
- Met with Blair Administration
- “See Them See You” posters to be hung
- “Train the Trainer” program
- Spring effort to include surrounding community



Targeted Enforcement Campaign

- MCPD to conduct targeted enforcement of drivers and pedestrians at HIAs
- Efforts started this week at Four Corners
- Tickets for violations such as:
 - Midblock crossing
 - Crossing against pedestrian signal
 - Drivers not yielding to pedestrians



Piney Branch Pedestrian Perception Survey

- Pre-education/enforcement survey conducted February 2009
- Post-education/enforcement survey conducted September 2012
- Surveys conducted in both English and Spanish
- Sample sizes:
 - Pre-campaign surveys: 588
 - Post-campaign surveys: 601



Maximizing Investment in HIA Education

- Developing a tactical toolbox
- Utilizing economies of scale/scope
- Leveraging:
 - Opportunities
 - Partnerships
 - Proven tactics from the toolbox
 - Media coverage