
Pedestrian Safety

MISSION STATEMENT

Montgomery County is committed to improving pedestrian safety and accessibility for everyone. The County's goals are to reduce collisions and make our community more walkable. The County Executive has created a comprehensive pedestrian safety strategic plan, the Pedestrian Safety Initiative, with specific performance measures, timelines, and budgets for achieving recommended actions. Ongoing evaluations will ensure the proposed engineering, enforcement, and education solutions are really working. Multiple agencies throughout the County work together to install infrastructure improvements, educate residents on safe driving and walking behavior, enforce traffic laws, encourage safety innovations, and evaluate results to guide future actions.

LINKAGE TO COUNTY RESULT AREAS

- ❖ **An Effective and Efficient Transportation Network**
- ❖ **Healthy and Sustainable Communities**
- ❖ **Safe Streets and Secure Neighborhoods**

PROGRAM CONTACTS

Contact Jeff Dunckel of the Department of Transportation at 240.777.7197 or Brady Goldsmith of the Office of Management and Budget at 240.777.2793 for more information regarding this initiative's operating budget.

PROGRAM DESCRIPTION

County Executive Leggett has pledged to make improving pedestrian safety and making our communities more walkable a priority of his administration. The Pedestrian Safety Initiative, established in December 2007, outlines a comprehensive approach to meet that commitment. This is a collaborative effort of the County Executive and the County Council, as well as the Maryland-National Capital Park and Planning Commission's (M-NCPPC) Planning Board and the Maryland State Highway Administration. This plan provides Montgomery County with a blueprint for pedestrian safety activities based on measureable strategies.

The strategic approaches to achieve the goals and objectives of this initiative are as follows:

- Strategy 1:** Target pedestrian safety improvements in High Incidence Areas;
- Strategy 2:** Assess and improve pedestrian network and connectivity needs;
- Strategy 3:** Increase emphasis on pedestrians and bicyclists in the planning process;
- Strategy 4:** Identify and implement corridor and intersection modifications and traffic calming treatments;
- Strategy 5:** Upgrade pedestrian signals;
- Strategy 6:** Assess and enhance street lighting; and
- Strategy 7:** Modify pedestrian and driver behavior through enhanced enforcement and educational efforts.

RESULTS

Since the start of this initiative, these strategies have seen several successes. Fifteen High Incidence Areas (HIA) have been identified and studied, with short-term improvements completed and many long-term improvements in progress. The Montgomery County Department of Transportation (MCDOT) has constructed 27 miles of new sidewalk segments, completed over 3,070 bus stop improvements, and undertaken 206 new Americans with Disabilities Act (ADA) projects. Areas with traffic calming improvements have seen pedestrian collisions decrease by 44 percent. Educational efforts have been conducted in HIAs as well as targeted to high risk groups, these efforts were conducted in coordination with enforcement efforts, and have been used to change unsafe pedestrian and driver behaviors. Following engineering improvements, education coupled with enforcement, have modified perceptions of risk and responsibility on the roads and sidewalks. Targeting these HIAs with these three "Es", has resulted in up to 50 percent reduction of pedestrian collisions in these locations. Since funding the Pedestrian Safety Initiative in FY10, there has been a 38% reduction in average yearly pedestrian fatalities, and a 28% reduction in severe collisions where pedestrians are killed or incapacitated by their injuries.

The County Executive recommends \$61.7 million in FY17 expenditures in support of pedestrian safety. The FY17 Recommended Operating Budget includes \$8.5 million for pedestrian safety initiatives. In addition, the Capital Improvements Program (CIP) includes \$53.2 million in expenditures for FY17.

Services dedicated to improving pedestrian safety are general program offerings as well as targeted services. These services address critical needs facing the County at this time and the desired outcome of reduced collisions and resulting injuries while increasing walkability. Below are some of the major County government programs currently supporting pedestrian safety:

Department of Transportation

- Provide a mechanism for communities through Safe Routes to School (SRTS) to increase the ability of students to walk or bike to school safely. Through the SRTS grant program, twenty-two participating communities saw a 79 percent decline in the number of collisions within a quarter-mile of the school from 1.45 incidents per year to 0.40.
- Participate in the regional Street Smart pedestrian safety education campaign. The twice yearly, four-week media campaigns use transit shelters and bus advertising throughout the County to promote safe pedestrian behaviors and raise awareness of drivers and pedestrians about the importance of bicycle and pedestrian safety. In FY16, this campaign was broadened to a County-wide, year-round effort.
- Perform traffic calming improvements by treating roadways with pedestrian refuge islands, curb extensions, speed humps, and improved signage and markings, such as recent projects on Plyers Mills Road, Battery Lane, Jones Bridge Road, Sligo Avenue, Dale Drive, Crystal Rock Drive, and Wisteria Drive. Where traffic calming has been employed in areas with collisions, there has been a measurable reduction in speeding and a 44 percent reduction in pedestrian collisions.
- Implement pedestrian signal timing improvements to provide pedestrians with more time to safely cross streets.
- Improve sidewalk connectivity to transportation, commercial, employment, and medical areas throughout the county. Additionally, more direct sidewalk programs exist, such as one targeting MD 355 sidewalks in Hyattstown and on Greentree Road.
- Provide curb ramps for sidewalks and other accessibility barriers on County roadways through the Americans with Disabilities Act (ADA) compliance program.
- Provide bikeway and pedestrian intersection improvements to conform to the Bethesda Central Business District (CBD) Sector Plan through the Bethesda Bikeway and Pedestrian Facilities program.
- Design and construct an extension from the end of the existing trail in Takoma Park and the Silver Spring Transit Center through the Metropolitan Branch Trail project.
- Conduct both County-wide and targeted pedestrian safety education campaigns in HIA's and police district hot spots, coordinating with enforcement actions by Montgomery County Police Department, the creation of a 30-member volunteer brigade to conduct bilingual education on the streets, and bilingual education teams to reach at risk groups within the High Incidence Areas. High school pedestrian safety education was expanded through the Walk Your Way Program and the YOLO Walk Safe Campaign.
- Conduct evaluations of pedestrian and bicycle facilities in five of the County's twenty-eight Bicycle and Pedestrian Priority Areas (BiPPAs) and construct improvements to pedestrian and bicycle connectivity and safety in these BiPPAs.

Department of Police

- Manage and analyze a database of collision data used to inform policy and program decisions through the Police Traffic Division, such as the identification of HIAs, locations for traffic calming improvements, and groups and areas at high risk of being involved in pedestrian collisions.
- Target enforcement of pedestrian safety and traffic safety laws in HIAs and areas around elementary, middle, and high schools in coordination with MCDOT's pedestrian safety education activities.
- Continue to implement countywide speed camera and red light camera enforcement to slow traffic to posted speed limits.
- Engage shoppers in parking lots with the "Shop with a Cop" program, where police distribute high-visibility shopping bags and safety tips brochures to address pedestrian collisions that occur in parking lots.
- Work with property managers and property owners to implement improvements that will improve pedestrian safety in parking lots, where 30 percent of the County's pedestrian collisions occur.
- Overall, enhanced enforcement of pedestrian and traffic safety laws help modify perceptions of risk and responsibility on the road, can change behavior, and contribute to building a culture of safety. Montgomery County Police have been instrumental in helping reduce the number of pedestrian collisions by:
 - Administering special pedestrian crosswalks, operation safe streets corridors, holiday and school enforcements; and
 - Dedicating regular on-duty police enforcement in HIAs to issue warnings to pedestrians and motorists.

Public Information Office

- Implement an education program in cooperation with the Department of Transportation's Pedestrian Safety Coordinator to reach out to selected groups at highest risk of being involved in pedestrian collisions.
 - For FY17, these groups may include high school students, seniors, people in parking lots, and teens and others (both drivers and pedestrians) who are inattentive due to texting and smart phone use.
- Conduct more active social media campaigns to reach out to targeted groups.
- Conduct additional grassroots outreach to targeted groups.

**County Executive's Pedestrian Safety Initiative - All Funding Sources
FY17 CE Recommended Capital Improvements Program and Operating Budget**

Department	Project/Program	FY17 Recommended
<i>Capital Improvements Program (CIP)</i>		
Maryland-National Capital Park and Planning Commission	Trails: Hard Surface Design and Construction	\$ 450,000
	Trails: Natural Surface Design, Construction, and Renovation	350,000
	Trails: Hard Surface Renovation	1,000,000
	Total M-NCPPC (CIP)	\$ 1,800,000
Department of Transportation	Sidewalk and Curb Replacement	8,200,000
	Bus Stop Improvements	651,000
	Pedestrian Safety Program	1,646,000
	Streetlight Enhancements - CBD/Town Center	250,000
	Traffic Signal System Modernization	1,838,000
	White Flint Traffic Analysis and Mitigation	181,000
	Intersection and Spot Improvements	1,732,000
	Streetlighting	980,000
	Traffic Signals	4,835,000
	Frederick Road Bike Path	2,128,000
	MD 355 Crossing (BRAC)	20,161,000
	Guardrail Projects	315,000
	Advanced Transportation Management System	2,008,000
	Neighborhood Traffic Calming	310,000
	Transportation Improvements for Schools	209,000
	Sidewalk Program - Minor Projects	2,414,000
	Bikeway Program - Minor Projects	530,000
	Bicycle-Pedestrian Priority Area Improvements	1,000,000
ADA Compliance: Transportation	1,525,000	
Metropolitan Branch Trail	509,000	
	Total Department of Transportation (CIP)	\$ 51,422,000
		Total FY17 CIP \$ 53,222,000
<i>Operating Budget (PSP)</i>		
Department of Transportation	Pedestrian Safety/General Fund	32,596
	Pedestrian Safety Outreach Education	200,000
	Street Smart Campaign	10,564
	Pedestrian Safety Coordinator	165,919
	Sidewalks/General Fund	725,710
	Contract Crosswalk Treatments	326,990
	Street Lighting/General Fund	528,769
	School Zone Pedestrian Treatments	156,240
Department of Police	Police Enforcement for HIAs - Overtime	180,000
	Police Enforcement for HIAs - Data Analyst	96,981
	School Safety Program/General Fund	5,978,136
Public Information Office	Pedestrian Safety Outreach Education	50,000
		Total FY17 PSP \$ 8,451,905
TOTAL FY17 RECOMMENDED EXPENDITURES (CIP & PSP)		\$ 61,673,905

Source: CE Recommended FY17 Operating and Capital Budgets

Note: This table is not a comprehensive list of pedestrian safety activities undertaken by Montgomery County. It displays the capital projects and operating programs that are specifically targeted to improve pedestrian safety. There are additional costs in individual capital projects not displayed above, including sidewalk construction, street lighting, and other elements in support of pedestrian safety. In addition, there are other operating budget programs that support pedestrian safety including traffic enforcement and school crossing guards in the Police Department.