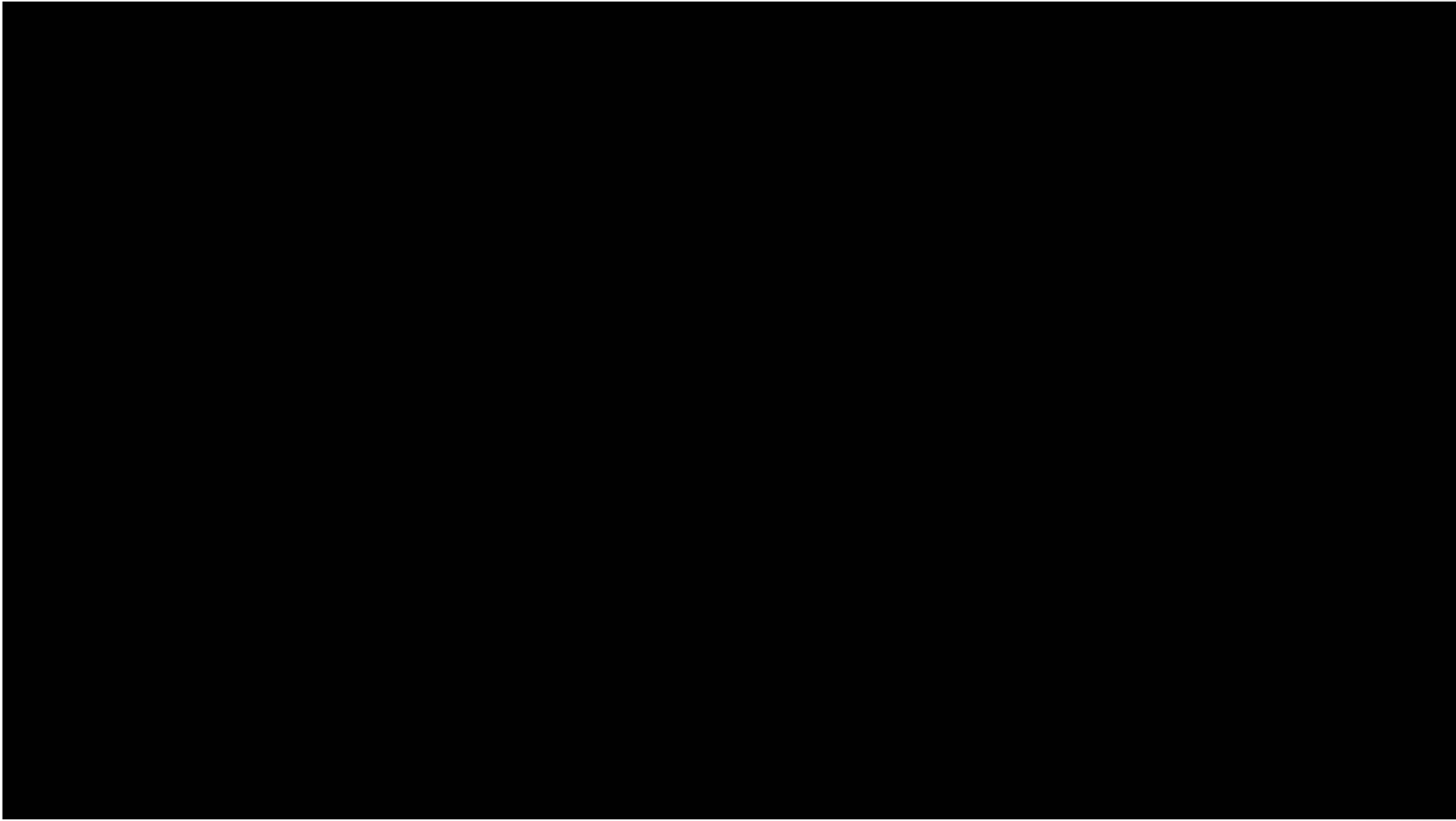


Pedestrian Safety Training Session

Fall 2013



Be StreetSmart



Pedestrian Collisions and Fatalities

Approximately how many pedestrians are hit each year in Montgomery County?

400

In 2012, how many pedestrian fatalities were there?

6

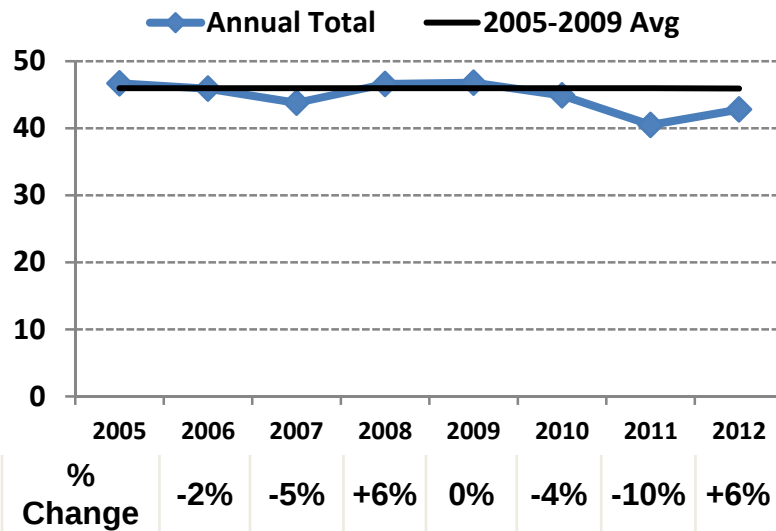
How many were killed between January 1 and August 31, 2013

12

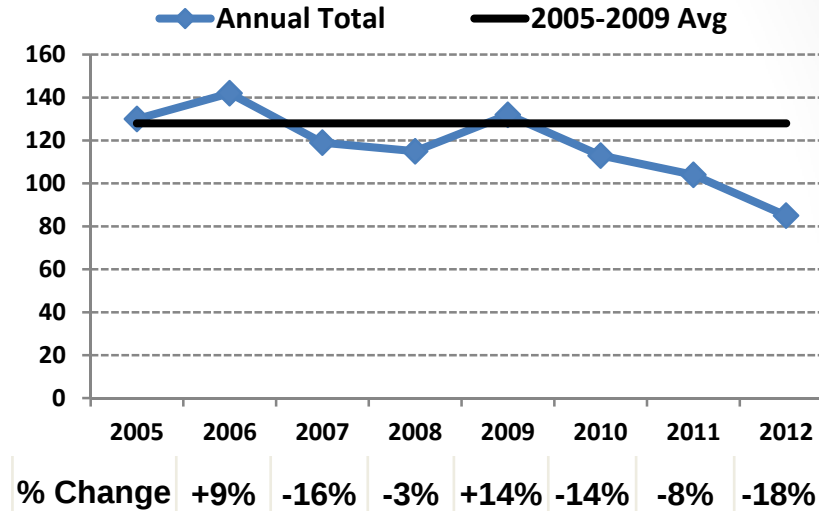
**What do you think is causing the
pedestrian crashes in your area?
What are your concerns?**

Pedestrian Collision Annual Trends

Total Collisions Per 100,000 Population



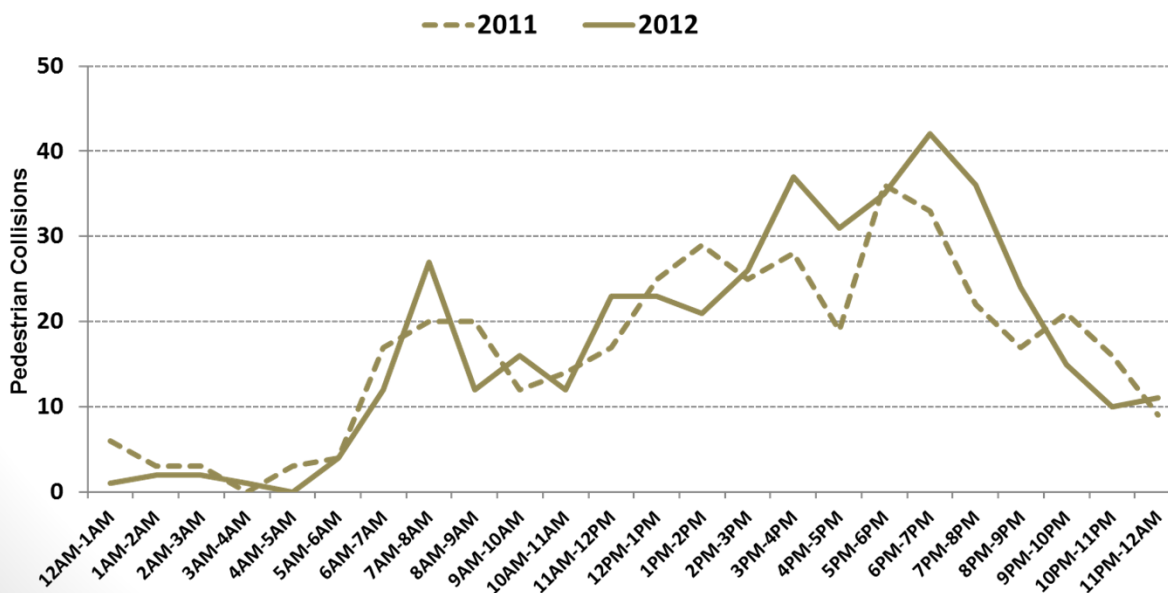
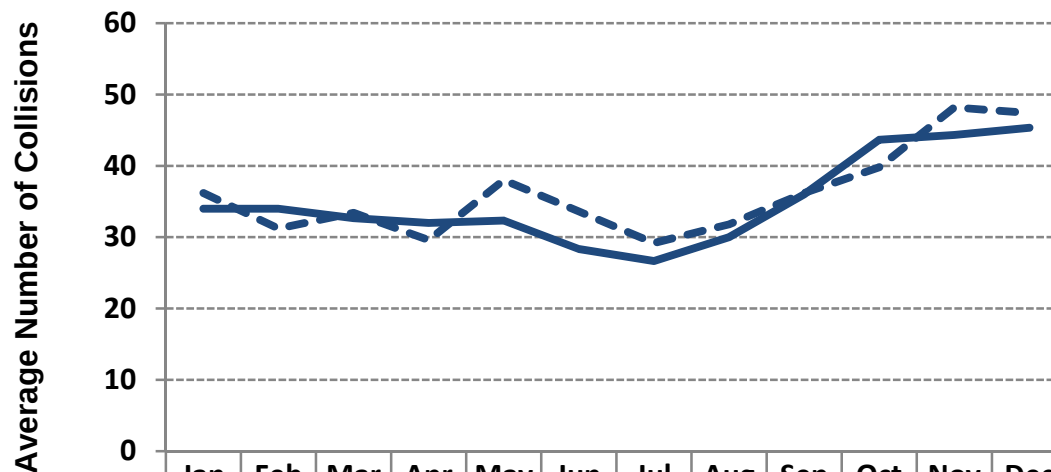
Total Level 4-5 Collisions



Total collisions per 100,000 population increased in 2012 , attributed to an increase in the number of collisions occurring in parking lots. The 2012 total remains below the pre-initiative average (2005 – 2009.)

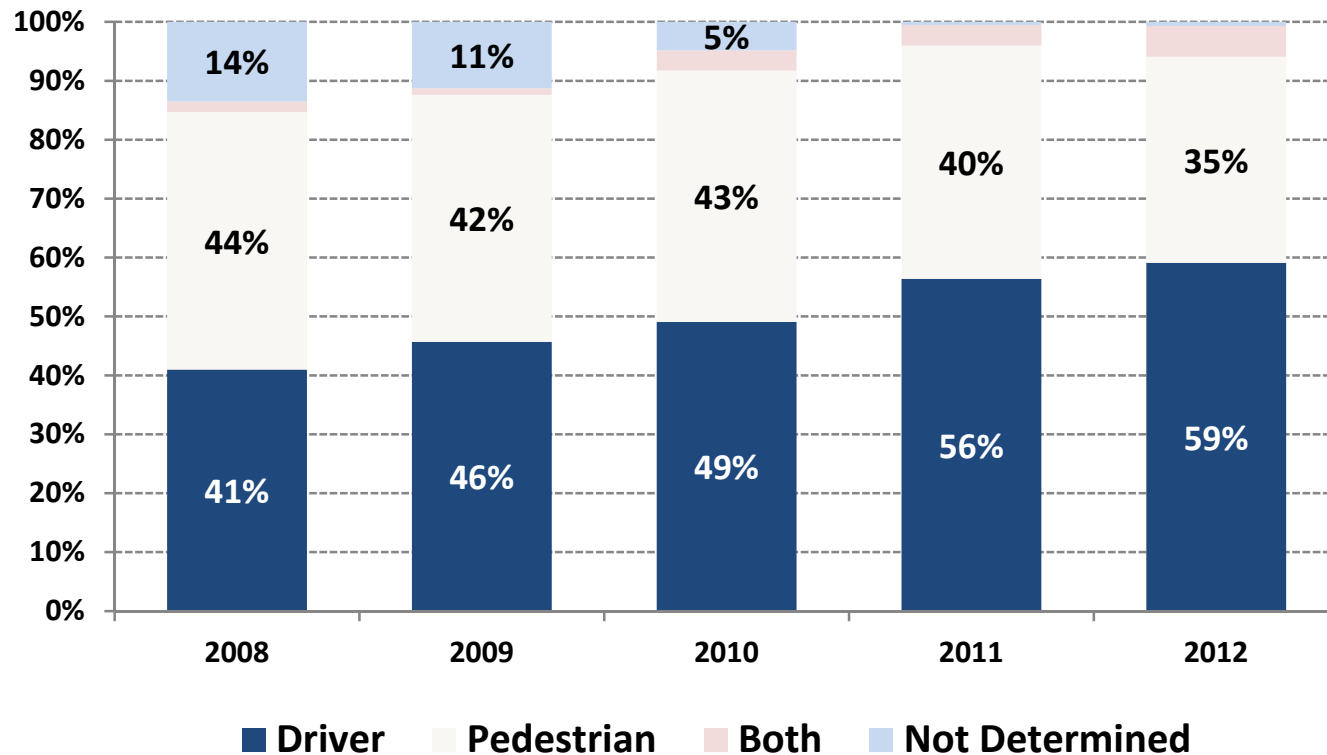
The number of severe collisions (level 4-5) have dropped by 21% from the pre-initiative average (2005-2009.)

Pedestrian Collision Trends



There is an increase in pedestrian collisions in Fall and early Winter. There is an elevated number of pedestrian collisions during the morning and evening peak hours, and 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.

High Incidence Areas – Targeted Strategy

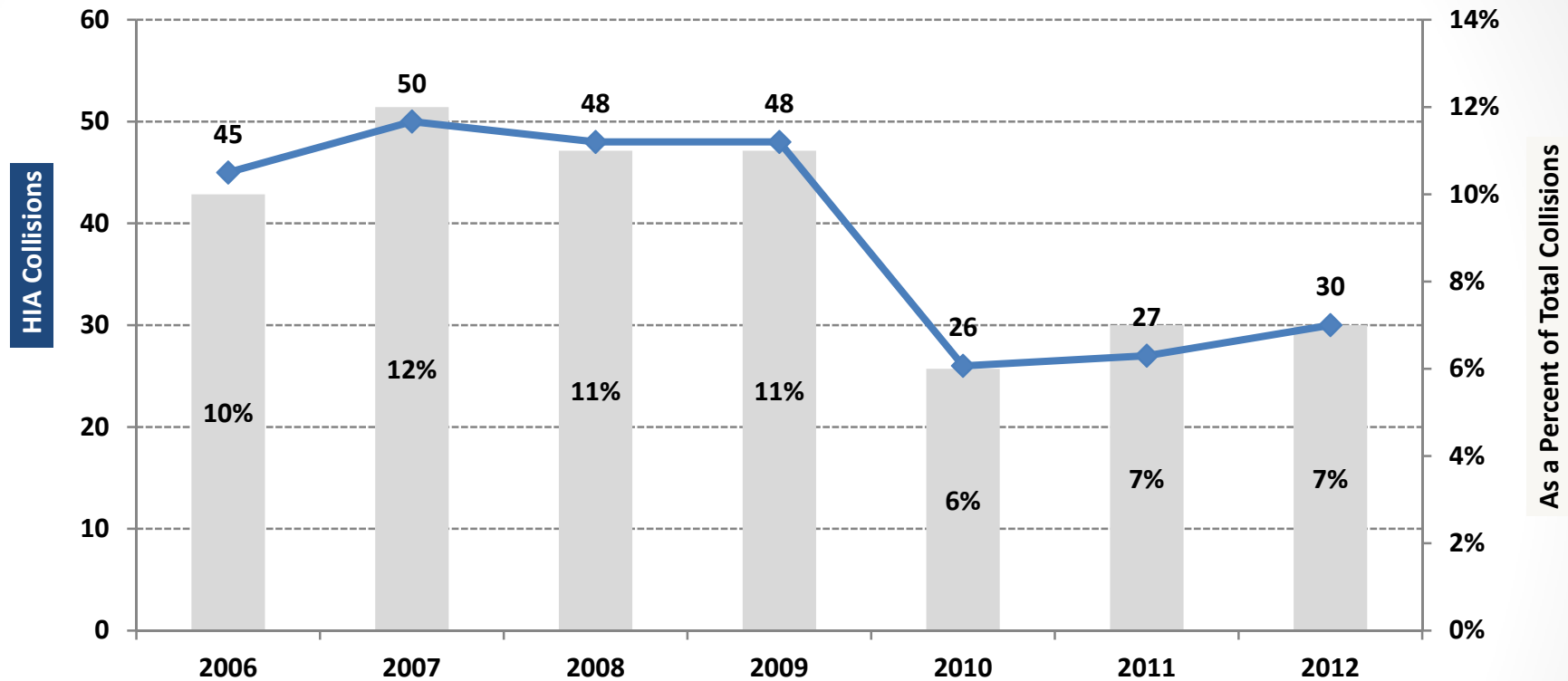
- Targets funding for engineering, education, and enforcement (the 3 E's) where it can have the greatest effect on reducing pedestrian collisions
- The highest rate of pedestrian collisions has been along State roads, so this strategy engages the State in targeting pedestrian safety activities within 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
- Maryland SHA is now using the same targeted approach, modeled on Montgomery County's success



- | | |
|--------------------------------|----------------------------|
| 1. Piney Branch Rd | 7. Randolph Rd@Veirs Mill |
| 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. Reddie Dr. | 12. Randolph Rd (Wheaton)* |

* Georgia Avenue and Randolph Road Safety Audits Modified Plans for Future Construction

Collisions in High Incidence Areas: Annual Trend



Since implementing pedestrian safety improvements, pedestrian collisions in High Incidence Areas have declined 43%. Before the Pedestrian Safety Initiative, 11% of all pedestrian crashes occurred in High Incidence Areas, despite only consisting of 1% of the County's roadways.

Pedestrian Safety Initiative - Results



If a pedestrian is hit by a car traveling 40 mph, what is the chance that they will die?

A. 20%

B. 50%

C. 85%

If a pedestrian is hit by a car traveling 20 mph, what is the chance that they will survive?

A. 50%

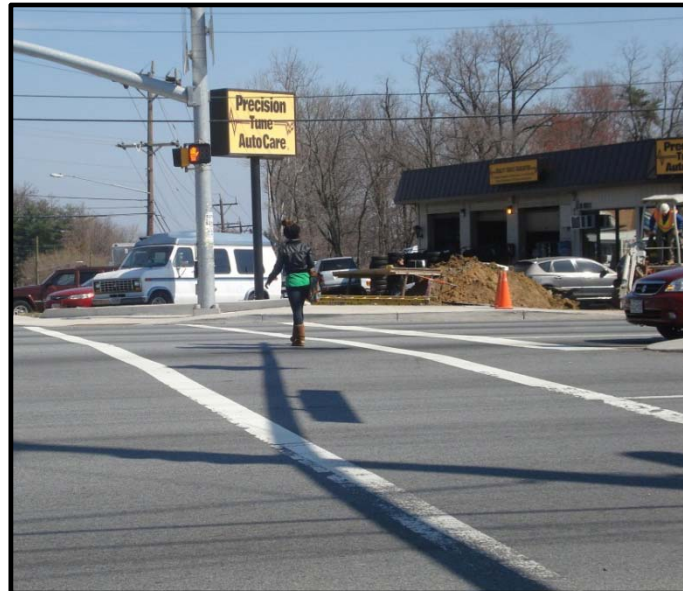
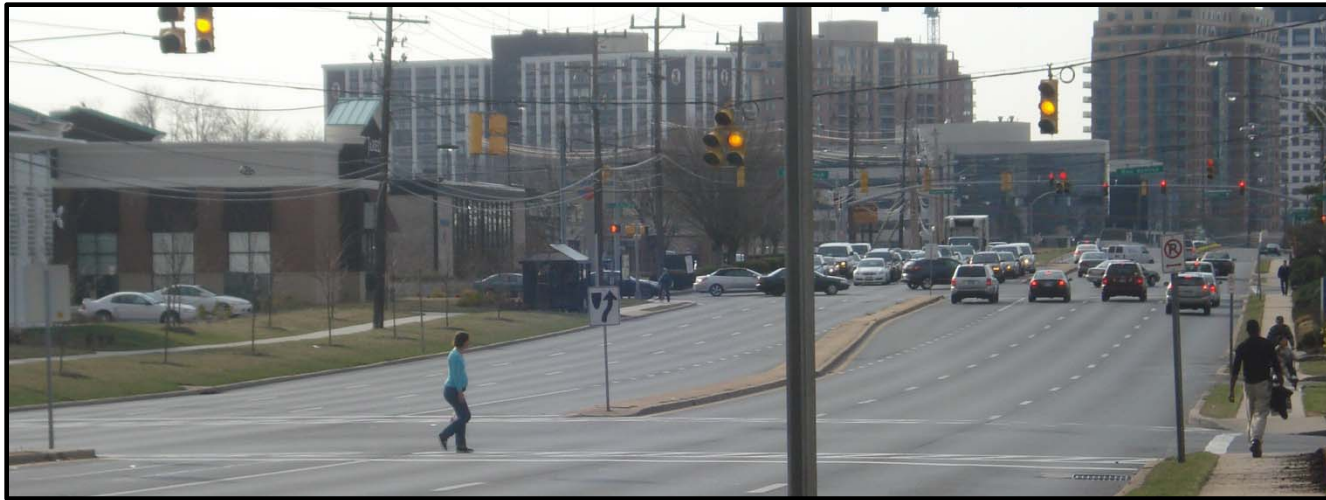
B. 75%

C. 95%

HIA Issues Identified: Uncontrolled mid-block crossings



HIA Issues Identified: Lack of Signal Adherence



HIA Issues Identified: Limited Nighttime Visibility



Close Coordination of Engineering, Education, and Enforcement



Engineering

Education

Enforcement

Changing
Pedestrian and
Driver
Behavior

High Incidence Areas: Colesville Road



Fenton Street to N. Noyes Drive

2006	2007	2008	2009	2010	2011	2012	Total
4	4	2	3	5	2	4	24

High Incidence Areas: Georgia Avenue



Sligo Avenue to Spring Street



2006	2007	2008	2009	2010	2011	2012	Total
7	5	7	10	4	4	2	39

Upcoming : Fenton Street



Wayne Avenue to Cameron Street

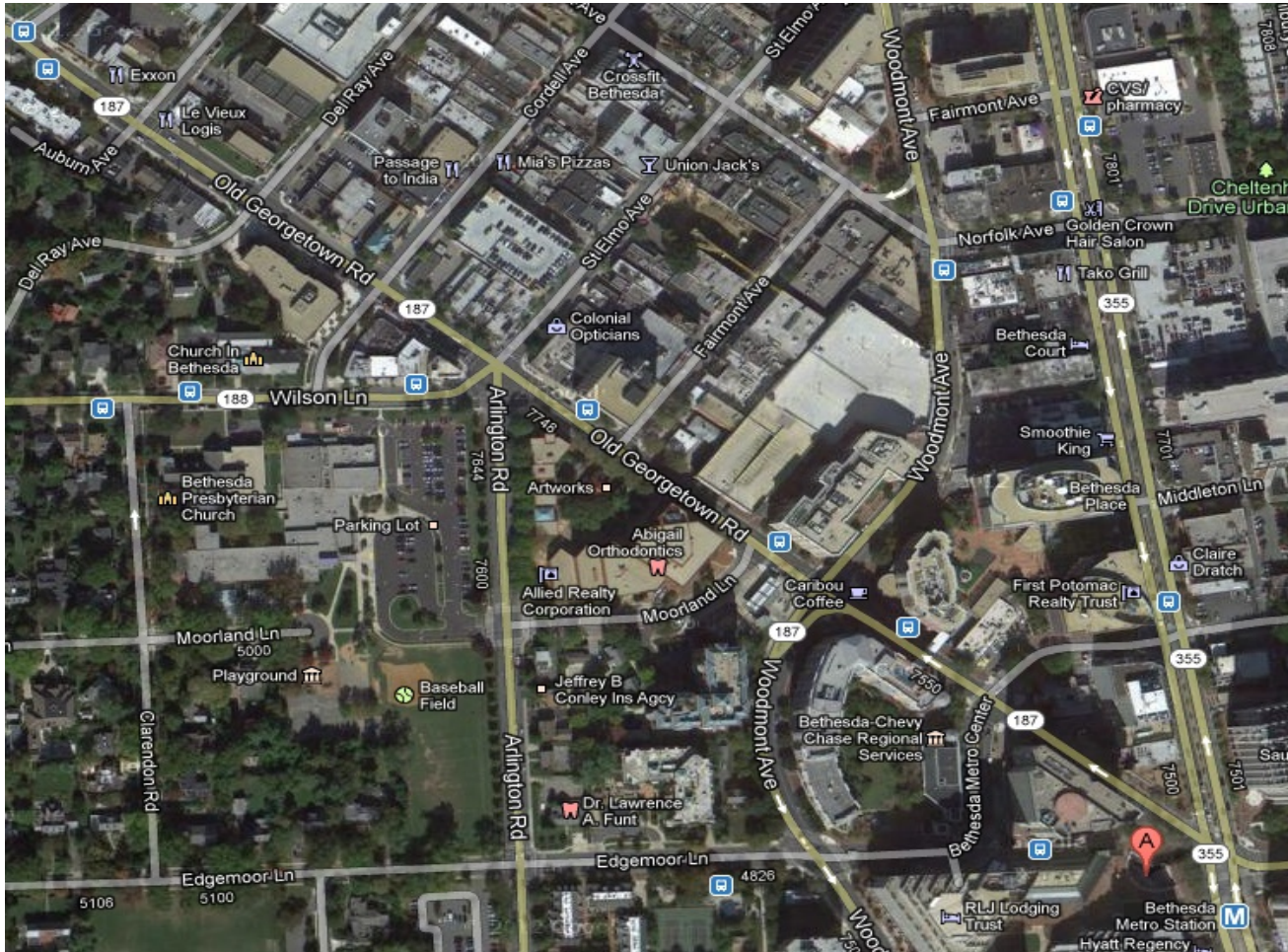
High Incidence Areas: Wisconsin Ave.



Montgomery Avenue to Leland Street

2006	2007	2008	2009	2010	2011	2012	Total
6	10	3	4	3	3	3	32

High Incidence Areas: Old Georgetown Rd.



Auburn Avenue to Wisconsin Avenue

2006	2007	2008	2009	2010	2011	2012	Total
4	4	2	2	3	1	2	18

Engineering Improvement in High Incidence Areas

- Improve and Widen Sidewalks
- Reconstruct Intersections and Signals
- Install Enhanced Pedestrian Crossings with Pedestrian Refuge Islands and Beacons
- Upgrade Street Lighting
- Construct Median Fencing and Landscaping to Channelize Pedestrians to Crosswalks
- Upgrade Pedestrian Signals with Countdown Ped Heads and Accessible Pedestrian Signals
- Improve Signage and Pavement Markings



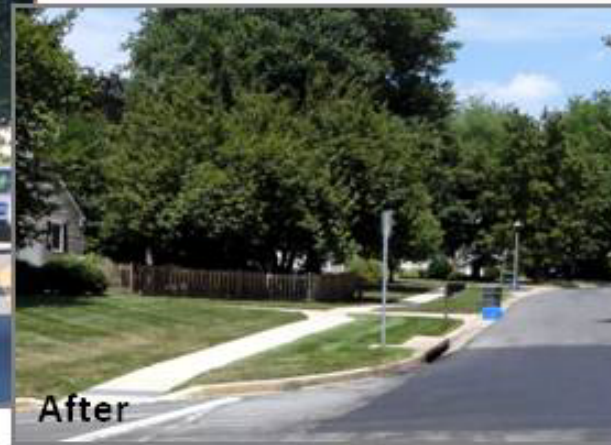
Randolph Road Median Treatment (West)



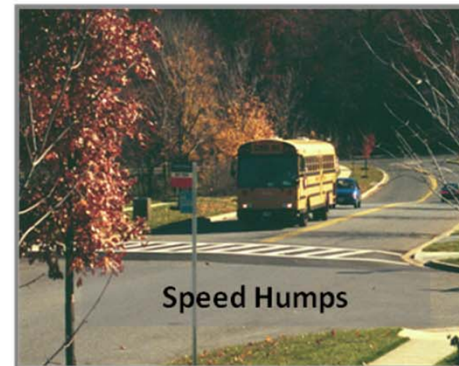
Reddie Drive Streetscape Project

Pedestrian Safety Engineering

Falls Chapel Way and Old Columbia Pike Sidewalk Improvements



Pedestrian Safety Strategies: Engineering



Pedestrian Crash Simulation

STREET
/// SMART

**Stopping Distance
Demonstration**

Other Pedestrian Safety-Related Efforts:

Traffic Calming



Traffic Calming successfully reduces speeding and has reduced pedestrian collisions by an average 50% where constructed.

Project Name	Speeds (MPH)		
	Posted	Avg. Before	Avg. After
Fairland Rd	40	53	42
Calverton Blvd	30	41	35
Lockwood Dr	30	40	30
Sligo Ave	30	34	31
Carroll Ave	25	33	27
Spartan Rd	30	40	33
Dale Dr	30	39	34
Prince Phillip Dr	30	36	31
Waring Station Rd	30	38	34
Cedar Ln	30	36	30
Jones Bridge Rd	30	36	30
Rainbow Dr	25	31	26
Franklin Ave	30	34	33

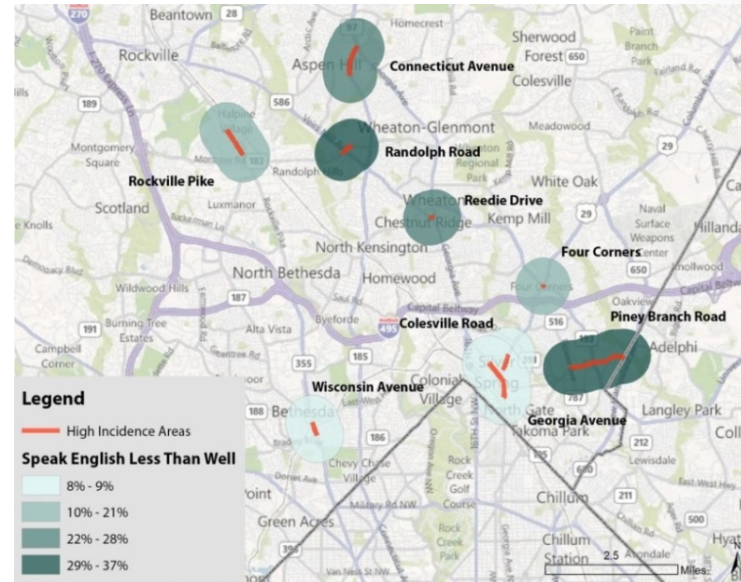
Speed decline ≥ 5 mph

High Incidence Areas: Education

Grouping Similar HIAs

Data-driven approach to grouping HIAs using:

- Crash characteristics
- Demographics
- Land Use



Percent of Households that Speak English
“Less Than Well”

Group 1 (FY 2012-2013)

- Piney Branch
- Randolph Road
- Reedie Drive
- Connecticut Avenue
- Four Corners

Group 2 (FY 2014-2015)

- Wisconsin Avenue
- Rockville Pike
- Colesville Road
- Georgia Avenue
- Old Georgetown Road

High Incidence Areas: Group 1 Education

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



Piney Branch HIA: Curb Markers

- Concept developed by education team – designed to mimic police caution 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



Safety Promotion Teams

- Group of volunteers reaching out to their community about pedestrian safety
 - SWAG Team (English)
 - Protectores del Camino (Spanish)
- Intercept pedestrians on the street
 - Discuss pedestrian safety tips
 - Distribute reflective/visible materials
- Community festivals and pedestrian safety events
- In Group 1 HIAs, distributed approximately:
 - 20,000 Safety Tips brochures
 - 6,000 Reflective materials
 - 10,000 Shopping bags

Safety Promotion Teams



Regional StreetSmart Campaign



Pedestrian Safety Website

www.montgomerycountymd.gov/walk

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
Not too Fast!

MCPD Speed Cameras
Learn where they are!

STREET SMART
BeStreetSmart.net

THE BLAIR WALK PROJECT

Join our mailing list

Volunteers Wanted - Join Us for Pedestrian Safety Volunteer Training on November 8

Over the past several months, the Department of Transportation (MCDOT) and Police Department (MCPD), in coordination with the Maryland Highway Safety Office (MHSO), have been working with several members of the Wheaton community who are interested in participating in pedestrian safety outreach efforts. [More...](#)

1 2 3 4 5 Stop

1:25 PM 11/5/2012



High Incidence Area Enforcement Efforts

- MCPD conducted targeted enforcement of drivers and pedestrians at HIAs
- 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
 - 93 driver citations
 - 1,876 pedestrian citations
 - 60 undetermined (driver/ped)



HIA	Citations	Warnings
Connecticut Avenue	277	57
Four Corners	458	180
Piney Branch	837	432
Randolph Road	420	53
Rockville Pike	27	20

Crosswalk “Stings”

- What is a “Crosswalk Sting”?
 - Police decoy in visible clothing crosses at a crosswalk
 - 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
- 374 driver citations issued to date



Key Messages to Teach Pedestrians

- Cross the street at marked crosswalks and intersections
- Stay visible after dark
- Begin crossing the street on the “walk” signal
- Make eye contact with drivers
- Stop texting and talking on the cell – remove earphones when crossing street

Use the Crosswalks

Don't cross midblock and always look left, right, left and over your shoulder when crossing



Visibility

Wear bright or reflective clothing



Pedestrian Signals

Wait for the Walk



Pedestrian Signals

How do you
activate a
pedestrian signal?

**PUSH THE
BUTTON!**



Pedestrian Signals

When the “walking man” is on, can you cross without worrying about cars?

NO – turning cars may not see you. Always look over your shoulder before crossing.



Pedestrian Signals



What is the
“beeping” sound
heard at many
pedestrian signals?

Assists the visually
impaired, and
indicates when it is
safe to cross.

Pedestrian Signals



What do the numbers mean on a countdown signal?

They indicate the time remaining to finish crossing.

What do you do if a pedestrian signal is not functioning properly?



ALSO – Report to MCDOT Traffic Engineering (240-777-2190)

**If you get a ticket for jaywalking,
how much will it cost you?**

A. \$20

B. \$50

C. \$100

A driver who fails to stop for a pedestrian in a crosswalk will be fined:

- A. \$50**
- B. \$80**
- C. \$500**

Key Messages to Teach Pedestrians

- Cross the street at marked crosswalks and intersections
- Stay visible after dark
- Begin crossing the street on the “walk” signal
- Make eye contact with drivers
- Stop texting and talking on the cell – remove earphones when crossing street

QUESTIONS?

Thank you for helping to keep
Montgomery County safe for pedestrians!

Visit us at
Montgomerycountymd.gov/walk

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