



VISION ZERO

**NO TRAFFIC DEATHS BY 2030
IN MONTGOMERY COUNTY**

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VISION ZERO EQUITY TASK FORCE

MEETING 1 • OVERVIEW OF COMMUNITY ANALYTICS AND VISION ZERO • 03/07/19



MEETING GOALS, AGENDA, & GROUND RULES



1. During the presentation portion of each meeting, those presenting will control the floor and allow either for questions during the presentation or at the end, depending on the speakers' preferences and time available.
2. During the discussion/exercise portion of each meeting, we will generally follow [Robert's Rules of Order](#)
 - A. Discussion with the entire task force will be governed by the Chair. Task force members will ask (e.g. raise their hand) to the Chair to speak next. It is the responsibility of the Chair to ensure that all voices have a chance to be heard prior to the close of discussion.
 - B. Non-task force members can participate in group activities. Non-task force members will be invited to participate in the large group discussions after task force members have been recognized to speak.
 - C. When making a recommendation, a task force member will make a motion, another member must second the motion, and then a vote by hand will occur. A simple majority vote of the task force is needed to make the motion pass.

What we are **doing**...

1. Define equity for the County's Vision Zero program and determine what equity looks like when it is achieved.
2. Apply an equity lens to the County's key engineering, education, and enforcement efforts and make recommendations to bring about more equitable outcomes.
3. Lay the groundwork for the County's long-term Vision Zero strategy.

What we are **not doing**...

1. Developing recommendations for equity beyond Vision Zero. (The County is currently embarking on a broader equity study.)
2. Creating a list of projects. The task force's recommendations should focus on overall policy and process.
3. Basing recommendations on anecdotes or stereotypes.

I. Introduction (10 – 20 mins)

1. Introduce all team members
2. Introduce the program and meeting agenda

II. Ground Rules (5 mins)

Conduct facilitated conversation with the meeting attendees

III. County's Presentation (45 mins)

1. Overview of community analytics
2. Vision Zero
3. Questions

IV. Equity Exercise (30 mins)

1. How do you define equity for Montgomery County's Vision Zero efforts?
2. What does equity look like if we are able to achieve it?

V. Open Discussion (20 mins)

Develop a shared set of values and understand what equity looks like when it is achieved

VI. Upcoming meetings



MONTGOMERY COUNTY IN 2019





POPULATION

Montgomery County is the most populous county in Maryland and is home to **1,058,810** residents. Most of these residents live in unincorporated areas within the County.

Montgomery County has grown an estimated 8.9% since 2010.



INCOME

Montgomery County is one of the most prosperous counties in the US with a median household income of **\$103,235**. The Median Home Value is **\$477,800**.

#17 highest median household income among all US counties.



EDUCATION

Montgomery County is one of most educated counties in United States. 57.8% of Resident have attained a Bachelors degree and 30.8% have attained a post graduate degree.

#6 highest in percent attaining post - graduate degree among US counties

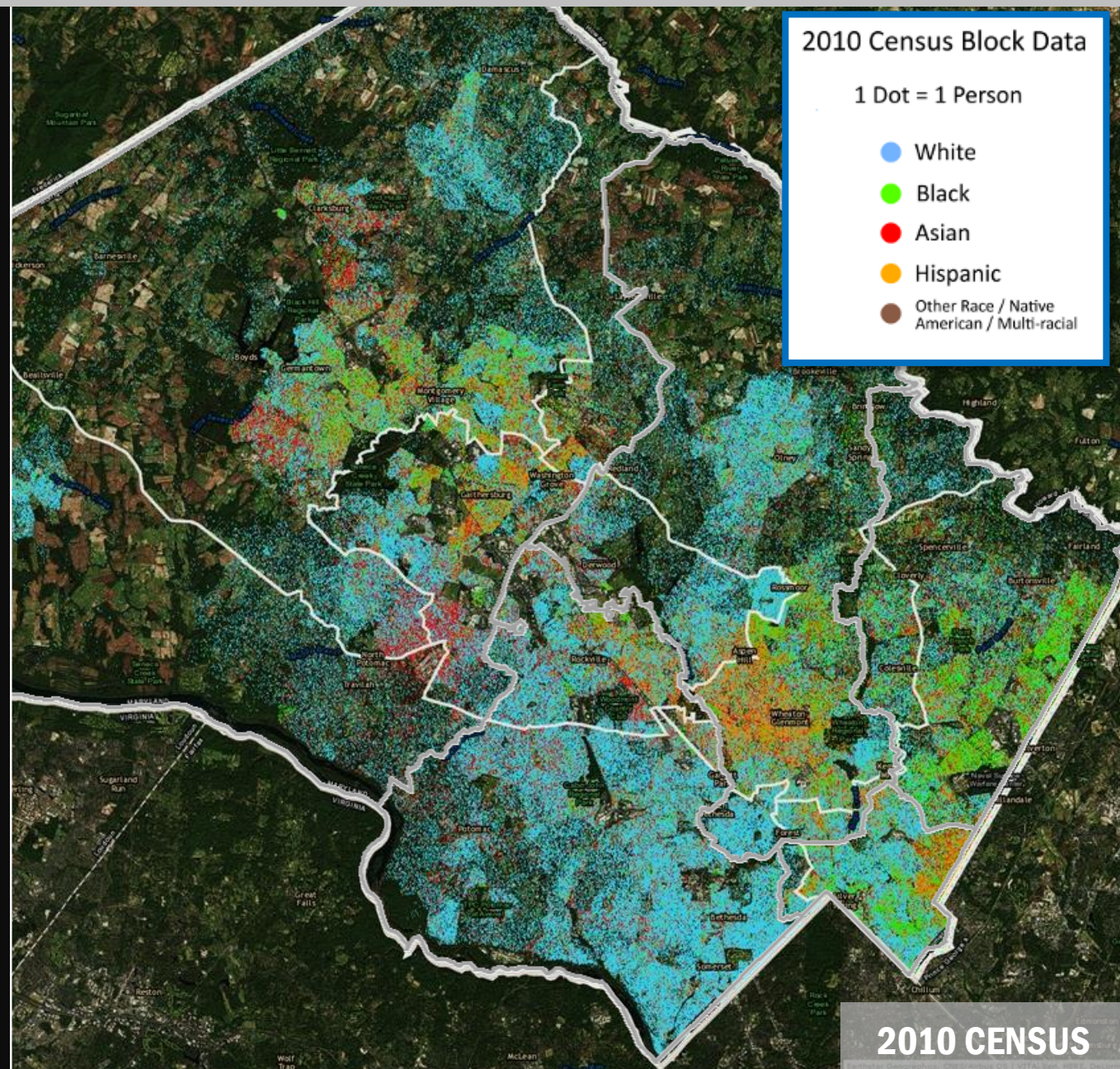
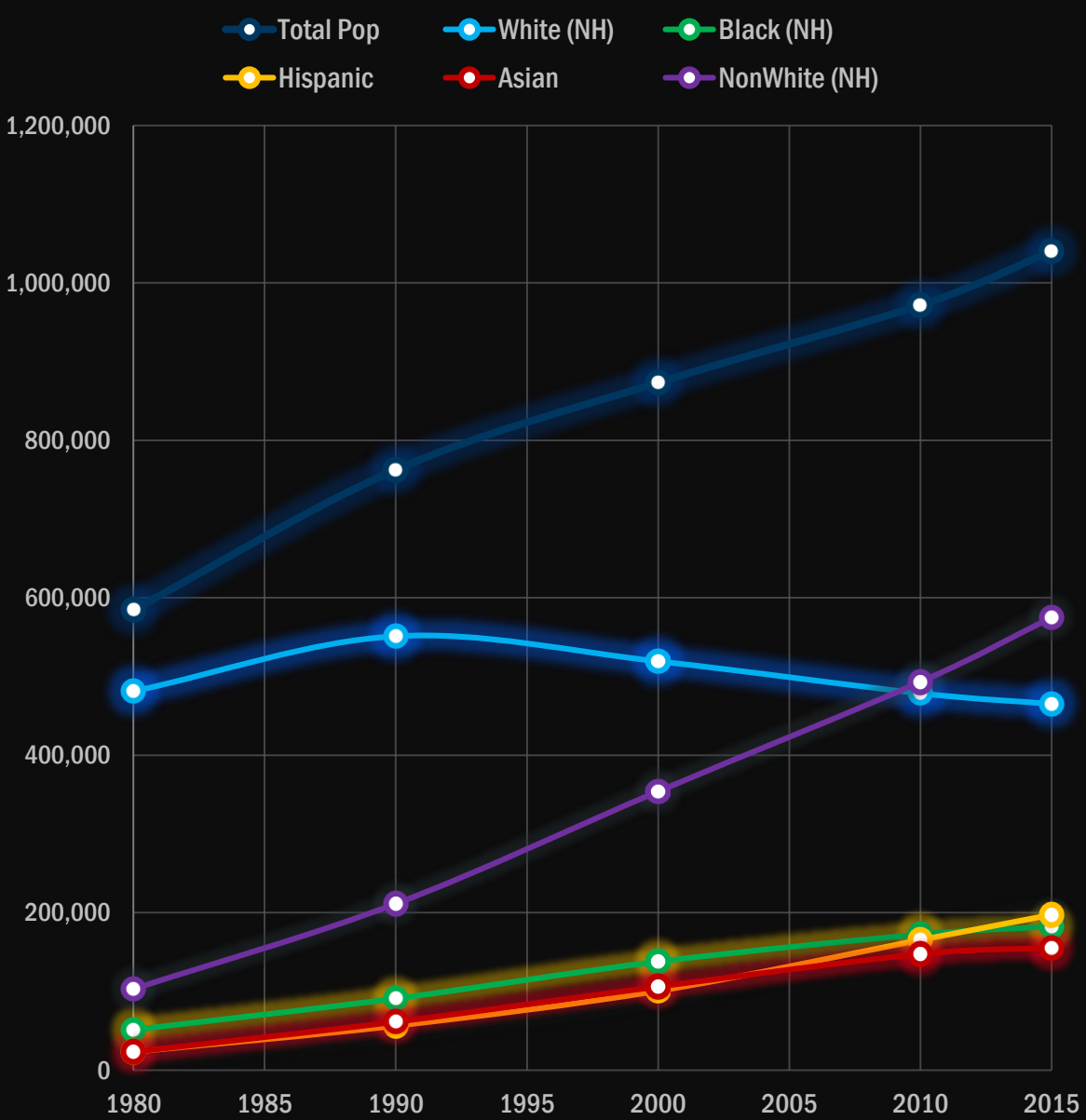
Montgomery County, Maryland

Source: Census Bureau ACS 1yr Estimates 2017

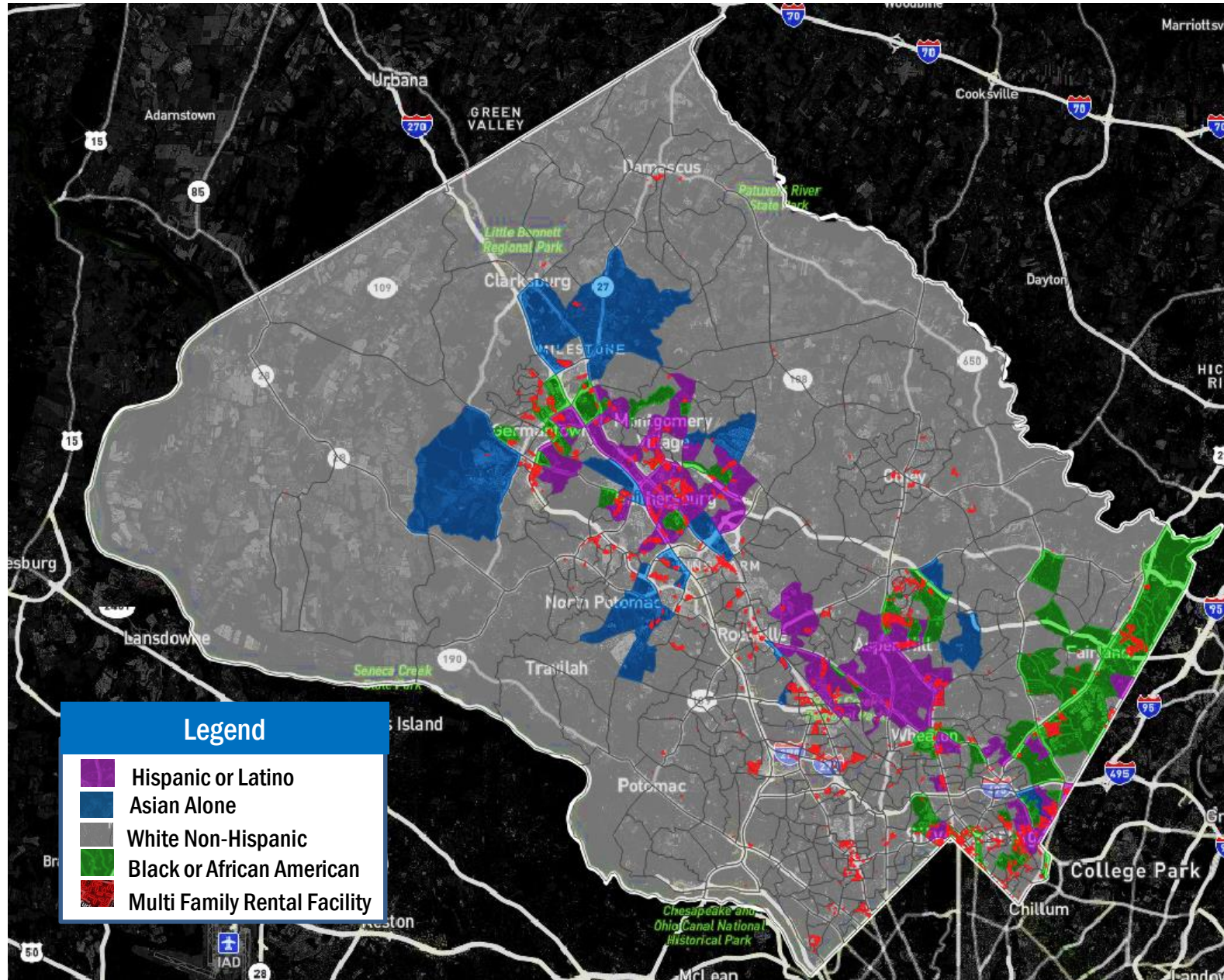
2010 MILESTONE: MAJORITY MINORITY COMMUNITY



Demographic Trends: Race and Ethnicity



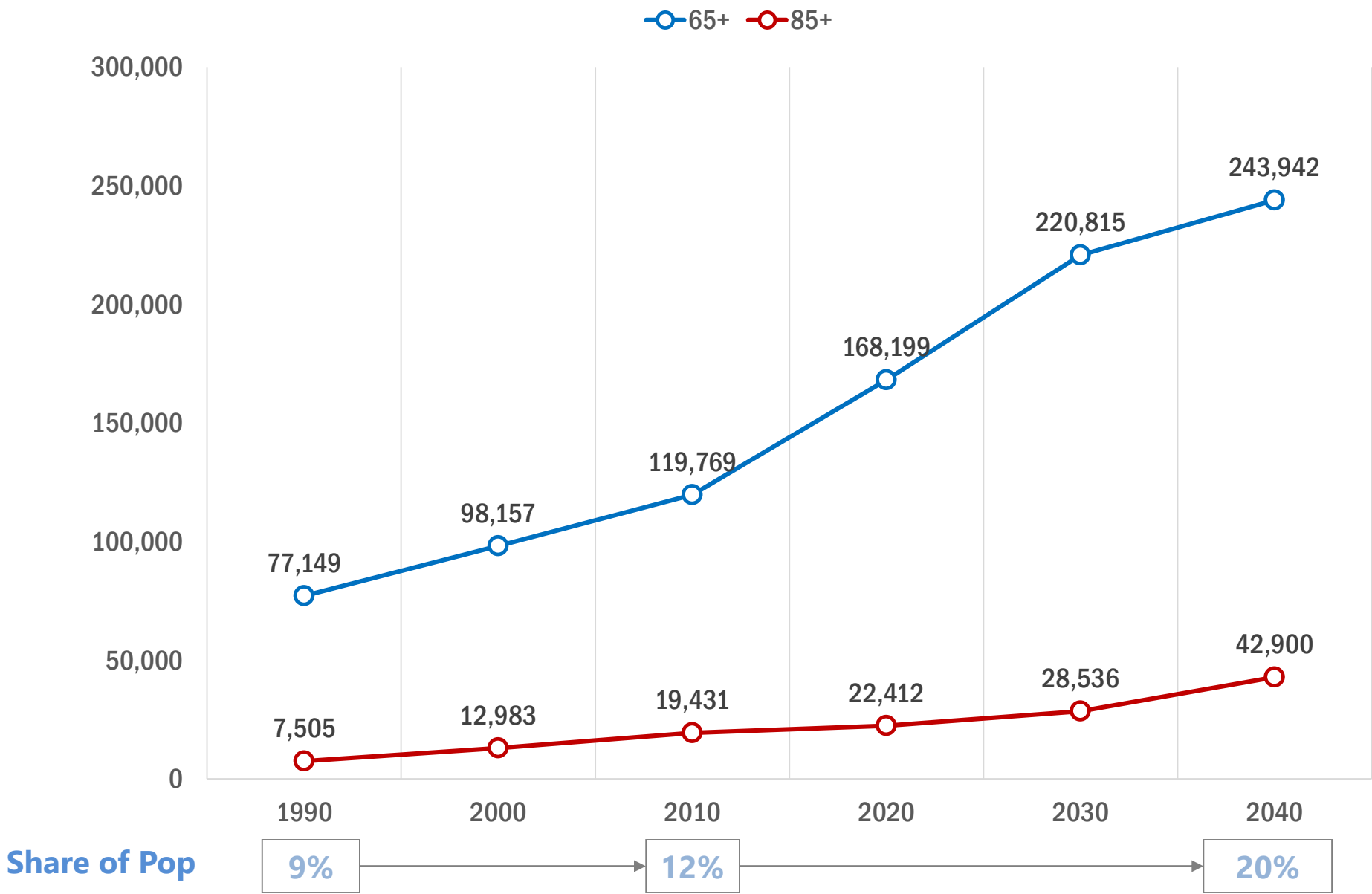
MAJORITY ETHNICITY/RACE BY CENSUS BLOCK GROUP



A Diverse County
304 of the County's 614 Census Block Groups are Minority Majority

Renters are Diverse
An estimated 70% of the County's renters live within these Minority Majority Census Tracts

GROWTH IN SENIOR POPULATION

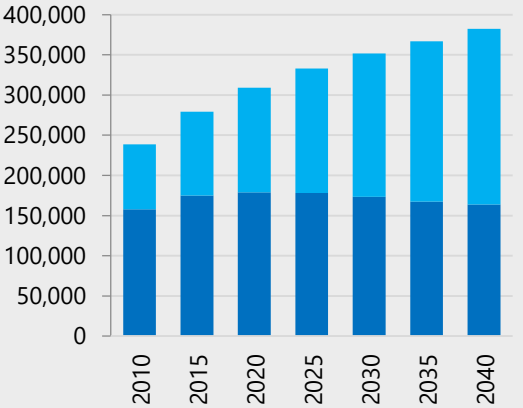


The senior population is projected to double in 30 years (2010 to 2040)

124,000 more residents 65+, raising their share of the population by **+8%**.

Minorities: % of residents 55+

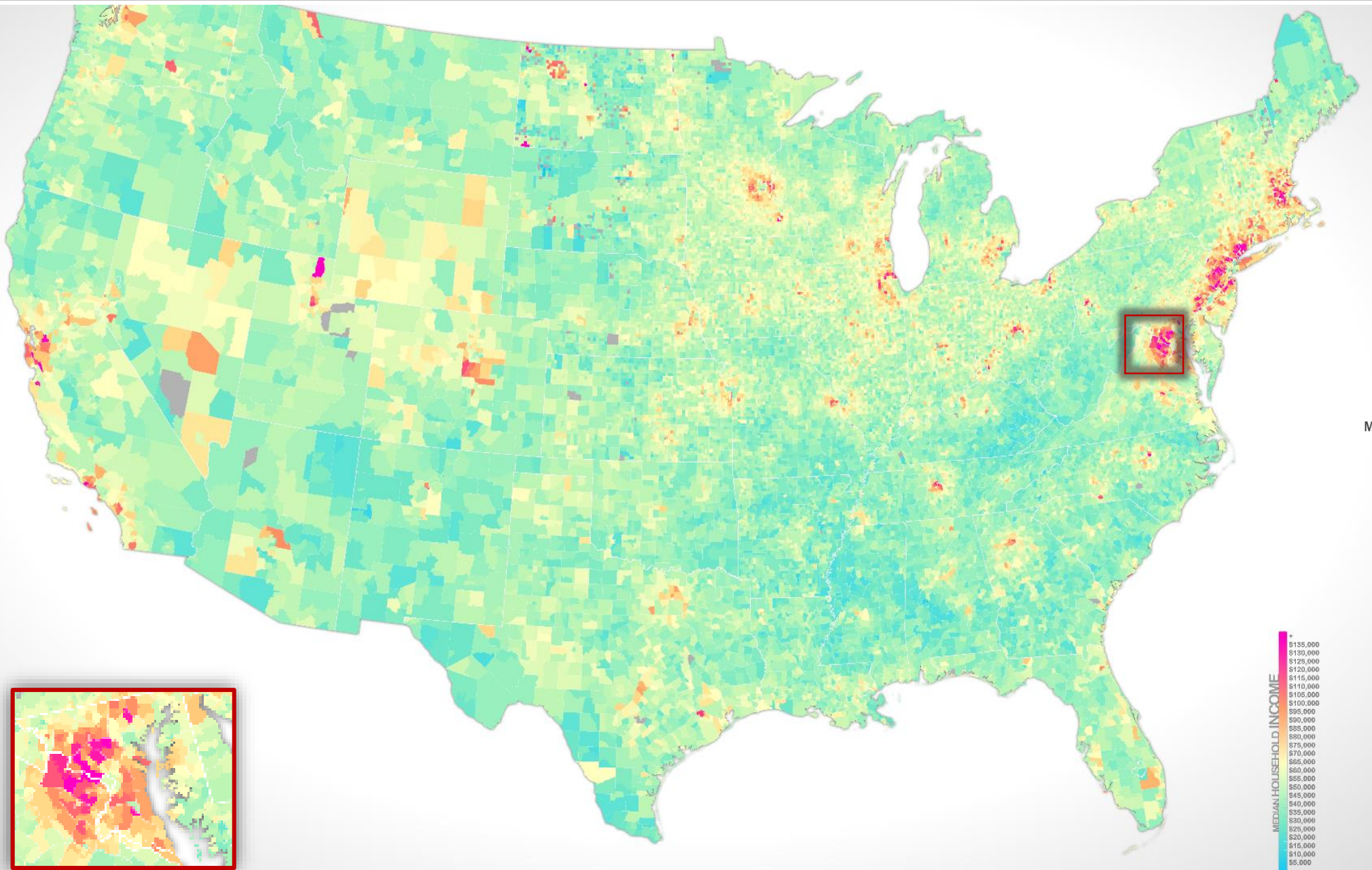
34% → 57%



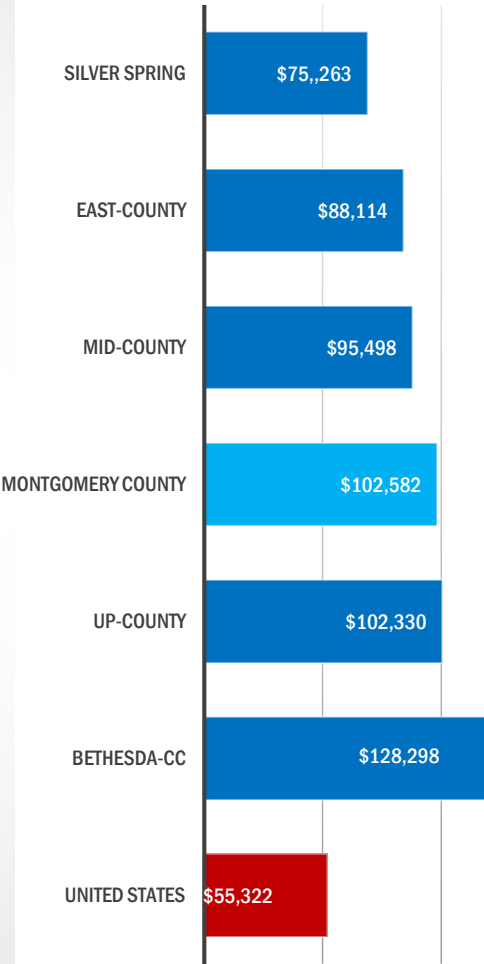
Source / notes

Maryland Planning 2016

MEDIAN INCOME ACROSS THE COUNTRY



Median Income (2017)



Source: ESRI 2017

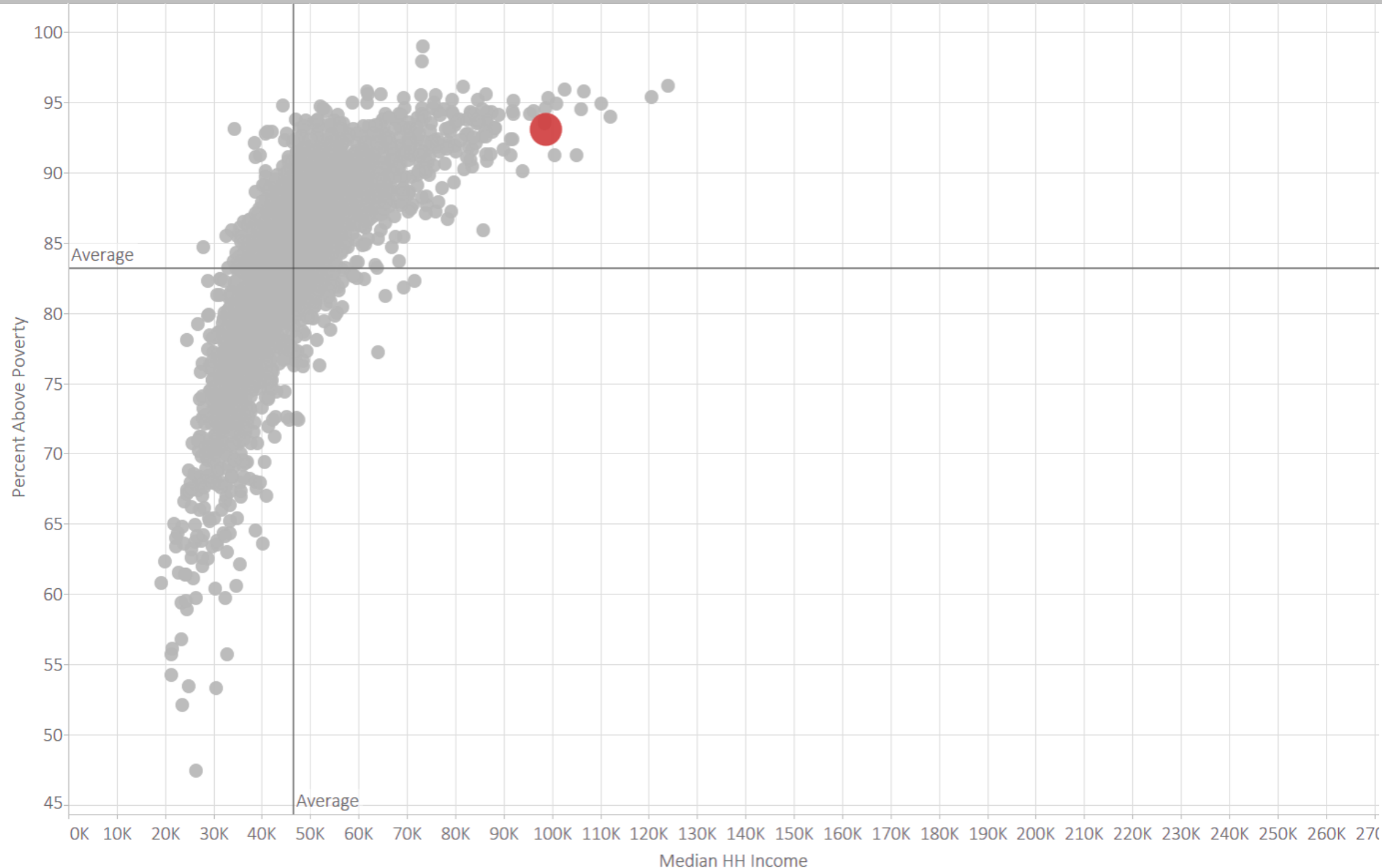
POVERTY AND MEDIAN INCOME BY US COUNTY

**THIS CHART MAPS OUT
MEDIAN HOUSEHOLD INCOME
VS. THE POVERTY RATE FOR
ALL COUNTIES IN THE USA.
(MONTGOMERY COUNTY IS IN
RED).**

**NOTE THAT **MONTGOMERY
COUNTY** HAS AN INCOME
LEVEL THAT IS AMONG THE
VERY HIGHEST IN THE NATION,
WHILE OUR POVERTY RATE IS
RELATIVELY LOW.**

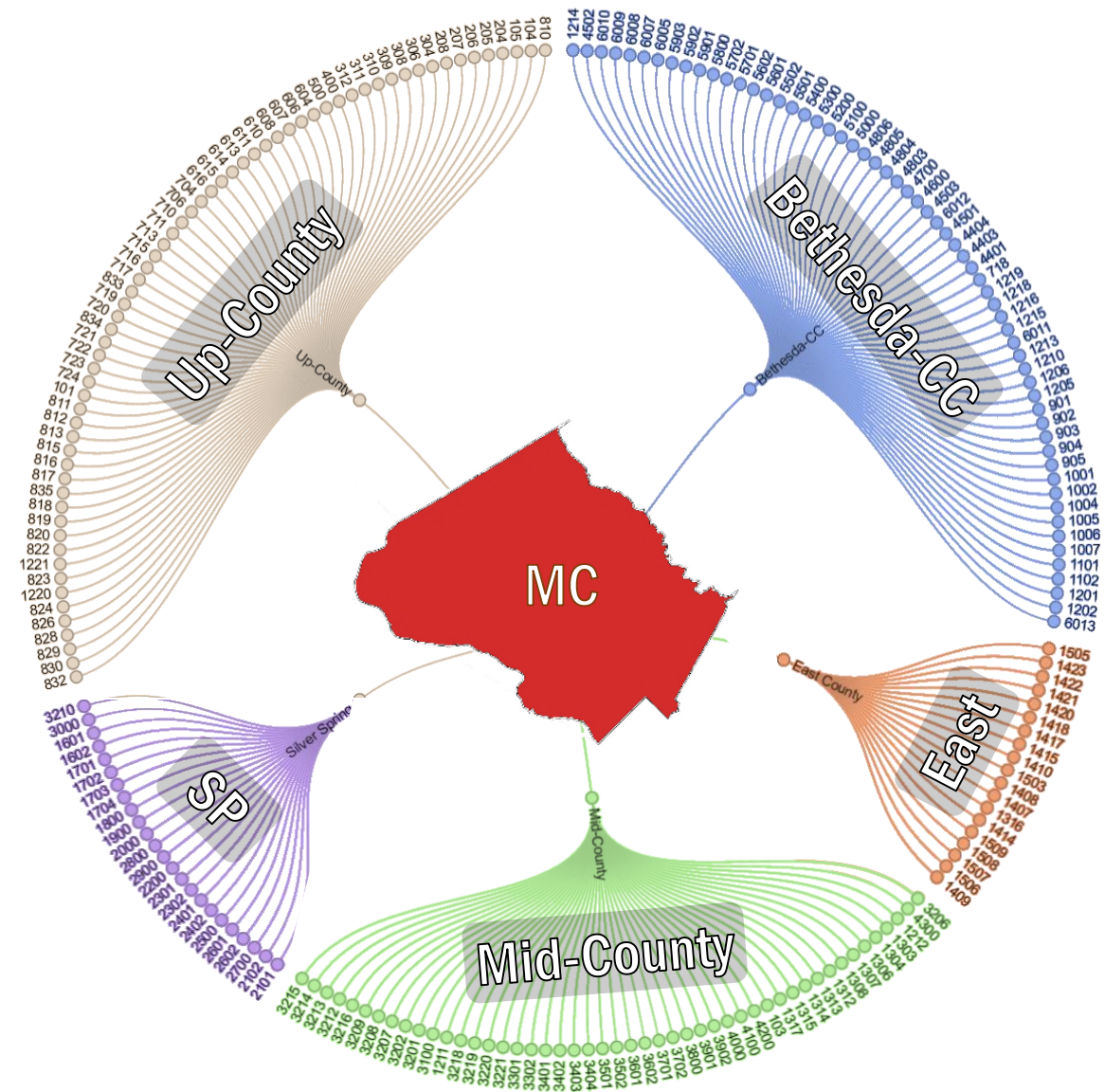
**...BUT IT IS IMPORTANT TO
REMEMBER THAT THESE
NUMBERS ARE COUNTY-WIDE
AVERAGES THAT DISGUISE
TREMENDOUS DIVERSITY IN
INCOME AND POVERTY IN THE
COUNTY.**

**SOURCE: CENSUS
ACS 2010-2014**



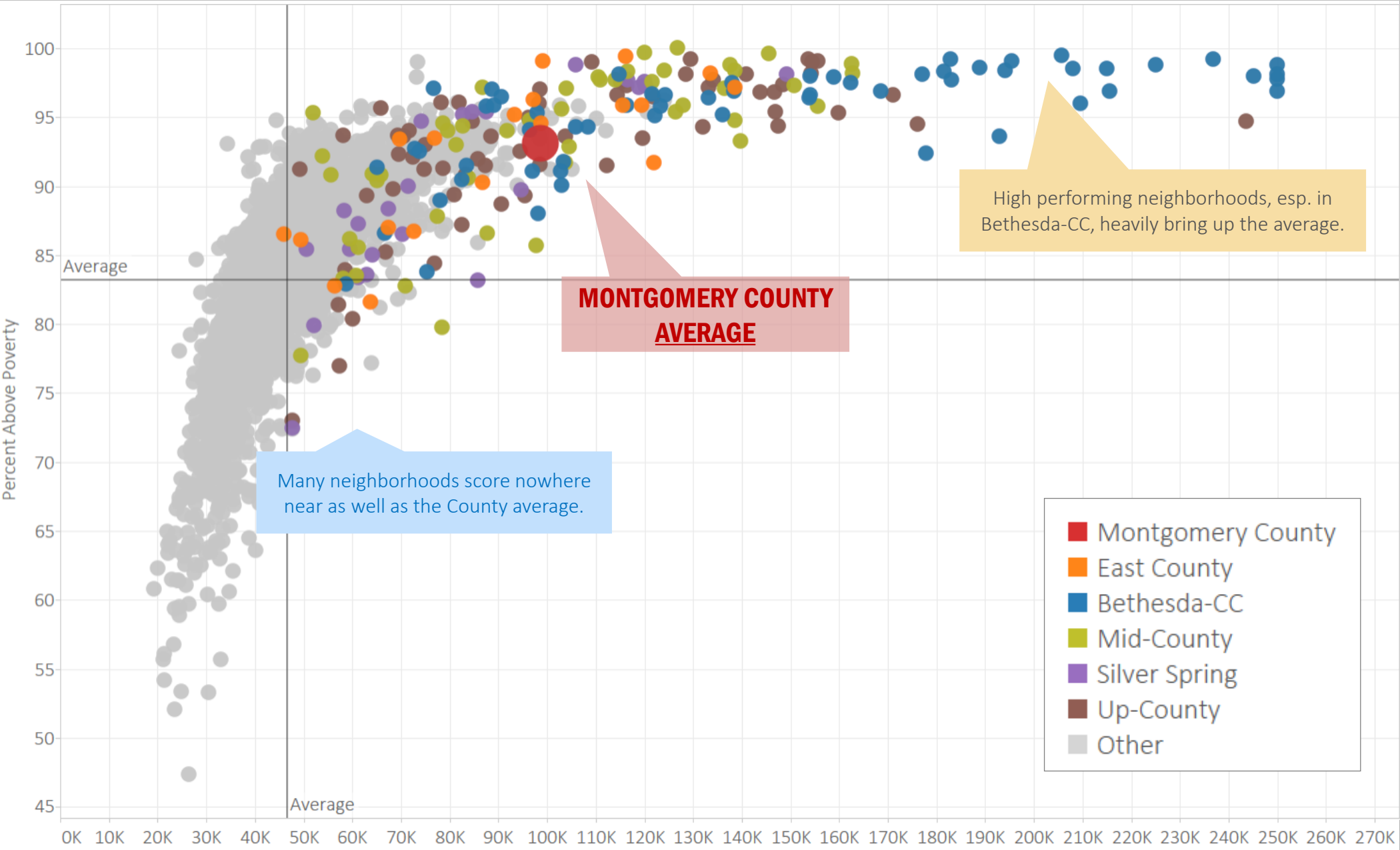
COMMUNITIES BY CENSUS TRACT

Census breaks down Montgomery County into 215 Neighborhoods



- Montgomery County
- East County
- Bethesda-CC
- Mid-County
- Silver Spring
- Up-County

POVERTY AND MEDIAN INCOME BY US COUNTY



THIS CHART “UNPACKS” THE DIVERSITY IN INCOME AND POVERTY IN THE COUNTY BY ADDING A DOT FOR EACH OF THE 215 NEIGHBORHOODS (“CENSUS TRACT”) IN THE COUNTY AND THEN COLOR CODES THEM BY COUNTY REGION.

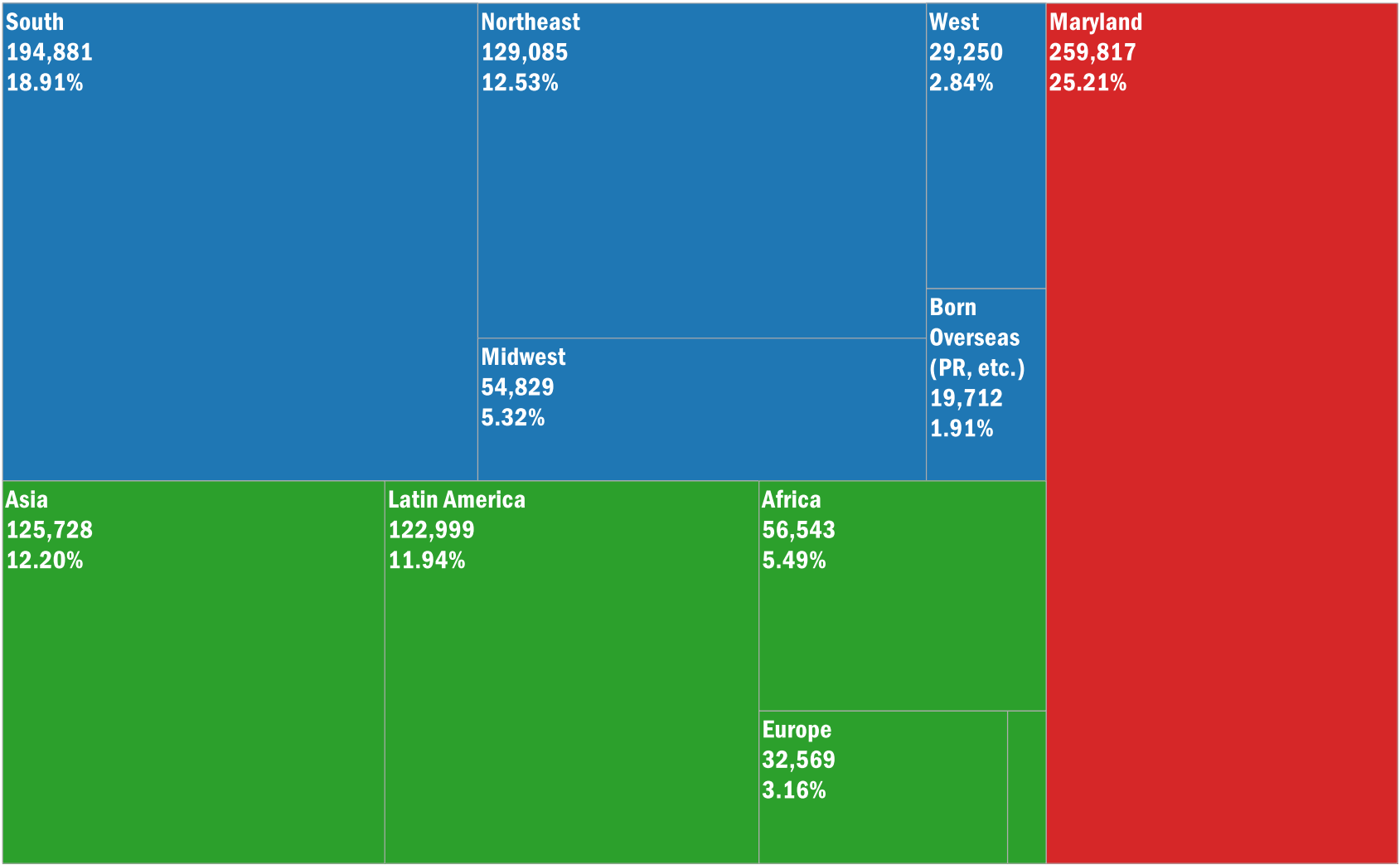
SOURCE: CENSUS ACS 2010-2014

RESIDENTS BY PLACE OF BIRTH

Immigrants:
33%

Native (Outside of MD):
42%

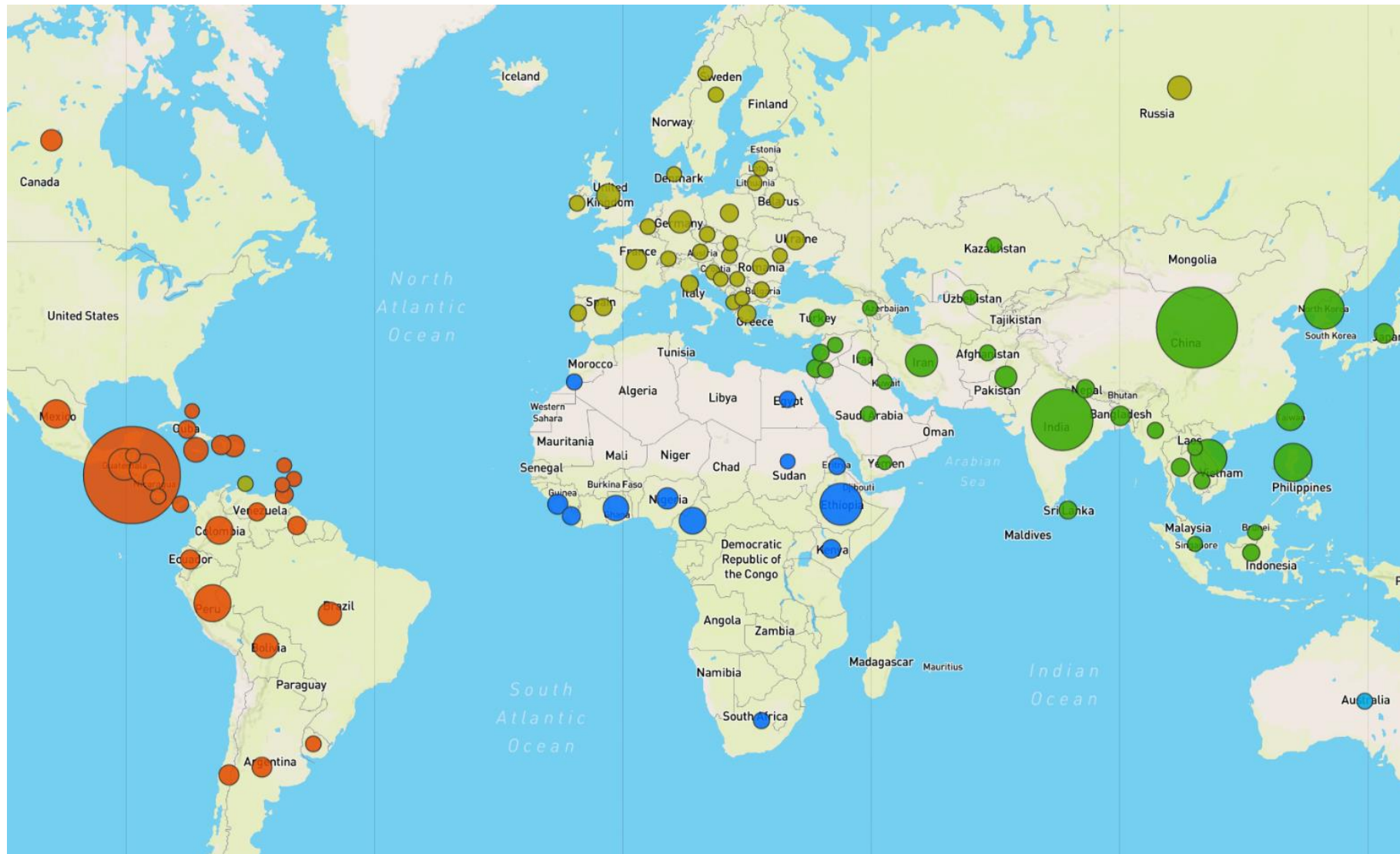
Native Marylander:
25%



Among adults (25+), immigrants account for **43%** of the County's population, outnumbering residents born in Maryland and DC by a factor of **2:1**.

Consequently, the County is today home to more residents from El Salvador than from nearby Pennsylvania (and 48 other states), more residents from India than from neighboring Virginia, and more residents from China than from California, the largest state in the union.

IMMIGRANTS BY PLACE OF BIRTH



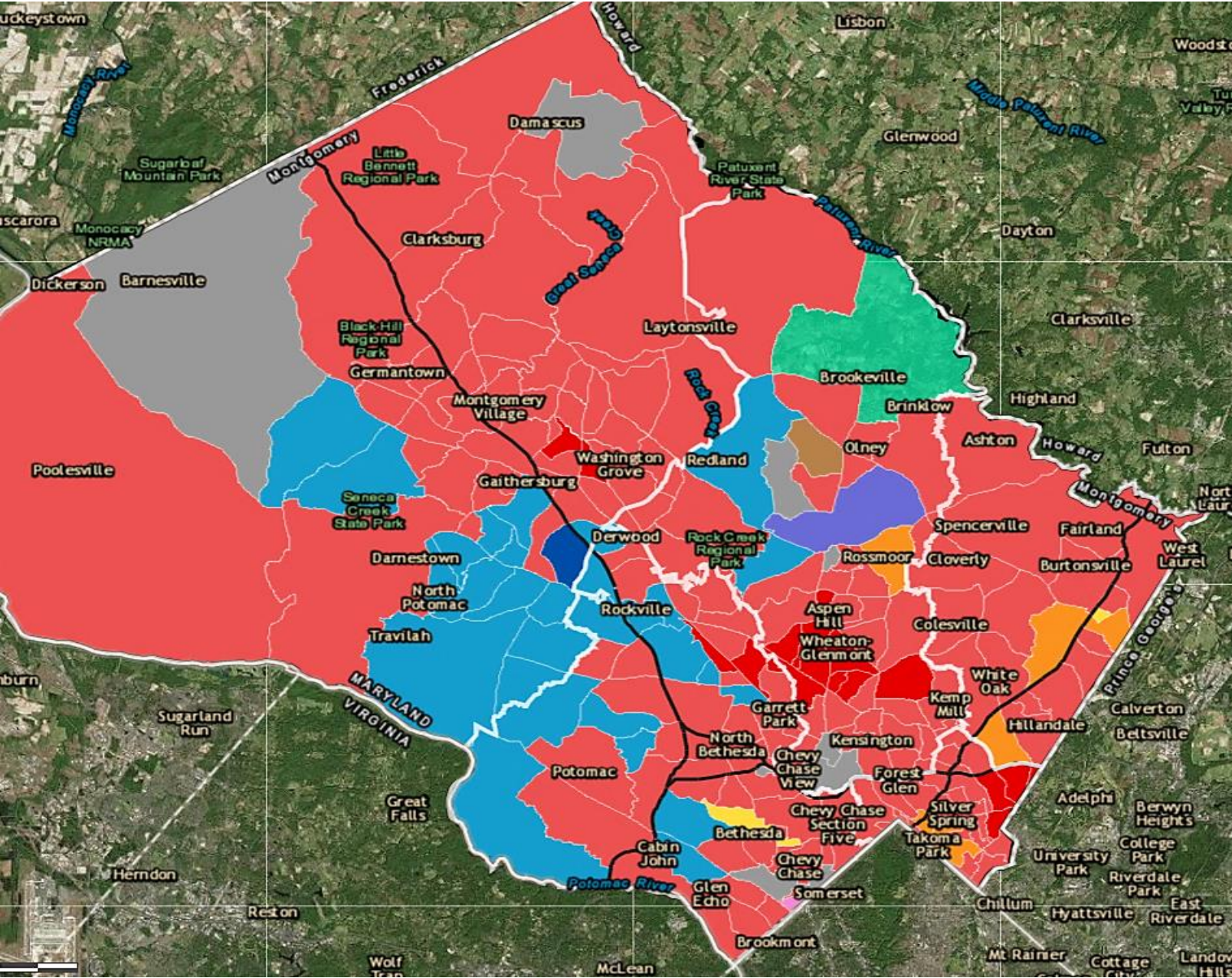
(thanks to MCPL for this analysis)

Montgomery County is a **Top 10** destination for immigrants from the following countries (despite ranking only 42nd in population overall):

- **#1** for Ethiopia and Cameroon (zip codes 20904 and 20906 in Silver Spring are #1 and #3 for Cameroon).
- **#2** for immigrants from Africa (2nd only to LA, which is 10x Montgomery County's general population).
- **#2** for Sierra Leone, Ghana, Bolivia
- **#3** for El Salvador
- **#4** for Sri Lanka and Nepal
- **#5** for Chile, Iran, and Liberia
- **#8** for Peru
- **#9** for Kenya and France (also: zip codes 20814 and 20817 in Bethesda are #2 and #3 for France).
- **#10** for Taiwan and Argentina

MOST POPULAR LANGUAGE AFTER ENGLISH BY TRACT

394,000 residents (or 40%) speak a language other than English at home. 138,000 residents have limited English proficiency—and 26,000 households (or 7%) are “language isolated.”

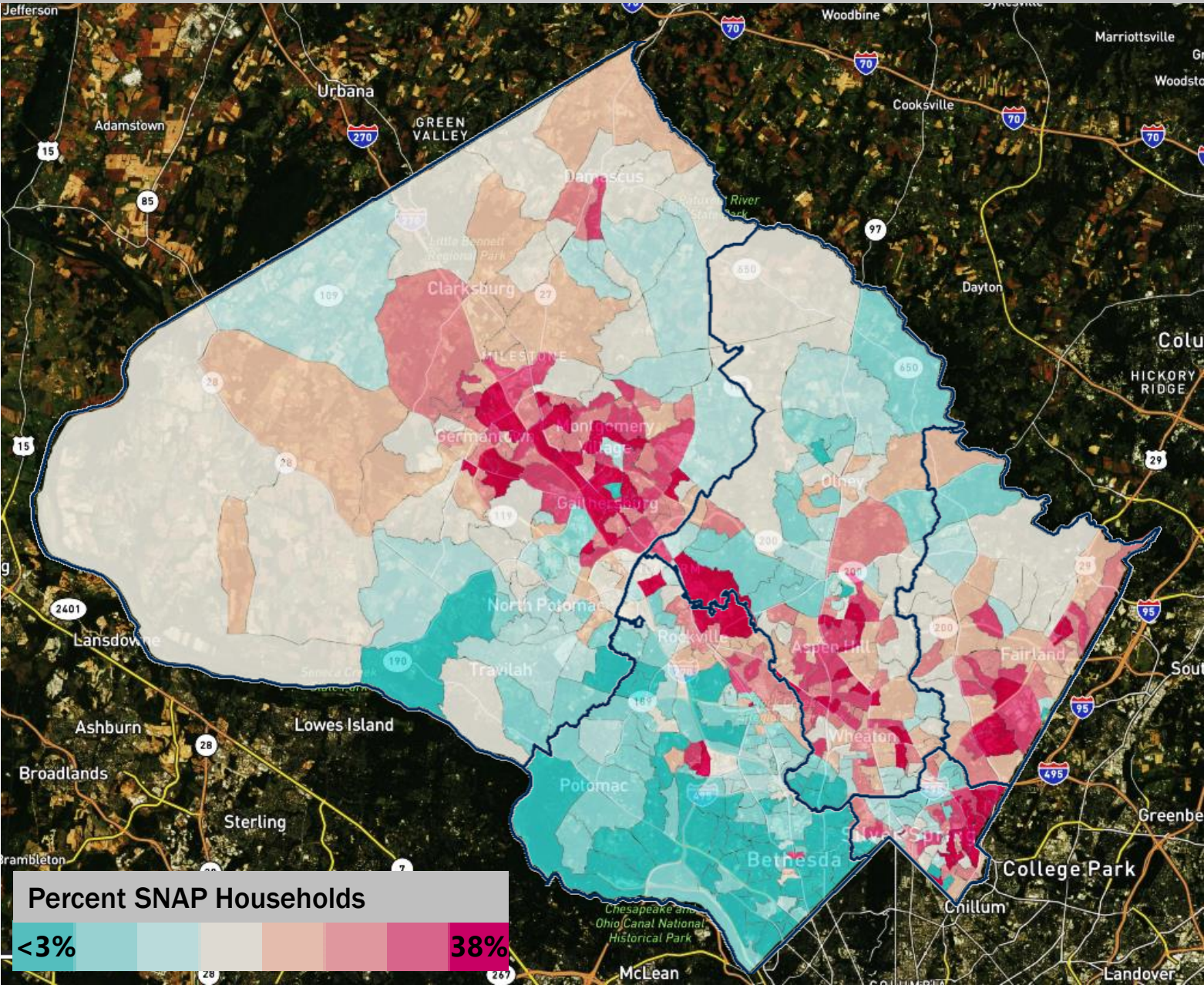


Most Popular Language 2010-2014			
■	Spanish or Spanish Creole	■	Persian
■	Too few to estimate	■	Gujarati
■	Chinese	■	Vietnamese
■	English (Spanish First)	■	African languages
■	Korean	■	French (incl. Patois, Cajun)
		■	Greek

RANK BY RSC	#1	#2	#3
Bethesda-CC	Spanish	Chinese	French
Up-County			African
Mid-County		African	Chinese
Silver Spring			French
East County			

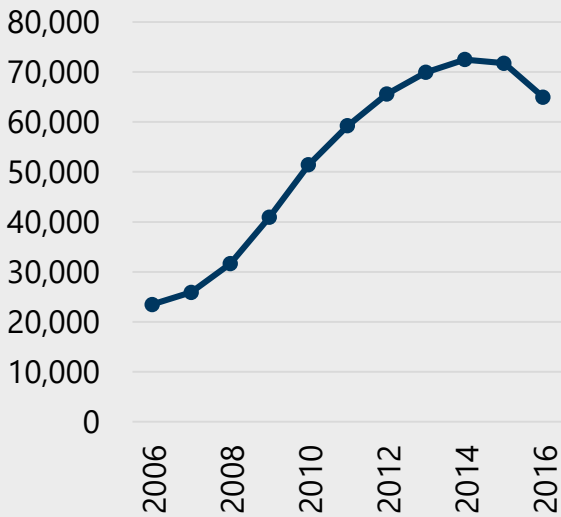
SOURCE: CENSUS ACS 2010-2014

SNAP RECIPIENTS



6.2% of households in
Montgomery County
receive SNAP benefits

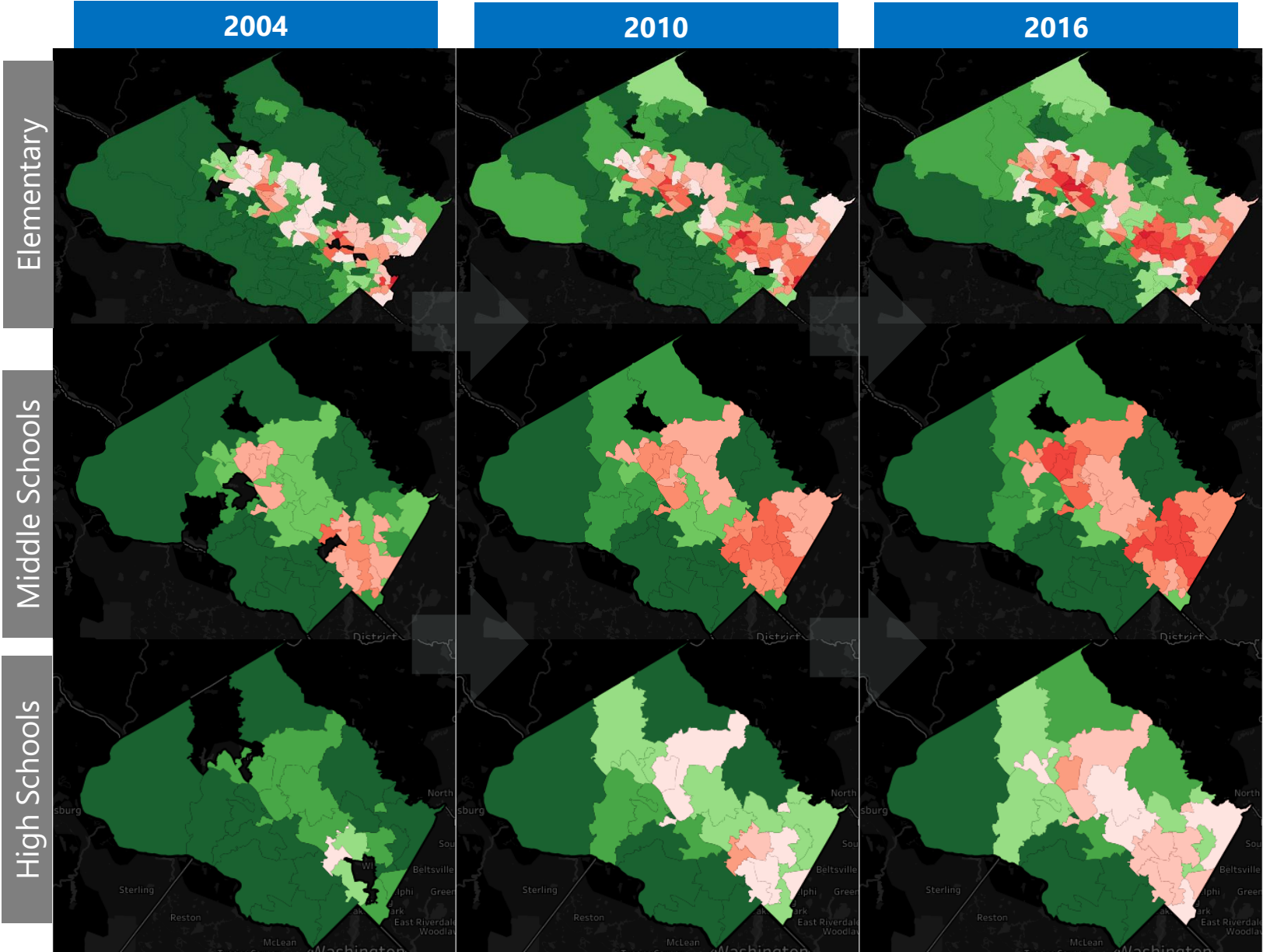
SNAP Benefits Recipients



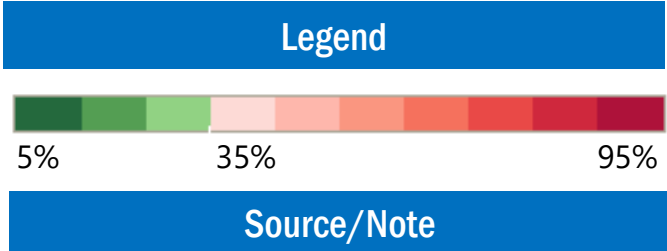
Source / notes

ACS 2017 1-year estimate
Census SAIPE via St. Louis Fed

PERCENT OF MCPS STUDENTS RECEIVING FREE & REDUCED MEALS

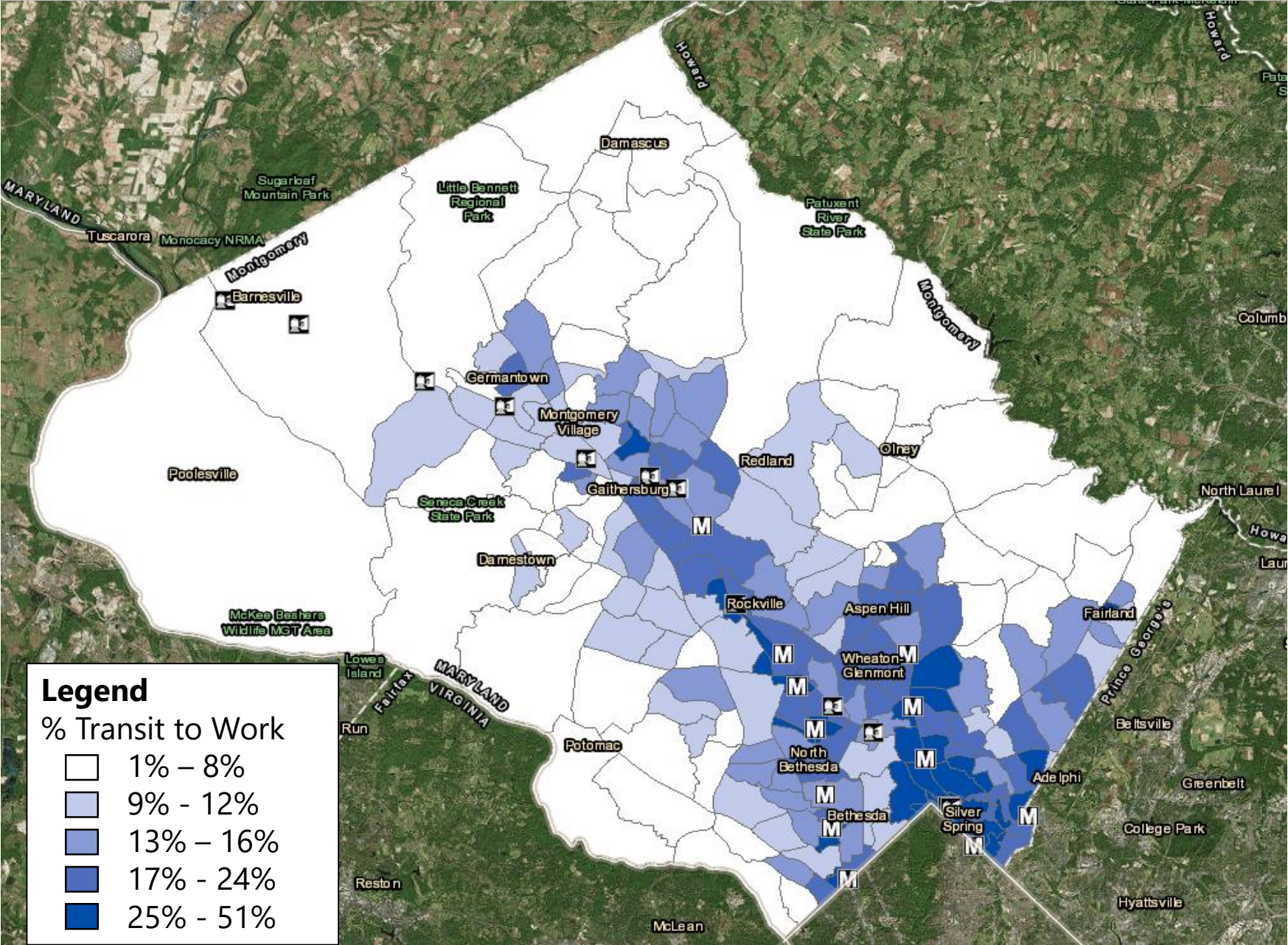


Percent of FARMS by School Type			
	2004	2010	2016
Elementary	29.8%	35.5%	41.4%
Middle Schools	24.6%	30.3%	34.4%
High Schools	14.8%	24.4%	29.7%



- **Note:** shown are the 2016 school district boundaries, some districts are blank due to school closures/openings across years
- **Source:** Maryland State Department of Education 2016 Report Card

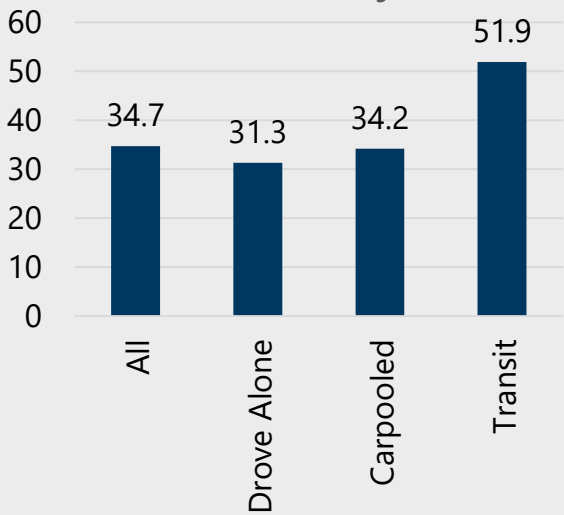
PERCENT OF RESIDENTS TAKING PUBLIC TRANSIT TO WORK



14.5% of Montgomery County works age 16 and over take public transportation to work

Transit usage is highest along the red line corridors, but there is also high transit usage along US29 and in Gaithersburg and Germantown.

Mean Travel Time by Travel Mode




Source / notes

ACS 2017 1-year estimate

Community Dashboards

Our community dashboards bring together internal administrative data, public data, and data from our network of partners to assist Montgomery County and its partners in: tailoring programs to local conditions in an increasingly diverse county; improving outreach to under-served populations; and meeting the individual needs of all our residents and businesses.


Community Explorer



Explore the data behind the vibrant and diverse communities of Montgomery County

Read More


Quality of Life Survey



Find out what residents think about living in Montgomery County

Read More

MC Insights



Examine the demographics and community assets of Montgomery County Maryland

Read More

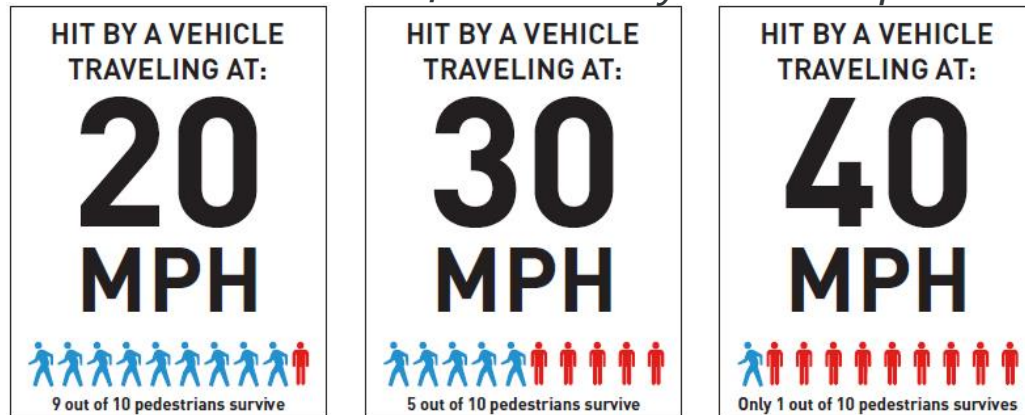


VISION ZERO OVERVIEW



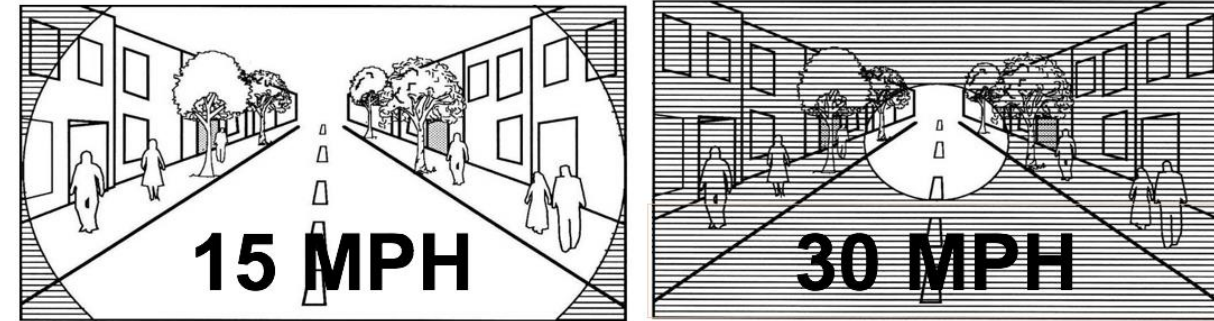
1. Transportation–related deaths and severe injuries are **preventable and unacceptable**.
2. **Human life takes priority over mobility** and other objectives of the road system. The road system should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities.
3. Human **error is inevitable**; the transportation system should be designed to anticipate error so the consequences are not severe injury or death.

Pedestrian Chance of Survival by Vehicle Speed



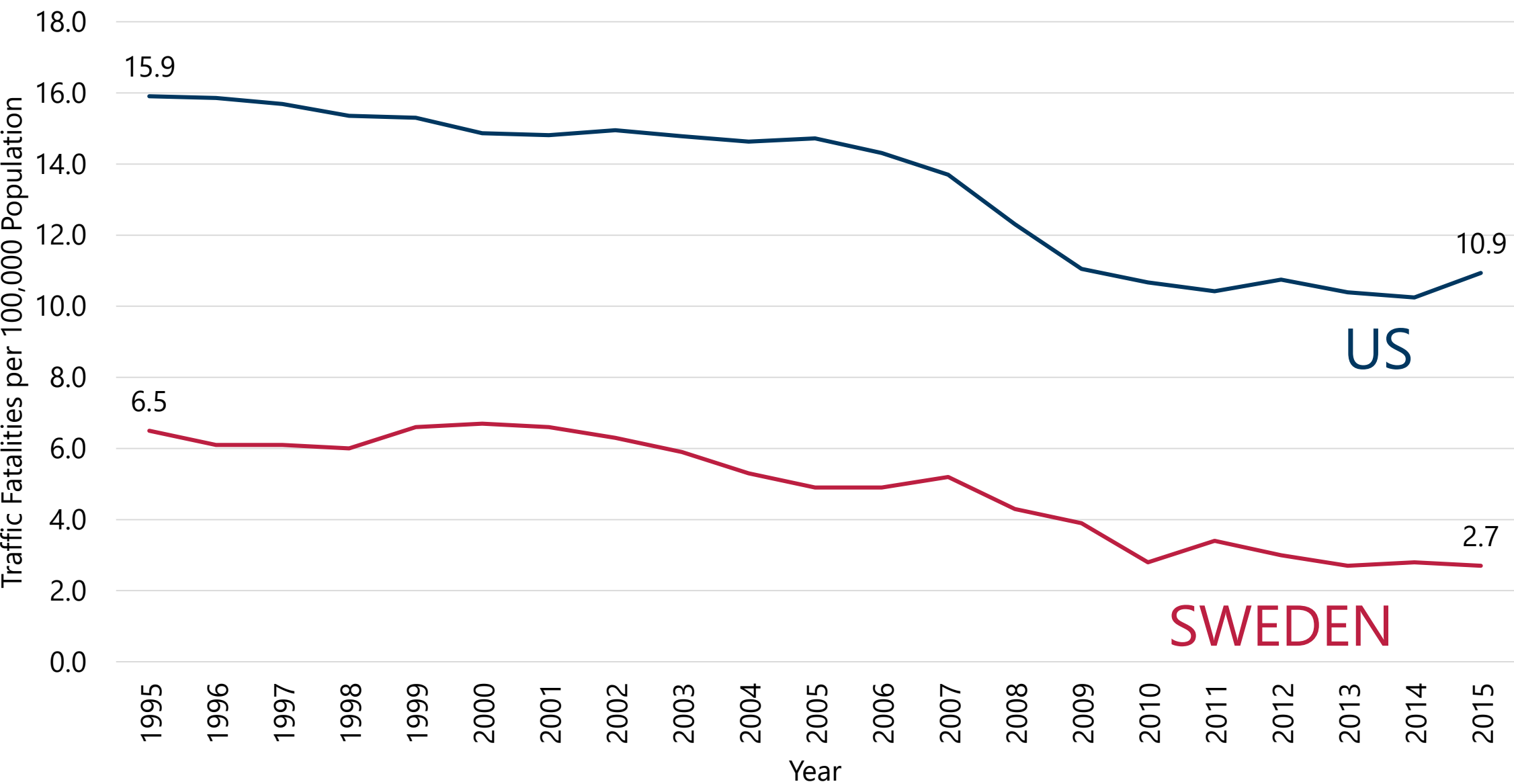
Graphic courtesy of: [Vision Zero Network](https://www.visionzero.net/)

Driver Cone of Vision by Vehicle Speed



4. People are inherently vulnerable, and **speed is a fundamental predictor of crash survival**. The transportation system should be designed for speeds that protect human life.
5. **Safe human behaviors**, education, and enforcement are essential contributors to a safe system.
6. **Policies and practices at all levels of government need to align**, making safety the highest priority for roadways.

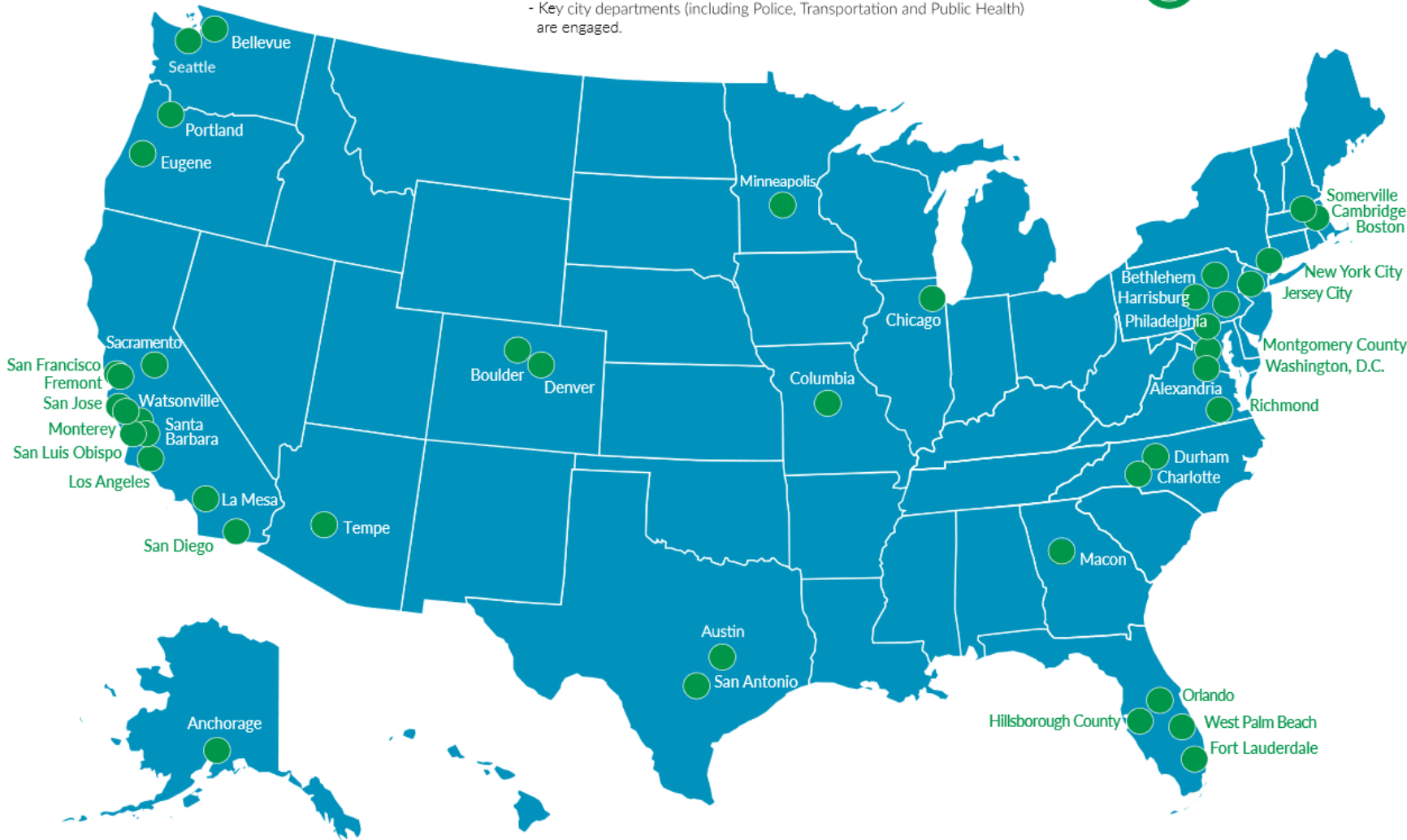
VISION ZERO – SWEDEN'S RESULTS VS. US



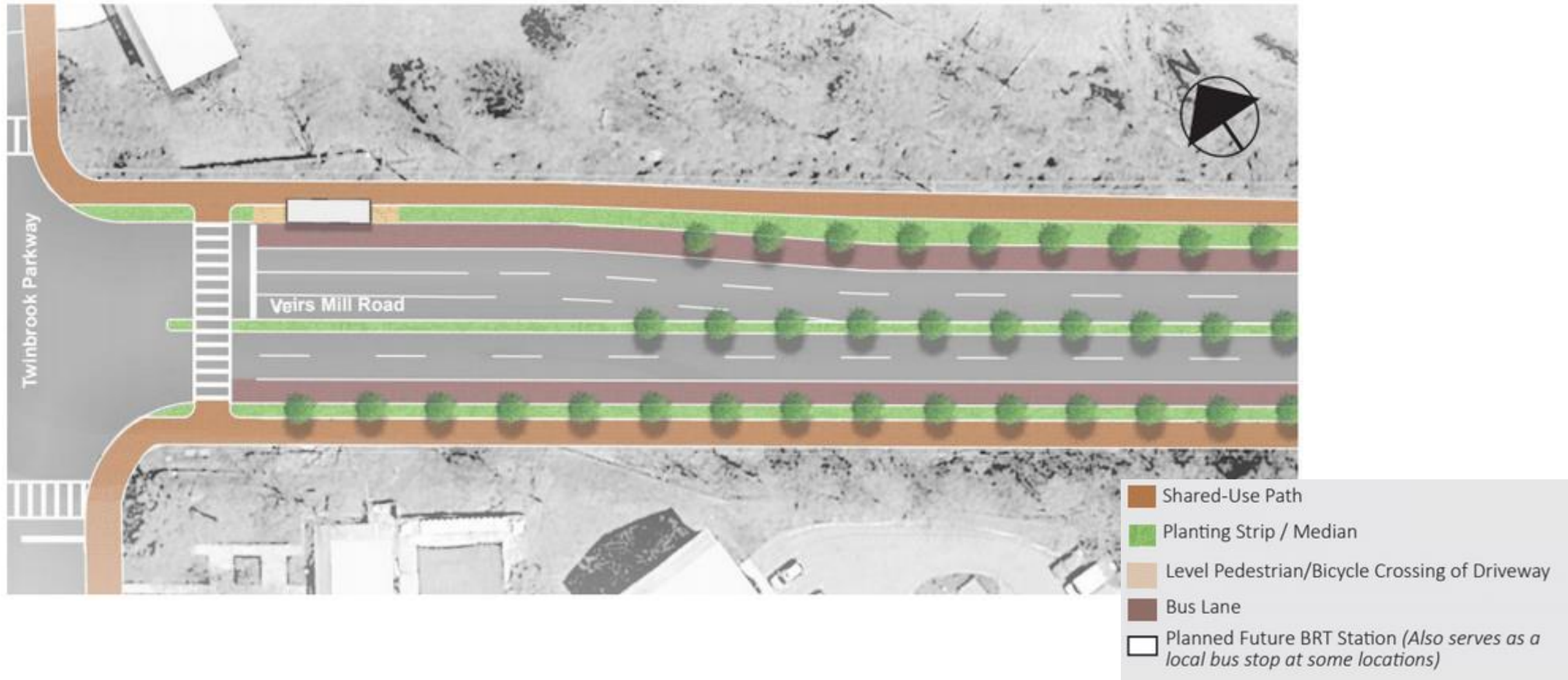
Vision Zero Cities

A Vision Zero City meets the following minimum standards:

- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



CREATING COMPLETE STREETS



Graphic courtesy of: Planning Dept. (Draft design, not official)

CREATING COMPLETE STREETS

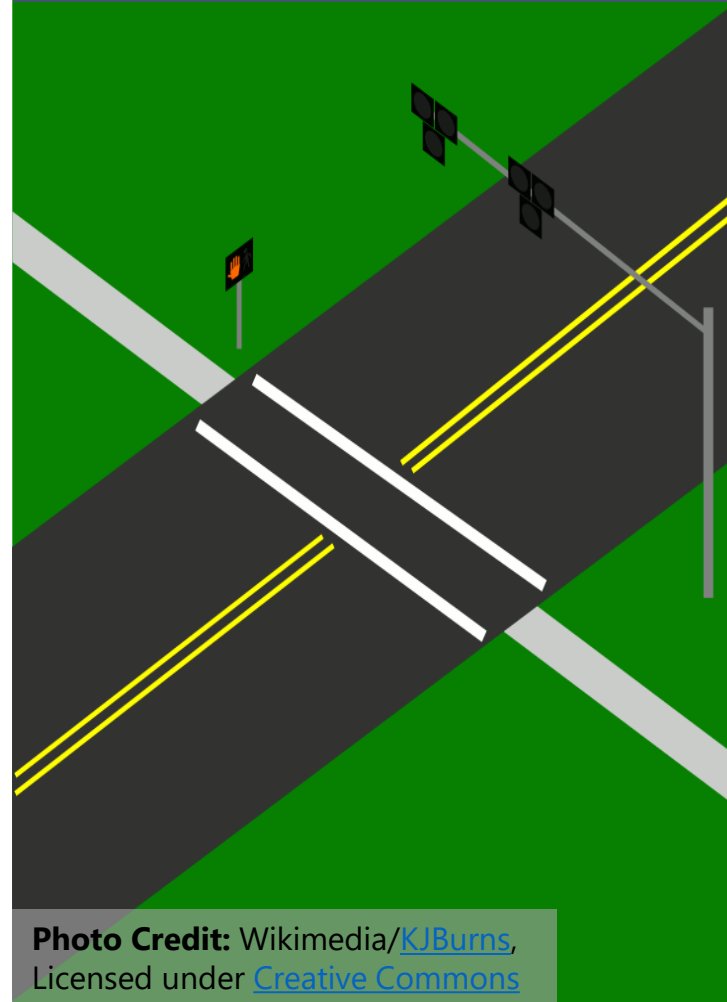
PEDESTRIAN SCRAMBLE



PROTECTED BIKE LANES



PEDESTRIAN HYBRID SIGNALS (HAWK BEACON)



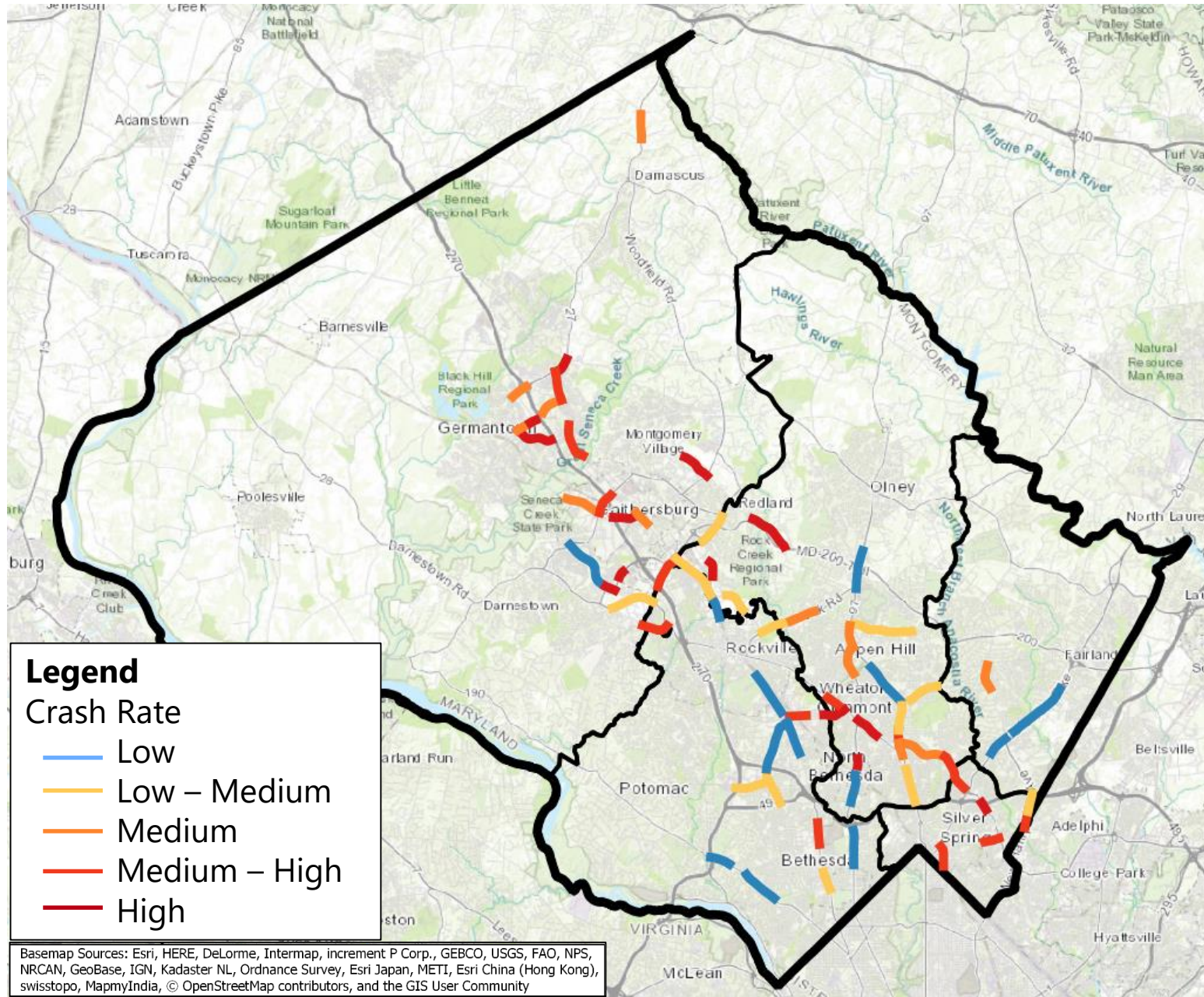
SIGNAL TIMING



LIGHTING

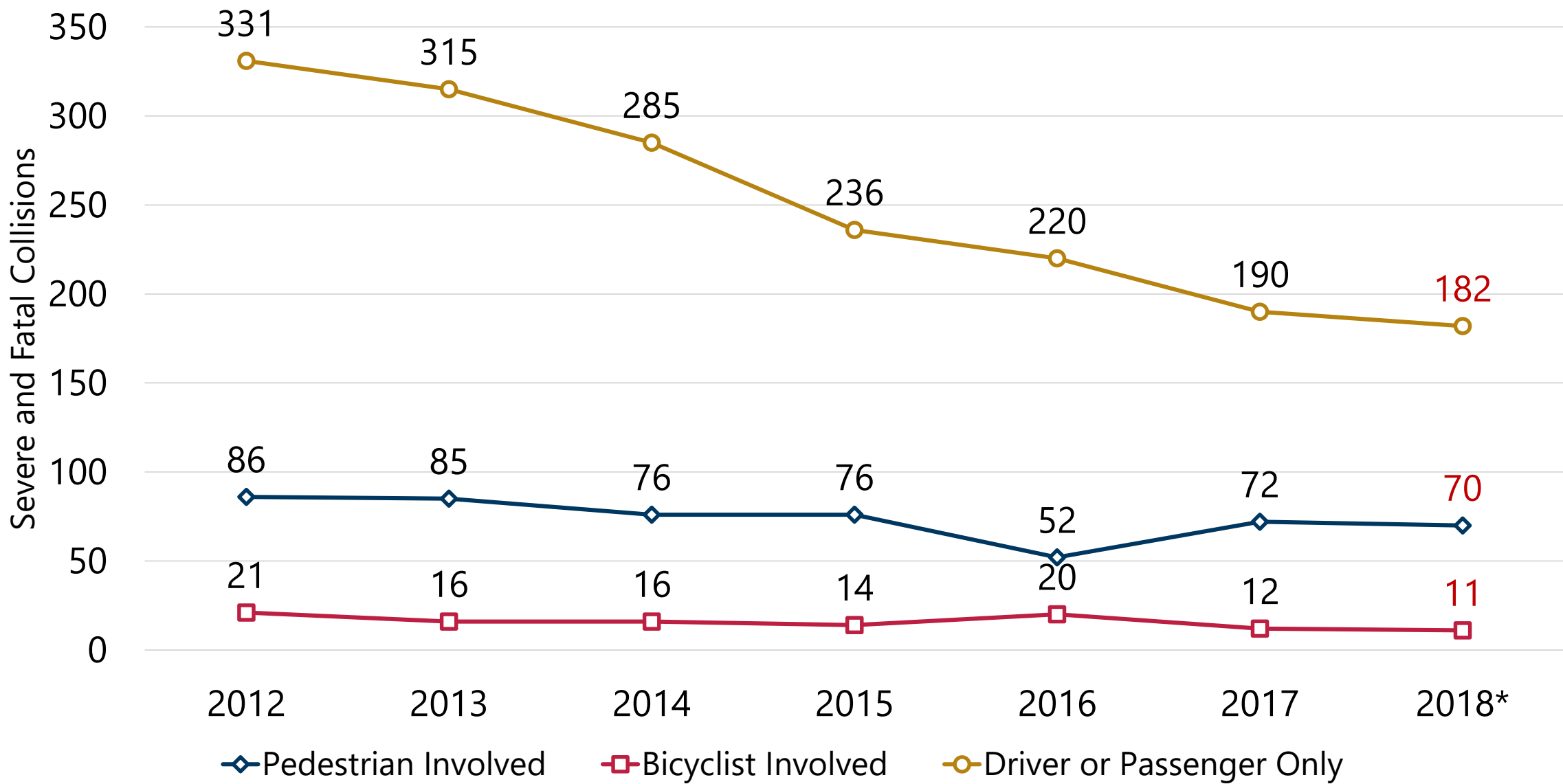


HIGH INJURY NETWORK



The High Injury Network (HIN) identifies roadway segments that have a higher amount of crashes (at least one crash per mile per year) relative to the amount of traffic on that road. MCDOT will use this initial list to identify roadways for engineering improvements.

SEVERE AND FATAL COLLISIONS BY YEAR



*2018 data are preliminary and subject to change

TWO-YEAR ACTION PLAN – ACTION ITEMS



Engineering

- Design facilities that prioritize safety above all else
- Key Outcome: Reductions in severe and fatal collisions in High Injury Network (HIN)



Enforcement

- Encourage safe behaviors using evidence-based high visibility enforcement
- Key Outcome: Hours of dedicated enforcement for factors contributing to severe and fatal collisions



Education

- Engage the public to promote the importance of traffic laws and safe behaviors
- Key Outcome: Increased awareness of dangerous driving, biking, and walking behaviors



Traffic Incident Management

- Ensure that when a collision occurs, prompt care is provided
- Key Outcome: Maintain response times for traffic collisions with injuries based on dept. standards



Law, Policy, and Advocacy

- Improve the way traffic safety is managed by changing codes, laws, and policies that do not align with Vision Zero
- Key Outcome: Passage of significant laws and policies required to implement Vision Zero

TWO-YEAR ACTION PLAN – ENGINEERING

ENG-1: Crash
Analysis

ENG-2: Update
County Road
Design Standards

ENG-3: Expand
Road Safety Audits

ENG-4: Review
Transit Stops

ENG-5: Redesign
Trail Crossings

ENG-6:
State/County
Project
Collaboration

ENG-7: Improve
Pedestrian Signal
Timing

ENG-8: Accelerate
Sidewalk Building

ENG-9: Expand
Low-Stress Bicycle
Network

ENF-1: Establish
Collision Review
Team

ENF-2: Increase
Enforcement
Activities

ENF-3: Expand
Safety Camera
Use

ENF-4: Improve
Distracted Driving
Detection

ENF-5:
Collaboration with
Court System

TWO-YEAR ACTION PLAN – EDUCATION

EDU-1: Create
Comprehensive
Outreach Strategy

EDU-2: Expand
Safe Routes to
School Program

EDU-3: On-Bike
Education
Program for Kids

EDU-4: Fund Non-
Profit Outreach

EDU-5: Outreach
to County
Employees

EDU-6: Cross-
Departmental
Team Building

EDU-7: Raise
Awareness of
Sleep and Safety

EDU-8: Future
Technology Task
Force

EDU-9: Training in
the Community

TIM-1: Provide
Prompt Emergency
Medical Service

TIM-2: Devise Safe
Incident
Management Plan

TIM-3: Enhance
Police Driver
Training

TIM-4: Temporary
Traffic Control
Devices

TWO-YEAR ACTION PLAN – LAW, POLICY, AND ADVOCACY

LPA-1: Change Policies, Regulations, and Laws

LPA-2: Ensure Equity throughout Vision Zero Projects

LPA-3: Appoint Vision Zero Coordinator

LPA-4: Create Vision Zero Website

LPA-5: Create Vision Zero Feedback Map

LPA-6: Create Pedestrian Master Plan

LPA-7: Publish Collision Data

LPA-8: Improve Crash Data Collection

LPA-9: Establish Peer Learning Network

LPA-10: Review Existing Traffic Safety Programs

LPA-11: Work with Municipalities

LPA-12: Engage Outside Research Partners

LPA-13: Procure Safer Vehicles

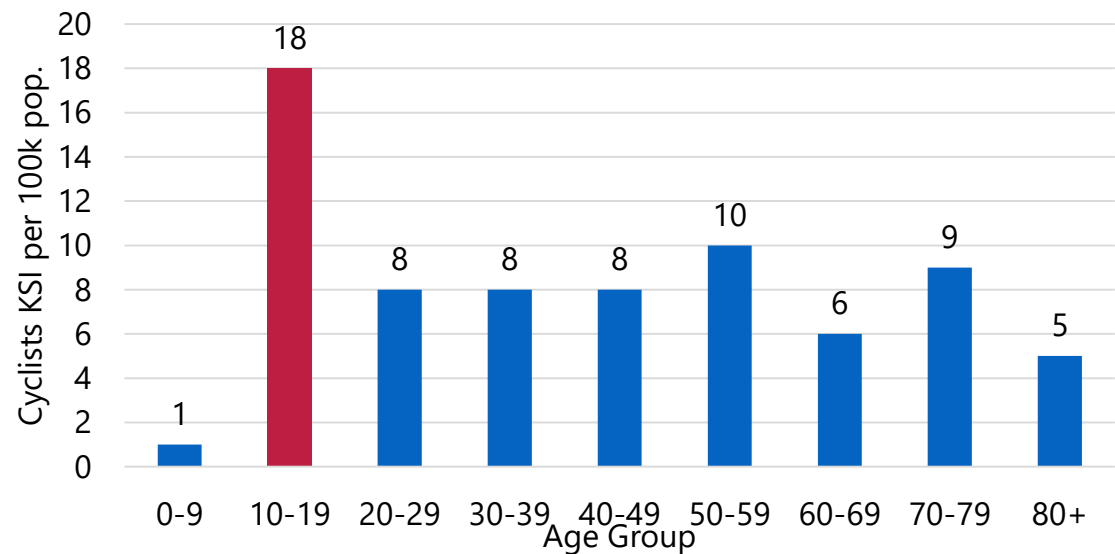
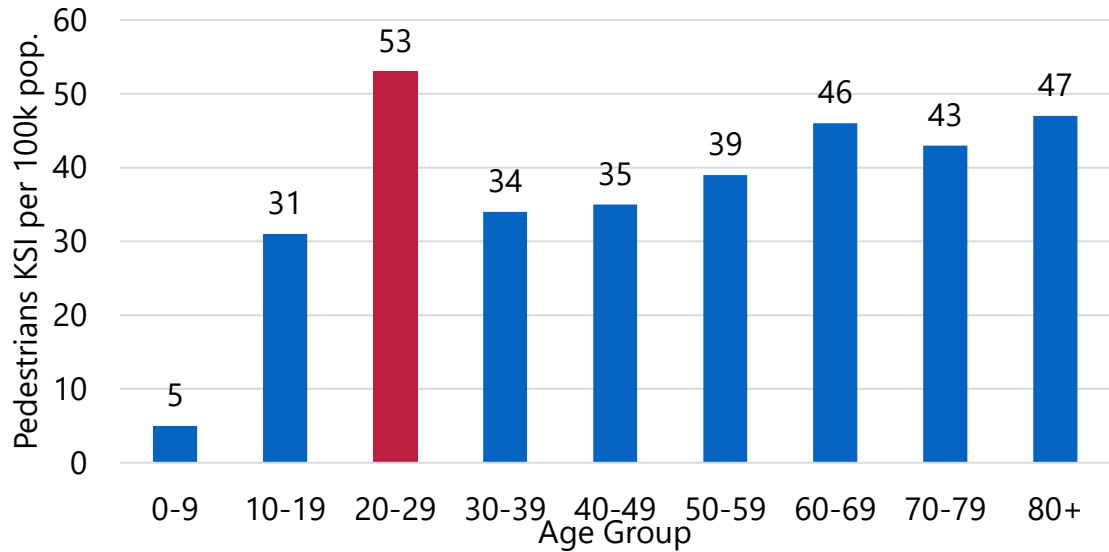
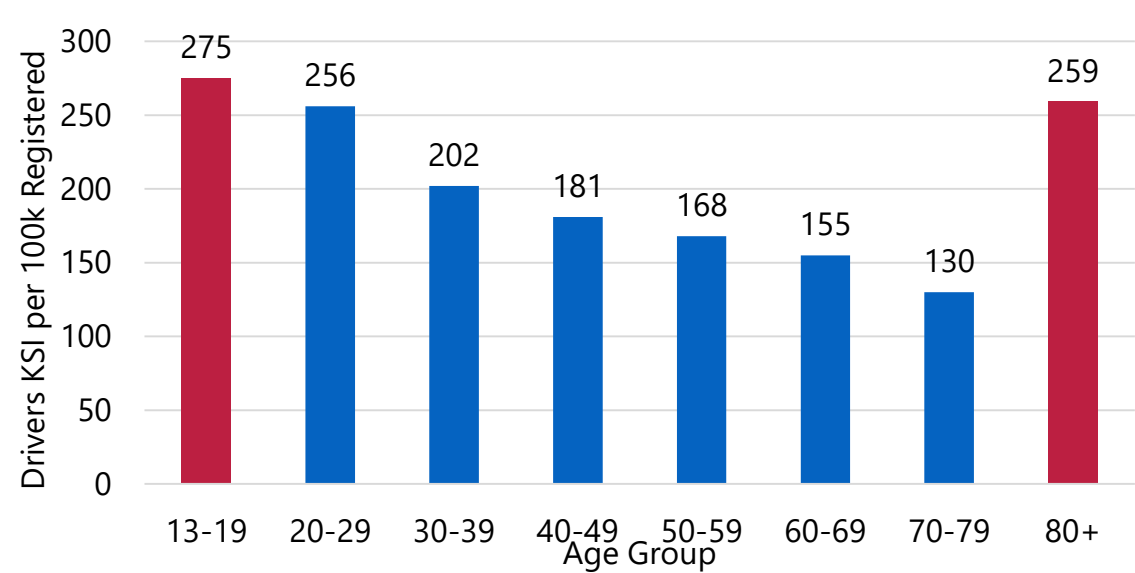
LPA-14: Build the Ten-Year Action Plan



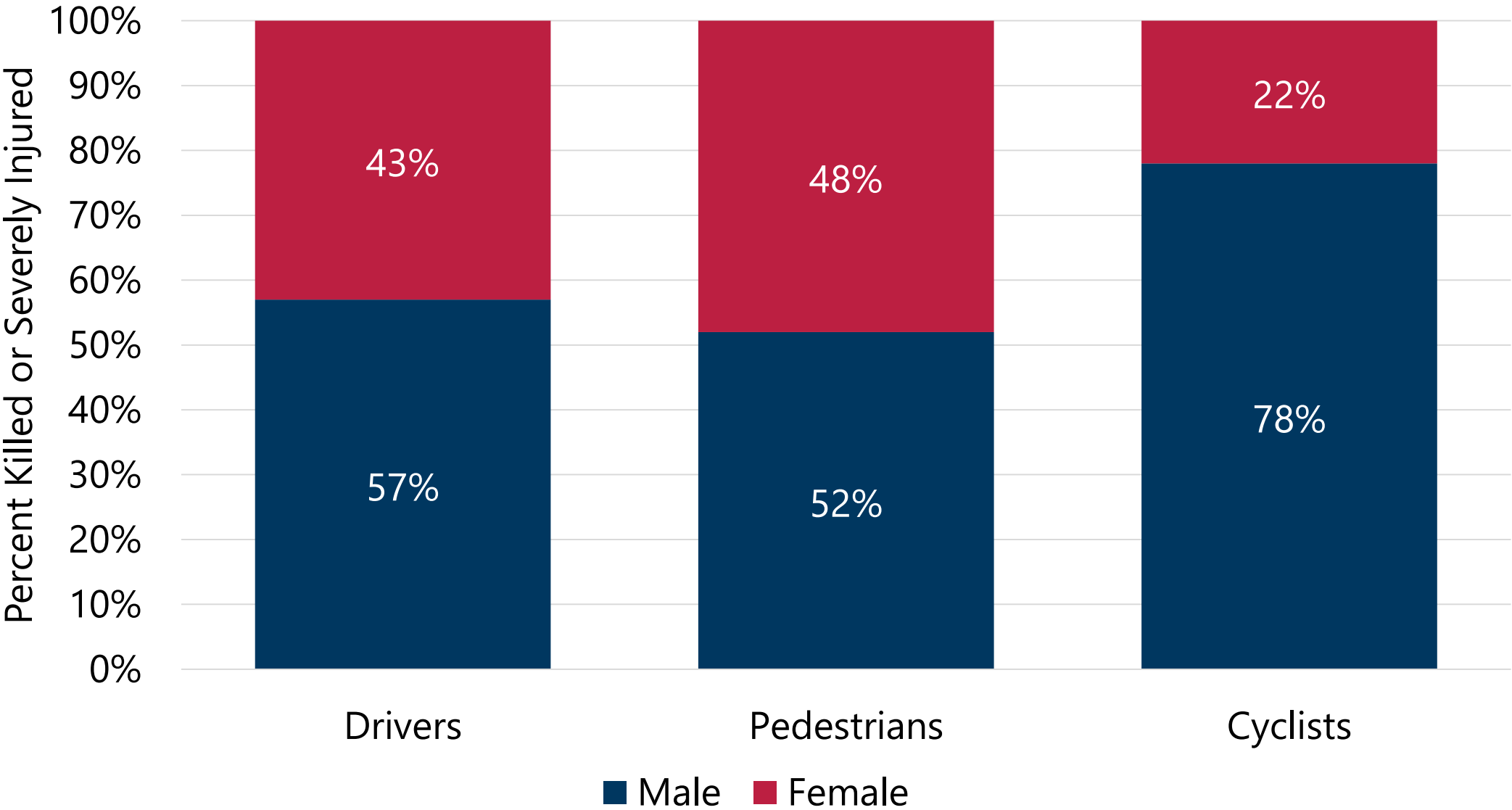
VISION ZERO & COMMUNITY OUTCOMES



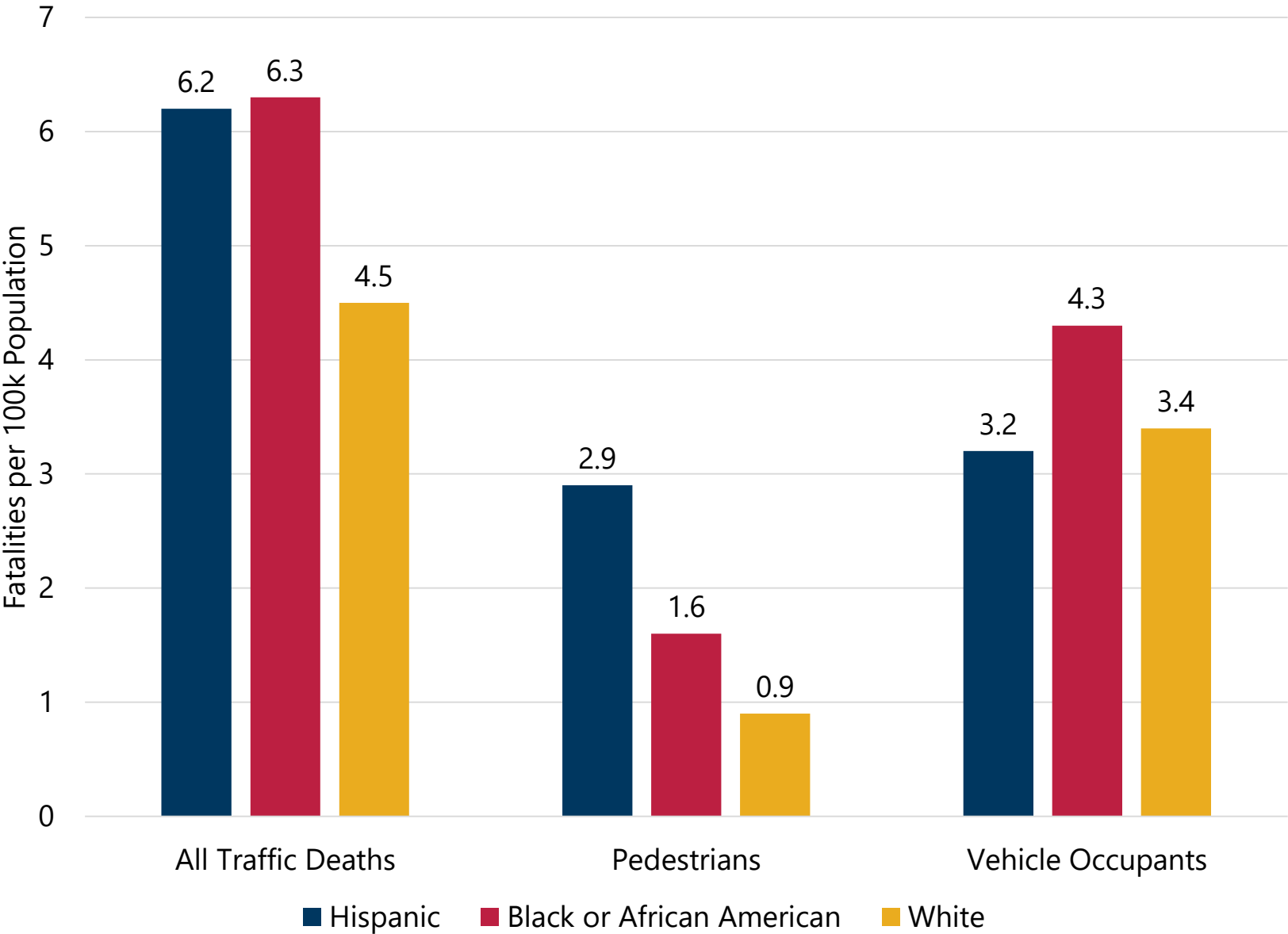
AGE OF PERSON KILLED OR SEVERELY INJURED



SEX OF PERSON KILLED OR SEVERELY INJURED



TRAFFIC FATALITY RATE BY ETHNICITY AND RACE



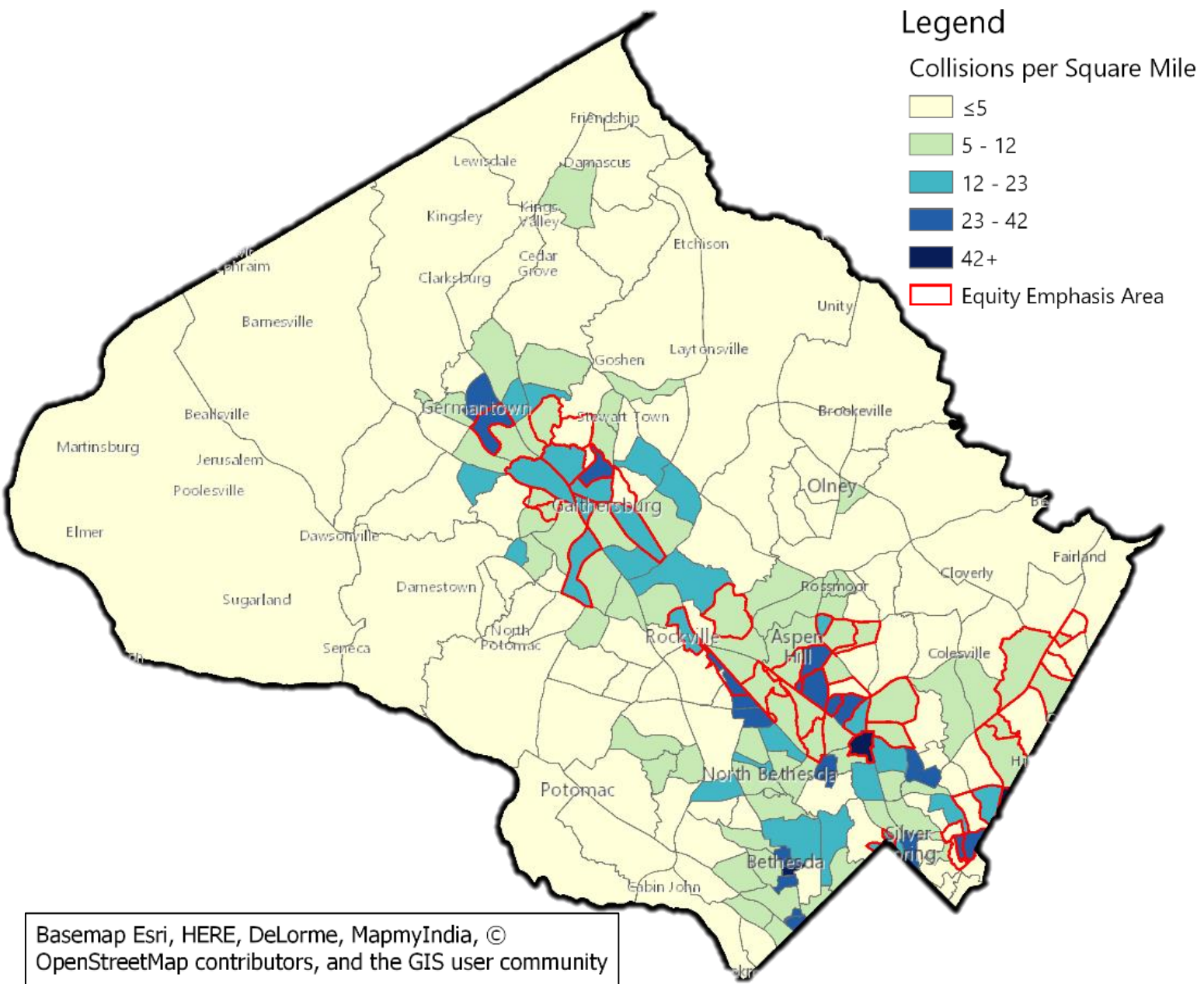
Black or African Americans have the highest traffic fatality rate in Montgomery County and Hispanic residents are nearly tied.

Hispanic pedestrians are killed at a rate that is **3x higher** than Non-Hispanic White residents.

Source / notes

- CDC Mortality Data 2011-22015 via WONDER database
- Ethnicity/race not currently captured in crash database

SEVERE AND FATAL COLLISIONS BY CENSUS TRACT



Crash Density was <u>higher</u> in neighborhoods with...	
Higher ↑	Percentage of households that speak English less than "very well"
Higher ↑	Percentage of population that is Hispanic or Latino
Higher ↑	Percentage of households below the poverty level
Lower ↓	Median age



EQUITY EXERCISE AND DISCUSSION





MONTGOMERY COUNTY VISION ZERO EQUITY TASK FORCE



Equality \neq Equity

Everyone
has the
same

Everyone
has what
they need



Image source: <https://www.sewallfoundation.org/new-gallery-1>

EXAMPLES



Image source: <http://tequityworks.com/portfolio-items/equity-vs-equality/>

For Discussion:

How do you define equity for Montgomery County's Vision Zero program?

What does equity look like if we are able to achieve it?

Location: Silver Spring/ Wheaton – Exact location TBD

Topic: Equitable outcomes for prioritizing engineering projects

Discussion: The squeaky wheel – balancing demand versus data-driven projects