

VISION ZERO

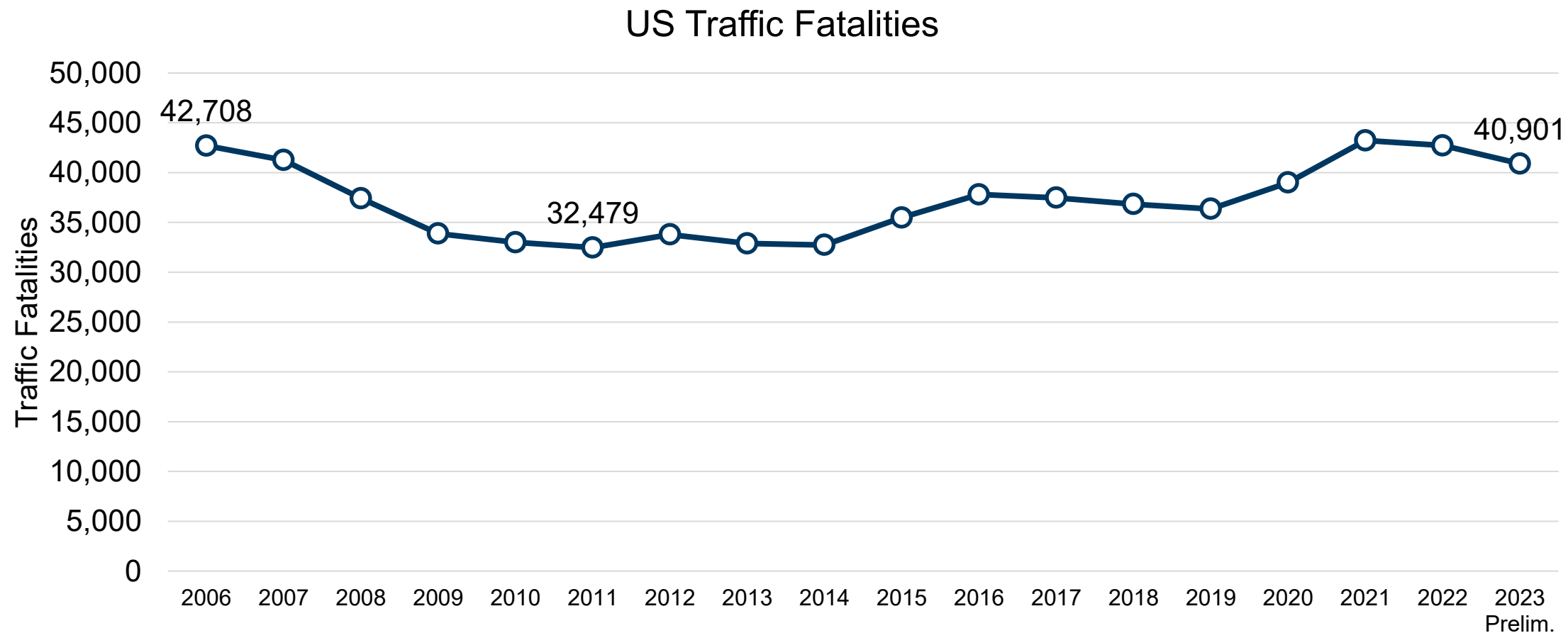
Overview for PBTSAC | November 20, 2025



THE PROBLEM

40,000+ Traffic Deaths Each Year in US

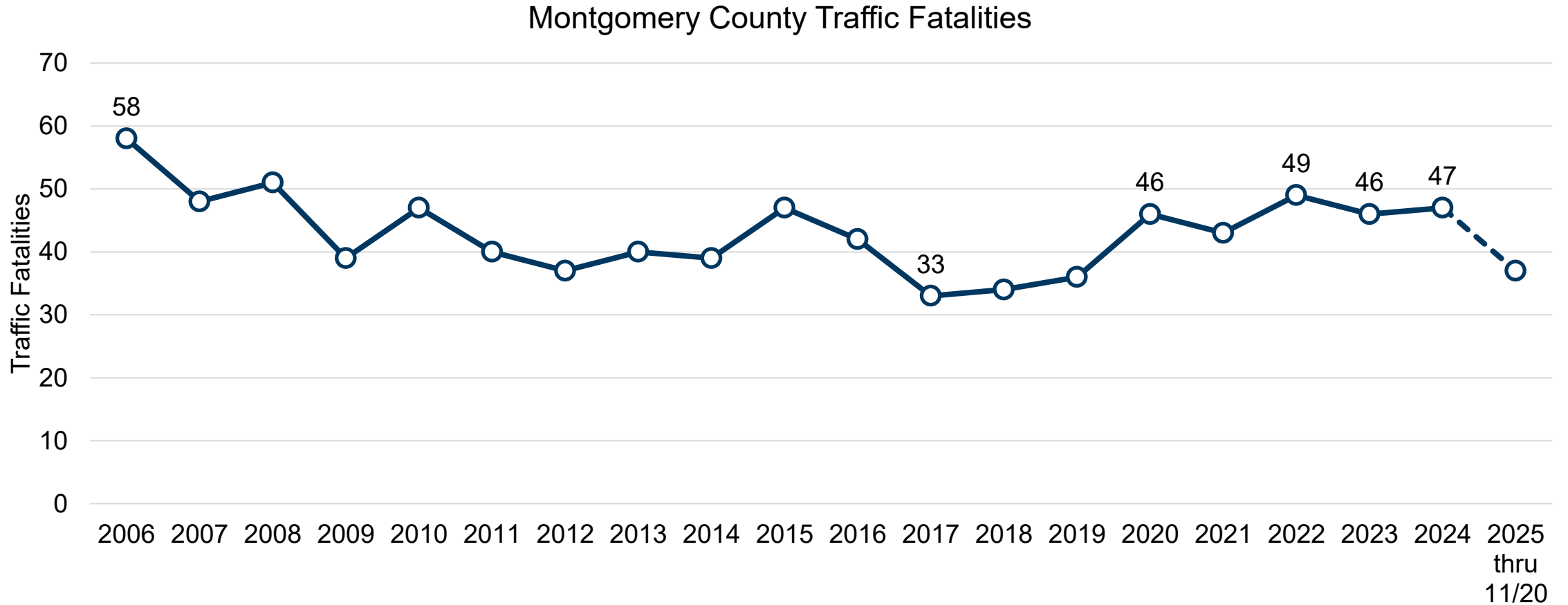
After declining fatalities from 2006 to 2011, fatalities have increased in the US.



SOURCE: [National Highway Traffic Safety Administration](#).

35-50 Traffic Deaths Each Year in Montgomery County

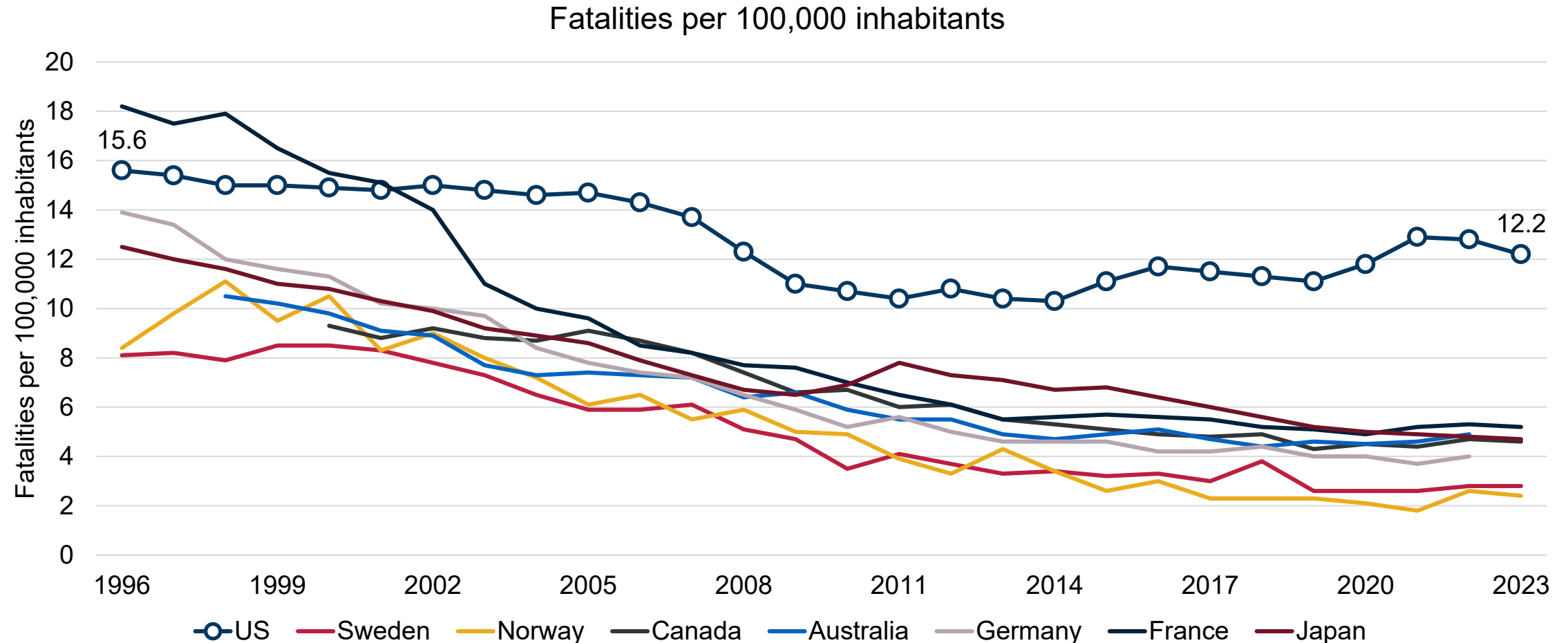
41% of fatal crashes between 2016-2023 were pedestrian or bicyclist.



SOURCE: [Maryland Highway Safety Office](#). 2025 data are preliminary and subject to change.

U.S. lagging behind

Other wealthy countries have seen consistent declines since the 1990s with the United States having some decline, but has been increasing since 2014.



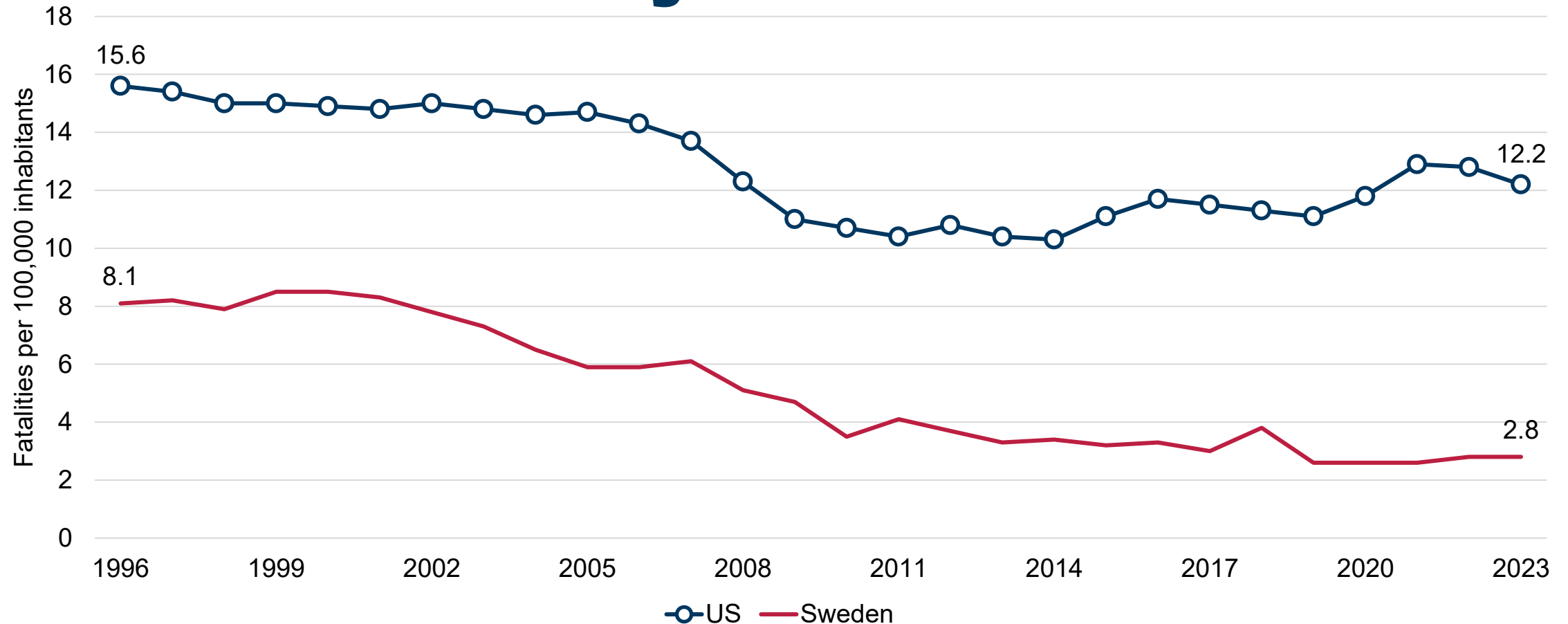
Source: [OECD](#); Annual road fatalities, injured, injury crashes.



THE SOLUTION: VISION ZERO

Swedish Model of Traffic Safety

Vision Zero, adopted in Sweden's Parliament in 1997, has spread worldwide due to strong results in saving lives and making Swedish roads some of the safest to travel in the world.



What is Vision Zero?

Building Layers of Safety to Prevent Serious and Fatal Injuries on Our Roadways



The 6 Safe System Principles



**Death/serious injury
is unacceptable**



**Humans make
mistakes**



**Humans are
vulnerable**



**Responsibility is
shared**



Safety is proactive



**Redundancy
is crucial**

THE 5 SAFE SYSTEM ELEMENTS



Source: FHWA

Installing traffic signals
and modifying existing
signals

Safe Roads – Separate Road Users in Time



Signal changes at Shady Grove Rd & Briardale Rd with exclusive red turn phasing and backplates to address failure to yield crashes.

Which device to choose?



Flashing Beacon

Flashing yellow light or lights.

Can be always flashing or pedestrian activated.



Rectangular Rapid Flashing Beacon

Two yellow lights flash and alternate to indicate pedestrian crossing.

Pedestrians activate the beacon.



Pedestrian Hybrid Beacon

Similar to traffic signal with red and yellow lights, but goes dark when inactive and has two red lights.

Pedestrians activate the beacon.



Traffic Signal

Full red, yellow, green.

Set for pedestrians to get walk signal every cycle inside central business districts.

Safe Speeds and Roads

Above 20-25MPH, provide dedicated spaces for pedestrians and cyclists



Safe Speeds, Roads, and Transit

Improving Pedestrian and Bike Connections to Transit



Corridor Overview

- Pendleton Drive to Norris Drive
 - New shared-use path on the north side west of Newport Mill Road
 - New sidewalk on south side of main roadway
 - New east leg crosswalk at Norris Drive



Safe Roads – Trail Crossing Safety

Changes to trail crossings can include upgrading the crosswalks to high visibility, realigning crosswalks, sightline adjustments, improved signage, and new beacons.



Cabin John at Tuckerman Lane



Sligo Creek at Dennis Avenue



Safe Vehicles

Vehicles that protect those inside AND outside the vehicle



Post Crash Care

Getting patients the proper care on the scene and at the hospital



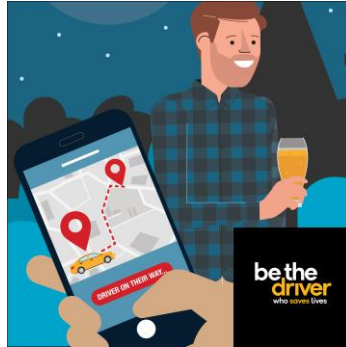
Purposeful, Evidence-Based Policing Practices



Driver Yielding to Non-Motorists

Targeted Driver Enforcement at Crosswalks

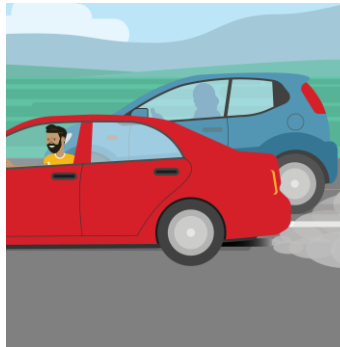
↑ Increased Driver Yield Rates



Impaired Driving

Publicized Sobriety Checkpoints

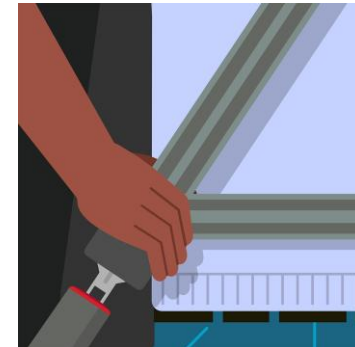
↓ 17% Decrease Alcohol-Related Crashes



Speeding

Automated Speed Enforcement

↓ 19% Reduction in Severe Collisions



Unrestrained Occupants

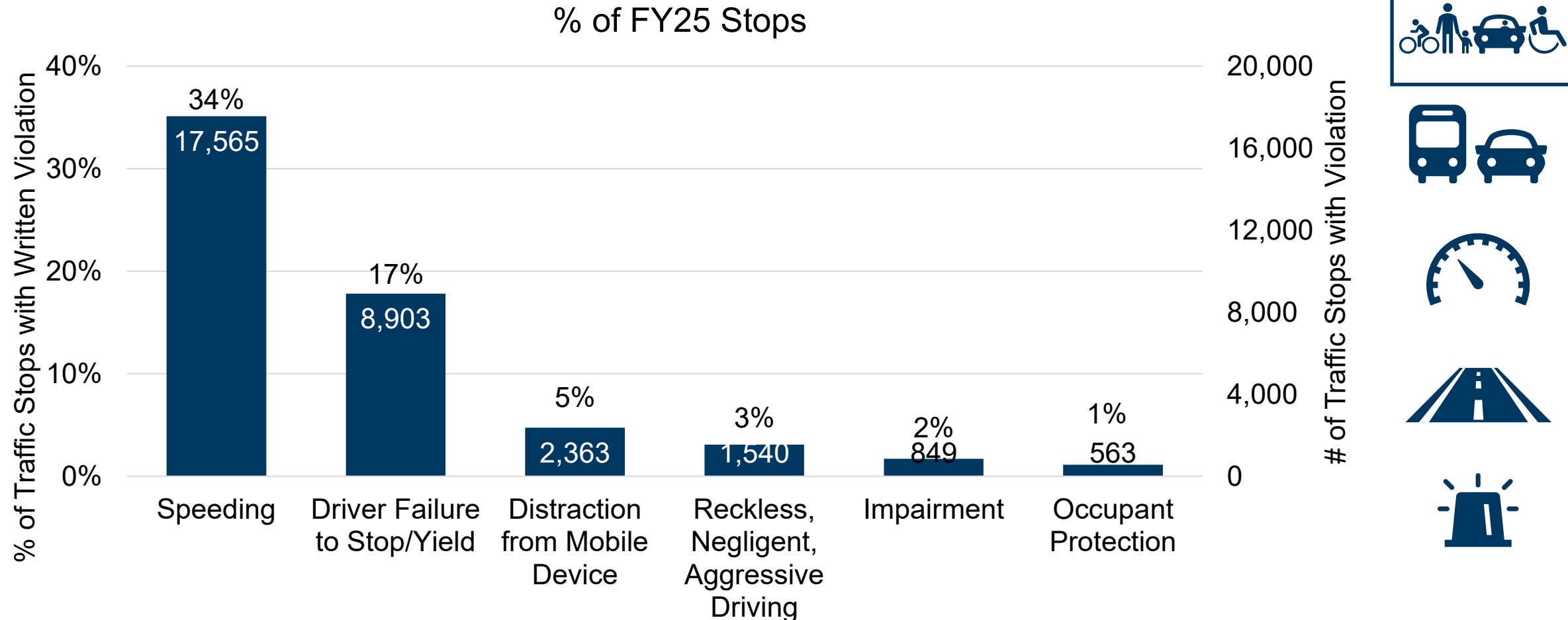
Short Term, High-Visibility Seat Belt Law Enforcement

↑ 16% Increase in Seatbelt Use



Focused Enforcement Efforts

34% of 52,359 stops by MCPD officers in FY25 involved a warning or citation for speeding. Speeding remains the top stop violation written.



NOTE: A traffic stop can have multiple violations. In FY22, MCPD wrote 1.8 violations per traffic stop.

Holiday Alcohol Task Force

Promoting Safe Rides Home

- Over 244 DUI arrests for eight-week task force from November to January.
- Over 2,200 people utilized SoberRide in DC area for New Year's Eve.
- Outreach to bars and restaurants with free coasters and magnets with safety message.
- Continued to update Safe Ride Home page to provide one stop shop for finding sober ride options in Montgomery County.



If this text is starting
to look blurry

It's time to scan for a safe ride home



DON'T DRINK AND DRIVE

ABS
ALCOHOL BEVERAGE SERVICES
MONTGOMERY COUNTY, MARYLAND

#KeepingItSafeMoCo

Si este texto está empezando a
verse borroso

Es hora de escanear para un regreso
seguro a casa



SI BEBE ALCOHOL, NO MANEJE

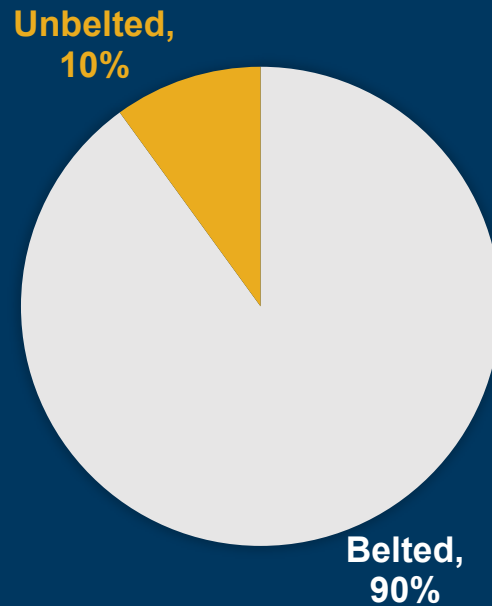
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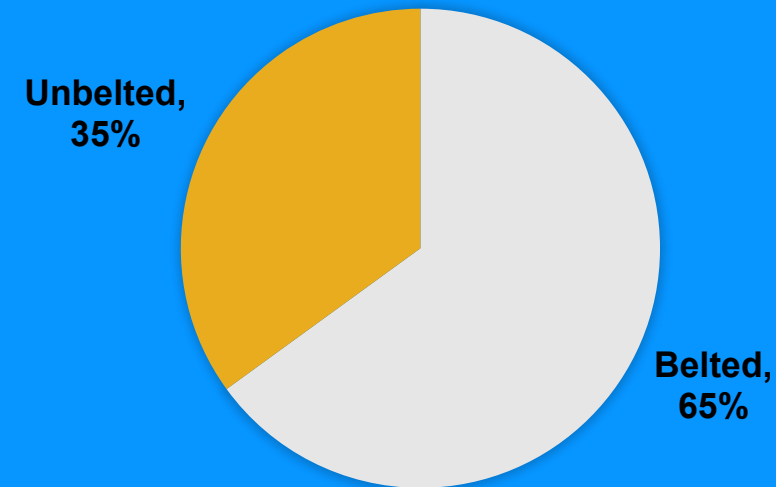
Safe People – Wearing a Seatbelt

Each road user is responsible to operate, to the best of their ability, within the boundaries set by system designers and managers.

All Maryland drivers

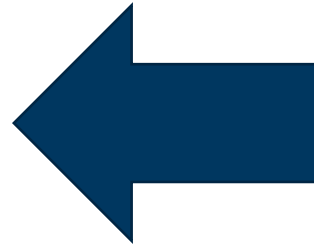
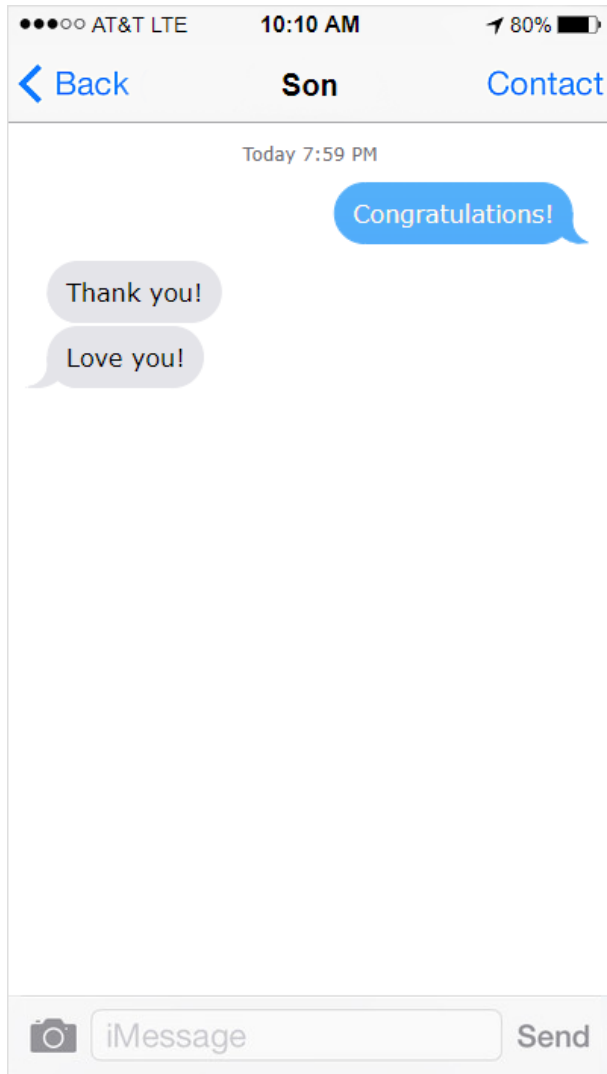


People killed in vehicle in Maryland



Safe People – Distracted Driving

Increasing distraction by devices increasing crash risk



Crash occurs seconds after message is sent.



Automated Enforcement Expansion Plan

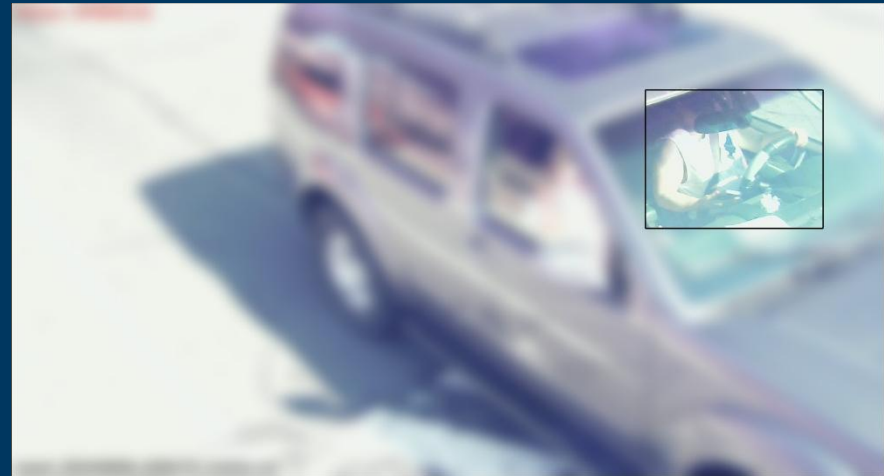
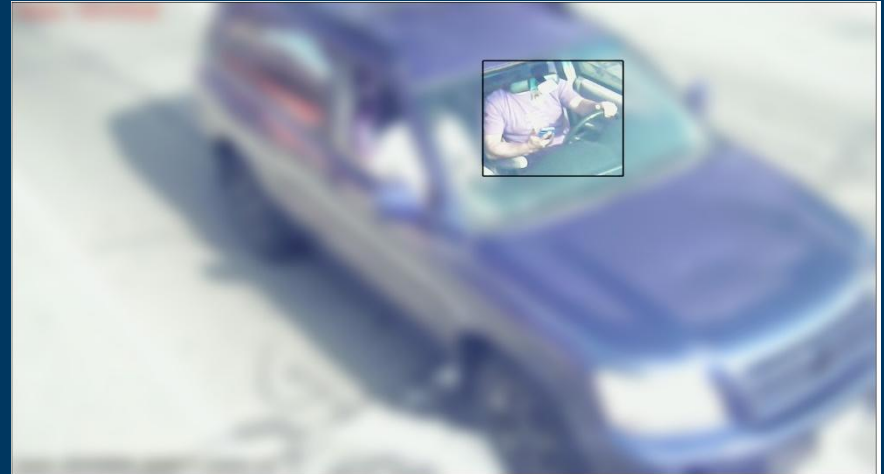
More sites and new technology

Recent Expansions and Changes

- Graduated fines for speed camera violations start October 1.
- The County and S.H.A. are studying speed cameras on High Injury Network with new authority granted by Maryland General Assembly.
- Start using red-light cameras as speed cameras where allowed.
- Permitted to use bus lane cameras. Pilot started with WMATA.
- 44 new speed locations approved in August 2024.

Needing State Law changes

- Using new technology for enforcing seatbelts, mobile phone use, crosswalks, move over law, HOV.



Examples of mobile phone use captured by distracted driving cameras. At 3 pilot sites, over 780 violations detected in 3 days.



Heads Up/ Phones Down Video Contest

200 high school students submitted this year.

Used in April distracted driving awareness month campaign.

BIKE RODEOS AND LEARN TO RIDE CLASSES





Vision Zero Youth Ambassadors

INTERGOVERNMENTAL COORDINATION ON VISION ZERO

Different Names and Interim Targets, Same End Goal



Learn More and Find Resources

It's all on the [Vision Zero website!](#)

- Vision Zero 2030 Action Plan
- FY26 Vision Zero Annual Work Plan
- 2025 Annual Report
- Quarterly status reports
- Crash data and dashboards



THANK YOU!

Wade Holland, Vision Zero Coordinator

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