

# VISION ZERO



**NO TRAFFIC DEATHS BY 2030**

## Montgomery County Vision Zero Equity Task Force Meeting #3 Summary

*June 5, 2019*

## Purpose of the Meeting

This was the third Equity Task Force Meeting for the Montgomery County Vision Zero Plan. Montgomery County developed an Equity Task Force as part of the implementation in a two-year Vision Zero Action Plan. The Task Force was comprised of County staff, members of the *Pedestrian, Bicycle, Traffic Safety Advisory Committee* (PBTSAC), residents, and other organizations. The goals of the Task Force are to define what equity means within the context of Vision Zero. When based on that definition, determine what action items should be developed in the areas of engineering, education, and enforcement. The third meeting consisted of a brief presentation around traffic safety education, outreach, as well as the engaged the attendees to draft the definition of the vision statement when it comes to equity for Montgomery County.

## Meeting Information

The meeting was held on Wednesday, June 5, 2019 from 7pm – 9pm at the Aspen Hill Library, located at 4407 Aspen Hill Rd, Rockville, MD 20853.

## Attendance

Approximately 16 members of the Equity Task Force attended the third meeting. These attendees included residents, members of PBTSAC, staff of MCDOT, M-NCPPC, SVHS PTSA, WUDAC, WMCCAB, MCR, ACLU, GCCA, Community Vision for Takoma, and Greater Shady Grove Area TMD Advisory Committee. (See attached sign-in sheet)

## Format

### 1. Introduction

During the introduction, Wade Holland from Montgomery County, along with the members of the project team, Veronica O. Davis, Mei Fang, and Cipriana Eckford, introduced themselves. The microphone was then passed around the room for the members of the Equity Task Force to give brief introductions. They stated their name, city of residence, affiliation, and reason for attendance. Wade introduced the meeting agenda and the purpose of the Task Force explaining the four parts: Defining Equity, Engineering, Enforcement, and Education.

Wade gave a recap of the first and second meetings. He shared the goals for the meeting:

1. Review the County's current education and outreach efforts for traffic safety.
2. Discuss ways to increase equity in education campaigns.
3. Use the discussions and data from all meetings to develop our value statement.

## 2. County's Presentation

Wade began the presentation about the traffic safety education and the outreach effort to engage communities. Wade showed the Vision Zero operating and capital budget, followed by behavior-based campaign. Attendees asked questions during the presentation.

Q. When the police punch in the data, there is no mention where that says design of roadway is a problem.

A. They did capture some defects in the roadway. The County also uses the information collected by the Police and joins it to our roadway and community data to get a full picture of the crash environment.

Q. Should identify the causes of the problems does not factor in engineer. Is that in another database? The pre-crash behaviors seem to blame the victim.

A. The engineering is a contributing factor. For the purposes of police reporting, they gather the pre-crash behavior. Wade stated that this could be part of our conversation in enforcement if there was a more robust information from what we could capture. It will help to better determine the crash factors.

Comments: For example a pre-crash factor is a pedestrian was illegally in roadway. However, if a pedestrian was crossing where there is no marked crosswalk, but the nearest crosswalk is over a 0.5 mile, we don't want to educate the problem. We want the roadway to be fixed.

John mentioned that the purpose of the report is to identify the at fault party, but in a separate process MCDOT looks at the crash data to see if there are other engineering fixes.

Q. Why the bike column is more than 100%

A. Allowed to have more than one factor in the pre-crash behavior

Q. Why are bikes illegally in the roadway?

A. Need to take another look, maybe they are travelling in the wrong direction. [NOTE: After the meeting, the definition of a bicycle violation was "the disregard, intentionally or unintentionally, of the rules or laws governing the operation of a bicycle as a transport device in the location where the violation occurred. The term and definition used by the State of Maryland comes from the NHTSA's Model Minimum Uniform Crash Criteria (MMUCC).]

Q. Who is under the influence of the alcohol, is the driver or pedestrian?

A. It's for the pedestrians in this chart. There are drivers that under the influence of alcohol, but that's not the top 5 pre-crash behavior for people driving for all severe and fatal crashes. However, looking on at fatal crashes impairment is a top cause of driver fatalities in the county.

Q. What does the data include unincorporated portions of the county?  
A. The data includes Montgomery County, Rockville, Park and Gaithersburg Police. Does not include Takoma Park or Chevy Chase Police reports.

### **Seatbelt**

Q. Is seatbelt a critical element in the crashes?  
A. 92% observed wear the seatbelt, but 44% if the fatalities didn't wear seatbelts.

### **Safety and Enforcement Calendar**

Q. Crashes occur around the time change for daylight savings time. Are there education events around the time change?

A. Every year Montgomery County has education campaign around time change as part of the DC region's Street Smart campaign.

Q. Do we have concentration of crashes during a certain time of the year?

A. Wade stated usually around the holidays like the period of Thanksgiving to New Years for impairment, the County will focus on DUI and enforcement.

### **Towards Zero Deaths**

Q. What about bicycle safety instruction for children?

A. The picture showed just Maryland's state campaigns.

### **Social Media**

Q. The ambassadors ask about what's the response of those event? How successful was it?

A. John said the events had pretty good turnout. There were about dozen ambassadors, and they all have target to meet.

### **Street Smart**

Q. 10% of drivers reported increased knowledge, are they tested of is it self-reported.

A. Wade answered it's self-reported.

Q. I was aware of the campaign, but how did it affect someone's behavior?

A. Wade explained that one of the challenges of education campaigns is it's hard to test if there was an impact, versus an engineering change is much easier to measure pre-and post- impact.

### **Comments for the campaign:**

- The substantive information is very small and hard to read.
- The photo doesn't enforce the method

### **Street Team**

Q. How are the location selected? Are they selected because there's a problem?

A. John answered that some targeted in the areas where there are high crashes. Also, some of the location proactively to be part of other events. The giveaways are informational pamphlets, reflective gear like bike lights and reflectors.

Q. Having events in cities and close to where there are problems. Have you had someone stand where they have been deaths and ask, "what would it take for people to do the right thing"?

A. John answered that they did send out street team to locations that is hot spot for traffic crashes. For example, last year, Wheaton had a street team at where there is a mid-black crossing.

Heidi commented that community in Wheaton organized a safety walk. 8 groups and more than 20 people per group. Each group had a route. The purpose was for people to say what could be improved.

### **Safe Routes to School**

Q. How's the safe routes to school work to eliminate crashes?

A. John stated that there were 2 parts, one is the engineering part and the other is the education about public transit. There were 200 public schools and MCDOT did an initial assessment looking at immediate school frontage. Now they are doing a second round of assessments of the entire walk zone.

Comments: Can we get the teens out of the street? The "Don't Be Distracted" video done by students at "Northwest High School" that John mentioned is cool and packs a strong message.

### **Driver's Education**

Q. How much would it cost to have the driver's education back in the high schools?

A. Wade said that MCPS would have to budget time and money to make this happen.

### **Bike Education**

Comments: WABA did bike education for 40 kids, that's early immersion.

Q. Is there follow-up to see how many kids bike to school?

A. Even if these kids don't ride all the time and can't ride to school if they are not exposed to biking facilities.

Comments: We need to build up bicycle population near school, grant safer, pedestrian and bicycle environment as well as public transit.

Comments: As we are thinking about equity and the future that we want for the County; we also want more people not in cars. In Netherlands, they have a rigorous bike education program. We need to take it seriously to pass the hurdle.

Q. Any outreach related to disabilities?

A. Even the street-smart campaign does not have people with mobility devices.

John mentioned that most of the education program relies on grants from Maryland Highway Safety Office.

Q. What's the budget for those campaign?

A. John stated that for the bicycle pilot plan, WABA (school plan); Fire and Rescue Department also have several bike programs. Veronica mentioned that at the program in DC, they use volunteers from the bike communities for bike education and traffic garden.

Wade finished the presentation with the education for new infrastructure. There was a good discussion about the event that the County did before.

### 3. Vision Zero Statement

The project team drafted four vision zero statements based on discussions from previous meetings by using their words and sentences. After providing time for everyone to review the vision statements silently, Veronica asked everyone's first reaction to the statement and then how would they make improvement to the statement.

Based on the discussion the big themes that emerge is

1. Most of the attendees leaning towards the first Statement which is:  
"Montgomery County will eliminate traffic related deaths and serious injuries by prioritizing funding and resources to communities in the high injury network, which address disproportionate burden on low-income households, non-white people, youth, seniors, and person with disabilities"
2. Prefer using "allocating" instead of "address priority"
3. Prioritizing funding and resources though an equity lens to communities in the high-injure network
4. Emphasis the high-injury network. Reduce the detail and stay on high level.

Comments:

1. Maybe the vision statement is not right, should just need a definition.
2. The statement didn't make it clear how to achieve the equity for the Vision Zero, it should be about how the decision was made and where the money go.
3. Consider simplifying the language.

## Upcoming Meeting

Veronica and Wade ended the discussion and mentioned the next steps for the upcoming meeting. The project team will improve the statements from the feedback we got at this meeting and highlight what is a priority. We will discuss the summarized points in the next meeting. The next meeting will be held at the Gaithersburg on June 18, 2019.