



VISION ZERO

ZERO TRAFFIC DEATHS IN MoCo

VISION ZERO MONTGOMERY COUNTY

2021 BEST PRACTICES IN PEDESTRIAN ENFORCEMENT



Purposeful Policing

Engaging Your Partners

**Updates on Enforcement in
Montgomery County**



Vision Zero In Action

BRINGING THE E'S
TOGETHER

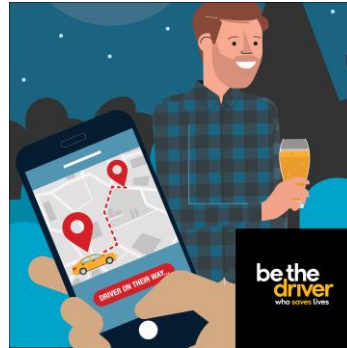
Purposeful, Evidence-Based Policing Practices



Driver Yielding to Non-Motorists

Targeted Driver Enforcement at Crosswalks

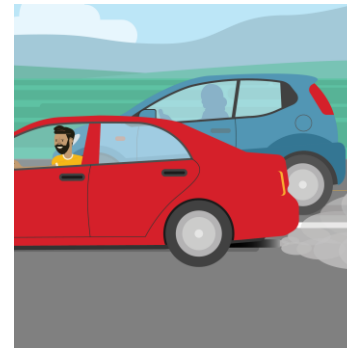
↑ Increased Driver Yield Rates



Impaired Driving

Publicized Sobriety Checkpoints

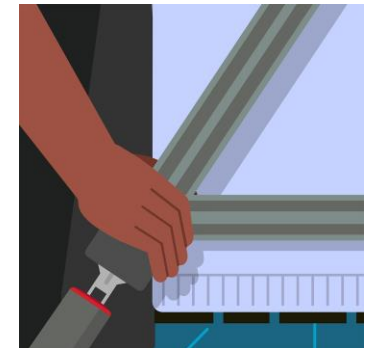
↓ 17% Decrease Alcohol-Related Crashes



Speeding

Automated Speed Enforcement

↓ 19% Reduction in Severe Collisions



Unrestrained Occupants

Short Term, High-Visibility Seat Belt Law Enforcement

↑ 16% Increase in Seatbelt Use

Effectiveness Tied to...

Awareness

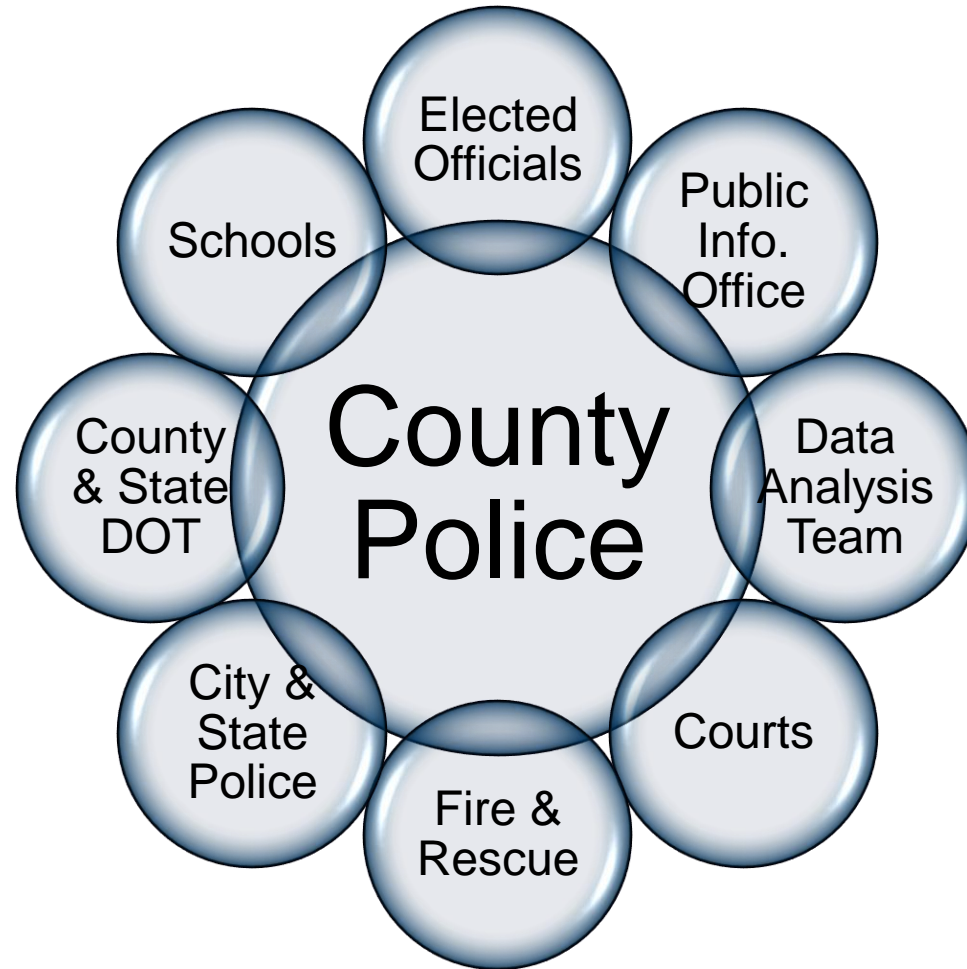
- Most effective campaigns had on-going promotion of high visibility enforcement efforts.
- Important to have videos and photos to share with community and elected officials to promote efforts.

Integrated Programming

- Location has recent roadway or sidewalk safety project.
- Location will have improvements within 18 months.
- Education efforts wrapping around enforcement efforts to extend presence in the area.

ENGAGING GOVERNMENT PARTNERS

Effective Campaigns Involve Multiple Departments



Engaging Your Officers

Understanding the why as well as the how



Creating a Comprehensive Campaign

It takes time, but it's worth the effort.

- **Outline priorities for outreach and enforcement in your local strategic highway safety plan.**
 - Montgomery County moved to “Focus on the Five” as part of new Vision Zero 2030 Plan
 - Data analysis for the new plan highlights the who, what, when, and where involved in high crash-risks. This helps to identify the potential countermeasures that may be needed for each area.
- **Plan out work at least a quarter out.**
 - Utilize NHTSA and State campaign calendars to make syncing efforts seamless.
 - Develop your HVE wave dates, times, and locations with your engineering and education partners.
 - Determine what resources (officers, outreach staff, outreach contractors) can be dedicated.
 - Engaging non-government organizations such as WRAP.
- **During the campaign.**
 - Utilize all outreach channels available (press releases, media invitations, social media) to let the public know about your efforts.
 - Take video and photos to show your current efforts and to include in updates to community groups and elected officials.
- **After the campaign.**
 - Informal debriefs to discuss what worked and what may need to change for the next wave.

SUMMARY OF UPCOMING CAMPAIGNS

Montgomery County joins the Maryland Highway Safety Office (MHSO), the Metropolitan Washington Council of Governments (MWCOCG), and the National Highway Transportation Safety Administration (NHTSA) to sponsor outreach and enforcement campaigns aimed at curbing dangerous behaviors on our roads. Below are the major campaigns planned for the remainder of 2021.

Quarter 4 HVE Planning

Example from Montgomery County



- Year-round – HINs 3Es and speeding
- Halloween Weekend (10/29 – 10/31)
 - Pedestrian Safety
 - Anti-Impaired Driving (SoberRide on 10/30)
- November – Street Smart Pedestrian Safety (kickoff 11/4)
- Thanksgiving (11/24-11/28)
 - Anti-Impaired Driving
 - Occupant Protection
- November 30 – January 2, 2022 – Impaired Driving
- December 6-10: Older Driver Safety Awareness Week (education only)

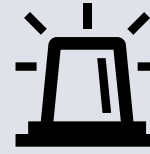


Implementing Central Traffic Unit

Lessons Learned So Far

Goals of the Centralized Traffic Unit

**Purposeful Policing to
Save Lives**



Perform proactive, high visibility enforcement against dangerous driving behaviors.



Utilize data and leading practices to make the most of our resources.



Collaborate with county government and community partners to end traffic fatalities.

Moving to a Centralized Model

District Model

- Each district had at least:
 - 1 sergeant and 1 corporal
 - 4-7 traffic complaint officers.
- Each district used data provided by Headquarters.
- Each district prioritized efforts based on data and incoming complaints.

Central Model

- Central Unit has:
 - 2 shifts – day and evening
 - 2 sergeants, 2 corporals
 - 24 police officers.
- Each district has at least 1 traffic complaint officer.
- Team works across the County with focused efforts across all six districts.
- Incoming complaints handled by districts.

Focused Enforcement Efforts

Enforcement Efforts on Behaviors Known to Cause Serious Crashes



Distracted Driving



Seatbelt Use



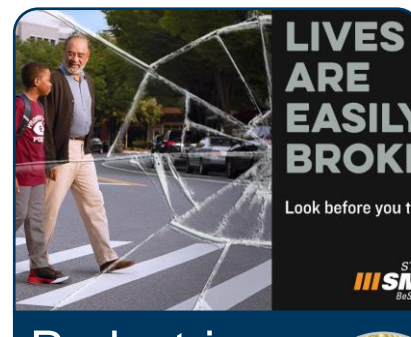
Impairment



Aggressive Driving



Speeding



Pedestrian Safety





THANK YOU!