

**#DRIVINGITHOME**

*YOUR SAFETY, OUR SAFETY!*

ITEM 4

MWCOG TPB June 2019



February 2019, Councilwoman Anderson-Walker launched *#DrivingItHome* – a public safety initiative to change our driving culture and eliminate traffic/pedestrian fatalities

- ✓ WEAR YOUR SEATBELT!
- ✓ DON'T TEXT & DRIVE!
- ✓ DON'T DISTRACT THE DRIVER!
- ✓ NEVER DRINK & DRIVE!
- ✓ STOP SPEEDING!
- ✓ AVOID AGGRESSIVE DRIVING





*#DrivingItHome* Press Conference | Oxon Hill High School



# 8 LOCAL HIGH SCHOOLS

Prince George's County | District of Columbia |  
Northern Virginia



3,000 HIGH SCHOOL STUDENTS

Prince George's County | District of Columbia |  
Northern Virginia



5,000+ REACHED  
Attendees of faith-based institutions



# COMMUNITY OUTREACH

Dozens of Events, Meetings & Media Interviews

# MD Collision Trends

## Traffic Crashes -

- On average, 502 people were killed in traffic crashes on average between 2009-2013;
- 1 person was killed every 18 hours;
- Reports of a crash occurred every 6 minutes

## Pedestrian/Bicyclist Crashes –

- Since 2014, MD has experienced an average of 110 pedestrian fatalities
- More than half of these fatalities involved pedestrian movement when walking/riding with traffic



# DC Collision Trends

## Traffic Crashes -

- CMVs (Commercial Motor Vehicles), particularly Buses seating >15 riders, are the leading vehicles in collisions
- Bus Collisions are most frequent during peak hours 7AM-9AM and 3PM-6PM Monday through Friday

## Pedestrian/Bicyclist Crashes -

- 49% of workers in the District commute by public transportation or walk to work
- Bicyclist collisions most frequently occur at intersections
- Since 2013, 21-30 year old pedestrians, bicyclists and motorcyclists have been the primary age-group involved in crashes



Photo Credit: Fox 5 DC

# VA Traffic Collision Trends

- VDOT has accredited crash causation factors to primarily be human-driven
- Of the 3,808 fatalities that occurred between 2013-2017, 72.2% of crashes were due to speeding, distracted, impaired or unbelted driving behaviors
- Data models show the 15-24 year old population and number of severe crashes increases simultaneously



# Your Safety, Our Safety!

Data driven efforts do not highlight the specifics that impact a Metropolitan region such as:

- Growing population density
- Reliance on public transit
- Changes in real estate to support living-walking communities

*#DrivingItHome* focuses heavily on changing driving culture

- Our Metropolitan region is undergoing pivotal changes including how we live, travel, shop and communicate
- The human concepts of time, space, connectivity and movement must adjust accordingly



# What's Next?

## Metropolitan Area Regional Partnership

- Adopt a Resolution in support of *#DrivingItHome* as a Metropolitan regional initiative to address driving culture in DC, MD & VA
- Continue to engage MWCOG Transportation Planning Board members on *#DrivingItHome* initiative
- Continue “*#DrivingItHome* Talking Tours” educate new drivers and all passengers on responsible driving habits and pedestrian safety at middle and high schools levels



# What's Next?

- Work collectively to implement strategies and best practices as a region based upon MWCOG Regional Traffic Study with support of MWCOG staff
- Commit to annual Metropolitan Region Safety Summit to support, share and implement safety measures in a fast paced and continuously changing environment where people commute/travel, live, work and play

# #DRIVINGITHOME

- ✓ Always wear your seatbelts!
- ✓ Don't text and drive!
- ✓ Don't distract the driver!
- ✓ NEVER drink and drive!
- ✓ Stop Speeding!
- ✓ Avoid aggressive driving!



Council Member  
**Monique Anderson-Walker**  
wants you to join the campaign to make  
the highways and bi-ways safer in  
Prince George's County, Maryland.

*"Transformative Solutions : Healthy & Vibrant Communities"*  
**YOUR SAFETY, OUR SAFETY!**

 PRINCE GEORGE'S COUNTY COUNCIL

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*VISIT TO LEARN MORE:*

*[www.DrivingItHome.us](http://www.DrivingItHome.us)*