

Montgomery County Pedestrian and Bicycle Safety Education Program

October 29, 2013



County Executive's Pedestrian Safety Initiative



Pedestrian Safety Program - The 3 E's

- **Objective:** Improve safety for pedestrians and make Montgomery County a more walkable community through:

Engineering



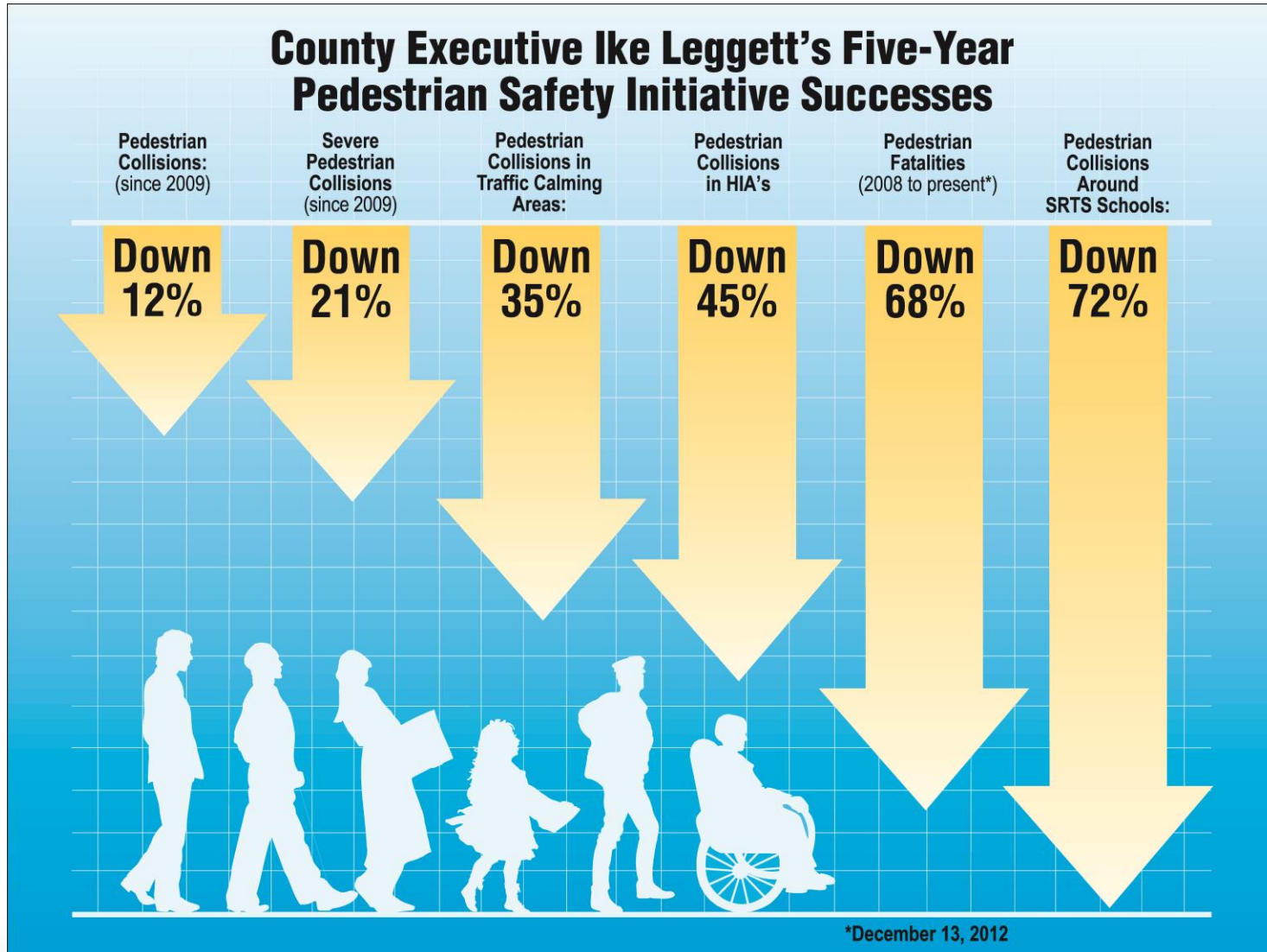
Education



Enforcement



Pedestrian Safety Initiative - Results



High School Pedestrian Safety Outreach



High Incidence Areas: Four Corners

Background

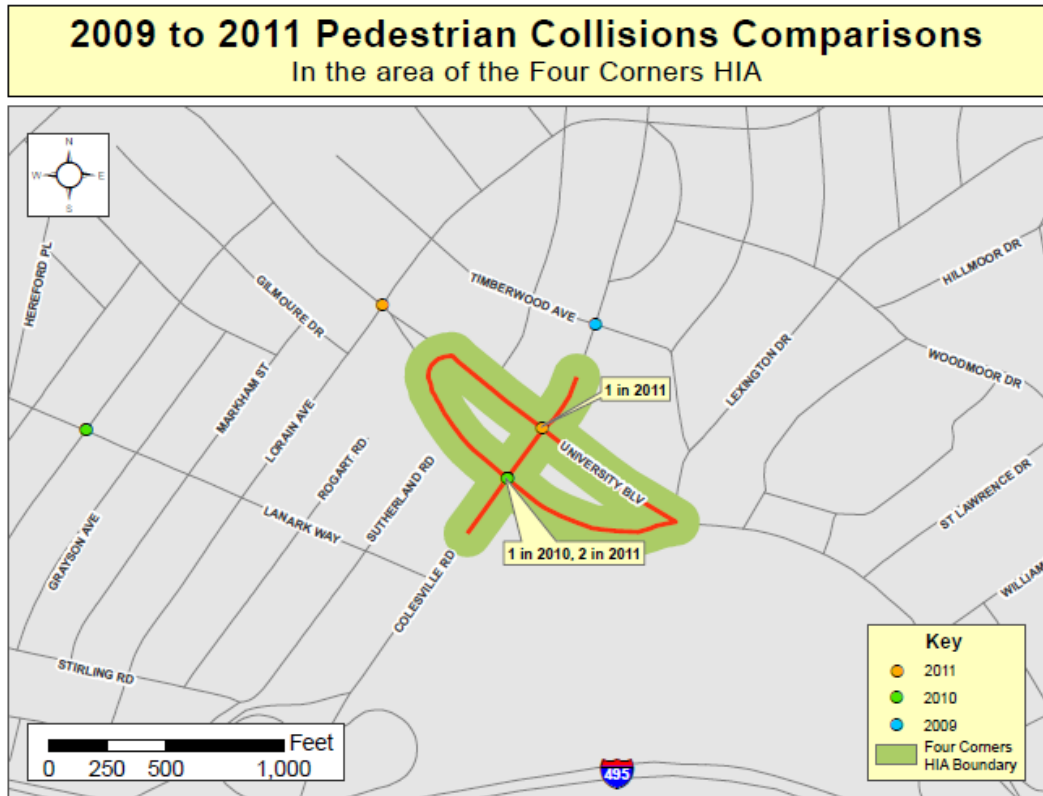
- Intersection of **Colesville Road and University Boulevard**
- PRSA conducted in Jan 2010
- Montgomery Blair HS

Observations

- Large student population
- Many pedestrians cross mid-block
- Numerous commercial access points
- Heavy bus transit usage

Updates since August 2011

- Montgomery Blair HS Education & Outreach Event (Spring & Fall 2012)
- Designation of School Zone
- Targeted Enforcement (Spring & Fall 2012)
- MDSHA resurfacing project completion



Montgomery Blair High School Pedestrian Safety Working Group

- Why the focus on Blair High School?
 - PRSA: 39% of pedestrian crashes involved individuals under age 20
 - Pedestrian survey: approximately 60% of respondents were high school students
 - Well defined audience/demographic
- Formed working group to develop campaign concepts:
 - Blair High School Students
 - School Administration and Staff
 - PTSA Representative



Four Corners: The Blair Walk Project

- SWAG Bracelets
- Text Message Contest
- “Best Eyes” Contest
- Train-the-Trainer



Four Corners Spring Education Campaign: SWAG Bracelets

- Bracelet concept originated by students
- Reinforce good behavior (**SWAG**) and bad behavior (**FAIL**)
- Build on overall campaign message:

See them See you

Wait for the Walk

Always Use Crosswalks

Go Reflective!



Use Crosswalks. SWAG

Look Both Ways. SWAG

Make Eye Contact. SWAG

Become Road Kill. FAIL

Get Hit by a Bus. FAIL

Text + Walk = FAIL

Four Corners Spring Education Campaign: Text Message Contest

Students answer 3 questions/week in May via text message to be entered into prize drawing

Win the New iPad!

PEDESTRIAN SAFETY TEXT MESSAGE CONTEST

Answer pedestrian safety questions and be entered to win:
:: Chipotle Gift Cards :: The New iPad

Text: **SAFETY** To: **81680**

Start a new text to the # 81680 and type SAFETY as the message and hit send.
Or check for questions at www.blairwalkproject.com

Legal Stuff: Message and data rates may apply. Text STOP to opt out.
Please see contest rules in Room 240. Questions must be answered correctly in order to win.



Blair Walk
Project
Website

Text Message Sample Question

About how many pedestrians were struck by vehicles last year in Montgomery County?

- A) 20
- B) 100
- C) 400
- D) 2,000

Correct! Remember to make eye contact with drivers when you're walking so you don't get hit. C them C U!

Incorrect! The answer was 400. Remember to make eye contact with drivers when you're walking so you don't get hit. C them C U!

Blair High School Best Eyes Contest

- Initial recruiting event
- Photo shoot event
- Special student-created giveaways



Best Eyes Poster – Female Winner

A close-up photograph of a woman's face, focusing on her eyes. She has brown eyes and is looking directly at the camera with a slight smile. The text is overlaid on the image.

**Hey you,
I'm looking at you!**

Establish eye contact with drivers whenever you cross a street.
BE SAFE. BE SEEN. BE STREET SMART.

Best Eyes Poster – Male Winner

A close-up photograph of a person's face, focusing on their eyes. The eyes are light green and looking directly at the camera. The skin is fair and the lighting is soft.

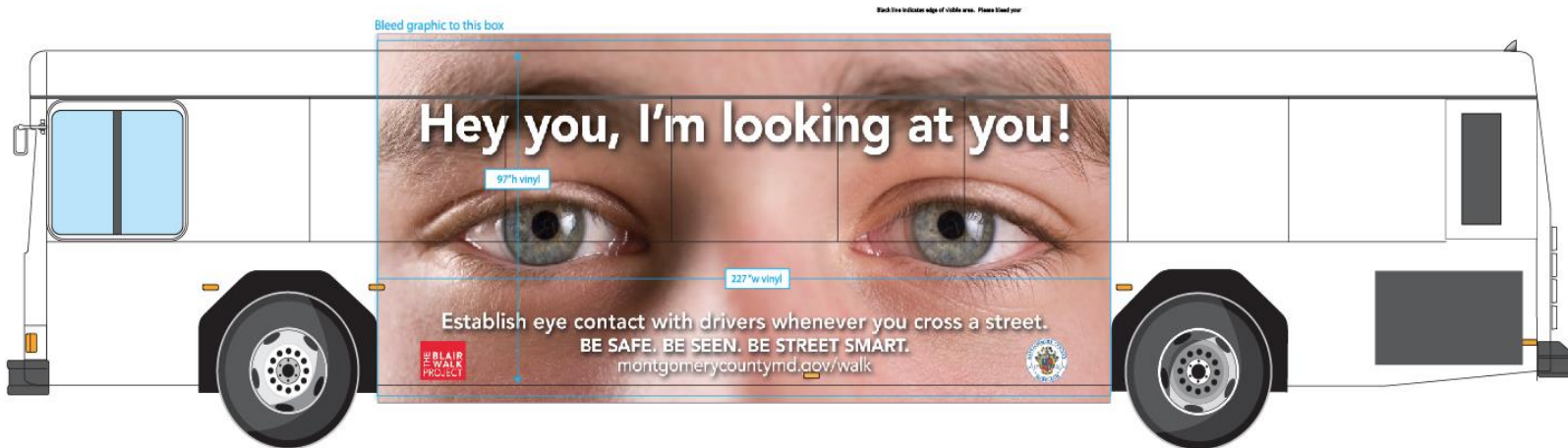
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40' 2008 Gillig - King Kong Template
Montgomery County, MD (Ride On) - 1/10th scale

Please design areas highlighted in blue.
Artwork at this scale should be created in a vector-based format,
or at a minimum of 512 dpi in order to ensure print quality.
Finished artwork should be uploaded or sent in layered file formats.

Direct Media Inc.
transit advertising since 1992





TWILIGHT

CINEMAS

Hey you, I'm looking at you!

Establish eye contact with drivers whenever you cross a street.
BE SAFE. BE SEEN. BE STREET SMART.
montgomerycountymd.gov/walk

THE BLAIR
WALK
PROJECT





The Blair Walk Project

*Crossing the Street Shouldn't
Be So Scary!*



Train-the-Trainer Key Messages

- 1) Think First
- 2) Stop
- 3) Look & Listen
- 4) Look Left, Look Right, & Look Left Again
- 5) Wait Until It's Safe
- 6) Crossing Time
- 7) Adding - Safety in and around cars (parking lots and driveways)

Train-the-Trainer



“It’s Academic” Pedestrian Safety Game

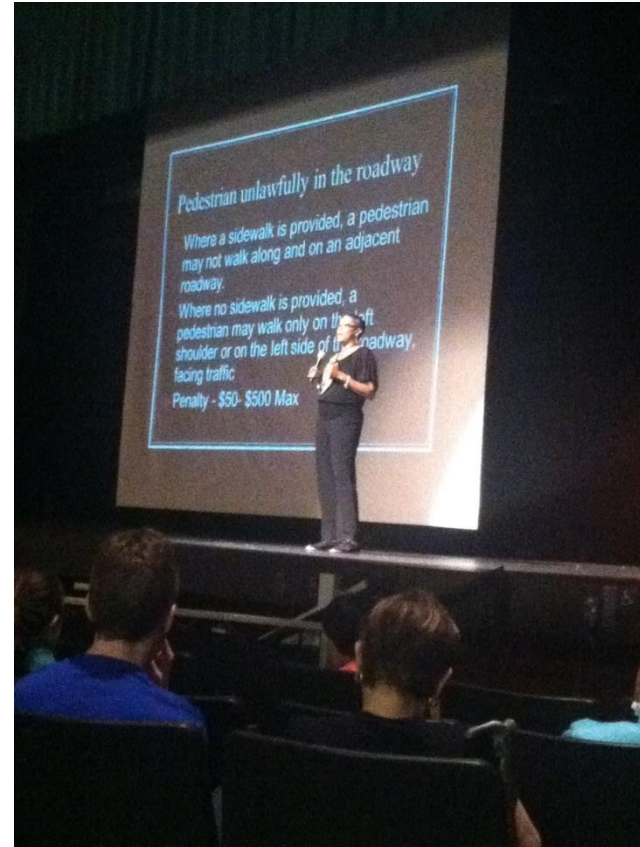


Seneca Valley High School



Christina Morris-Ward
1997-2012

Seneca Valley High School



SafeKids Campaign

Join the



MOMENT
of **SILENCE**

Campaign

Take a moment of silence when you cross the street
in honor of the thousands of teens
who are hit by cars each year.

DEVICES DOWN & HEADS UP

MCDOT Pedestrian Safety Education in High Schools

- **Education Campaigns: Blair and Seneca Valley High Schools (2011-2012)**
- **FY14: Council Authorizes \$100,000 for High School Pedestrian Safety Education**
- **Crash Data Analyzed to Identify Targeted Approach**
- **Inter-agency Work Group Develops Plan – Partnership with MCPS**
- **Working with School Principals and Data to Reach Target Schools**
- **Launch Fall Campaign in Late October – Second Wave in March**
- **Use Web-based Resources – “Tool Kit” Made Available to All Schools**

From 2010 to 2012, there have been 172 pedestrian collisions within ½ mile of Montgomery County’s High Schools – 30 involve 13-18 year olds.

Questions

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