



# VISION ZERO

ZERO TRAFFIC DEATHS IN MoCo

## MONTGOMERY COUNTY VISION ZERO

LAW ENFORCEMENT & PEDESTRIAN SAFETY || OCTOBER 27, 2022



**Roadway Safety Since COVID-19**

# Increased Fatality Rates Since COVID-19

← NEWS

## 2020 Fatality Data Show Increased Traffic Fatalities During Pandemic

Risky Driving Behaviors Including Failure to Wear a Seatbelt, Speeding, and Drinking While Driving Identified as Contributing Factors

## Map: Pedestrian fatalities in the U.S. reach four-decade high. See which states had the most.

More than 7,000 people were killed nationwide in 2021.

← NEWS

## Newly Released Estimates Show Traffic Fatalities Reached a 16-Year High in 2021

HEALTH

## 'Tragic': Driving Was Down In 2020, But Traffic Fatality Rates Surged

March 5, 2021 · 3:30 PM ET

 CAMILA DOMONOSKE

## Killed while walking: Pedestrian death rate surged during pandemic

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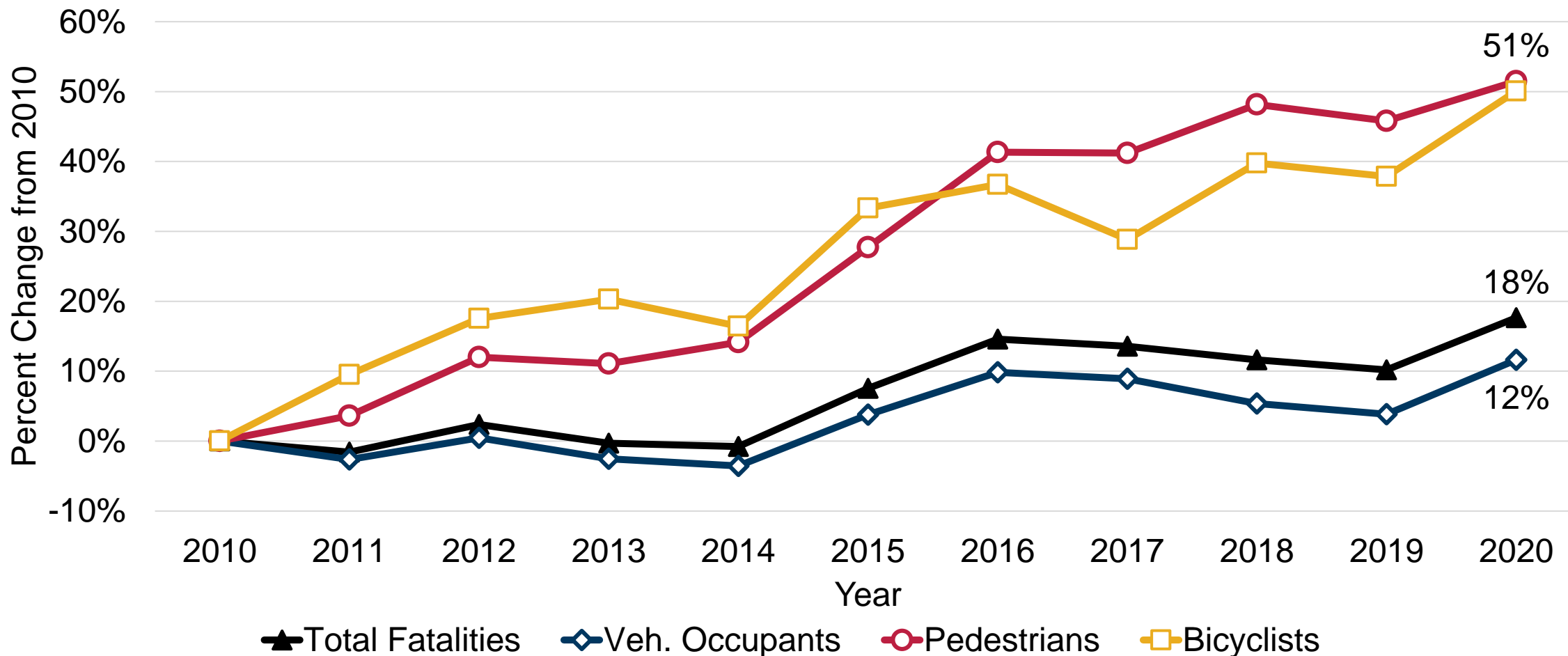
Neal Augenstein | [naugenstein@wtop.com](mailto:naugenstein@wtop.com)  
May 20, 2021, 8:15 AM

## U.S. traffic deaths hit 20-year high in early 2022

"The overall numbers are still moving in the wrong direction. Now is the time for all states to double down on traffic safety," said Steven Cliff, administrator of the National Highway Traffic Safety Administration.

# Increasing Roadway Deaths across the US after Years of Progress

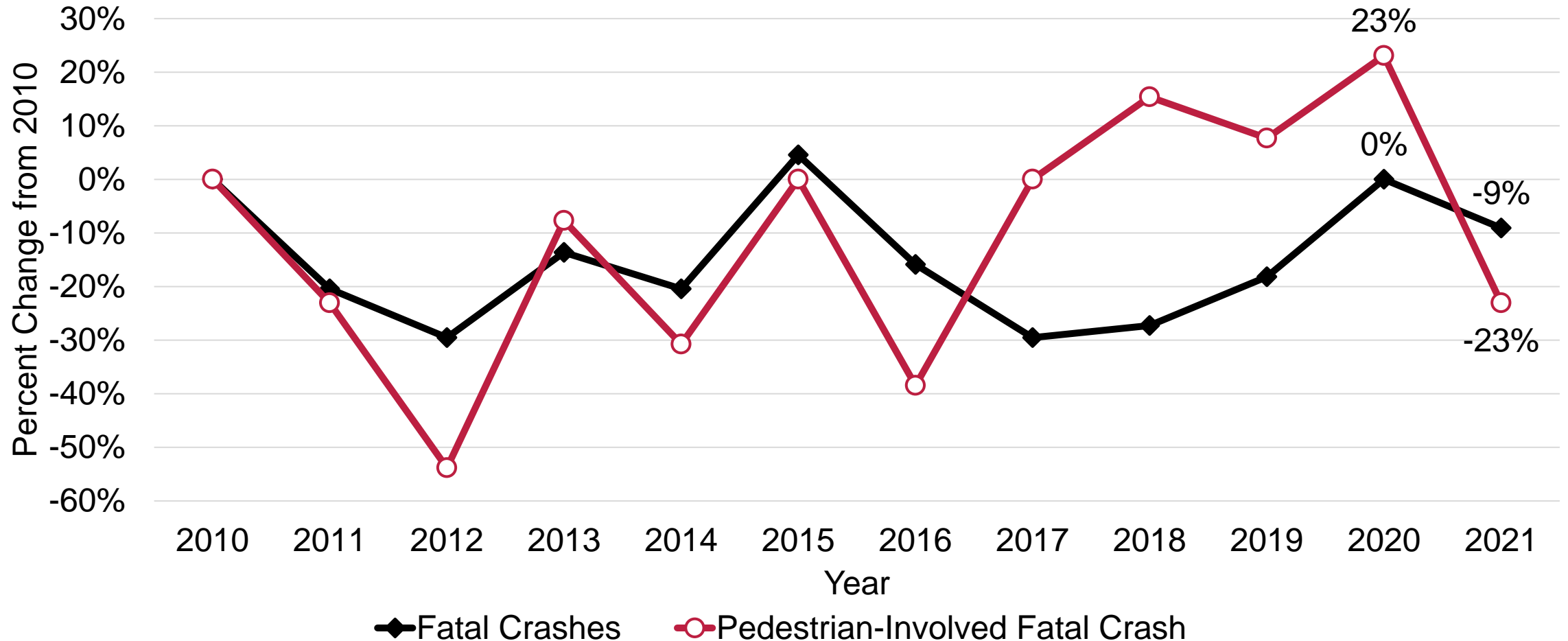
US fatal crashes involving pedestrians and cyclists increasing faster than for those in vehicles.



SOURCE: NHTSA Fatality Analysis and Reporting System (FARS). 2021 data not yet available.

# County Roadway Fatalities Down Compared to 2010

Montgomery County did not experience the large uptick seen in rest of US between 2010 and 2020, but fatal crashes have been trending up in the past five years after recent record low in 2017.



SOURCES: 2010-2020:NHTSA Fatality Analysis and Reporting System (FARS). 2021 Maryland Highway Safety Office.

\*NOTE: Bicyclist fatalities excluded from chart. Averaged 1 bicyclist fatality per year.

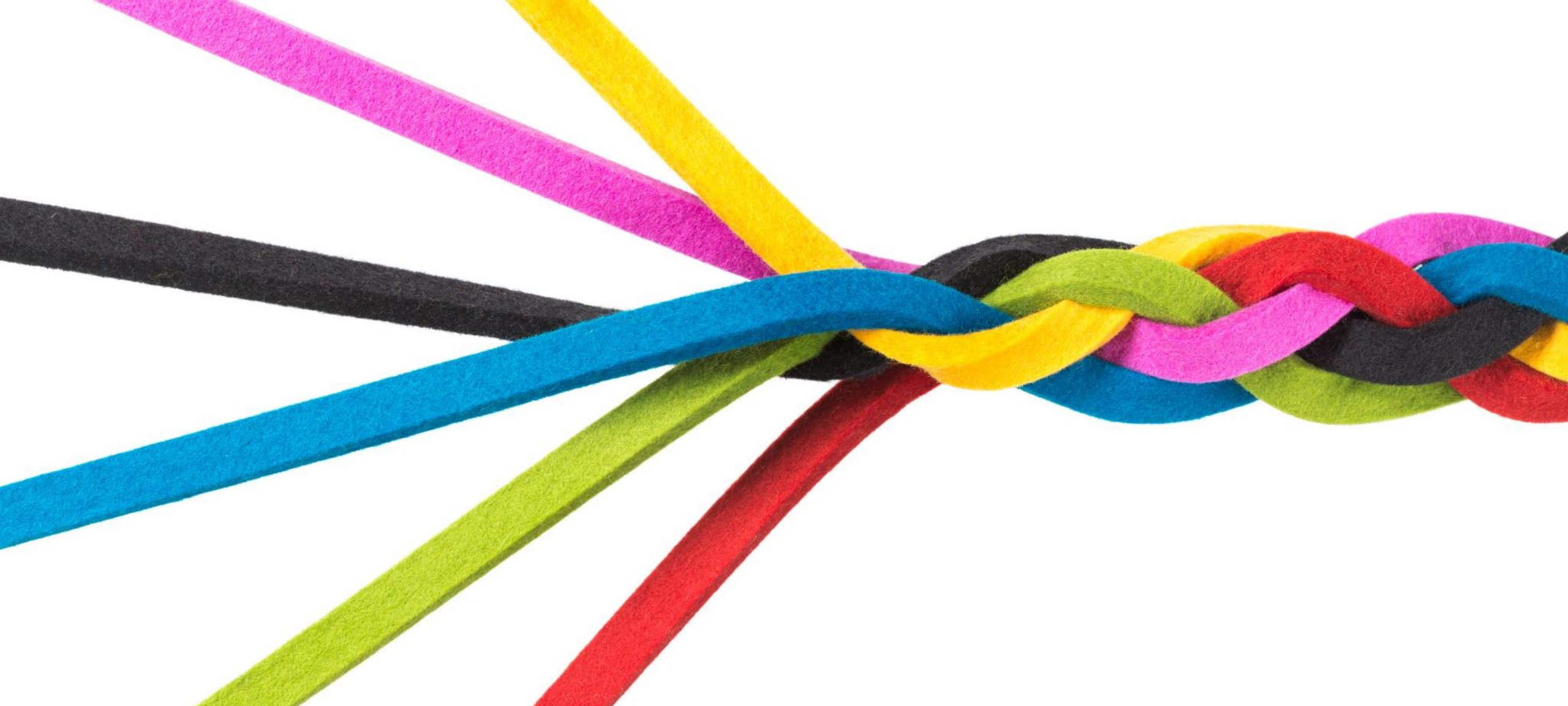
# What's happening and what can be done?

## During and Post-COVID

- Increase in “triple-threat” fatal crashes involving speeding, impairment, and unrestrained occupants ejected from the vehicle.
- Increase in proportion killed or seriously injured testing positive for opioids and marijuana for all road users.
- Increase in impromptu and planned speed contests.
- Lower traffic volumes and spread out through the day more than pre-COVID.
- For 2022, more daylight fatalities (72%) compared to prior 6 years (40%) in the county.

## Addressing Increasing Fatal Crashes

- Continued focus on the High Injury Network using evidence-based safety treatments.
- Addressing substance abuse and preparing for possible legalization of recreational marijuana use.
- Focused law enforcement on known dangerous driving behaviors integrated with automated enforcement.
- National effort to address increasing distractions from vehicle “infotainment systems” and vehicle design.



**2030 Action Plan &  
FY23 Work Plan**

# Safe System Approach





# ACTION PLAN & WORK PLAN

How the long-term and short-term plans relate

2030 Plan	Vision Zero						
Plan Pillars	Complete Streets		Multimodal Future			Culture of Safety	
Safe System Alignment	Safe Streets	Safe Speeds	Safe Transportation	Safe & Sustainable Communities	Safe Vehicles	Safe People	Safe Post-Crash Emergency Response and Care
Actions	17 Actions	3 Actions	10 Actions	1 Action	2 Actions	10 Actions	2 Actions
FY23 Work Plan	53 Tasks	3 Tasks	18 Tasks	2 Tasks	2 Tasks	17 Tasks	2 Tasks

# Safe Road Users

Outreach and Law Enforcement



## Community Events

Residents were engaged throughout the year at 90 different events. A broad cross-section of Montgomery County's population had the opportunity to learn more, and ask questions about, pedestrian safety.

400+  
at Greenfest



1,000+  
at Hometown Holidays



9,000+  
at the MC Agricultural Fair



500+  
at HalloWheaton



600+  
at the Taste of Wheaton



This outreach program educated residents at events, festivals, farmer's markets, and block parties across the county

## YOUTH OUTREACH

MCDOT engaged school-age residents to help them understand the importance of traffic safety. MCDOT connected with students through in-person and virtual events and programs, online contests and content.

- 17 events reaching nearly 7,000 people



### Walktober



- Connected with nearly 3,000 students on Walk to School Day

- 2,000 commuters at Metro transit stations and shopping areas

- Held 4 Walking Wednesday events



- 100+ applications
- 30 Vision Zero Youth Ambassadors chosen to engage in real world traffic safety projects

### Vision Zero Youth Ambassadors



- 170 contest entries ...more than four times the number for past contests
- 7,000+ webpage views

### Heads Up Phones Down Video Contest

- 406 views of Bus Safety Tips on YouTube channel [youtube.com/watch?v= PaN0cXZWYA](https://www.youtube.com/watch?v=PaN0cXZWYA)



### Bus Safety Week 2021

- 10 Bike Rodeos reaching 300+ kids!



### Bike Rodeo Tour



- Received 700+ contest entries
- Visited 17 schools
- Nearly 6,000 webpage views

### 2nd Annual Art Contest

## ADULT OUTREACH

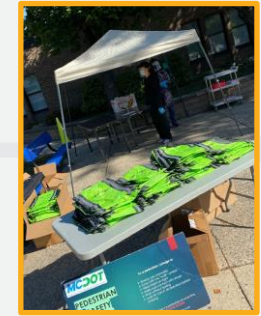
MCDOT engaged with adults in the community through in person events, providing education about specific areas throughout the county, and mitigation strategies to help curb unsafe behaviors and ultimately decrease traffic incidents.

- Engaged with 1,000 shoppers

### Street Smart Testimonial Wall

- Mailer sent to 4,000 homes

### HIN Outreach



- 200 registered to attend The Ped Safety pit stop

### Bike to Work Day



- 250 resident interactions
- 2 events

### HAWK Outreach



# Implementing Central Traffic Unit

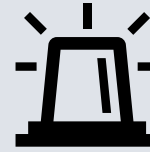
Lessons Learned So Far



# Goals of the Centralized Traffic Unit

**Purposeful Policing to  
Save Lives**

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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

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## 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.



# Alcohol Initiatives Unit

- Unit comprised of 7 Officers (SGT, CPL, and 5 Officers)
- Coordinates with other agencies in Montgomery County and County Alcohol and Beverage Sales (ABS) to conduct both impaired driving enforcement and establishment checks.
- Holiday Task Force: Each holiday season the unit brings in additional MCP and allied officers (Rockville, Gaithersburg, Takoma Park, MNCPPC-Park Police, Sheriff, and MD State Police) to enhance our enforcement efforts with roughly 25 officers each evening. Task Force runs from just before mid-November to mid-January.



# Collision Reconstruction Unit

- 7 Full-time officers (Sgt, Cpl, and 5 Investigators); supplemented by decentralized officers assigned to units throughout MCP
- Conducts investigations of all fatal vehicle collision occurring in Montgomery County with exception of those falling under jurisdiction of Maryland State Police (I-495, I-270, I-370) and MD Transportation Police (ICC/MD200)



# School Traffic Safety Unit

- Sergeant, Corporal, and 3 officers assisted by roughly 150 crossing guards.
- Placement of crossing guards at locations throughout the county is one of the most frequent requests the Traffic Operations Division receives each year.
- All locations are regularly evaluated by unit members and are adjusted as needed based on multiple factors including number of students crossing, roadway design, and traffic volume.
- Additionally, the unit oversees the Safety Patrol program in elementary schools and runs an annual safety patrol camp each summer.



# Central Traffic Unit

- Established in Summer of 2021 as part of department reorganization; unit comprised of 2 squads, each with Sgt, Cpl, and 11 officers
- One squad covers am rush hour working 6am-2pm and the other squad covers the pm rush hour working 12pm-8pm; both squads work Monday-Friday
- Unit is deployed on a rotating basis to each police district; assigned to provide focused high-visibility enforcement in areas identified through analysis as high collision corridors. These are generally major roadways in the county such as Rockville Pike, Georgia Avenue, Randolph Road, etc.
- Unit officers are motor qualified and often utilize their fleet of 23 Harley-Davidson Motorcycles for enforcement and escort duties.
- Unit conducts many escorts throughout the year; best known is their annual “Santa Ride” in conjunction with the NIH Children’s Inn each December.





# **Commercial Motor Vehicle Section**

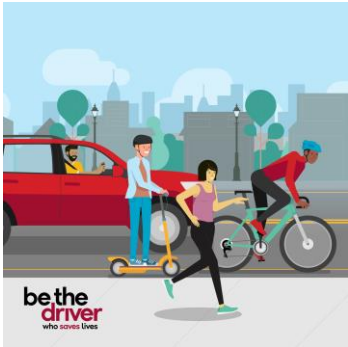
- 2 Full-time officers assigned to the unit; supplemented by federally certified inspectors from various units throughout the department
- Conduct safety inspections of commercial vehicles throughout the county. Goal of the unit is to ensure commercial vehicles operating in the county are adhering to federal/state safety guidelines and are being operated by qualified/licensed drivers.

# Automated Traffic Enforcement Unit

- Mr. Chris Tippery, Unit Director
- Unit is responsible for managing the department's speed and red-light cameras. Currently the unit has 51 Red-light cameras at intersections throughout the county. The unit has a total of 77 speed cameras of which 38 are fixed, 34 are portable, and 5 are mobile vehicle-based systems. The portable and mobile units are rotated through 384 approved sites throughout the county
- Requirements for establishing speed cameras are based on state law; which in brief limits placement to only school zones (limited hours of enforcement) and residential areas with a speed limit no greater than 35mph (24/7 enforcement)
- Process for requesting cameras can be found on the county police website under "How do I?" section.
- All speed/red-light camera citations are reviewed by MCP officer before issuance.



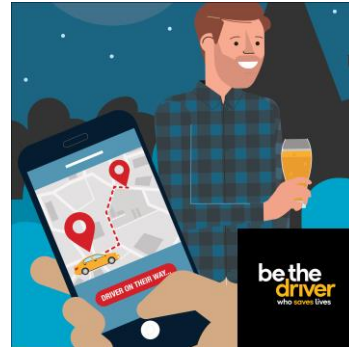
# Purposeful, Evidence-Based Policing Practices



## Driver Yielding to Non-Motorists

Targeted Driver Enforcement at Crosswalks

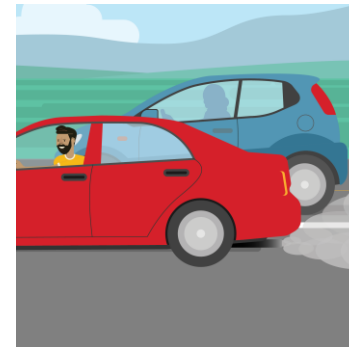
↑ Increased Driver Yield Rates



## Impaired Driving

Publicized Sobriety Checkpoints

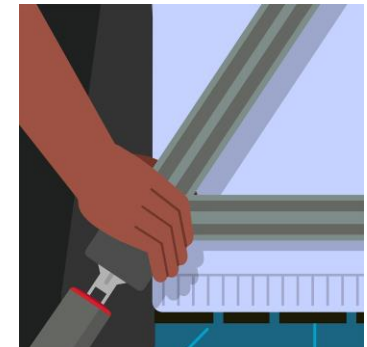
↓ 17% Decrease Alcohol-Related Crashes



## Speeding

Automated Speed Enforcement

↓ 19% Reduction in Severe Collisions



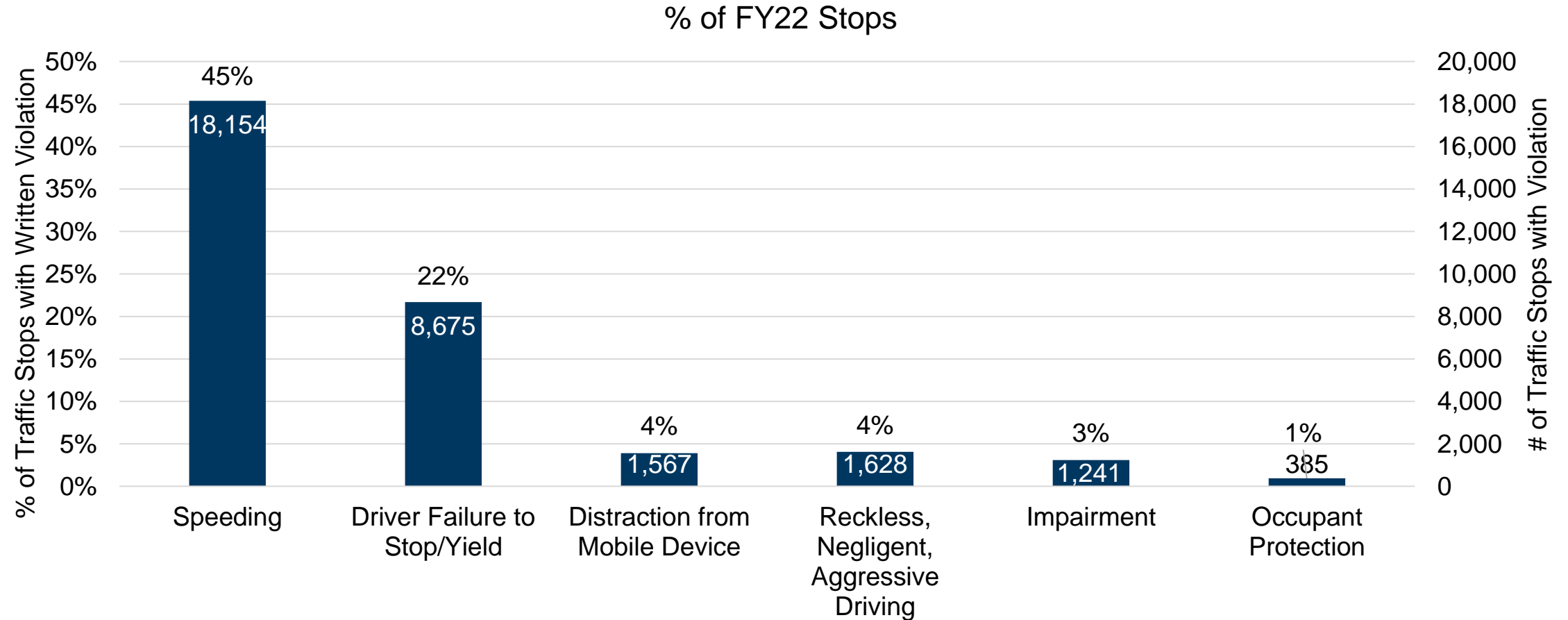
## Unrestrained Occupants

Short Term, High-Visibility Seat Belt Law Enforcement

↑ 16% Increase in Seatbelt Use

# Focused Enforcement Efforts

**45% of 40,214 stops by MCPD officers in FY22 involved a warning or citation for speeding. 57% of all violations were issued as warnings.**

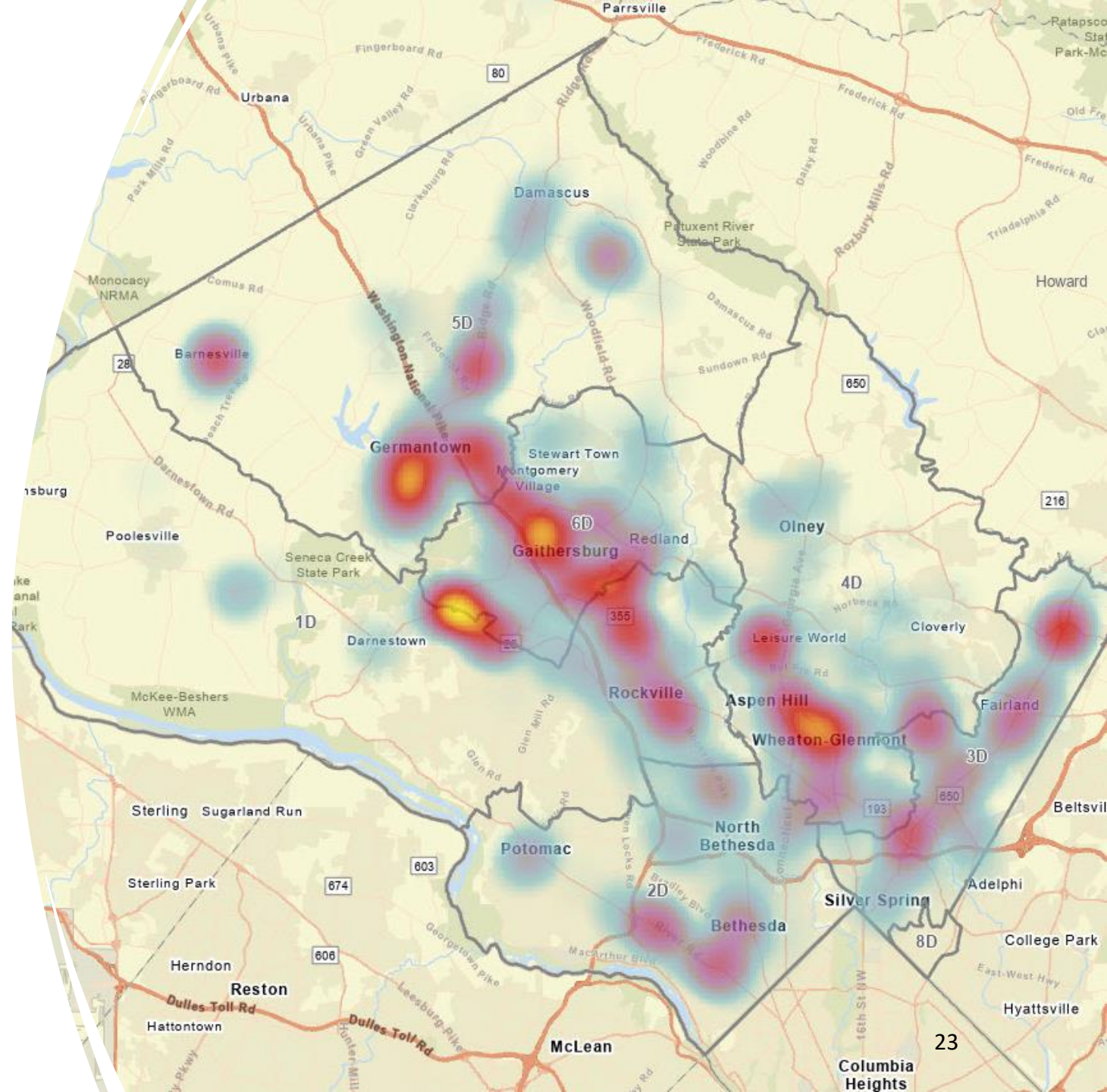


NOTE: A traffic stop can have multiple violations. In FY22, MCPD wrote 1.8 violations per traffic stop.

# FY22 CTU Stops Hotspots

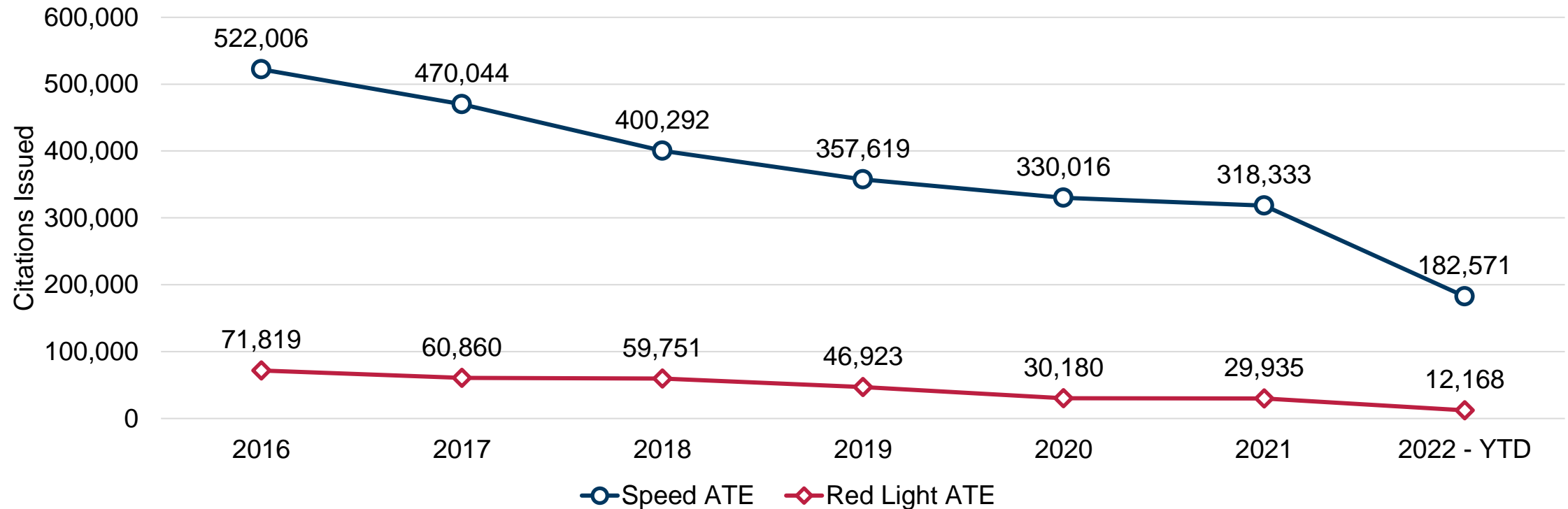
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CTU focused on speeding along arterials based on crash risk.



# Automated Speed and Red Light Enforcement

## Expansion of Sites and Cameras with New Contract

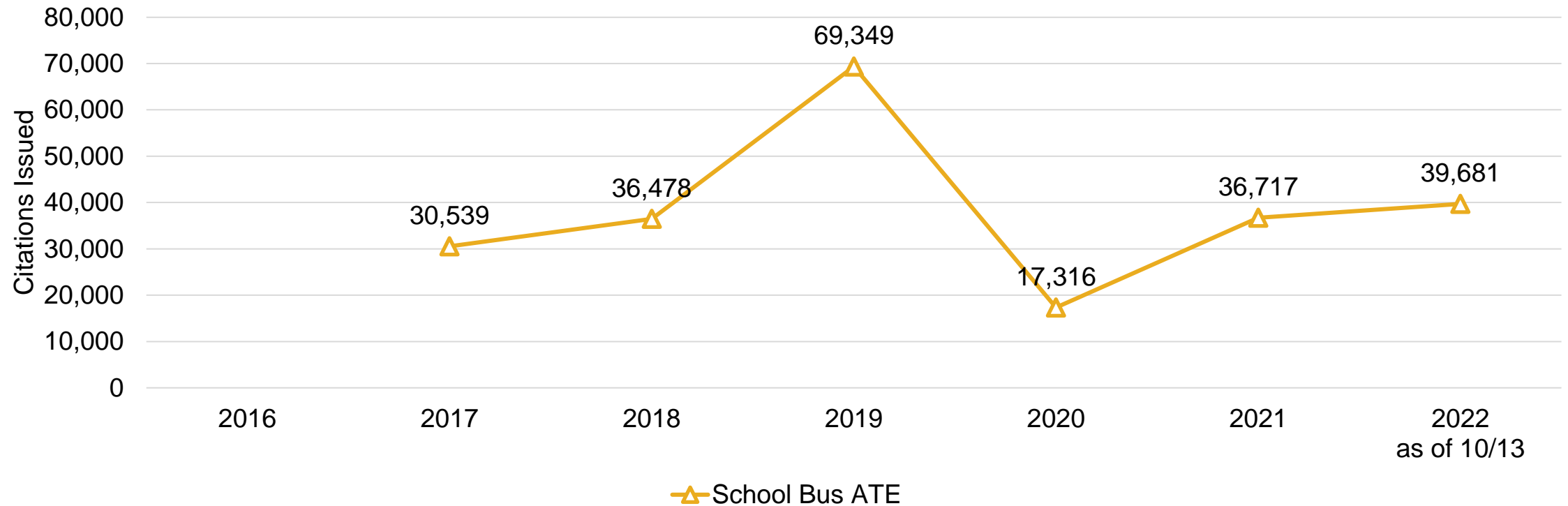


MCPD executed a new automated enforcement contract on March 31, 2022. The new contract will not disrupt current operations and will allow the number of cameras to expand by 10 speed and 5 red light cameras a year for the life of the 5-year contract.



# Automated Stopped Bus Enforcement

All MCPS buses equipped with safety cameras starting in 2019



Automated enforcement for illegally passing a stopped school bus was implemented for the 2016-2017 school year. Between 2016 and 2019, MCPS equipped all school buses with cameras, leading to year-over-year increases. School closures in 2020 due to the COVID-19 pandemic resulted in fewer citations.

# Closing Takeaways

**Expand the safety impact of your work with other government and community partners throughout the year**

- Speed enforcement, both officer and camera initiated, are important to overall safety AND pedestrian safety.
- Share with your community when you are out doing good work. If they do not see it, they assume it is not happening.
- Wrap around enforcement waves with outreach teams.
- Centralized traffic model allows MCPD to focus resources on known safety problem areas across the 6 police districts.



Ask us about safety tips for

- Walking
- Biking
- Riding

Safe Routes to School

www.montgomeryschoolsmd.org

VISION ZERO  
ZERO TRAFFIC DEATHS IN MDCD

Perform a Helmet Check

YOUR HEAD SHOULD FIT PERFECTLY IN THE HALLOWED INSIDE OF YOUR HELMET.

YOUR HELMET STRAPS SHOULD CREATE A "Y" SHAPE AROUND YOUR EAR.

NO MORE THAN THREE FINGERS SHOULD FIT BETWEEN YOUR EYES AND HELMET.

HELMET IS ON PARADE!

For more information visit our Safe Routes to School website: [montgomeryschoolsmd.gov/SRTS](http://montgomeryschoolsmd.gov/SRTS)

Zeal's Rules of the Road!

STOP FOR SCHOOL BUSES LOADING AND UNLOADING.

RIDE IN THE SAME DIRECTION AS TRAFFIC.

YIELD TO PEOPLE WALKING.

WEAR A HELMET.

For more information visit our Safe Routes to School website: [montgomeryschoolsmd.gov/SRTS](http://montgomeryschoolsmd.gov/SRTS)

Do the ABC Spin Check with Zeal!

A is for Air: Pinch your tires - they should feel hard! Soft tires can cause flat tires, ruin your rims, make your bike hard to ride.

B is for Brakes: Push bike forward - squeeze your brakes or use your backpedals to stop.

**THANK YOU!**