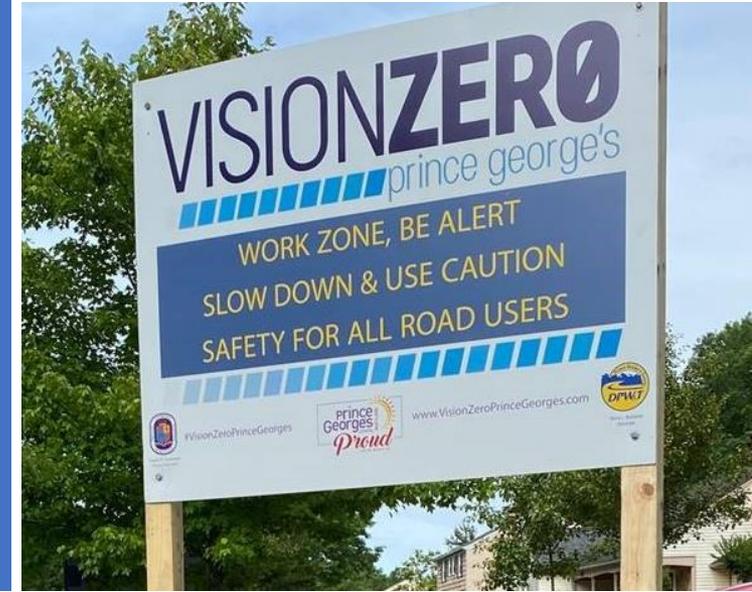


Advancing Traffic Safety and Public Engagement Through Web-based GIS



MWCOG Bicycle and Pedestrian Workgroup

September 20, 2022



Angela D. Alsobrooks
County Executive



Michael D. Johnson, P.E.
Acting Director

PRESENTERS

Andrea Lasker, **Vision Zero Coordinator**

alasker@co.pg.md.us / 240-676-5640

Sydney Walker, **Communications Assistant**

swalker@co.pg.md.us

Zack Bishop, **Planner**

zwbishop@co.pg.md.us



Take the Pledge



Vision Zero
Strategy



Safety
Improvements



Resources



Get Involved

GOAL Eliminate traffic related serious injuries and deaths on Prince George's County roadways by 2040.

VISIONZERO
prince george's

The logo features the word "VISIONZERO" in a large, bold, dark blue sans-serif font. Below it is a horizontal bar composed of several parallel diagonal lines in varying shades of blue, creating a gradient effect. To the right of this bar, the words "prince george's" are written in a smaller, lowercase, light blue sans-serif font.

The Department of Public Works and Transportation (DPW&T) is the lead agency for Vision Zero.

VISION ZERO PARTNERS



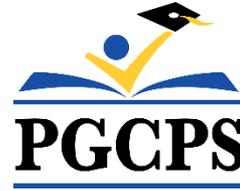
Angela D. Alsobrooks
County Executive



prince george's county
Office of Community Relations



live more, play more
pgparks.com



HEALTH
DEPARTMENT
Prince George's County



ArcGIS Hub provides an enhanced platform for DPW&T to collaborate with the public and partner agencies.



Website Features
with ArcGIS Hub



Transparent Progress with accomplishments
and ongoing initiatives

Accessible Data through GIS

Strengthen Engagement, especially with youth

[About Vision Zero](#)

[Our Strategy](#)

[Get Involved](#)

[Grants & Coordination](#)

[Projects](#)

[Crash Data](#)

[Kids Corner](#)

[Youth Platform](#)

[Resources](#)

[Events](#)



**NO MORE
TRAFFIC DEATHS.**

Accessible Data

High Injury Network



Bike and Pedestrian Crash Data & Road Centerlines

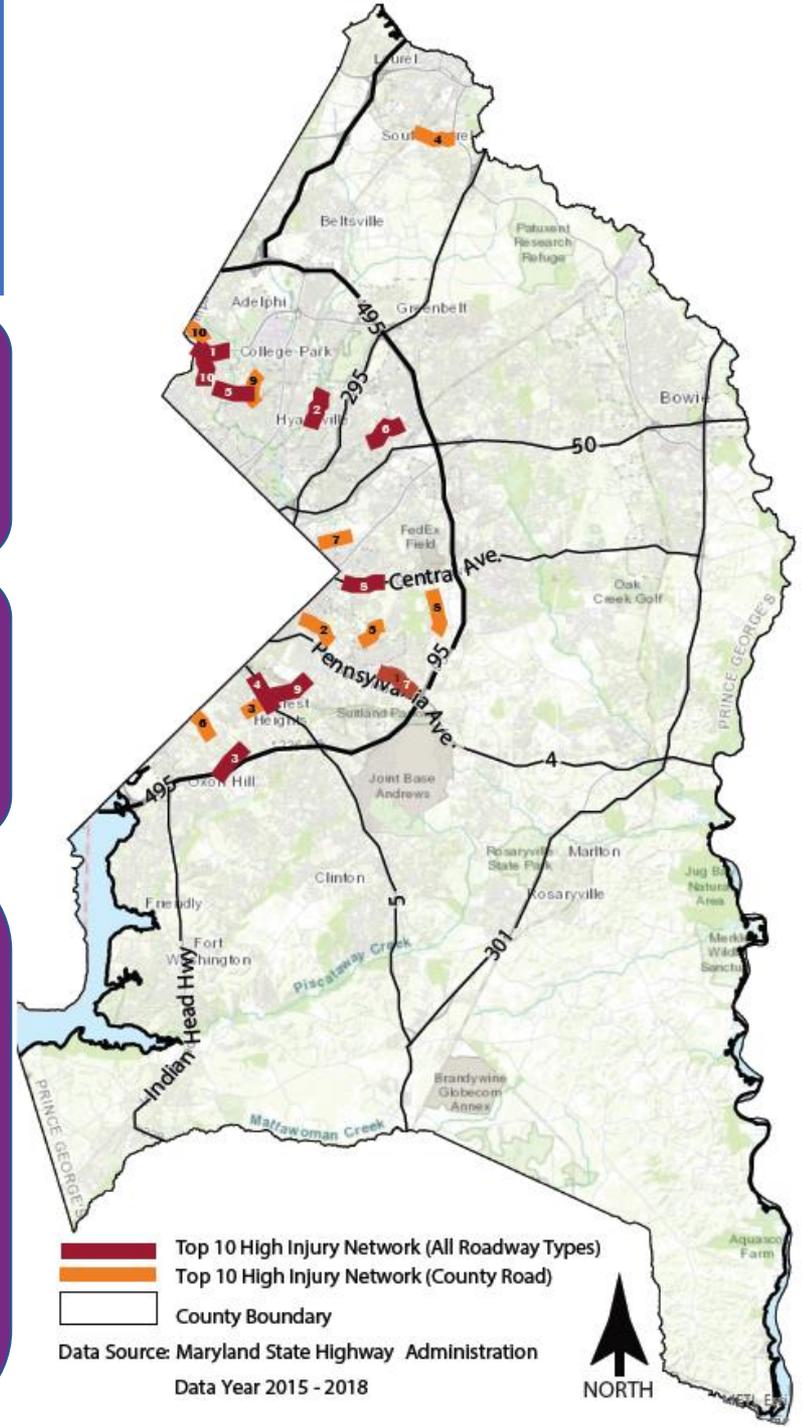


Crash Severity Index Weighting Methodology



High Injury Network as a planning tool

- Identify corridors with greatest safety need
- Prioritize investments in engineering, education and enforcement
- Supports a data-driven approach



Pedestrian Road Safety Audits

Pedestrian Road Safety Audit (PRSA)

Interdisciplinary assessment to identify issues & opportunities to improve safety for all road users.

Close examination of roadway conditions:

- Crosswalks
- Sidewalks
- Signs & lights
- Bus stops
- Bike lanes & lane markings
- Road user behavior
- Accessibility issues
- Other observations

Recent PRSAs

Metzerott Rd

New Hampshire Ave to Adelphi Rd

Belcrest Rd

Adelphi Rd to Queens Chapel Rd

Marlboro Pk

Viceroy Ave to Forestville Rd

New Hampshire Ave (MD 650)

I-495 to Piney Branch Road (MD 320)

These PRSAs were all completed with grants from the National Capital Region Transportation Planning Board's (TPB) Regional Road Safety Program.



Transparent Progress Vision Zero Project Map

- Interactive Web Map on the Projects page
- Includes a gallery of featured safety projects
- Describes how we address known safety issues through **Engineering**



[About Vision Zero](#) [Our Strategy](#) [Get Involved](#) [Grants & Coordination](#) [Projects](#) [Crash Data](#) [Kids Corner](#) [Youth Platform](#) [Resources](#) [Events](#)



ROAD SAFETY IMPROVEMENTS

Vision Zero Prince George's Project Map

The Vision Zero Project map shows road safety improvements implemented by County agencies and the Maryland Department of Transportation State Highway Administration (MDOT SHA). The map shows how localized and corridor improvement projects intersect with the High Injury Network. The High Injury Network represents one mile roadway segments with a high severity of crashes involving pedestrians and cyclists.

[View in full screen](#) / [Learn about the High Injury Network](#) / [Learn about Maryland Department of Transportation SHA's Context Driven efforts](#) / [Read the User Guide](#)



Transparent Progress

Outreach and Education Storymap

- Interactive Storymap Tour on the Events page
- Explore how we've promoted Vision Zero throughout Prince George's County
- Catalogue our impact as part of the Vision Zero **Education** Strategy



About Vision Zero Our Strategy Get Involved Grants & Coordination Projects Crash Data Kids Corner Youth Platform Resources Events



Bicycle Safety Rodeo at Watkins Regional Park

DPW&T staff from the Prince George's County Bike & Pedestrian Program, Vision Zero Prince George's and...



M-NCPPC Senior Walk Club 300

Club 300 meets weekly on Monday mornings, April through November, and once per month, December through March.



2nd Annual Capital Market Bike and Roll Safety...

The Capital Market, in collaboration with DPW&T and other community partners, hosted the 2nd annual Bike and Roll...



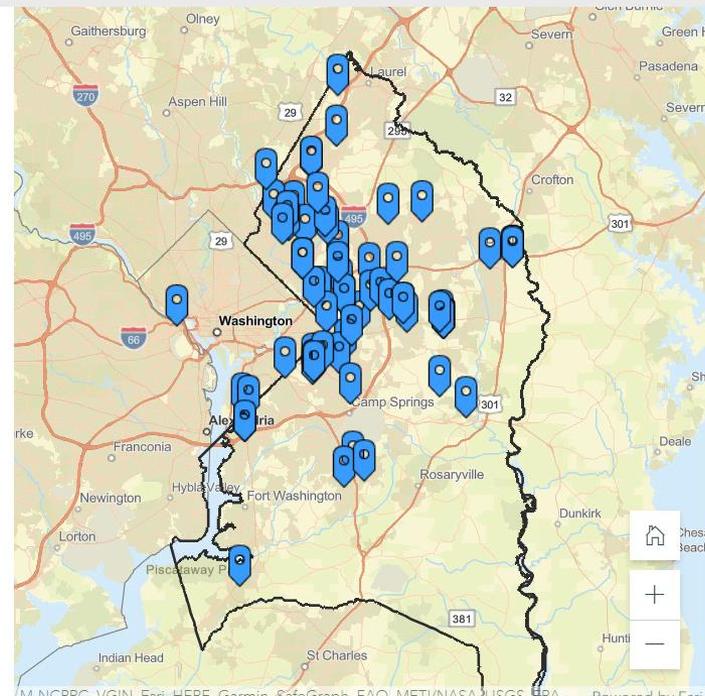
Public Safety Day and Bicycle Rodeo

The Prince George's Police Athletic League, the Prince George's County Fire/EMS Department, IKEA, and the...



2022 "Focus on the Road" Traffic Safety Video ...

The Department of Public Works and Transportation, in coordination with the Health Department and the Prince...



Enhanced Engagement

Youth 12 and Younger

New "Kids Corner" page helps Vision Zero reach younger audiences.

Biking Resources
Walking Resources

Coloring and
Activity Books



KIDS CORNER

Back to School Traffic Garden Event - August 23, 2022



Vision Zero Safety Pledge for Teens and Kids

Take the VISION ZERO Safety Pledge for Teens and Kids!

- Look left, right and left again
- Use crosswalks when possible
- Be alert and focus on the road
- Always wear a seatbelt
- Always wear a helmet when biking
- Wear bright or reflective clothing

Share the Vision Zero Prince George's Pledge with friends and family.

VISION ZERO prince george's
VisionZeroPrinceGeorges@pcg.mil.ca
Tel. 301-883-5400

Vision Zero Resources for Kids



Vision Zero Activity Booklet

Read in:
English



Vision Zero Flyer for Kids

Read in:
English, Spanish,
French

Enhanced
Engagement

Teens 13 and
Older

Youth Video
Contest

Youth Risky Driving
Focus Groups



VISION ZERO YOUTH PLATFORM



Partnership with
Public Schools

30 traffic safety video
contest entries
Spring 2022

WHEN YOU HEAR THE PHRASE "RISKY DRIVING" WHAT COMES TO YOUR MIND?



Partnership with County
Health Department

3 youth risky driving
focus groups
Summer 2021

Library of Resources

All materials centralized in one place with translations available.

Social Media Toolkits

Monthly Bulletins

Vision Zero Action Plan

Outreach Brochures

Safety Fact Sheets

Event Videos

Webinar Recordings



RESOURCES

Social Media Toolkits



Download

Monthly Bulletin

SAFE STREETS FOR EVERYONE



ISSUE NO 6 | JUNE/JULY 2022 | PRINCE GEORGE'S COUNTY, MARYLAND

Summer is here, and Vision Zero Prince George's is still paving the way for zero traffic deaths and serious injuries. This June/July update highlights safety improvements for all users and safety initiatives for our youngest Prince Georgians. Share this information with your family, friends and traffic safety partners.

News and Events

Public Safety Day and Bicycle Rodeo on June 28, IKEA College Park



The Prince George's County Police Department (PGPD) hosted a Public Safety Day and Bicycle Rodeo at IKEA College Park on June 28. Vision Zero Prince George's installed a pop-up traffic garden for younger children to learn about road signs and practice roadway skills in a safe space.

Community Bicycle Rodeos, Prince George's County



The M-NCPPC Department of Parks and Recreation hosted nine bicycle rodeos at Community Centers to teach children the rules of the road and how to bike safely. Kids took the Vision Zero Safety Pledge and received reflective bags filled with safety items including "Be Seen Be Alert Be Safe" lights, "RideSmart" bike bells and activity books. More bicycle rodeos are planned for the fall.

Safety Improvements

Marlboro Pike Improvements, Prince George's County



Marlboro Pike Phase 1 Improvements
Brooks Drive to Silver Hill Road

DPW&T is improving safety along Marlboro Pike with a road diet, median refuge areas, renewed and continuous sidewalks, upgraded and interconnected signals and continuous LED street lighting. This project has three phases:

Phase 1: Brooks Drive to Silver Hill Road (Completed June 2022)

Phase 2: DC Line to Brooks Drive

Phase 3: Silver Hill Road to beyond Forestville Road

Library of Resources

All materials centralized in one place with translations available.

Social Media Toolkits

Monthly Bulletins

Vision Zero Action Plan

Outreach Brochures

Safety Fact Sheets

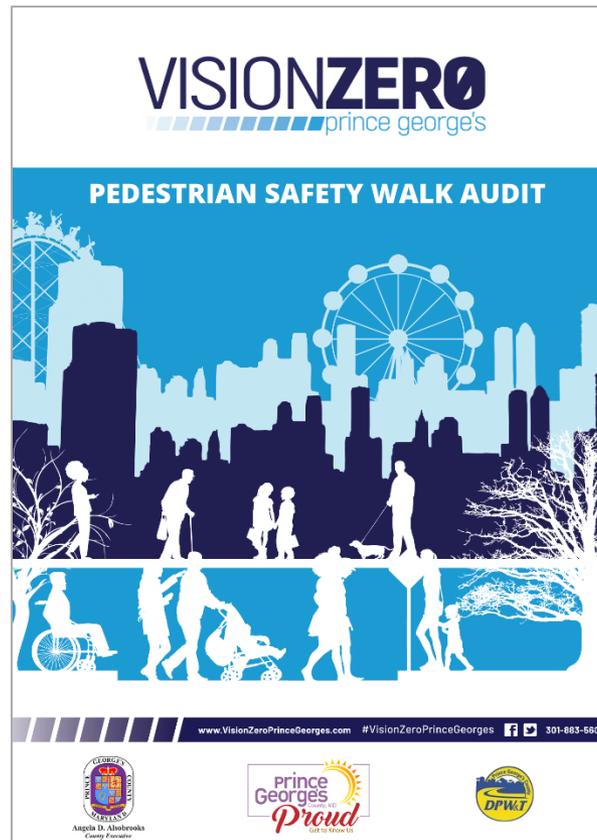
Event Videos

Webinar Recordings



RESOURCES

Walk Audit Toolkit



Provides step-by-step instructions to prepare and conduct a walk audit

After the walk audit:

- Report concerns to PGC311
- Request a traffic study
- Borrow free yard signs about traffic calming reminders

Enhanced Engagement

The ArcGIS Hub platform provides easy-to-read website metrics.

Previous Vision Zero website monthly engagement:

300 – 500 views

New Vision Zero Hub monthly engagement:

4,000+ views

Usage details for the period:

July 4, 2022 - August 3, 2022

Past 30 Days

Item Views this Period

4,558

Avg Item Views Per Day

151.93

Usage Time Series



Summary

VISIONZERO
prince george's

Website **Features**
with ArcGIS Hub



Transparent Progress with
accomplishments and ongoing initiatives

**Outreach & Education
Storymap**

Vision Zero Project Map

Accessible Data through GIS

Crash Data Storymap

High Injury Network

Strengthen Engagement, especially with youth

Resource Library

**Kids Corner &
Youth Platform**

**Enhanced
Partnerships**

VISIONZERO

prince george's
SAFE STREETS FOR EVERYONE.



Achievements

Completed July 2021 to June 2022

50

Community Events

Traffic Safety
Outreach and
Promotion



15,000

Safety Pledge Cards
Distributed
Help Spread a
Culture of Safety



2,250

Safety Pledges
Recorded



Angela D. Alsobrooks
County Executive



www.VisionZeroPrinceGeorges.com



Michael D. Johnson, P.E.
Acting Director

123

Neighborhood Traffic Management Program Studies Completed

1,835

Street Lighting Improvements

46

New Speed Humps

860,000

Square Feet of New and Replaced Sidewalk

5

Major Road Safety Projects Completed

18

Miles of Road Resurfaced

Ager Road Green Complete Street | Hyattsville

Montpelier Drive | Laurel

Marlboro Pike | District Heights

Langley Park Area CASA Crime Prevention Coalition Project | Langley Park

Sunnyside Avenue Bridge | Beltsville

VISIONZERO
prince george's
SAFE STREETS FOR EVERYONE.

Achievements
Completed July 2021 to June 2022



Angela D. Alsobrooks
County Executive



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Michael D. Johnson, P.E.
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FOLLOW US ON SOCIAL MEDIA!



Prince George's County Government



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