VISION ZERO

NO TRAFFIC DEATHS BY 2030

OUR PLAN TO ELIMINATE FATALITIES AND SERIOUS INJURIES ON OUR ROADS

PUBLIC OUTREACH DURING A PANDEMIC • 10/13/2020

OUTREACH FOR STRATEGIC PLAN
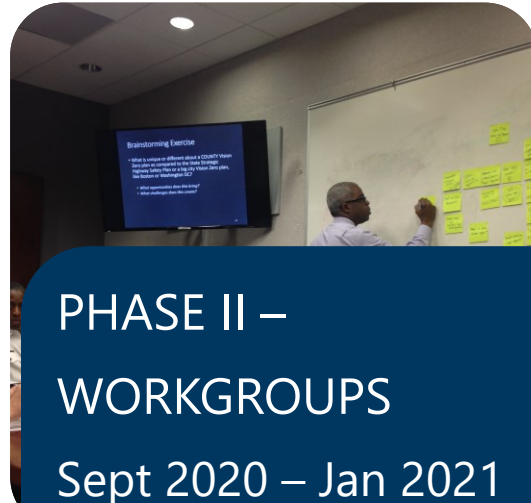
VISION
ZERO

PHASE I –

FACT FINDING

June – Aug 2020

- Community survey
- Community letters
- Community meetings
- Targeted outreach
- Updated data analysis and leading practices research
- MCG surveys and interviews
- Deliverable: Background packets for workgroups

PHASE II –

WORKGROUPS

Sept 2020 – Jan 2021

- 3 workgroups
- Meet 5 times
- Develop objectives, strategies, action items, and performance measures
- Co-chairs supported by contractors to build on progress each meeting
- Deliverable: Working draft of 10-year strategy and 2-year action plan

PHASE III –

COMMUNITY REVIEW

Feb – May 2021

- Facilitated reviews
- Continued outreach to traditionally underrepresented communities
- Iterative drafts
- Deliverable: Final draft of 10-year strategy and 2-year action plan

VISION ZERO

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This topic has 7 visitors.   This topic is closed

交通安全零傷亡願景調查

在接下來的十年中, 蒙哥馬利郡應採取哪些措施使我們的街道更安全, 以便步行, 騎自行車, 使用輪椅/摩托車和開車?

This topic has 8 visitors.   This topic is closed

Encuesta de Seguridad de Trafico Visión Zero

¿Qué debe hacer el Condado de Montgomery para hacer que nuestras calles sean más seguras para caminar, andar en bicicleta, usar una silla de ruedas / scooter y conducir durante los próximos diez años?

This topic has 32 visitors.   This topic is closed
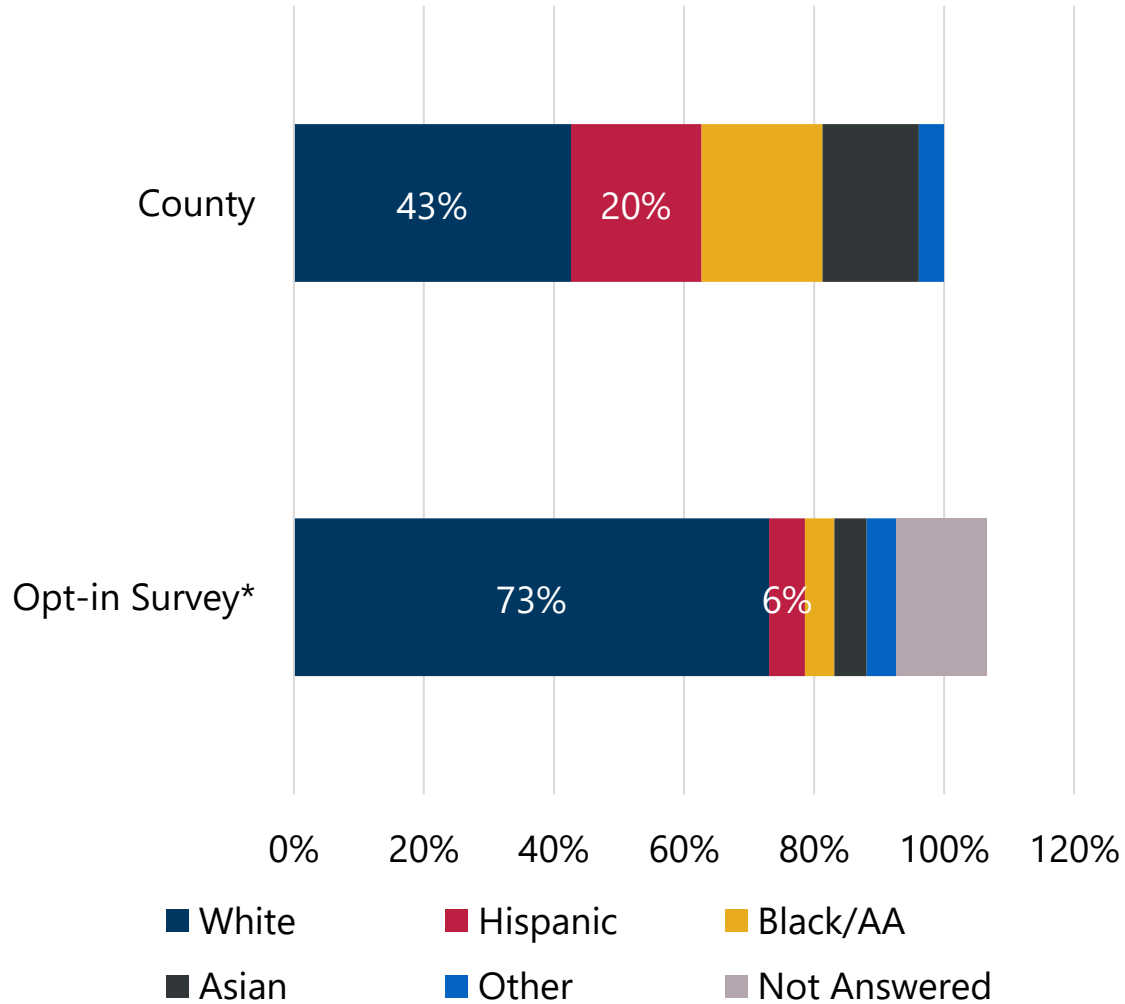
Vision Zero Traffic Safety Survey

What should Montgomery County do to make our streets safer for walking, biking, using a wheelchair/scooter, and driving over the next ten years?
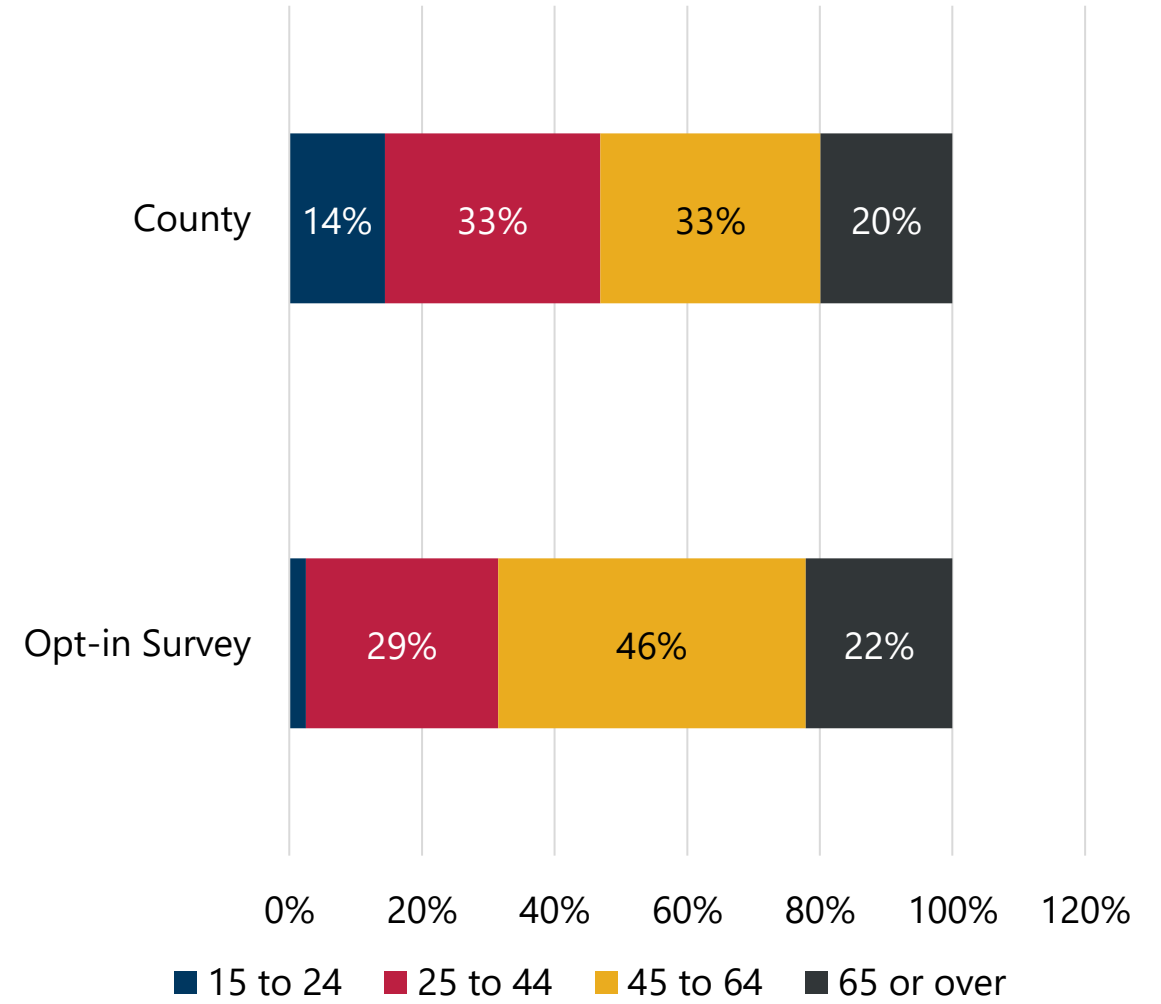
This topic has 1695 visitors.   This topic is closed

OPT-IN SURVEY DEMOGRAPHICS

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Race/Ethnicity

	White	Hispanic	Black/AA	Asian	Other	Not Answered
County	43%	20%				
Opt-in Survey*	73%	6%				

Legend: ■ White ■ Hispanic ■ Black/AA ■ Asian ■ Other ■ Not Answered

Age 15+

	15 to 24	25 to 44	45 to 64	65 or over
County	14%	33%	33%	20%
Opt-in Survey		29%	46%	22%

Legend: ■ 15 to 24 ■ 25 to 44 ■ 45 to 64 ■ 65 or over

*Participants in the survey could mark more than more race or ethnicity, so responses are > 100%.

IDENTIFYING TARGET PARTICIPANTS

Based on crash data, previous community outreach efforts, and community demographic data, these groups were identified as underrepresented in our traditional traffic safety outreach efforts:

- **Ethnicity/Race -** Black/African American, Asian, and Hispanic Residents
- **Language Barriers -** Limited English-speaking households
- **Disability Status -** People with cognitive and physical disabilities
- **Income -** Residents making less than 50% of the area median income
- **Age -** Residents under the age of 35
- **Geography –** Areas with elevated crash risk

Explicit with contractors and community ambassadors who and where we were targeting our outreach efforts at and potential ways to reach these differing audiences.

VISION ZERO
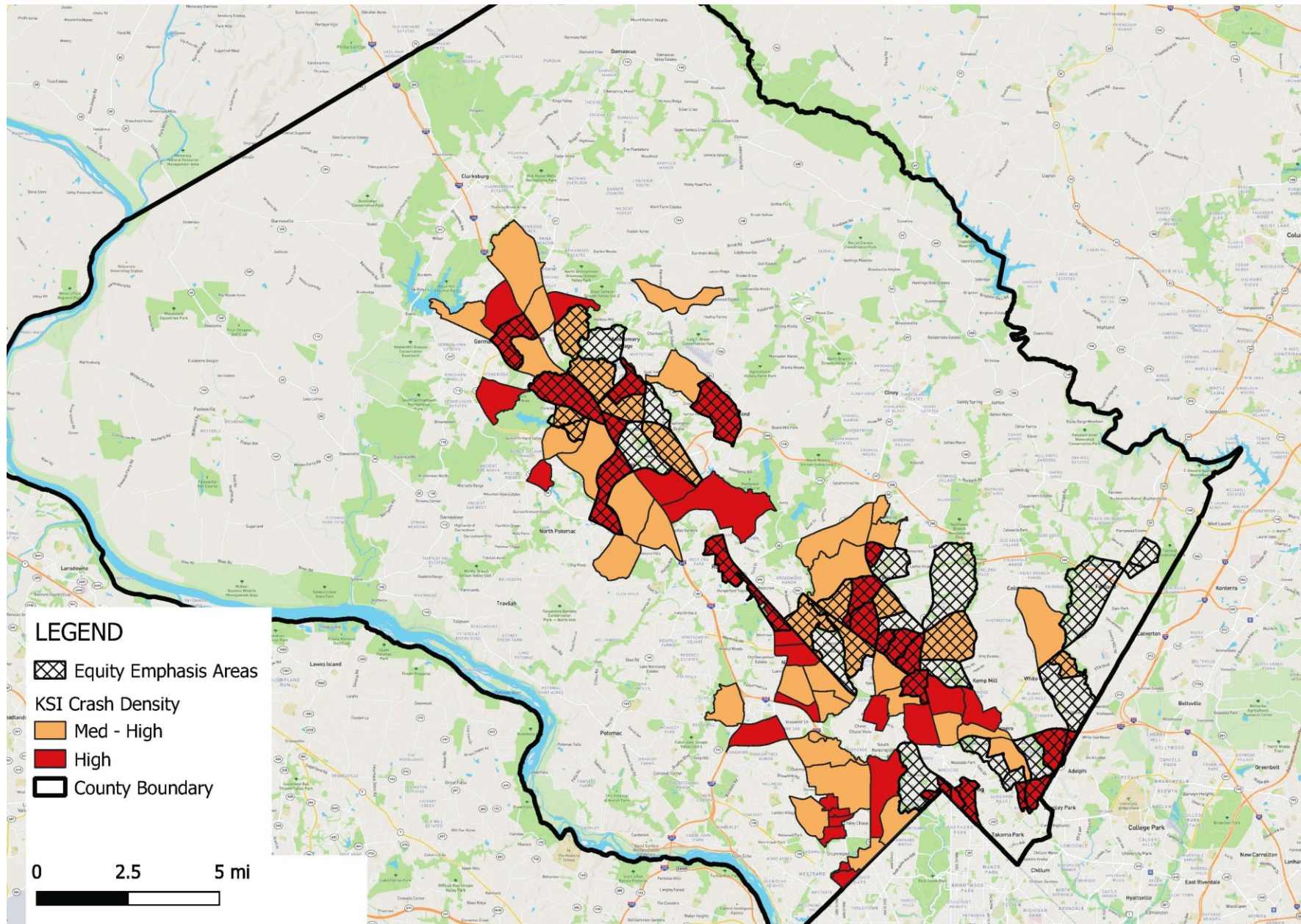
The orange and red areas shown on this map indicate Census tracts with the highest serious and fatal (KSI) injuries per square mile. These areas were overlaid with MWCOG's Equity Emphasis Areas (EEAs) to identify areas with elevated rates of KSI crashes and traditionally underrepresented populations. EEAs identify Census tracts with significant concentrations of low-income, minority populations, or both. The exercise highlighted needs in Langley Park, Wheaton, Aspen Hill, Germantown, and Gaithersburg.
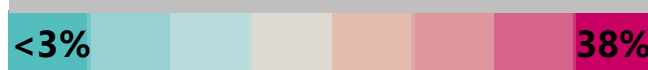
LEGEND

⊠ Equity Emphasis Areas

KSI Crash Density
- Med - High
- High
- County Boundary

0   2.5   5 mi

LOW INCOME INDICATORS

SNAP Recipients per Capita
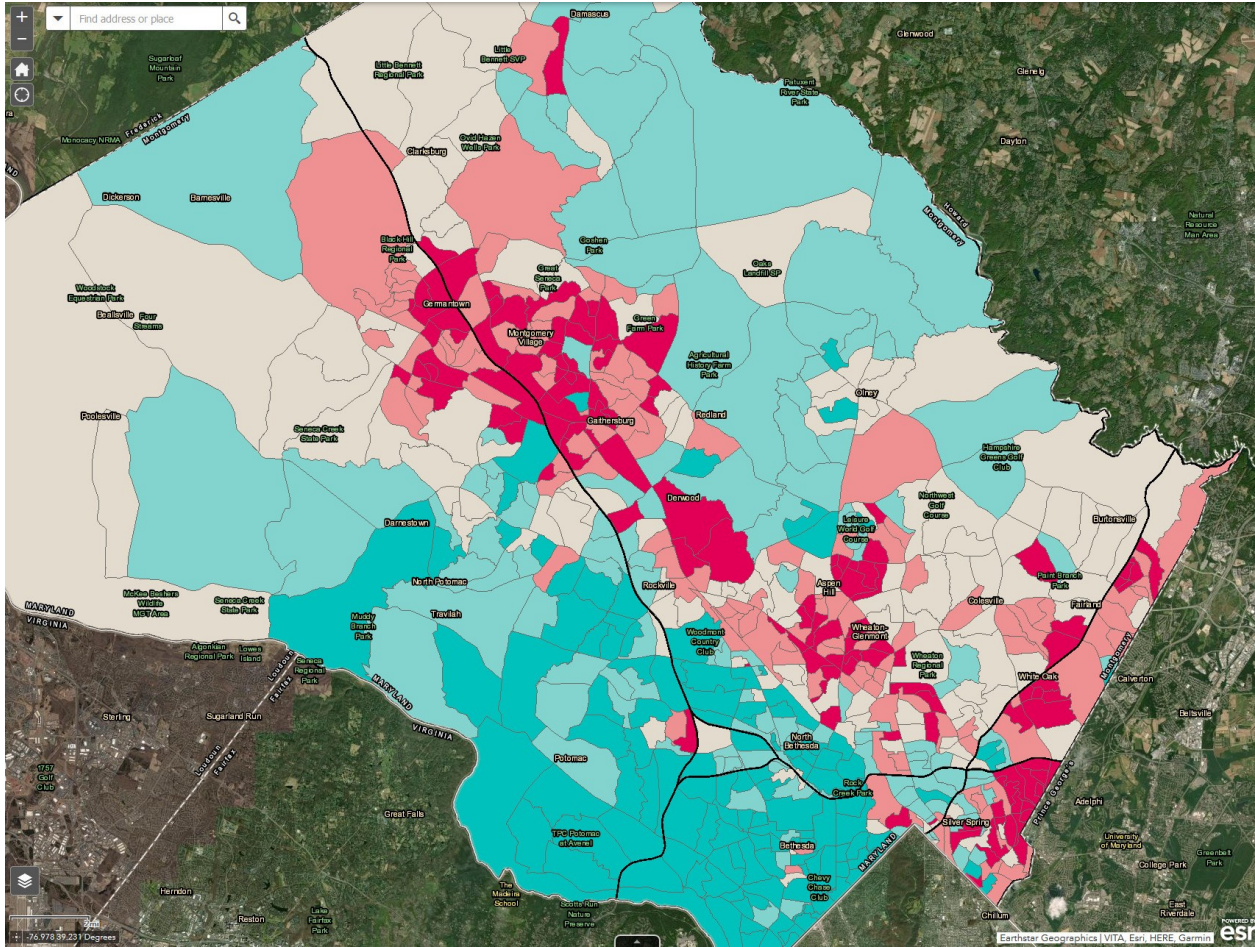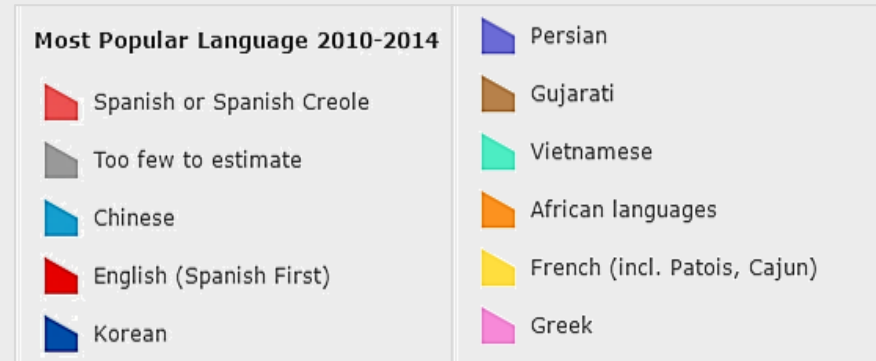
FARMS Rate by Elementary School
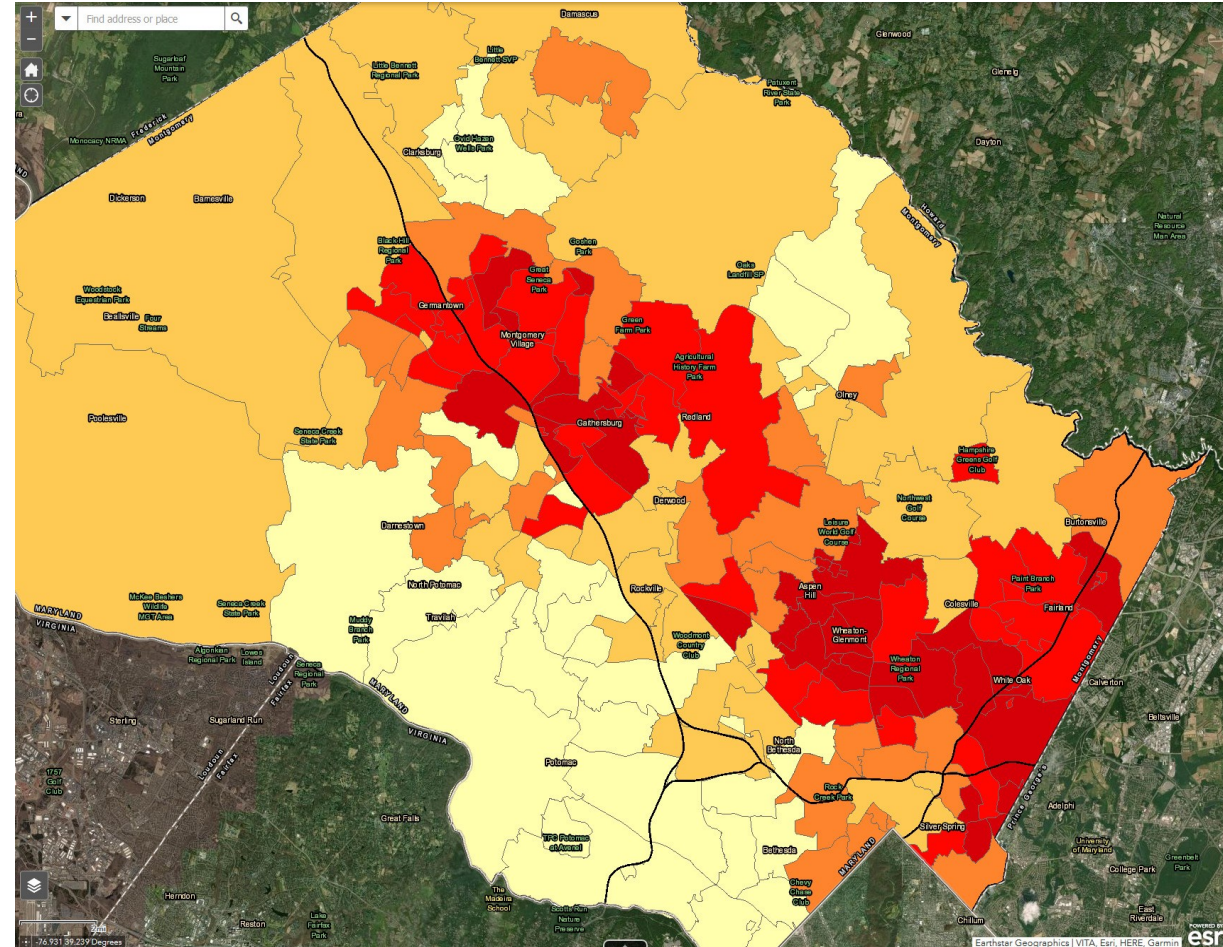
Percent SNAP Households

<3%   38%

394,000 residents (or 40%) speak a language other than English at home. 138,000 residents have limited English proficiency—and 26,000 households (or 7%) are "language isolated."

Most Popular Language 2010-2014

- Spanish or Spanish Creole
- Too few to estimate
- Chinese
- English (Spanish First)
- Korean
- Persian
- Gujarati
- Vietnamese
- African languages
- French (incl. Patois, Cajun)
- Greek

RANK BY RSC	#1	#2	#3
Bethesda-CC	Spanish	Chinese	French
Up-County	Spanish	Chinese	African
Mid-County	Spanish	African	Chinese
Silver Spring	Spanish	African	French
East County	Spanish	African	French

SOURCE: CENSUS ACS 2010-2014

10

RESILIENT MONTGOMERY INITIATIVE

RESILIENCE AMBASSADORS

- 5 paid "Resilience Ambassadors"
  - Ages 17-20
  - Part of "COVID Corps" program
- Trained to perform outreach and given overview of climate change and Vision Zero plans
- Met daily as a team for skill building and share successes and struggles
- First interviewed inner circle of friends and family then branched out to neighbors and other classmates

GOAL: reach younger, BIPOC, and non-English speaking residents

RESILIENCE LISTENING SESSIONS

- 8 1-hour listening sessions held over Zoom
- 10-20 community members per call
- Covered questions on health, climate change, and traffic safety
- Contractor support for advertising, outreach, meeting facilitation, and translation

GOAL: reach traditionally underrepresented communities through targeted outreach.

VISION ZERO
NO TRAFFIC DEATHS BY 2030

RESILIENT MONTGOMERY

WORKING TOWARDS A HEALTHIER, GREENER, AND SAFER COUNTY

PARTNER ORG. FACEBOOK POST

CHINESE LANGUAGE FLYER

E-MAIL PARTNERS

- Regional Service Center Directors
- Schools: ESOL Teachers
- Community Organizations and Recreation Centers
- County Boards and Commissions
- Chambers of Commerce

RESULTS &
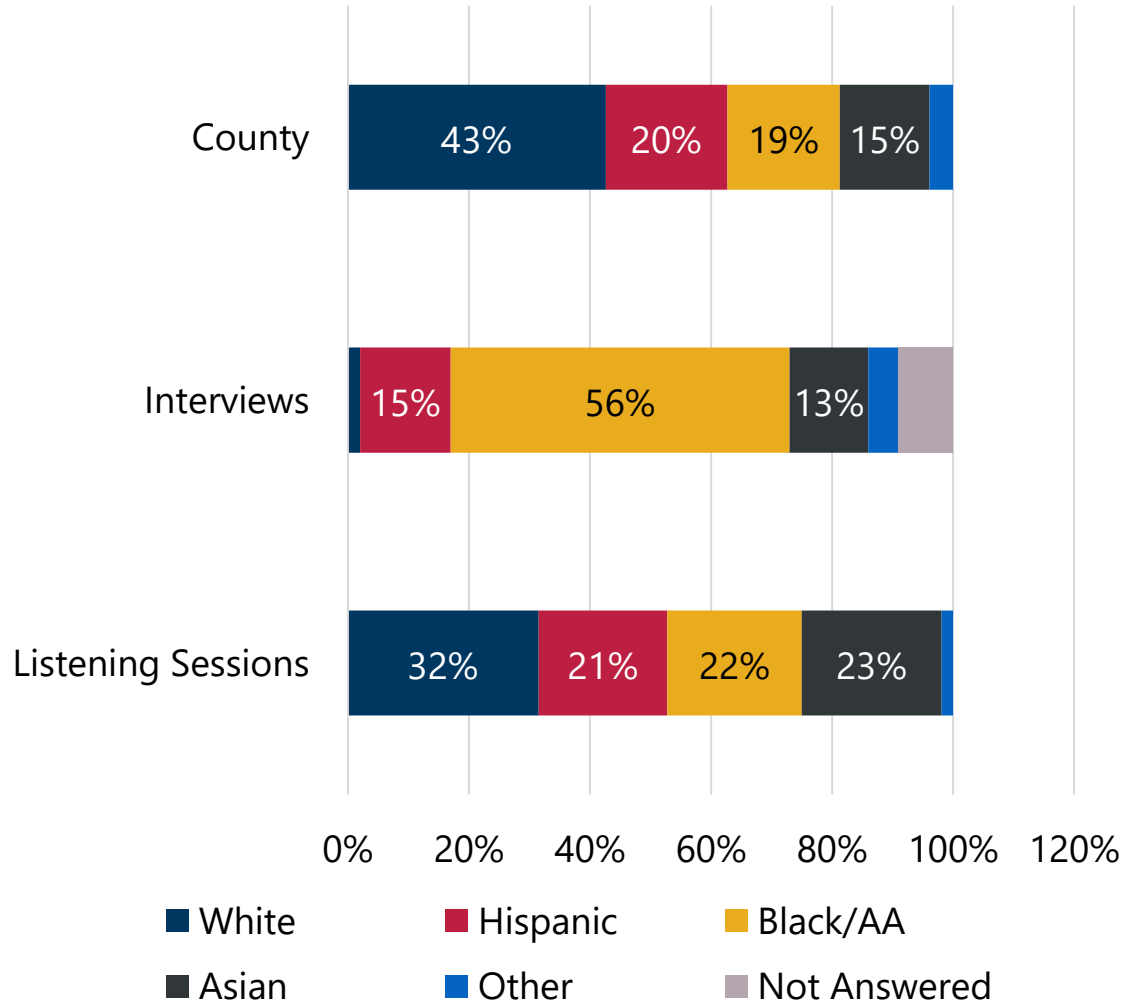# LESSONS LEARNED

RESILIENCE MONTGOMERY DEMOGRAPHICS
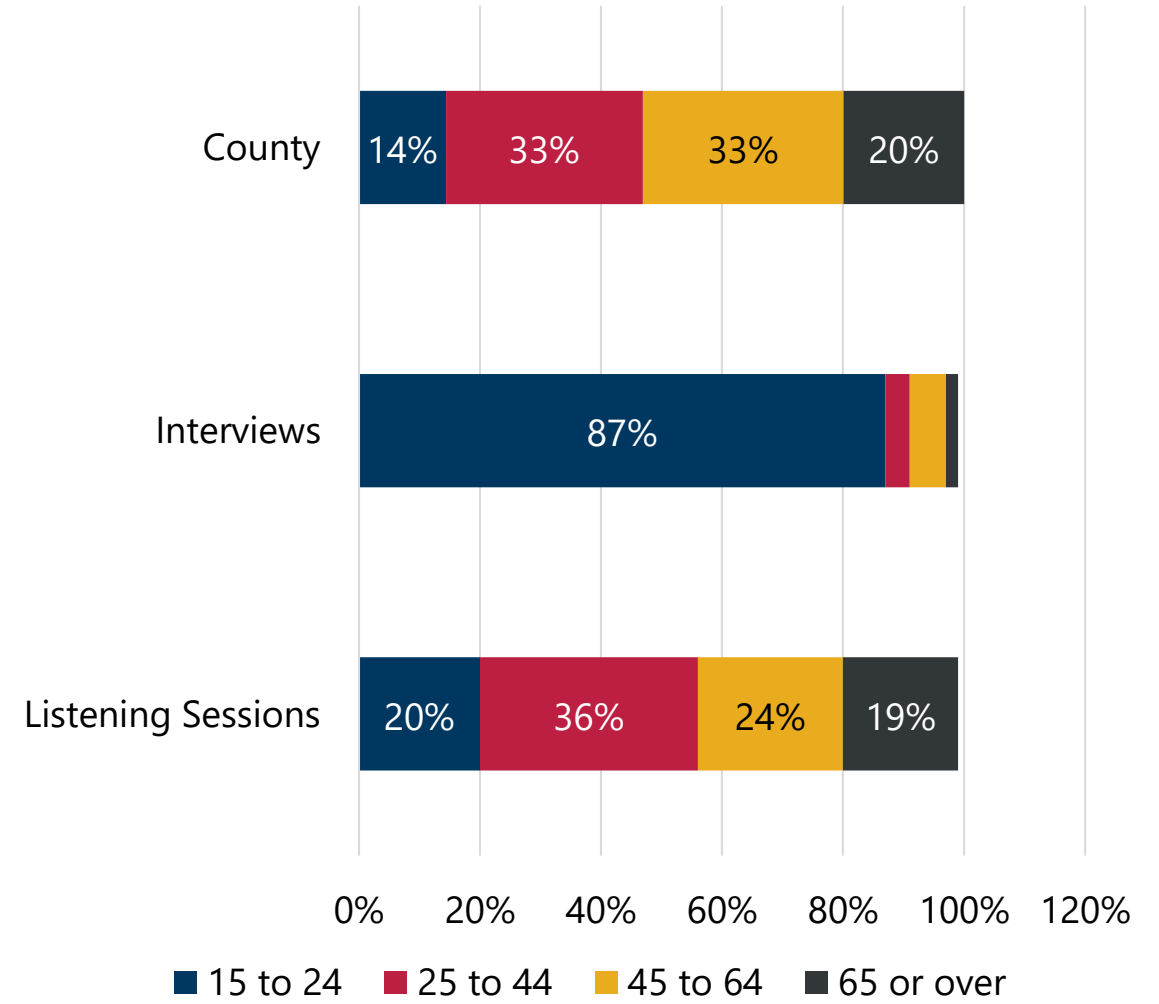
VISION ZERO

Race/Ethnicity

County
- White: 43%
- Hispanic: 20%
- Black/AA: 19%
- Asian: 15%

Interviews
- Hispanic: 15%
- Black/AA: 56%
- Asian: 13%

Listening Sessions
- White: 32%
- Hispanic: 21%
- Black/AA: 22%
- Asian: 23%

Legend:
- ■ White
- ■ Hispanic
- ■ Black/AA
- ■ Asian
- ■ Other
- ■ Not Answered

Age 15+

County
- 15 to 24: 14%
- 25 to 44: 33%
- 45 to 64: 33%
- 65 or over: 20%

Interviews
- 15 to 24: 87%

Listening Sessions
- 15 to 24: 20%
- 25 to 44: 36%
- 45 to 64: 24%
- 65 or over: 19%

Legend:
- ■ 15 to 24
- ■ 25 to 44
- ■ 45 to 64
- ■ 65 or over

*Participants in the survey could mark more than more race or ethnicity, so responses are > 100%.

SIMILARITIES BETWEEN OPT-IN AND TARGETED GROUPS

- Desire for safer pedestrian and bicycle facilities, especially sidewalks.
- Concerns about unsafe driver behaviors, especially speeding.
- Maintenance of existing sidewalks and roads.
- Fear of using public transportation during the pandemic. Likely to drive more or not make a trip.

DIFFERENCES BETWEEN OPT-IN AND TARGETED GROUPS

- Listening session and Resilience Ambassador interviewees were more likely to mention concerns around bus stop safety, both for traffic and criminal activity.
- Young people still in school were focused on what MCPS can do to improve racial disparities compared to the broader county.
- Less likely to know how to contact the County to report issues such as 3-1-1.

- Online tools like Zoom or Teams can improve attendance and engagement, but post-COVID will need to keep doing in person events and outreach.
    - Online meetings can be exclusionary for those with poor internet connection or uncomfortable using Zoom.
    - Need to develop better meeting protocols for meetings held in languages other than English.
    - Ensure that people not using their computer are included equally when they are calling in.
    - Post-COVID, build in a set of meetings that are online and in-person. Hybrid events tend to not work as well unless you have the right technology in place.

- Pre-identifying the groups that are underrepresented helped contractors and Resilience Ambassadors perform their outreach efforts and control costs compared to a broader campaign.
    - Having Resiliency Ambassadors interview people in their neighborhoods and schools made them more comfortable doing the interviews and was reaching the intended audience.
    - Contractors were able to be flexible in their outreach based on the target demographic.
    - Working with existing community partners was key but need to assess more ways to get directly to residents not tied into any existing community groups.

- A lot of effort and resources to get fewer points of feedback compared to a survey.
    - Worth continuing the interview and focus groups for planning and during implementation.
    - Need to identify other partners and resources to keep them going.
    - Qualitative data (interviews) take a lot of time to process and need to bake in more time to analyze after the interviews wrap up.

- The $20 thank you payment seemed to help the most with attracting younger participants. Unclear how the incentive affected overall participation.

OUTREACH FOR ON-GOING EDUCATION

VISION ZERO

SOCIALLY DISTANT BIKE RODEOS & COURSES

VIRTUAL EVENTS

With the continuation of virtual classrooms, we are retooling our education and encouragement activities. This spring, we moved our Safety Day event to a Safety Week where kids could do fun activities at home.
The Departments of Recreation and Transportation developed on-bike education activities that can be done while meeting social distancing and other safety guidelines.

THANK YOU!

VISION ZERO

Group photo of County employees involved in designing and building the 2nd/Spring protected intersection.

VISION ZERO
ENDING TRAFFIC DEATHS
IN MONTGOMERY COUNTY

montgomerycountymd.gov/visionzero/   Wade.Holland@montgomerycountymd.gov