

# VISIONZERO

prince george's

2020-2022

# ACTION PLAN

Working together, we can achieve **ZERO**  
fatalities on our roadways because  
**EVERY** person in our community matters.

[www.VisionZeroPrinceGeorges.com](http://www.VisionZeroPrinceGeorges.com)

#VisionZeroPrinceGeorges



301-883-5600





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## ACHIEVING VISION ZERO

The Vision Zero Action Plan is the Prince George's County roadmap to achieving zero fatalities and serious injuries on our roadways by 2040. The Action Plan is data-driven, human-inspired, bold, innovative, and action-oriented and builds upon the Prince George's County Strategic Roadway Safety Plan 2017-2020.







## WHAT IS VISION ZERO?

Together, we can achieve zero fatalities on our roadways because every person in our community matters.

Vision Zero is an international effort that was first adopted in 1997 in Sweden. Several European nations and states and cities around the world have since adopted Vision Zero and have achieved significant fatality reductions. Cities and Counties in the United States that have adopted the Vision Zero goal include Austin, Boston, Chicago, Los Angeles, New York, Portland, San Francisco, Durham, San Jose, Washington, D.C., Seattle, Alexandria, Arlington County, Montgomery County, and Prince George's County, Maryland. The Vision Zero approach is summarized by recognizing that no loss of life is acceptable.

Vision Zero continues many of the traditional traffic safety initiatives but goes further in its holistic approach bringing together different stakeholders within the community to work together toward the common goal of eliminating traffic fatalities and serious injuries. A new approach is needed to address our vision for safety that emphasizes that traffic deaths are preventable and predictable. Participation in Vision Zero means everyone in the community shares responsibility for ensuring the safety of people on the roads, whether they are walking, bicycling, riding motorcycles, driving, or taking transit. The number of traffic crashes on Prince George's roadways has brought to light the immediate and essential need for action. The current crash data confirms that the problem is County wide and requires a multi-faceted approach. Prince George's County, led by the Department of Public Works and Transportation (DPW&T), and in partnership with the Police Department and Public Schools, Maryland State Highway Administration, along with the community, and agency and elected leaders, is committed to enhancing roadway safety in Prince George's County. Implementing Vision Zero efforts have emphasized our commitment to the community through strengthened programs and activities.

# COMMITMENT

The success of Vision Zero depends on leaders throughout our community and every individual in doing their part to ensure that our transportation system and our driving behavior is safe for all roadway users.

## ➤ WHAT YOU CAN DO

Vision Zero is achievable if we look out for one another and are aware of our surroundings. Do your part by eliminating distractions, following the rules of the road, and respecting all roadway users. In addition, here are ways that you can be a part of the Vision Zero movement:

- **BECOME** a Vision Zero partner as an individual or as an organization.
- **ADVOCATE** for traffic safety for all road users.
- **PARTICIPATE** in community dialogue regarding traffic safety.
- **REQUEST** a Vision Zero presentation or training.
- **TAKE** and **SHARE** the Vision Zero Safety Pledge.
- **ORGANIZE** a walk or bike audit of area infrastructure.
- **UTILIZE** the County's 311 system to report safety issues or concerns.

## Speed Kills

Higher vehicle speeds increase the likelihood of a pedestrian fatality when struck by a vehicle.

| VEHICLE SPEED | ODDS OF PEDESTRIAN FATALITY AFTER BEING STRUCK BY A VEHICLE                                 |
|---------------|---|
| 20 MPH        |  5%     |
| 30 MPH        |  37-45% |
| 40 MPH        |  83-85% |

Source: Killing Speed and Saving Lives, UK Dept. of Transportation, London, England.

I  
Pledge  
To:

## Take the VISION ZERO Safety Pledge

- Only drive while sober, alert, and free of distractions.
- Look out for others, especially children, the elderly, persons with disabilities, and people walking or biking.
- Slow down and look around, especially at intersections and driveways.
- Practice the rules of the road, including yielding to people walking.
- Share the Vision Zero pledge with my friends and family.

# VISION ZERO IN ACTION

The key to success in achieving Vision Zero is a combined approach using the six essential elements for a safe transportation system: **EDUCATION**, **EMERGENCY RESPONSE**, **ENGINEERING**, **ENFORCEMENT**, **EVALUATION** and **EQUITY**. These actions balance immediate action with long-term strategy and provide implementation activities.





# ORGANIZATIONAL STRUCTURE

Established to lead partner agencies in initiating actions to achieve Vision Zero, the Vision Zero Stakeholder Group is charged with:

- **PROVIDING** direction to the Project Management Team (Department of Public Work and Transportation as County lead) to guide development of the Vision Zero Action Plan;
- **ACTING** as a liaison to agencies, sharing information and soliciting feedback to inform the Action Plan;
- **IDENTIFYING** actions specific to members' agencies;
- **DEVELOPING** the vision, goals, policy recommendations, actions, performance measures, and recommendations to get to zero; and
- **CHAMPIONING** the implementation of the Vision Zero Action Plan within members' agencies.

## ➤ AARP

- American Automobile Association (AAA)
- Baltimore Metropolitan Council
- Federal Highway Administration
- Maryland Department of Transportation
- Maryland Highway Safety Office
- Maryland State Highway Administration
- Maryland State Police
- Metropolitan Washington Council of Governments
- Mothers Against Drunk Driving
- National Highway Traffic Safety Administration
- Vision Zero Network
- Washington Area Bicycling Association
- Washington Metropolitan Area Transit Authority
- Universities and Colleges
- University of Maryland Health System

## ➤ Prince George's County Government

- Office of County Executive
- Department of Health
- Maryland National Capital Park and Planning Commission
- Municipalities
- Office of Community Relations
- Prince George's Fire and EMS Department (PGFD)
- Prince George's Police Department (PGPD)
- Prince George's Public Schools (PGCPS)
- The Office of the Prince George's County Sheriff
- The Office of Emergency Management
- Department of Permitting, Inspections and Enforcement
- Prince George's County Memorial Library System
- Department of Public Works & Transportation
- Prince George's County State's Attorney's Office (PGSAO)





The members of the Stakeholder Group are decision-makers from Prince George's County and the surrounding region who represent organizations and agencies that are impacted by, and responsible for, implementing Vision Zero policies and actions.

## ➤ TASK FORCES

There are currently two Vision Zero Prince George's task forces:

### THE CRASH REVIEW TASK FORCE ➤

reviews crash analysis reports to identify the County's crash "hot spots" and propose roadway improvements.

### THE COMMUNICATIONS TASK FORCE ➤

includes public relations representatives who discuss public outreach efforts and review communication tools that will be used in such efforts.



The drafting of the Vision Zero Action Plan began as a call to action by County Executive **Angela D. Alsobrooks**. The Vision Zero Stakeholder Group initially convened in September 2019 to outline the Vision Zero Prince George's Two-Year Action Plan.



## EDUCATION

Communicate with children and adults the importance of safety for all on our roadways whether a person is driving, walking, bicycling, or riding transit. Emphasize and encourage self-accountability and responsibility for safety by following traffic laws. In addition, we must provide resources and tools that promote the message of roadway safety for all, especially “speed kills”.

**EDU-1. PROMOTE** outreach through traditional (print, radio and television advertising) and social media.

- **Focus** on and provide additional educational outreach opportunities in high problem areas identified through crash analysis reports.
- **Post** information at local community gathering places such as parks, libraries, senior and local community centers, gyms, bus and transit stops, workplace and expand outreach through virtual portals or internal websites, online and printed newsletters, community group pages, and other social media locations.
- **Conduct** education outreach through community organizations including places of worship, neighborhood associations, and community health and wellness fairs throughout the County.
- **Develop** educational materials for the general public that may also be utilized by law enforcement during traffic stops and driver improvement programs.

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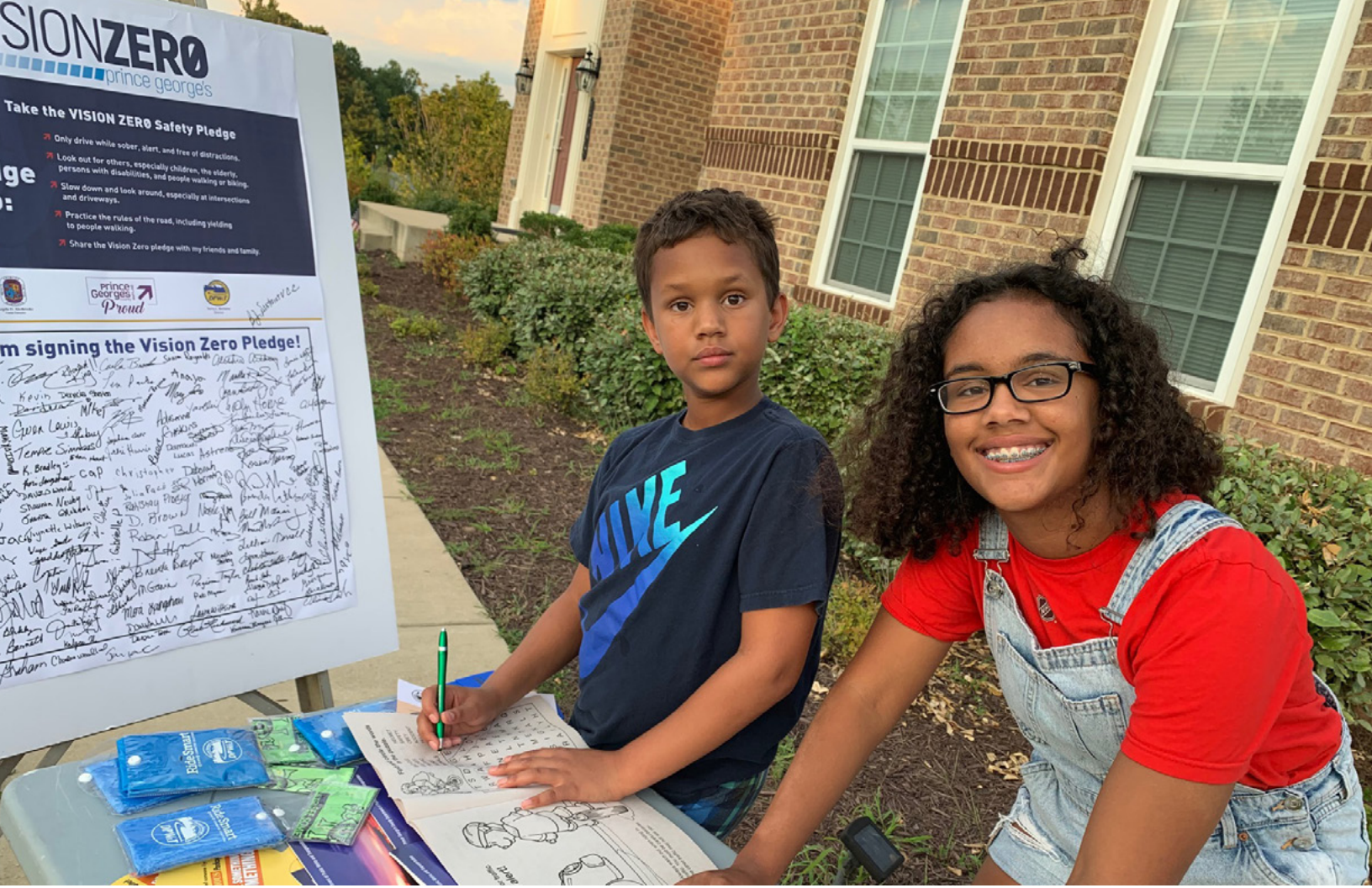
**EDU-2. ORGANIZE** and **HOST** a Vision Zero Symposium to provide a forum for community members to discuss traffic safety and to grow community advocates for Vision Zero.

- **Invite** a wide range of participants including neighborhood associations, biking and walking advocates, businesses, insurance companies, safety experts, political leaders, planners, health care providers, first responders, and community organizers.

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**EDU-3. ESTABLISH** a program for Vision Zero champions that complements community outreach by providing peer-to-peer communication about the importance of traffic safety and how to use new safety infrastructure (pedestrian push buttons, crosswalks, bike lanes, and traffic calming measures).

- **Include** representatives who can ensure that the needs of all users are addressed, such as older adults, bicyclists, individuals with disabilities, transit users, children and residents from a diverse range of neighborhoods throughout the County.



**EDU-4. PARTICIPATE and PARTNER** with other agencies and events such as #DrivingItHome, “Street Smart”, “Look Up Look Out”, “Drive Focused, Sober and Safe”, child safety seat check programs, and student outreach initiatives.

- **Produce** public service announcements (PSAs) for partner agencies to share on social media and display in the public areas of County buildings and the courts.
- **Expand** traffic safety programs/events for area schools and student organizations and consider introducing a bike riding program at elementary schools.

**EDU-5. TEAM UP** with local media to help spread awareness about the Vision Zero safety message by preparing public interest stories and op-ed pieces.

- **Work** together with public agencies/public information officers to influence the media to modify the language in reporting incidents on our roadways that shape our perception of traffic safety and traffic violence, such as a “crash” is not “accident” and “people walking” instead of “pedestrian”.

**EDU-6. DEVELOP** training/continued education courses for transportation professionals, designers of the transportation system, on the latest Vision Zero traffic safety approaches.



## POTENTIAL INDICATORS OF SUCCESS

Reach  
**10,000**  
plus users of  
social media.



Host **1**  
outreach  
event in high  
incident areas  
quarterly.



Disseminate  
**1** notice  
to utility  
customers  
annually.



Present  
at **1**  
community  
event monthly.



Produce **5**  
or more  
pamphlets,  
brochures, and  
public service  
announcements  
(PSAs).



Host **1**  
Vision Zero  
Symposium  
annually.



Provide  
count of  
Vision Zero  
Safety Pledges  
each month.



Produce  
**4** public  
service  
announcements  
(PSAs) annually.



Distribute  
information  
at elementary  
schools for  
students,  
teachers, staff,  
and parents.



Provide  
quarterly  
and annual  
updates to  
the media and  
showcase law  
enforcement.



Offer **1**  
Vision Zero  
training event/  
continued  
education  
credits annually.



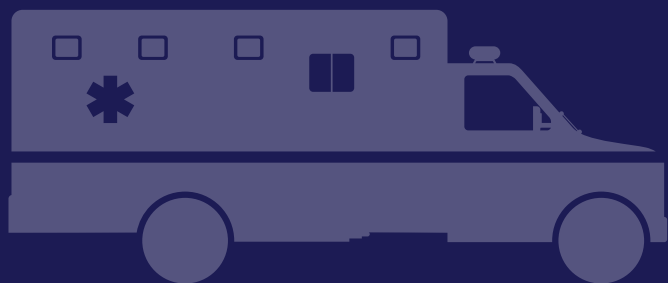
## ➔ EMERGENCY RESPONSE

Develop, apply and promote emergency response approaches to better prevent and reduce the severity of collisions involving pedestrians and bicyclists.

- 
- ER-1. INCREASE** public awareness. Slow down. Move over. Drivers must pay attention to any approaching emergency vehicles and make room to allow them to pass as safely as possible. The faster that they can treat victims of crashes, the better the chances of survival.
- 
- ER-2. MAINTAIN** response times for traffic collisions with injuries based on EMS standards.
- 
- ER-3. BEST PRACTICES** for safe incident management on all types of roadways and trails.

## POTENTIAL INDICATORS OF SUCCESS

Number of  
signals with  
pre-emption  
for emergency  
services.



## **ENGINEERING**

Through engineering, infrastructure improvements can be designed to reduce speeds and minimize potential conflicts, and establish safer/desirable and fully accessible crossings, walkways, and bikeways.

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**ENG-1. INCREASE** maintenance practices that improve safety and mobility such as replacing signage, refreshing pavement markings, pavement preservation, monitoring signal timing, tree trimming, and assessing street lighting.

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**ENG-2. IMPLEMENT** and **SUPPORT** the Complete Streets policy.

- **Incorporate** design features that meet the needs of and consider all road users.
- **Share** the roadway with people walking and biking at appropriate speeds.

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**ENG-3. REDUCE** speeding and enhance pedestrian safety by installing more traffic calming measures.

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**ENG-4. CONDUCT** pedestrian road safety audits (PRSAs).

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**ENG-5. PROVIDE** enhanced pedestrian safety measures.

- **Install** additional crosswalks and pedestrian crossing signage.

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**ENG-6. INSTALL** improved lighting.

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**ENG-7. IMPROVE** pedestrian crossing time at pedestrian signals.

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**ENG-8. CREATE** a transit friendly environment for safe access to transit routes that benefit pedestrian safety.

- **Work** with transit agencies on the strategic placements of transit stops to reduce conflicts between people walking to and from a stop and people driving.
- **Identify** locations where protected mid-block crossings are recommended.





**ENG-9. CONSTRUCT and MAINTAIN** green/protected bike lanes.

- Collaborate with cycling community to address areas of safety concern bike lanes.

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**ENG-10. TAG and PROMOTE** Vision Zero engineering projects.

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**ENG-11. INCREASE** our efforts to ensure our Work Zones are safe and constantly monitored/modified to reflect changing field conditions. Provide training and highlight best practices.

## POTENTIAL INDICATORS OF SUCCESS

Implement  
**10** Vision  
Zero projects  
annually.



Increase  
number of  
crosswalks  
refreshed and  
signs replaced.



Increase  
number of  
traffic calming  
construction  
projects.



Conduct  
**2** Pedestrian  
Road Safety  
Audits.



Increase  
the amount  
of sidewalk  
and eliminate  
gaps.



Construct  
pedestrian  
refuge islands.



Install  
green  
treatment  
at bike/car  
conflict areas.



Identify  
locations  
for separated/  
protected  
bicycle lanes.



Increase  
number of  
Rectangular  
Rapid Flash  
Beacons.



Increase  
street  
lighting  
in HIAs.



Optimize  
signal timing  
and high  
visibility  
markings.



Signals  
with  
countdown  
pedestrian  
signals.



Conduct  
gaps in  
traffic  
studies.



Work zone  
safety:  
signage  
and reduced  
speeds.



Training  
on work  
zone safety.



Shared  
roadway  
facilities  
signage.



Position  
bus stops  
at safe  
locations.



Research  
best practices  
for solar lights  
at bus stops.





## ➤ ENFORCEMENT

Enforcement of traffic safety laws is essential. Continue to support strong safety campaigns such as National Highway Traffic Safety Administration (NHTSA) and initiatives such as Click It or Ticket, Buzzed Driving is Drunk Driving, Distracted Driving, and Traffic Safety Programs.

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- ENF-1. INCREASE** coordination with local law enforcement agencies such as PGPD, Prince George's County Sheriffs, Park Police, Prince George's State's Attorney's Office, and local school district crossing guards to find opportunities to increase enforcement in all areas of the County.
- 
- ENF-2. ENFORCE** traffic safety and continue to support safety initiatives such as Click It or Ticket It, and Buzzed Driving is Drunk Driving, etc.
- 
- ENF-3. PARTICIPATE** in enforcement grant opportunities to target specific driver behavior focuses such as speed, driving-while-intoxicated, distracted driving, seat belt use, aggressive driving, and vulnerable road user violations.







**ENF-4. CONDUCT** high visibility enforcement initiatives to target a specific traffic safety issue identified through the high injury crash analysis.

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**ENF-5. UTILIZE** new technology to assist in enforcement efforts.


- **Assess** proposed legislation to allow for more photo speed enforcement.


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**ENF-6. CONSIDER** implementing a program to require new drivers and traffic safety violators attend mandatory training classes/webinar on Vision Zero.

## POTENTIAL INDICATORS OF SUCCESS

Identify areas of highest number of citations and violations. 

Number of citations issued per traffic safety campaign. 

Quarterly updates. 

Attendance at training classes and webinars. 

## ➤ EVALUATION

The County will continue to improve traffic safety efforts by monitoring the effectiveness of interventions – enhancing what is working and addressing deficiencies.

**EVA-1. RESEARCH** cities/jurisdictions (especially large counties with mixed land use: suburban, emerging urban and rural settings) that are implementing, using, and achieving Vision Zero to establish best practices.

**EVA-2. CONDUCT** an initial analysis of existing crash data/zones to establish the base-line, identify trends, high risk populations, and high crash locations over the past five years.

- **Establish** emphasis areas for implementation such as crash type, user type, and user behavior for guided implementations.
- **Examine** how different factors (light and weather conditions, roadway engineering, work hours, transit dependence, etc.) contribute to crashes involving pedestrians and bicyclists.
- **Identify** a minimum of five high crash corridors and five high crash intersections.





**EVA-3. REVIEW** severe crashes in high impact areas, not just fatalities.

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**EVA-4. GENERATE and SHARE** a record of crashes, fatalities, and serious injuries.

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**EVA-5. MONITOR** progress toward implementing the Vision Zero Action Plan.

- **Conduct** online survey and in-person surveys to understand public opinion regarding Vision Zero.
  - **Consider** traffic counts, speed analysis and crash data before and after interventions.
  - **Survey** educational participants to measure the effectiveness of training.
  - **Champion** successes and replicate, where appropriate.
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**EVA-6. CONDUCT** community walk audits to identify improvements, especially around schools.

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**EVA-7. REVIEW** policies and recommend legislative changes.

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**EVA-8. ASSESS** how people interact with the Vision Zero Prince George's website and enhance engagement.


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**EVA-9. PROVIDE** quarterly reports detailing progress made in each quarter, lessons learned, and what is scheduled in the next quarter.


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## POTENTIAL INDICATORS OF SUCCESS

Inventory of applicable national and international best practices. 

A list of emphasis areas for Vision Zero implementation. 

Conduct before and after studies of High Incident Areas. 

**5** high crash corridors and **5** high crash intersections identified. 

Quarterly Stakeholder meetings and reports. 

**2** community walk audits completed per quarter. 



County stakeholders commit to an equitable approach to Vision Zero by establishing inclusive and representative processes that can bring increased and overdue safety resources to all neighborhoods and communities.

- EQT-1. ENGAGE** a diverse range of partners within government and community members and others to define solutions that will create safer roadways.

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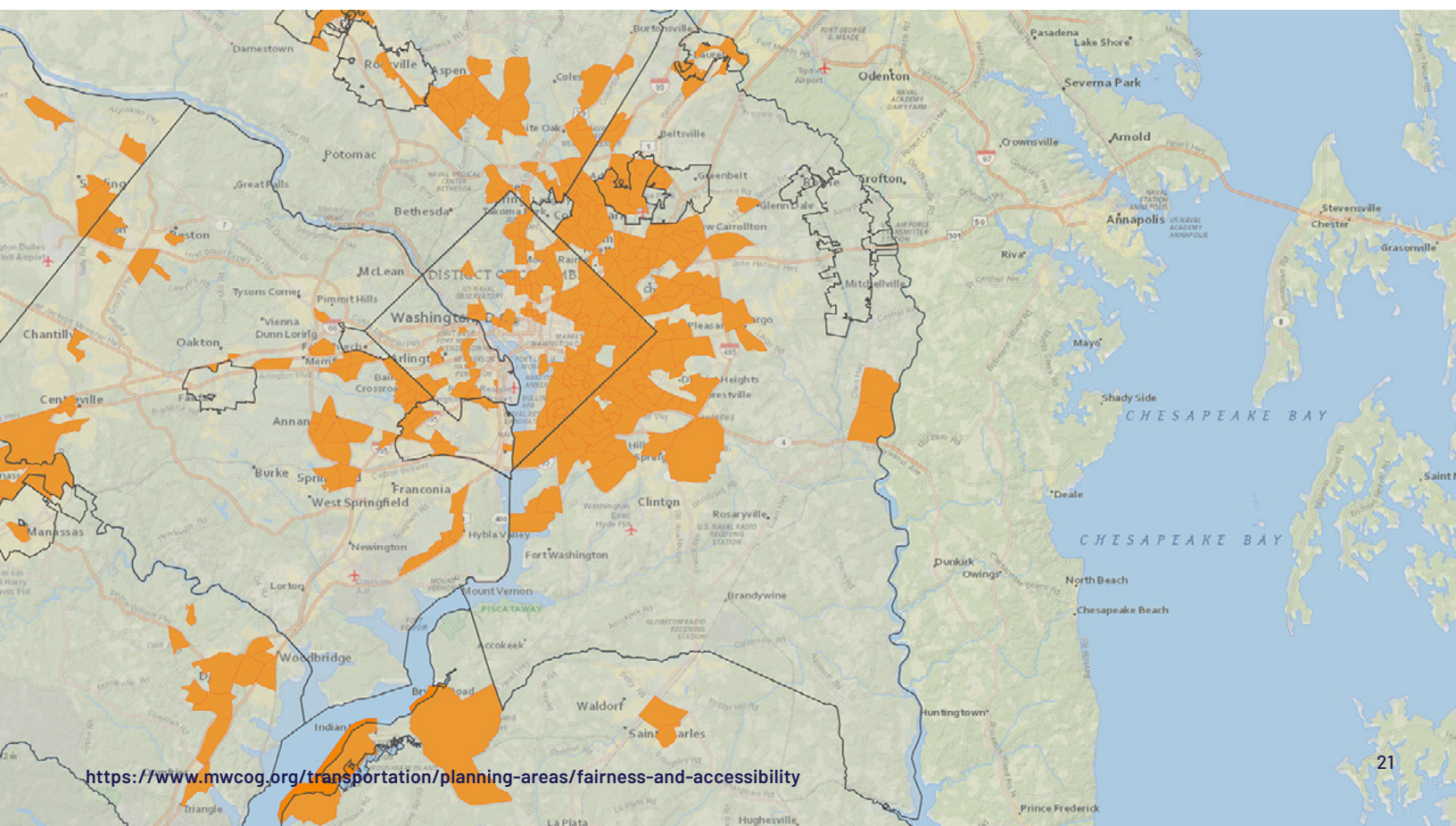
- EQT-2. DEVELOP** strategies to address the conditions that create traffic-safety inequities in the first place in line with the Health In All Policies approach.

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- EQT-3. PROVIDE** and **USE** traffic safety data that gets at equity to focus efforts on high-injury areas and behaviors and advance meaningful improvements – including infrastructure investments and enforcement efforts.

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- EQT-4. COLLECT** and **ANALYZE** equity data including demographics, risk factors, traffic enforcement, and infrastructure. In addition, we will acknowledge communities' concerns/gaps and work to eliminate racial, economic and other disparities in traffic crashes and in our approach to Vision Zero.







## CONCLUSION

The Vision Zero Task Forces will coordinate a review of ongoing plans and policy development in the County to ensure promotion of the goals and objectives. We will track how well the County's efforts are positively impacting roadway safety by analyzing relevant data and tracking the status of action items so that we can build a strong base to eliminate severe and fatal collisions.





# VISIONZERO

prince george's



**EVERY** person matters.  
**SHARE** responsibility for the  
safety of **ALL** road users.

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