1400 Pedestrians will be injured this year in the Baltimore Region. 

Don’t let it be you.

STOP | WAIT | GO SLOW

Street Smart - Regional Pedestrian Safety Campaign

Hopkins Grand Rounds
July 16, 2014
Who We Are
• The organization of the Baltimore region’s elected executives, representing Baltimore City and Anne Arundel, Baltimore, Carroll, Harford and Howard counties

What We Do
– Identify regional interests
– Collaborate on strategies, plans and programs

Our Goal
– Improve the quality of life and economic vitality in the Baltimore region

Our Areas of Activity
– Air and Water Quality Programs
– Building Permits Data System
– Computer Mapping Applications
– Cooperative Purchasing
– Economic and Demographic Research
– Emergency Preparedness and Public Safety
– Rideshare Coordination
– Transportation Planning
Baltimore Regional Transportation Board (BRTB)

- The Baltimore Regional Transportation Board is the Metropolitan Planning Organization (MPO) for the Baltimore region. As an MPO, the BRTB is directly responsible for making sure that any money spent on existing and future transportation projects and programs is based on a continuing, cooperative and comprehensive (3-C) planning process.
About the Baltimore Region

- Nation’s 19th largest market
- Over 2.5 million people
- Ranks among the top 20 in households, retail sales and effective buying income
- Region includes
  - Baltimore City
  - Anne Arundel County
  - Baltimore County
  - Carroll County
  - Harford County
  - Howard County
Baltimore region accounts for approximately 40% of statewide fatalities.

### Baltimore Region Fatalities 2009 - 2013

<table>
<thead>
<tr>
<th>County</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<td>Howard</td>
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<td><strong>Total - Region</strong></td>
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<td><strong>193</strong></td>
<td><strong>196</strong></td>
<td><strong>221</strong></td>
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<td><strong>550</strong></td>
<td><strong>496</strong></td>
<td><strong>488</strong></td>
<td><strong>511</strong></td>
<td><strong>456</strong></td>
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<td><strong>Regional Share (%)</strong></td>
<td><strong>43</strong></td>
<td><strong>39</strong></td>
<td><strong>40</strong></td>
<td><strong>43</strong></td>
<td><strong>38</strong></td>
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</table>
Baltimore region accounts for approximately 48% of statewide injuries.

Baltimore City has the highest number of injuries in the region.
Pedestrians & Crashes

• In 2012, 4,743 pedestrians were killed and an estimated 76,000 were injured in traffic crashes in the United States. On average, a pedestrian was killed every 2 hours and injured every 7 minutes in traffic crashes.

  – Source: NHTSA
• In 2012, almost three-fourths (73%) of pedestrian fatalities occurred in an urban setting versus a rural setting.

• Over two-thirds (70%) of pedestrian fatalities occurred at non-intersections versus at intersections.

• Eighty-nine percent of pedestrian fatalities occurred during normal weather conditions (clear/cloudy), compared to rain, snow and foggy conditions.

• A majority of the pedestrian fatalities, 70 percent, occurred during the nighttime (6 p.m. – 5:59 a.m).

  – Source: NHTSA
<table>
<thead>
<tr>
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<td>47</td>
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<td>42</td>
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<td>112</td>
<td>102</td>
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<td>51%</td>
<td>43%</td>
<td>42%</td>
<td>41%</td>
<td>45%</td>
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<tr>
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<td>Regional Share</td>
<td>56%</td>
<td>57%</td>
<td>59%</td>
<td>57%</td>
<td>58%</td>
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</table>
MD Strategic Highway Safety Plan

- 2011-2015 SHSP
  - Interim goal to reduce fatalities and injuries by one-half by 2030
  - Narrow focus to the areas of greatest need
  - 6 emphasis areas
  - Team effort led by Maryland Highway Safety Office (MHSO)
Zero Fatality Goal

- Adopted an interim goal to reduce motor vehicle-related fatalities and serious injuries by half by 2030
Reduce Injuries

Injuries

- Actual Injuries
- Projected Injuries

0 10,000 20,000 30,000 40,000 50,000 60,000
2005 2010 2015 2020 2025 2030

55,303 48,143 47,049 40,484 35,014 29,543 24,073
Objectives:

- Reduce the annual number of pedestrian fatalities on all roads in Maryland from 115 in 2008 to fewer than 92 by December 31, 2015 (19.8 percent reduction).
- Reduce the annual number of pedestrian injuries on all roads in Maryland from 2,469 in 2008 to fewer than 2,053 by December 31, 2015 (16.8 percent reduction).

Strategies:

- Develop model processes to identify and prioritize high-incident locations and system-wide pedestrian safety issues;
- Develop and evaluate model approaches to engineering built environments that accommodate safe pedestrian travel;
- Develop and evaluate model approaches to improving pedestrian and motorist awareness and behavior, including education and enforcement efforts; and
- Create partnerships among state, regional, and local stakeholders to develop action plans that address high-priority locations and system-wide issues using comprehensive approaches to pedestrian safety.
Regional Safety Subcommittee

- Formed in January 2008 to address safety in the Baltimore region
- Direct follow-up to the release of the 2006 Strategic Highway Safety Plan (SHSP)
- Members include representatives from local, state, and federal agencies from 4 E’s – Engineering, Education, Enforcement, EMS
- Several committee members active on SHSP steering and implementation teams
  - Occupant Protection – Captain McKissick
  - Pedestrian – Bala Akundi, Jason Biernat, Russ Ulrich
  - Highway Infrastructure – Bala Akundi
- Focus on education and building partnerships
Subcommittee Activities

• 2008-2010 Distracted Driving Campaigns—$300,000 (UPWP)

• 2009 – 2014 Regional Pedestrian Safety Campaign Street Smart – over $1,000,000 (MHSO grants)
  ○ UPWP – Unified Planning Work Program
  ○ MHSO – Maryland Highway Safety Office

• Development of web-based data analysis tool – Explore and Visualize Crashes (EVC)– for use by local jurisdictions

• Support statewide motorcycle safety coalition, statewide bicycle safety group and local safety task forces
Regional Pedestrian Safety Campaign

- Baltimore region accounts for approximately 45% of statewide pedestrian fatalities and almost 55% of statewide pedestrian injuries.
- The number of pedestrian fatalities saw a sharp increase from 2012 to 2013 with Baltimore County experiencing the largest increase.
- First implemented in the Baltimore region in 2009.
- Combines education and outreach with enforcement.
- The Street Smart Campaign is funded by a grant from the MVA’s Highway Safety Office (MHSO).
2014 Campaign Goals

The goals of the campaign are to change motorist, pedestrian and bicyclist behavior, and reduce pedestrian and bicyclist deaths and injuries, by:

• Increasing public awareness and education of drivers, pedestrians, and bicyclists about safe usage of roadways, specifically in **high crash corridors**, to help reduce the number of pedestrian and bicycle injuries and deaths.

• Coordinating and supporting intensive region-wide enforcement of pedestrian and bicyclist traffic safety laws – and making drivers, pedestrians, and cyclists aware of enforcement.
2014 Campaign

- Launched on April 18\textsuperscript{th} in Anne Arundel County – street teams along MD 2 and MD 648
- Includes Baltimore City, Baltimore County and Harford County
  - Campaign Elements
    - Street Teams – along high crash corridor such as MD 26 (Liberty Road)
    - Transit, Outdoor Advertisements – billboards, banners, etc.
    - Radio
    - Digital Media – website, banners, social networks
    - Print Media
    - Outreach at festivals – Towsontown, Healthy Harford Day
2009-2011 Campaign Creative

Cross like your life depends on it.
Use crosswalks. Obey signals. Look left, right, left.

Cruce como si su vida estuviera en juego.
Use los pasos de peatones. Observe las señales. Mire hacia la izquierda y hacia la derecha.

Transit Shelters (English and Spanish)

11x17 posters (English and Spanish)

Bus Side

Bus Tail

Billboard

Interior Bus cards (English and Spanish)
HIT AT 40MPH
70% CHANCE I’LL DIE.

HIT AT 30MPH
80% CHANCE I’LL LIVE.

DRIVE LIKE THEIR LIVES DEPEND ON IT.

2012 Campaign Creative
2013 Campaign Creative

WALK SMART! USE CROSSWALKS.

DRIVE SMART! STOP FOR PEDESTRIANS.

BmoreStreetSmart.com

Baltimore Metropolitan Council

Maryland Department of Transportation
2014 Campaign Creative
Street Team Deployment – Baltimore City:

*Tuesday, 9/11 (9:00 AM -1:00 PM)*
33rd & St. Paul (1/2 mile radius) – focus on Johns Hopkins
Belair & Erdman (1/2 mile radius)

*Wednesday, 9/12*
Liberty Heights (1/2 mile radius) (9:00 AM – 1:00 PM) – start at city line
Reisterstown Road (1/2 mile radius) (1:30 PM – 5:30 PM)

*Thursday, 9/13*
Belair & Erdman (9:00 AM – 1:00 PM)
33rd & St. Paul (1/2 mile radius) (1:30 – 5:30 PM) – focus on Johns Hopkins
**Street Smart** is an annual public education, awareness and behavioral change campaign in the Baltimore Metropolitan area. This campaign raises public awareness about the challenges of pedestrian and bicyclist safety.

**Walk & Drive Smart**

- Look left-right-left for approaching or turning cars before beginning to cross.
- Cross the street within the crosswalk.
- Always obey traffic signs, signals and markings.
- Wear light colored or reflective clothing to be more visible at night.
- Stop for pedestrians at crosswalks.
- Yield to pedestrians when turning.
- Slow down and obey posted speed limits.

*5 year crash data (2006-2010) from the Maryland Highway Safety Office.*
2011 Street Smart Campaign Launch, June 21
Infrastructure Improvements
MD 26 Safety Corridor

- Lyons Mill Road to Reisterstown Road

- 2,915 crashes
  - 1,787 people injured
  - 11 fatalities
PARTNERS

Walk Smart
Drive Smart

U.S. Department of Transportation
Federal Highway Administration

Baltimore Metropolitan Council

Baltimore County
Maryland State Police
City of Baltimore

MTA Maryland

SHA State Highway Administration

BRTB

Maryland Highway Safety Office

The Baltimore County Public Schools
Thank you Charles

Liberty Road Safety Concerns
Liberty Road Safety Concerns

Unsignalized intersections and driveways are where the most severe accidents have occurred
Proposed Corridor Countermeasures

- Educational
  - Street Smart Campaign
  - Elementary School outreach
  - Action Measurement Surveys
  - Business Partnerships
Proposed Corridor Countermeasures

- Engineering:
  - Sidewalk
  - Curb and Gutter
  - Median Treatments
  - Resurfacing
  - Lighting upgrades
Bus Stop Consolidation

This Bus Stop is proposed to be Removed or Relocated

The Maryland Transit Administration (MTA) in partnership with the State Highway Administration (SHA) are working together to improve safety in the Liberty Road Corridor. As a result, some bus stop locations in this corridor are proposed to be removed or relocated to improve the safety and transit service for transit riders.

Please direct comments or questions to MTA’s Office of Service Development at 410-454-7107 by no later than June 30, 2012.

For more information on MTA services, schedules, and fares please call 410-539-5000 or 866-RIDE-MTA (TTY 410-539-3497) or visit www.mtamaryland.gov and click “Email Notifications”.

The bus stops at Talus Road are proposed to be shifted west to Kelox Road. The eastbound bus stop in front of McDonalds is proposed to be removed. The closest bus stop will be Flannery Lane to the east and Kelox Road to the west.
Next Steps

• Second wave in August/September
• Engage schools, universities, grassroots organizations
• Data analysis and mapping
• Work with the SHSP Pedestrian Emphasis Area Team on pedestrian roadway safety audits along key corridors – MD 26, MD 45, etc.
Discussion/Questions

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Fax: 410-732-8248
E-Mail: bakundi@baltometro.org
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www.bemorestreetsmart.com