

## Prince George's Healthcare Action Coalition Pedestrian Safety Work Group



Meets once each month at 1701 McCormick Drive, Largo, Maryland

Co-Chairs are Tiffany Williams Jennings (Planner Coordinator, Prince George's County Planning Department/ M-NCPPC) and Christine Godward Green (Greater Washington DC Regional Policy Manager, Safe Routes to School National Partnership)

The Pedestrian Safety Work Group operates under Priority 1 of the Local Health Action Plan for 2011-2014 in Prince George's County, to *“ensure that Prince George's County physical environments are safe and support health, particularly in at-risk communities.”* As such, the Work Group has selected the following County Outcome Objective to work towards achieving each year:

- (1) Reduce pedestrian injuries on public roads from 47.8 during 2007-2009 to 34.1 in 2014

The work group's primary strategy for 2014 from the Local Health Action Plan, 2011-2014 is to *“educate local political and community leaders, developers, business community and general public about smart growth principles, health determinants and regional best practices.”* Pedestrian Safety uses the Three E's of Pedestrian Safety from the nationwide Safe Routes to Everywhere Campaign (SREC) as a framework for its work- that is, Education; Engineering and Planning; and, Enforcement.

This year, the Pedestrian Safety Work Group's goals are:

- (1) Establish a way to obtain and report up-to-date data on pedestrian incidents in the county
- (2) Promote the Safe Routes to Everywhere Campaign through advocacy, events, and messaging
- (3) Support the Safe Streets Act (H.R. 2468) in U.S. Congress

In order to meet the principal challenges of reducing pedestrian injuries on public roads, the group is working to fill the information gap on current pedestrian and bicycle injuries and fatalities in the county. County Epidemiologist Donna Perkins is working with the group to obtain records of injury and fatality data for specific age groups in the county and to create an improved system for collecting and reporting this data and making it available as a resource.

The Safe Routes to Everywhere Campaign will involve various deliverables throughout 2014, including events, messaging and advocacy activities. The Work Group is promoting two events this year — (1) a Walk to School Day in October with local community organization Streetwize at John Bayne Elementary School in Capitol Heights, and (2) a Creative Messaging Contest with Xtreme Teens, based on the Montgomery County Pedestrian Safety Campaign model. As part of the Messaging component of the Safe Routes Campaign, the work group is meeting with the Safe Routes to Everywhere Technical Assistance team to obtain marketing materials for distribution in key traffic areas throughout the county and with Prince George's County Health Department Public Health Communications to develop a marketing strategy in collaboration with the County. And as part of the Advocacy component, the work group is drafting a letter of support to be sent from local stakeholders to Prince George's County state delegates and U.S. representatives in support of the Safe Streets Act H.R. 2468 that is currently in Congress. The group also collaborates with the State Highway Administration, Prince George's Department of Public Works and Transportation and Prince George's County Police Department on various “low hanging fruit” projects for pedestrian safety improvements.

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The Work Group already has seen successful outcomes during 2014. This year, the group provided Pedestrian Safety related recommendations to the PGCHD Health Impact Assessment for the Maryland National Capital Parks and Planning Commission (M-NCPPC) College Park – Riverdale Park Transit District Development Plan (CPRP TDDP) Project. And, at the end of 2013, the Pedestrian Safety Work Group was awarded the Safe Routes to School Technical Assistance Grant. Through this award, in 2014 the group has begun receiving technical assistance through training and materials to market pedestrian and bicycle safety messages in Prince George's County.