

# VISIONZERO

prince george's

Moving Through Prince George's with Pride



## VISION

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



## PURPOSE & NEED

Our goal is to achieve zero fatalities and serious injuries on our roadways. Designers and users of the roads share responsibility for the safety of all road users. Vision Zero is a strategy for designing a safe transportation system and an approach to life. The program's philosophy states that the loss of even one life or serious injury on our roads is unacceptable.

First implemented in Sweden in the 1990s, Vision Zero has achieved great success in Europe and continues to gain momentum internationally. Participation in Vision Zero means everyone in the community shares responsibility for ensuring the safety of people on the roads, whether they are pedestrians, bicyclists, motorcyclists, transit users or drivers. Every person in our community matters, and we can achieve Vision Zero by working together.

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

#PGCountyDPWT



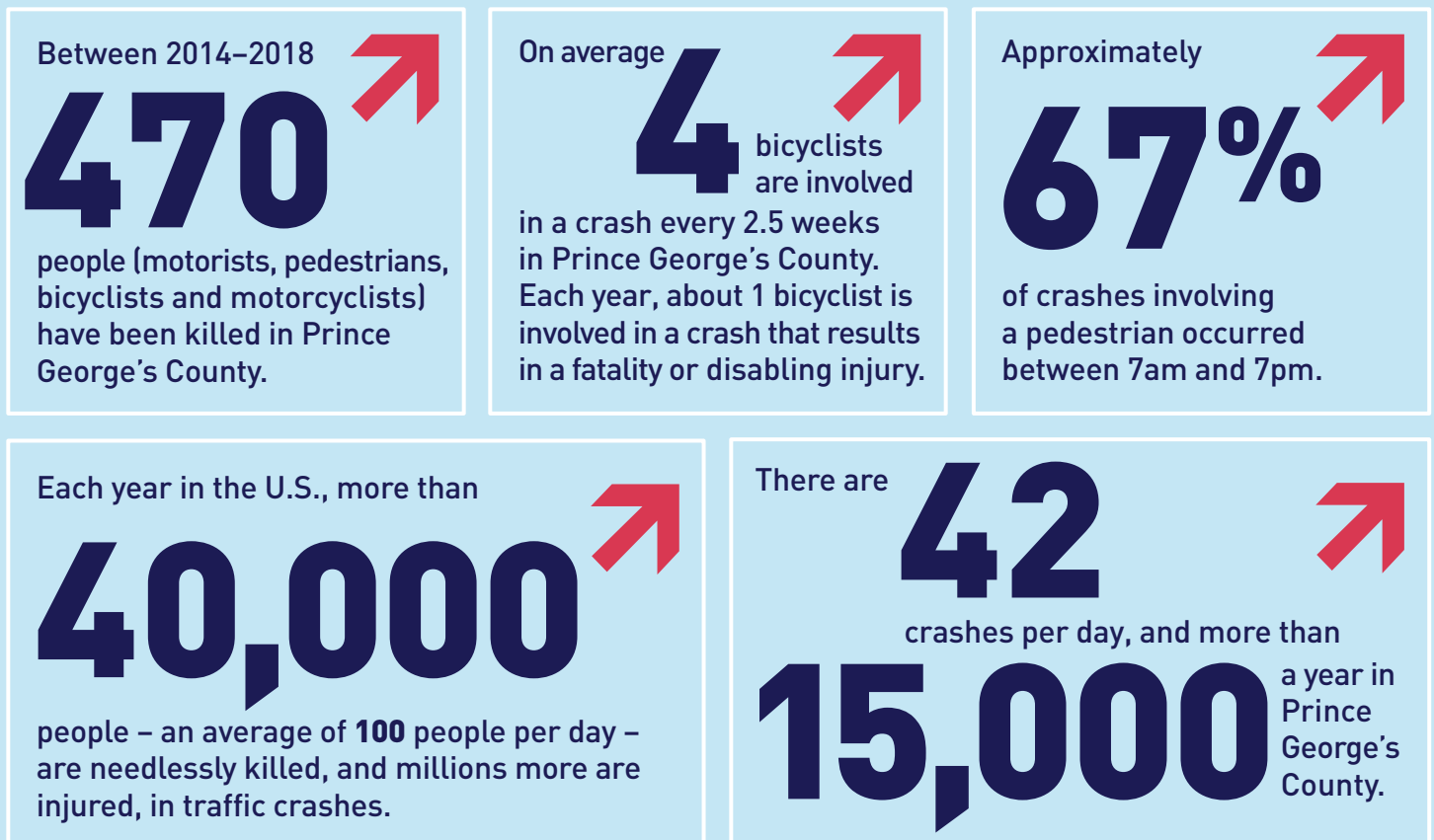
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# WHY NOW?

Traffic deaths are at an all-time high in the United States. The National Safety Council reports that an estimated 40,000 people lost their lives to car crashes in 2018. For the first time since the Great Recession, the U.S. has experienced three straight years of at least 40,000 roadway deaths. The most common causes for roadway fatalities are alcohol, speeding, and distracted driving. Pedestrians are especially vulnerable on roadways. A March 2019 report by the Governors' Highway Safety Association shows that more than 6,000 pedestrians were killed in collisions with automobiles in 2018, the largest number of pedestrian fatalities in the U.S. since 1990.

## Why Vision Zero is important to Prince George's County



## Deaths per year\*

FATALITY TYPE	FATALITIES PER YEAR					FIVE-YEAR AVERAGE	FIVE-YEAR TOTAL
	2014	2015	2016	2017	2018		
Motorists	50	61	42	56	58	53	267
Pedestrians	29	20	21	25	27	24	122
Bicyclists	1	1	2	0	2	1	6
Motorcyclists	18	14	13	18	12	15	75

\* For Prince George's County

Source: Maryland Highway Safety Office and the National Highway Traffic Safety Administration

# OUR APPROACH: THE 6Es

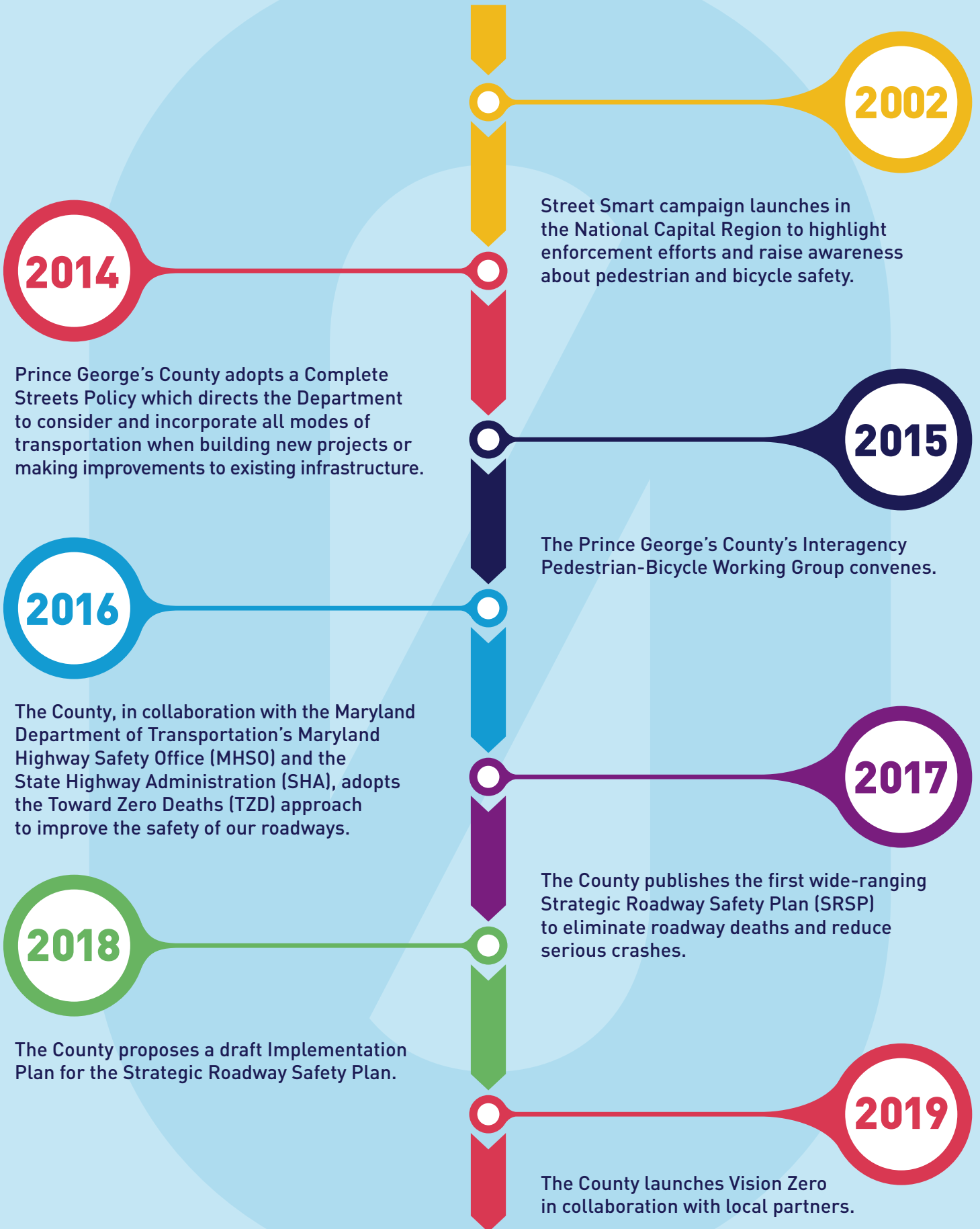


## Speed Kills

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%

# GETTING TO ZERO



# WHAT YOU CAN DO TO BE A PART OF VISION ZERO

**VISION ZERO** is achievable if we look out for one another and are aware of our surroundings. Do your part by eliminating distractions and following the rules of the road. Here are some additional recommendations when using various modes of transportation.

## WALKING

### USE SIDEWALKS:

When they are available and avoid walking in the roadway when possible.

### USE CROSSWALKS:

Cross at marked crosswalks and watch for turning vehicles.

### LOOK OUT:

Look both ways before crossing a street and be aware of your surroundings.

### BE VISIBLE:

Make sure drivers see you by establishing eye contact and wear bright or reflective clothing during dark hours.



## BICYCLING

### BE PREDICTABLE:

Use hand signals when turning and follow all traffic laws.

### GO WITH THE FLOW:

Bike in the same direction of traffic.

### BE VISIBLE:

Use lights at all times of day and night and be visible by wearing reflective or bright clothing.



## DRIVING

### SLOW DOWN, DON'T SPEED:

Speed can mean the difference between life and death.

### ELIMINATE DISTRACTIONS:

Hands on the wheel and eyes on the road at all times.

### PAUSE BEFORE A TURN:

Turn slowly and look out for people walking or bicycling.

### BE PATIENT, GIVE SPACE:

Wait until it is safe to pass vulnerable road users, such as a person on a bike or a person getting off a bus. Also give them room: three feet is the minimum required space when passing (six feet for larger vehicles). If possible, change lanes completely.



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.

## DO PEDESTRIANS ALWAYS HAVE THE RIGHT OF WAY?

Not always. Drivers must stop for pedestrians in crosswalks – even if the crosswalk is not marked. However, pedestrians are extremely vulnerable road users, and drivers should always be alert for anyone traveling on foot.

## WHERE IS THE SAFEST PLACE TO WALK?

When available, always walk on the sidewalk. In areas with no sidewalk, walk facing traffic and as far away from traffic as possible.

## WHERE IS THE SAFEST PLACE TO RIDE A BIKE?

The safest place to ride a bike is with traffic, on the right side of the road. Bicycles are considered vehicles and have a right to use the full lane. If the lane is wide enough to allow motor vehicles to pass safely, ride on the right side of the lane. If a vehicle cannot pass you within the lane without hitting you, it is safer to ride in the middle of the lane, which encourages vehicles to move over a lane to pass.

## IS TALKING ON THE PHONE MORE DANGEROUS THAN TALKING TO A PASSENGER?

Yes. Unlike a passenger riding in the car with you, a person on the phone is not able to see when road conditions change suddenly. In a dangerous situation, a person in the car with you may help you out by saying “watch out!” However, a person on the phone will continue to talk, unaware of any potential danger, which can be an added distraction, making it more difficult for you to react safely.

## IS IT SAFE TO DRIVE WHILE USING A HANDS-FREE DEVICE?

According to a study done by AAA, even when your hands are on the wheel and your eyes are on the road, when you talk using a hands-free device (speaker phone or Bluetooth), you still experience significant impairment, including:

- Suppressed brain activity
- Slower reaction time
- Missed cues
- Decreased visual scanning

## HOW DOES THE WEATHER IMPACT STOPPING DISTANCE?

When there is water on the road, your tires will have less grip on the road surface. Inclement weather may also make it harder for you to spot obstacles in the road. Any time that you are driving in adverse weather, slow down and always leave more distance between you and the vehicle in front of you.

## CAN A SEATBELT INJURE ME?

Any injury sustained from a seat belt will be significantly less severe than being thrown from a vehicle onto the road. Without a seatbelt, you are 30 times more likely to be ejected from a vehicle in a crash. If you are ejected from a vehicle, there is a 75% chance you will be killed.