Photo Credit: Wikimedia Commons/Farragutful, Licensed under Creative Commons BY-SA 4.0

VISION ZERO
EQUITY TASK FORCE

OVERVIEW OF COMMUNITY ANALYTICS AND VISION ZERO TO TAKOMA PARK • 11/14/19

PRESENTATION OVERVIEW

VISION ZERO

I. Why equity with traffic safety?

II. Montgomery County and Takoma Park Demographics

III. Vision Zero Overview

IV. Crash Data for Takoma Pak

V. Relationship between Crashes and Demographics

MONTGOMERY COUNTY VISION ZERO EQUITY TASK FORCE

Equality ≠ Equity

Everyone has the same

Everyone has what they need

Image source: https://www.sewallfoundation.org/new-gallery-1

EXAMPLES

Image source: http://tequityworks.com/portfolio-items/equity-vs-equality/

MONTGOMERY COUNTY IN 2019

POPULATION

Montgomery County is the most populous county in Maryland and is home to **1,058,810** residents. Most of these residents live in unincorporated areas within the County.

Montgomery County has grown an estimated 8.9% since 2010.

INCOME

Montgomery County is one of the most prosperous counties in the US with a median household income of **$103,235.**
The Median Home Value is **$477,800.**

#17 highest median household income among all US counties.

EDUCATION

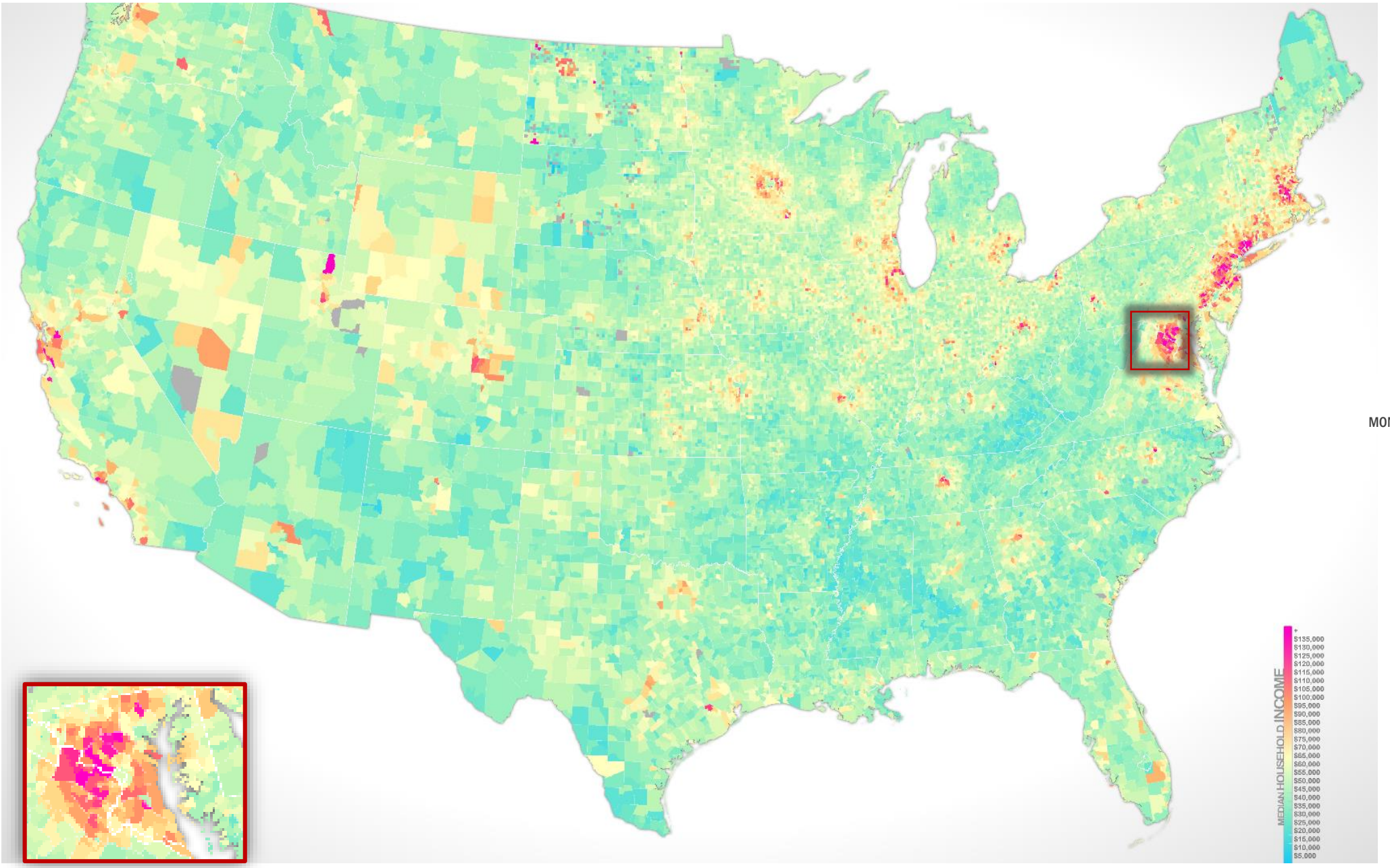
Montgomery County is one of most educated counties in United States. 57.8% of Resident have attained a Bachelors degree and 30.8% have attained a post graduate degree.

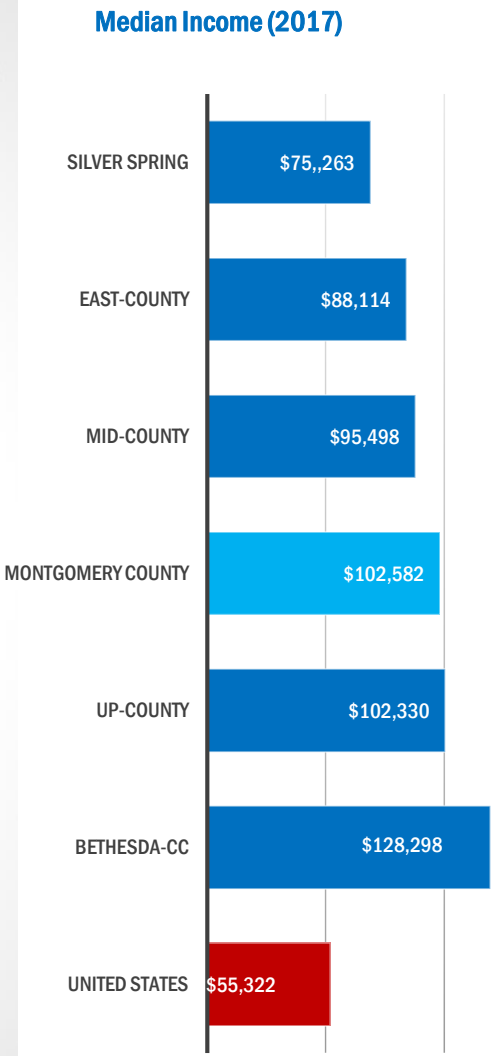
#6 highest in percent attaining post - graduate degree among US counties

Montgomery County, Maryland

Source: Census Bureau ACS 1yr Estimates 2017

MEDIAN INCOME ACROSS THE COUNTRY

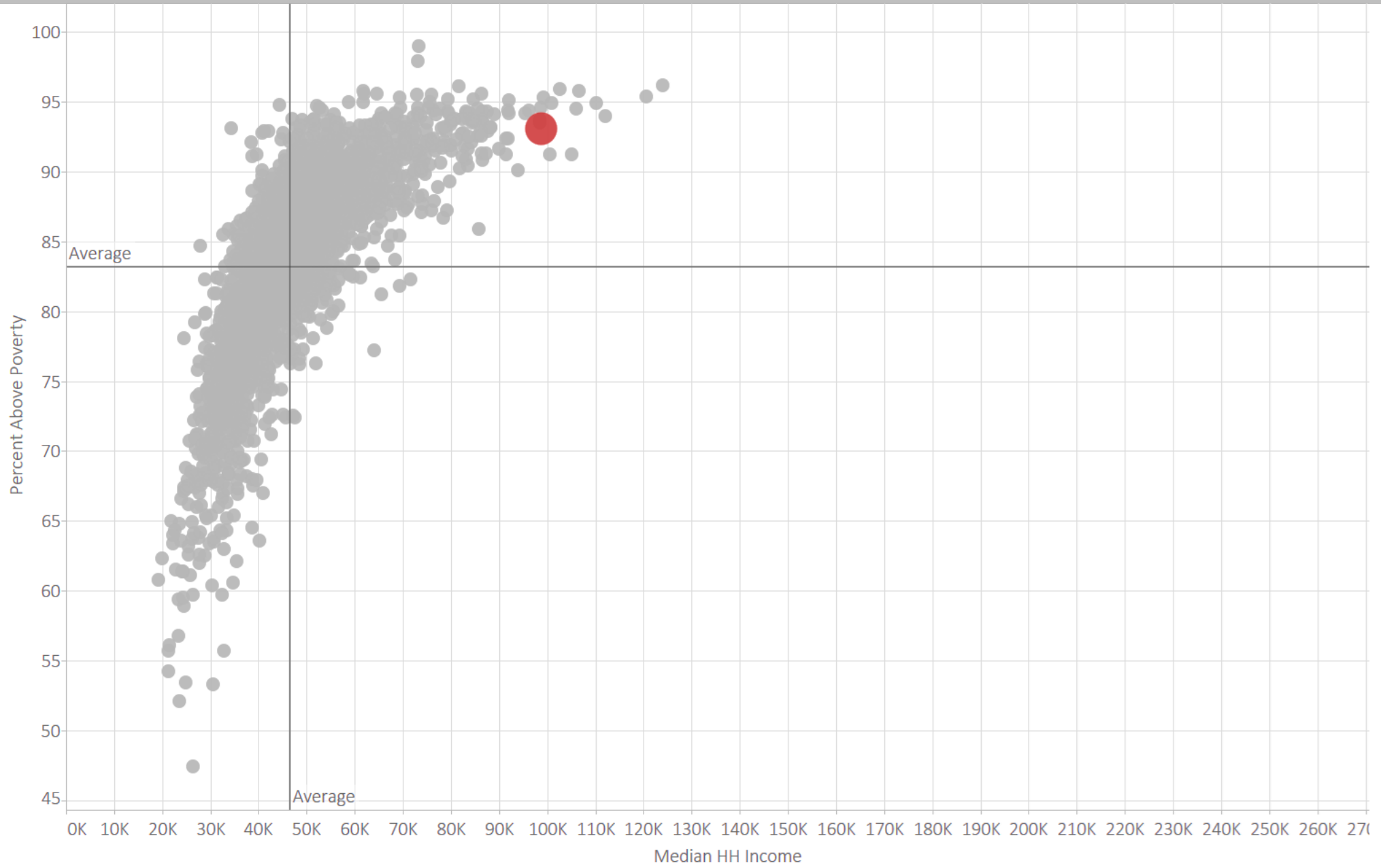




Source: ESRI 2017

POVERTY AND MEDIAN INCOME BY US COUNTY

VISION ZERO



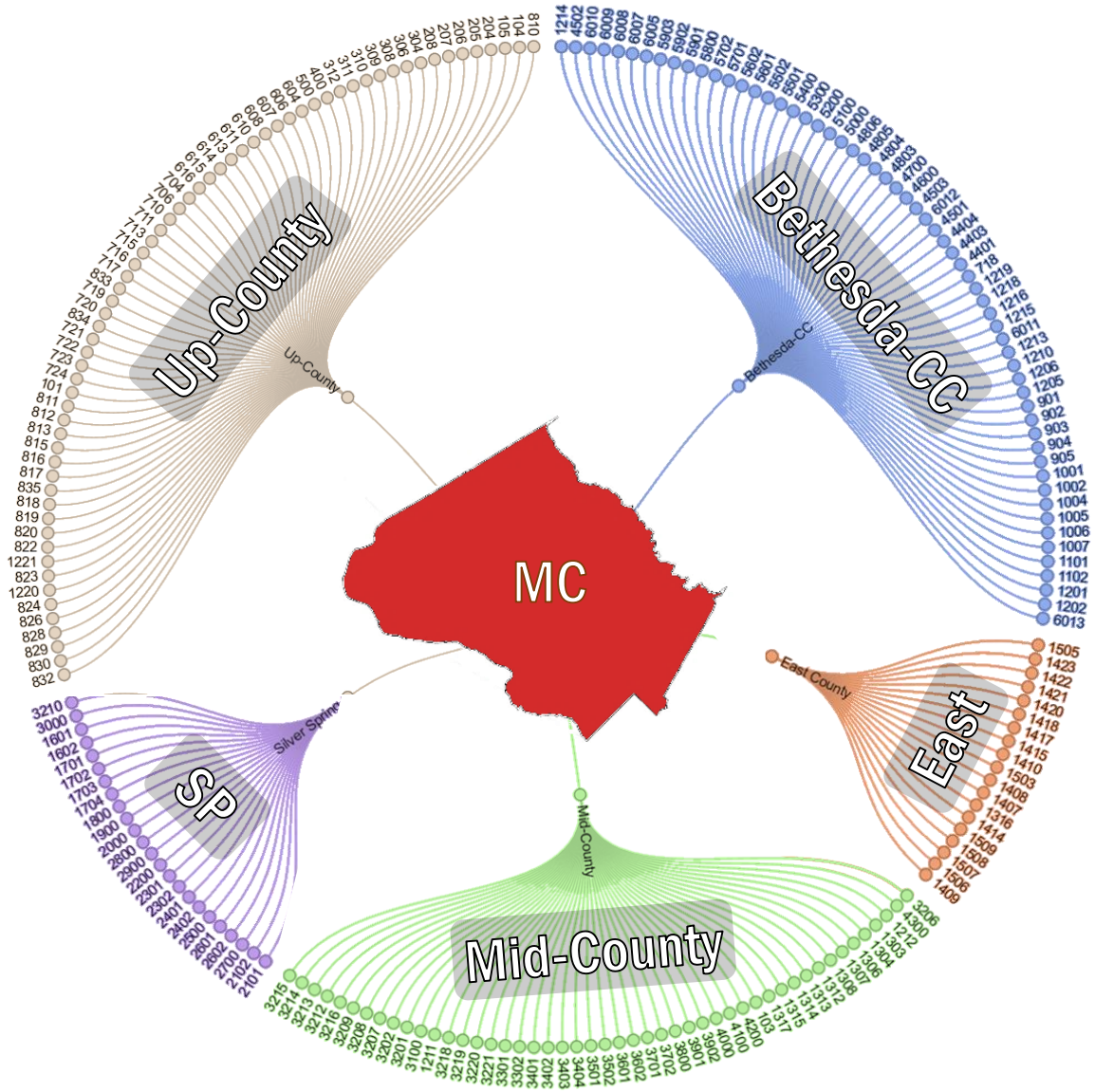
THIS CHART MAPS OUT MEDIAN HOUSEHOLD INCOME VS. THE POVERTY RATE FOR ALL COUNTIES IN THE USA. (MONTGOMERY COUNTY IS IN RED).

NOTE THAT MONTGOMERY COUNTY HAS AN INCOME LEVEL THAT IS AMONG THE VERY HIGHEST IN THE NATION, WHILE OUR POVERTY RATE IS RELATIVELY LOW.

...BUT IT IS IMPORTANT TO REMEMBER THAT THESE NUMBERS ARE COUNTY-WIDE AVERAGES THAT DISGUISE TREMENDOUS DIVERSITY IN INCOME AND POVERTY IN THE COUNTY.

SOURCE: CENSUS ACS 2010-2014

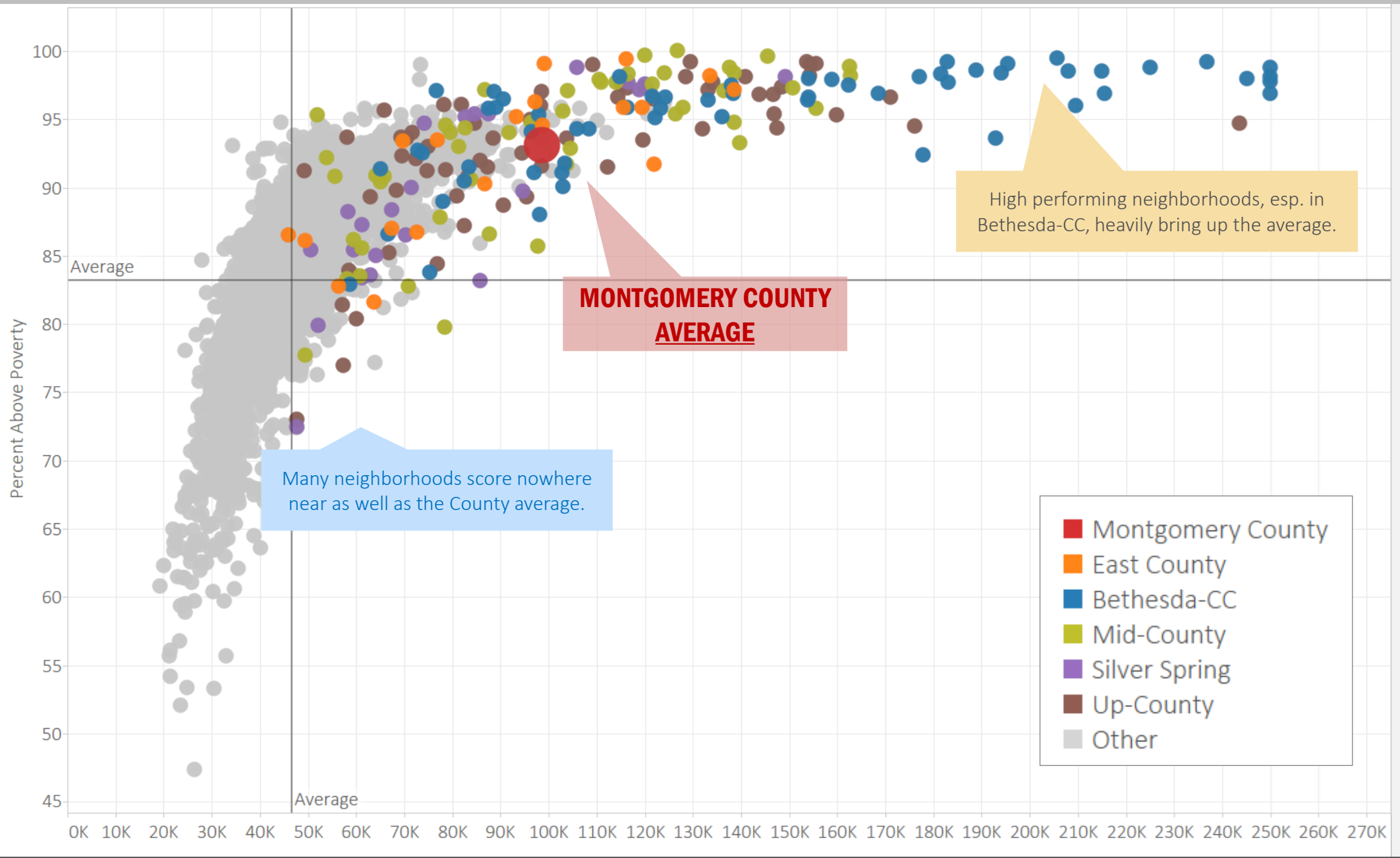
COMMUNITIES BY CENSUS TRACT



Census breaks down Montgomery County into 215 Neighborhoods

- Montgomery County
- East County
- Bethesda-CC
- Mid-County
- Silver Spring
- Up-County

POVERTY AND MEDIAN INCOME BY US COUNTY

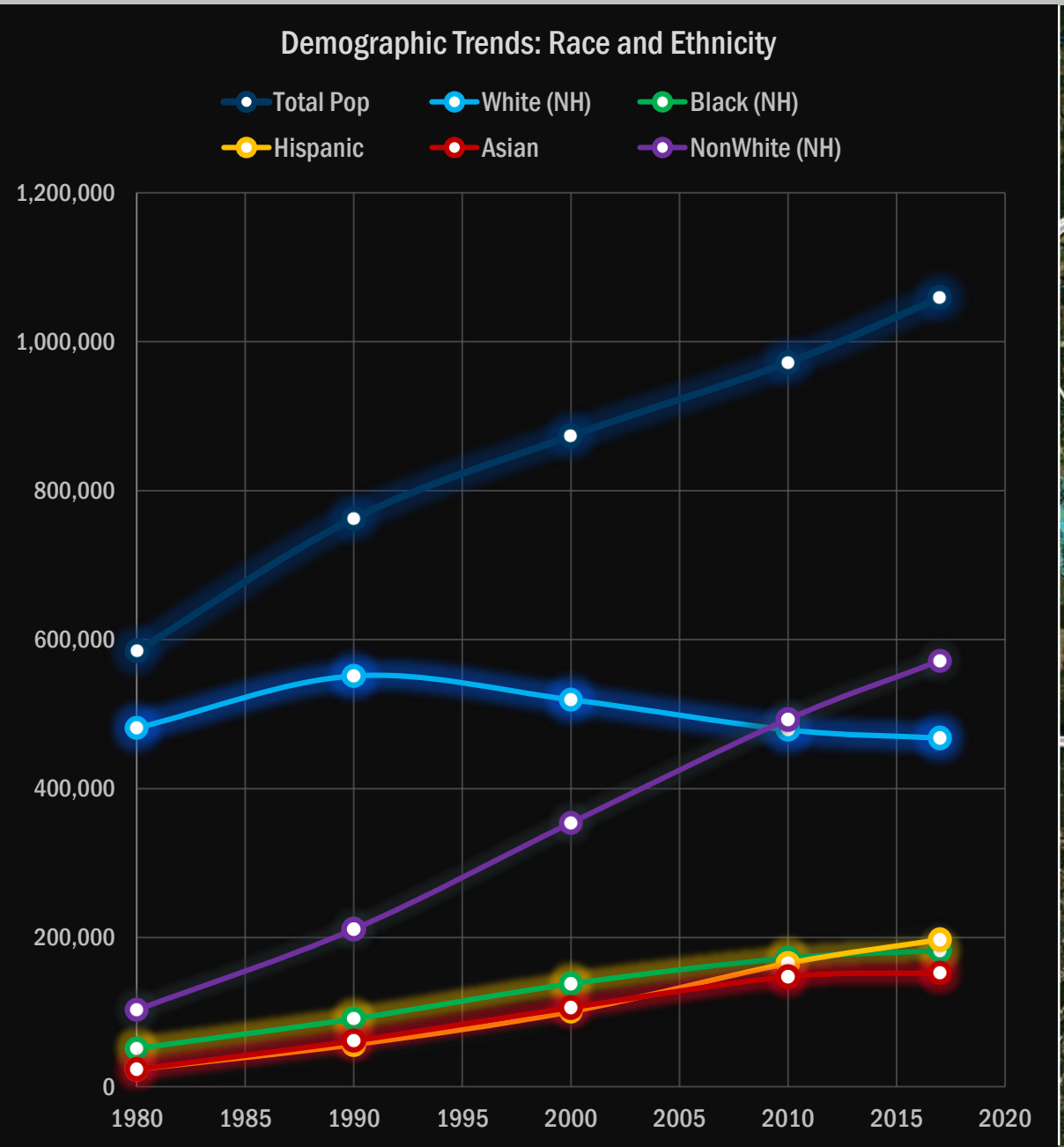


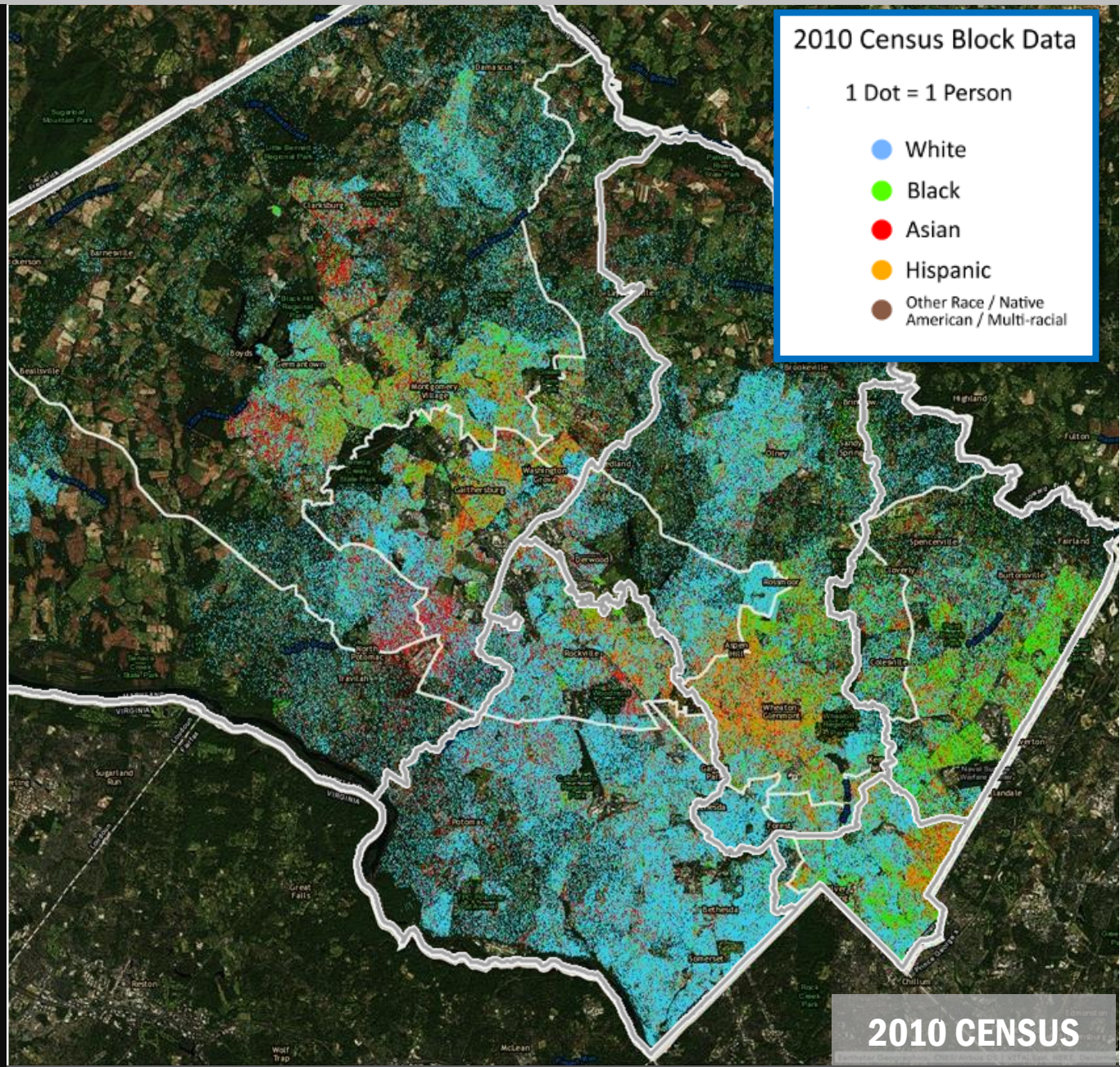
THIS CHART "UNPACKS" THE DIVERSITY IN INCOME AND POVERTY IN THE COUNTY BY ADDING A DOT FOR EACH OF THE 215 NEIGHBORHOODS ("CENSUS TRACT") IN THE COUNTY AND THEN COLOR CODES THEM BY COUNTY REGION.

SOURCE: CENSUS ACS 2010-2014

2010 MILESTONE: MAJORITY MINORITY COMMUNITY

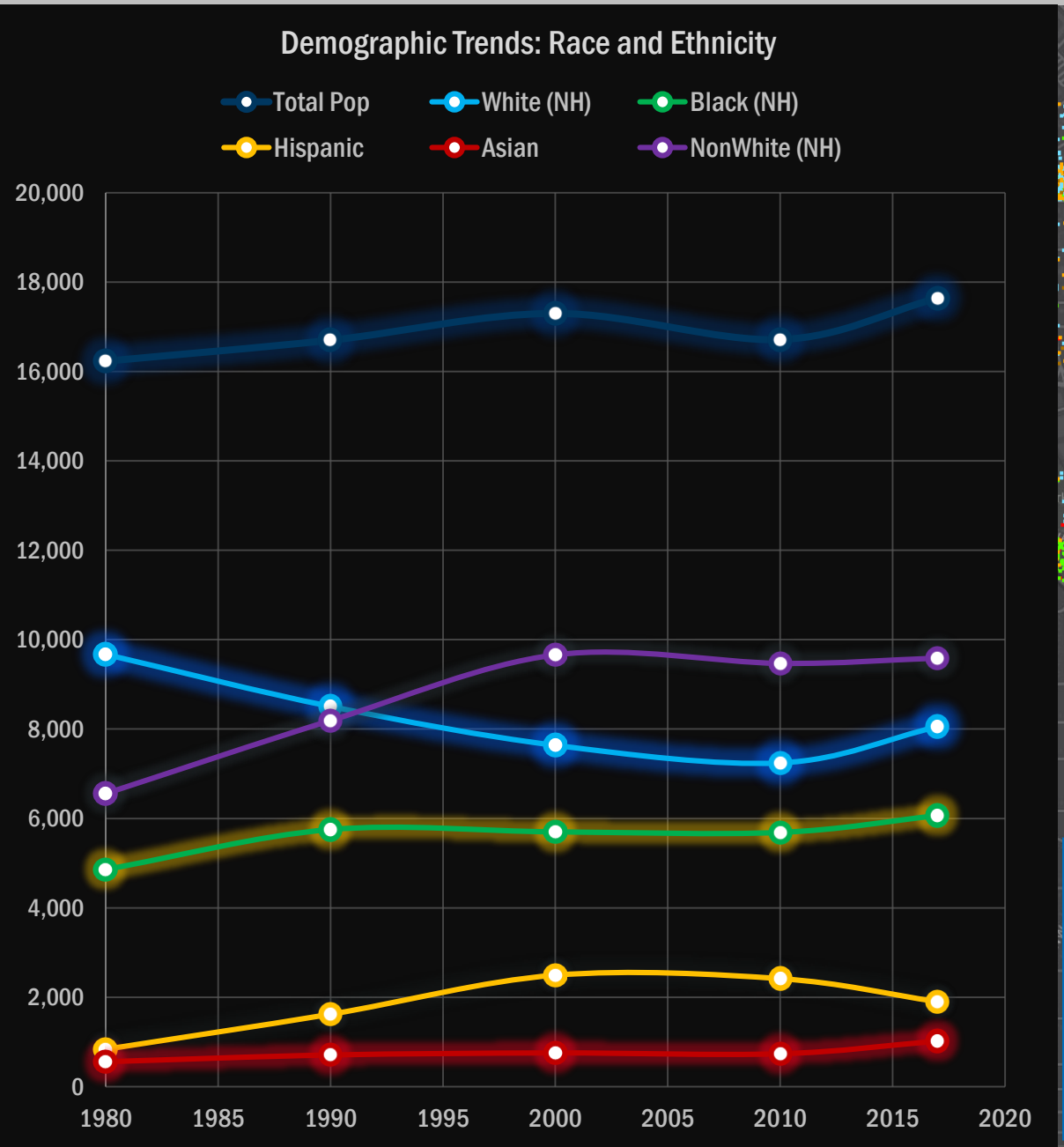
VISION ZERO

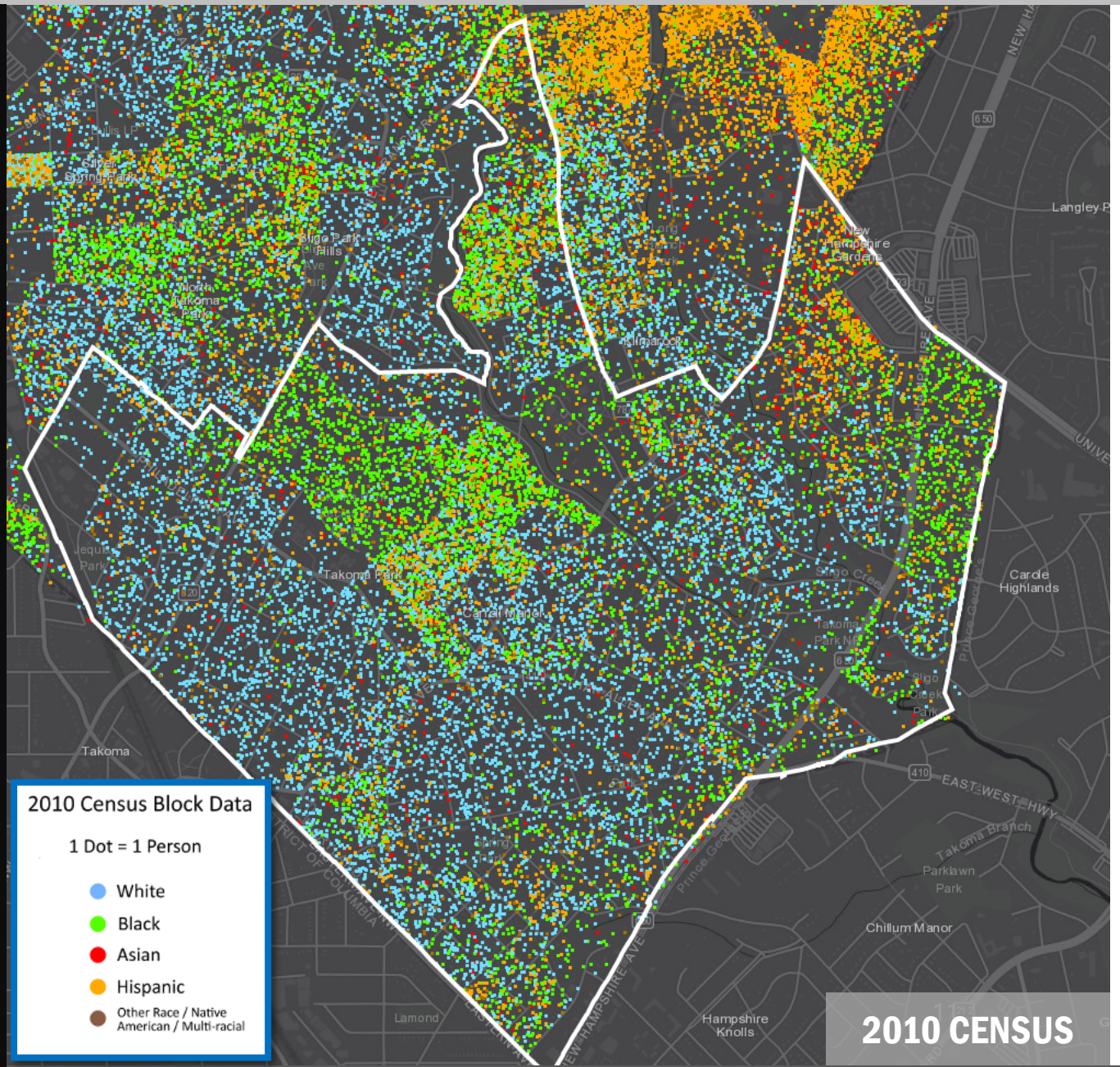




RACE AND ETHNICITY FOR TAKOMA PARK

VISION ZERO

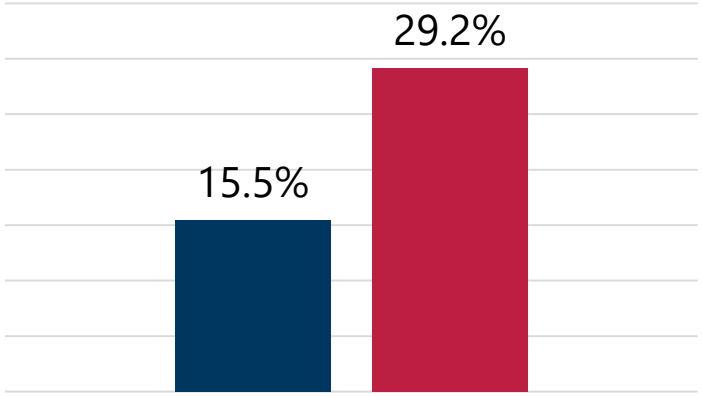




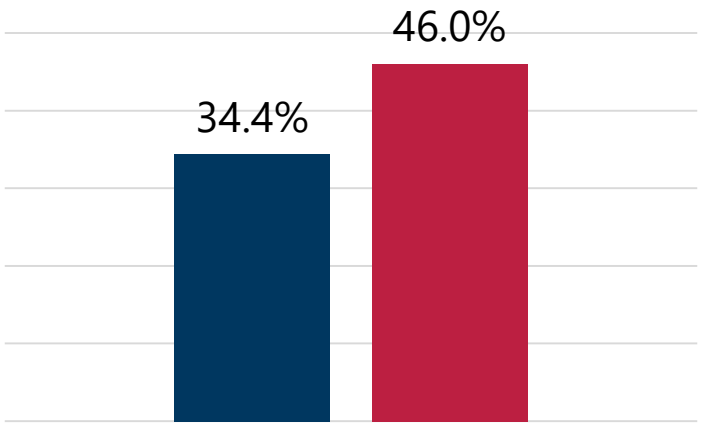
TAKOMA PARK COMPARED TO REST OF MONTGOMERY COUNTY

VISION ZERO

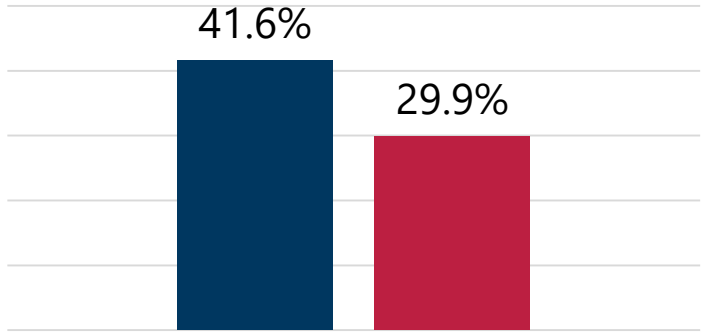
Public Transit to Work



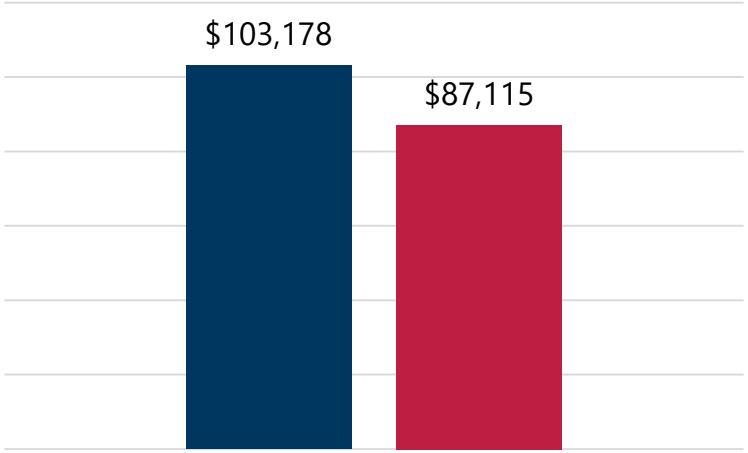
Renter-occupied Housing



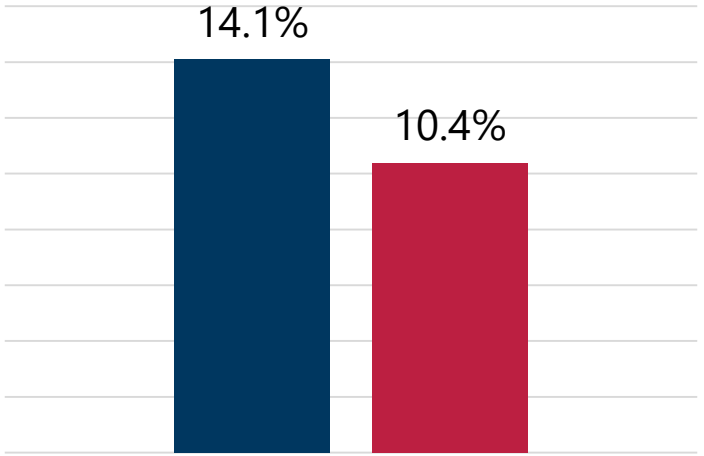
% of renters spending 35%+ on rent



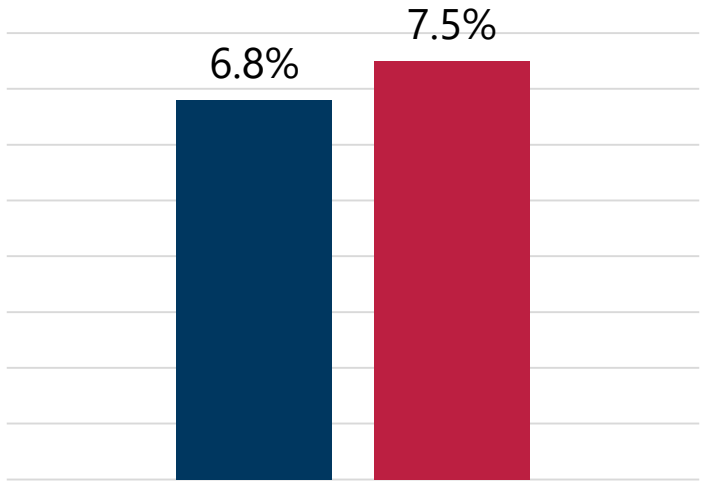
Median Household Income



65+ Years Old



Limited English Households



Montgomery County **Takoma Park**

VISION ZERO OVERVIEW

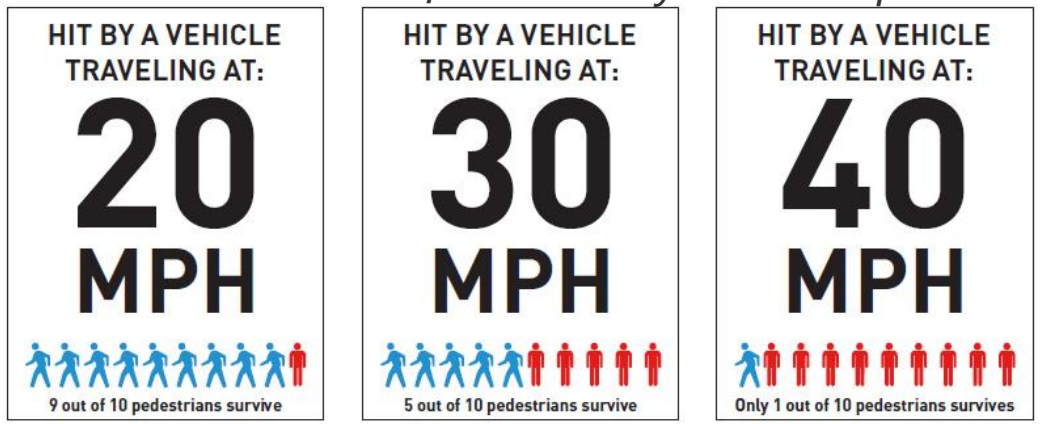
VISION ZERO PRINCIPLES

1. Transportation–related deaths and severe injuries are **preventable and unacceptable**.

2. Human life takes priority over mobility and other objectives of the road system. The road system should be safe for all users, for all modes of transportation, in all communities, and for people of all ages and abilities.

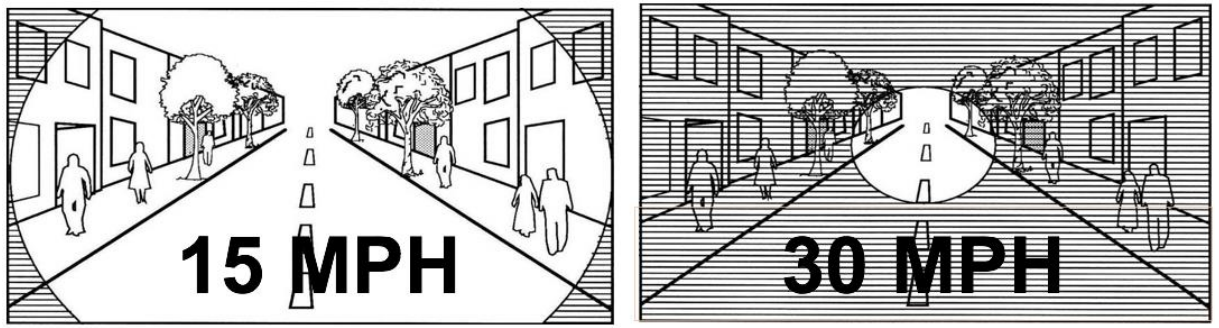
3. Human **error is inevitable**; the transportation system should be designed to anticipate error so the consequences are not severe injury or death.

Pedestrian Chance of Survival by Vehicle Speed



Graphic courtesy of: Vision Zero Network

Driver Cone of Vision by Vehicle Speed

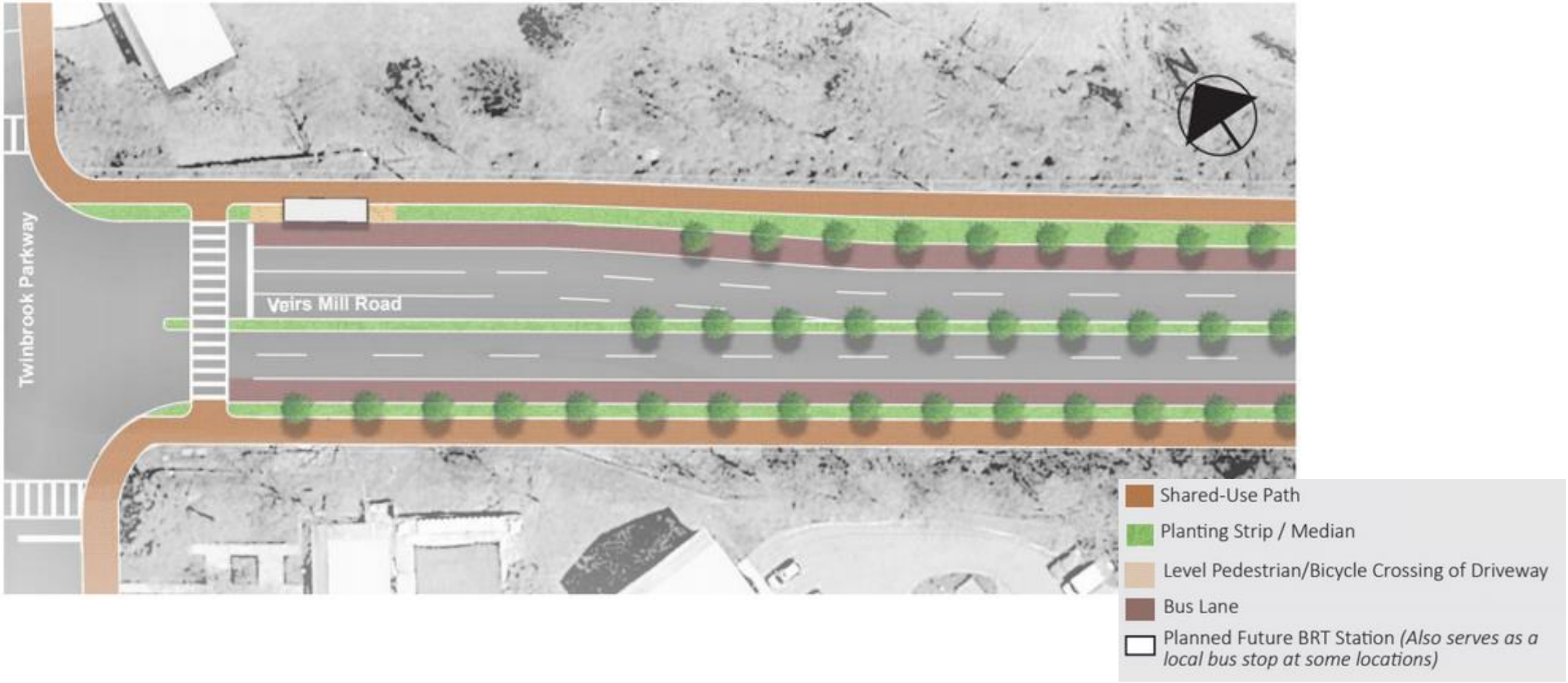


4. People are inherently vulnerable, and **speed is a fundamental predictor of crash survival**. The transportation system should be designed for speeds that protect human life.

5. Safe human behaviors, education, and enforcement are essential contributors to a safe system.

6. Policies and practices at all levels of government need to align, making safety the highest priority for roadways.

CREATING COMPLETE STREETS



Graphic courtesy of: Planning Dept. (Draft design, not official)

CREATING COMPLETE STREETS

VISION ZERO

PEDESTRIAN SCRAMBLE

Photo Credit: Flickr/tilex, Licensed under Creative Commons

PROTECTED BIKE LANES

Photo Credit: MCDOT, Used with permission

PEDESTRIAN HYBRID SIGNALS (HAWK BEACON)

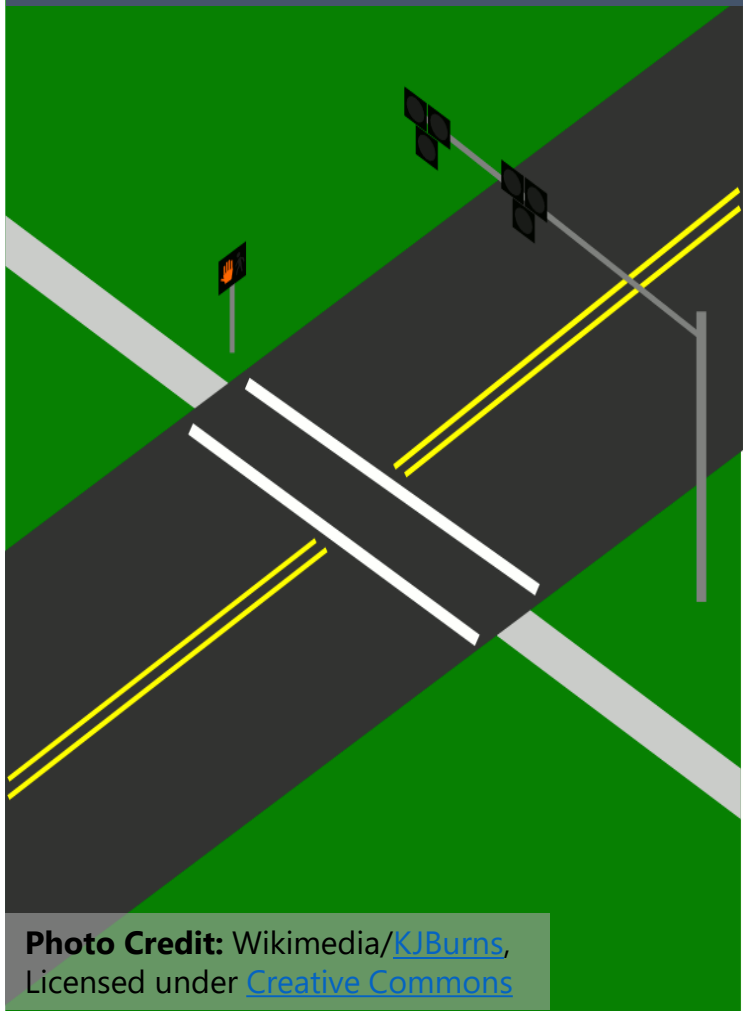
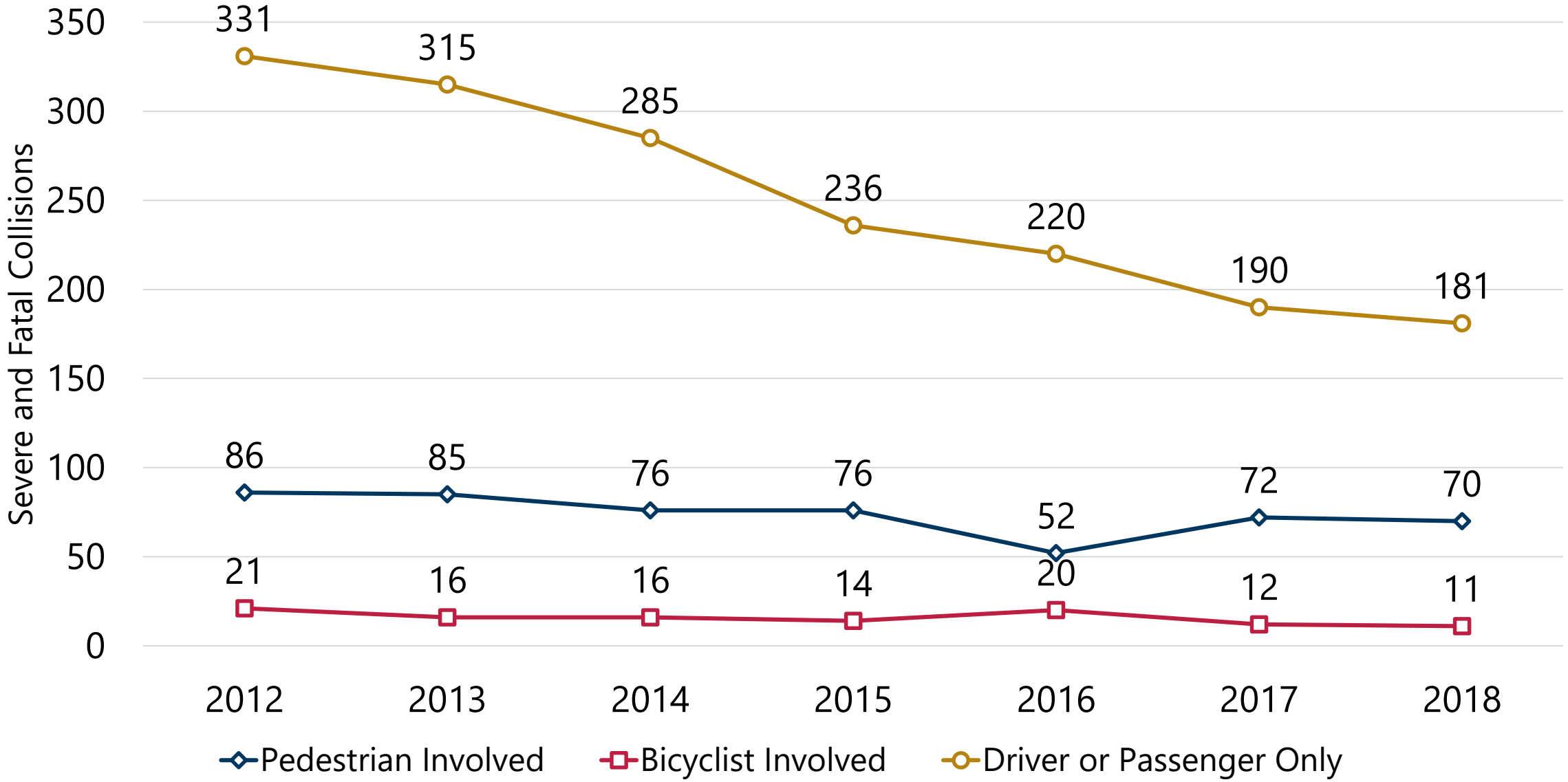


Photo Credit: Wikimedia/KJBurns, Licensed under Creative Commons

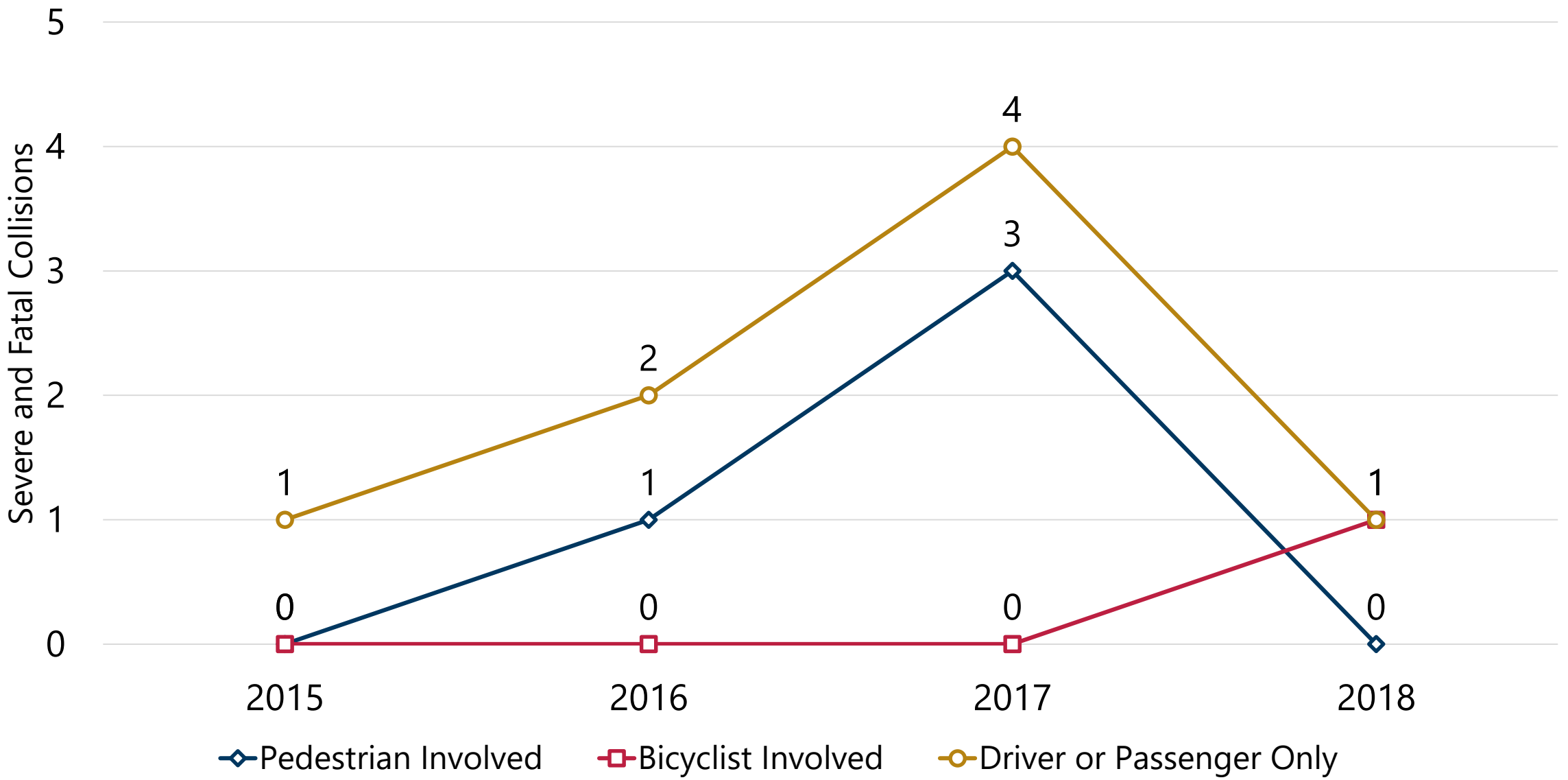
SIGNAL TIMING

LIGHTING

MONTGOMERY COUNTY SEVERE AND FATAL COLLISIONS BY YEAR

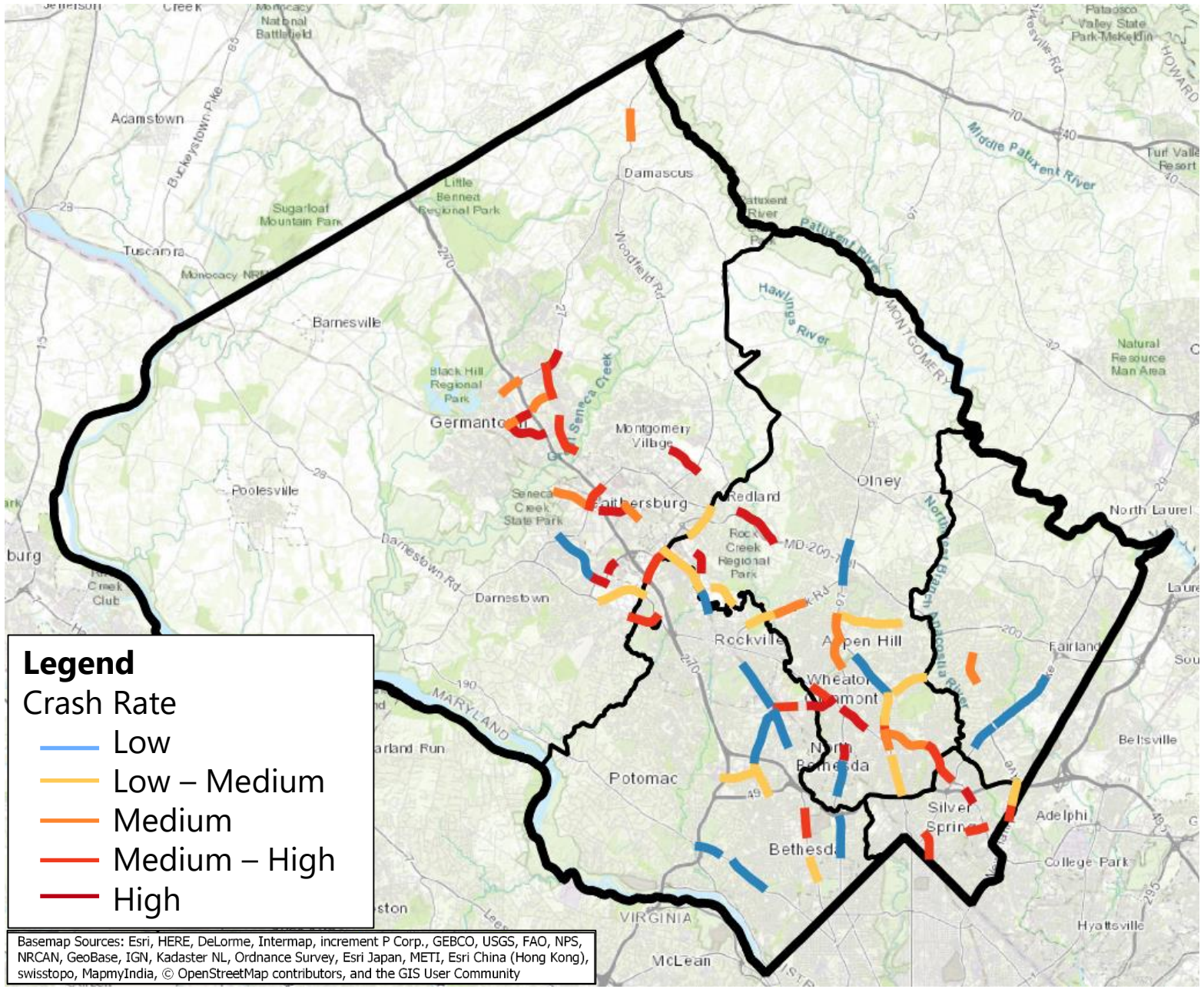


TAKOMA PARK SEVERE AND FATAL COLLISIONS BY YEAR*



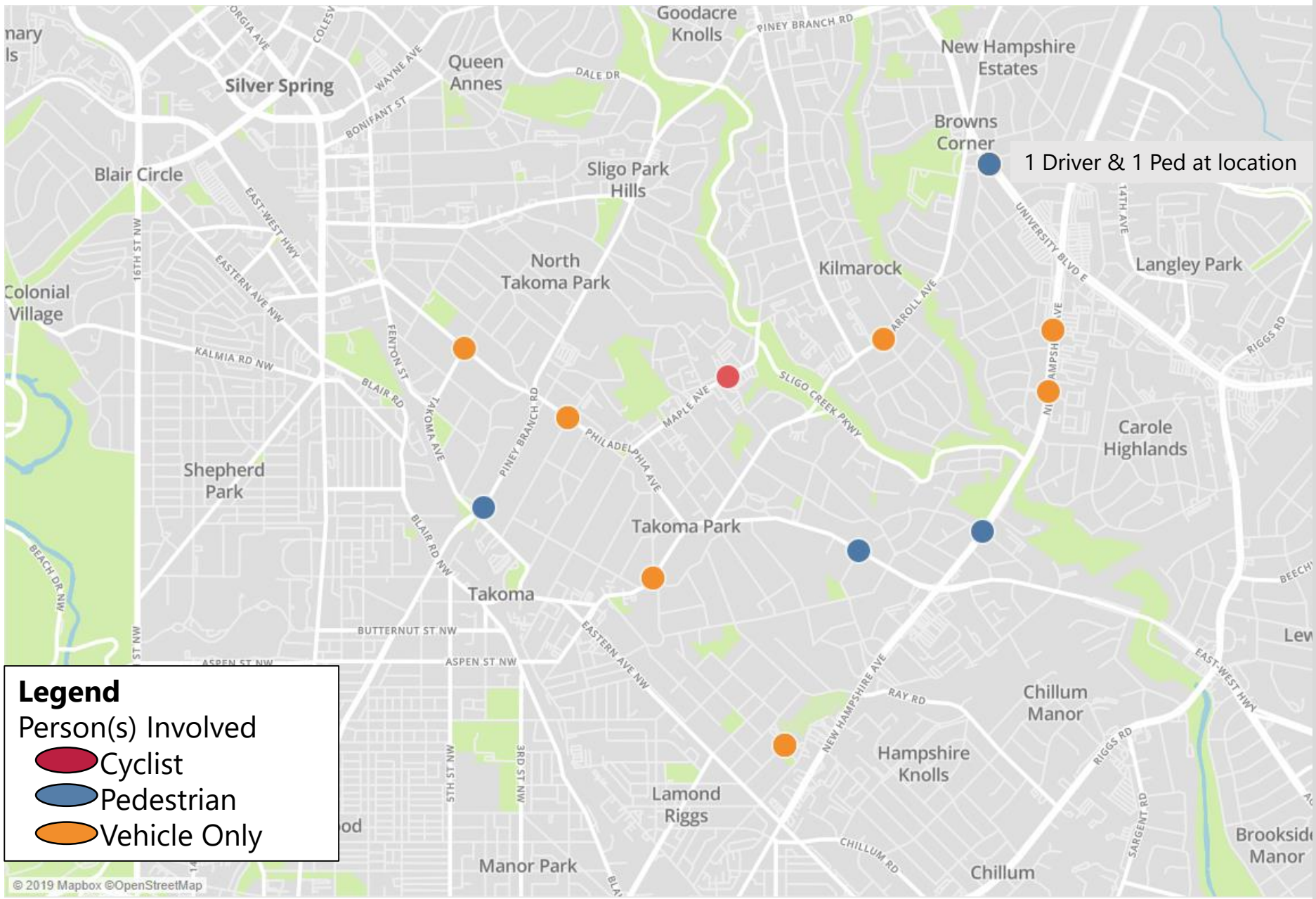
*Montgomery County's feed of Takoma Park data begins in 2015.

HIGH INJURY NETWORK



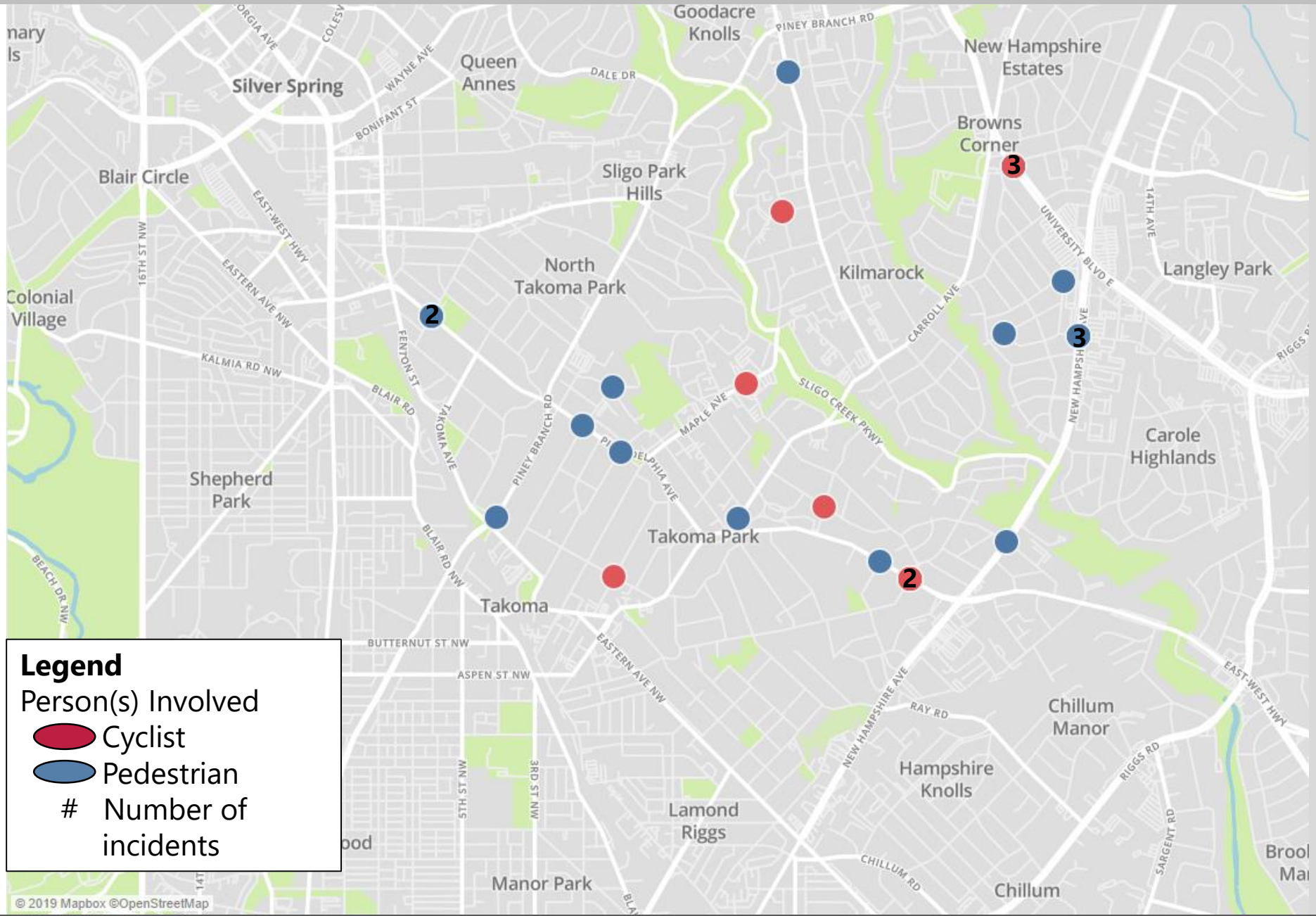
The High Injury Network (HIN) identifies roadway segments that have a higher amount of crashes (at least one crash per mile per year) relative to the amount of traffic on that road. MCDOT will use this initial list to identify roadways for engineering improvements.

SERIOUS AND FATAL CRASHES IN TAKOMA PARK



Within the City of Takoma Park, there were on average 3 serious and fatal crashes with a high of 7 in 2017 and a low of 1 in 2015. Of the 13 crashes, 4 involved a pedestrian and 1 involved a cyclist.

ALL PED/BIKE CRASHES IN TAKOMA PARK



Legend

Person(s) Involved

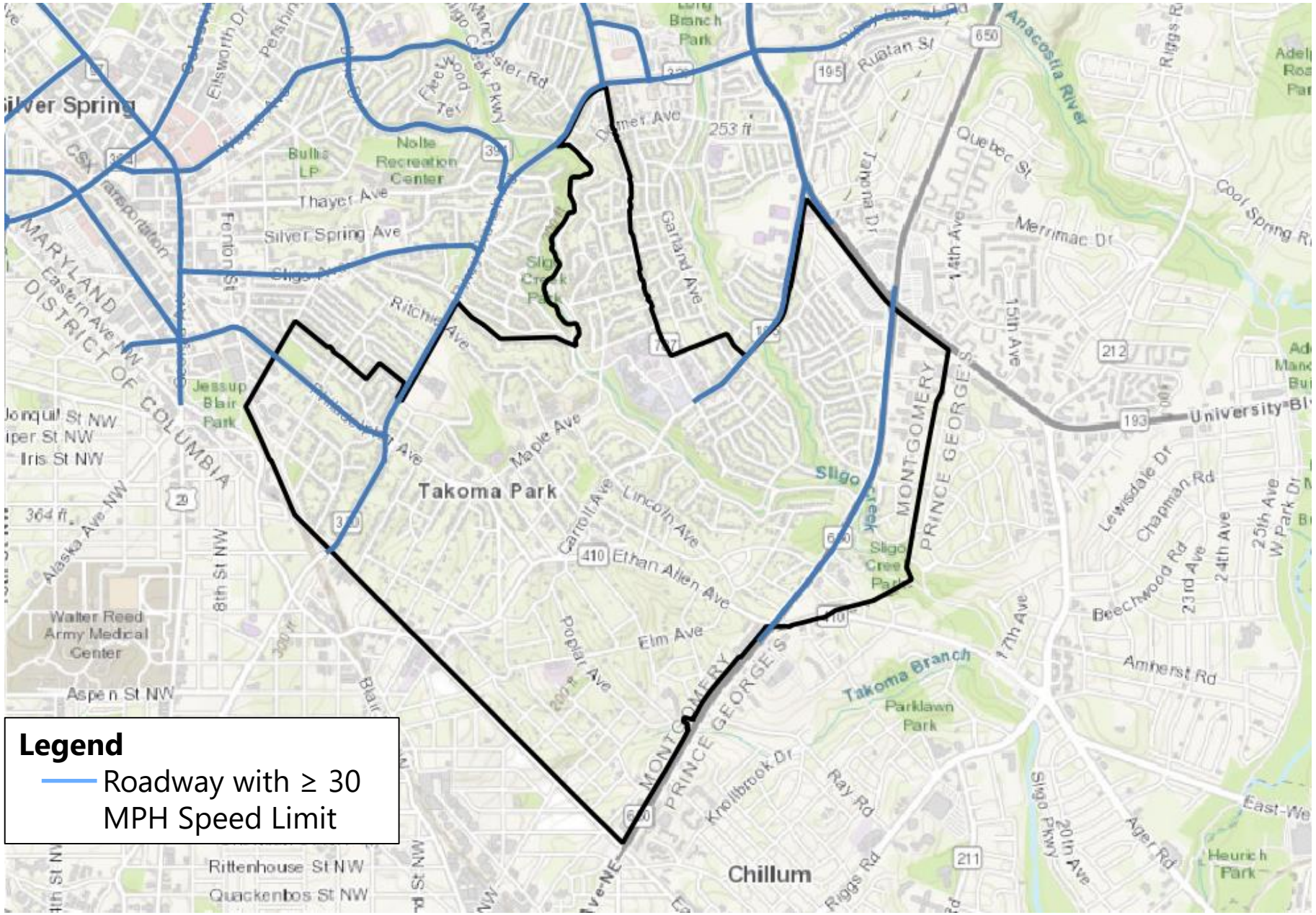
- Cyclist
- Pedestrian
- # Number of incidents

From 2015 to 2018, there were 24 collisions involving a pedestrian (17) or cyclist (7).

5/24 (21%) resulted in serious or fatal injuries, which is close to the Countywide total of 15%.

71% occurred on SHA maintained roadways and 29% on Takoma Park roads.

ROADWAYS WITH ≥30 MPH SPEED LIMIT



No roadway in Takoma Park has a posted speed limit above 35 MPH. University Blvd E and New Hampshire Ave are set at 35 MPH. With most of the network containing local (neighborhood) roadways, most streets are set to 25 MPH.

TWO-YEAR ACTION PLAN – ACTION ITEMS

VISION ZERO

Engineering

- Design facilities that prioritize safety above all else
- Key Outcome: Reductions in severe and fatal collisions in High Injury Network (HIN)

Enforcement

- Encourage safe behaviors using evidence-based high visibility enforcement
- Key Outcome: Hours of dedicated enforcement for factors contributing to severe and fatal collisions

Education

- Engage the public to promote the importance of traffic laws and safe behaviors
- Key Outcome: Increased awareness of dangerous driving, biking, and walking behaviors

Traffic Incident Management

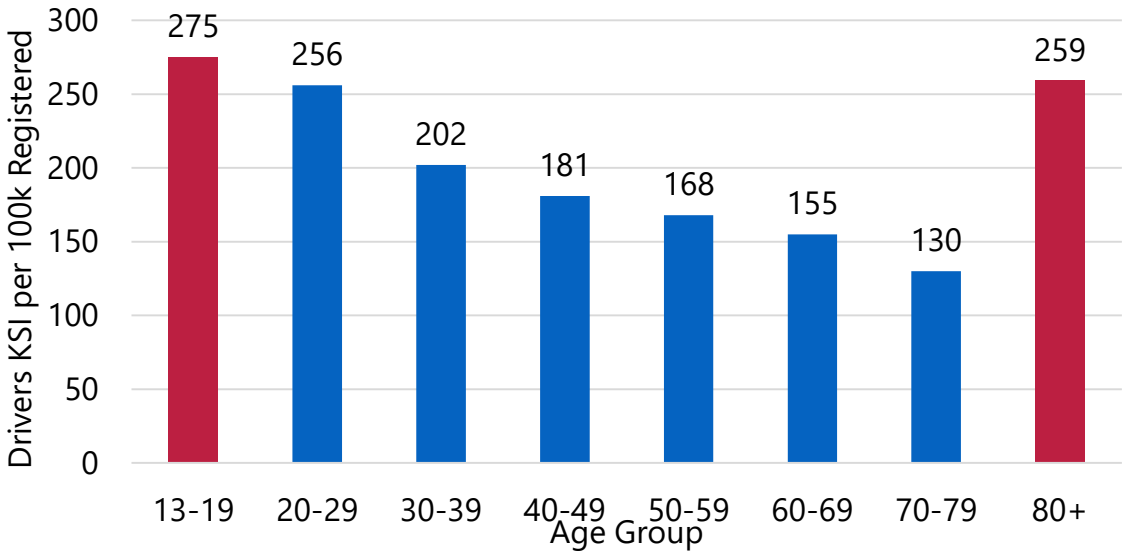
- Ensure that when a collision occurs, prompt care is provided
- Key Outcome: Maintain response times for traffic collisions with injuries based on dept. standards

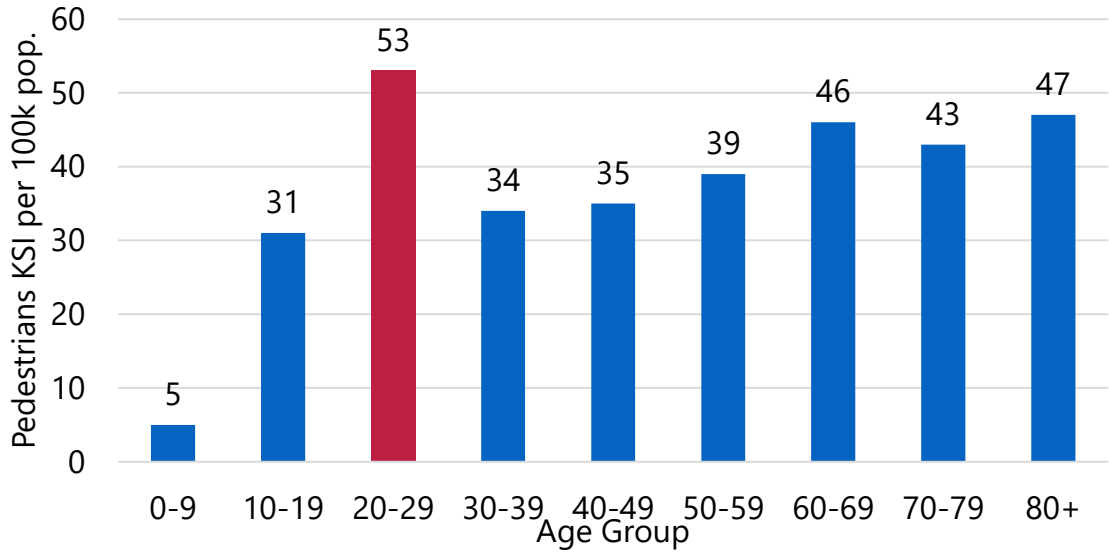
Law, Policy, and Advocacy

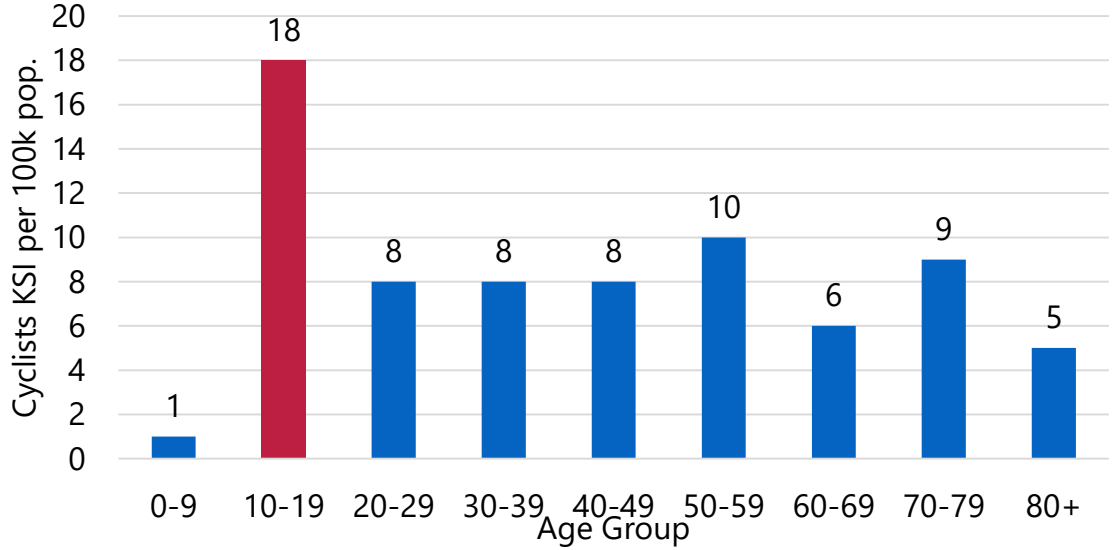
- Improve the way traffic safety is managed by changing codes, laws, and policies that do not align with Vision Zero
- Key Outcome: Passage of significant laws and policies required to implement Vision Zero

VISION ZERO & COMMUNITY OUTCOMES

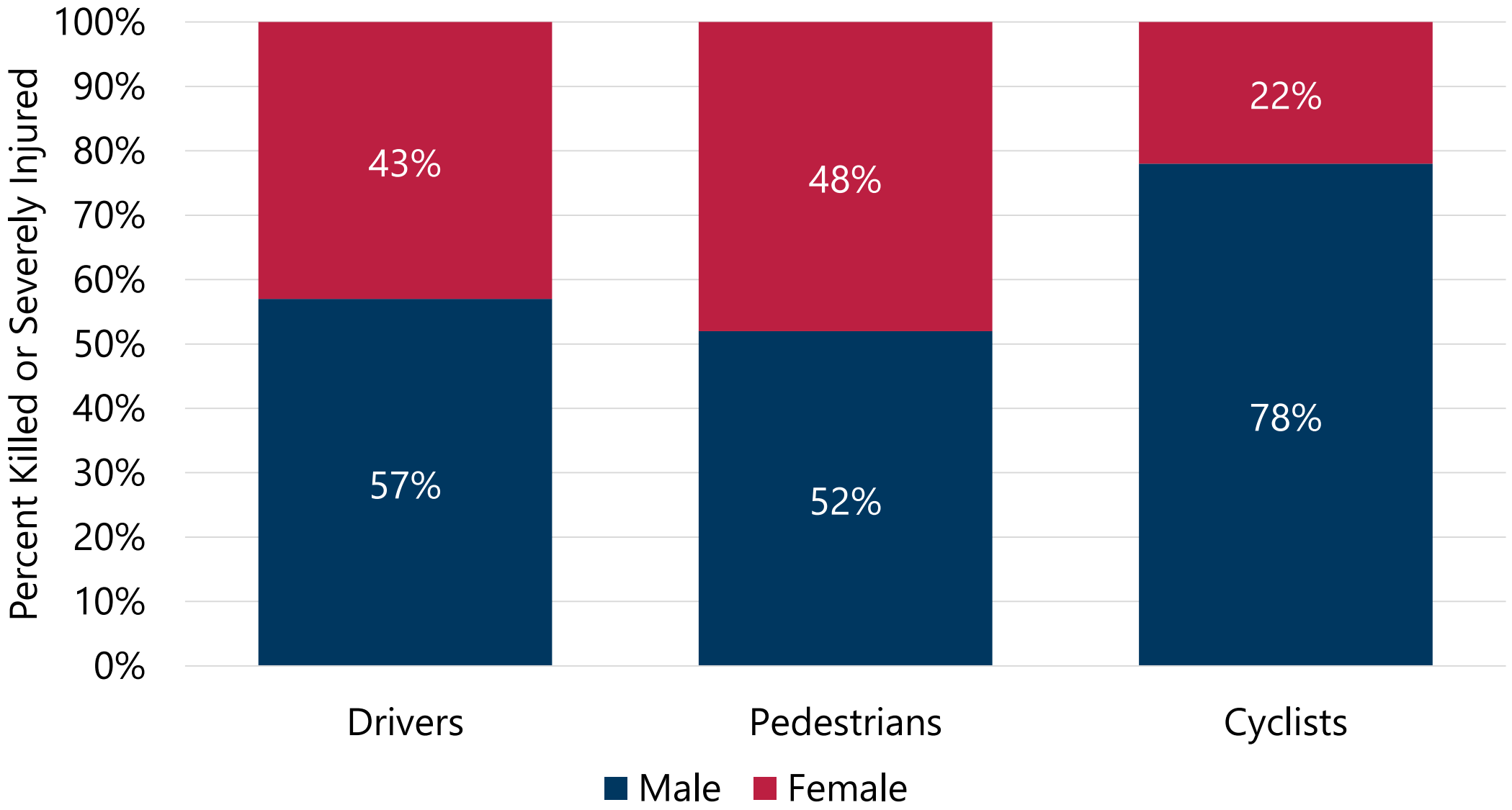
AGE OF PERSON KILLED OR SEVERELY INJURED



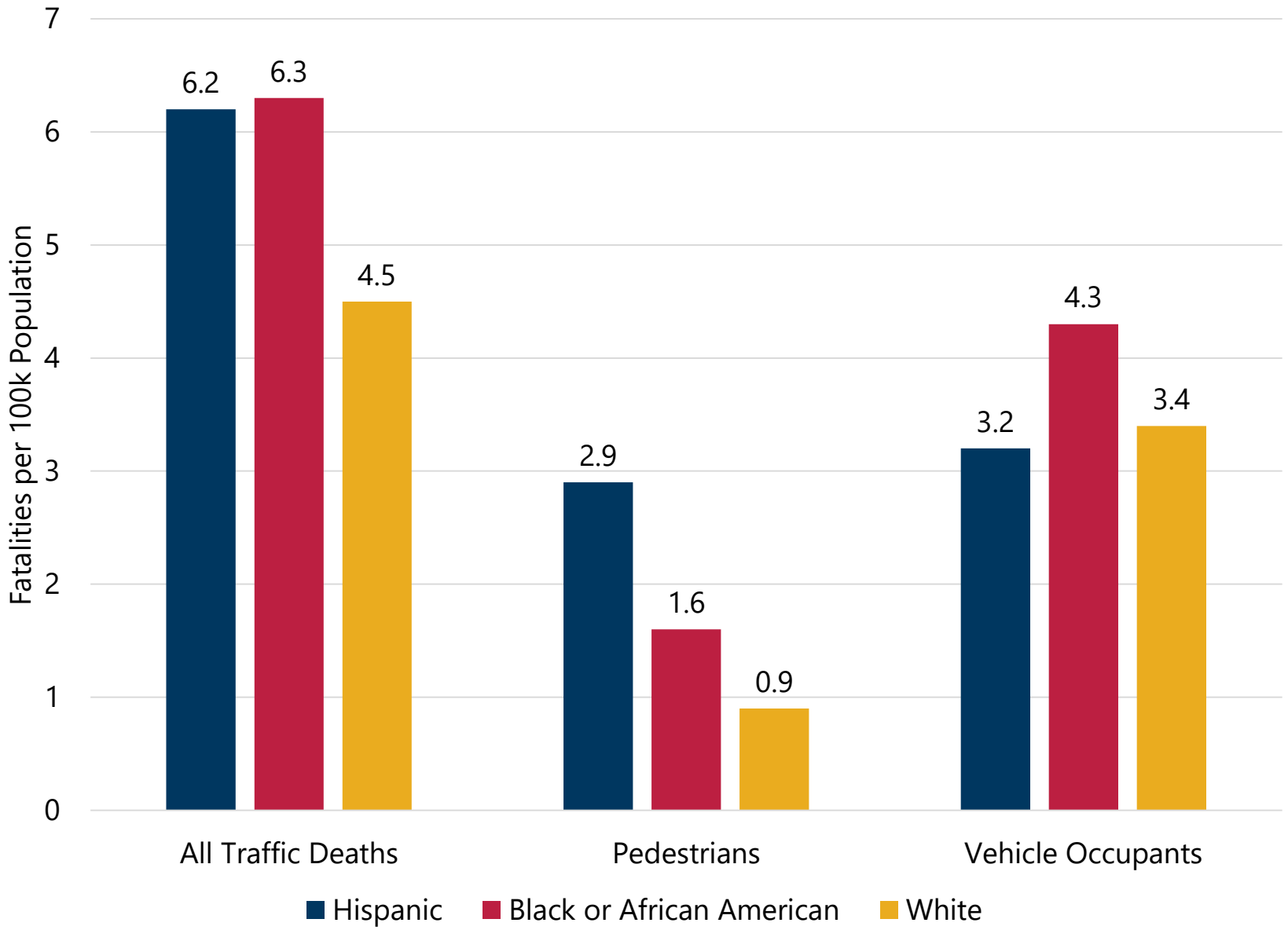




SEX OF PERSON KILLED OR SEVERELY INJURED



TRAFFIC FATALITY RATE BY ETHNICITY AND RACE



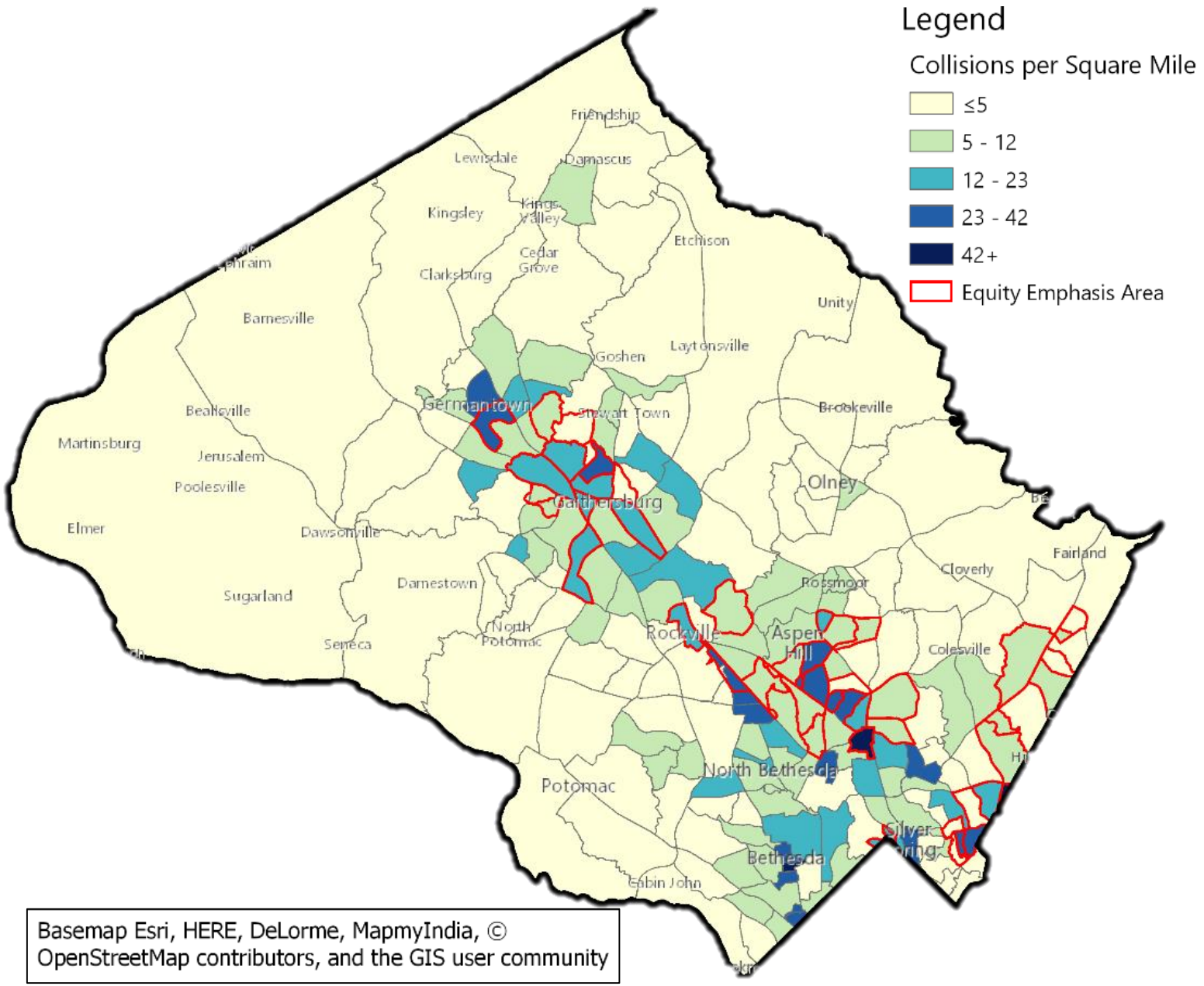
Black or African Americans have the highest traffic fatality rate in Montgomery County and Hispanic residents are nearly tied.

Hispanic pedestrians are killed at a rate that is **3x higher** than Non-Hispanic White residents.

Source / notes

- CDC Mortality Data 2011-22015 via WONDER database
- Ethnicity/race not currently captured in crash database

SEVERE AND FATAL COLLISIONS BY CENSUS TRACT



Basemap Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user community

Crash Density was <u>higher</u> in neighborhoods with…	
Higher ↑	Percentage of households that speak English less than "very well"
Higher ↑	Percentage of population that is Hispanic or Latino
Higher ↑	Percentage of households below the poverty level
Lower ↓	Median age

EXPLORE COMMUNITY DATA AT THE COUNTYSTAT WEBSITE

VISION ZERO

Community Dashboards

Our community dashboards bring together internal administrative data, public data, and data from our network of partners to assist Montgomery County and its partners in: tailoring programs to local conditions in an increasingly diverse county; improving outreach to under-served populations; and meeting the individual needs of all our residents and businesses.

Community Explorer

Explore the data behind the vibrant and diverse communities of Montgomery County

Read More

Quality of Life Survey

Find out what residents think about living in Montgomery County

Read More

MC Insights

Examine the demographics and community assets of Montgomery County Maryland

Read More

https://stat.montgomerycountymd.gov/

EXPLORE CRASH DATA AT THE VISION ZERO WEBSITE

VISION ZERO

DASHBOARDS

Crash Dashboard

Traffic Violations

CRASH DATA

Incident Data

Driver Data

Non-motorist Data

OTHER TRAFFIC SAFETY RELATED DATA

Traffic Violations

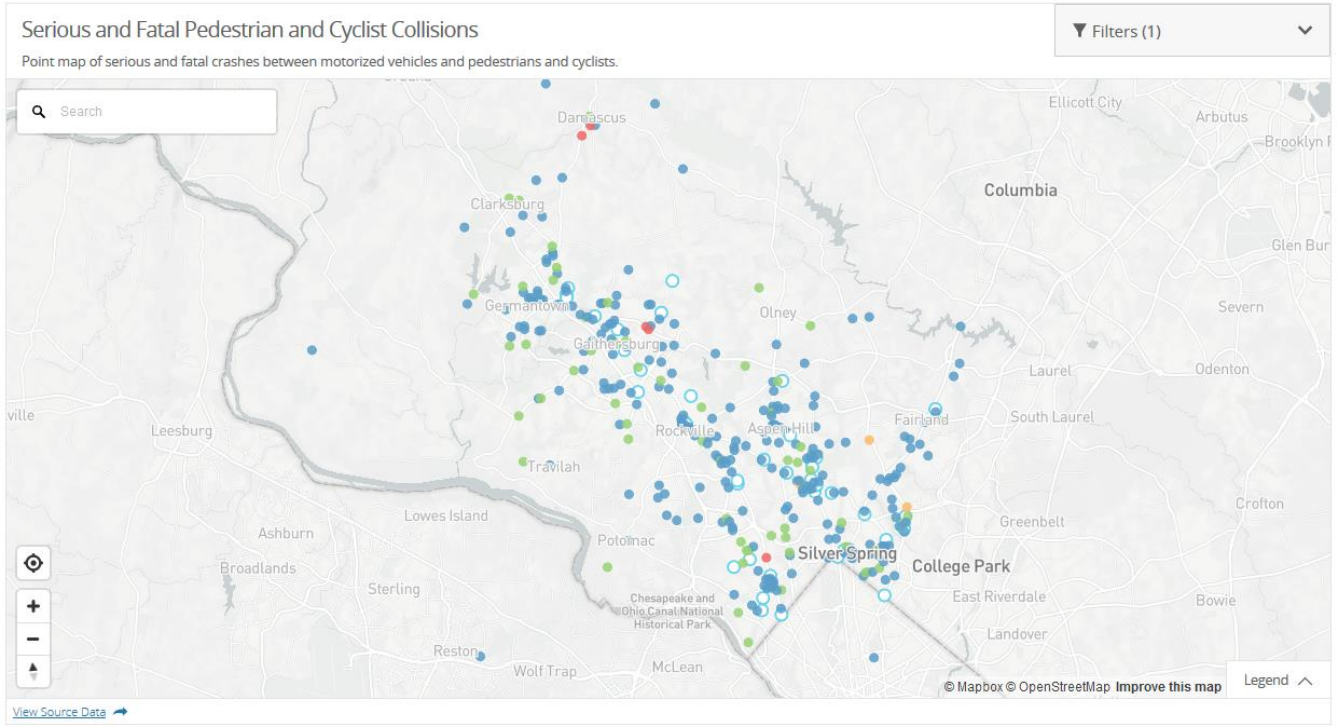
DOT Parking Tickets

MC311 Service Requests

Fire And Rescue Service Incidents

Serious and Fatal Pedestrian and Cyclist Collisions

Use the map and filters below to explore serious and fatal pedestrian and cyclist collisions occurring in the county. To see only pedestrians or cyclists, change the "Pedestrian Type" filter at the top. Hover your mouse or click a collision to see more details.



https://montgomerycountymd.gov/visionzero/data.html

DEVELOPING MORE EQUITABLE OUTCOMES

CONSIDERATIONS FOR EQUITY AND TRAFFIC SAFETY

VISION ZERO

- **How are projects selected? Is the squeaky wheel getting the oil?**
  - ❑ Develop a triage or filtering system to ensure resources go to where they are needed.
  - ❑ Make sure all residents know how to talk with the City about their travels and safety concerns. Many do not even know where to start.
  - ❑ Meet people where they are to broaden the voices being heard.

- **Is your staff trained to identify their implicit biases?**
  - ❑ Bias training should be for all employees, not just front-line.
  - ❑ Can someone from your outreach staff speak common languages spoken in your community?

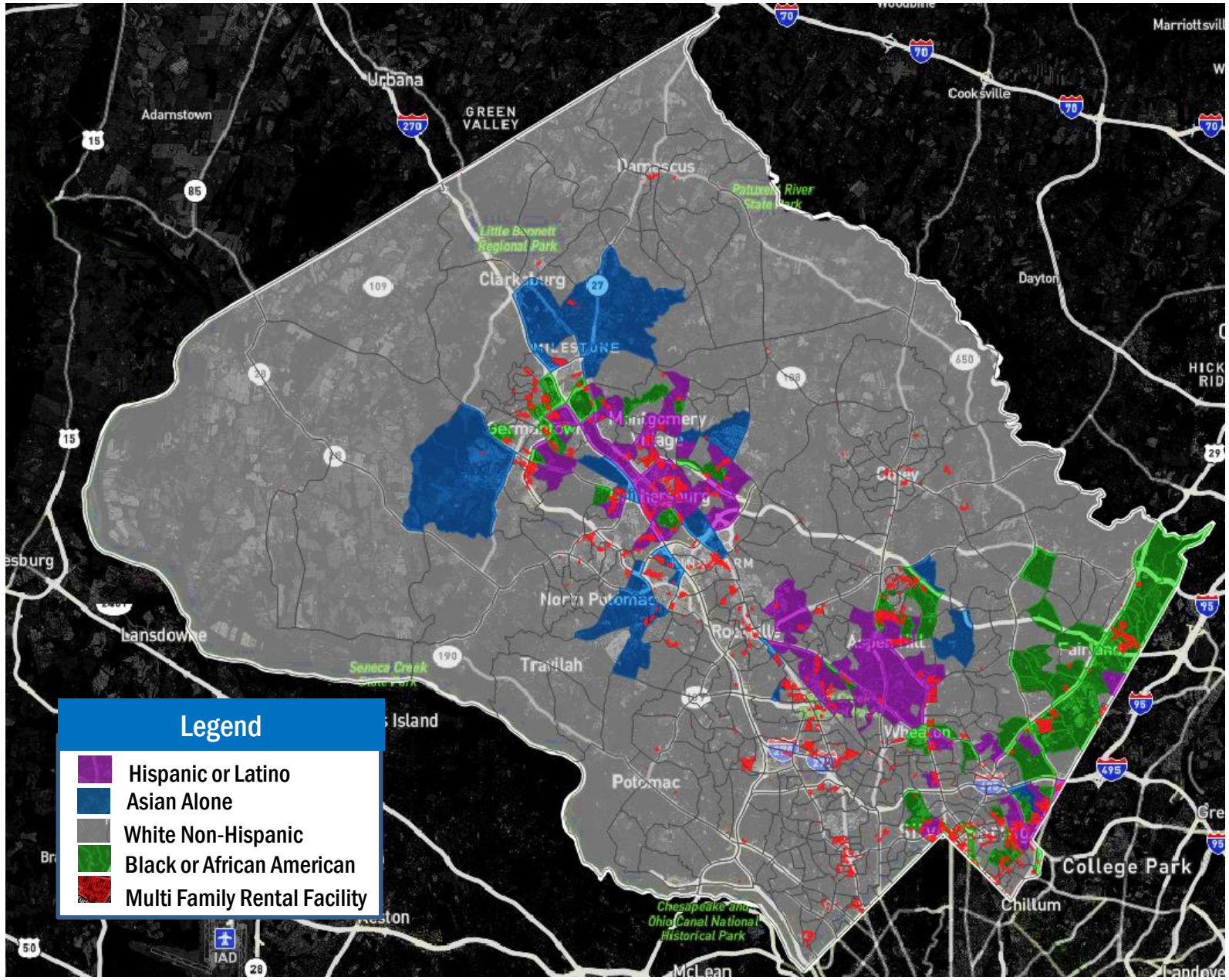
- **How and where are you enforcing traffic laws?**
  - ❑ What charges are written most often, and do they correspond with the most dangerous roadway behaviors (speeding, distraction, aggression, red light running)?

QUESTIONS?

https://www.montgomerycountymd.gov/visionzero/

ADDITIONAL COMMUNITY DATA

MAJORITY ETHNICITY/RACE BY CENSUS BLOCK GROUP



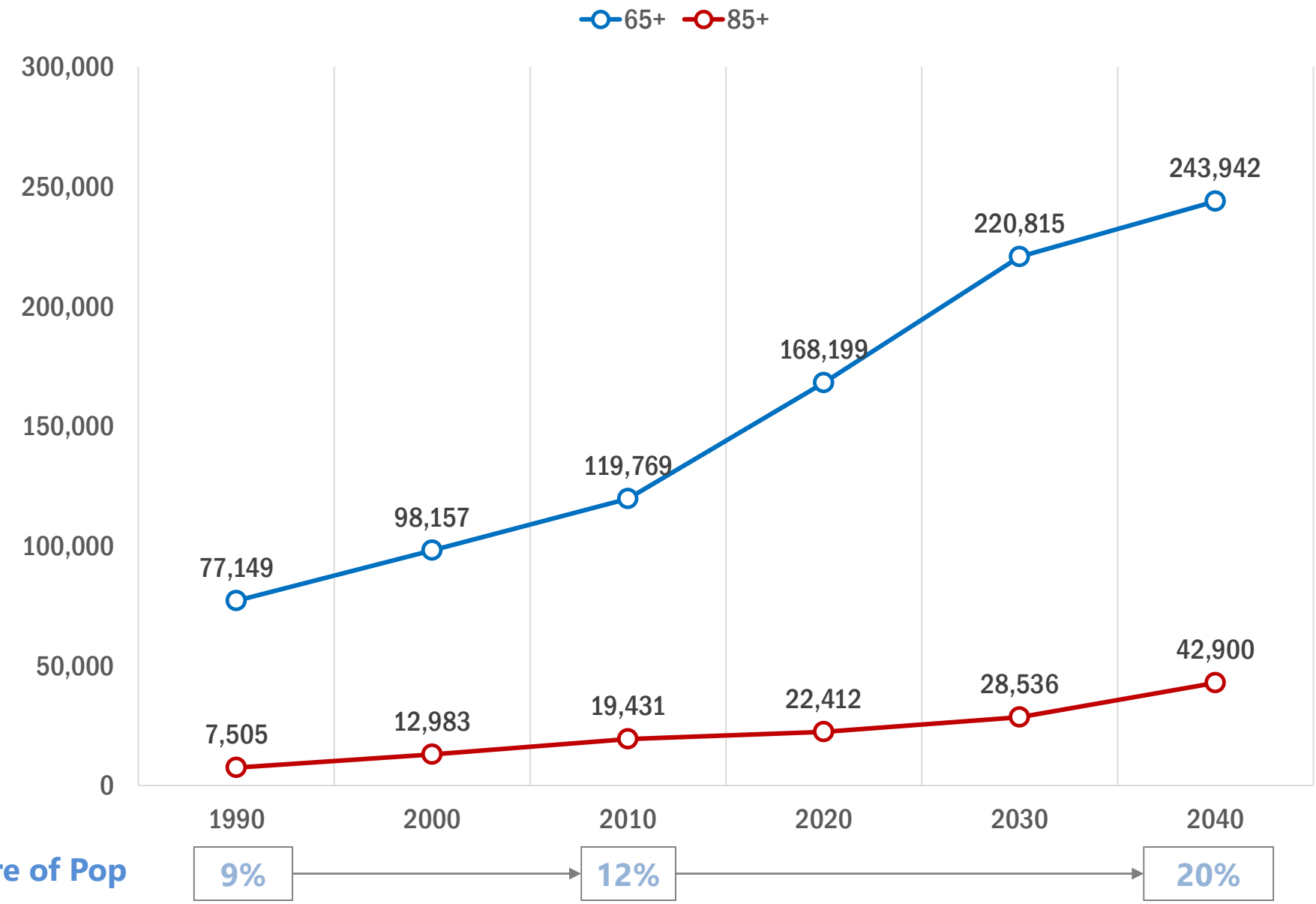
A Diverse County

304 of the County's 614 Census Block Groups are Minority Majority

Renters are Diverse

An estimated 70% of the County's renters live within these Minority Majority Census Tracts

GROWTH IN SENIOR POPULATION



Share of Pop

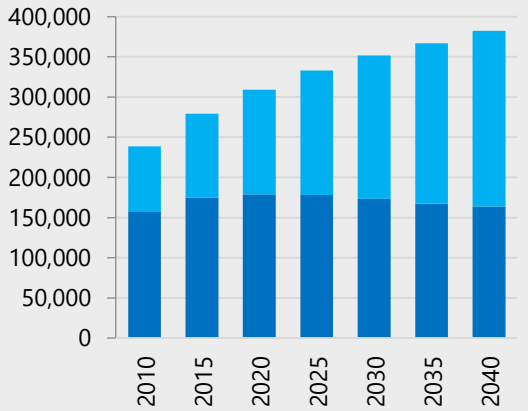
9%	12%	20%

The senior population is projected to double in 30 years (2010 to 2040)

124,000 more residents 65+, raising their share of the population by +**8%.**

Minorities: % of residents 55+

34% → 57%



Source / notes

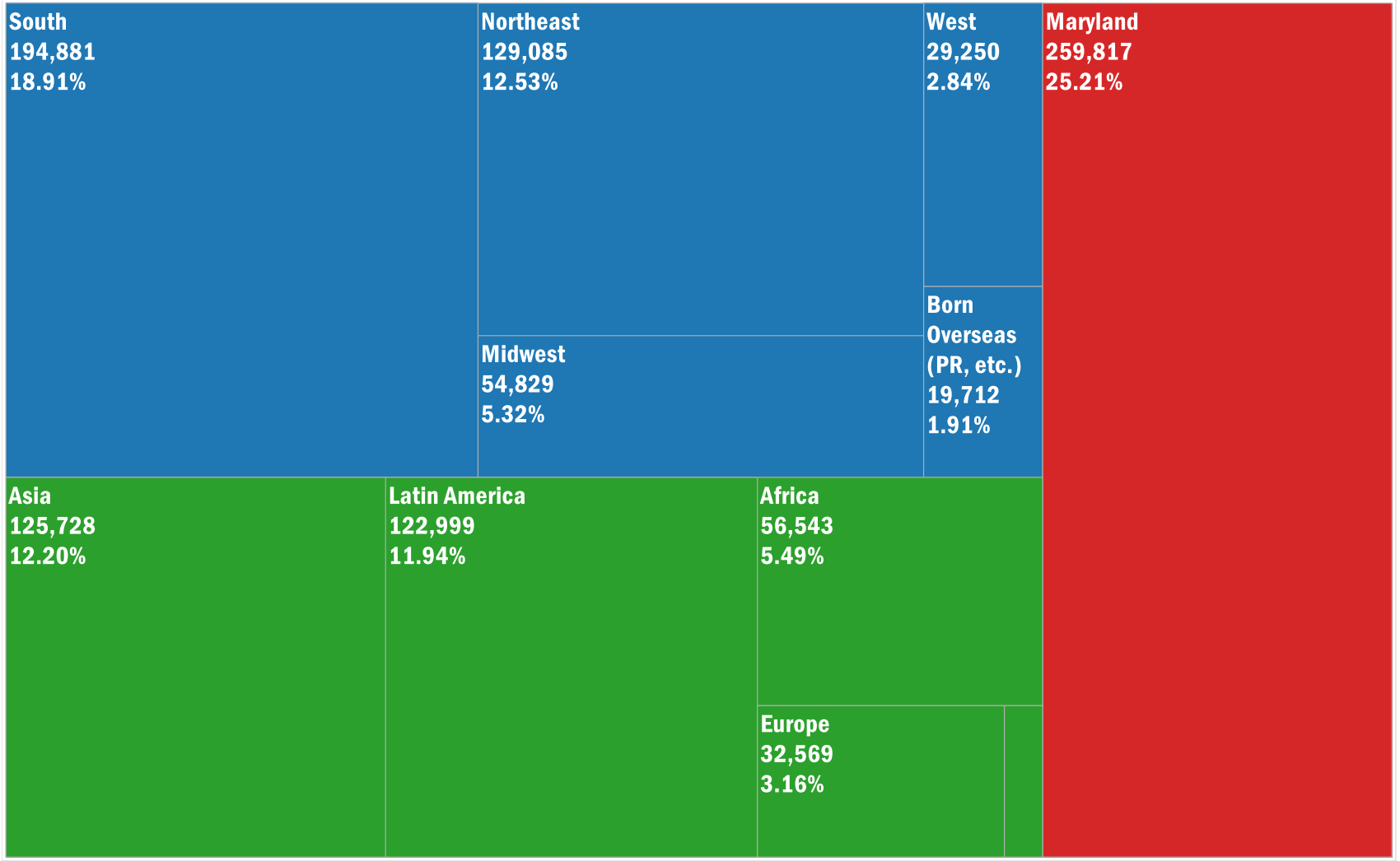
Maryland Planning 2016

RESIDENTS BY PLACE OF BIRTH

Immigrants: **33%**

Native (Outside of MD): **42%**

Native Marylander: **25%**



Source: ACS 2014 1 YR

Among adults (25+), immigrants account for 43% of the County's population, outnumbering residents born in Maryland and DC by a factor of 2:1.

Consequently, the County is today home to more residents from El Salvador than from nearby Pennsylvania (and 48 other states), more residents from India than from neighboring Virginia, and more residents from China than from California, the largest state in the union.

RESIDENTS BY PLACE OF BIRTH – TAKOMA PARK

Neighborhood

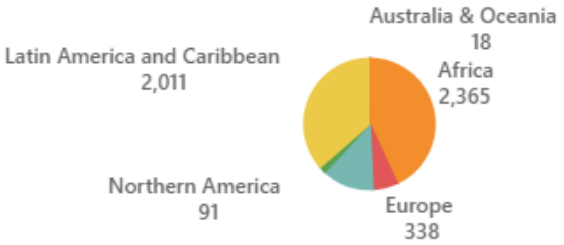
Takoma Park

Percent Change

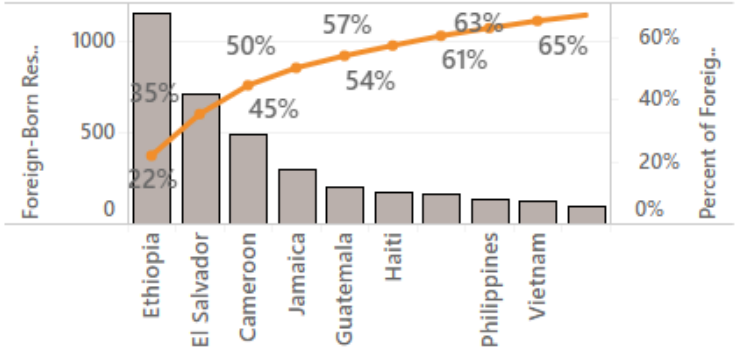
▲ 4% Increase
in the number of foriegn-born residents

2007-2011	2012-2016
16,829	17,567

Continent of Origin



Top 10 Countries of Origin of Foreign-Born Residents

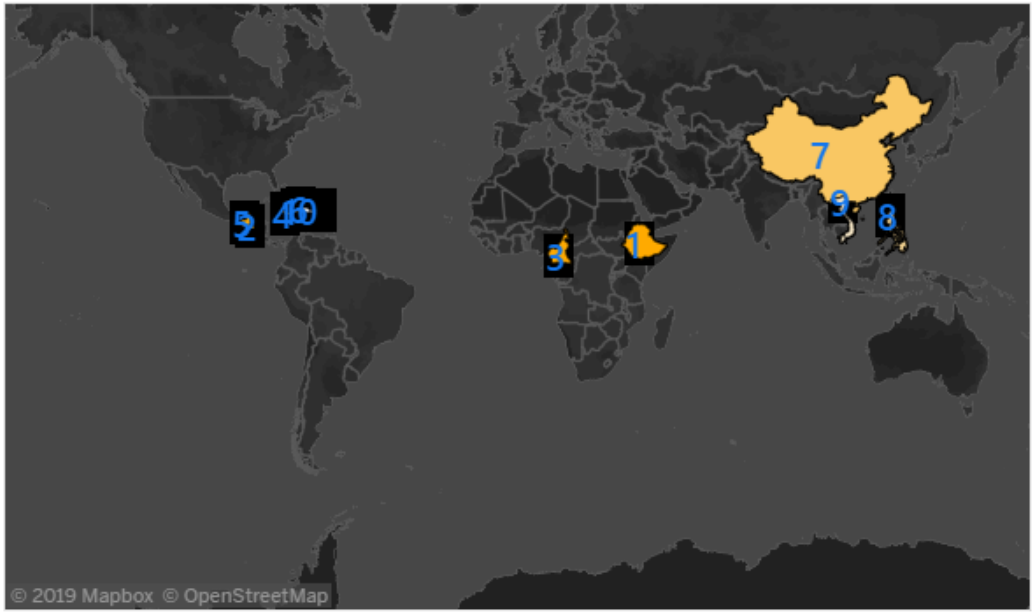


Source: ACS 2016 5 YR

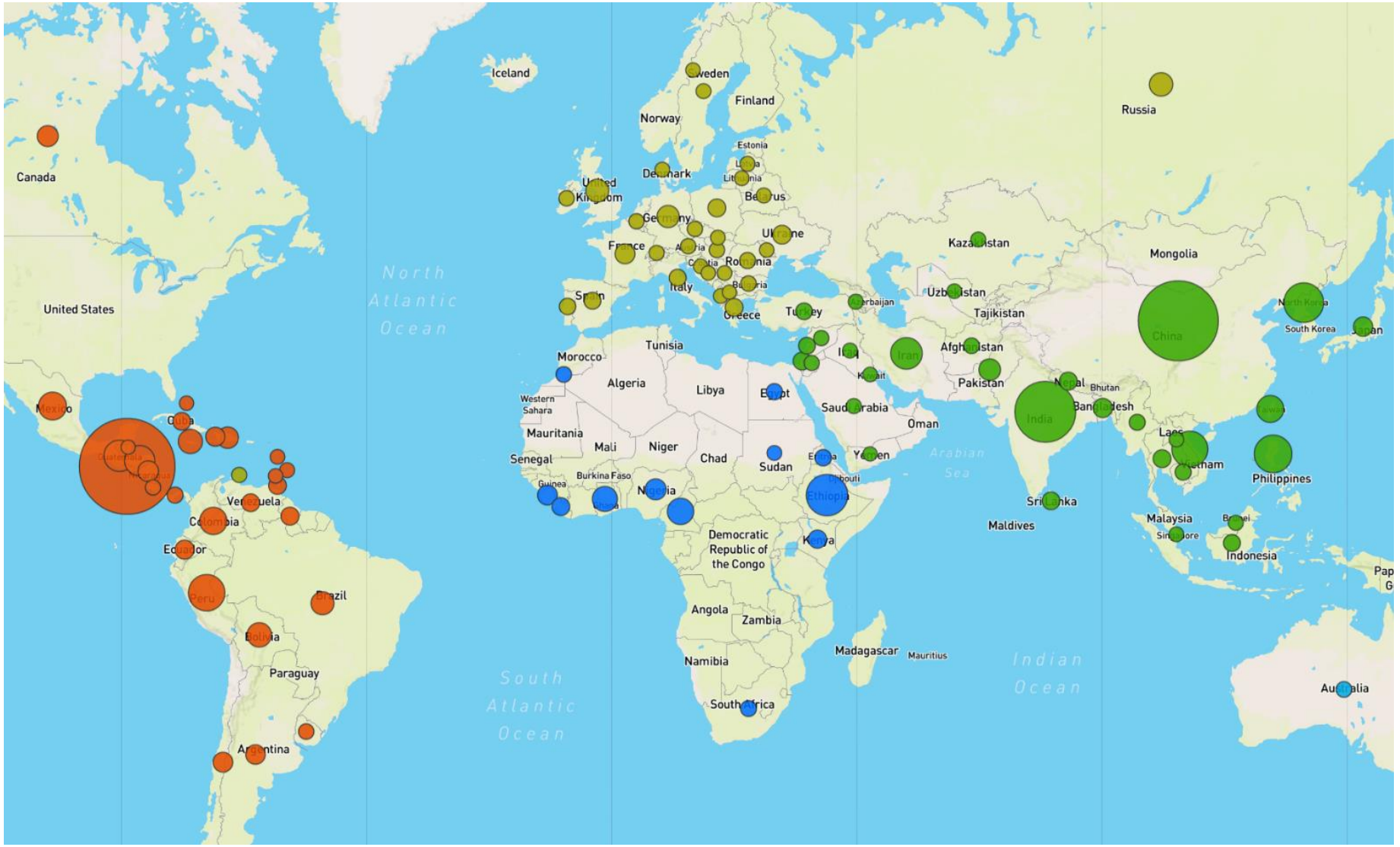
Nativity Stats

Native-Born	12,048	68.6%
Foreign-Born	5,519	31.4%
Grand Total	17,567	100.0%

Top 10 Countries of Origin of Foreign-Born Residents



IMMIGRANTS BY PLACE OF BIRTH



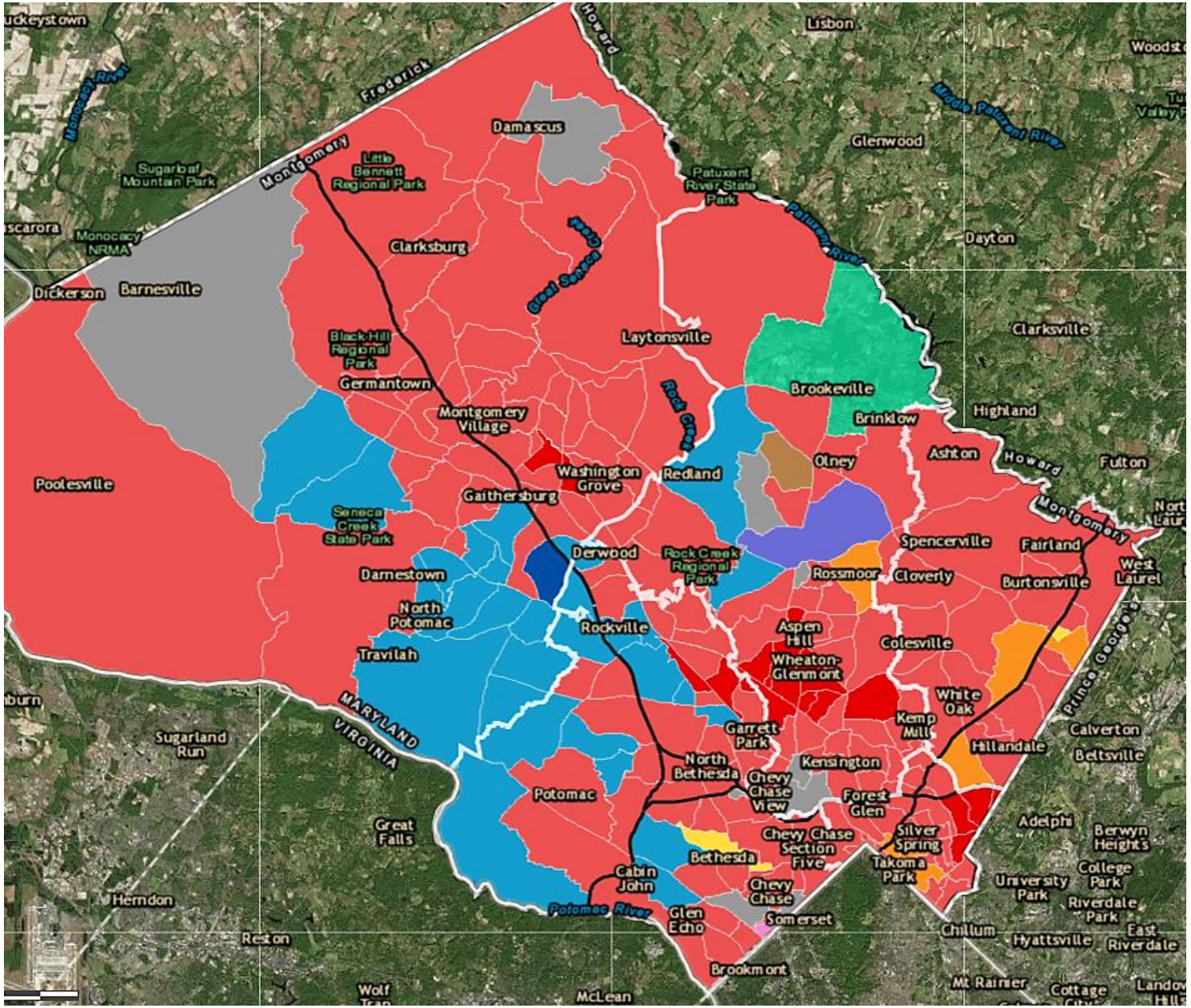
(thanks to MCPL for this analysis)

Montgomery County is a Top 10 destination for immigrants from the following countries (despite ranking only 42nd in population overall):

- **#1 for Ethiopia and Cameroon** (zip codes 20904 and 20906 in Silver Spring are #1 and #3 for Cameroon).
- **#2 for immigrants from Africa** (2nd only to LA, which as 10x Montgomery County's general population).
- **#2 for Sierra Leone, Ghana, Bolivia**
- **#3 for El Salvador**
- **#4 for Sri Lanka and Nepal**
- **#5 for Chile, Iran, and Liberia**
- **#8 for Peru**
- **#9 for Kenya and France** (also: zip codes 20814 and 20817 in Bethesda are #2 and #3 for France).
- **#10 for Taiwan and Argentina**

Source: ACS 2013 5YR

MOST POPULAR LANGUAGE AFTER ENGLISH BY TRACT



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." For Takoma Park, 34% speak a language other than English at home with Spanish the most prominent.

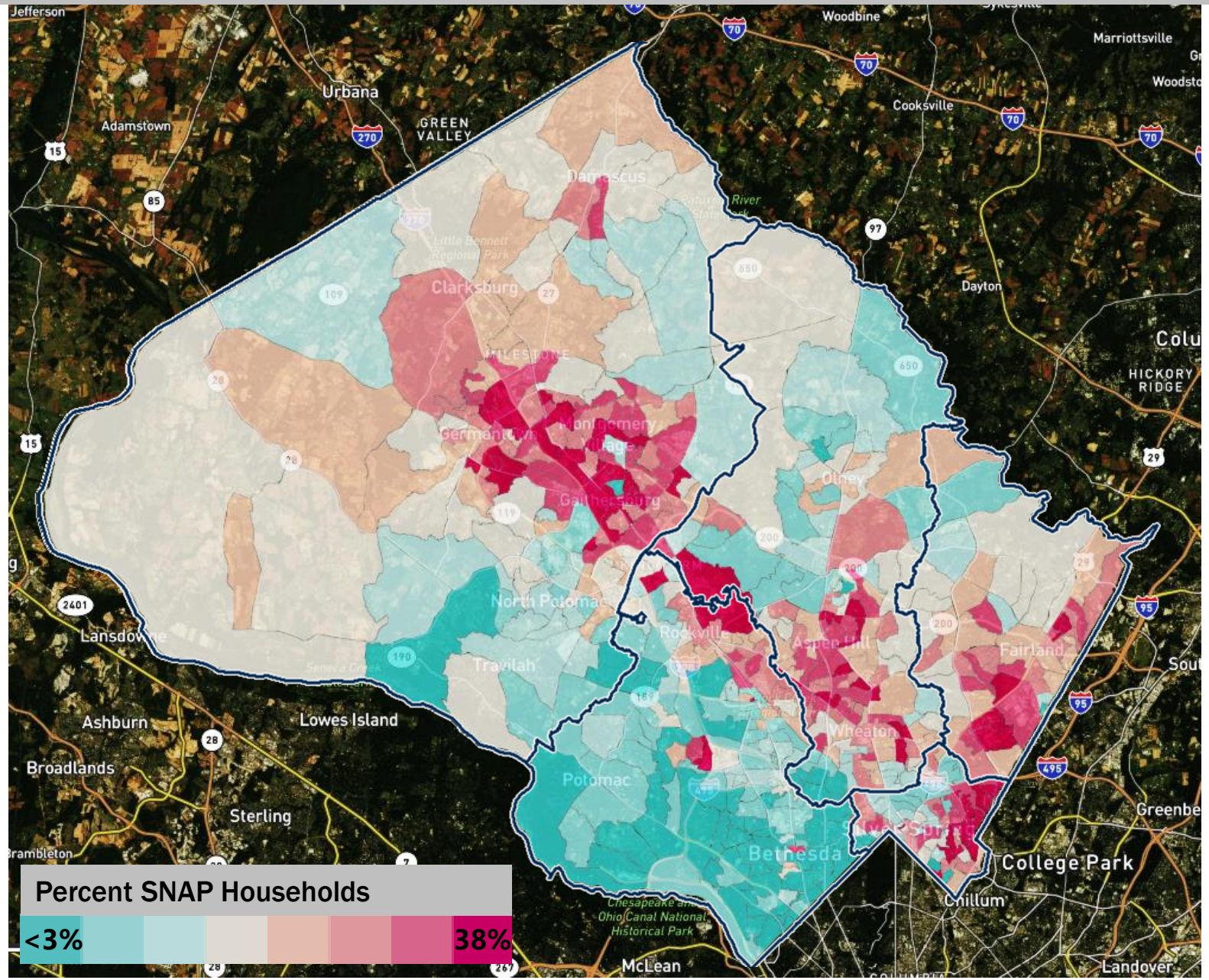
Most Popular Language 2010-2014

- 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			African
Mid-County		African	Chinese
Silver Spring			French
East County			

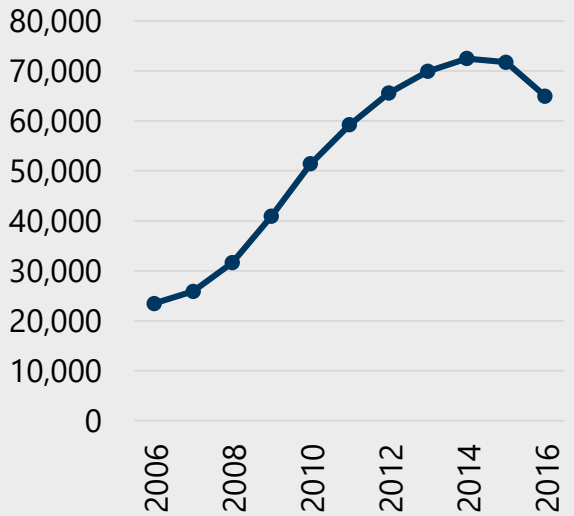
SOURCE: CENSUS ACS 2010-2014

SNAP RECIPIENTS



6.2% of households in Montgomery County receive SNAP benefits

SNAP Benefits Recipients

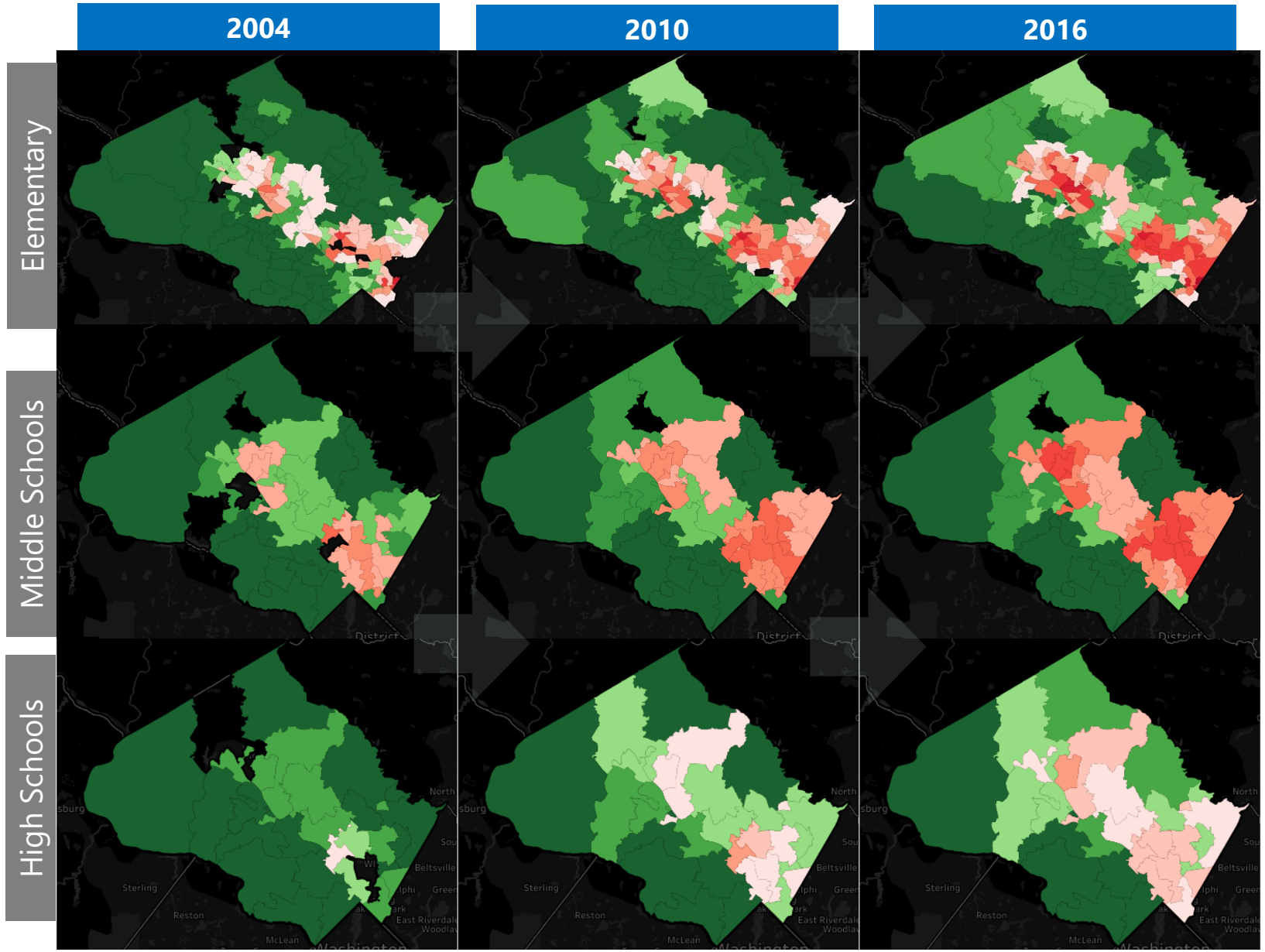


Source / notes

ACS 2017 1-year estimate
Census SAIPE via St. Louis Fed

PERCENT OF MCPS STUDENTS RECEIVING FREE & REDUCED MEALS

VISION ZERO



Percent of FARMS by School Type

	2004	2010	2016
Elementary	29.8%	35.5%	41.4%
Middle Schools	24.6%	30.3%	34.4%
High Schools	14.8%	24.4%	29.7%

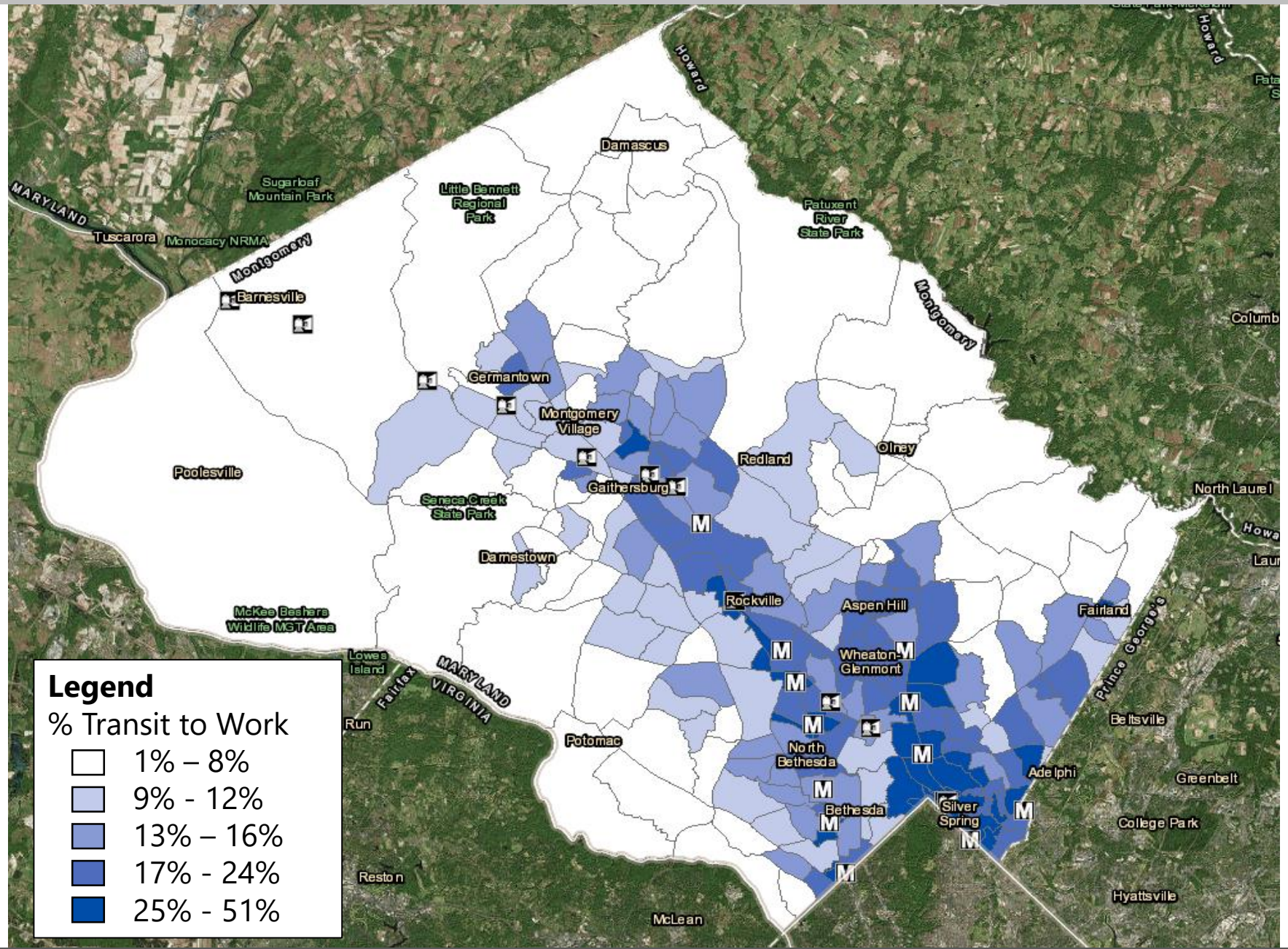
Legend

Source/Note

- **Note:** shown are the 2016 school district boundaries, some districts are blank due to school closures/openings across years
- **Source:** Maryland State Department of Education 2016 Report Card

PERCENT OF RESIDENTS TAKING PUBLIC TRANSIT TO WORK

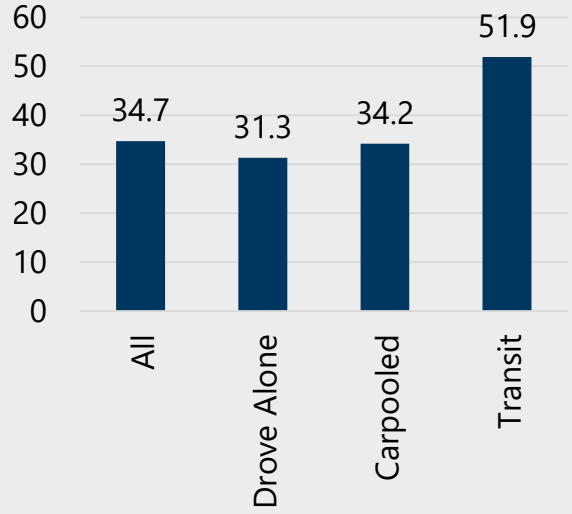
VISION ZERO



14.5% of Montgomery County works age 16 and over take public transportation to work

Transit usage is highest along the red line corridors, but there is also high transit usage along US29 and in Gaithersburg and Germantown.

Mean Travel Time by Travel Mode



Source / notes

ACS 2017 1-year estimate