Vision Zero Prince George's ESRI ArcGIS Hub Site MSGIC Quarterly Meeting April 20, 2022

PRINCE GEORGE'S COUNTY MARYLAND
Angela D. Alsobrooks
County Executive

VISIONZERO
prince george's

Prince George's County
DPW&T

GOAL Eliminate traffic related serious injuries and deaths on Prince George's County roadways by 2040.

VISIONZERO

prince george's

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all.

We are bringing key stakeholders together to declare that tragic roadway crashes are preventable with the right actions and commitment.
The Department of Public Works and Transportation is the lead agency.
ArcGIS Hub provides an enhanced platform for DPW&T to collaborate with the public and partner agencies.

VISION ZERO PARTNERS

Angela D. Alsobrooks
County Executive

Prince George's County
Office of Community Relations

DEPARTMENT OF PERMITTING, INSPECTIONS AND ENFORCEMENT

HEALTH DEPARTMENT
Prince George's County

Prince George's County
DEPARTMENT OF THE ENVIRONMENT

Parks & Recreation
M-N C P P C
live more, play more
pgparks.com

MARYLAND DEPARTMENT OF TRANSPORTATION
STATE HIGHWAY ADMINISTRATION

metro

RideSmart
COMMUTER SOLUTIONS

Metropolitan Washington
Council of Governments

Prince George's County
Memorial Library System

Creative Suitland

WABA
WASHINGTON AREA BICYCLIST ASSOCIATION

MARYLAND DEPARTMENT OF TRANSPORTATION
MOTOR VEHICLE ADMINISTRATION

VISIONZERO prince george's

Website Objectives with ArcGIS Hub

Transparent Progress with accomplishments and ongoing initiatives

Accessible Data through GIS

Strengthen Engagement, especially with youth

Vision Zero Outreach and Education Storymap

- Interactive Storymap Tour
- Explore how we've promoted Vision Zero throughout Prince George's County
- Catalogue our impact as part of the Vision Zero **Education** Strategy

Woodlawn Community Meeting

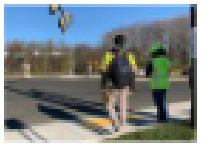
The Department of Public Works and Transportation visited the Woodlawn Community to introduce the...

Washington Region Vision Zero Summit

The Washington Area Bicyclist Association sponsored a virtual Washington Region Vision...

STEAM Fest

The M-NCPPC's Department of Parks and Recreation hosts the annual STEAM Festival (STEAM Fest) to...

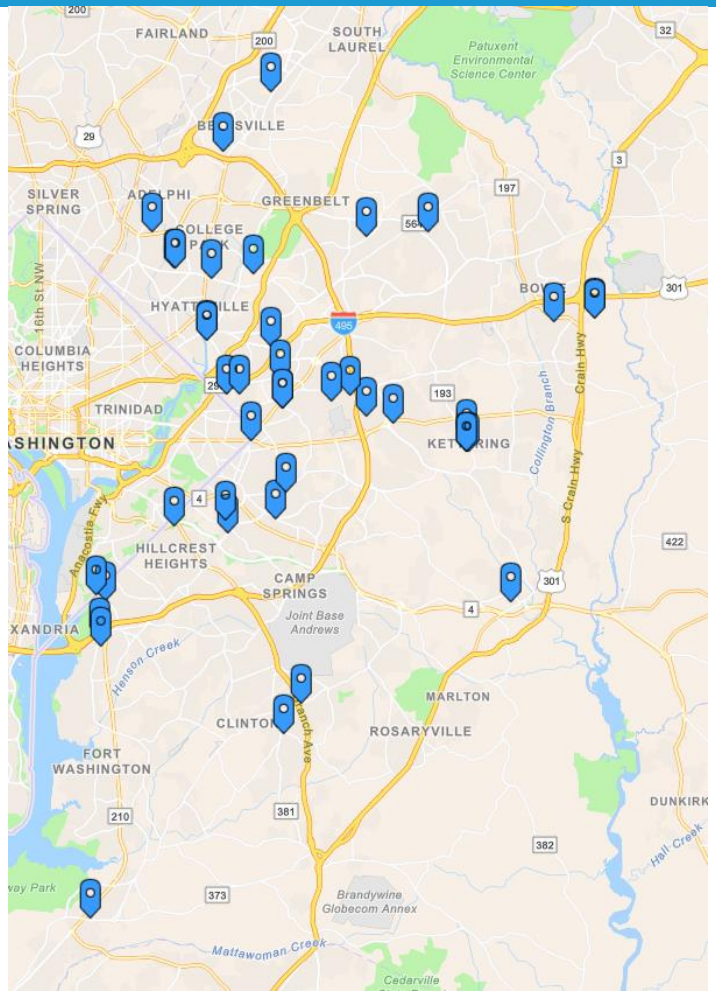


MD 214 Pedestrian Safety Audit

The State Highway Administration invited staff from the Department of Public Works and Transportatio...

Bike Helmet Giveaway & Safety Grab N' ...

The Department of Public Works and Transportation, in partnership with the M-NCPPC...



Accessible Data

Vision Zero is a data-driven strategy.

Maps and data tools are embedded directly into the Vision Zero Hub.

Crash Data Storymap

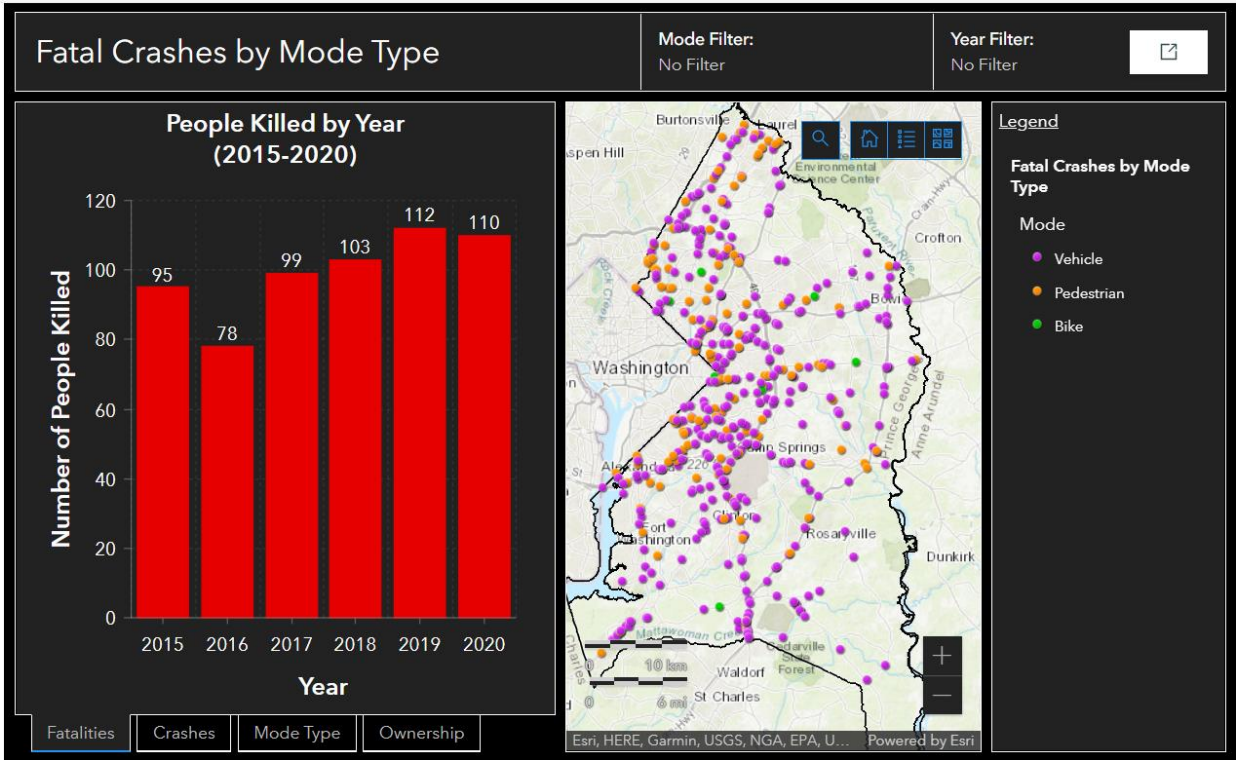
Dashboard → Storymap → Hub Website

All Fatal Crashes | Pedestrian Crashes | Light Condition | Storymap Navigation Tips | About Vision Zero

Fatal Crashes by Mode Type

Data from 2015 - 2020

The dashboard shows fatal crashes in the County while driving (purple dots), walking (orange dots), and biking (green dots). Try clicking on the points in the map to view additional crash data. To interact with the graph, and isolate the crash map by year, please click on the bar. To get back to the original settings, please, click on the bar one more time.



Accessible Data

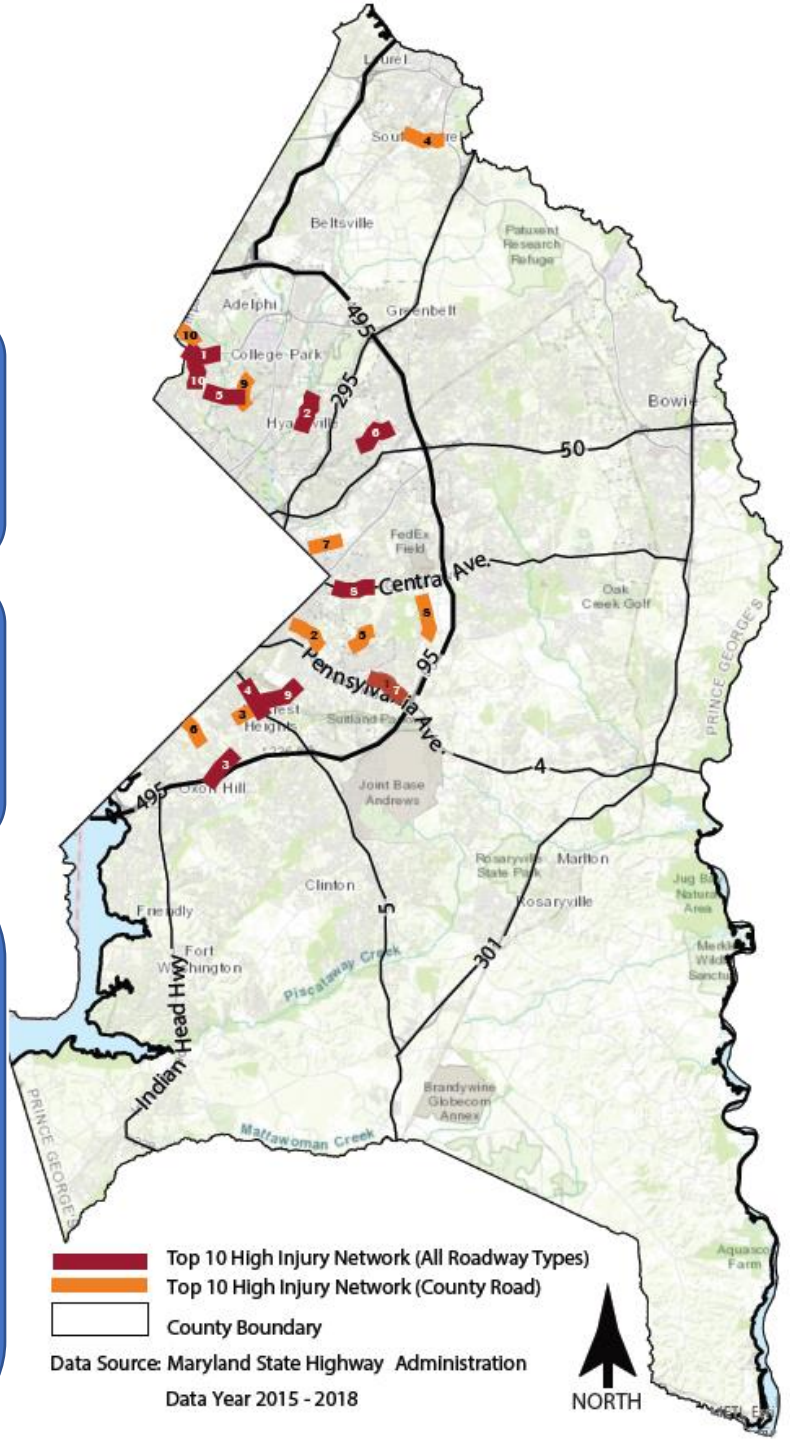
High Injury Network

Bike and Pedestrian Crash Data

Crash Severity Index Weighting Methodology

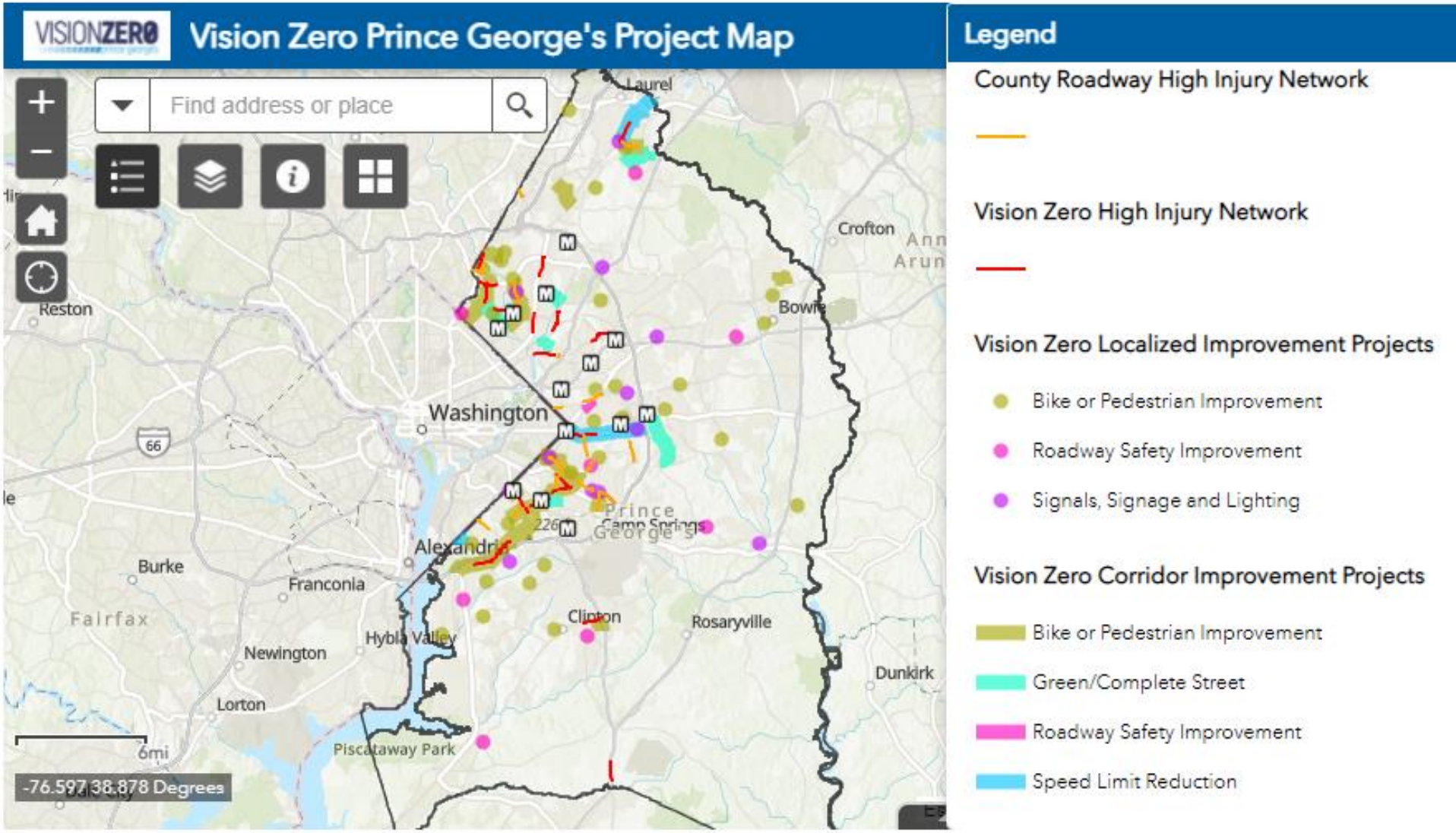
High Injury Network as a planning tool

- Identify corridors with greatest safety need
- Prioritize investments in engineering, education and enforcement
- Supports a data-driven approach



Accessible Data

The Vision Zero Project Map shows how localized and corridor improvement projects intersect with the High Injury Network.



Enhanced engagement with youth 12 and younger

New “Kids Corner” page will help Vision Zero reach younger audiences.

KIDS CORNER

Vision Zero is a plan to make sure no one gets hurt or killed on the road—and all ages can help! Here are safety tips, activities, and a pledge just for you.

Use what you learn to keep yourself and others safe.

Vision Zero Safety Pledge for Teens and Kids

Vision Zero Resources for Kids

Vision Zero Activity Booklet

Read in:

English

Vision Zero Flyer for Kids

Read in:

English, Spanish, French

Enhanced engagement with teens 13 and older

New "Youth Ambassadors" page will help Vision Zero reach teen and young adult audiences.

VISION ZERO YOUTH PLATFORM

Vision Zero "Focus on the Road"

Traffic Safety Video Contest

March 24 - April 24, 2022

Middle and High School Students!

Do you have what it takes to be a Traffic Safety Champion?

Create a 30-second video to encourage people to focus on their surroundings and put away distractions when driving, cycling and walking. We will select three middle school winners and three high school winners.

All participants will earn five (5) Student Service-Learning hours. See instructions under "How to Enter."

Enter for a chance to WIN!

Middle School Category	High School Category
1st Place: $300 Amazon Gift Card	**1st Place:** $500 Amazon Gift Card
2nd Place: $200 Amazon Gift Card	**2nd Place:** $300 Amazon Gift Card
3rd Place: $100 Amazon Gift Card	**3rd Place:** $150 Amazon Gift Card

Library of Resources

All materials, videos, and documents are centralized in one place with translations available.

RESOURCES

Vision Zero Social Media Toolkit - April 2022

The April 2022 Social Media Toolkit includes traffic safety content for National Distracted Driving Awareness Month, Work Zone Safety Awareness Month, and Spring Break. Help spread the word by sharing this content on your social media accounts.

Download

Overview

Vision Zero Action Plan

The Vision Zero Action Plan is a roadmap to achieve zero fatalities and serious injuries on our roadways. The plan explains 40 specific actions that County stakeholders can implement to achieve Vision Zero.

View in: English Spanish French

Safe Systems Brochure

The Safe Systems Approach, developed by the Federal Highway Administration, forms the foundation of the Vision Zero Prince George's strategy.

View in: English

Enhanced Engagement

The ArcGIS Hub platform provides easy to read website metrics.

Previous Vision Zero website monthly engagement:

300 – 500 views

New Vision Zero Hub monthly engagement:

3,000+ views

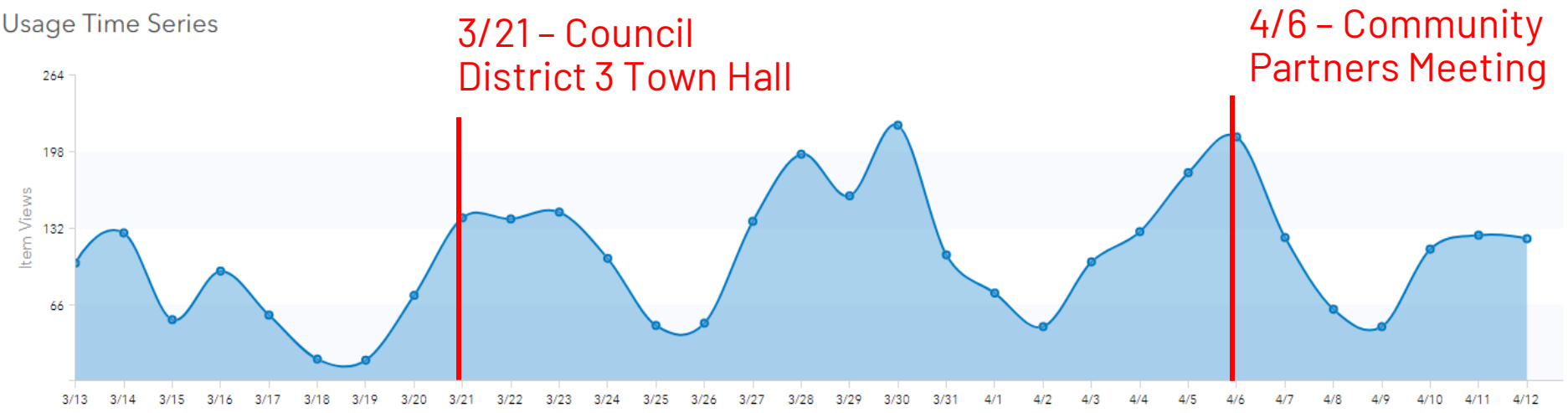
Usage details for the period:

March 14, 2022 - April 13, 2022

Past 30 Days

Item Views this Period	Avg Item Views Per Day
3,343	111.43

Usage Time Series



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Website Objectives with ArcGIS Hub

Transparent Progress with accomplishments and ongoing initiatives

- **Action Plan Progress**
- **Recent News and Events**

Accessible Data through GIS

- **Web Maps, StoryMaps, and Dashboards embedded directly into Hub.**

Strengthen Engagement, especially with youth

- **Resource Library**
- **Kids Corner**
- **Youth Ambassadors**

THANK YOU!
PLEASE CONTACT US

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VisionZeroPrinceGeorges.com

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