



VISION ZERO ACTION PLAN



CITY OF ROCKVILLE VISION ZERO ACTION PLAN ACKNOWLEDGEMENTS



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This action plan was prepared by the City of Rockville Department of Public Works, Traffic and Transportation Division. Internal assistance was provided by the Public Information Office, Department of Human Resources, the Rockville City Police Department, and the Department of Recreation and Parks Department. The Rockville Pedestrian Advocacy Committee, the Rockville Bicycle Advisory Committee and the Traffic, Transportation Commission and the Senior Citizens Commission also provided input throughout the process. Special thanks to Montgomery County for laying out the framework of this action plan.

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MAYOR AND COUNCIL RESOLUTION

Adopted by Mayor and City Council: October 15, 2018

A RESOLUTION endorsing Vision Zero to move the City of Rockville toward zero deaths by 2030

WHEREAS, road safety is a top public safety priority in the City of Rockville; and

WHEREAS, death and injury on our streets is unacceptable and serious crashes could be preventable; and

WHEREAS, Vision Zero is an international movement to put an end to fatal traffic crashes that relies on data-driven approaches to improve the engineering of roads, to conduct targeted education and enforcement, and to change laws to improve driver behavior and increase penalties for dangerous conduct on the roads; and

WHEREAS, Vision Zero provides a framework for reducing traffic deaths and serious injuries toward zero, while increasing safe, healthy, equitable mobility for all; and

WHEREAS, Vision Zero focuses on safety as a primary objective for our transportation systems; and

WHEREAS, the City works towards eliminating pedestrian and bicycle related deaths and serious injuries in Rockville; and

WHEREAS, successful Vision Zero programs are a result of both a complete government approach (i.e. interdepartmental, coordinated initiatives) and community support of Vision Zero objectives and guidelines;

NOW, THEREFORE, the mayor and council of Rockville do hereby proclaim:

1. The City of Rockville adopts a goal of moving the City of Rockville toward zero traffic deaths and serious injuries; and endorses Vision Zero as a comprehensive and holistic approach to achieving this goal.
2. The city mayor and council directs the Director of Public Works to work with the Traffic and Transportation Commission to develop Vision Zero Guidelines which would identify a combination of equitable engineering, enforcement, education, and evaluation along with associated funding needed for the City to reach the goal toward zero deaths and serious injuries by 2030.
3. This resolution shall take effect immediately upon its adoption.

WHAT IS VISION ZERO?

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, fair mobility for all. First implemented in Sweden in the 1990s, Vision Zero has proven successful in reducing fatal and severe injury crashes across Europe — and is now gaining momentum in major American cities.

Vision Zero recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities. Vision Zero also recognizes non-motorists are intrinsically more vulnerable in collisions with vehicles. This means that system designers and policymakers are expected to improve the roadway environment,

policies and other related systems to lessen the severity of crashes for all users. At the core of Vision Zero is a commitment to protect human life, and a recognition that all transportation-related deaths and severe injuries are preventable and unacceptable.

Vision Zero is a multidisciplinary approach, bringing together diverse stakeholders through cross-disciplinary collaboration among local traffic planners, engineers and policymakers to address this complex problem. Vision Zero acknowledges that many factors contribute to safe mobility, including roadway design, speeds, behaviors, technology and policies, and sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

Traditional Approach

Traffic deaths are **INEVITABLE**
PERFECT human behavior
Prevent **COLLISIONS**
INDIVIDUAL responsibility
Saving lives is **EXPENSIVE**

VS.

Vision Zero

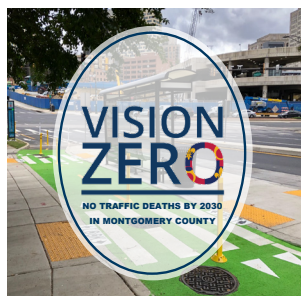
Traffic deaths are **PREVENTABLE**
Integrate **HUMAN FAILING** in approach
Prevent **FATAL AND SEVERE CRASHES**
SYSTEMS approach
Saving lives is **NOT EXPENSIVE**

ACTION PLAN DEVELOPMENT

Given the nature of the metropolitan region, transportation users in Rockville are likely to experience other places in Montgomery County and/or the state, where Vision Zero is already moving forward. Washington, D.C. was amongst the first jurisdictions in the region to adopt a Vision Zero strategy, in 2015. Montgomery County was one of the first county jurisdictions in the United States to adopt a Vision Zero strategy in 2017 and represents a variety of communities, neighborhoods and land uses. The Maryland General Assembly passed a bill establishing Vision Zero in 2019. The State Highway Administration followed up with a strategy to systematically implement transportation safety elements to match the land-use context surrounding state-owned roadways. This document builds on their success and functions as a local counterpart recognizing the specific needs of the Rockville community. It is essential that Rockville work with other jurisdictions to not only utilize their best practices, but also the lessons

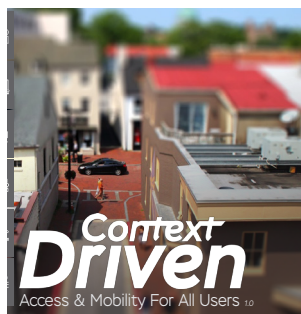
they have learned along the way to make the process in establishing a Vision Zero strategy within Rockville as efficient as possible. By working together, we can also establish a consistent and coordinated approach to transportation safety that has the potential to impact people across the region.

This is a new and fundamentally different way for the city to approach traffic safety; it will require some flexibility in actions and policies to succeed. Ultimately, it will require aligning policies and practices at all levels of government and across city departments, making safety the highest priority for roadways. Committing to Vision Zero in Rockville means building and sustaining leadership, collaboration, and accountability, especially among a diverse group of stakeholders, including transportation professionals, policymakers, police and community members.



Montgomery County Vision Zero 2020

Montgomery County developed and released the 2020 Vision Zero Action Plan to expand on the work completed during the 2018-2019 Two-Year Action Plan by implementing recommendations from completed studies, advancing on-going initiatives, and completing open action items. While work on these action items is underway, outreach will start in spring 2020 to develop the long-range strategic plan to further guide the county towards elimination of traffic fatalities by 2030.



SHA Context Driven

In November 2019, the State Highway Administration (SHA) released the Context Driven – Access and Mobility for All guidelines. SHA created these standards to establish new context zones that better match the differing land uses around state-maintained roadways across the state. Within each of the six new context zones, the guide provides a toolkit for the leading practices that would best improve safety for each context. Rockville is designated as “Urban Core” zone under these guidelines.

FAIRNESS AND EQUALITY

The most important component of crash data is that it represents people whose lives, as well as the lives of their loved ones, can potentially change as the result of a failure to provide a transportation system that is forgiving of human error. Through this Vision Zero Action Plan, Rockville recognizes safe mobility as a basic right, based on the premise that all people have the right to safe transportation regardless of mode. This means collecting, analyzing and using data to understand trends and potential disproportionate impacts of traffic deaths on certain populations, and prioritizing needs accordingly.

This action plan commits to an equitable approach in three main ways. First, the Rockville population represents a variety of cultures and community groups. Not all community groups may be aware of or how to participate with Vision Zero. This action plan recognizes the diversity of communities and their unique educational needs. This action plan will provide flexible messaging and work with community leaders so that information reaches Rockville's entire

population and is engaging in the best way possible. Second, this action plan recognizes the inherent and disproportionate risk posed to certain groups within the roadway¹. Vulnerable groups could include: children, the 55+ community, transit riders, non-motorists, people with disabilities, etc. The crash data analysis will give attention to these groups and advocate for the remedy of their disproportionate risk during the implementation of projects and policies. And finally, strategies from around the world show Vision Zero policies are most effective when they are firmly driven by reliable and consistent data, and when traffic safety concerns are seen as a multidisciplinary issue in which everyone in the community has a stake. City stakeholders must commit to gather, analyze, utilize and share reliable data to understand traffic safety issues and prioritize resources based on the empirical evidence of the greatest needs and impact. In this way, Vision Zero looks to proactive measures which impact the roadway system citywide over reactive measures which may only seek to benefit specific areas of the city.

Crash Not Accident

Words matter. Deaths and serious injuries in traffic are not inevitable “accidents,” but preventable crashes that can be ended through engineering, enforcement and education.

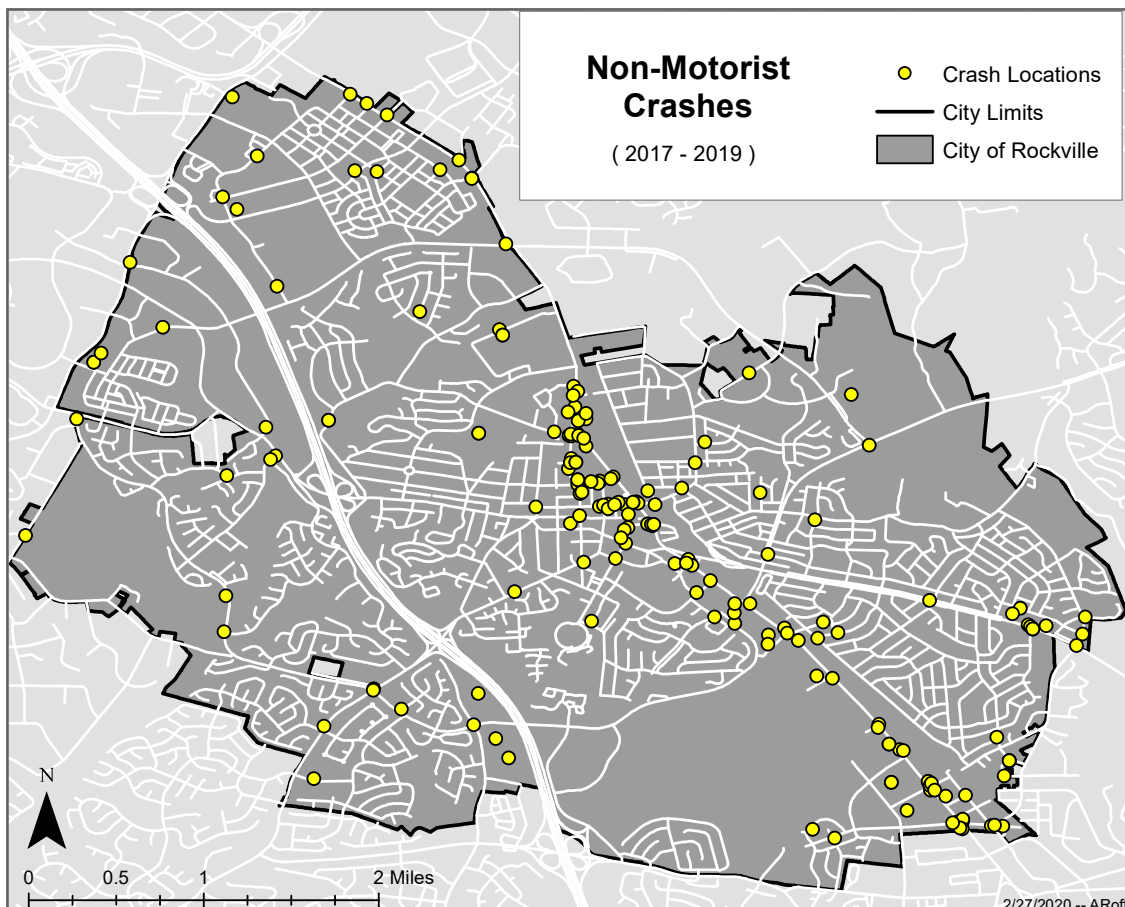
¹ Roadways include transportation infrastructure for a variety of users including cyclists and pedestrians by way of bike lanes, shared roadways, crosswalks, intersections etc.

CRASH DATA ANALYSIS

The city gathered data from reports by Montgomery County and Rockville City Police Department. While this shows a significant number of crashes, these reports exclude Maryland State Police reports. Below is a map showing crash locations throughout the city as an example of the data staff initially gathered. It should be noted that data presented does not include every severe and fatal collision that occurred in Rockville during the analysis period. Data for interstate 270 was omitted in order to focus on areas where the city can best use its resources to address incidents in a localized setting, i.e., roadways where the city either maintains or works closely with those maintaining these roadways. Partnerships are therefore vitally important for achieving Vision Zero for all parties. It should be noted that this data represents all crashes involving non-motorists regardless

of injury severity. While Rockville does not have a large number of crashes involving severe injuries or fatalities, we recognize the same factors contributing to these crashes are also present in crashes with minor to no injuries. In examining the whole picture of potential crashes and looking at patterns, we are able to better understand these factors and respond accordingly.

Engineering, education and enforcement are most effective when targeting the environmental and behavioral factors that contribute to a collision. Below is a map showing crash locations throughout the city. A component of the data analysis action item (proposed as action item #1 on page 12) will further analyze contributing factors, similar to the ones highlighted below, to frame the elements needed for a systematic approach to provide safe mobility citywide.



ACTION PLAN SUMMARY

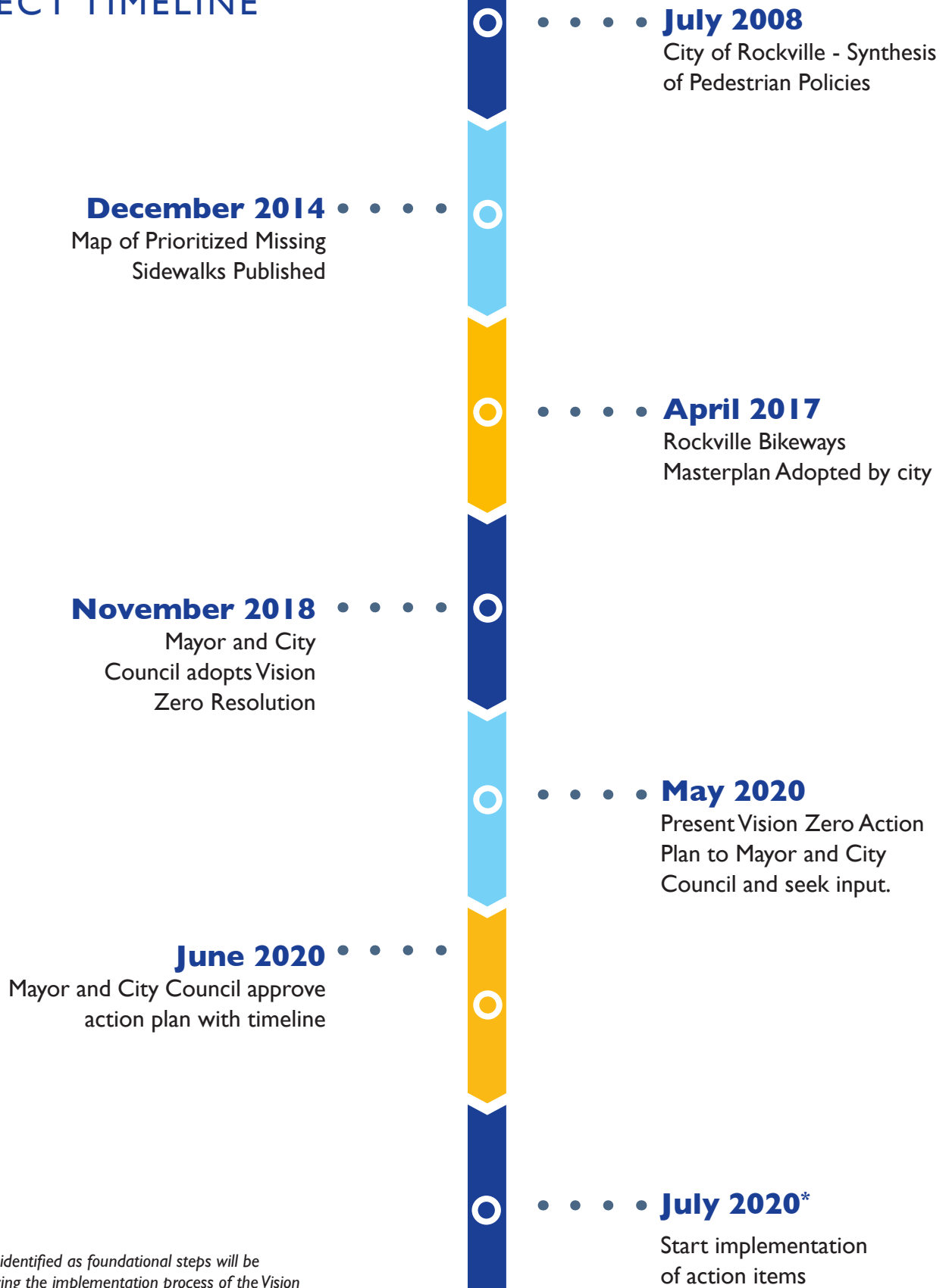
Rockville's Action Plan seeks to bridge the gap between reacting quickly to individual crashes and the need to examine all crashes in a thorough way as to provide information to support a long-term proactive approach. The action items in this plan lay the foundation for what the city hopes will be a long-term strategy for reducing and eliminating transportation related crashes involving serious injuries and fatalities. Ultimately, this is a systematic approach to examining data in order to focus on the factors that contribute to crashes so that the city can react to not only a singular crash, but to the transportation system as a whole. This plan identifies a series

of action items that, through completion, help the city recognize and remedy factors that could contribute to future crashes. As such, this action plan should be seen as an exploratory effort of trial and error to determine what works for the city and to rule out what will not help Rockville achieve Vision Zero. In doing so, these action items will build a strong foundation for future Vision Zero initiatives that will fully eliminate collisions involving severe injuries and fatalities. The plan also builds on the success of existing county and state programs and their initiatives related to traffic safety and forms a consistent approach.

The Action Plan is the result of a process that includes several critical sources of input:

1. Review of previous and existing roadway safety efforts in the city.
2. Review of practices from other Vision Zero communities and particularly Montgomery County.
3. Analysis of collision data gathered from Montgomery County's dataset to identify trends and significant issues to inform the plan.
4. Consultation with city departments and agencies, the Traffic and Transportation Commission, the Rockville Bicycle Advisory Committee and the Rockville Pedestrian Advocacy Committee, as well as with other stakeholders and interested parties

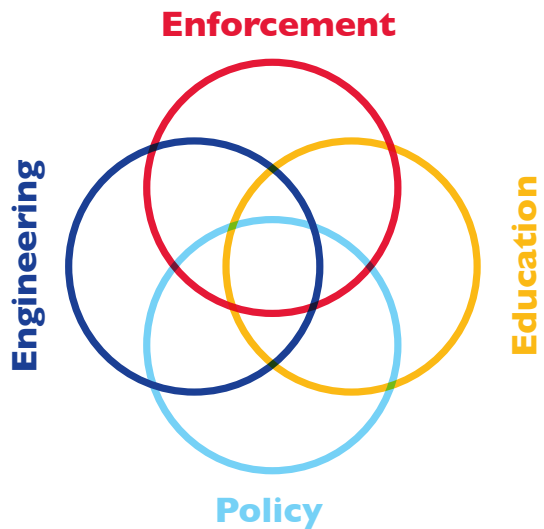
VISION ZERO PROJECT TIMELINE



**Action items identified as foundational steps will be prioritized during the implementation process of the Vision Zero Action Plan per the guidance of Mayor and Council.*

ACTION PLAN ITEMS

To reach the goal of zero severe and fatal collisions, the action plan identifies specific action items with departments responsible and metrics for completion. All action items are built around four key action areas: engineering, enforcement, education and policy. The action items are listed in the table below.



Engineering

1. Crash Analysis /predictive analysis* †
2. Update City Road Design Standards
3. Review Transit Stops
4. Evaluate Crossings and Unsignalized Intersections
5. State/Montgomery County/ City Project Collaboration* †
6. Improve Traffic Signals*
7. Accelerate Sidewalk Construction
8. Create Pedestrian Master Plan†
9. Expand Network of Safe Bicycle Facilities

Enforcement

10. Increase Enforcement Activities
11. Explore Expanding Automated Enforcement
12. Expand Traffic Law Enforcement and Distracted Driving Detection Program
13. Collaboration with Court System
14. Enhance Police Driver Training
15. Temporary Traffic Control Devices

Education

16. Create Comprehensive Outreach Strategy†
17. Join Montgomery County on Safe Routes to School Activities* †
18. Join Montgomery County on On-bike Education Programs for Kids* †
19. Safety Awareness Training for City Employees
20. Training in the Community* †

Policy

21. Appoint Vision Zero Coordinator †
22. Establish Cross Departmental Vision Zero Task Force †
23. Change Policies, Regulations, and Law*
24. Ensure Fairness and Equality Throughout Vision Zero Projects †
25. Create Vision Zero Webpage †
26. Publish Collision Data*
27. Improve Crash Data Collection
28. Coordinate with Peer Learning Opportunities*
29. Review Existing Traffic Safety Programs and Policies
30. Procure Safer Vehicles

*Montgomery County is currently working on these items. The city will support Montgomery County in these initiatives as a partner while also advocating for safety projects specific to Rockville. Additionally, the city may use these initiatives as a starting point before tailoring each action item to the specific needs of Rockville based upon the findings in the data analysis.

† These action items are identified as foundational steps and will be prioritized during the implementation process of the Vision Zero Action Plan per the guidance of Mayor and Council.



ENGINEERING

Engineering focuses on the design, planning, and construction of transportation infrastructure with a safe systems approach, ensuring severe injuries and fatalities are not the result of human error.

ACTION 1 **Crash Analysis / Predictive Analysis**

Lead Traffic and Transportation Division

Support Montgomery County², Rockville City Police Department (RCPD) Department, State Highway Administration (SHA)

Action Undertake a detailed, citywide crash study to provide a comprehensive understanding of traffic crash causes, contributing factors, locations, and roadway characteristics. This study should identify the High Injury Network (HIN) as well as prioritize projects and provide the foundation for future Vision Zero initiatives.

Why we do this... Vision Zero is data driven. The analysis will provide a starting point for the city's goals by identifying the number of crashes to reduce to zero as well as the unsafe behaviors to change, vulnerable transportation user types, and outreach needs of different community groups.

Objective Complete the crash analysis and identify areas in the HIN.

End date: July 1, 2021

Identify projects to improve safety at areas in the HIN.

End date: July 1, 2022

Metrics: Identify number of prioritized projects following the results of the crash analysis.

ACTION 2 **Update City Road Design Standards**

Lead Traffic and Transportation Division

Support Engineering Division, Planning and Development Services (PDS) Department

Action Review, revise, and develop roadway design standards and complete street guidelines utilizing road code and leading practices from groups such as National Association of City Transportation Officials (NACTO), Institute of Transportation Engineers (ITE), and American Association of State Highway Transportation Officials (AASHTO) for various right-of-way³ within the city. The review should prioritize reducing opportunities for high-speed collisions through physical separation, reducing motor vehicle speeds where separation cannot be achieved, and developing proper environmental countermeasures for all new and retrofitted right-of-way within the city.

Why we do this... Updating the roadway design standards and complete street guidelines will bring these standards in line with Vision Zero goals and principles.

Objective Complete the review of the city's existing road design standards

End date: July 1, 2021

Develop and publish new/revised road design standards utilizing best practices.

End Date: July 1, 2023

Metrics: Identify minimum sidewalk widths, presence of buffers in between sidewalks and travel lanes, etc.)

² The city gathered data compiled from both Montgomery County and Rockville Police Departments' reports. More information can be found in the Crash Data Analysis section.

³ "Right-of-way" typically includes infrastructure for all modes, including sidewalks/ shared use paths, landscaping zones, parking, areas for biking, and general-purpose lanes.

ACTION 3 **Review Transit Stops**

Lead Traffic and Transportation Division

Support WMATA, Ride-On

Action Conduct a comprehensive review of transit stop locations and conditions to ensure safety and accessibility. Develop a program for reviewing the stops every 5 years.

Why we do this... Many pedestrian crashes are associated with transit users crossing to/from transit stops. Reviewing transit stop locations will identify opportunities for increasing safety. A continual review will allow the City to keep up with changing needs and behavior.

Objective Complete comprehensive review of transit stops per the findings of the crash analysis including.

End date: July 1, 2022

Evaluate the review process and develop a program for reviewing stops every five years.

End date: July 1, 2023

Metrics: Increase the percentage of transit stops with safe crossings and reduce the number of severe and fatal collisions related to going or leaving a transit stop. The number of serious injuries and fatalities due to bus stop locations should be reduced until it reaches zero

ACTION 4 **Evaluate Crossings and Unsignalized Intersections**

Lead Traffic and Transportation Division

Support Recreation and Parks Department

Action Evaluate existing crossings and unsignalized intersections with safety as a priority. Crossings identified as high risk will be transformed first with improvements such as flashing beacons, etc. as applicable.

Why we do this... Crossings and unsignalized intersections create conflict points between multiple user types (pedestrians, bicyclists, motor vehicles, etc.). Evaluation will identify opportunities for improvements that can lead to better and safer experiences for all users at these types of intersections.

Objective Develop a list of priority crossings and intersections for modification per the findings of the crash analysis including; Identify all high-risk crossings within the city and increase the percentage of safe crossings and intersections using the number of severe and fatal collisions at crossings and intersections.

End date: July 1, 2022

Apply best practices to improve safe crossings (such as bump-outs, medians, traffic control devices like paddles and rectangular rapid flashing beacons)

End date: July 1, 2023

Metrics: Identify a number of improvements and prioritize projects. The number of serious injuries and fatalities due to unsafe crossings and unsignalized intersections should be reduced until it reaches zero.

ACTION 5 State/Montgomery County/City Project Collaboration

Lead Traffic and Transportation Division, Montgomery County, State Highway Administration (SHA)

Support N/A

Action Identify high injury areas where the city, Montgomery County and state can jointly implement safety improvement projects.

Why we do this... Crashes involving serious injury and fatalities can occur on roadways maintained by any jurisdiction. Building positive working relationships will help the city lay a foundation of collaboration by working with others in advance of needed projects especially on roadways operated and maintained by SHA.

Objective Improve safety on roadways operated and maintained by SHA.

End date: July 1, 2022

Continue to advocate for identified project areas on roadways operated and maintained by SHA.

Metrics: Identify a number of potential project areas and reduce the number of severe and fatal collisions occurring in the high injury network on city owned roads until it reaches zero.

ACTION 6 Improve Traffic Signals

Lead Traffic and Transportation Division, Montgomery County, State Highway Administration (SHA)

Support N/A

Action Complete a comprehensive review of the City's traffic signals to ensure the use of the latest technology and standards to implement innovative pedestrian and bicycle signals (such as Lead Pedestrian Intervals (LPI) and Pedestrian Recall, etc.) to provide effective and safe crossings.

Why we do this... Signalized intersections can create conflict points between multiple user types (pedestrians, bicyclists, motor vehicles, etc.). Evaluation will identify opportunities for improvements that can lead to better and safer experiences for all users at these types of intersections.

Objective Complete a review of traffic signals per the findings of the crash analysis.

End date: July 1, 2022

Identify improvements and implement projects on signals owned/operated by the City and advocate for improvements on signals owned/operated by SHA/Montgomery County.

End date: July 1, 2023

Metrics: Identify the number of projects on signals owned/operated by the City utilizing best practices (such as Lead Pedestrian Intervals (LPI) and Pedestrian Recall, no turn on red, etc.). The number of serious injuries and fatalities due to unimproved traffic signals should be reduced until it reaches zero.

ACTION 7 Accelerate Sidewalk Construction

Lead Traffic and Transportation Division

Support Montgomery County, State Highway Administration (SHA)

Action Using the Sidewalk Prioritization Map as a guide, accelerate the sidewalk construction program with priority projects in the high injury network.

Why we do this... The map of missing sidewalks created in 2014 identified missing sidewalk priorities. Providing a complete network of sidewalk connections ensures safe spaces for pedestrians to travel.

Objective Develop a list of high priority projects per the findings of the crash analysis.

End date: July 1, 2022

Complete priority projects and expand the city's bicycle network by providing additional sidewalk.

End date: July 1, 2026

Metrics: Identify the number of priority projects and increase the number of linear feet of new sidewalk.

ACTION 8 Create Pedestrian Master Plan

Lead Traffic and Transportation Division

Support Planning and Development Services (PDS) Department, Recreation and Parks Department

Action As proposed in the 2040 Comprehensive Plan, build on the existing Pedestrian Policies and Sidewalk Prioritization Map to complete a Pedestrian Master Plan for the city to address the unique issues faced by pedestrians and people with disabilities.

Why we do this... A pedestrian masterplan provides an overview of the pedestrian network and identifies improvements that will encourage safe behavior and enhance the experience. This action item lays the foundation for prioritizing pedestrian infrastructure

Objective Complete the review of the city's existing pedestrian policies.

End date: July 1, 2021

Conduct public outreach, communication to stakeholder groups (such as the Rockville Pedestrian Advocacy Committee) develop and approve the new pedestrian masterplan.

End date: July 1, 2024

Metrics: Complete and adopt the new pedestrian masterplan.

ACTION 9 **Expand Network of Safe Bicycle Facilities**

Lead Traffic and Transportation Division

Support Recreation and Parks Department, Montgomery County,
State Highway Administration (SHA)

Action Using the Bikeway Master Plan as a guide, construct new bikeway facilities to create a safe, highly connected, convenient, and low-stress bicycling network.

Why we do this... Providing a completed bikeway network ensures cyclist have a safe space to travel by bike. Low stress connections can encourage more people to use biking as a transportation option.

Objective Develop a list of high priority projects per the findings of the crash analysis, the guidelines of the Bikeway Masterplan and the consultation of stakeholder groups (such as the Rockville Bike Advisory Committee).

End date: July 1, 2022

Complete priority projects and expand the city's bicycle network by providing additional linear feet of bicycle infrastructure.

End date: July 1, 2028

Metrics: Identify the number of additional linear feet of bicycle infrastructure.



ENFORCEMENT

Enforcement encourages a culture of safety by utilizing evidence-based law enforcement and policies.

ACTION 10 Increase Enforcement Activities

Lead Rockville City Police Department (RCPD)

Support Traffic and Transportation Division, Public Information Office

Action Increase enforcement of distracted, impaired, occupant protection, and aggressive driving behaviors, as well as violations of pedestrian and bicycle safety laws. Enforcement activities should concentrate in the high injury network, during peak seasons, and specific times of day. Enforcement should be performed in conjunction with education campaigns.

Why we do this... In keeping with Vision Zero principals of reducing and eliminating fatal traffic crashes; using data that includes the location of the incidents as well as violations of the traffic and pedestrian laws that are often associated with the crash to allow for a targeted approach. This data allows RCPD to be deployed to specific high incident areas and address violations that lead to serious crashes through citations, warnings and educational material.

Objective Develop the list of high incident areas for collisions and violations associated with the crashes. Use multiple enforcement techniques to target and change behavior. The efforts will be ongoing and reevaluated when new crashes occur to ensure we continue to use resources in the most effective and impactful manner.

ACTION 11 Explore Expanding Automated Enforcement

Lead Rockville City Police Department (RCPD)

Support Traffic and Transportation Division

Action Increase the use of automated enforcement to address excessive speed and red-light violations if determined to be feasible in next contract with vendor.

Why we do this... Excessive speeds and failure to obey traffic lights are driver behaviors that can lead to serious and fatal crashes. Both violations can be enforced through RCPD's automated enforcement to change driver behavior and lead to safer streets in the City. The use of automated enforcement devices also provides enforcement benefits while not requiring the use of the valuable and limited sworn workforce which can be used for other designed activities.

Objective Both speed and red-light cameras are a part of the ongoing and continued efforts at promoting safe driving in the City. These efforts will include maximizing the impact to driver behavior through placement of existing portable speed cameras in line with violation and crash data while ensuring the location is in compliance with legal statutes. When a new contract is executed with the vendor RCPD will explore the feasibility of increasing the number of automated devices to deployed at more locations allowing for greater impact on driving behavior and promoting safe driving.

ACTION 12 Expand Traffic Law Enforcement and Distracted Driving Detection Program

Lead Rockville City Police Department (RCPD)

Support N/A

Action Expand existing traffic focused programs, such as usage of decoy police officers/vehicles and speed indicator radars. Increase diverse methods used to assist with aggressive and distracted driving enforcement.

Why we do this... Using diverse and multiple resources to increase the effectiveness of RCPD in changing driver and pedestrian behavior to reduce and eliminate serious and fatal crashes.

Objective Develop the list of high incident areas for collisions and violations associated with the crashes. Use multiple enforcement techniques to target and change behavior. The efforts will be ongoing and reevaluated when new crashes occur to ensure we continue to use resources in the most effective and impactful manner.

ACTION 13 Collaboration with Court System

Lead Rockville City Police Department (RCPD)

Support MD/Montgomery County Courts

Action When possible and practical, inform judicial system regarding high visibility enforcement and its connection to traffic safety. For violations that occur in High Injury Network (HIN) or other safety-sensitive areas, request the imposition of more stringent penalties so enforcement actions are supported and reinforced.

Why we do this... To maximize the effectiveness of reducing serious crashes the efforts have to be followed through the entire process to include the court system. While education and citations are an important part of changing behavior it is also important for the judicial system to have all applicable information to determine appropriate sanctions. Officers' providing information to judges when violations occur in high incident areas allow for the court system to be a more effective component in the effort to improve driver and pedestrian behavior.

Objective Initial education of the judicial system to the Vision Zero efforts has already occurred. As cases go to court, officers will ensure that judges are aware of violations occurring in high incident areas prior to imposing a sanction for the violation.

ACTION 14 Enhance Police Driver Training

Lead Rockville City Police Department (RCPD)

Support N/A

Action Develop a strategy for identifying employees in need of remedial training and provide additional hours of a driver training program.

Why we do this... It is without a doubt extremely important and a part of the RCPD policy that police employees' model good driving and pedestrian behavior. This not only has an impact on potential crashes but sets a standard for the Rockville community on driving expectations. RCPD does not have currently have an issue of serious crashes involving police employees but properly monitoring minor collisions for training needs will lessen the chance of a serious collision occurring in the future.

Objective While not currently an issue for the Police Department, will monitor for any severe or fatal collisions involving police vehicles and continue to identify and provide remedial drivers training as needed.

ACTION 15 Temporary Traffic Control Devices

Lead Rockville City Police Department (RCPD)

Support N/A

Action Provide the Police Department with additional temporary traffic controls (e.g. portable stop signs / traffic cones) and suitable training to deploy these devices during emergency responses, traffic details and other events.

Why we do this... Secondary crashes frequently occur when traffic is being controlled at the original crash location, a detail, or an event. Increased officer training and the use of temporary traffic control devices will assist with visibility to drivers and prevent avoidable secondary crashes.

Objective Procure additional temporary traffic control devices as they are identified as being needed. Continue to partner with the County and State when additional devices are needed at crash scenes. This increased visibility and direction at incidents on the streets will reduce the number of severe or fatal collisions occurring on the roadway impacted by an unexpected event.



SCHOOL

SPEED
LIMIT

EDUCATION

Education engages the public using a variety of outreach methods to instill safe behaviors and increase awareness of dangerous driving, biking, and walking behaviors.

ACTION 16 Create Comprehensive Outreach Strategy

Lead Public Information Office

Support Traffic and Transportation Division, Rockville City Police Department (RCPD), Montgomery County

Action Develop a communication and outreach strategy to share the city's Vision Zero goals with Rockville's entire population. Outreach strategies should reflect the needs of Rockville's culturally diverse population. Provide outreach for specific groups most at risk⁴ of being involved in a severe or fatal collision per the results of the data analysis.

Why we do this... Vision Zero is for everyone. This action item lays the foundation for communicating Vision Zero principles and will ensure everyone understands the city's goals and realizes everyone has a stake. Some groups are more likely to be involved in a crash involving a fatality or severe injury and will require specialized outreach.

Objective Create a comprehensive outreach strategy for the general population.

End date: July 1, 2021

Evaluate the effectiveness of our outreach efforts and create a communication strategy targeting specific groups per the findings of the crash analysis.

End date: July 1, 2022

Metrics: Evaluate the increase in the number of participants, materials distributed, etc.

ACTION 17 Join Montgomery County on Safe Routes to School Activities

Lead Montgomery County, Montgomery County Public Schools (MCPS)

Support Traffic and Transportation Division, Public Information Office, Rockville City Police Department (RCPD)

Action Join Montgomery County on the expansion of Safe Routes to School (SRTS) activities to all schools within Rockville and comprehensive traffic safety education for pedestrian, bicycle, and driver safety at appropriate ages.

Why we do this... Montgomery County led programs can provide safety education to the most vulnerable users and encourage them to use best practices for remaining safe. As this education and outreach focuses on kids, it lays the foundation for building safe transportation habits.

Objective Join Montgomery County by developing a collaboration agreement with Montgomery County and MCPS.

End date: January 1, 2021

Evaluate the effectiveness of our outreach efforts, reevaluate actions per the findings of the crash analysis, and continue to coordinate with Montgomery County and Montgomery County Public Schools (MCPS).

End date: July 1, 2022

Metrics: Evaluate the increase of the number of participants, materials distributed etc.). The number of serious injuries and fatalities due to unsafe routes to school should be reduced until it reaches zero.

⁴ Specific groups could include individuals who are disproportionately and inherently more at risk for experiencing a severe injury or fatality during a transportation related crash. These groups can include: children, the 55+ community, transit riders, non-motorists, people with disabilities, etc.

ACTION 18 Join Montgomery County on On-bike Education Programs for Kids

Lead Montgomery County, Montgomery County Public Schools (MCPS)

Support Traffic and Transportation Division, Public Information Office, Rockville City Police Department (RCPD)

Action Join Montgomery County in establishing an on-bike education program to teach bike safety skills to all school aged children.

Why we do this... Montgomery County led bike education, such as bike rodeos, provide safe places where kids can learn safe bicycle riding skills. As this education and outreach focuses on kids, it lays the foundation for building safe transportation habits.

Objective Join Montgomery County by developing a collaboration agreement with Montgomery County and MCPS.

End date: January 1, 2021

Evaluate the effectiveness of our outreach efforts, reevaluate actions per the findings of the crash analysis, and continue to coordinate with Montgomery County and Montgomery County Public Schools (MCPS).

End date: July 1, 2022

Metrics: Evaluate the increase of the number of participants, materials distributed etc.

ACTION 19 Safety Awareness Training for City Employees

Lead Human Resources

Support Public Works, Rockville City Police Department (RCPD), Recreation and Parks Department

Action Educate key staff in Human Resources Department, Department of Public Works, Rockville City Police Department (RCPD), Recreation and Parks Department on the fundamentals of Vision Zero. These fundamentals should be passed down to frontline employees through training sessions, to make them aware of Vision Zero in order to build a culture of safety and accountability.

Why we do this... Providing education for staff allows for more communication channels in multiple city departments to amplify the safety message to the public.

Objective Develop education materials and provide information to city staff.

End date: July 1, 2021

Metrics: Increase the percentage of city staff who are aware of the principles and fundamentals of vision zero

ACTION 20 Training in the Community

Lead Vision Zero Coordinator

Support Traffic and Transportation Division, Recreation and Parks Department, Public Information Office, Montgomery County

Action Identify major employers, TDM programs, civic associations, 55+ centers and living facilities, religious institutions, HOAs, PTA's and other community stakeholders to receive Vision Zero training and messaging. Training materials, messaging and strategies should be flexible so they can be utilized by a variety of cultures and community groups.

Why we do this... Not all community groups may be aware of or how to participate in the city's Vision Zero efforts. Identifying partners within the community lays the foundation for ensuring Vision Zero information is reaching Rockville's culturally diverse population and is engaging in the best way possible.

Objective Create outreach materials and identify community partners.

End date: July 1, 2021

Evaluate the effectiveness of our outreach efforts and reevaluate actions per the findings of the crash analysis.

End date: July 1, 2022

Metrics: Evaluate the increase of the number of participants, materials distributed etc.

A photograph of the Rockville City Hall entrance, featuring a set of stairs with metal railings leading to a glass entrance. The building is brick and has a dark awning above the entrance. The text 'ROCKVILLE CITY HALL' and '111 MARYLAND AVENUE' is visible on the awning. In the foreground, there are two parking meters. The entire image has a blue tint.

ROCKVILLE CITY HALL
111 MARYLAND AVENUE

POLICY

Policy lays the foundation for the city's future vision zero initiatives and seeks to improve the way traffic safety is managed throughout the city by advocating for the vital tools to fully enact the Vision Zero strategy.

ACTION 21 **Appoint Vision Zero Coordinator**

Lead Traffic and Transportation Division

Support N/A

Action Appoint a Vision Zero Coordinator to oversee implementation of this plan and champion Vision Zero throughout the city.

Why we do this... Vision Zero involved multiple city departments. The Vision Zero Coordinator provides an initial point of contact to ensure all projects are moving forward.

Objective Serve as an initial point of contact and overseer of action item implementation.

End date: N/A

Metrics: Increase the number of completed Vision Zero projects and tasks.

ACTION 22 **Establish a Cross-Departmental Vision Zero Task Force**

Lead Traffic and Transportation Division

Support Rockville City Police Department (RCPD), Recreation and Parks Department, Public Information Office

Action Create opportunities for communication across departments participating in Vision Zero. Work towards implementing Vision Zero Action items. This task force will also review each serious injury and fatal crash (within the City of Rockville) as soon as possible after the event to identify potential actions the city can take to address safety issues. The task force will also appoint a liaison to Montgomery County's Collision Review Team.

Why we do this... This group ensures the city department responsible for implementing Vision Zero actions are collaborating directly on initiatives. This is the first step to implementing many action items and lays the groundwork for collaboration among city departments.

Objective Provide coordination among city departments while implementing action items.

End date: N/A

Metrics: Increase the number of completed Vision Zero projects and tasks.

ACTION 23 **Change Policies, Regulations, and Laws**

Lead Vision Zero Task Force, Montgomery County, State

Support City Manager's Office, City Attorney's Office

Action Identify city, Montgomery County and state laws, policies, and regulations that are hindering the city's progress towards Vision Zero and develop strategies to update them. Emphasis should be on laws that allow for innovative engineering and ability to lower speed limits to align with leading Vision Zero practices. Collaborate with Montgomery County's Vision Zero Steering Committee.

Why we do this... While the city does not have the ability to change Montgomery County or State laws directly, the goal is to identify and lobby for changes to laws that affect the city's progress towards Vision Zero goals. Targeting the policies, regulations, and laws that slow the city's progress towards Vision Zero systemwide and exploring innovative updates will bring these strategies in line with Vision Zero goals and principles.

Objective Review existing laws, policies, and regulations and identify specific changes per the findings of the crash analysis.
Coordination with Montgomery County's Vision Zero Steering Committee is necessary throughout the process, but especially to begin the process for successful passage of new laws, policies, and regulations beyond the city's jurisdiction.

End date: July 1, 2022

Metrics: Increase the number of policies, regulations, or laws that utilize best practices that accelerates the city's progress towards Vision Zero (such as no turn on red, no U-turn policies, lower speed limits etc.).

ACTION 24 **Ensure Fairness and Equality throughout Vision Zero Projects**

Lead Vision Zero Task Force

Support City Manager's Office, Traffic and Transportation Division, Public Information Office, Rockville City Police Department (RCPD), Recreation and Parks Department

Action Work with community to ensure that Vision Zero strategies, approaches, messaging and projects prioritize safety, ensures fairness and are distributed equally and equitably among a variety of diverse stakeholders.

Why we do this... Vision Zero is for everyone. Rockville's population represents a variety of cultures and community groups and should be engaged in the best way possible to ensure everyone understands and practices safe behaviors. This action item is the first step in making sure the city's Vision Zero goals are engaging to Rockville's culturally diverse population.

Objective Review all Vision Zero projects and strategies during the entirety of implementation to ensure fairness and equality are met.

End date: N/A, On-going action

Metrics: Increase the number of Vision Zero projects that consider fairness and equality.

ACTION 25 Create Vision Zero Webpage

Lead Public Information Office

Support Vision Zero Coordinator

Action Create a Vision Zero webpage that contains Vision Zero related information including tracking information for action items.

Why we do this... The Vision Zero webpage provides a space where the city can communicate its goals while remaining transparent and accessible to the public. This is also the first step in tracking the city's progress of action items and crash data analysis findings.

Objective Finalize the design of the Vision Zero webpage.

End date: January 1, 2021

Metrics: Provide continuous updates to track progress of data and status of action items.

ACTION 26 Publish Collision Data

Lead Vision Zero Coordinator

Support Public Information Office, Rockville City Police Department (RCPD)

Action Collaborate with Montgomery County to publish collision data on the city's Vision Zero webpage and distilling data for easier consumption and analysis by the public.

Why we do this... Publishing collision data makes the city's goals transparent and accessible to the public. Data also provides a way to measure how effective actions are to reach the city's Vision Zero goals.

Objective Publish crash data findings and analysis on the city's Vision Zero webpage upon the completion of the crash data analysis.

End date: N/A

Metrics: Provide updated information annually as data changes.

ACTION 27 Improve Crash Data Collection

Lead Vision Zero Coordinator

Support Rockville City Police Department (RCPD), Montgomery County, State Highway Administration (SHA)

Action Improve collision data collection by the city through collaboration with Montgomery County and SHA.

Why we do this... Many Vision Zero initiatives are data driven. Providing the best data means the city's actions are accurately working towards the city's goals. As the City uses Montgomery County's crash data, coordination is necessary.

Objective Review crash data collection following the initial crash analysis. Provide initial outreach with Montgomery County, and continue coordination throughout data collection.

End date: October 1, 2021

Metrics: Increase the percentage of accurate data utilizing best practices in crash attribute identification (such as turning movements, distracted drivers and pedestrians, etc.).

ACTION 28 Coordinate with Peer Learning Opportunities

Lead Vision Zero Coordinator

Support Traffic and Transportation Division, Rockville City Police Department (RCPD), Public Information Office, Montgomery County, State

Action Collaborate with Montgomery County to establish links with peer Vision Zero communities to create a shared learning community.

Why we do this... Working with other Vision Zero communities allows the city to learn best practices and lessons-learned for implementing strategies for Vision Zero.

Objective Provide initial outreach to other Vision Zero Communities and organizations.

End date: N/A

Metrics: Increase the number of annual meetings staff attends to discuss best practices.

ACTION 29 **Coordinate with Peer Learning Opportunities**

Lead Vision Zero Coordinator

Support Traffic and Transportation, Rockville City Police Department (RCPD), Public Information Office

Action The review is the first step in bringing the city's existing traffic safety programs and policies in line with Vision Zero goals and principles.

Why we do this... The review is the first step in bringing the city's existing traffic safety programs and policies in line with Vision Zero goals and principles.

Objective Complete the review of the city's existing traffic safety programs and policies per the findings of the crash analysis.

End date: July 1, 2022

Identify and prioritize specific changes.

End date: July 1, 2023

Metrics: Increase the number of programs and policies that will align with Vision Zero principles.

ACTION 30 **Procure Safer Vehicles**

Lead Fleet Services

Support Vision Zero Coordinator

Action Adopt new vehicle fleet purchasing policy to include purchasing specifications for crash avoidance systems, side and under-run guards, mirrors and lighting.

Why we do this... Updating the city's fleet will provide more up-to-date technology that can provide safer vehicles.

Objective Adopt new fleet purchasing policy.

End date: July 1, 2021

Metrics: Increase the number of vehicles in the city's fleet that employ safer technologies for preventing crashes. Will monitor for any severe or fatal collisions involving the city's fleet vehicles and continue to identify and provide proactive safety measures as needed.

TRANSPARENCY AND ACCOUNTABILITY

Comprehensive and strategic communications are essential to a successful Vision Zero effort. The best results come from understanding how to move individuals and institutions toward cultural change, taking a targeted, data-driven approach to how and where messaging will be deployed; and testing and evaluating approaches to ensure their effectiveness. Rockville is committed to maintaining transparency with the public by frequently and clearly communicating data on progress towards the goal of zero collisions resulting in severe injuries and fatalities. Staff will utilize the Vision Zero webpage on the city's website to communicate the progress of action items, publish crash data, and other information related to the city's Vision Zero goals. This action plan will ensure regular updates to committees within the City on the progress of action items and performance measures, and a briefing to the Mayor and Council every six months from the implementation start date. By providing transparent progress tracking to determine what works and weed out what does not work, Rockville will lay the groundwork for the city's future Vision Zero initiatives. This Vision Zero Action Plan also commits to encouraging meaningful cooperation

in establishing a framework for multiple stakeholders to set shared goals and focus on coordination and accountability. The city acknowledges that our Vision Zero goals cannot be accomplished without collaboration among relevant governmental agencies, departments, and community stakeholders. By establishing the Rockville Vision Zero Task Force, this plan creates opportunities for collaboration and communication among city departments. The city also ensures regular communication with Montgomery County through its Vision Zero Steering Committee and Vision Zero Coordinator. Because not all streets within Rockville are under the jurisdiction of the city, we will work closely with the Maryland State Highway Administration and Montgomery County to ensure our goals of Vision Zero are considered and that we all have a consistent approach to transportation safety. Montgomery County and state are already in the process of accomplishing similar action items and Vision Zero strategies as described in this action plan. Rockville commits to supporting the Montgomery County and State in these initiatives as a partner while also advocating for safety projects specific to the city.

