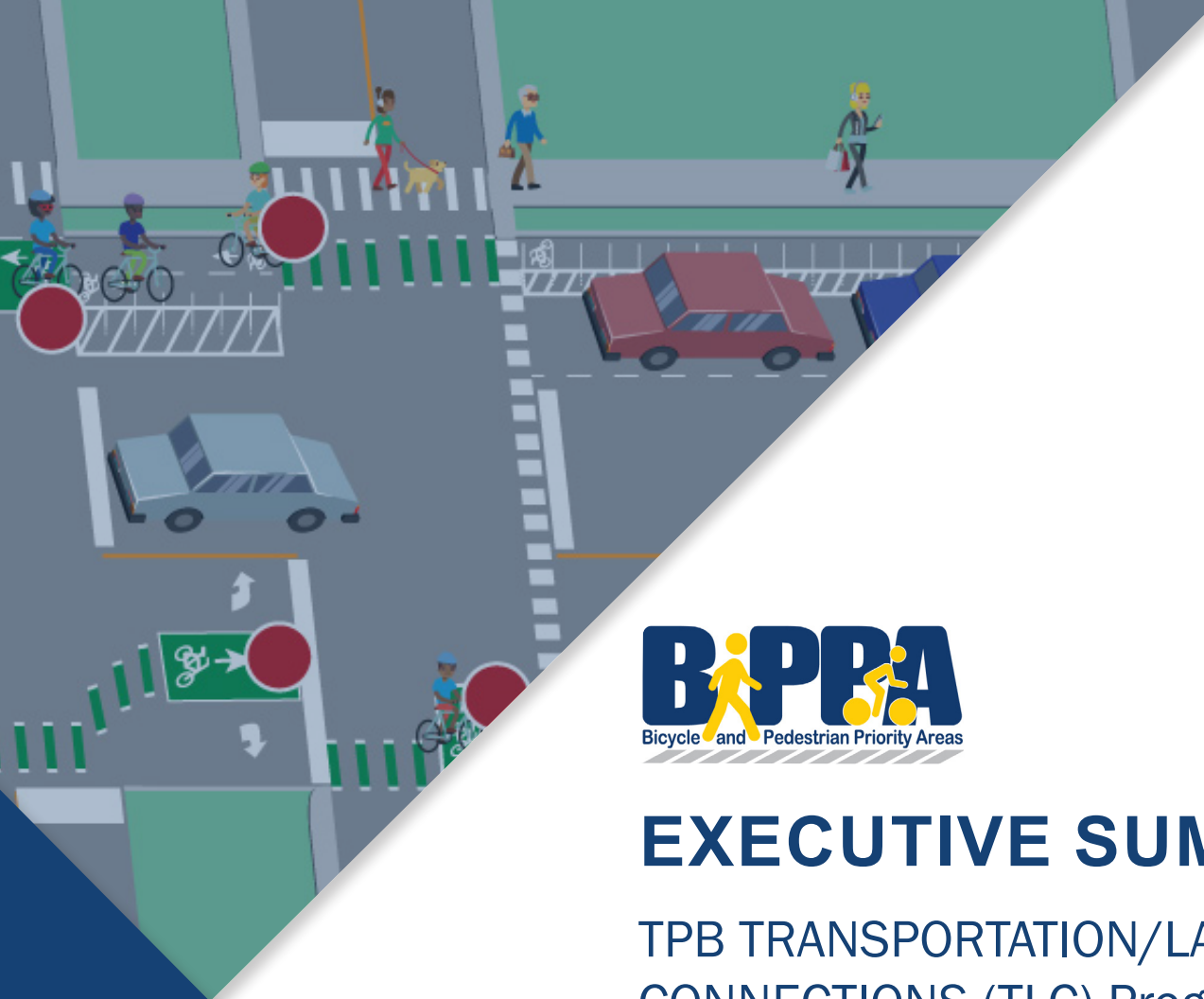




EXECUTIVE SUMMARY

TPB TRANSPORTATION/LAND USE
CONNECTIONS (TLC) Program:
Technical Assistance Program

Developing Educational Materials
for Innovative Bicycle & Pedestrian
Infrastructure in Montgomery County

AUGUST 2018

Submitted to:



Funded by:  Metropolitan Washington
Council of Governments



National Capital Region
Transportation Planning Board

Produced by:



FOURSQUARE ITP
INTEGRATED TRANSPORTATION PLANNING

NEONICHE
STRATEGIES



Clark Concepts LLC

HIGHLIGHTS

Montgomery County,
Maryland Department of
Transportation

FUNDING AGENCIES

Transportation Planning
Board (TPB)

Metropolitan Washington
Council of Governments
(MWCOCG)

CONSULTING TEAM

Foursquare ITP
Clark Concepts
NeoNiche Strategies

TASK 1

Local, National, and
International review
of best practices and
existing materials

TASK 2

Local stakeholder best
practices workshop

TASK 3

Development of materials

TASK 4

Collect feedback on first
iterations of materials

TASK 5

Launch pilot program and
collect public feedback

PROJECT OVERVIEW

The Educational Materials for Innovative Bicycle and Pedestrian Infrastructure in Montgomery County was a joint effort between Montgomery County Department of Transportation (MCDOT) and Transportation Planning Board (TPB) through a Transportation Land Use Connections grant. The project goal was to develop educational materials to teach community residents, employees, and visitors about safety regarding the county's new bicycle infrastructure in White Flint and Silver Spring. For Task 1 of the project, the Foursquare ITP team developed a State of Practice at both a National and Local level. The team developed a list of 36 preliminary materials from 23 agencies around the world that targeted a variety of infrastructure elements and diverse audiences. With feedback from MCDOT staff, the results were narrowed down to 18 materials.

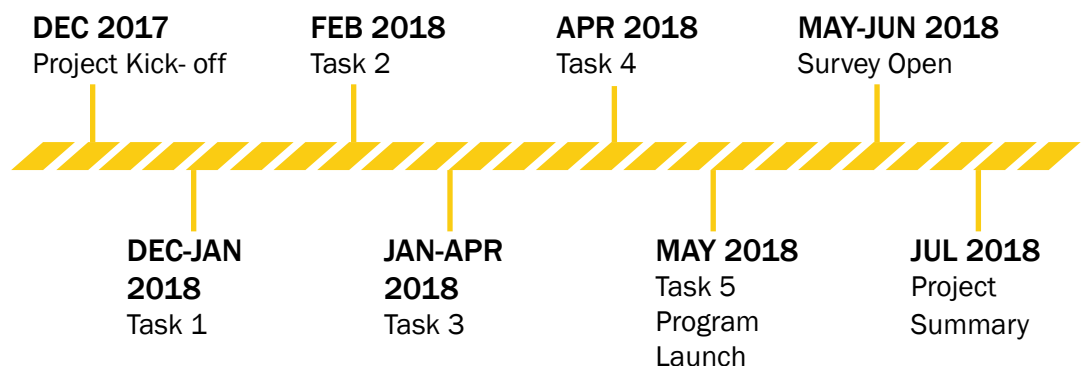
In Task 2, these 18 materials were presented at a workshop to key stakeholders from the community. In Task 3, feedback on the materials was made into key recommendations for materials and then used to inform the development of the 3 types of educational safety materials: a video, a website, and a brochure. In Task 4, all of the materials were refined based on the key recommendations. These key recommendations included:

- Short videos that focus on fewer infrastructure types are easier to understand.
- Make the information presentable without over-use of jargon and elementary language.
- Printed material should have a hierarchy, clear font, and break out user types.
- Videos should explain the rules, perspectives, and challenges of different user groups.
- Context should provide reasons for the infrastructure and the safety benefits.

In May, the pilot program, Lookout For Each Other, was launched to the public as part of Task 5. The program included an interactive web-page, a brochure, and videos. Materials were available in both Spanish and English and information was accessible on a computer and a mobile device. Ambassadors were deployed to 5 locations in White Flint and Silver Spring to distribute flyers that encourage citizens to review the materials –and participate in an online survey. These flyers were also distributed at 5 Transportation Management District (TMD) Advisory Committee meetings and the information was also presented through the county website, meetings, and emails.

At the conclusion of this project, observations of infrastructure use were taken at multiple locations in Silver Spring and White Flint. The goal of this task was to take a general measure of how many users were using the infrastructure correctly and following safety rules. These observations, along with the online public feedback, will help inform the effectiveness of the program and the materials.

PROJECT TIMELINE

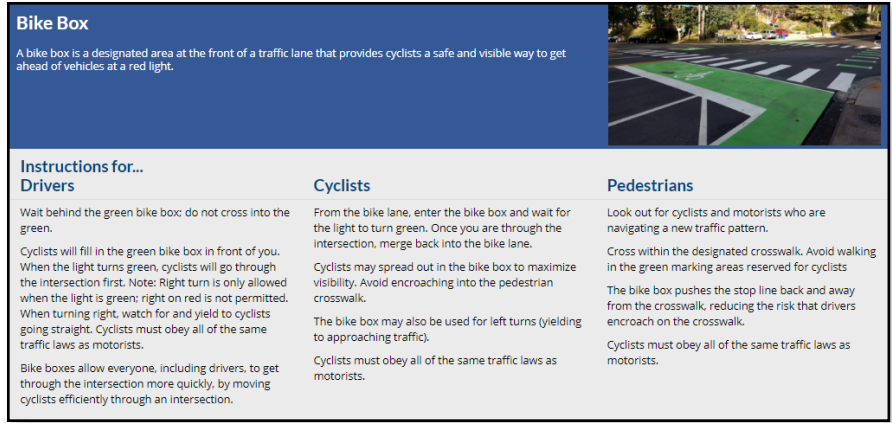
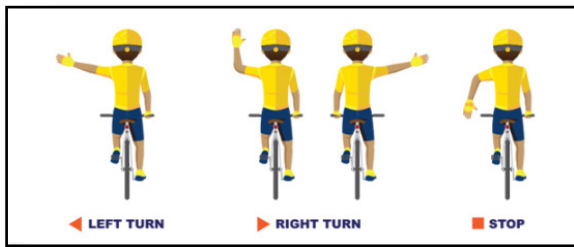


PILOT PROGRAM OVERVIEW

LOOK OUT FOR EACH OTHER



MCDOT hosts the new Lookout website within their commuter resources. The page also directed you to take the survey created to collect public feedback on the educational materials. Each video was made with both English and Spanish subtitles and the written materials were translated to Spanish for distribution.



The website includes links to the two created videos as well as an interactive infographic (top left) that allows user to click on each type of infrastructure to learn more. When you click on a dot next to an infrastructure, a call out box (top right) appears with more information for each type of user. The website then offers detailed information on basic cycling rules and tips (left).

Website: www.montgomerycountymd.gov/lookout



Two videos were created (Left):

Bike Lane & Bike Boxes : <https://youtu.be/H-vsAdYealc>

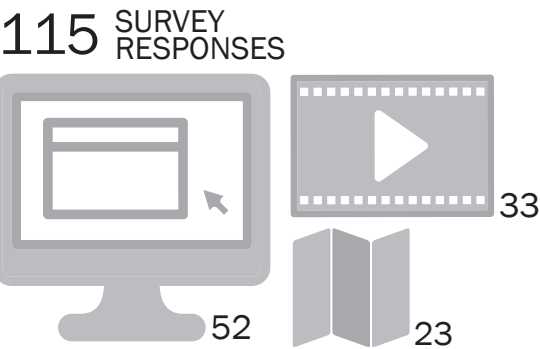
Floating Bus Stop & Conflict Areas: <https://youtu.be/f53WFbb0gRM>

An educational brochure was created and distributed broadly through the County's outreach efforts and at its commuter stores. The brochure has 3 sections; one for motorists, one for cyclists, and one for pedestrians.

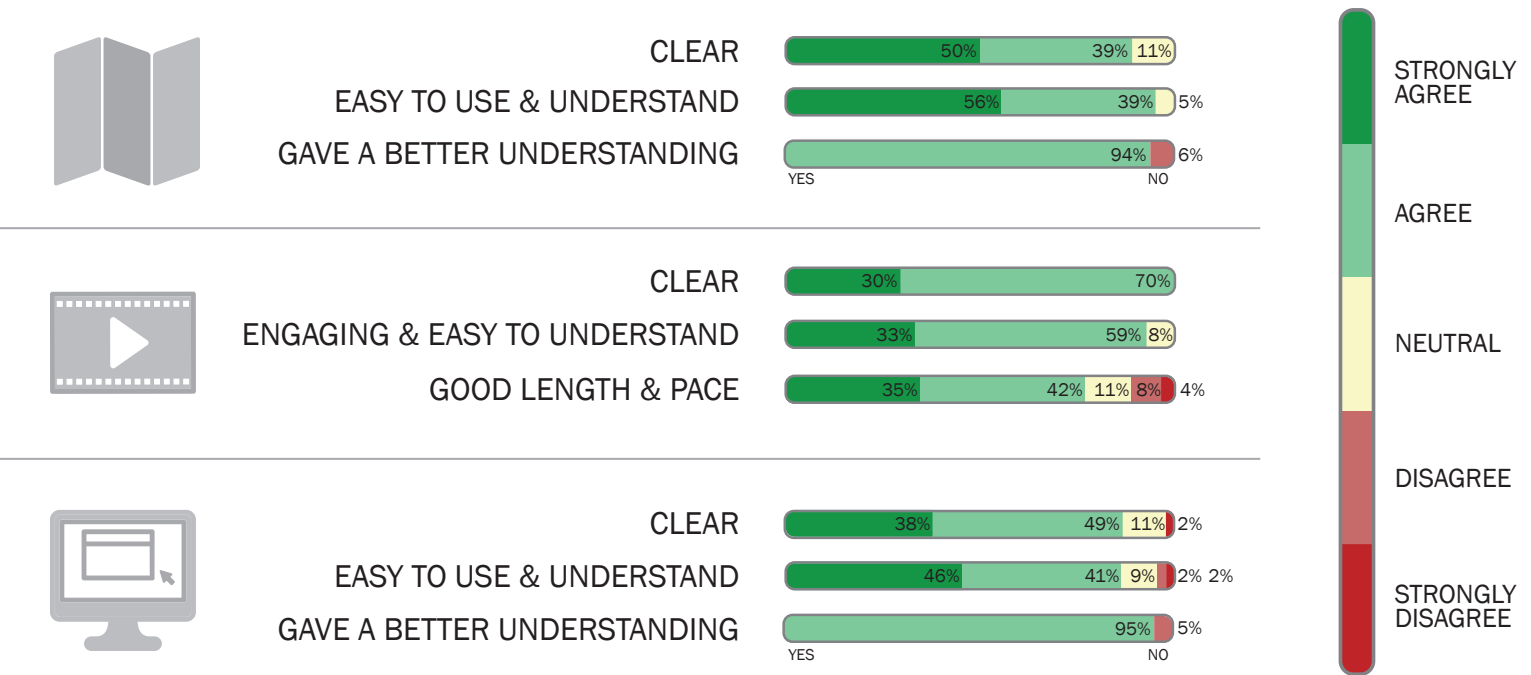
A link on the website directed users to provide feedback on everything they reviewed. The survey (left) prompted the users to check which material they reviewed and questions about each one would follow. The questions focused on clarity, understanding, and effectiveness. A few questions were asked about the user, how the user was aware of the program, and their familiarity of the infrastructure projects.

PUBLIC FEEDBACK OVERVIEW

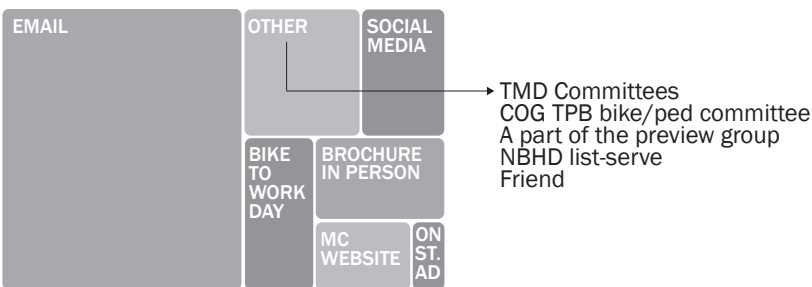
The survey remained open for over 30 days. The following results are compiled with data extracted on July 10, 2018. Users were asked similar questions of each type of material: a website, videos, and a brochure. Of all 115 responses, 41 indicated that they were a cyclist in some capacity. Responses from cyclists and the responses overall were relatively matched, cyclists showing a clearer understanding of each material. As each participant in the survey did not always review all types of material, the sample for each type varies. Most (52) users reviewed the website with the videos and the brochure following behind respectively. (Right)



For each material, three questions were asked. Each question was asked on a scale of strongly agree to strongly disagree unless noted as a yes or no response. (Below)



SURVEY DISTRIBUTION



Of the respondents, sixty-two percent stated that they heard about the materials from an email. Ten percent heard from Social Media, another ten percent heard from Bike to Work Day, and another ten percent were handed a brochure. The MCDOT website only drew six percent of respondents to the materials. However, the least effective form of outreach were the on-street ads; only one respondent said that they heard of the materials this way. Of the 'other' ways, committee meetings were the highest count.

INFRASTRUCTURE-IN-USE OBSERVATIONS

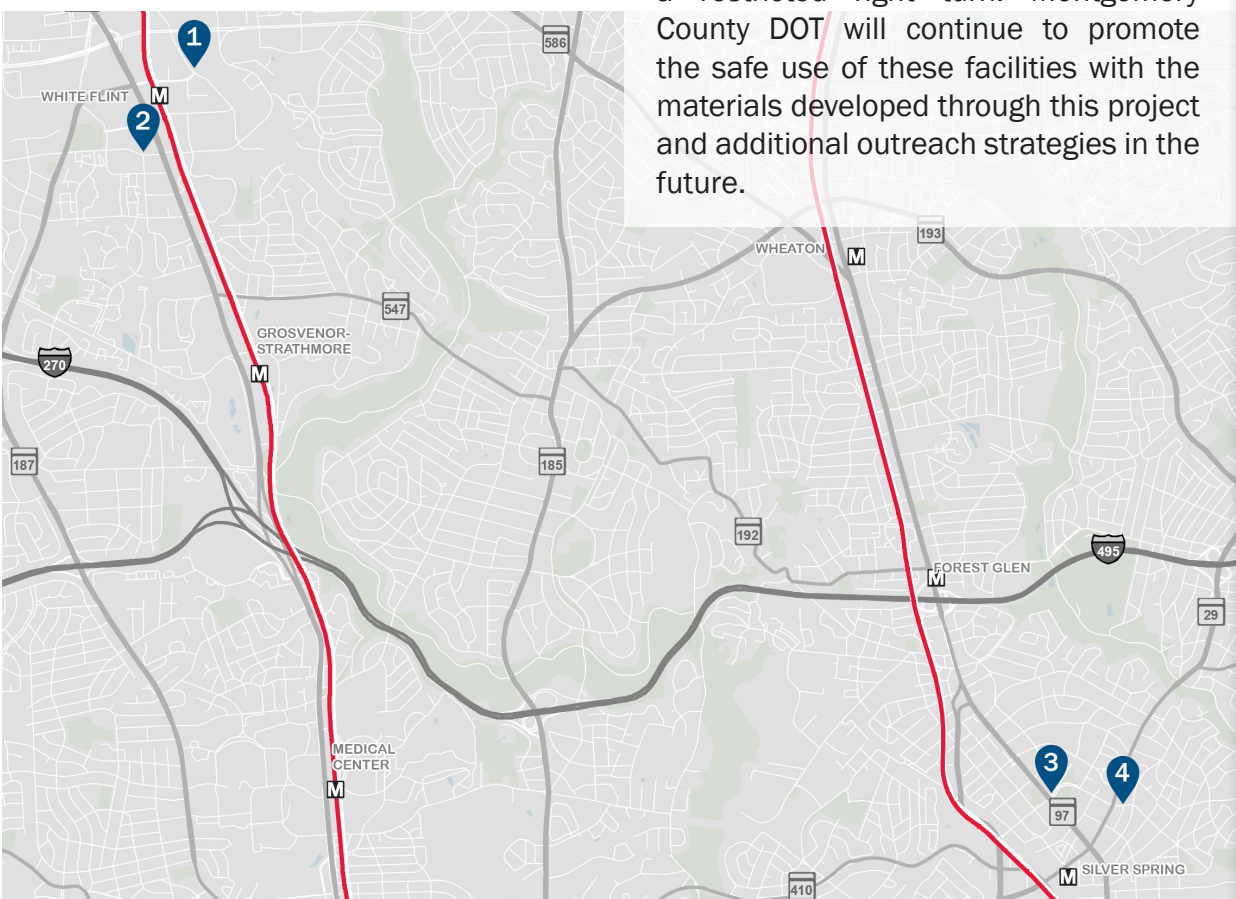
As a part of Task 5, the team deployed to four locations (below right) on July 23rd and 24th in White Flint and Silver Spring respectively. The following table outlines the number of motorists, cyclists, pedestrians, and persons with disabilities who were seen using the infrastructure. The corresponding percentage for each category is the percent of those users who were seen using the infrastructure correctly. The intersection description, time of day for the observations, and general type of bicycle and pedestrian infrastructure is outlined to the left. The corresponding locations can be found on the map below.

	1	2	3	4
Motorists	217 (41%)	411 (69%)	200 (100%)	52 (17%)
Cyclists	2 (50%)	1 (100%)	2 (100%)	3 (100%)
Pedestrians	9 (44%)	12 (58%)	28 (100%)	17 (70%)
Person with Disability	0	1 (100%)	2 (100%)	0

The results of the observations show that cyclist and persons with disabilities were the smallest portion of users. However, they were the most likely to use the infrastructure correctly. On average, fifty-seven percent of motorists used the infrastructure and interacted with the other users correctly and safely. Users at the intersection of Spring St. and Georgia Ave. in Silver Spring had zero observed issues.

As each intersection has unique infrastructure and traffic flows, it is difficult to make direct comparisons among all locations.. The intersection with the lowest user performance, [1] Nebel St. and Old Georgetown Rd, does not have a signal and could contribute to the poor performance. The highest user performance was seen at [3] Spring St. and Georgia Ave, could be contributed to unique traffic patterns with

a restricted right turn. Montgomery County DOT will continue to promote the safe use of these facilities with the materials developed through this project and additional outreach strategies in the future.



OBSERVATION LOCATIONS & TIME

1 NEBEL ST & OLD GEORGETOWN RD
12-2PM

ONE WAY
SEPARATED
BIKE LANES &
CROSSWALKS. NO
SIGNAL

2 WOODGLEN DR & NICHOLSON LN
2-4PM

2-WAY CYCLE
TRACK & BIKE BOX.
SIGNAL

3 SPRING ST & GEORGIA AVE
2-4PM

ONE WAY
SEPARATED
BIKE LANE &
CROSSWALKS.
SIGNAL

4 SPRING ST & ROEDER RD
12-2PM

ONE WAY
SEPARATED
BIKE LANES
CROSSWALKS &
CONFLICT ZONES.
SIGNAL



For more information visit:
www.montgomerycountymd.gov/lookout

