ENGAGEMENT
APPENDIX

MONTGOMERY COUNTY'S
PEDESTRIAN
PLAN

Montgomery Planning

Bethesda Trolley Trail

INTRODUCTION

Montgomery Planning began the Pedestrian Master Plan process in 2019 with a series of meetings across the county and has not stopped engaging with the community since that time. Using innovative engagement tools during a time of unprecedented public health challenges that made face-to-face meetings difficult, the Project Team was adamant about engaging in ways that were respectful of participants' time and provided input that directly influenced Plan recommendations.

Once approved, these Plan recommendations, supported by data, will transform how our entire region thinks about and plans for the pedestrian experience. With each step, Montgomery Planning has worked to incorporate community voices into thinking through how the county can retrofit its auto-oriented infrastructure to make walking and rolling safer and more comfortable for county residents and visitors. This is a summary of Montgomery Planning's county-wide community engagement efforts for the Pedestrian Master Plan from 2019 through 2022.

COMMUNICATIONS APPROACH

The development of the Pedestrian Master Plan started with a community dialogue. The discussions, strategizing, collaboration, and public engagement provided multiple venues for sharing concerns from across the county about pedestrian safety and connectivity with the expectation that the agencies responsible would take appropriate action.

The communications approach intended to bring walking to the forefront of public discourse for a time, highlighting the county's existing walking culture, leading to more public and political support, and making the topic more salient for staff across agencies. Sadly, engagement was also heightened due to media attention around severe and fatal crashes involving pedestrians and cyclists in Montgomery County during the planning period.

> "IT ALL STARTS WITH A COMMUNITY DIALOGUE."

The communications approach was focused on two things:

1. Engaging audiences to inform the plan itself through discussion of barriers to pedestrian travel, dialogue about needed improvements, and appraisal of draft recommendations, as well as
2. Educating audiences about the importance and benefits of walking as a mode of transportation and recreation for individuals and communities.

The approach was implemented through traditional public meeting engagement, and an overarching walking awareness campaign that included community story-capturing/telling mixed with statistics about existing conditions, as well as information on potential improvements to the pedestrian experience.

Equity and inclusivity were core tenets of the communications approach. This included considerations for geographic differences, socioeconomic diversity, and persons with vision, hearing and mobility issues.

GOALS: THE TARGET

The primary goals of the communications plan are to engage and equip residents as potential allies in support of the broader plan goal to enhance Montgomery County's pedestrian culture and improve the experience of walking and rolling countywide.

Project Goals

GOAL 1 | Develop county-wide policy and programmatic recommendations, prioritize infrastructure improvement, and insist on pedestrian forward-design

GOAL 2 | Improve the pedestrian experience in Montgomery County by making it comfortable, convenient, safe, and direct to walk and roll

GOAL 3 | Enhance a walking culture in Montgomery County by encouraging walking as a choice travel mode for all trips within walkable distance and improving accessibility for all walkers

Communications Goals

GOAL 1 | Engage residents and community groups to:

- Inform the plan process by sharing their pedestrian stories, challenges and dreams and assisting in prioritizing infrastructure improvement recommendations.
- Understand the conditions that enhance pedestrian safety and comfort.
- Appreciate the benefits of walkable communities and realize the currently walkable destinations within their communities.
- Feel confident that Montgomery Planning and Montgomery County government are committed to improving pedestrian comfort and safety

GOAL 2 | Equip individuals and citizen groups to advocate for policy, design and infrastructure improvements to the pedestrian realm and become a vocal constituency for these improvements, both in their neighborhoods and countywide

GOAL 3 | Gain support from/cooperation with partner agencies for implementing Pedestrian Master Plan recommendations

GOAL 4 | Seek opportunities for synergy with and efficiencies in communicating when Pedestrian Master Plan topics intersect with Vision Zero and other related plan conversations

COMMUNICATIONS TACTICS

All tactics were designed to be accessible to diverse audiences in Montgomery County. The Communications team developed language-specific and ADA-compliant communications in consultation with the project team.

1 **WALKING HERE CAMPAIGN** - Develop and implement an overarching “Walking Here” campaign to:

a. Raise the profile of walking as a transportation mode in the county.

b. Encourage community members to share why they walk (or why they used to walk but stopped), where they’re walking, what they love about it, what they experience while walking and/or what improvements would help walking be safer, more efficient, and more enjoyable.

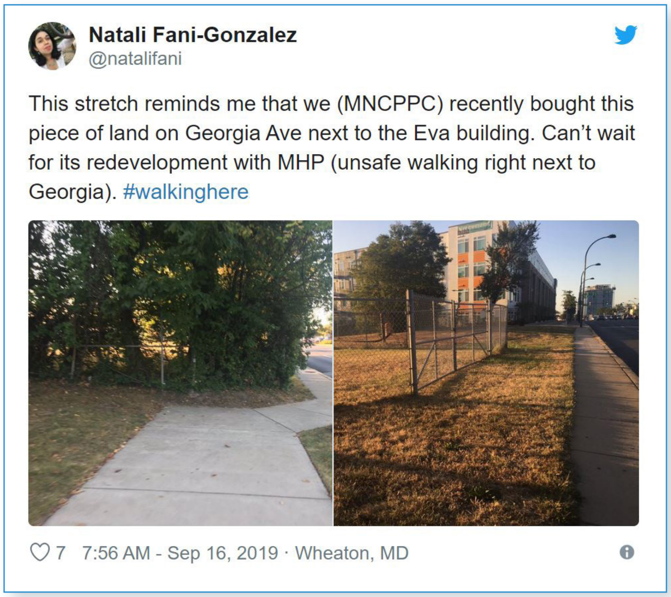
c. Highlight where walking happens to encourage awareness for those using other modes of transportation (e.g., drivers, bicyclists).

d. Show examples of walkable communities within the county, and show where improvement is needed.

e. Share walk stories, best practices, data and information on walking benefits and the walking experience in Montgomery County.

A creative campaign was developed using the cutline “walking here” and hashtag #walkinghere to show people walking and encouraging people to share their walk experiences and stories. This creative concept carried through nearly all Pedestrian Master Plan communications and was applied to a social media campaign, ads, blog posts, video interviews, marketing collateral including giveaways, roadside/sidewalk-side/trailside signage, etc. During the initial phase of engagement, this campaign focused on collecting walk stories. Over time, it evolved to share information on best practices and obstacles to ideal pedestrian environments.

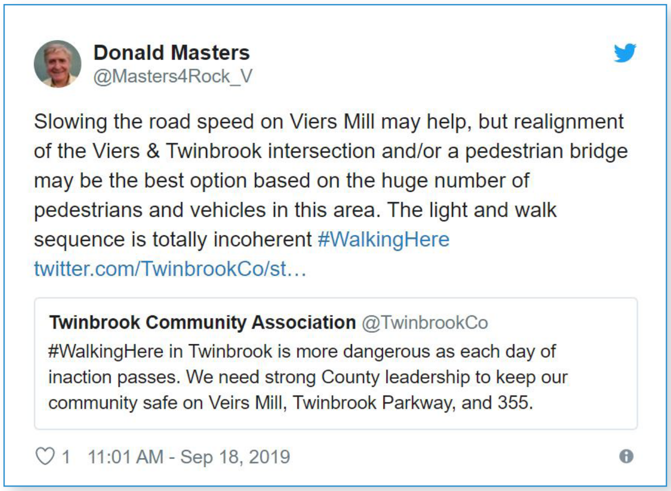
#WALKINGHERE



Natali Fani-Gonzalez
@natalifani

This stretch reminds me that we (MNCPPC) recently bought this piece of land on Georgia Ave next to the Eva building. Can’t wait for its redevelopment with MHP (unsafe walking right next to Georgia). #walkinghere

♡ 7 7:56 AM - Sep 16, 2019 · Wheaton, MD

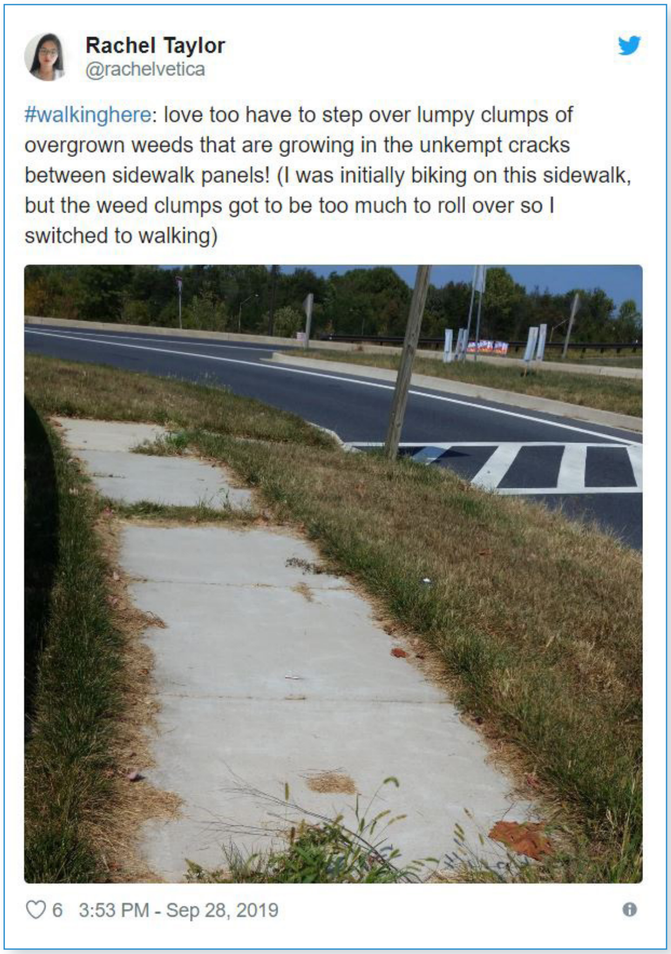


Donald Masters
@Masters4Rock_V

Slowing the road speed on Viers Mill may help, but realignment of the Viers & Twinbrook intersection and/or a pedestrian bridge may be the best option based on the huge number of pedestrians and vehicles in this area. The light and walk sequence is totally incoherent #WalkingHere twitter.com/TwinbrookCo/st…

Twinbrook Community Association @TwinbrookCo
#WalkingHere in Twinbrook is more dangerous as each day of inaction passes. We need strong County leadership to keep our community safe on Veirs Mill, Twinbrook Parkway, and 355.

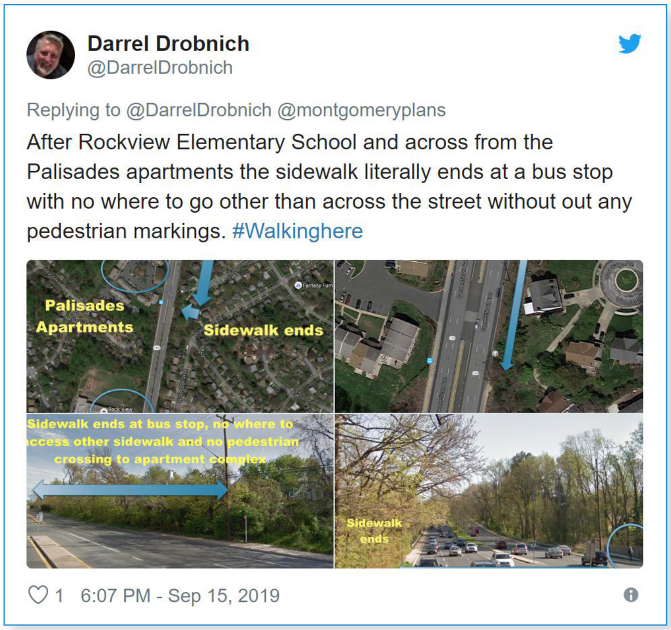
♡ 1 11:01 AM - Sep 18, 2019



Rachel Taylor
@rachelvetica

#walkinghere: love too have to step over lumpy clumps of overgrown weeds that are growing in the unkempt cracks between sidewalk panels! (I was initially biking on this sidewalk, but the weed clumps got to be too much to roll over so I switched to walking)

♡ 6 3:53 PM - Sep 28, 2019



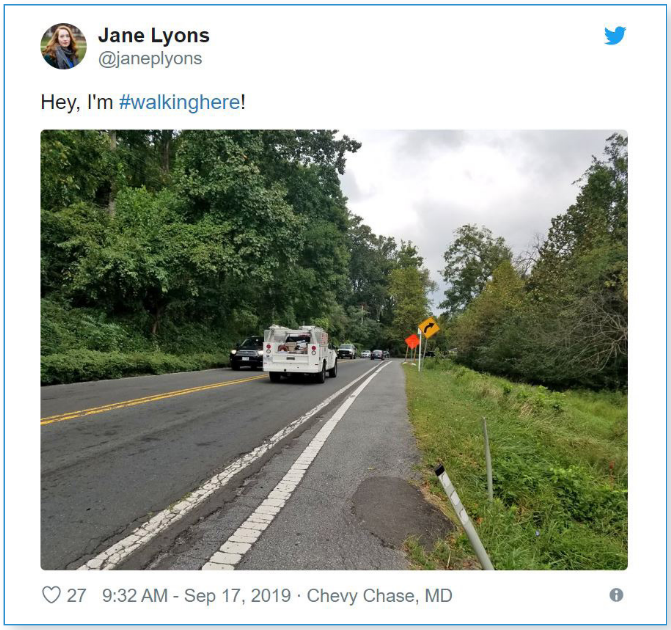
Darrel Drobnich
@DarrelDrobnich

Replying to @DarrelDrobnich @montgomeryplans

After Rockview Elementary School and across from the Palisades apartments the sidewalk literally ends at a bus stop with no where to go other than across the street without out any pedestrian markings. #Walkinghere

Palisades Apartments
Sidewalk ends
Sidewalk ends at bus stop, no where to access other sidewalk and no pedestrian crossing to apartment complex
Sidewalk ends

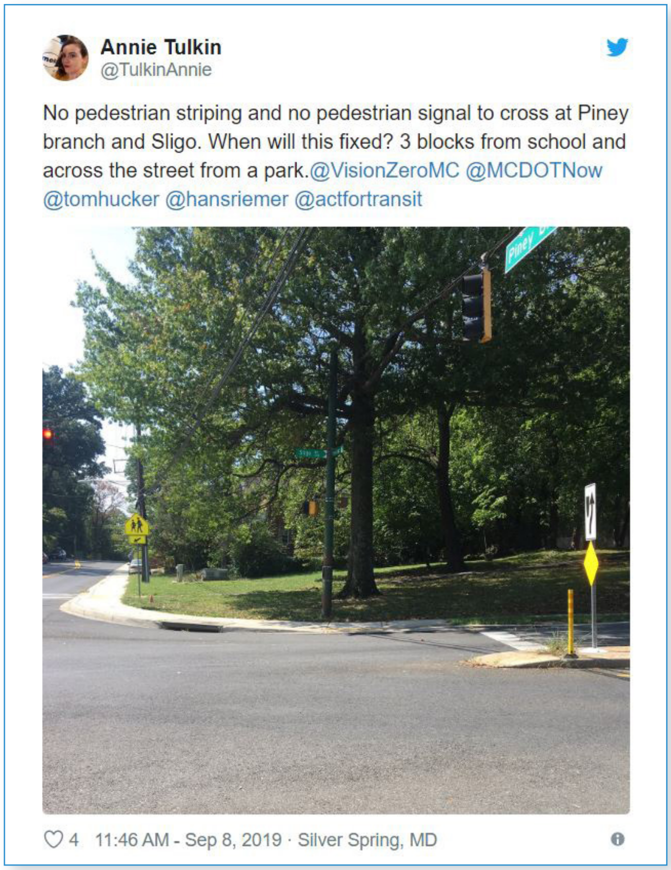
♡ 1 6:07 PM - Sep 15, 2019



Jane Lyons
@janeplyons

Hey, I'm #walkinghere!

♡ 27 9:32 AM - Sep 17, 2019 · Chevy Chase, MD



Annie Tulkin
@TulkinAnnie

No pedestrian striping and no pedestrian signal to cross at Piney branch and Sligo. When will this fixed? 3 blocks from school and across the street from a park.@VisionZeroMC @MCDOTNow @tomhucker @hansriemer @actfortransit

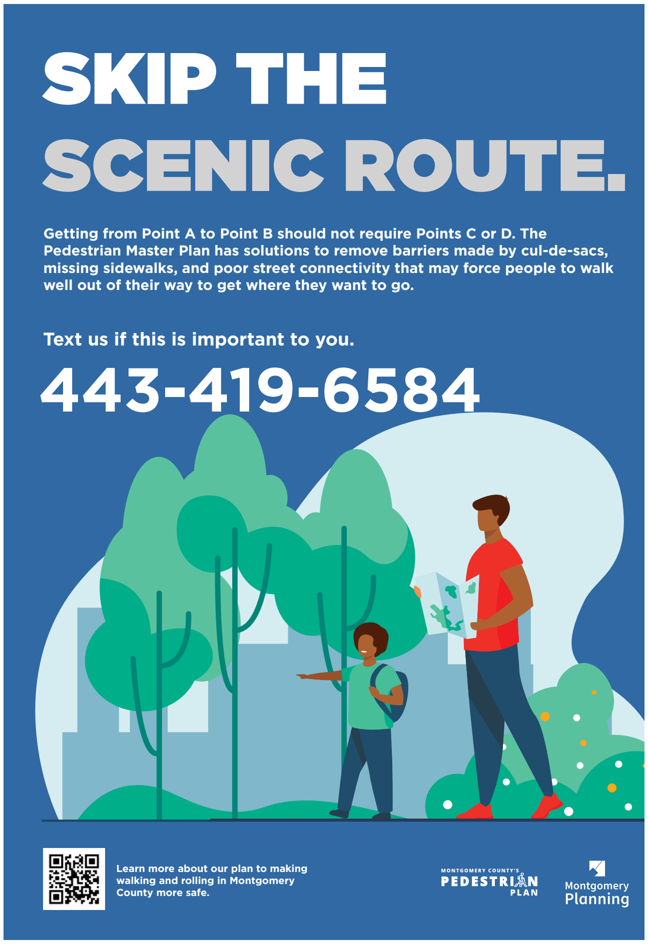
♡ 4 11:46 AM - Sep 8, 2019 · Silver Spring, MD

2 GETTING THE WORD OUT – The Project Team designed and installed signage across the county to increase plan awareness, share information about the plan, and encourage participation at two stages in the planning process.

First, during the initial #WalkingHere engagement effort at the beginning of the COVID-19 pandemic, the Project Team placed signage along each of the county's Open Parkways (Beach Drive, Little Falls Parkway, Sligo Creek Parkway). This signage guided people using these spaces to learn more about the Pedestrian Master Plan and share their pedestrian experiences with the Project Team.

Later in the planning process, the Project Team used signage to inform community members about several draft recommendations and connect people to the complete draft recommendations list so they could weigh in on what they liked, what was missing, and what could be improved.

Signage was developed in English, Spanish, and Mandarin Chinese. Signs were placed in Montgomery Parks located in Equity Focus Areas, as well as on MCDOT RideOn buses and at bus shelters largely within equity communities (shown on the adjacent map).



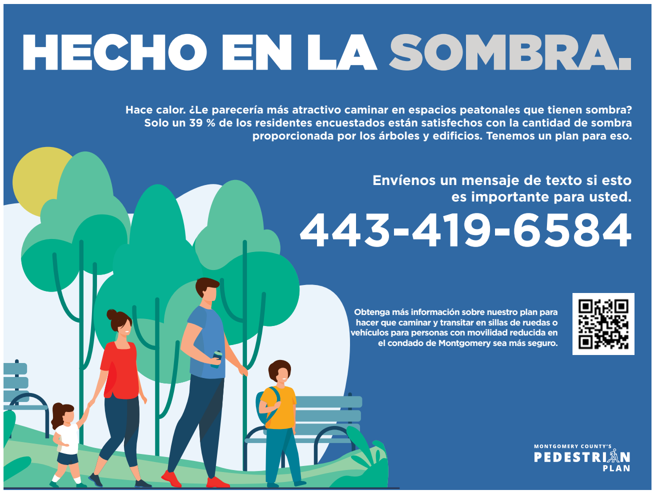
SKIP THE SCENIC ROUTE.

Getting from Point A to Point B should not require Points C or D. The Pedestrian Master Plan has solutions to remove barriers made by cul-de-sacs, missing sidewalks, and poor street connectivity that may force people to walk well out of their way to get where they want to go.

Text us if this is important to you.

443-419-6584

Learn more about our plan to making walking and rolling in Montgomery County more safe.



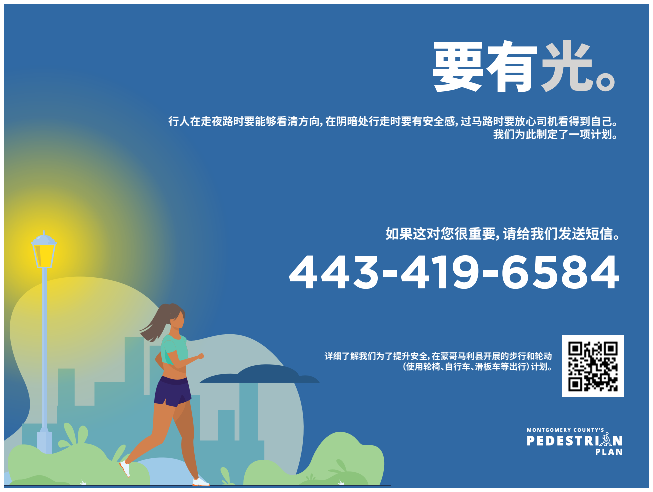
HECHO EN LA SOMBRA.

Hace calor. ¿Le parecería más atractivo caminar en espacios peatonales que tienen sombra? Solo un 39 % de los residentes encuestados están satisfechos con la cantidad de sombra proporcionada por los árboles y edificios. Tenemos un plan para eso.

Envíenos un mensaje de texto si esto es importante para usted.

443-419-6584

Obtenga más información sobre nuestro plan para hacer que caminar y transitar en sillas de ruedas o vehículos para personas con movilidad reducida en el condado de Montgomery sea más seguro.



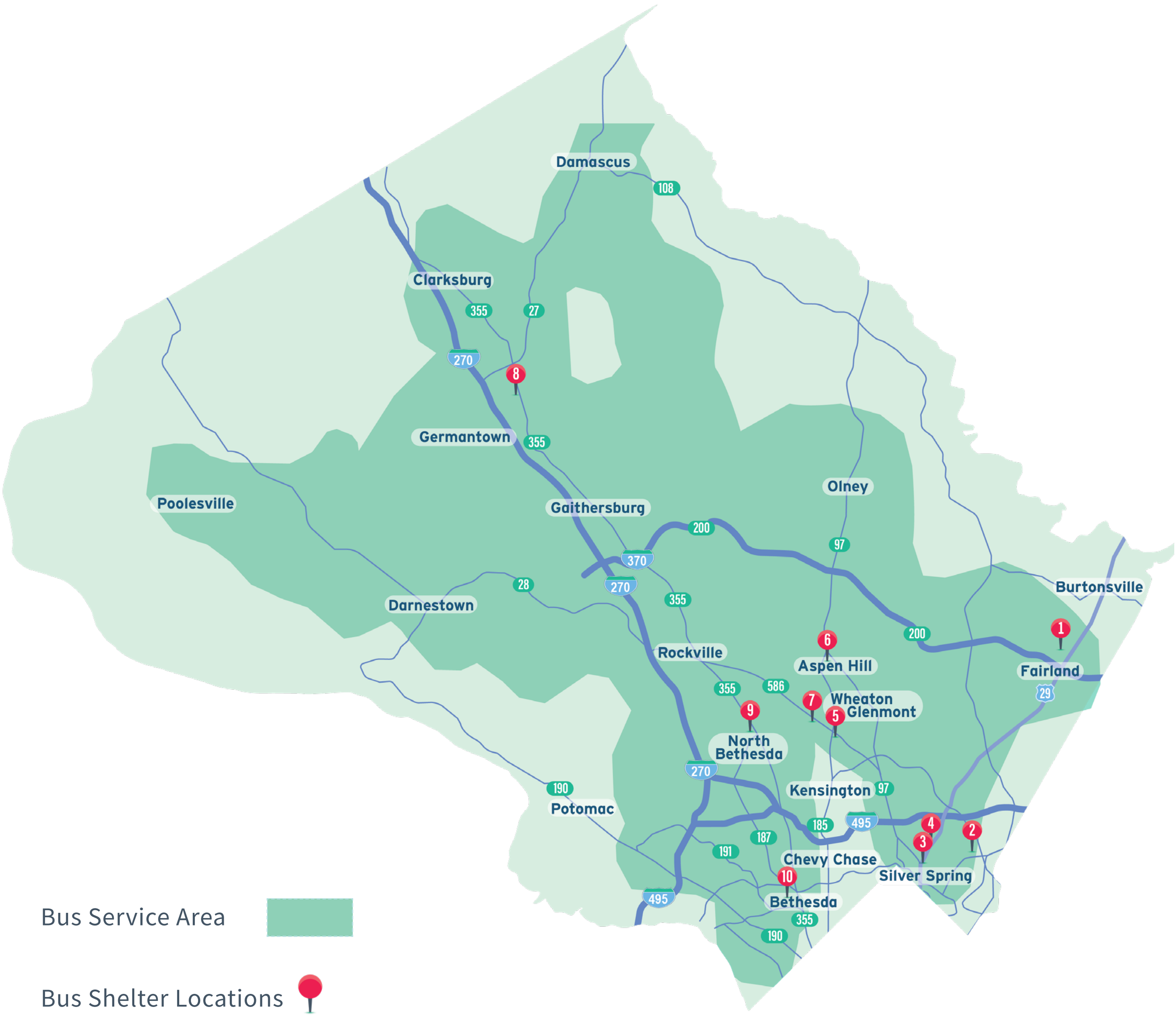
要有光。

行人在走夜路时要能够看清方向，在阴暗处行走时要有安全感，过马路时要放心司机看得到自己。我们为此制定了一项计划。

如果这对您很重要，请给我们发送短信。

443-419-6584

详细了解我们为了提升安全，在蒙哥马利县开展的步行和轮动（使用轮椅、自行车、滑板车等出行）计划。


Damascus
108
Clarksburg
355
27
270
8
Germantown
355
Poolesville
Gaithersburg
200
370
270
355
28
Darnestown
Olney
97
Burtonsville
1
200
Fairland
29
6
Aspen Hill
Rockville
355
586
9
7
Wheaton
5
Glenmont
North Bethesda
270
190
Potomac
Kensington
97
185
495
4
3
2
187
191
Chevy Chase
10
Silver Spring
495
Bethesda
355
190
Bus Service Area
Bus Shelter Locations

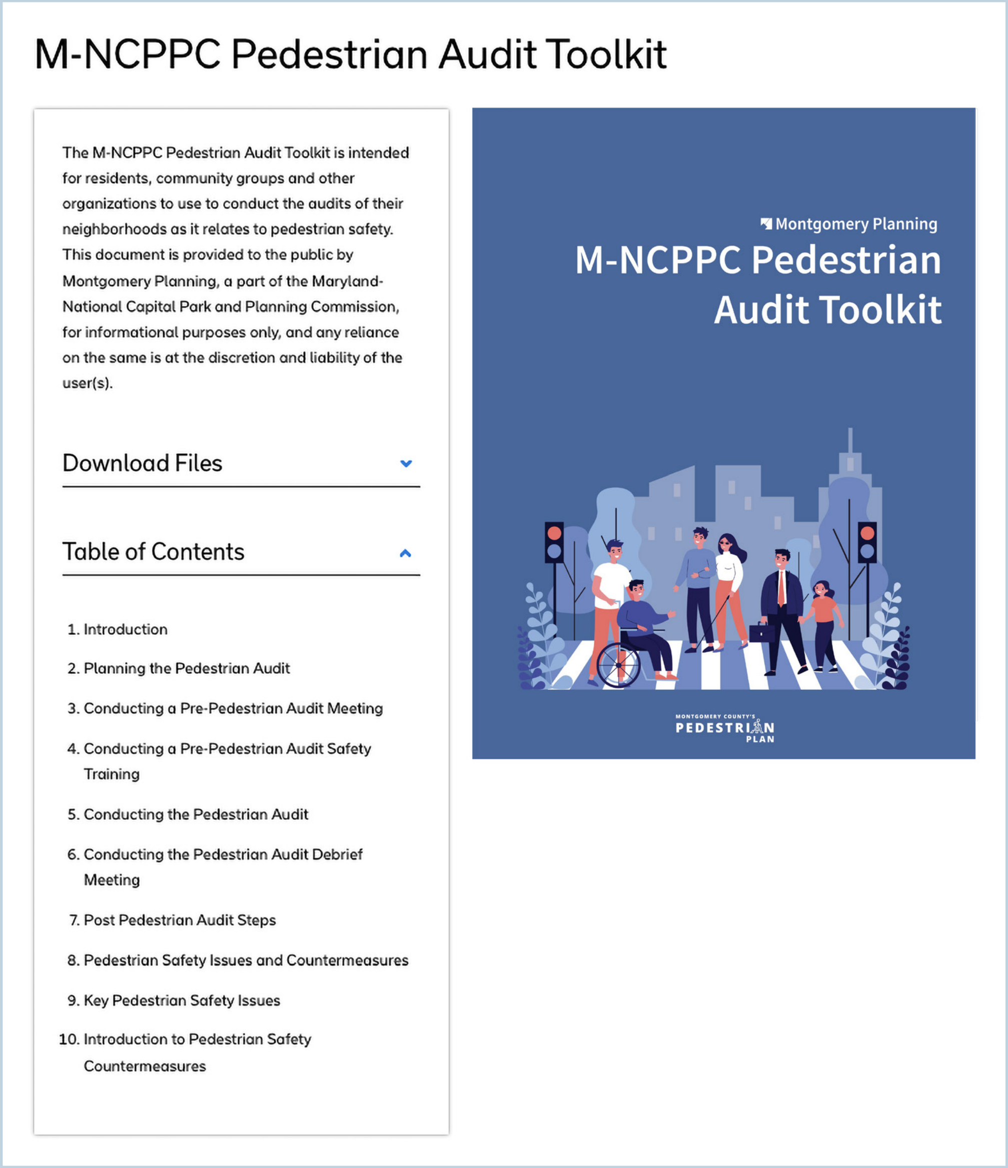
1. Briggs Chaney Rd and Old Columbia Pike
2. University Blvd and Piney Branch Rd
3. Georgia Ave and Ellsworth Dr
4. Colesville Rd and Fenton St
5. Veirs Mill Rd and University Blvd
6. Connecticut Ave and Georgia Ave
7. Randolph Rd and Veirs Mill Rd
8. Frederick Rd and Germantown Rd
9. Rockville Pike and Rose Ave
10. Arlington Rd and Montgomery La

3 **PEDESTRIAN WALK AUDITS** – While the Pedestrian Master Plan recommendations are at the countywide level and do not generally address specific locations, it was important to provide a tool to build local capacity for education and advocacy around neighborhood-specific pedestrian issues and provide guidance about how those issues could be addressed.

The Project Team created the Pedestrian Audit Toolkit as a centralized resource for communities interested in planning and carrying out pedestrian audits. These audits are observation and data collection activities with the goal of improving local knowledge of pedestrian and traffic safety best practices. The audit process results in a report to be shared with relevant agencies and elected officials to better allow for potential issues to be addressed.

Published in September 2021, the Toolkit is a one-stop shop for planning the event, reaching out to attendees, identifying a route, reserving a meeting location, creating a map of identified issues, and connecting with the relevant agencies to fix those issues. To support the rollout and use of the Pedestrian Audit Toolkit, the Project Team hosted a virtual training for 61 attendees.

Initially, the Project Team intended to carry out pedestrian audits in communities across the county as a way to raise awareness of specific pedestrian issues and learn about unique pedestrian experiences, but the COVID-19 pandemic made in-person engagement infeasible during the phase of the planning process where this effort would have been most helpful.


Montgomery Planning
M-NCPPC Pedestrian Audit Toolkit
MONTGOMERY COUNTY'S PEDESTRIAN PLAN

M-NCPPC Pedestrian Audit Toolkit

The M-NCPPC Pedestrian Audit Toolkit is intended for residents, community groups and other organizations to use to conduct the audits of their neighborhoods as it relates to pedestrian safety. This document is provided to the public by Montgomery Planning, a part of the Maryland-National Capital Park and Planning Commission, for informational purposes only, and any reliance on the same is at the discretion and liability of the user(s).

Download Files

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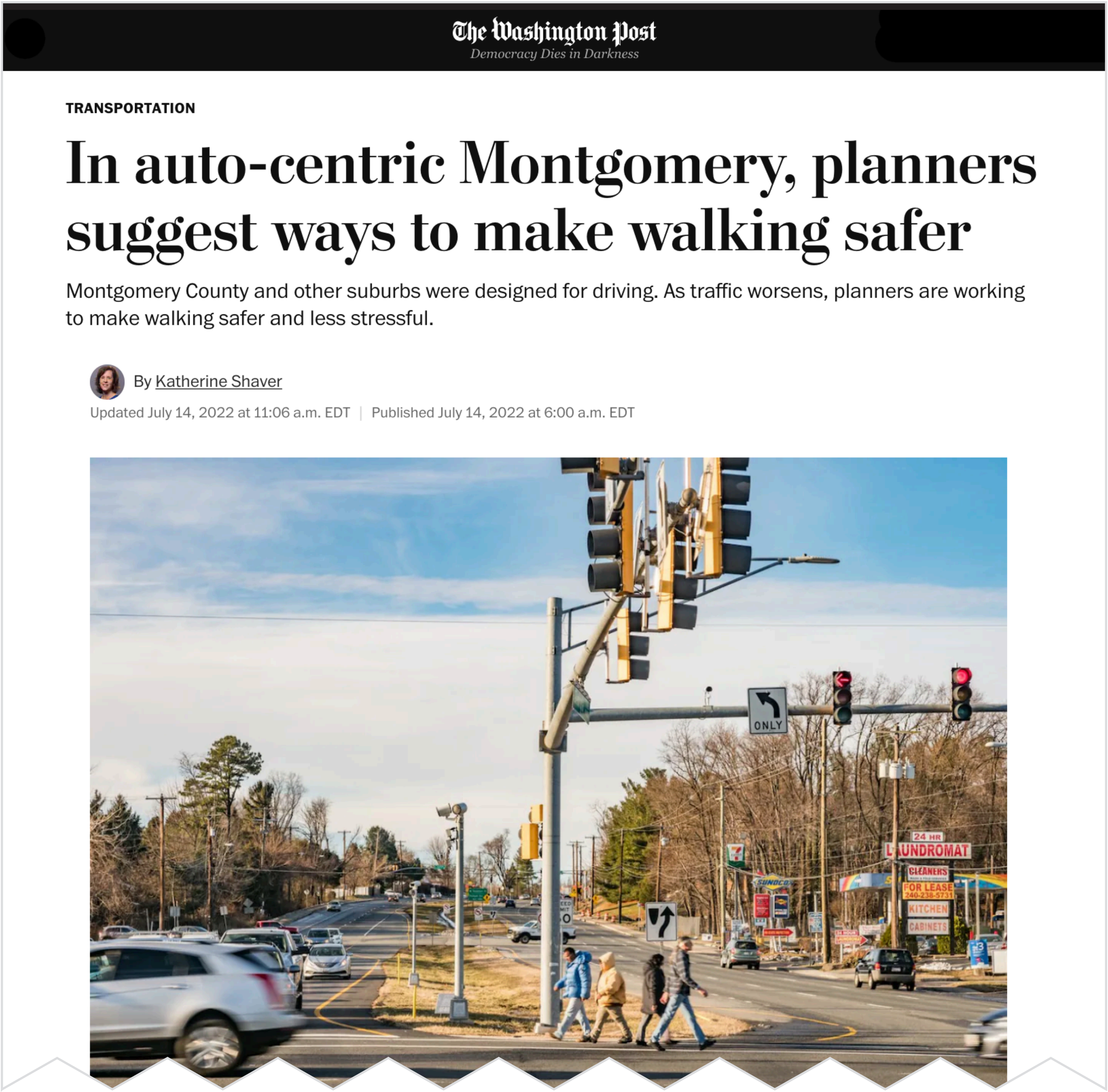
6. Conducting the Pedestrian Audit Debrief Meeting
7. Post Pedestrian Audit Steps
8. Pedestrian Safety Issues and Countermeasures
9. Key Pedestrian Safety Issues
10. Introduction to Pedestrian Safety Countermeasures

4 **EVENTS** - Planners engaged residents and businesses in large areas of the county through a mix of community meetings and pop-up events/tabling opportunities.

LIGHTS, CAMERA, RECLINE
MAJESTIC
IMAX
Bagels, Shmears, Fixings
Bagels, Shmear
I ♥ SS
SILVER SPRING

Y Walk along the eastern alignment of the Purple Line Corridor

5 **MEDIA RELATIONS** - The planning team worked with the Communications Division to write and distribute press releases for major plan moments. This included a distribution to local and regional news outlets, community groups and bloggers. In additional to the regular press releases, staff worked to create an initial strategy that focused more generally on walking in Montgomery County. Members of the media saw the #walkinghere social media campaign on Twitter, Instagram and Facebook and covered this in their print and television news stories. As the plan continued, there was more of an effort in educating key media on the technical findings and recommendations. The extra background context and time provided by the team resulted in positive press for the plan.



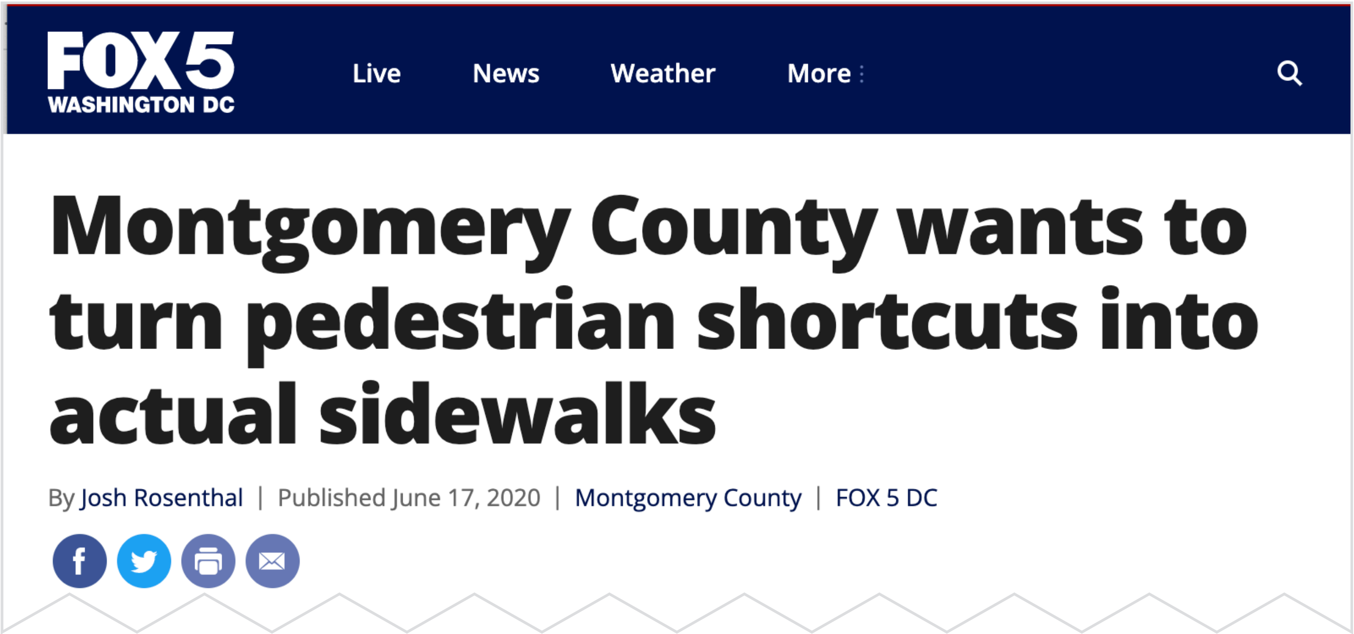
The Washington Post
Democracy Dies in Darkness

TRANSPORTATION

In auto-centric Montgomery, planners suggest ways to make walking safer

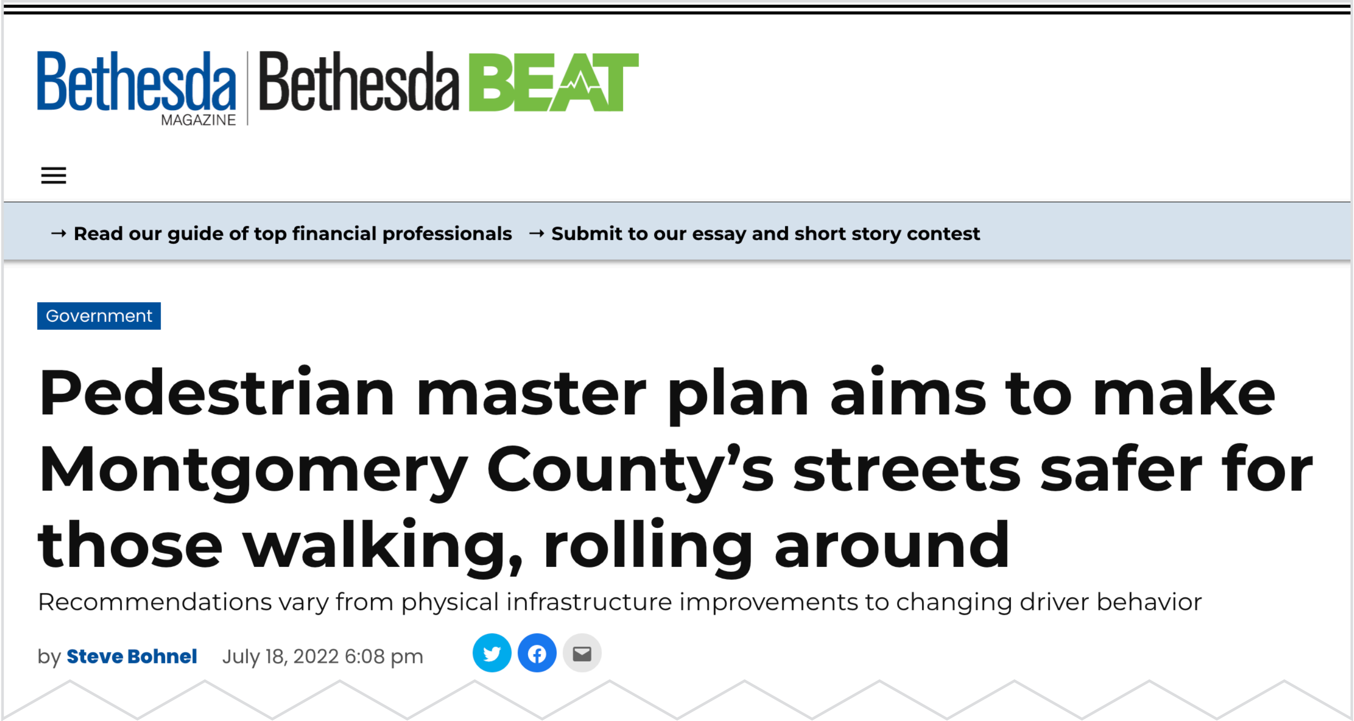
Montgomery County and other suburbs were designed for driving. As traffic worsens, planners are working to make walking safer and less stressful.

By Katherine Shaver
Updated July 14, 2022 at 11:06 a.m. EDT | Published July 14, 2022 at 6:00 a.m. EDT


FOX 5 WASHINGTON DC
Live
News
Weather
More

Montgomery County wants to turn pedestrian shortcuts into actual sidewalks

By Josh Rosenthal | Published June 17, 2020 | Montgomery County | FOX 5 DC


Bethesda MAGAZINE
Bethesda BEAT
→ Read our guide of top financial professionals
→ Submit to our essay and short story contest
Government

Pedestrian master plan aims to make Montgomery County's streets safer for those walking, rolling around

Recommendations vary from physical infrastructure improvements to changing driver behavior

by **Steve Bohnel** July 18, 2022 6:08 pm

Other Notable Headlines

Purple Line Stations Need Safer Access for Pedestrians, Planners Say | By Katherine Shaver THE WASHINGTON POST

Montgomery County Mapping Out Neighborhood Cut-throughs to Improve Safety | By Scott Broom WUSA9

Suburbs Try Vision Zero to Protect Walkers and Cyclists On Roads Designed for Vehicles
By Katherine Shaver | THE WASHINGTON POST

Montgomery County Is Trying To Make Walking Shortcuts Safer| By Jordan Pascale | DCIST

6 **COMMUNITY ADVISORY GROUP** – The Project Team coordinated at major plan milestones with a group of community members. This group provided invaluable perspective in the development of plan goals and objectives, identification of pedestrian issues, and a review of plan recommendations. Specific organizations were invited to participate in this group alongside members who shared interest in pedestrian issues and were selected through an application process. The invited organizations are listed below along with the neighborhoods where the other advisory group members reside. Members represented the county’s diversity with regard to race and ethnicity, geography and disability.

Invited Organizations

Action Committee for Transit
African Affairs Advisory Group
African American Affairs Advisory Group
Asian Pacific Advisory Group
Caribbean American Advisory Group
CASA de Maryland
Commission on People with Disabilities
East County Citizens Advisory Board
Latin American Advisory Group
Maryland Building Industry Association
Mid-County Citizens Advisory Board
Middle Eastern American Advisory Group
Montgomery County Coalition of Parent-Teacher Associations
Montgomery County Chamber of Commerce
Montgomery County Civic Federation
Montgomery County Regional Student Government Association
Pedestrian, Bicycle, Traffic Safety Advisory Committee
Silver Spring Citizens Advisory Board
Upcounty Citizens Advisory Board
Western Montgomery County Citizens Advisory Board

Other Member Neighborhoods

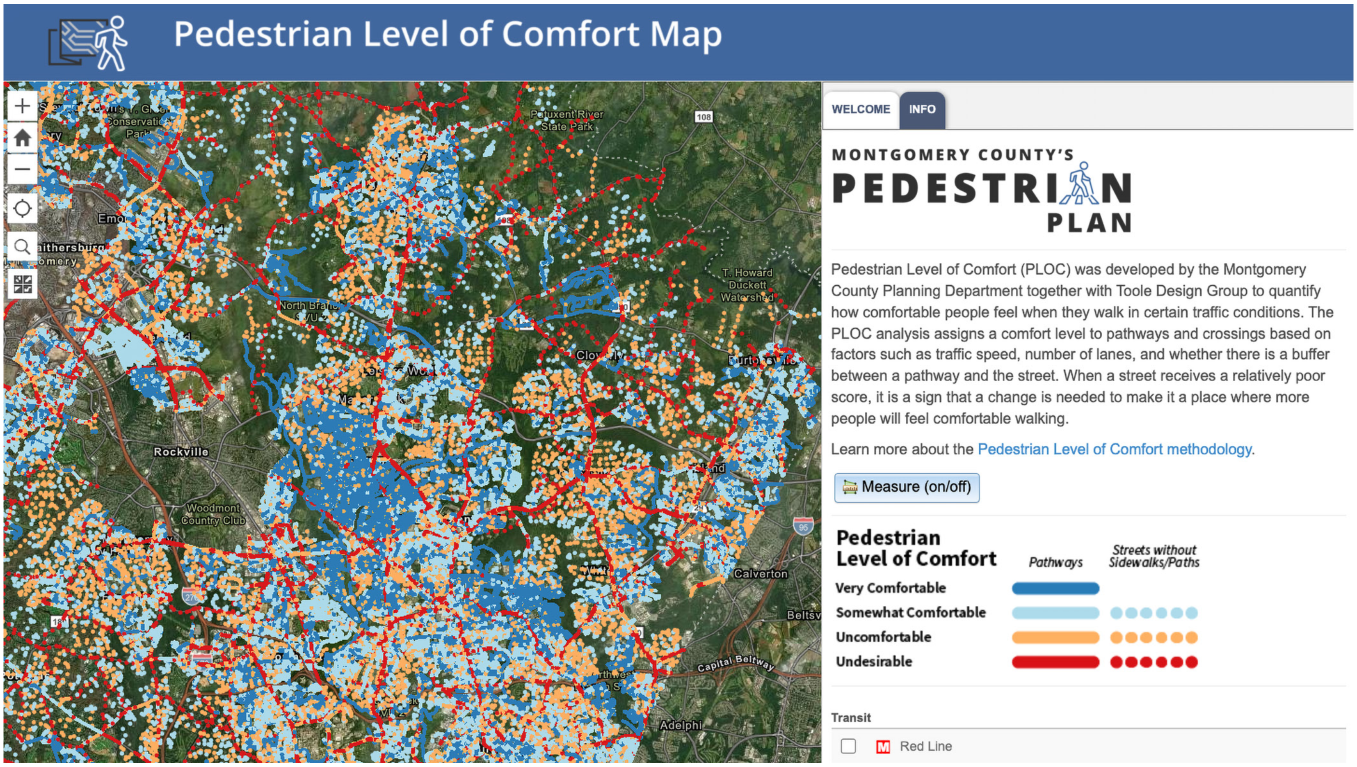
North Bethesda
Chevy Chase
Gaithersburg
Woodmoor
Shady Grove
Wheaton
Calverton
Aspen Hill
Forest Glen
Olney
Long Branch

Meeting Topic	Date
Vision and Goals/Pedestrian Issues	February 27, 2020
Complete Streets Design Guide/Purple Line Pedestrian Accessibility Report	June 11, 2020
Countywide Pedestrian Survey	October 28, 2021
Existing Conditions Report	February 10, 2022
Draft Design, Policy, and Programming Recommendations	July 26, 2022

7 **COMMUNITY MEETINGS** The Project Team participated in meetings hosted by community organizations and coordinated standalone plan meetings throughout the planning process.The majority of meetings took place early in the project timeline to learn more about residents' pedestrian experiences and toward the end of the project timeline to share draft recommendations and receive feedback.

Meeting	Date
Pedestrian Bicycle Traffic Safety Advisory Committee	3/28/2019
Marybeth Cleveland, Orientation and Mobility Services, LLC	4/5/2019
Juliette Rizzo Accessibility Audit	4/30/2019
Silver Spring Citizens Advisory Board, TREE Committee	6/24/2019
Silver Spring Pedestrian Safety Walk	7/17/2019
Coalition for Smarter Growth	8/7/2019
MCCPTA Arrive Alive Forum	8/24/2019
Commission on People with Disabilities	9/11/2019
Columbia Lighthouse for the Blind	9/18/2019
Montgomery Hills Street Festival	9/21/2019
Cabin John Citizens Association	9/25/2019
Commission on Aging	9/26/2019
YMCA Walk	10/5/2019
Pedestrian Master Plan Olney Kickoff	10/10/2019
Pedestrian Master Plan Fairland Kickoff	10/14/2019
Ashton Village Center Master Plan Walk Audit	10/15/2019
Pedestrian Master Plan Bethesda Kickoff	10/16/2019
Pedestrian Master Plan Silver Spring Kickoff	10/21/2019
Pedestrian Master Plan Germantown Kickoff	11/6/2019
Civic Federation	11/11/2019
Pedestrian Master Plan Wheaton Kickoff	11/13/2019
Capitol View Civic Association	11/21/2019
Getting All Around the County	12/4/2019
Commission on Children and Youth	1/8/2020
National Capital Area Chapter of the American Council of the Blind of Maryland	1/16/2020
Action Committee for Transit	2/11/2020

Meeting	Date
North Bethesda Transportation Management District Advisory Committee	2/19/2020
League of Women Voters	2/24/2020
Montgomery College Career Pathways	8/11/2020
Commission on People with Disabilities	12/9/2020
Association for Safe International Road Travel	2/9/2021
Rockville Pedestrian Advisory Committee	3/11/2021
Ashton Alliance / Sandy Spring Civic Association	6/9/2021
Pedestrian Audit Toolkit Training	9/28/2021
Seven Oaks-Evanswood Citizens Association	10/6/2021
Commercial Real Estate Development Association	4/12/2022
Commission on People with Disabilities	5/11/2022
Pedestrian Bicycle Traffic Safety Advisory Committee	5/26/2022
Greater Olney Civic Association	7/12/2022
Western Montgomery County Citizens Advisory Board	7/18/2022
Wheaton Ad-Hoc Pedestrian Advocates	7/20/2022
Action Committee for Transit	8/9/2022
Getting All Around the County	8/9/2022
Virtual Pedestrian Master Plan Draft Recommendations	9/7/2022
Silver Spring Citizens Advisory Board	9/12/2022
Pedestrian Master Plan Draft Recommendations	9/13/2022
Commission on People with Disabilities	9/14/2022
Mid-County Citizens Advisory Board	9/15/2022
Commission on Veterans Affairs	9/20/2022
Joint Transportation Management District Advisory Committee	9/28/2022
Civic Federation	10/10/2022
Kensington Town Council	10/11/2022
National Capital Area Chapter of the American Council of the Blind of Maryland	10/20/2022
Destination Germantown	10/27/2022
Upcounty Citizens Advisory Board Land Use Committee	11/7/2022
East County Citizens Advisory Board Planning and Economic Development Committee	12/12/2022



MONTGOMERY COUNTY'S PEDESTRIAN PLAN

Pedestrian Level of Comfort (PLOC) was developed by the Montgomery County Planning Department together with Toole Design Group to quantify how comfortable people feel when they walk in certain traffic conditions. The PLOC analysis assigns a comfort level to pathways and crossings based on factors such as traffic speed, number of lanes, and whether there is a buffer between a pathway and the street. When a street receives a relatively poor score, it is a sign that a change is needed to make it a place where more people will feel comfortable walking.

Learn more about the Pedestrian Level of Comfort methodology.

Pedestrian Level of Comfort	Pathways	Streets without Sidewalks/Paths
Very Comfortable	▬	
Somewhat Comfortable	▬	●●●●●●
Uncomfortable	▬	●●●●●●
Undesirable	▬	●●●●●●

Transit

☐ Red Line

The Pedestrian Level of Comfort Map allows community members to visualize the varying comfort of the county's sidewalks, pathways, trails and street crossings for pedestrians. Users can pan and zoom around the county map, clicking on different colored pathways and crossing segments to learn about their scoring based on current conditions

8 **INTERACTIVE ENGAGEMENT** – The COVID-19 pandemic required the Project Team to be more creative about how to effectively engage with the community, collecting essential input while keeping everyone safe.

Pedestrian Level of Comfort,

Before the pandemic, the Project Team developed an interactive map (www.mcatlas.org/pedplan) to share information about the Pedestrian Level of Comfort (PLOC) data collection underway at the time. The map encouraged users to view videos of pedestrians walking in specific locations and share whether the comfort score of those locations met their expectations. Continuing the theme of responsibly using community input in the planning process, planners adjusted the PLOC scoring approach based on this feedback. To date, this map has been viewed 8,700 times.

Pedestrian Shortcuts

Building on the success of the PLOC engagement effort, Planning staff developed a map and survey tool for members of the public to identify the location of pedestrian shortcuts they were familiar with (www.mcatlas.org/pedshortcuts). A Pedestrian Shortcut is an informal pedestrian connection not along a street that provides a more direct pedestrian route than the sidewalk and trail network. Also known as a "people's choice path," a "desire line" or a "goat path," an existing pedestrian shortcut may look like trodden grass, dirt, gravel or pavement that has fallen into disrepair. These connections are not currently sidewalks or trails, but provide important, time-saving benefits for pedestrians interested in making direct trips to local destinations. Many people use these connections daily to run errands, get to work or school, connect to public transportation, and exercise. This shortcut information would not have been feasible for Planning staff to collect without community participation. 635 shortcuts from across the county were drawn on the map and the Project Team has identified 310 shortcuts to be master-planned and ultimately improved through private development or public capital projects. To date, the interactive map and survey have been visited more than 8,500 times.

Prioritization

Most recently, the Project Team created a prioritization and visualization tool to provide a way for community members to share their perspectives on how different factors should guide where pedestrian projects are prioritized for planning, design, and construction in Montgomery County moving forward. In addition to providing input, the tool was an effort to make data-driven prioritization more transparent and the planning process more accessible.

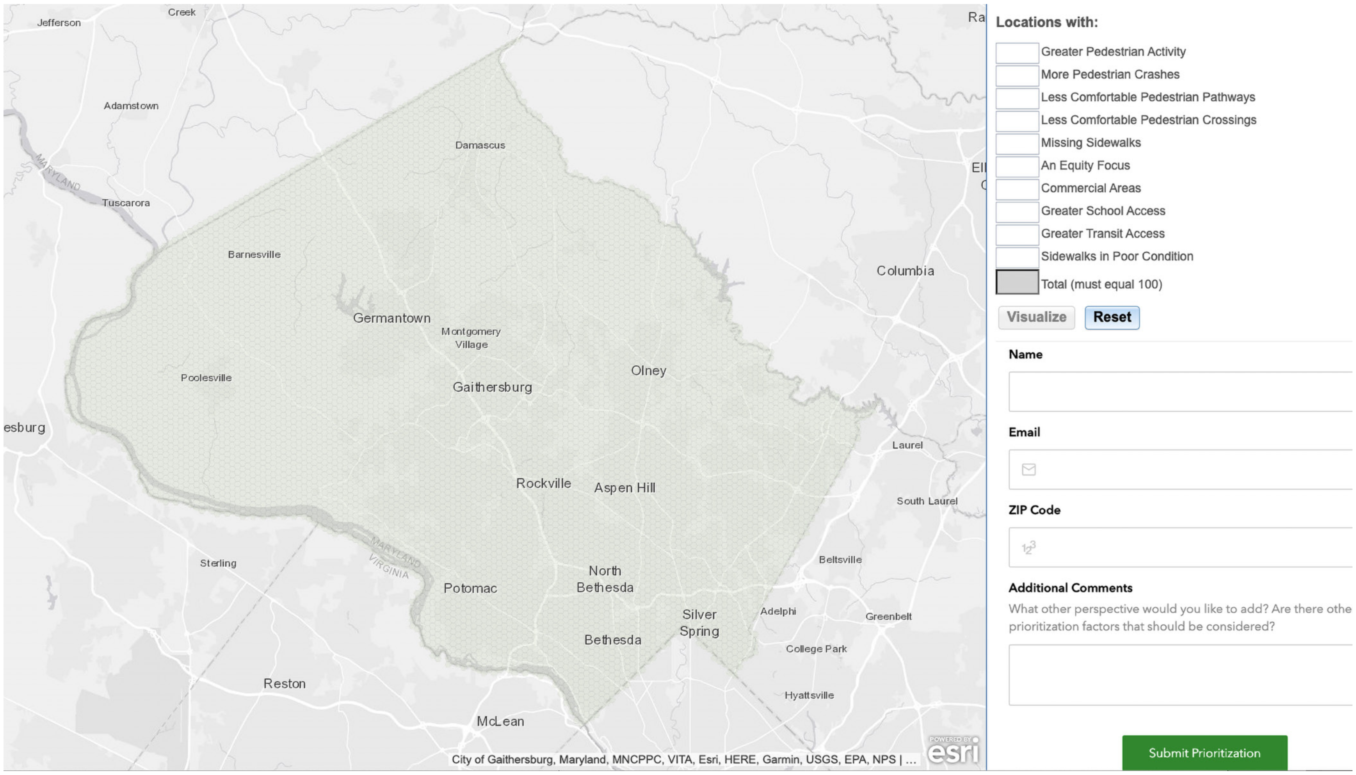
To share feedback, users were asked to allocate 100 points among the following prioritization factors, assigning more points to those factors they think should be given more consideration when setting priorities:

- **Greater pedestrian activity:** Places where more people are walking today, based on a model developed by Montgomery Planning's Predictive Safety Analysis
- **More pedestrian crashes:** Places where the most crashes that harm pedestrians take place based on police crash reports
- **Less comfortable pedestrian pathways:** Places with more pathways (sidewalks, trails, or streets without sidewalks) that score as Undesirable in the Pedestrian Level of Comfort analysis (e.g. narrow/missing sidewalks, sidewalks adjacent to high speed roads with narrow or missing street buffers, etc.)
- **Less comfortable pedestrian crossings:** Places with more street-crossing locations that score as Undesirable in the Pedestrian Level of Comfort analysis (e.g., four to six lanes of high-speed traffic to cross, no traffic signal or stop sign to enable crossing, etc.)
- **Missing sidewalks**: Places with more gaps in sidewalk coverage along non-residential streets
- **An Equity Focus:** Places identified by Montgomery Planning as having high concentrations of lower-income people of color, who may also speak English less than very well
- **Commercial areas:** Places that meet the definition of Downtowns or Town Centers in the county's Complete Streets Design Guide
- **Greater school access:** Places where more people can walk to a Montgomery County Public School
- **Greater transit access:** Places where more people can walk to a WMATA Metrorail station, MARC station, planned Purple Line station, or Bus Rapid Transit station
- **Sidewalks in poor condition:** Places where a county survey found that inaccessible, broken sidewalks are more common

After assigning all 100 points, the user could visualize on a map where their priorities would target pedestrian improvements in the county. Darker green areas of the map are those that are higher priority.

120 community prioritization submissions were received and 918 people viewed the tool. The Project Team used the community perspectives as an input when determining the prioritization factor weights used in the Pedestrian Master Plan.

While the isolation of the COVID-19 pandemic has ebbed, future Montgomery Planning efforts will build on the innovative interactive approaches used by the Pedestrian Master Plan team to facilitate high-quality engagement during this difficult time.


Jefferson
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Locations with:

☐ Greater Pedestrian Activity
☐ More Pedestrian Crashes
☐ Less Comfortable Pedestrian Pathways
☐ Less Comfortable Pedestrian Crossings
☐ Missing Sidewalks
☐ An Equity Focus
☐ Commercial Areas
☐ Greater School Access
☐ Greater Transit Access
☐ Sidewalks in Poor Condition
☐ Total (must equal 100)

Visualize
Reset

Name

Email

ZIP Code

Additional Comments

What other perspective would you like to add? Are there othe prioritization factors that should be considered?

Submit Prioritization

Pedestrian Prioritization Tool that allows viewers to share their priorities for improving the pedestrian experience with the Project Team. The tool identifies 10 factors (characteristics or community conditions) that can help prioritize locations for pedestrian infrastructure improvements.

Countywide Pedestrian Survey

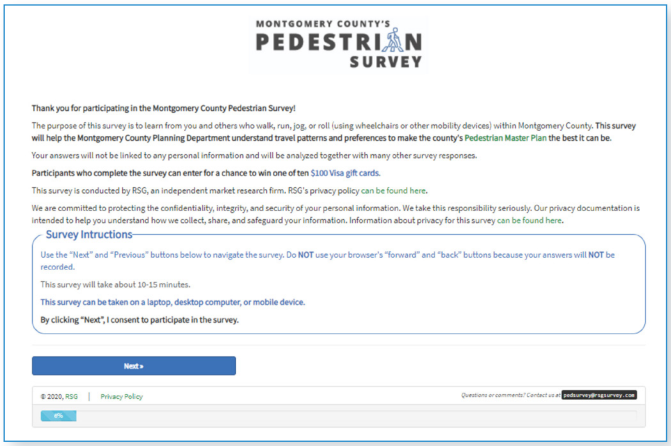
In February 2020, the Pedestrian Master Plan team completed the first ever statistically valid pedestrian survey of Montgomery County households to better understand how often and for what reasons residents are walking and rolling. Survey results were compiled at the countywide level and for three smaller areas:

- Urban (Downtowns and Town Centers) – Red
- Transit Corridors (Within one mile of transit corridors) – Blue
- Exurban/Rural (The remainder of the county) – Yellow

To capture these stories, postcards with a unique link to the online survey were sent to 60,000 randomly selected households throughout the county. In addition to English, the survey was available in Spanish and Simplified Chinese. Households in Rockville and Gaithersburg were not included because they have independent planning authority.

Initially, the team hoped to receive a 2% response rate but was pleasantly surprised by the final response rate of 4.1%. The strong response resulted in a countywide survey margin of error of only 2%. This means that for any given answer, there is a 95% likelihood that the survey response is within 2% of the “true” response for the county. Similarly, each smaller area has a margin of error:

- Urban: 4%
- Transit Corridors: 3%
- Exurban/Rural: 3%



Thank you for participating in the Montgomery County Pedestrian Survey!

The purpose of this survey is to learn from you and others who walk, run, jog, or roll (using wheelchairs or other mobility devices) within Montgomery County. **This survey will help the Montgomery County Planning Department understand travel patterns and preferences to make the county's Pedestrian Master Plan the best it can be.**

Your answers will not be linked to any personal information and will be analyzed together with many other survey responses.

Participants who complete the survey can enter for a chance to win one of ten $100 Visa gift cards.

This survey is conducted by RSG, an independent market research firm. RSG's privacy policy can be found here.

We are committed to protecting the confidentiality, integrity, and security of your personal information. We take this responsibility seriously. Our privacy documentation is intended to help you understand how we collect, share, and safeguard your information. Information about privacy for this survey can be found here.

Survey Intructions

Use the “Next” and “Previous” buttons below to navigate the survey. Do **NOT** use your browser's “forward” and “back” buttons because your answers will **NOT** be recorded.

This survey will take about 10-15 minutes.

This survey can be taken on a laptop, desktop computer, or mobile device.

By clicking “Next”, I consent to participate in the survey.

Next »
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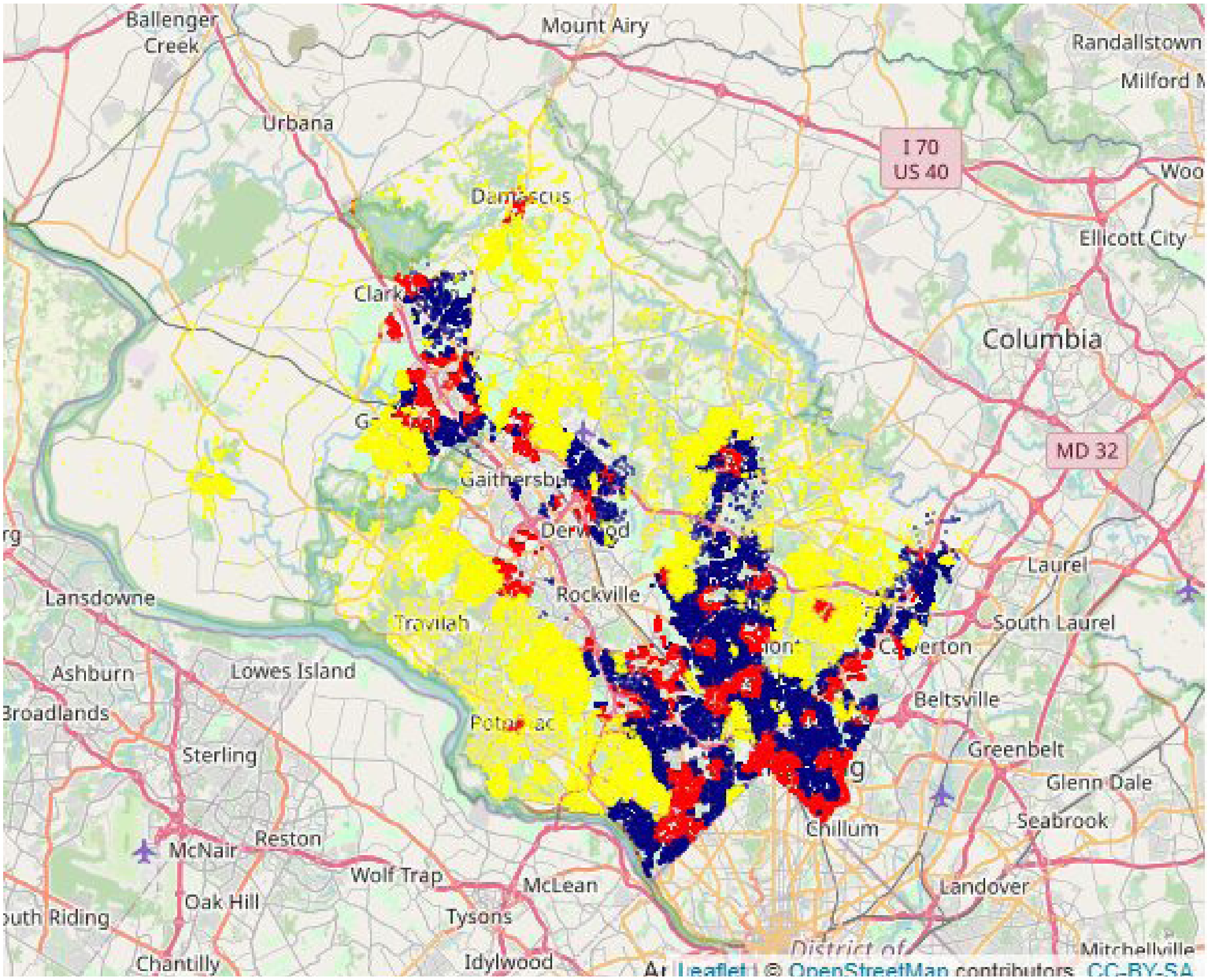
Questions or comments? Contact us at pedsurvey@rsgsurvey.com
6%

Survey responses were weighted to better represent the actual demographics of Montgomery County using the American Community Survey 2018 5-Year Estimates for income, race, and Hispanic, Spanish, or Latino origin distributions for each geography to ensure the responses are appropriately representative of each area and the county as a whole. For the first time, this survey effort provides detailed insights into the pedestrian travel behavior of Montgomery County residents. The results of the survey were used to develop the Pedestrian Master Plan’s Existing Conditions Report and plan recommendations. Survey results were also used to benchmark pedestrian conditions and allow future comparisons.

Full results and other findings can be found on the plan’s website.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Mount Airy
Randallstown
Milford M
Urbana
I 70
US 40
Woo
Damascus
Ellicott City
Clark
Columbia
MD 32
Gaithersb
Derwood
Laurel
Lansdowne
Rockville
South Laurel
Travilah
Calverton
Ashburn
Lowes Island
Beltsville
Broadlands
Potomac
Sterling
Greenbelt
Glenn Dale
Seabrook
Chillum
McNair
Reston
Wolf Trap
McLean
Landover
Oak Hill
Tysons
outh Riding
Chantilly
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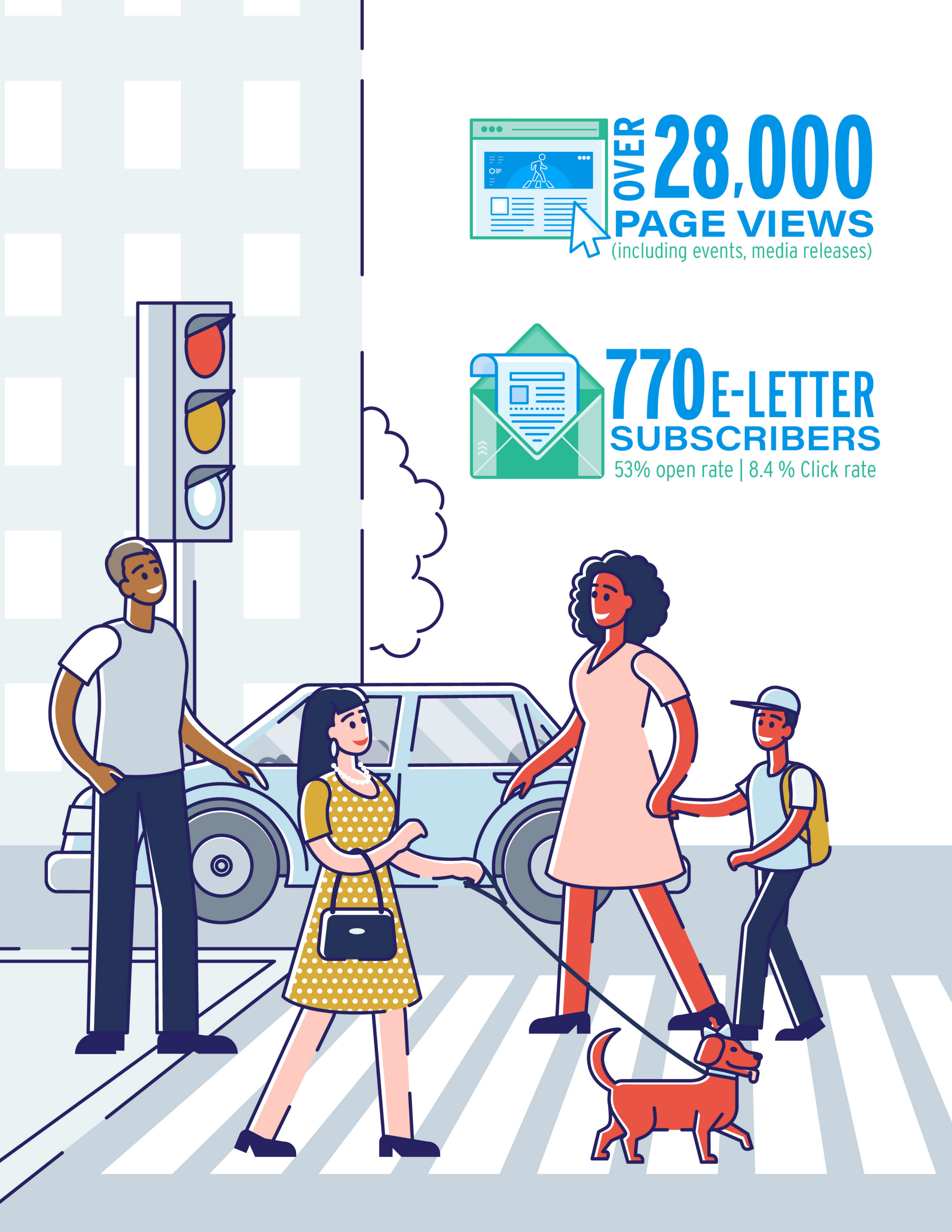
Mitchellville
Leaflet | © OpenStreetMap contributors, CC-BY-SA



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