

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

## FY 2016 Recap and Fall 2016 Plan

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Transportation Safety Subcommittee  
November 15, 2016



# What is Street Smart?

- Street Smart focuses on Education through Mass Media
  - One media campaign for one media market
  - Multi-year “Tired Faces” Creative
  - <http://bestreetsmart.net>
- Concentrated waves of Radio, Television, Gas Station, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
  - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
  - Federal Funds administered by DC, Maryland, and Virginia
  - WMATA
  - TPB Member Governments - COG dues (63k)
    - Covers project administration
  - FY 2017 Budget – \$760k for consultant, ad placement
    - Increase from 750k for FY 2016



# Fall 2015 Press Event



- October 27<sup>th</sup> at Alexandria City Hall
- Speakers from City of Alexandria, DDOT, Virginia DMV, MHSO, TPB, and Alexandria PD.

# Spring 2016 Press Event



- Silver Spring Transit Center – April 11
- Speakers from
  - Montgomery County
  - DDOT
  - WMATA
  - Maryland Highway Safety Office
  - Virginia Highway Safety Office
- Crash Victim Isabel Ricker

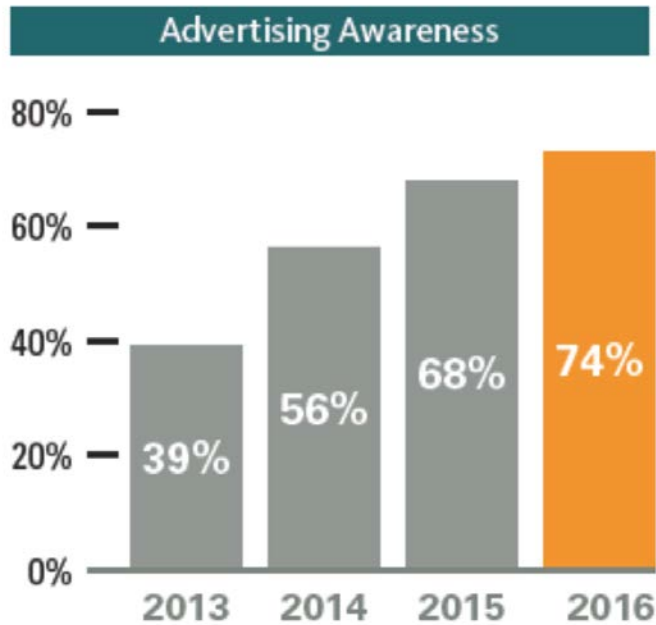


# New in 2016: Enforcement Activations

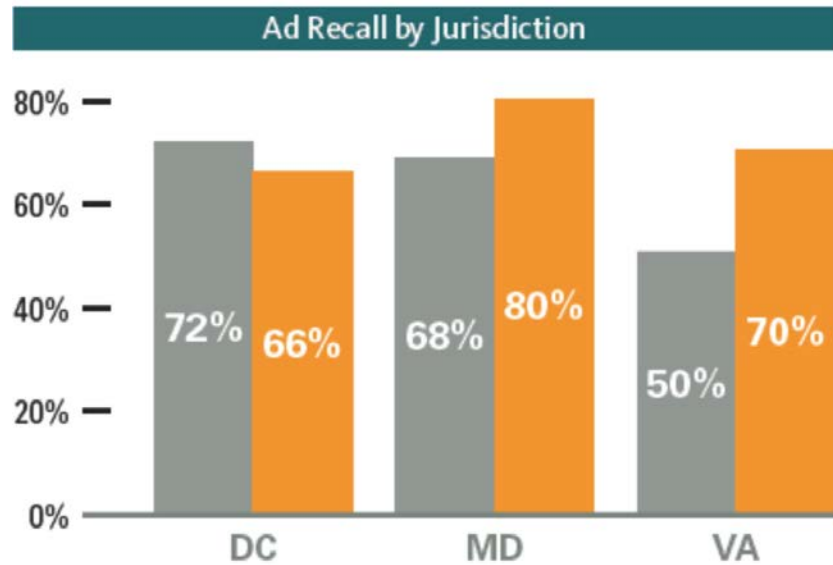
- 4/11: Montgomery County PD (MD)
- 4/25: Metropolitan PD (DC)
- 4/26: Arlington County PD (VA)
- 4/27: Prince George's County PD (MD)
- 4/28: Arlington County PD (VA)
- 5/3: Fairfax County PD (VA)



# Spring 2016 Survey Results



Street Smart continues to build on past momentum.



Overall aided awareness increased from 62% in Wave 1 to 74% in Wave 2.



STREET  
**SMART**  
BeStreetSmart.net

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

# STREET SMART PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET NE, SUITE 300  
WASHINGTON, DC 20002

MWCOG.ORG

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**2016**  
FISCAL YEAR  
ANNUAL REPORT  
10/01/15  
THROUGH  
9/30/16



PREPARED BY  
SHERRY MATTHEWS, INC.



Metropolitan Washington  
Council of Governments

# Fall 2016 Campaign



**STREET  
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## Some mistakes you can't take back.

Look twice for people crossing.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

**72%** of pedestrian fatalities  
occur after dark.

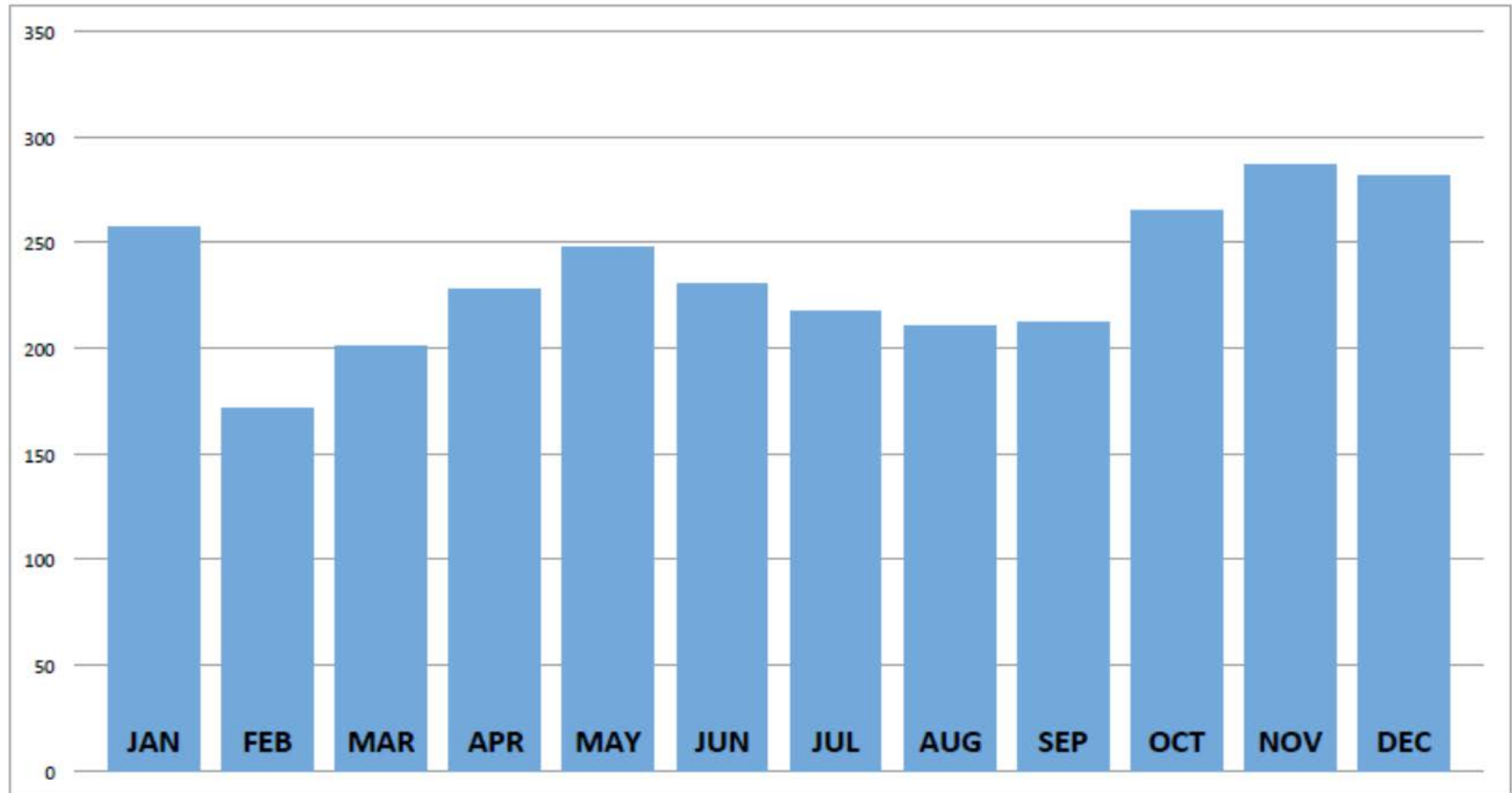
**BE ALERT AT NIGHT.**

**STREET  
SMART**  
BeStreetSmart.net

NHTSA Traffic Safety Facts - Pedestrians, May 2016



# Pedestrian Crashes By Month, 2015



# Fall Schedule

FALL CAMPAIGN SCHEDULE	October				November					
	10	17	24	31	7	14	21	28	30	
<b>Public Relations</b>										
Press Event <b>11/4</b>										
Media Tour										
Suggested Enforcement Dates <b>10/31-11/27</b>										
Enforcement Activations										
<b>Paid Media</b>										
TV :15 Spots										
Pumptoppers										
Exterior Bus Ads										
Digital (YouTube/Pandora/Facebook/Twitter)										
<b>Outreach/Partnerships</b>										
Street Teams										
Digital/Social Media										

# Fall Public Relations

- Friday, November 4<sup>th</sup>  
10:30 a.m.
- Location – Southern  
Ave. SE, United  
Medical Center
- Speakers -  
Transportation,  
Police, Hospital
- Media tour
- Live Enforcement
- Enforcement 10/30-  
11/27



# Activation Schedule

## **ENFORCEMENT ACTIVATIONS**

**Monday, 11/14, 11AM-2PM:** Montgomery County Police Department  
Crosswalk on Georgia Ave. at Fenwick Ln. in Downtown Silver Spring, MD

**Monday, 11/14, 2PM-5PM:** Montgomery County Police Department  
Bradley Blvd. at Strathmore Street in Bethesda, MD

**TBD (11/15 or 11/16): Metropolitan Police Department**  
Washington Circle and 23rd St. NW, Washington, DC

**TBD, 6AM-10AM (11/15 or 11/16):** Prince William Police Department

**Thursday, 11/17, 8AM-11AM:** Prince George's County Police Department  
Central Ave near Addison Road Metrorail station, Seat Pleasant, MD

**Thursday, 11/17, 10AM-12PM:** Arlington County Police Department  
Lee Highway and Edison Street, Arlington, VA

**Friday, 11/18, 7AM-9AM:** Fairfax County Police Department  
Gallows Rd corridor near Dunn Loring Metrorail area, Vienna, VA

**Tuesday, 11/22, 10AM-12PM:** Arlington County Police Department  
Columbia Pike and Frederick Street, Arlington, VA

# Next Steps

- Advisory Group Meeting - December 12th
- Plan Spring 2017 Campaign
- Pedestrian/Truck Safety Element?
- New Creative for FY 2018.

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