

ITEM 15- Information
March 16, 2005

Status Report on Additional Information on the Regional Pedestrian and Bicycle Safety Education Campaign and on a Recommended Process to Request TPB Local Jurisdictions to Consider Annual Funding Commitments

Staff

Recommendation: The Board will be given a status report on the development of this additional information and recommended process, which will be presented for TPB approval at the April 20 meeting.

Issues: None.

Background: At the February 16, meeting, the Board was briefed on the committed local funding contributions and proposed activities for the 2005 safety education campaign entitled: "Street Smart," which is being planned for launch in May 2005. The Board asked for additional information on the results of the first and second years of the campaign and for a recommended process to request local jurisdictions for regular annual funding commitments for this regional campaign.

At the January 21, 2004 meeting, the Board was briefed on the proposed budget and activities for the second campaign. The first campaign was in Fall 2002, and consisted of four weeks of radio, busbacks, billboards, Metro station posters, transit shelter signs, radio interviews, and inserts in drivers license renewal packets.

For the third campaign, federal safety funds have been committed by the Maryland Office of Highway Safety, the Virginia Department of Motor Vehicles, and the District Department of Transportation. To date, local matching funds have been committed by Arlington County, Fairfax County, Montgomery County and Alexandria.

The Bicycle and Pedestrian Subcommittee of the TPB Technical Subcommittee provides technical oversight of this regional campaign.

**MEMORANDUM**

District of Columbia
Bowie
College Park
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George's County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Manassas Park
Prince William County

TO: Transportation Planning Board

FROM: Ronald F. Kirby
Director
Department of Transportation Planning

DATE: March 10, 2005

SUBJECT: Status Report on Additional Information on the Regional Pedestrian and Bicycle Safety Education Campaign and on a Recommended Process to Request TPB Local Jurisdictions to Consider Annual Funding Commitments

Background

At the February 16, 2005 meeting, the Board was briefed on the committed local funding contribution and proposed activities for the 2005 safety education campaign entitled: "Street Smart," which is being planned for launch in May 2005. The Board asked for additional information on the results of the first and second years of the campaign and for a recommended process to request regular annual funding commitments from local jurisdictions for this regional campaign. In subsequent discussion at its March 4, 2005 meeting, the TPB Technical Committee requested that more information be provided on how the pedestrian safety problem in the Washington region compared to that of other major metropolitan regions, a detailed breakdown of jurisdictional fatality rates, more information on the causes of pedestrian crashes, and information on pedestrian-related law enforcement in the region. Staff is researching the specifics of these questions, but provides the general information below in advance of more detailed presentations next month.

Assessing the Impact of the Street Smart Program and Other Safety Activities

Transportation safety activities fall into one of three broad categories, called the "Three E's": engineering, enforcement, and education. Street Smart addresses one of those facets, education, through a mass media campaign. This has become a regional program because such media-based efforts are accomplished most cost-effectively at the regional level, in that the media market is predominantly regional rather than local or statewide. Assessing the impacts of the Street Smart education campaign is interrelated with the other "Three E" factors that affect pedestrian safety, such as efforts at state and local levels to build safer streets and roads and to enforce the pedestrian-related traffic laws.

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The tragic occurrence of a pedestrian or bicyclist fatality is, statistically speaking, still a rare enough event that several years of results will have to be analyzed to determine a trend for examining Street Smart program impacts. In the meantime, we can look to experiences with similar outreach programs and to the knowledge of expert practitioners in the transportation safety field for guidance. Behavior modification takes long, sustained efforts. Similar behavior modification campaigns, such as the drunk driving and seat belt campaigns, took on the order of seven years to have a measurable impact on compliance rates. These experiences would indicate the region is on the right track with the Street Smart campaign, but will need to sustain the effort for a number of years.

Street Smart has been designed as it has in large part because our “biggest bang for the buck” for behavior modification is outreach to young male drivers. While pedestrian error, driver error, and other factors all can be causes, we know that males aged 18 to 34 are disproportionately involved in pedestrian crashes. Since these drivers frequently listen to the radio while driving, the most cost-effective use of media dollars is to focus on radio messages. A good evaluation measure we have at this point is whether male drivers 18 to 34 are hearing the Street Smart messages. Surveys taken before and after the campaigns have indicated that they are: awareness of the Street Smart messages rose by 22 percentage points among male drivers aged 18 to 34 after the April 2004 campaign.

Status of Local Funding

For 2005, the third Street Smart campaign, \$233,000 in federal safety funds have been committed by the Maryland Office of Highway Safety, the Virginia Department of Motor Vehicles, and the District Department of Transportation. Local matching funds have been committed to date by Arlington County, Fairfax County, the City of Alexandria, and, most recently, by Montgomery County, together totaling \$75,000, overmatching the available federal funds by a small amount. This brings total 2005 campaign funding to \$308,000, in comparison to last year’s campaign total of \$390,000.

Funding for 2006 and Beyond

In order to maintain and expand a regional pedestrian and bicycle safety awareness campaign, a predictable local funding base would need to be created. Fairfax County has included predictable funding for the campaign in its annual County budget. The TPB may consider requesting that its local jurisdictions regularly place funding for this campaign in their annual budgets. The region’s applications for 2006 campaign federal funding must be submitted in the spring of 2005 to meet state and federal deadlines.

If Fairfax County contributions are used as a guide, the level of contribution for each jurisdiction in the region would be approximately five (5) cents per capita, yielding over \$200,000 in local funds. While only \$75,000 is needed to match the anticipated federal funding of \$300,000 in 2006, providing more than the minimum required match would be considered a plus for the region’s applications for federal funding. Local contributions at the five cent level are shown in Table 1.

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Table 1. Potential Funding Contributions to 2006 Street Smart Safety Campaign

Jurisdiction	Estimated Population (from COG Budget)	Estimated Contribution (Five Cents Per Capita)
Fairfax County	1,055,167	\$52,758
Montgomery County	811,411	\$40,571
Prince George's County	741,218	\$37,061
Prince William County	336,820	\$16,841
Loudoun County	255,616	\$12,781
Frederick County	218,830	\$10,942
Arlington County	201,900	\$10,095
Alexandria, City of	136,500	\$6,825
Charles County (Urbanized Area – 2000 Census)	74,765	\$3,738
City of Gaithersburg	61,641	\$3,082
City of Rockville	57,619	\$2,881
City of Bowie	55,240	\$2,762
City of Manassas	36,500	\$1,825
City of College Park	26,392	\$1,320
City of Fairfax	22,031	\$1,102
City of Greenbelt	21,340	\$1,067
City of Takoma Park	17,229	\$861
City of Manassas Park	13,225	\$661
City of Falls Church	10,700	\$535
Total Local Contributions	4,154,144	\$207,707
District of Columbia-Contributed Federal Funding (est.)		\$100,000
Maryland-Contributed Federal Funding (est.)		\$100,000
Virginia-Contributed Federal Funding (est.)		\$100,000
Total Projected Federal Funds 2006		\$300,000
Estimated Grand Total 2006		\$507,707