

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

## Fall 2024 Campaign

Item #3

Community Advisory Committee

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# What is Street Smart?



- Education through Mass Media
  - One media campaign for one media market
  - <http://bestreetsmart.net>
  - Paid and Earned Media
- Waves of Transit and Internet advertising designed to change driver, pedestrian, and cyclist behavior
  - Fall and Spring Waves
  - Direct Outreach
- Since Fall 2002
  - Advisory Group
- Direct Outreach Events
- Concurrent law enforcement
- Funded by:
  - Federal funds administered by DC, Maryland, and Virginia
  - WMATA, DC local funds
  - FY 2025 Budget – \$690k for consultant, ad placement



# Pedestrian Deaths are Near A Forty Year High Nationwide

- After reaching a 40-year high in 2022, pedestrian deaths nationwide experienced a modest 4% decrease in the first half of 2023.\*
- Drivers struck and killed 3,373 pedestrians around the country in the first six months of 2023.
- While the 4% decrease from the same period in 2022 is positive, pedestrian fatalities have risen 14% since 2019.

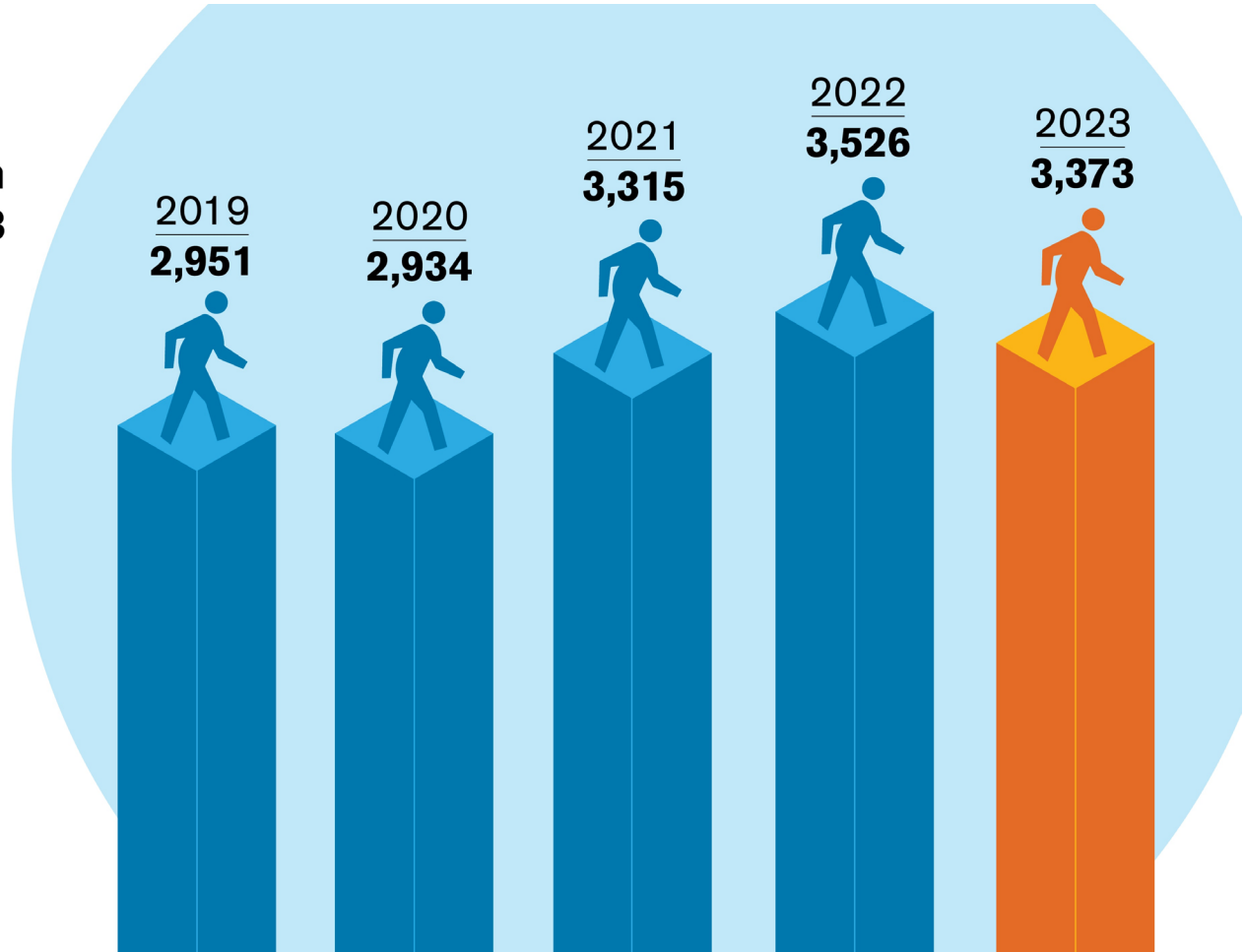
\*Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)

# A National Problem

**New Projection:**  
**U.S. drivers killed**  
**3,373 pedestrians in**  
**the first half of 2023**

**↓ 4%**  
**from 2022**

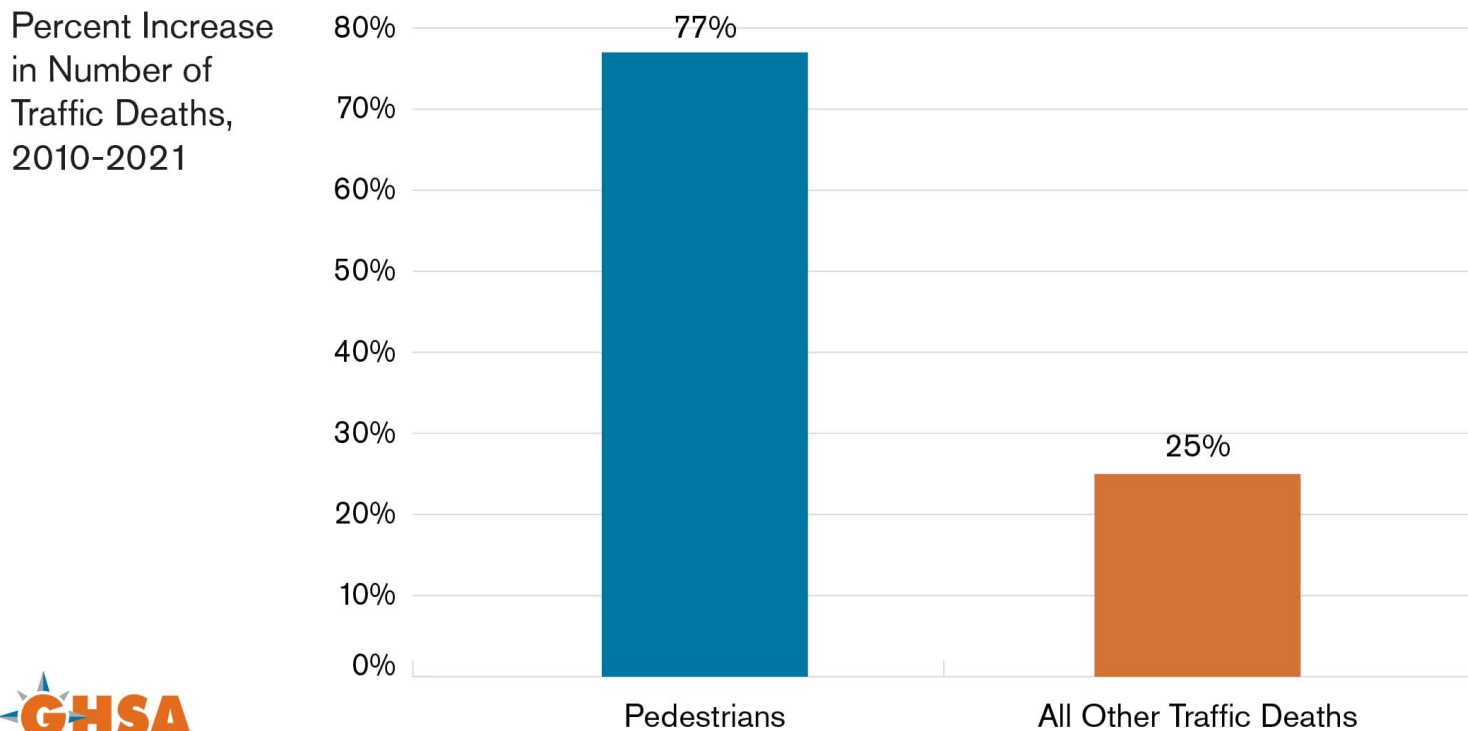
**↑ 14%**  
**from 2019**



*\*Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)*

# Pedestrian Deaths Rose 77% From 2000-2021

## Pedestrian Deaths Are Increasing Faster Than All Other Traffic Fatalities



\*Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)



# Pedestrian Share of DC Region Deaths is Rising

|                                  | 2019 | 2020 | 2021 | 2022 | 2023 |
|----------------------------------|------|------|------|------|------|
| <b>TOTAL REGIONAL FATALITIES</b> |      |      |      |      |      |
| <b>Pedestrian</b>                | 92   | 94   | 96   | 129  | 110  |
| <b>Bicyclist</b>                 | 7    | 5    | 7    | 10   | 7    |
| <b>All traffic</b>               | 305  | 314  | 358  | 384  | 393  |

- Preliminary numbers indicate that in 2023, there were 110 pedestrian and 7 bicyclist fatalities, or 29% of total traffic deaths.\*
- This is a decrease from 129 pedestrian and 10 bicycle fatalities in 2022, or 36% of the total, a record-breaking year.
- Prior to 2018 pedestrian and bicyclist deaths were a little over one quarter of total fatalities, now its about 30%.

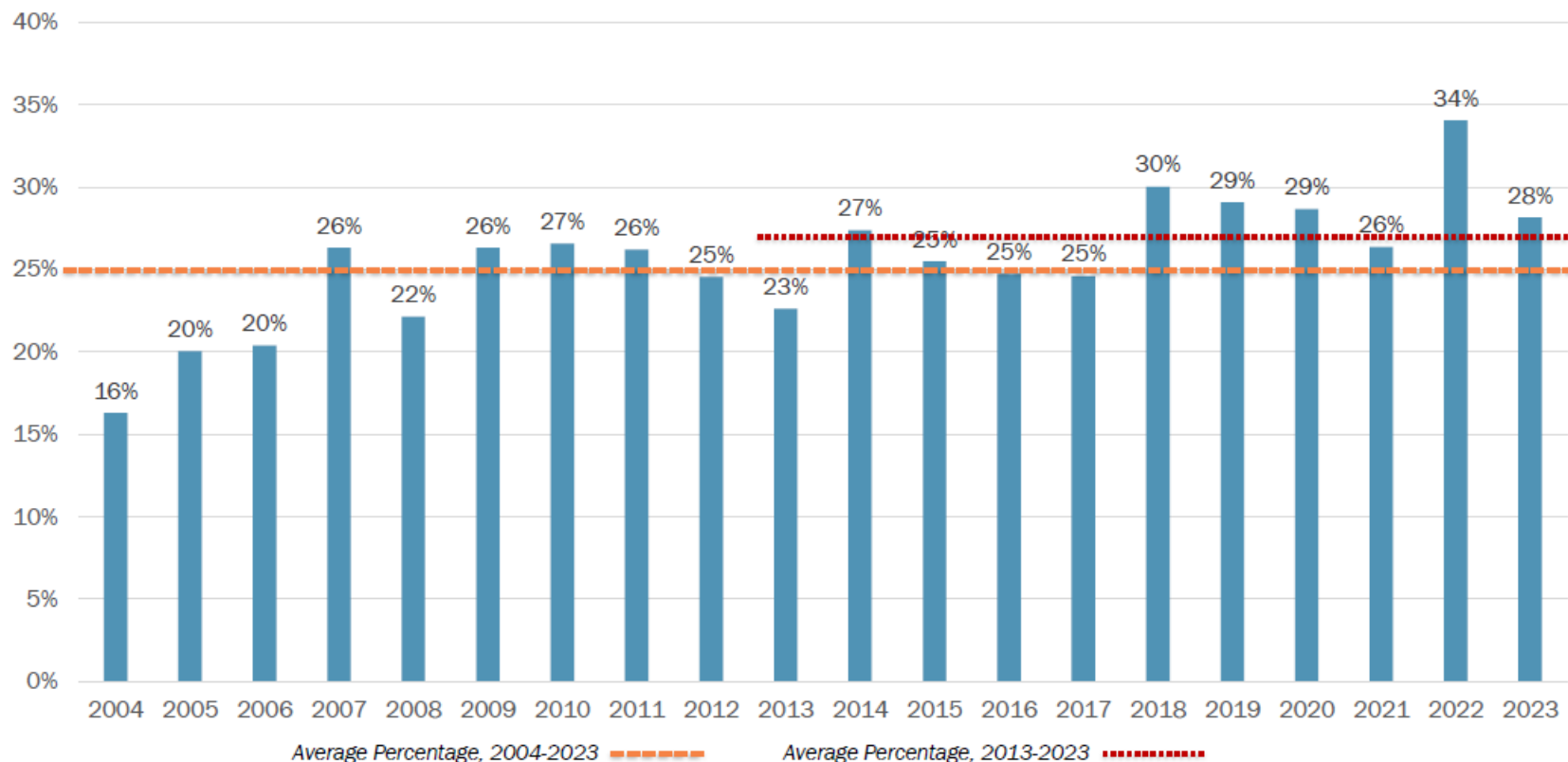
# 2023 Fatalities by Jurisdiction

| 2023              | Alexandria City | Arlington Co. | Fairfax City | Fairfax Co. | Falls Church City | Loudoun Co. | Manassas City | Manassas Park City | Prince William Co. | Charles Co. | Frederick Co. | Montgomery Co. | Prince George's Co. | DC     | TOTAL |
|-------------------|-----------------|---------------|--------------|-------------|-------------------|-------------|---------------|--------------------|--------------------|-------------|---------------|----------------|---------------------|--------|-------|
| <b>FATALITIES</b> |                 |               |              |             |                   |             |               |                    |                    |             |               |                |                     |        |       |
| Pedestrian        | 0               | 1             | 0            | 10          | 0                 | 3           | 3             | 0                  | 7                  | 7           | 4             | 15             | 41                  | 19     | 110   |
| Bicyclist         | 0               | 0             | 0            | 0           | 0                 | 0           | 0             | 0                  | 0                  | 0           | 0             | 1              | 3                   | 3      | 7     |
| All traffic       | 1               | 7             | 0            | 42          | 0                 | 16          | 6             | 0                  | 29                 | 21          | 33            | 46             | 140                 | 52     | 393   |
| <b>CRASHES</b>    |                 |               |              |             |                   |             |               |                    |                    |             |               |                |                     |        |       |
| Pedestrian        | 47              | 109           | 12           | 237         | 12                | 58          | 10            | 0                  | 91                 | n/a         | n/a           | n/a            | n/a                 | 892    | n/a   |
| Bicyclist         | 8               | 52            | 5            | 78          | 5                 | 26          | 4             | 2                  | 21                 | n/a         | n/a           | n/a            | n/a                 | 479    | n/a   |
| All traffic       | 1,092           | 2,075         | 537          | 12,538      | 125               | 4,772       | 478           | 95                 | 6,265              | n/a         | n/a           | n/a            | n/a                 | 20,134 | n/a   |

*\*Preliminary data compiled from DC Vision Zero, Maryland Department of Transportation, and Virginia Department of Motor Vehicles in October 2024, subject to change*

# Pedestrian Fatalities 2004-2023

### Pedestrian Fatalities as a Proportion of Total Roadway Fatalities





# Fall 2024 Campaign

## November 11 - December 11

- \$94,000 buy
- English and Spanish ads running on transit

## Direct Outreach

- Ten “Street Team”  
Walking Billboard Events



# Naylor Road Press Event



- October 29 launch
  - Naylor Road Metro Station, Prince George's, MD
- New “Life Ahead” Ads
- “Street Team” walking billboards
- Transit ads

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11/14/24  
Item 3

# Fall 2024 Ads: "Life Ahead"



# Street Teams



Community Advisory Committee  
11/14/24  
Item 3

# Street Teams Schedule

| Date            | Jurisdiction               | Event/Location   | Event Time | Status    |
|-----------------|----------------------------|--|------------|-----------|
| 10/29           | Prince George's County, MD | Naylor Road Metro Launch Event                                 | 11:00am    | Complete  |
| 10/29           | Prince George's County, MD | Branch Road between Naylor and Suitland                        | 11:30a-2p  | Complete  |
| Nov 12 Tuesday  | Washington, DC             | Benning Road at East Capitol Ave/Benning Metro area            | 8a-12p     | Confirmed |
| Nov 12 Tuesday  | Washington, DC             | Anacostia Metro area -- Howard Rd SE at MLK Jr Ave SE          | 1p-5p      | Confirmed |
| Nov 13 Weds     | Prince George's County, MD | Kenilworth Ave between MD-410 and Edmonston Road               | 8a-12p     | Confirmed |
| Nov 13 Weds     | Prince George's County, MD | Central Ave b/w Seat Pleasant Station Rd & Old Central Ave/322 | 1p-5p      | Confirmed |
| Nov 14 Thursday | Montgomery County, MD      | Crystal Rock Drive at Century Blvd, Germantown MD              | 8a-12p     | Confirmed |
| Nov 14 Thursday | Montgomery County, MD      | Wheaton Metrorail area-- Georgia Ave and Reedie Drive          | 1p-5p      | Confirmed |
| Nov 15 Friday   | Fairfax, VA                | Leesburg Pike between Glen Carlyn Dr and Crossroads Center     | 8a-11p     | Confirmed |
| Nov 15 Friday   | Fairfax, VA                | Richmond Highway at Southgate Drive                            | 1p-5p      | Confirmed |
| Nov 16 Saturday | Prince William County, VA  | Prince William Street b/w Grant Ave & Tudor, near Manassas VRE | 9a-1p      | Confirmed |

# Fall Campaign Budget

|  |  |  |                   |
|--|--|--|-------------------|
| <b>PAID MEDIA</b>  | <b>Gross billable cost including agency placement fees</b> |  | <b>\$ 131,296</b> |
| <b>Outdoor - Bus Tails</b>   | \$ 94,147  |  |                   |
| 4 weeks starting 11/11   |  |  |                   |
| 300 bus tails (including 25 bonus as space is available)   |  |  |                   |
| 450 interior cards bonus as space is available   |  |  |                   |
| <b>Outdoor - Ultra Super King Bus Ads</b>  | \$ 17,116.00   |  |                   |
| 4 weeks starting 11/11   |  |  |                   |
| 10 bus side partial wraps (full side between wheel wells)  |  |  |                   |
| <b>Transit Shelters</b>  | \$ 20,033  |  |                   |
| 4 weeks starting 11/11   |  |  |                   |
| <b>OUTREACH</b>  |  |  | <b>\$ 35,000</b>  |
| ~10 Walking billboard Street Teams with backpack banners in high priority areas, includes coordination with local partners |  |  |                   |
| <b>DIGITAL / CREATIVE / COLLATERAL PRODUCTION</b>  |  |  | <b>\$ 77,404</b>  |
| Collateral includes the creative production services and printing of the following materials:                              |  |  |                   |
| • Website updates; digital development; ad layouts   | • Outreach signage/materials                               |  |                   |
| • Paid and donated media production (bus ads, bus wraps, transit shelters)   | • Hosting fees   |  |                   |
| <b>ONLINE SURVEY</b>   |  |  | <b>\$ 18,000</b>  |
| • Pre- and Post-campaign online surveys to determine campaign effectiveness.   |  |  |                   |
| • 600 respondents ages 21–54, limited to MWCOG jurisdictions, segmented to DC, VA and MD                                   |  |  |                   |



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