# Slide 1: Presentation Title: Street Smart Pedestrian and Bicycle Safety Campaign

# Subtitle: Street Smart Pedestrian and Bicycle Safety Campaign

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# TPB Access for All Advisory Committee (AFA)

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Slide 2: The Problem

* In 2016, there were 71 pedestrian and 10 bicyclist fatalities in the Washington region
* 29% of the 279 total traffic fatalities were pedestrians or bicyclists
* Disadvantaged, inner-suburban communities were disproportionately affected

Picture of a data table with 2016 fatalities by jurisdiction. A total of 279 total fatalities in the region

Slide 3: What is Street Smart?

Picture of advertisement report cover.

* 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 – $775k for consultant, ad placement
    - Increase from 760k for FY 2017

Slide 4: Pictures of Ad campaign images. Portraits of an adolescent male and older adult female imposed with tire marks.

Slide 5: Press Event

Two photographers. The first is of an outdoor press conference event for the campaign. The second is of officials standing behind the Street Smart campaign logo.

Slide 6: Paid Media

Three pictures illustrating different examples of the campaign materials throughout the region. The first is of a bus banner, the second is of a gas station “pumptopper”, and the third is an example of the ad with an African American women portrait with tire marks imposed on her profile.

* Outdoor
  + Bus Tails
  + Pumptoppers
* Television
* Digital

Slide 7: Images with examples of driver targeted exterior bus ads. All adds you similar imagery: portraits of individuals with tire marks impose on profile.

Ads include the following language:

* Some mistakes you can’t take back. Look twice for people crossing.
* You can’t fix a pedestrian at a body shop. Slow down and watch for pedestrians.
* You never know who you’ll run into. Yield to pedestrians when turning.
* In Spanish: Los peatones no tienen bolsas de aire. Reduce la velocidad. Atento a los peatones.
* Bicycle don’t come with bumpers. Give cyclists room to ride.

Slide 8: Street Teams

Pictures of in the region “street teams” interacting with pedestrians and motorists.

Slide 9: Pedestrian Alert Zones / Enforcement Activations

Examples of different type of pedestrian-specific activities, including yard signs, street teams, sidewalk graphics, and enforcement activation.

Slide 10: Evaluation Survey

* Pre and post Spring 2017 campaign wave
  + Pre: March 28 – March 31
  + Post: May 16 – May 22
* On-line survey
* Drivers and Pedestrians
* 300 respondents
* Representative Sample (DC, MD, VA)
* Results:
  + 71% baseline awareness was unchanged pre and post
  + After 5 years of advertising a high baseline awareness
  + Low Spring 2017 budget (due to new ad development cost)
  + Unaided awareness increased from 23% to 30%
  + No difference between drivers and pedestrians (closed gap)

Slide 11: Evaluation survey

Two images of charts. First image is a bar chart showing an increase in “aided advertising recall” from 50 percent in 2014 to 71 percent in 2017.

Second image is a bar chart illustrating increases in driver and pedestrian recall between 2013 and 2017. In 2013 the recall for drivers was much less than pedestrian and in 2017 recall for both groups were the same.

Slide 12: Campaign value

Earned media, added value, and donated media resulted in 3 million dollars in overall campaign value on a budget of 840,000 dollars.

Slide 13 through 20: New Ads: “Shattered Lives”

Examples of new advertising. All images imposed broken windshield glass against backdrops of pedestrians and bicyclists.

Ads use the following language:

* Speeding shatters lives. Stop for people crossing.
* Lives shatter on impact. Give 3 feet when passing bikes.
* Lives are easily broken. Look before you turn.
* Your life is fragile. Use the crosswalk.
* In Spanish: Su vida es frágil. Use el cruse de peatones.
* In Spanish: La velocidad destroza vidas. Pare para los peatones.
* In Spanish: El impacto destruye vidas. Rebase con 3 pies de distancia.
* In Spanish: Una vida se destroza fácilmente. Ceda el paso a los peatones al dar vuelta.

Slide 21: Fall 2017 Schedule

Gantt chart illustrates the Fall 2017 schedule for activities. In November, paid media (pumptoppers exterior bus ads, digital, digital shelters, and radio will begin. Media tour will occur in late-October and November. Enforcement coordination in November. Outreach and partnerships, including donated media and social media will occur from October to December.

Slide 22: Press Event

Image of Old Town Square in City of Fairfax, VA

* Launch: 11/3 at 10:30am
* Location: Old Town Square in City of Fairfax, VA
* Speakers
* Media tour
* Enforcement: 11/6 – 12/3

Slide 23: Pedestrian Crashes by Month, 2015

Chart image shows pedestrian crashes by month in 2015. Bars for each month generally fall between 200 and 300 per month.

Slide 24: Next Steps

* Complete New Creative for FY 2018
* Launch a new, mobile-friendly web site
* Carry Out the Fall Media Campaign

Slide 25: Contact

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