

## **ITEM 12- Action**

April 20, 2005

Approval of a Process to Request that TPB Local Jurisdictions Provide Regular Annual Funding Commitments for the Regional Pedestrian and Bicycle Safety Education Campaign

### **Staff**

#### **Recommendation:**

- Receive briefing on the incidence and causes of pedestrian and bicycle accidents in the region.
- Receive briefing on the benefits of the regional campaign, and on a recommended process to request that local jurisdictions provide regular annual funding commitments for this regional campaign.
- Adopt Resolution R20-2005 to approve the process to request that local jurisdictions provide regular annual funding commitments for the regional pedestrian and bicycle safety education campaign.

**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 June 2005. The Board asked for additional information on the incidence and causes of pedestrian and bicycle accidents and on the benefits of the campaign. The Board also asked that staff recommend a process to request that local jurisdictions provide regular annual funding

commitments for this regional campaign. On March 16, the Board was given a status report on the development of this additional information and recommended process.

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, Prince George's County, and Alexandria.

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

TPB R20-2005  
April 20, 2005

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS  
777 NORTH CAPITOL STREET, N.E.,  
WASHINGTON, D.C. 20002-4239**

**RESOLUTION APPROVING A PROCESS TO REQUEST THAT LOCAL  
JURISDICTIONS PROVIDE REGULAR ANNUAL FUNDING COMMITMENTS FOR  
THE REGIONAL PEDESTRIAN AND BICYCLE SAFETY EDUCATION CAMPAIGN**

**WHEREAS**, the National Capital Region Transportation Planning Board (TPB) has been designated by the Governors of Maryland and Virginia and the Mayor of the District of Columbia as the metropolitan planning organization for the Washington Metropolitan area; and

**WHEREAS**, each year almost 90 pedestrians and bicyclists are killed (nearly a quarter of all persons killed on the roads) and over 2600 are injured in the Washington region; and

**WHEREAS**, there are three broad types of activities that affect pedestrian safety, called the "Three E's" for engineering, enforcement, and education, and a mass media safety education campaign is most cost-effectively accomplished at the regional level; and

**WHEREAS**, in Fall 2002, the TPB initiated a multi-year regional mass media pedestrian and bicycle safety campaign known as Street Smart, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicycle injuries and deaths; and

**WHEREAS**, in Spring 2002, the TPB conducted the second wave of the Street Smart campaign and will conduct the third wave in Spring 2005; and

**WHEREAS**, evaluations of the first two years of Street Smart indicate that its messages are being heard by its target audience: 18 to 34 year old male drivers, and because safety education campaigns, such as the drunk driving and seat belt campaigns, took many years to have an impact, it is desirable to continue the Street Smart campaign in future years; and

**WHEREAS**, the campaign budget each year needs to be established, which involves applying for federal funding from the Maryland Office of Highway Safety, the Virginia Department of Motor Vehicles, and the District Department of Transportation and committing local matching funds; and

**WHEREAS**, in order to maintain and expand the regional campaign each year, a predictable local funding base is needed; and

**WHEREAS**, on January 7, March 4 and April 1, 2005, the TPB Technical Committee was briefed on proposed activities for the 2005 Street Smart campaign, information on the incidence and causes of pedestrian and bicycle accidents and the benefits of the campaign, and a proposed process to request local jurisdictions for regular annual funding commitments for the campaign; and

**WHEREAS**, on April 1, 2005, the TPB Technical Committee recommended that TPB adopt the proposed process to request local jurisdictions for regular annual funding commitments for the campaign and also to offer a TPB staff presentation on the "Street Smart" campaign to the COG Police Chiefs committee; and

**WHEREAS**, on February 16, March 16, and April 20, 2005, the TPB was briefed on proposed activities for the 2005 campaign, information on the incidence and causes of pedestrian and bicycle accidents and the benefits of the campaign, and a proposed process to request local jurisdictions for regular annual funding commitments for this regional campaign; and

**WHEREAS**, the process to request local jurisdictions for regular annual funding commitments for this regional campaign will be for the TPB each year to send letters to its local government member jurisdictions requesting a contribution for the next year's campaign;

**NOW, THEREFORE, BE IT RESOLVED THAT** the National Capital Region Transportation Planning Board approves the process for the TPB each year to send letters to its local government member jurisdictions asking them to contribute to the next year's Street Smart campaign, with the suggested level of contribution of five (5) cents per capita in each jurisdiction as shown in the attached Table 1.

Table 1. Suggested 2006 Local Contribution to Annual Street Smart Safety Campaign

<b>Jurisdiction</b>	<b>COG FY 2006 Estimated Population</b>	<b>At five cents per capita</b>
Fairfax County	1,055,167	\$52,800
Montgomery County	811,411	\$40,600
Prince George's County	741,218	\$37,100
Prince William County	336,820	\$16,800
Loudoun County	255,616	\$12,800
Frederick County	218,830	\$10,900
Arlington County	201,900	\$10,100
Alexandria, City of	136,500	\$6,800
Charles County, Urbanized Area	74,765	\$3,700
Gaithersburg, City of	61,641	\$3,100
Rockville, City of	57,619	\$2,900
Bowie, City of	55,240	\$2,800
Manassas, City of	36,500	\$1,800
College Park, City of	26,392	\$1,300
Fairfax, City of	22,031	\$1,100
Greenbelt, City of	21,340	\$1,100
Takoma Park, City of	17,229	\$900
Manassas Park	13,225	\$700
Falls Church, City of	10,700	\$500
<b>Total Local Contributions</b>	<b>4,154,144</b>	<b>\$207,800</b>
District of Columbia Est. Federal Funds		\$100,000
Maryland Est. Federal Funds		\$100,000
Virginia Est. Federal Funds		\$100,000
<b>Total Projected Federal Funds</b>		<b>\$300,000</b>
Estimated Grand Total		\$507,800

## **MEMORANDUM**

DATE: April 14, 2005

TO: Transportation Planning Board

FROM: Ronald F. Kirby  
Director  
Department of Transportation Planning

SUBJECT: Information on the Nature of Pedestrian and Bicycle Accidents in the Region and the Impacts of the Street Smart Campaign

### **Background**

At the February 16 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 June 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 more detailed breakdown of jurisdictional fatality rates, more evidence on the causes of pedestrian crashes, and more details on the level of pedestrian-related law enforcement in the region.

On March 16, the Board was given a status report on the development of this information and recommended process. At its April 1<sup>st</sup>, 2005 meeting the TPB Technical Committee received a briefing on the information which is summarized below.

### **Pedestrian and Bicycle Safety: The Nature of the Problem Nationally and Regionally**

In 2003, of more than 42,000 traffic fatalities in the United States, about 4,700, or 11%, were pedestrians. Urban areas have higher pedestrian fatality rates than rural areas. In the Washington metropolitan area, over 2600

pedestrians and bicyclists are injured every year, and 89 are killed, almost one person every 4 days. Pedestrians and bicyclists account for nearly a quarter of those killed on the roads in the Washington region.

The Washington-Baltimore region ranks 22nd out of the 50 largest metropolitan areas in terms of pedestrian deaths per capita. Adjusted for mode share, the Surface Transportation Policy Project ranked the Washington area the 31<sup>st</sup> most dangerous for pedestrians of the 50 largest metropolitan areas. Walking is most dangerous in newer, sunbelt cities with large retiree populations, and least dangerous in older, pedestrian-oriented cities. Washington is about in the middle nationally of the major metropolitan areas. Most pedestrian and bicycle fatalities occur in the urban and inner suburban jurisdictions, but people are killed or injured throughout in the region.

### **Factors Contributing to Pedestrian and Bicycle Crashes**

Data from the Washington region indicate that drivers are about as likely as pedestrians to be at fault in a crash. Males aged 18 to 34 are disproportionately involved in pedestrian crashes. Males are also more likely to be hit as pedestrians. Alcohol is a serious problem for both pedestrians and motorists, affecting approximately one third of crashes.

### **Strategy and Impacts of Street Smart Safety Campaign**

The Street Smart Campaign consists of a one-month wave of radio, transit, and print advertising. The first wave was in October, 2002, the second in April, 2004, and the third will be in June, 2005. A fourth wave is planned for Spring, 2006. Influencing driver and pedestrian behavior requires long, sustained efforts. Similar behavioral modification campaigns, such as drunk driving and seatbelt campaigns, took on the order of seven years to have a measurable impact on compliance rates.

Street Smart has been designed in large part to reflect the fact that the “biggest bang for the buck” for behavior modification is outreach to young male drivers. A message is most effective if the person hears it while engaged in the behavior we are trying to affect; i.e. driving or walking. Young male drivers can be reached *while driving* through drive-time radio on selected radio stations. Pedestrians and bicyclists are more difficult and costly to reach. 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 campaign show 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.

Pedestrians and bicyclists are being reached through transit station, bus cards, and bus shelter advertising, while bus-backs reach both motorists and bicyclists. High-crash locations are targeted for transit shelter ads. The next step to influence pedestrian behavior would be a television campaign, which would cost on the order of half a million dollars for one month.

### **Law Enforcement is Needed to Reinforce the Campaign Message**

Law enforcement has been used effectively as part of anti-drunk driving and seatbelt advertising campaigns. Research shows that fear of fines and legal consequences is more effective at changing behavior than fear of death or injury. Also the TV and press media often covers enforcement stings, increasing the public's perception that they are likely to be ticketed for breaking the law.

During the previous Street Smart campaigns, the District of Columbia, Montgomery County, Prince George's County, and Fairfax County have conducted some crosswalk stings, but these efforts has not been on the scale of anti-drunk driving, seat belts, or aggressive driving campaigns. As suggested by the TPB Technical Committee TPB staff are scheduled to give a presentation on the Street Smart program to the COG Police Chiefs Committee at its meeting on April 27<sup>th</sup> and discuss opportunities for enhancing the Street Smart program through enforcement activities.



### Status of Local Funding

To date the following amounts have been committed for the 2005 campaign:

<b>Street Smart Project Budget 2005</b>	
Source	Committed
City of Alexandria	\$5,000
Arlington County	\$10,000
Fairfax County	\$50,000
Montgomery County	\$10,000
Prince George's County	\$5,000
<b>Total Local Contributions</b>	<b>\$80,000</b>
District of Columbia (Federal)	\$100,000
Maryland SHA (Federal)	\$58,000
Virginia DMV (Federal)	\$75,000
<b>Total Federal Funds</b>	<b>\$233,000</b>
<b>Grand Total</b>	<b>\$313,000</b>

### 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. The accompanying resolution will approve the process for the TPB each year to send letters to its local government member jurisdictions asking them to contribute to the next year's Street Smart campaign, with the suggested level of contribution to be five (5) cents per capita in each jurisdiction. In 2006, \$75,000 is needed to match the anticipated federal funding of \$300,000, but providing more than the minimum required match would be considered a plus for the region's applications for federal funding.