



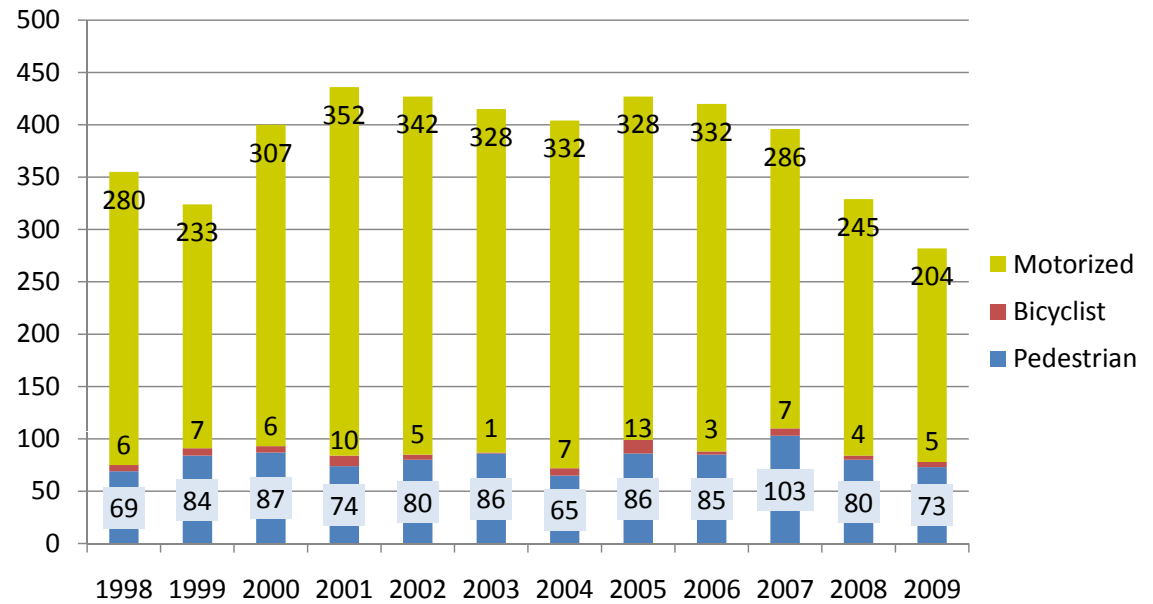
Fall 2009 Spring 2010 Review

Transportation Planning Board

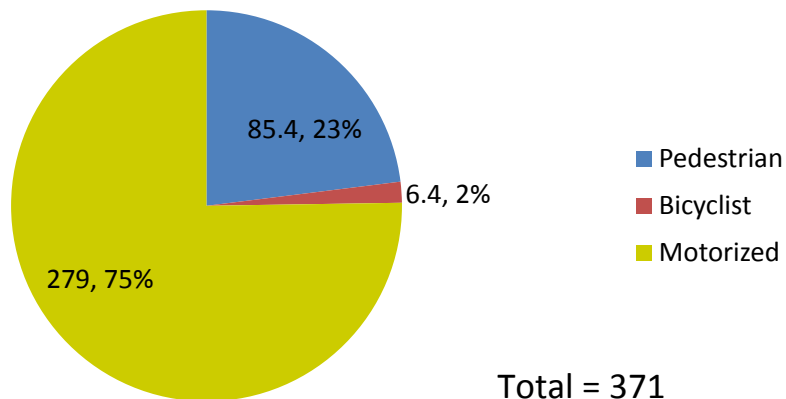
10/20/2010, Item #9



Traffic Fatalities in the Washington Region



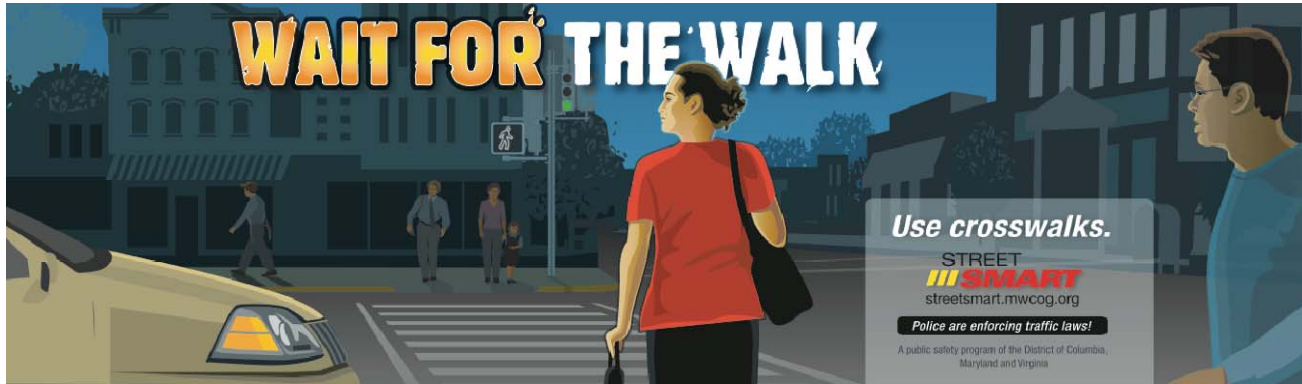
Annual Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2005-2009



The “Street Smart” Campaign

- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Funded by Federal Funds with voluntary matching contributions from WMATA, TPB Member Governments, since Fall 2002
- Run twice annually since 2007
 - Fall and Spring waves
 - November 2009 and March-April 2010
- FY 2010 budget was \$658,700
 - Spring 2010 \$500,000
- Details in the Annual Report, and at <http://bestreetsmart.net>

FALL 2009 CAMPAIGN



All Materials in English and Spanish



ESPÉRE
la señal de paso

Use el cruce para peatones

**STREET
SMART**
streetsmart.mwcog.org

La policía controla estrictamente el cumplimiento de las leyes de tránsito

Un programa de seguridad pública del Distrito de Columbia, Maryland y Virginia

This poster features a woman in a red shirt waiting at a crosswalk. In the background, a traffic light shows a green pedestrian signal. Other pedestrians are visible on the sidewalk.



CRUCE después de que
el autobús haya dejado
la parada

Asegúrese de que lo vean
los conductores

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La policía controla estrictamente el cumplimiento de las leyes de tránsito

Un programa de seguridad pública del Distrito de Columbia, Maryland y Virginia

This poster shows a man in a red shirt standing at a crosswalk, looking back at a blue bus that has just stopped. The background includes a city street with buildings and trees.



OBEDEZCA
las señales y señas

Circule en el sentido
del tráfico

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La policía controla estrictamente el cumplimiento de las leyes de tránsito

Un programa de seguridad pública del Distrito de Columbia, Maryland y Virginia

This poster depicts a cyclist in a red shirt and green pants riding a bicycle on a city street. A traffic light shows a red hand signal, indicating that cyclists should stop. The background shows a city street with buildings and other pedestrians.

Spring 2010 Campaign

Every 8 minutes lives come to screeching halt.



**Be ALERT - Be
STREETSMART.**

<http://bestreetsmart.net>



March 23 Speed Demo

- “Bobby” steps in front of a truck going 25, 35, 40 mph
- 2.5 million people hear about it
- USDOT staged a similar event, October 12th

USDOT Secretary Ray LaHood hosts “Street Smart” Speed Demonstration, October 12th



CAMPAIGN SUMMARY

Fall 2009 Campaign:

- 260 radio spots
- 24 transit shelters
- 74 bus backs
- Internet
- Posters and handouts from Spring 2009

Spring 2010 Campaign:

- 943 radio spots
- 168 Broadcast TV spots
- 91 Cable TV spots
- 85 transit shelter messages
- 123 bus backs
- 105 bus sides
- 110 Metrorail car cards
- 1,730 interior bus cards
 - on Metro, Ride On, Fairfax Connector, Arlington ART and Alexandria DASH buses.
- Internet advertising on wtopnews.com
- Posters / handouts
- <http://bestreetmart.net>

ADDED & EARNED MEDIA

Total Added and Earned Media: \$724,902

Total Added Media Value = \$555,773

This includes \$88,332 in free radio spots and \$467,441 in free outdoor messages on transit shelters, interior bus cards, bus backs and bus sides

Total Earned Broadcast, Print and Online Value = \$169,129

- 30 broadcast stories
- 14 print and online articles
- 3.5 million total media impressions

ENFORCEMENT

During the Fall and Spring campaigns 30,221 citations and 7,804 warnings were issued to motorists, pedestrians and cyclists.

Information came from Fairfax County, City of Rockville, City of Fairfax, Pentagon Force Protection Agency, Arlington County, Greenbelt, Manassas City, City of Alexandria, Prince William County, and Hyattsville City *



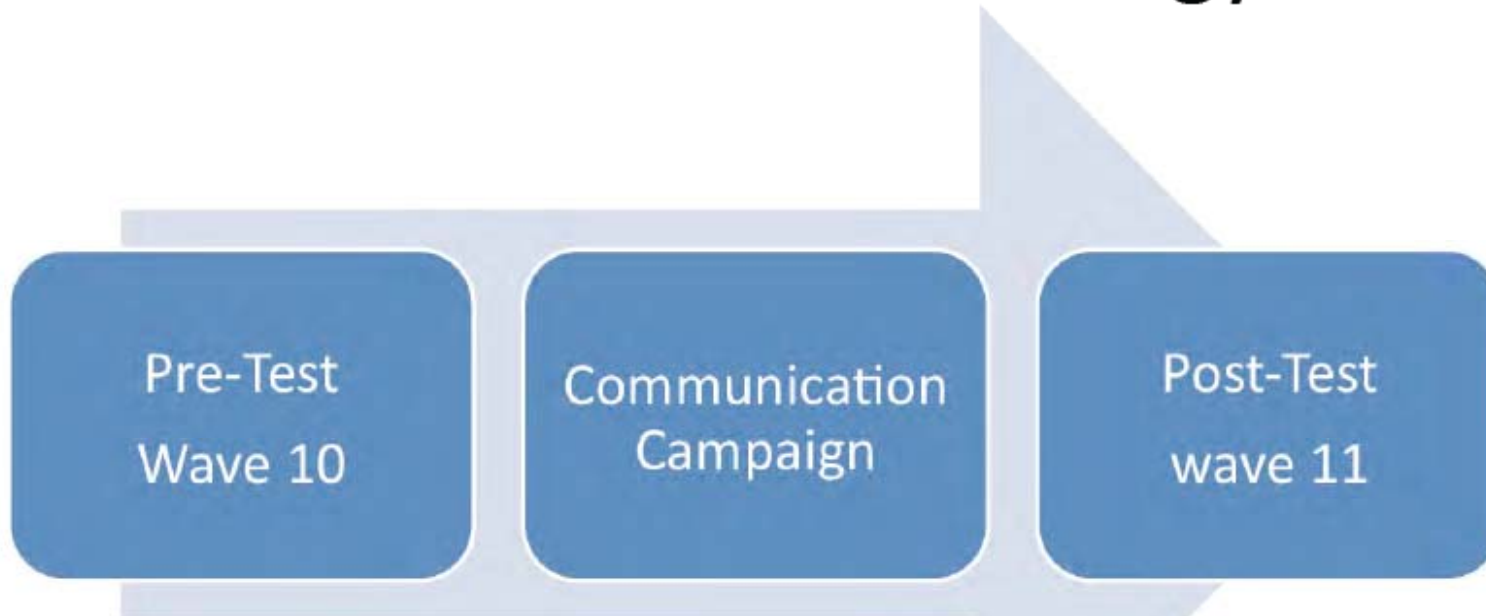
* Actual numbers may be higher. This statistic was based on the actual number of Enforcement Reports received at the conclusion of the campaign.

Evaluation:

Before and After Survey of 500 Motorists

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Traditional Methodology



- Web-based
- N=500
- Proportionate geographic distribution

Findings: Driving while Texting is the Greatest Perceived Danger



Opinions About Dangers

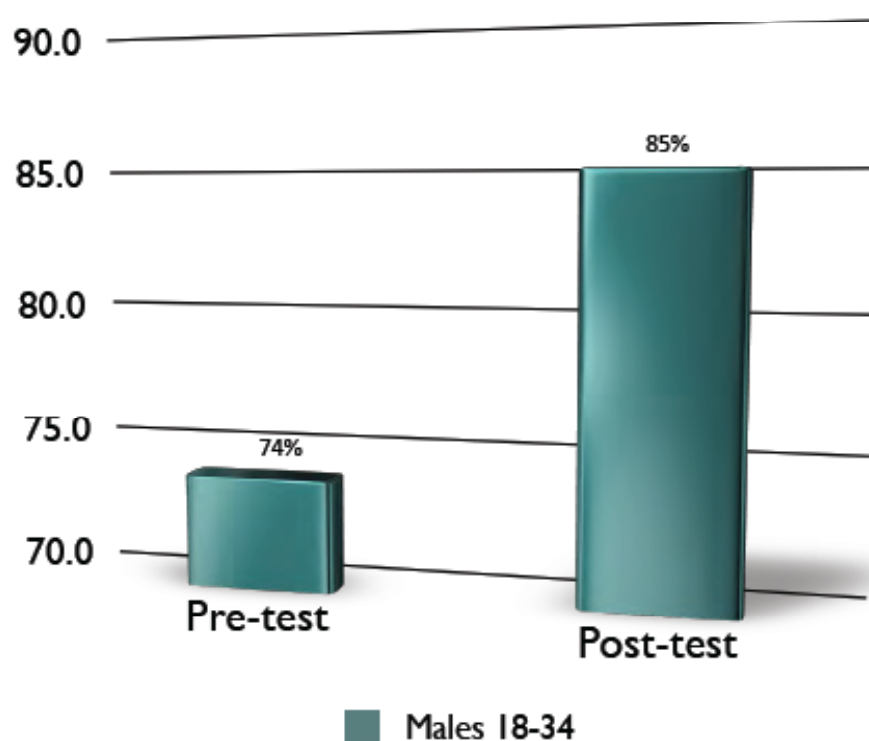
Dangers Tested	Driver Behaviors		Pedestrian Behaviors	
	Pre	Post	Pre	Post
Drivers texting while driving Pedestrians texting while walking	92%	93%	48%	50%
Drivers using cell phone while driving Pedestrians using cell phone while walking	81%	81%	48%	48%
Drivers who run red lights and stop signs Pedestrians crossing against the signal	86%	82%	57%	60%
Drivers who pass bicyclists in an unsafe manner Bicyclists who don't allow room for cars to pass	70%	73%	69%	70%
Average responses	82.5%	83.3%	55.5%	57%
<i>*based on responses of all participants of "extremely serious" or "serious"</i>				

The Target Audience is Hearing and Remembering the Messages



Net Campaign Awareness

18 to 34 year old male's awareness of Street Smart messages



Pre-test results indicate a sustained awareness of Street Smart messages while the 11% increase in the post-test demonstrates increased awareness within the target audience.

Summary of Results

- Driver behavior is perceived to be more dangerous than pedestrian behavior.
- Texting while driving is perceived as more dangerous than talking on a cell phone.
- The current Street Smart enforcement message is working especially well with males 18-34.
- Image of woman with stroller being hit by car was most likely to be recalled.
- All audiences remember messages about police enforcement
- Messages about dangers around buses and safety for cyclists demonstrate only moderate recall in research.
- Comparison of the post-test with the pre-test in the category of males 18-34 is generally positive in almost every category.

Street Smart Funding, 2002-2010

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009	Fall 2009 & Spring 2010	Fall 2010 & Spring 2011
DDOT*	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$200,000	\$200,000	\$200,000	TBD
DC MPD*			\$80,000		\$30,000				
Maryland SHA*	\$115,000	\$100,000	\$58,000	\$50,000	\$100,100	\$130,300	\$130,000	\$143,000	\$100,000
Virginia SHSO	\$100,000	\$100,000	\$75,000	\$100,000	\$75,000	\$100,000	\$100,000	\$100,000	\$110,000
WMATA						\$150,000	\$150,000	\$150,000	\$150,000
Local Government	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$65,700	\$37,800
Private					\$10,000				
Grand Total	\$415,000	\$390,000	\$393,000	\$341,300	\$428,800	\$738,800	\$700,600	\$658,700	\$397,800

* Federal
pass-
through

Local Government Contributions

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011 to date
City of Alexandria	\$5,000	\$5,000	\$5,000	\$6,800	\$6,800	\$6,800	\$6,800	\$7,000	\$7,000
Arlington County		\$10,000	\$10,000	\$10,100	\$10,100	\$10,100	\$10,300	\$10,300	\$10,800
City of Bowie									
Charles County, urbanized									
City of College Park							\$600		
City of Fairfax				\$1,100					
City of Frederick									
City of Falls Church				\$500	\$500			\$600	
Fairfax County	\$50,000	\$50,000	\$50,000	\$52,800	\$52,800	\$52,800	\$54,800	\$5,000	
Frederick County									
City of Gaithersburg						\$3,100	\$3,100		
City of Greenbelt				\$500					
Loudoun County									
City of Manassas									
City of Manassas Park				\$700		\$700			
Montgomery County	\$45,000	\$10,000	\$10,000	\$10,000	\$40,600	\$45,000	\$45,000	\$42,000	\$20,000
Prince George's County		\$15,000	\$5,000	\$5,000		\$37,100			
Prince William County									
City of Rockville				\$2,900	\$2,900	\$2,900			
City of Takoma Park				\$900				\$800	
Total Local	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$65,700	\$37,800

Suggested FY 2011 Contribution to
Street Smart Safety Campaign

Funding

Letters were sent to
the TPB Member
jurisdictions
requesting funding on
March 15, 2010

JURISDICTION	FY 2010 Adjusted Population from COG Budget	Suggested Contribution at five cents per capita
Fairfax County	1,059,211	\$53,900
Montgomery County	840,171	\$42,000
Prince George's County	765,497	\$38,200
Prince William County	408,510	\$20,400
Loudoun County	291,734	\$14,500
Frederick County	181,552	\$9,000
Arlington County	217,200	\$10,800
Alexandria, City of	141,500	\$7,000
Charles County (St. Charles Area)	85,594*	\$4,200
Rockville, City of	67,465	\$3,300
Gaithersburg, City of	65,065	\$3,200
Frederick, City of	61,668	\$3,000
Bowie, City of	55,831	\$2,700
Manassas, City of	38,066	\$1,900
College Park, City of	26,392	\$1,300
Greenbelt, City of	20,903	\$1,000
Fairfax, City of	22,650	\$1,100
Takoma Park, City of	17,229	\$800
Manassas Park, City of	12,784	\$600
Falls Church, City of	12,300	\$600
Total	4,391,322	\$219,500



*from 2007 Census data

FY 2011 Activities

- **Confirmed budget is \$397,800**
 - Likely budget (with DDOT funds) is around \$600,000 down from \$658,000 last year
 - Local funding support fell, Federal/State funds fell slightly
 - Sufficient for Fall & Spring campaign waves
- **Fall Wave - November**
 - Media, Enforcement, Public Relations
 - More enforcement is better
 - Will use existing materials
 - Arlington will host the press event in Rosslyn, November 9th, 12:30 p.m.

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