

**/// ANNUAL REPORT & CAMPAIGN RESULTS**

**The Street Smart Pedestrian and Bicycle Safety  
Public Awareness Campaign**

**FALL 2010 & SPRING 2011**



STREET  
**/// SMART**

## **CHANGING DRIVER, PEDESTRIAN & BICYCLIST BEHAVIOR**

### **The Street Smart Campaign for Public Safety**



**S**ince 2002, the Street Smart campaign has been promoting awareness of the consequences of motor vehicle, pedestrian and bicycle crashes, drawing attention to law enforcement efforts that target behaviors by pedestrians, cyclists and motorists, and recommending ways to reduce risks.

The public safety campaign is conducted across the greater metropolitan Washington, DC area, targeting drivers, pedestrians and cyclists in the District of Columbia, suburban Maryland and Northern Virginia. The initiative has several aspects, integrating news and advertising media messages, public awareness efforts, increased law enforcement, and a variety of earned media. Each year, efforts are carefully defined before the campaign and then refined for the subsequent year, through careful qualification of results and reviews of messages, behaviors and public awareness.

This annual report delivers a summary of the Street Smart campaign for the fall of 2010 and the spring of 2011.

### **FUNDING ORGANIZATIONS & SUPPORTERS**

#### **Making a Difference in Public Safety**

Street Smart is directed and funded by several state, county and local agencies all concerned about pedestrian and motorist safety issues:

#### **Funding organizations include:**

- City of Alexandria, Office of Transit
- Arlington County, Department of Environmental Services
- District of Columbia, District Department of Transportation
- Montgomery County, Maryland
- Maryland State Highway Administration, Highway Safety Office
- Virginia Highway Safety Office
- Washington Metropolitan Area Transit Authority



#### **The National Capital Region Transportation Planning Board Gratefully Acknowledges Technical Support and Comments of Staff from the Following Organizations:**

- Arlington County, Department of Environmental Services
- City of Alexandria, Office of Transit
- Commonwealth of Virginia, Department of Transportation
- District of Columbia, District Department of Transportation
- Maryland Department of Transportation
- Maryland State Highway Administration, Highway Safety Office
- Montgomery County, Maryland
- United States Department of the Interior
- Virginia Highway Safety Office
- The Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

# SAFE STREETS MUST BE A REGIONAL PRIORITY

## Too Many Pedestrians & Cyclists are Hurt and Killed On Roadways Today

Overwhelming data show that area roads are not safe enough for walkers, cyclists, transit riders and drivers. In order to create a sustainable, livable community, the situation must improve.

### A National Problem:

- 4,092 pedestrians died in traffic crashes in 2009. Pedestrians account for nearly 12 percent of total traffic deaths.
- An estimated 59,000 pedestrians were injured in traffic crashes in 2009 in the U.S.
- On average, a pedestrian was killed every two hours and injured every nine minutes in traffic crashes.
- Over 90 percent of pedestrian fatalities occurred in single vehicle crashes.
- Pedestrian deaths declined 7 percent from 2008 and 14 percent from 2000.

### A Closer Look At Crash Circumstances:

- 72 percent of pedestrian fatalities occurred in an urban setting versus a rural setting.
- 76 percent of the fatalities occurred at non-intersections versus at intersections.
- Almost 90 percent of pedestrian fatalities occurred during normal weather conditions, not during rain, snow and fog.
- Close to 70 percent of all fatalities occurred during night-time hours.

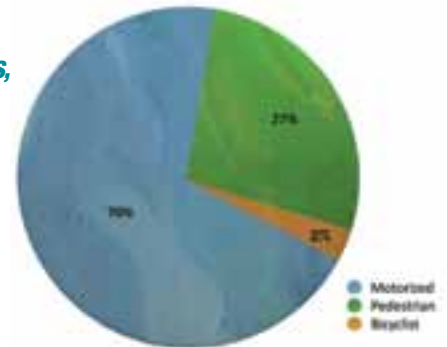
### In The District Of Columbia, Maryland And Virginia:

- The Washington region ranks 20th out of the 52 largest metropolitan areas in pedestrian deaths per capita. Adjusted for exposure, the Washington region ranks 34th most dangerous for pedestrians of the 52 metro areas.<sup>1</sup>
- On average, over 2,600 pedestrians and bicyclists are injured in the region every year, and 89 are killed.
- Motorized fatalities dropped from 324 in 2006 to 197 in 2010, more than a one third decline.
- Meanwhile, the number of pedestrian and bicyclist fatalities remained essentially flat. As a result, pedestrians and bicyclists now account for 30% of the region's traffic fatalities.

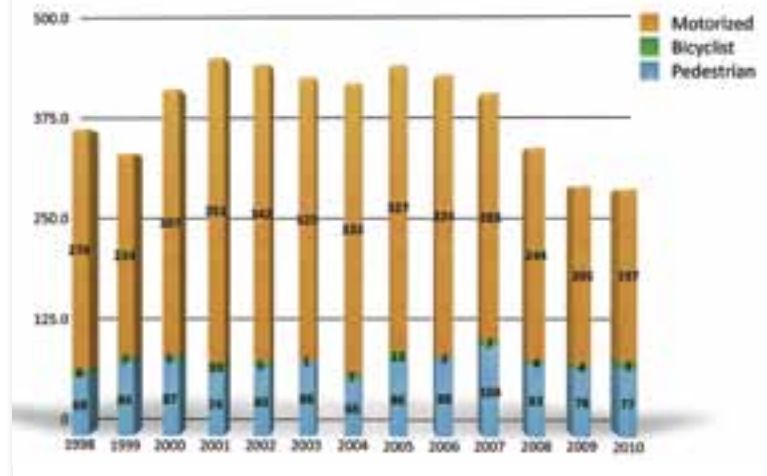
### AN UNEQUAL PLAYING FIELD

Roadways must deliver safe and convenient transportation choices for all citizens, whether they are walking, bicycling, riding transit, or driving. But in a motor vehicle/pedestrian or cyclist crash, it's a physical mismatch, and the pedestrian or cyclist will always receive the worst of the consequences.

### PEDESTRIANS, BICYCLISTS & MOTORIZED TRAFFIC FATALITIES IN THE WASHINGTON REGION, 2010



### TRAFFIC FATALITIES IN THE WASHINGTON REGION, 1998-2010



### Risky Behaviors Among Pedestrians, Cyclists and Drivers:

- Not paying enough attention to local traffic rules and each other.
- Preoccupation with cell phones, music players, conversations and more.
- Pedestrians often fail to look both ways while crossing – or fail to cross in crosswalks and with traffic signals.
- Drivers often ignore crosswalk laws, and drive too fast and too carelessly.
- Pedestrians come into a road from behind parked cars, or stand in a roadway.

### Specific Regional Challenges:

- The Washington, DC metro area is renowned for its traffic – the city is listed at the top of most congested cities lists.
- The metro area is diverse, growing, and populated by many immigrants and tourists who are often unfamiliar with roads, local traffic rules and risky behavior.
- Pedestrians and bicyclists today use roadways and areas that were not designed for walkers and cyclists.

<sup>1</sup> <http://t4america.org/resources/dangerousbydesign2011>

# STREET SMART MAKING A DIFFERENCE

## A Targeted Public Safety & Awareness Campaign

**S**treet Smart is a public awareness and enforcement campaign that is raising awareness of pedestrian and bicycle safety issues throughout the District of Columbia, suburban Maryland and Northern Virginia.

Goals of the campaign include reducing the number of pedestrian and cyclist injuries and deaths in the Washington metropolitan area. Advertising messages are created in English and Spanish and placed on various media to reach specific audiences at specific times. Messages aimed at drivers are placed on the radio during peak drive times and on bus backs to reach them while they are in their cars. Pedestrians and bicyclist messages are placed on bus shelters, interior bus cards, and bus sides so they can be seen while people are walking or riding. Television spots reach all three audiences in their home reinforcing the messages they've seen out-of-home. In addition, law enforcement and local, county and state agencies distribute information and literature to further spread awareness and educate drivers and pedestrians. This is the primary audience, with bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.

Launched in October 2002, the Street Smart program is funded by federal monies that are administered through the District of Columbia, Maryland and Virginia as well as by the Washington Metropolitan Area Transit Authority and local contributions. The program is managed by the Metropolitan Washington Council of Governments (COG) and the National Capital Region Transportation Planning Board (TPB).

### STREET SMART CAMPAIGN GOALS

1. **Reduce** the number of pedestrian and cyclist injuries and deaths across the greater Washington DC metropolitan area.
2. **Educate** drivers, pedestrians, and bicyclists about safe usage of roadways.
3. **Increase** enforcement of pedestrian and bicycle traffic safety laws – and make drivers, pedestrians and cyclists aware of enforcement.
4. **Build** on awareness of pedestrian/bicycle traffic safety issues that have been established in prior campaigns in order to change behaviors.
5. **Develop** a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.

### CAMPAIGN STRATEGIES

The Street Smart pedestrian safety effort focuses on the “Three Es” – education, enforcement and evaluation:

1. **Education** targets pedestrians, bicyclists and drivers, and uses advertising to get the message out. Ads convey simple messages such as “Stop for Pedestrians” and “Wait for the Walk,” while media events help publicize enforcement. A strong focus of the campaign is to reach the area’s Hispanic residents through Spanish-language brochures and advertising outreach.
2. **Law enforcement** provides an incentive for residents to heed the campaign messages, and a focus for media attention.
3. **Evaluation** is vital to understanding the awareness level for the message and the future direction of the campaign.

The campaign and its messages change year to year, reflecting previous successes and challenges, current research and specific behavioral issues. Each is designed to maximize the reach and effectiveness of all media. This report discusses Street Smart efforts from the fall of 2010 and spring of 2011.

### MEDIA OBJECTIVES

- Educate the audiences (drivers, pedestrians, bicyclists) about safe usage of roadways and pedestrian safety around buses.
- Inform the audience about increased law enforcement enforcing pedestrian and bicycle traffic safety laws.
- Build on awareness of pedestrian/bicycle/bus traffic safety issues that have been established in prior campaigns in order to change behaviors.

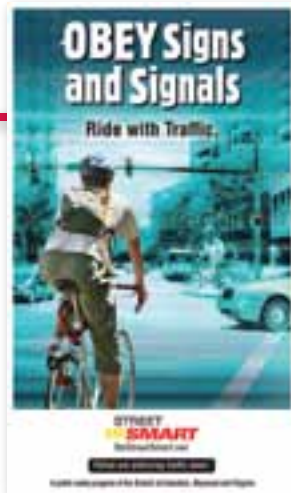


*Captain Thomas Didone  
from the Montgomery County  
Police Department at the  
Spring 2011 kick-off event.*



*Jay Fiset, Chairman  
of the Arlington County Board,  
at the Fall 2010 kick-off event.*





Messages in English and Spanish were placed on transit shelter throughout the region during the Fall 2010 campaign.

## THE FALL 2010 PUBLIC AWARENESS CAMPAIGN

### “Be Alert. Be Street Smart.”

The fall campaign delivered a strong, simple, highly graphic message, showing a driver hitting a pedestrian, right at the moment of impact. The headline read “Be Alert. Be Street Smart.” Other messages were created for cyclists as well as pedestrians around buses. Radio spots ran over the two-week period as well, and reinforced the same message.

### DATES

The Fall 2010 campaign ran from November 7 to November 18, 2010. Media was purchased during that time frame primarily Wednesday to Sunday from 3pm to 8pm when the greatest number of pedestrian/bicyclist incidents is shown to occur. Radio spots and outdoor advertising were concentrated during that time period.

### DEMOGRAPHICS

The Street Smart message is designed to be universal for anyone using the region’s roadways, but a particular audience targeted was adults from 18-49 years of age. The reason for this is that research shows that they are most often involved in crashes and require most of the behavioral change as drivers, pedestrians and cyclists. A secondary target demographic was Hispanics. Special emphasis was given in metro areas that had a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.

### RADIO MESSAGES

Radio is effective in traffic safety awareness campaigns as it is top-of-mind for drivers. Despite the proliferation on entertainment options in a vehicle, according to the national rating system Arbitron, 85 percent of people still listen to some radio every week, and much of the time they spend

listening is in their car or another vehicle. Radio messages are as effective as point-of-purchase displays in a sales situation; they reach a target audience right before they exhibit dangerous driving behaviors.

During the fall 2010 campaign, spots ran for almost two weeks, from November 9 through November 21 on the following general market area stations:

- WASH FM Lite Rock
- WBIG FM Classic Rock
- WIHT-FM Contemporary Hits
- WKYS-FM Urban Contemporary
- WMZQ Country
- WTOP-FM All News
- WVRX Classic Rock

In negotiations with radio stations, every effort was made to extend media dollars to include bonus placements, interviews and other added value opportunities, some of which include public affairs interviews, news/weather/traffic/ sports update sponsorships and brochure distribution at station events.

### MEDIA BUY DETAILS

Spots were concentrated in peak drive times for targeted exposure. A total of 671 spots ran over the two-week period. Thirty-second, :15-second, and :10 second spots were rotated to maximize the budget and increase message frequency. Most ran from 3pm to 7pm, during the high-risk afternoon and evening drive times.

There were a total of 671 spots that ran, adding up to 5,935,000 total impressions.\* Total reach was 50.7% and frequency 4.1.\*\*

\* Total impressions are the total number of times a message was heard or seen in a given schedule.

\*\* Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.

**“Everyone needs to do their part. Saving a few extra minutes by cutting corners or running lights is not worth it. Be Alert. Be Street Smart. It could save your life.”**

– ARLINGTON COUNTY POLICE CHIEF DOUGLAS SCOTT

## SPANISH MARKET RADIO BUY

The Hispanic audience was targeted through WLZL FM in all times through the weeks of November 8 and November 15. Sixty total spots ran for 631,000 total impressions,\* with a reach of 71.1% and frequency of 4.\*\* Billboards and PSAs were added to the paid schedule at no extra cost to the campaign.

*\* Total impressions are the total number of times a message was heard or seen in a given schedule.*

*\*\* Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.*

## PSA RADIO MESSAGES

Because of the public safety message and aggressive cultivation of the campaign as a Public Service Announcement (PSA), 168 of the spots that ran were free. Plus, in addition to radio broadcasts, stations ran streaming PSA messages, totaling an additional 274 messages to the public.

All these no-cost messages were valued at more than \$61,000 to the campaign, dramatically increasing the value of the program and its total reach.



*An average of one citation or warning was issued every 75 seconds by the Arlington County Police Department during two enforcement waves staged in conjunction with the campaign kick-off event.*

## OUTDOOR ADVERTISING

Besides reaching people on the radio, the target market is also reached on the streets through transit shelters across the region. These high-impact messages reached walkers, cyclists, bus riders as well as drivers. They were created in both English and Spanish versions and concentrated in transit areas in high-risk, high-incidence locations. Messages ran in 30 transit shelters over both weeks of the campaign, with five of these placements in Spanish for Hispanic areas.

The net result of impressions from these placements was 4,148,214.

## PSA OUT-OF-HOME SIGNAGE

As an added benefit to the campaign, transit shelter signs remained in place as public service announcements (PSAs) – at no extra cost to the Street Smart campaign for one month after the paid media campaign. These PSAs garnered an additional 1,929,382 impressions for Street Smart.

## COLLATERAL CAMPAIGN MATERIALS

Street Smart incorporates a brochure of safety tips for pedestrians and cyclists. One side is printed in English, the other Spanish. It was developed for the campaign a few years ago, and is reprinted as needed for handouts, events, etc. Another handout instructs pedestrians on the proper and safe use of crosswalks and is available in several languages for different audiences. Street Smart also has developed a poster series that encourages safety among pedestrians, cyclists and drivers.

## KICKOFF EVENT OF HIGH-VISIBILITY ENFORCEMENT

On Tuesday, November 9, 2010, the Metropolitan Washington Council of Governments and Street Smart partners kicked off the fall Street Smart campaign by issuing warnings and tickets to pedestrian and cyclist safety law offenders in a high-visibility law enforcement event.

The event was held at Arlington County, Virginia's single busiest intersection at Wilson and Lynn Streets in Rosslyn. There, Arlington County Police carried out two waves of enforcement. Pedestrians and cyclists were given verbal warnings and motorists received citations.

On hand were elected officials and law enforcement leaders from across the region. Over the three hours of concentrated enforcement, a total of 47 tickets and more than 50 warnings were issued, averaging one ticket/warning every 75 seconds.

The event earned tremendous media coverage, both during the morning enforcement wave and at an afternoon press conference. Results show that, through media outlets, news and awareness of the event reached nearly 3 million people across the region:

- 17 print and online articles reached a total of 1,535,000 readers.
- 48 television stories reached at least 1,289,890 area viewers.
- Coverage by all local broadcast outlets: NBC-4, FOX-5, ABC-7, CBS-9 and News Channel 8.
- WTOP and WAMU coverage reached an audience of 172,000 listeners.
- Telemundo and Univision coverage of the event on November 9.
- One story in The Washington Post and three accompanying online stories.
- Significant social media coverage by Arlington Now, WeLoveDC and The WashCycle blogs.

This coverage delivered a total estimated publicity value of **\$116,527**, made up of print and online coverage of **\$27,450**, TV coverage of **\$71,077**, and radio coverage of **\$18,000**.\*

*\* Note: Publicity value is based on approximately a three-time multiplier of actual ad rates for the media outlets and at the times the stories aired. A Cision monitoring service calculated the TV message value. Complete audience and dollar value estimates are unavailable for certain stations. Therefore, the total audience and dollar values are likely greater.*



Bus side from the Spring 2011 campaign.

## THE SPRING 2011 PUBLIC AWARENESS CAMPAIGN “A Giant Safety Problem”

New creative was developed for the spring 2011 Street Smart campaign using distinctive graphics of huge pedestrian feet, or a huge bicycle, with cars and buses crashing into them. Produced in both English and Spanish with specific tips – “Watch for Pedestrians.” and “Cross After the Bus Leaves the Stop.” (etc.) – they were effective at-a-glance in transit shelters, on buses, and in campaign literature.

### DATES

In the spring of 2011, the Street Smart campaign ran for four weeks, from March 20 through April 16. Similar to the fall campaign, media was concentrated primarily Wednesdays through Sundays from 3pm to 8pm when the greatest number of pedestrian/bicyclist incidents are shown to occur.

### DEMOGRAPHICS

As always, the Street Smart message was designed to be universal for anyone using the region’s roadways. Media targeted pedestrians, bicyclists and transit users of all ages in the Washington, DC region. In the spring, the audience was slightly more defined in all adults 18-49 years of age, and drivers from 18-34.

As with the previous campaign, special emphasis was also given in metro areas that had a high number of pedestrian/ bicycle fatalities and/or injuries and in high-density Hispanic areas.

### RADIO MESSAGES

As it is with many public campaigns directed at road safety, the radio was the workhorse of the spring campaign. New spots were created in both English and Spanish featuring a “news report” about a giant pedestrian... problem, followed with specific safety tips for drivers, pedestrians and cyclists. Spots ran on the following area stations:

- WIHT-FM Contemporary Hits
- WPGC-FM Urban Contemporary
- WKYS-FM Urban Contemporary
- WTOP-FM All News
- WWDC-FM Rock
- WASH FM Lite Rock
- WMZQ FM Country
- WIAD FM Adult Contemporary

As always, every effort was made to extend media dollars to include bonus placements, interviews and other added value opportunities, some of which include public affairs interviews, news/weather/traffic/ sports update sponsorships and brochure distribution at station events.

### MEDIA BUY DETAILS:

Spots were concentrated in peak drive times for targeted exposure.

A total of 1,249 spots ran over the campaign’s four-week period. Spots were produced in :30, :15 and :10-second lengths to provide as much flexibility in placements as possible. Most ran in the prime time/sports period, from 2pm to 9pm, during high-risk afternoon and evening drive times.

The total number of English language spots that ran added up to 6,341,636 total impressions. \* Total reach was 80.8% and frequency 6.8.\*\*

### RADIO & TELEVISION MEDIA FOR THE HISPANIC MARKET

The Hispanic audience was targeted through both radio and TV during the spring campaign. The Street Smart TV spot depicting a distracted driver hitting a pedestrian was edited for a Spanish-speaking audience.

\* Note: Publicity value is based on approximately a three-time multiplier of actual ad rates for the media outlets and at the times the stories aired. A Cision monitoring service calculated the TV message value. Complete audience and dollar value estimates are unavailable for certain stations. Therefore, the total audience and dollar values are likely greater.



The Spring 2011 directed messages towards drivers, pedestrians and cyclists in both English and Spanish on transit shelters, bus sides, bus backs, interior bus cards, interior rail cards and a mobile billboard.



TV advertising is proven to be extremely effective among Hispanic audiences, one of Street Smart's primary audiences. In fact, TV spots viewed in Spanish by U.S. Hispanics have been found to be 61% more effective in raising awareness levels; 57% more effective in message comprehension; 4.5 times more persuasive than English commercials; and over 3 times more effective among bilingual Hispanics.

Washington, DC is the 20th largest Hispanic DMA in the country and the 5th fastest-growing major Hispanic market, so TV is an excellent use of media for this market. The media buy targeted all Spanish adults using Hispanic TV stations WFDC and WZDC during daytime, fringe periods, news and prime time programming.

Spots were concentrated in the middle two weeks of the campaign, and ran the week of March 28 and the week of April 4. A total of 68 spots ran, for total impressions of 1,761,480. The reach was 69.9% and frequency was 3.6.\*\*

The Spanish market radio buy was targeted between the 2pm-9pm hours via a live-read partnership with JR, the afternoon personality on WLZL FM. Every day, JR mentioned the Street Smart campaign and talking points about the program to his audience. Both scripts and live-read copy points for improvisation were supplied.

Thirty-four spots ran each week over the four-week campaign for a total of 136 spots. The total number of Spanish language radio spots that ran added up to 1,725,360 total impressions.\* Total reach was 63.2% and frequency 3.9.\*\*

\* Total impressions are the total number of times a message was heard or seen in a given schedule.

\*\* Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.

### PSA RADIO MESSAGES

Because of the public safety message and aggressive cultivation of the campaign as a PSA, 324 of the spots that ran were free. These no-cost messages added more than 13 million impressions to the campaign's impact, and are

valued at more than \$72,000 to the campaign, dramatically increasing the value of the media buy and its total reach.



John Saunders, Director,  
Virginia's Highway Safety Office



Muriel Bowser, Chair, National Capital Region Transportation  
Planning Board and Councilmember, D.C. Council



A stationary billboard on New York Avenue as well as the mobile billboard that travelled throughout the Washington metropolitan region throughout the campaign.

Besides the radio station running PSAs, the endorsement of the afternoon personality JR on the Spanish-language station WLZL is regarded as priceless in reaching Hispanic audiences.

### OUTDOOR ADVERTISING

Besides getting the message across to the audience on the radio, the target market was also reached on the streets through bus backs, bus sides, rail car cards, bus interior cards and transit shelters across the region. Mobile billboards of four-sided signs were also used. All these different signs provided added frequency for the message and provided consistent exposure throughout the campaign.

The high-impact, out-of-home messages reached walkers, cyclists, bus riders as well as drivers while they were on the roads. They were created in both English and Spanish versions and concentrated in transit areas in high-risk, high-incidence locations:

- 100 Bus backs, or tail-light displays
- 100 King displays
- 100 Rail car cards
- 1,155 Bus interior cards
- 25 Transit shelters
- Mobile billboard signs ran at 261 stops

The net result of from these placements was 46,868,769 impressions for the campaign.



## PSA OUT-OF-HOME SIGNAGE

As an added benefit to the campaign, additional out-of-home media were placed as PSAs – at no extra cost to the Street Smart campaign. This garnered an additional 6,904,480 impressions for the Street Smart messages.

Many of these extra placements stayed in view more than a month after the official campaign ended after the week of April 11, adding even more value.

## COLLATERAL CAMPAIGN MATERIALS

The Street Smart brochure of information and safety tips for pedestrians and cyclists is printed in English and Spanish. It was developed for the campaign a few years ago, and is reprinted as needed for handouts, events, etc. Another handout instructs pedestrians on the proper and safe use of crosswalks and is available in several languages for different audiences. Street Smart also has developed a poster series that encourages safety among pedestrians, cyclists and drivers.

## THE SPRING KICKOFF EVENT

On Tuesday, March 29, 2011, outside the police station on New York Avenue, NW, area leaders gathered to call attention to the need for drivers, cyclists and pedestrians to look out for each other. In addition, a cyclist who had been struck twice in the District provided her personal perspectives.

The event earned a wide variety of media coverage. Results show that, through media outlets, news and awareness of the event reached more than 1.3 million people across the region. This figure included:

- 12 print and online articles that reached 1,078,283 readers.
- 10 television stories that reached at least 243,238 viewers.
- Radio coverage on WTOP that reached at least 45,000 listeners.
- Twitter impressions that reached at least 3,581 followers.

Contributing to success was coverage on three of the five local broadcast outlets: WJLA (ABC-7), WUSA (CBS-9) and NewsChannel 8. The popular all news radio station WTOP covered the campaign with stories on March 21 and March 29.

The total estimated publicity value of these public relations efforts was \$40,740:\*

- Print and online coverage: \$24,500
- Broadcast coverage: \$14,490
- Radio coverage: \$1,750

In addition, there was one print story and two online stories in The Washington Post. The story was picked up in social media outlets, including links from Greater Greater Washington and The Wash Cycle blogs. Greater Greater Washington and The Wash Cycle are in the top 10 of most widely trafficked blogs focusing on Washington, DC.

CBS Baltimore, The Washington Times, as well as both print and online stories in The George Washington University's GW Hatchet also provided coverage.

\* Note: Publicity value is based on approximately a three-time multiplier of actual ad rates for the media outlets and at the times the stories aired. A Cision monitoring service calculated the TV message value. Complete audience and dollar value estimates are unavailable for certain stations. Therefore, the total audience and dollar values are likely greater.



Series of blast emails from the Spring 2011 campaign.

**[WWW.BESTREETS.MART.NET](http://WWW.BESTREETS.MART.NET)**

**The Street Smart website is a constant presence online, with valuable information about the program, tips for pedestrians, cyclists and drivers, news about the issue and campaign, and lots of resources for more information. In addition, all campaign creative work from the past several years is included on the site.**

## **FALL 2010 & SPRING 2011 COMBINED ADDED & EARNED MEDIA**

### **PSAs Multiply the Campaign's Efficiency & Effectiveness**

Through the goodwill of various media outlets and previous experience with the Street Smart campaign, the program was able to take advantage of many opportunities to supplement paid media with donated radio time, out-of-home message placements, and public relations vehicles. Campaign messages are often regarded as public service announcements (PSAs), and these add to the value of the entire campaign budget.



*Combined added and earned media was approximately \$1,227,347 – almost four times the paid media and public relations budget.*

Every year, Street Smart endeavors to receive as much added value as possible, and the fall 2010 and spring 2011 campaigns were no exception. **The value of PSA messages, donated media space, free media messages and earned publicity was approximately \$1,227,347 – almost four times the actual paid media and public relations budget (\$318,000).**

However, much of this added campaign value is not so easily quantifiable. For example:

- Radio stations distributed Street Smart collateral literature at various events.
- Law enforcement spokespeople and personnel repeated messages and talking points in interviews and public affairs programming.
- The Spanish-language host at WLZL radio repeatedly talked about Street Smart during his broadcast, every day during the 4-week spring campaign.

## **TOTAL EARNED MEDIA AND PUBLICITY VALUE = \$157,267\***

A public safety campaign generates newstories and coverage in various media, as well. Media coverage of the campaign generated millions of impressions from broadcast, print and online coverage of the kick-off events and campaign announcements. The figure above quantifies this coverage in media value.

\* This value total is derived by calculating the cost of advertisements of like size and duration in the covering media outlets multiplied by 1.875 to reflect the additional value of news versus ads.

## **TOTAL ADDED MEDIA VALUE = \$1,070,080**

The total campaign added value includes \$133,680 in free radio spots and streaming PSAs and \$58,300 in free outdoor messages on Metro buses and trains including 40 bus shelters, 400 interior bus cards, 56 rail car cards, 11 bus sides and 4 bus back in the Washington metropolitan area.

Additionally, thanks to the largesse of Montgomery County, Street Smart efforts were boosted over the spring campaign and well into the fall of 2011 with the donation of 80 transit shelter messages, 600 bus interior cards, 30 bus backs and 70 bus sides. The City of Alexandria and Frederick County also donated 130 and 25 interior cards respectively on their local bus systems as well. The total number of impressions from these no-cost message placements adds up to 31,340,000, with a value of \$878,100.

### **ADDED VALUE MEDIA NOTES**

- ▶ **1,446 outdoor messages of various types were donated as PSAs to the campaign, in transit shelters, tail light bus displays, king displays and rail car and interior bus cards.**
- ▶ **Many of the out-of-home messages stayed in place after the campaign ended, as well, compounding their effectiveness.**
- ▶ **The afternoon drive host of WLZL radio who, along with playing the radio spot messages, also discussed the campaign every day of his broadcast during the springtime media buy compounded efforts targeting the Hispanic audience.**



*The City of Raleigh, NC is using Street Smart campaign materials on the campus of NC State University to promote pedestrian safety.*

### **STREET SMART GROWS & EVOLVES**

More and more people in the U.S. are looking toward alternative modes of transportation beyond automobiles, and pedestrian and bicyclist safety has become an increasing concern nationwide. The Street Smart campaign has been recognized locally, regionally and nationally as a solution to the problem of road safety for pedestrians and cyclists.

The Street Smart program is run through the Metropolitan Washington Council of Governments (COG). Since 1957, COG has helped develop regional solutions to issues with the environment, affordable housing, growth and development, public health, child welfare, public safety, homeland security and transportation. The independent, nonprofit association is comprised of elected officials from 21 local governments, members of the Maryland and Virginia state legislatures, and members of the U.S. Congress.

Street Smart offers an effective and sustainable answer to roadway safety for pedestrians and cyclists, and COG encourages its adoption as a whole or in part for use in any jurisdiction. Already, others have borrowed various aspects of the program for their own purposes. For example:

1. The Maryland State Highway Administration uses Street Smart materials to promote pedestrian safety throughout the entire State of Maryland, on billboards and radio.
2. The City of Raleigh, North Carolina Bicycle and Pedestrian Advisory Commission is using Street Smart campaign materials in their region.
3. Texas Tech University will be using Street Smart campaign materials in conjunction with a campus campaign focused on mobility issues such as distracted driving, pedestrian safety and bicycling safety.

4. The Federal Highway Safety Administration (FHWA) in conjunction with the U.S. Department of Transportation (US DOT) and District Department of Transportation (DDOT) hosted an employee-training event in the fall of 2010. Street Smart posters were displayed throughout office buildings, and the Street Smart Speed/Stopping Distance Demonstration was conducted and expanded to include a live demonstration on the dangers of turning vehicles and pedestrians in crosswalks. Secretary of Transportation Ray LaHood was present and recognized the campaign as, "bringing us even closer to the kind of safety we need to achieve near DOT headquarters – and in communities across America."

### **LAW ENFORCEMENT EFFORTS**

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement "waves," in which police put an added emphasis on enforcing their presence and the existing laws regarding roadway safety. This multi-pronged strategy that has been shown to compound public safety campaign results and positively affect behavior.

During the fall and spring campaigns, 4,220 citations and 3,785 warnings were issued to motorists, pedestrians and cyclists. This information was reported from participating agencies in the District of Columbia, Arlington County, Montgomery County, Prince William County, City of Rockville, and City of Alexandria.



*Secretary of Transportation Ray LaHood recognized the Street Smart campaign at a USDOT employee training seminar.*



# CAMPAIGN EVALUATION 2011

## Clear Stability and Sustained Awareness Shown in Messaging

Street Smart has conducted pre- and post-campaign surveys on all campaigns since 2002. This research is used to measure issue awareness and attitudes among drivers, cyclists and pedestrians. It also surveys awareness of the Street Smart campaign and its messages. Measurements were taken pre- and post-campaign in order to gauge the effectiveness of the spring 2011 campaign.

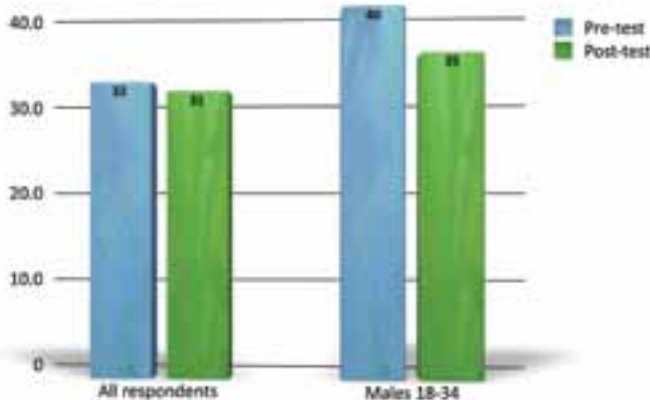
For the evaluation, surveys were used of drivers, pedestrians and cyclists in a broad geographic area around the metro region. Research concentrated on the particular target of 18- to 34-year old males, as this group is particularly high risk in their driving and pedestrian behaviors.

### A SUMMARY OF SURVEY RESULTS SHOWS

1. There was great stability and sustained awareness of messaging between the pre- and post-campaign surveys. This is indicative of a mature program.
2. Even though review of the total responses shows stability, significant changes were found among responses from males 18-34 across the majority of the questions. Within this group, awareness of dangerous behaviors was reported more often and awareness of enforcement efforts was higher. This is most likely due to increased awareness after being exposed to the media campaign.
3. The two new message components introduced in the spring 2011 campaign (the Giant Pedestrian Safety Problem and the image of the car crashing into the giant shoe) demonstrated significant increases in awareness in the post-campaign survey.

### ENFORCEMENT

Have you recently seen or heard about police efforts to enforce pedestrian safety traffic laws?



### SIGNIFICANT RESEARCH FINDINGS

#### Behavior

Survey participants were given a list of behaviors and asked if they were considered serious, somewhat serious, etc. The top 10 extremely/very serious behaviors all showed increases in awareness from before the campaign to afterward.

Survey respondents clearly felt that dangerous behaviors were more serious after the respondents were exposed to the campaign. Note that 8 of the 10 behaviors are driver-related.

#### TOP 10 DANGEROUS BEHAVIORS

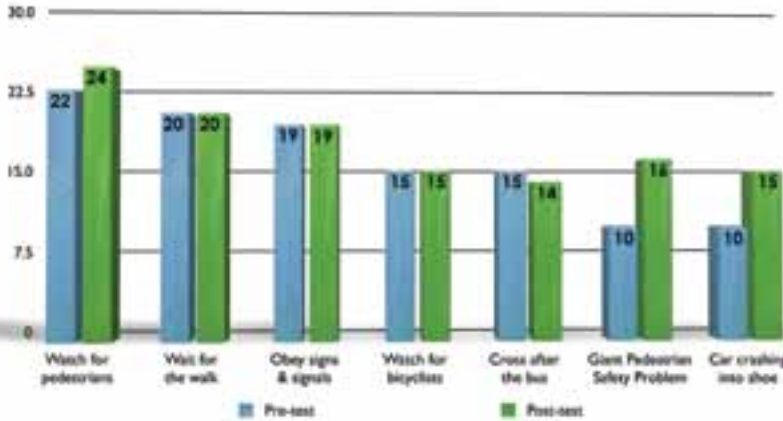
Participants were given a list of 20 behaviors and were asked if they were considered serious, somewhat serious, etc. The top 10 extremely/very serious behaviors are listed below.

	PRE-TEST	POST-TEST
Drivers Texting While Driving	90%	89%
Aggressive Drivers	86%	85%
Drivers Using Cell Phones	83%	85%
Drivers Who Run Red Lights	79%	80%
Drivers Who Don't Yield/Stop For Pedestrians	78%	80%
Drunk Drivers	76%	80%
Bicyclists Who Run Red Lights & Stop Signs	66%	71%
Drivers Who Pass Bicyclists Unsafely	68%	69%
Drivers Who Pass A Stopped School Bus	66%	70%
Drivers Who Exceed The Speed Limit	64%	69%

#### Enforcement

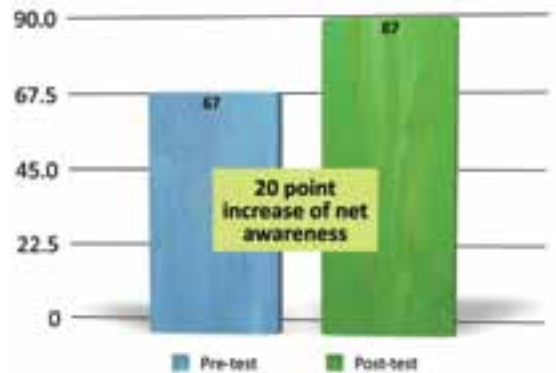
Questions asked respondents to give their opinion on how strictly police were enforcing laws for pedestrians, drivers and cyclists. Almost ¾ of respondents believed that laws are "not strictly" being enforced. Of respondents who believed the laws were being strictly enforced, males 18-34 believed laws were being enforced at a higher percentage – a probable result of the media campaign targeted towards this audience.

### MESSAGE COMPONENT AWARENESS



### CAMPAIGN NET AWARENESS

Net awareness combines all campaign messages (anyone who has seen/heard any single message at least once.)



### Awareness of Campaign Messages

The survey also measured awareness of all campaign messages, or anyone who has seen/heard any single message at least once. There was a clear 20 percent increase in awareness shown after the campaign.

At the same time, there were post-campaign increases in awareness of specific campaign messages among respondents, in particular the “Giant Pedestrian Safety Problem” and graphic of the car crashing into the giant shoe in advertising messages.

### Observance of Behavior

Respondents were asked how often they had observed certain risky behaviors in the last 30 days, such as pedestrians walking into roads or jaywalking, drivers not yielding or stopping for pedestrians or observing laws around cyclists, and cyclists not observing laws. Over all respondents, observations of behavior did not change. But among males 18-34, it increased significantly – most likely due to increased awareness of these behaviors from the media campaign.

### OBSERVATIONAL FINDINGS

A series of four questions were posed asking respondents to report how often they had observed certain behaviors in the last 30 days. The following show the “frequently/occasionally” responses.

BEHAVIORS	ALL RESPONDENTS		MALES 18-34	
	Pre-test	Post-test	Pre-test	Post-test
<b>Pedestrian:</b> walk into road/jaywalk	74%	74%	64%	74%
<b>Drivers:</b> don't yield/stop for pedestrians	63%	62%	66%	63%
<b>Drivers:</b> don't observe traffic laws around bicyclists	48%	51%	42%	59%
<b>Bicyclists:</b> don't observe traffic laws	62%	66%	57%	68%

Findings from total respondents indicate that observations of these behaviors are likely not changing. However, observations from males 18-34 generally increased significantly. This is most likely due to increased awareness of these behaviors from the media campaign.

**“Many years of concerted effort to make our region more walkable and bikeable are paying off. But as more and more residents travel by bike or foot, we all need to step up our awareness that walkers and cyclists are vulnerable.”**

– MAYOR WILLIAM EUILLE, CITY OF ALEXANDRIA

# THE DISTRICT DEPARTMENT OF TRANSPORTATION STUDIES THE IMPACT OF LAW ENFORCEMENT ON PEDESTRIAN, DRIVER AND CYCLIST BEHAVIOR

## Driver Behaviors Improve with Enforcement and Education

In April 2011, the District Department of Transportation (DDOT), in collaboration with the Metropolitan Police Department, implemented an enforcement program in conjunction with the Street Smart education campaign at four intersections on the corridor of 16th Street NW and Georgia Avenue NW – Georgia Avenue and New Hampshire Avenue, 16th Street and Columbia Road, 16th Street and U Street, and 16th Street and Irving Street. The purpose of the study was to evaluate the behavioral impact of law enforcement and targeted education messaging on pedestrian, driver and bicyclist behaviors.

DDOT, working with researchers from Howard University, developed a list of six proxy or surrogate behaviors that would simulate the most frequent causes of pedestrian, driver and cyclist conflicts. The six behaviors are:

- 1. Pedestrian-vehicle conflicts** occur when a driver comes too close to a pedestrian (within 5-6 feet) when turning into a crosswalk while the pedestrian has the “walk” signal and the driver has a green light.
- 2. Right-turn-on-red conflicts** occur when the driver turning right on a red light does not come to a complete stop, affecting the pedestrian’s ability to enter and/or cross the crosswalk.
- 3. Illegal pedestrian crossings** occur when a pedestrian does not cross at a crosswalk or crosses against the signal.
- 4. “Right Hook” cyclist-vehicle conflicts** occur when a driver turns right across a bike lane causing the cyclist to brake and/or take evasive action to move out of the way.
- 5. Cyclist violations** are incidents where cyclists ride the wrong way, run red lights, etc.
- 6. Red light running** is when a driver enters and crosses an intersection after the light has changed to red.



These proxy behaviors were studied and recorded from video files collected by the District’s closed circuit television (CCTV) system for a period of two weeks before the enforcement and education program and for the two weeks after the program concluded. During the Street Smart campaign, transit shelters, bus routes and a mobile billboard were geo-targeted to concentrate around the four identified intersections. Additionally, DDOT and the Metropolitan Police Department conducted targeted enforcement in those areas focusing on drivers, pedestrians and bicyclists. Statistical comparisons gauged the impact of the law enforcement and education messaging, at a five percent level of significance.

The results revealed that enforcement combined with targeted education messaging had a great affect on two of the proxy behaviors involving drivers:

- The number of drivers turning across a crosswalk with a green light (pedestrian-vehicle conflicts) decreased by 50-66% at three of the four intersections studied.
- The number of conflicts arising from not properly stopping at a red light before turning right (right-turn-on-red conflicts) decreased by 50-100% at all four intersections.





## **MONTGOMERY COUNTY, MARYLAND**

### **Education, Engineering and Enforcement Combine for a Decrease in Pedestrian Fatalities**

Montgomery County, Maryland is a prime example of what can happen when you combine education, engineering and enforcement (the three Es). As part of the County's Pedestrian Safety Initiative, funds have been focused on these three areas where it would make the greatest impact. The results have been promising, as there is a recent trend of fewer pedestrian collisions and a decline in the severity of injuries resulting from pedestrian collisions.

After reviewing the data and auditing locations throughout the County, eight high incidence areas (HIAs) were identified: Piney Branch Road, Wisconsin Avenue, Georgia Avenue, Rockville Pike, Four Corners, Reedie Drive, Randolph Road and Connecticut Avenue. Based on results from the audit, engineering improvements were recommended such as lighting upgrades, adding pedestrian crossings, adding or improving sidewalks and resurfacing roadways.

At the same time, the County has greatly expanded their education outreach and enforcement. While the County has always been a key supporter of the Street Smart program, they have also begun to go beyond the program to include specific education in the HIAs including curb markings and utilizing pedestrian safety promotion teams. For enforcement, the County defined four elements in increasing law enforcement presence – continued participation in the Street Smart program, rotating monthly enforcement, random enforcement and Safe Routes To School enforcement.

The result of these combined efforts are encouraging:

- **County-wide Pedestrian Collisions:** There was a 15% decline in pedestrian collisions in the first six months of 2011, as compared to the five-year average (174 in 2011 compared to 204 for the five-year average.)
- **Severity of County-wide Pedestrian Collisions:** Prior to 2007, severe injuries – where pedestrians were either killed or incapacitated from their collisions – exceeded 30% of all pedestrian collisions. This percentage has been declining since 2007 to the current low of 24% for the first six months of 2011. Similarly, pedestrian fatalities for the first six months of 2011 are at an historic low of 4.
- **High Incidence Areas Collisions:** There was a 56% decline in pedestrian collisions in 2010, as compared to the preceding five-year average of collisions in the County's eight HIAs (18 in 2010 compared to 42 for the preceding five-year average.)
- **Safe Routes to School:** As of June 2011, there has been a 70% decline in pedestrian collision from the three years preceding engineering, education and enforcement actions at the first schools addressed under the Safe Routes to Schools program.
- **Traffic Calming:** As of June 2011, there has been an 18% decline in pedestrian collisions from the three years preceding engineering improvements at locations where traffic calming and enhanced pedestrian facilities were constructed. Nine of the eleven locations saw a reduction in speeding of 5 mph or more, dropping motorists' speeds close to posted speed limits.

- Of the two remaining proxy behaviors involving drivers, no "right-hook" cyclist-driver conflicts were observed during the "before" and "after" periods. Additionally, violations involving running a red light remained essentially the same during both periods.

For pedestrians not crossing at a crosswalk or crossing against the signal, marginal increases in the number of illegal crossings were noted at three of the four intersections from

the "before" to the "after" period. The last intersection demonstrated a slight reduction in illegal crossings. However, none of the changes in illegal pedestrian crossings (increases or decrease) were at a statistically significant level.

The remaining cyclist proxy behavior, cyclist violations, resulted in split results as

well. Two of the intersections showed a decrease in cyclist violations and two of the intersections showed an increase in cyclist violations. Of all the intersections, only the intersection at 16th and U Street showed a decrease in cyclist violations at a statistically significant level.

\* NOTE: All results reported above are at a 95% confidence interval based on standards set forth by Howard University.





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