

ITEM 9 - Information

October 20, 2010

Update on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

Staff

Recommendation: Receive briefing on the evaluation of the Fall 2009 and Spring 2010 campaigns, and on the status of the funding and planning for the Fall 2010 and Spring 2011 campaigns.

Issues: None

Background: On October 21, 2009, the Board was briefed on the evaluation of the Fall 2008 and Spring 2009 campaign and the status of the funding and planning for the Fall 2009 and Spring 2010 campaigns.

National Capital Region Transportation Planning Board

777 North Capitol Street, N.E., Suite 300, Washington, D.C. 20002-4290 (202) 962-3310 Fax: (202) 962-3202 TDD: (202) 962-3213

MEMORANDUM

TO: Transportation Planning Board

FROM: Michael Farrell, Transportation Planner
Department of Transportation Planning

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety Campaign: Results of the FY 2010 campaign, and Funding Status for FY 2011

DATE: October 14, 2010

This memo will review the background behind the creation of the Street Smart campaign, describe the activities and results of the FY 2010 campaign which are discussed in more detail in the attached Annual Report, and discuss the funding status and proposed activities for the FY 2011 campaign.

Background

The Washington region has an average of approximately 2,800 pedestrian injuries and 85 fatalities per year (about 20% of all traffic fatalities in the region). To change motorist and pedestrian behavior, and ultimately reduce pedestrian and bicyclist deaths and injuries, the National Capital Region Transportation Planning Board (TPB) in 2002 initiated a regional pedestrian and bicycle safety campaign known as Street Smart.

The campaign consists of a Fall and a Spring wave of radio, cable, transit, and internet advertising directed at motorists and pedestrians, with concurrent pedestrian-related law enforcement to reinforce the message. Previous waves ran in October 2002, April 2004, June 2005, March-April 2006, March-April 2007, November 2007, March 2008, November 2008, and March-April 2009. Resources from both current and past campaign waves can be found on the web site, <http://bestreetsmart.net>.

Funding for the campaign comes primarily from TPB member government contributions and federal funding provided through the states.

The FY 2010 Campaign

The FY 2010 budget was \$658,700, down from \$700,600 in FY 2009. Two campaign waves took place, in November 2009 and March-April 2010.

The November 2009 campaign wave continued the use of ads from the Spring 2009 campaign, with specific messages such as “Wait for the Walk”, “Yield to Pedestrians when Turning”, and (to bicyclists) “Obey Signs and Signals”. The March-April 2010 campaign wave featured new

campaign materials that focused on speed and attentiveness, including for the first time TV spot. An Annual Report with a detailed discussion of the activities and results of the FY 2010 campaign will be made available at the October 20th meeting of the TPB.

Funding Status FY 2011 (Fall 2010 and Spring 2011)

We are on track to raising sufficient funds to cover both a Fall and a Spring campaign, albeit at a reduced level. Sources of funds include:

- TPB member governments. \$37,800 in local government funding has been pledged so far for FY 2011, as compared to \$65,100 in FY 2010.
- WMATA. WMATA will renew its contribution of \$150,000.
- Federal funds. Federal funding from the States will decrease to \$410,000 in FY 2011, from \$443,000 in FY 2010.

The current projected budget for FY 2011 is about \$600,000, as compared to \$657,800 for FY 2010.

Next Steps

A Fall 2010 wave will take place November 8th – 20th. It will use the theme and materials from the Spring 2010 campaign. The press event will take place in Rosslyn, Arlington on November 9th. A second media wave will take place in Spring 2011, with a new theme and materials to convey a fresh message. As in previous years, all materials will be in both English and Spanish.

Outlook

Street Smart is best understood as a support to State and local law enforcement, engineering and community design, and school-based safety education. Reducing pedestrian deaths and injuries takes consistent effort over many years and at many levels.