

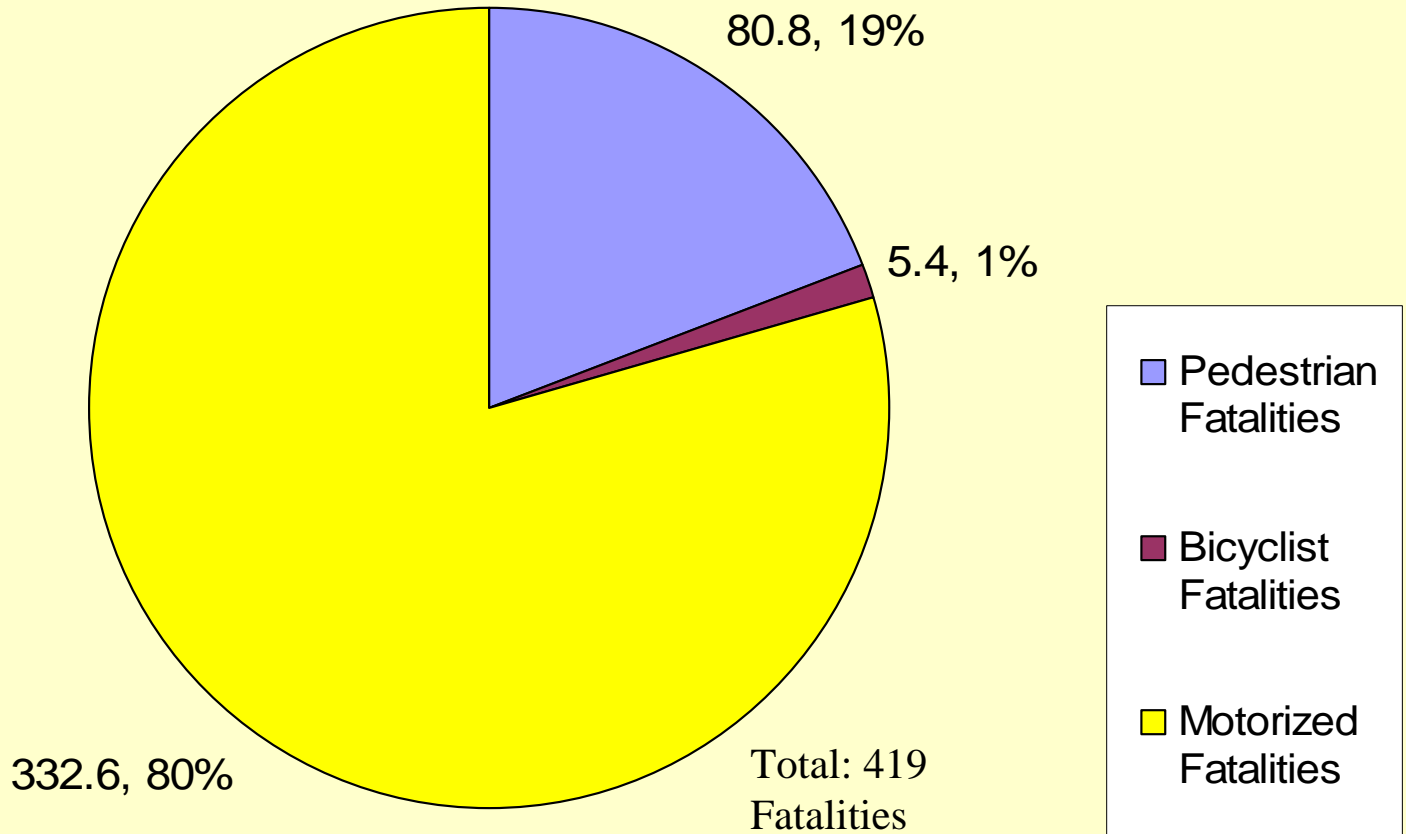
**Street Smart Pedestrian and Bicycle Safety
Campaign: Fall 2007 and Spring 2008
Campaigns, Funding Status and Proposed
Actions for FY 2009**

Briefing to the Transportation Planning Board
October 15, 2008

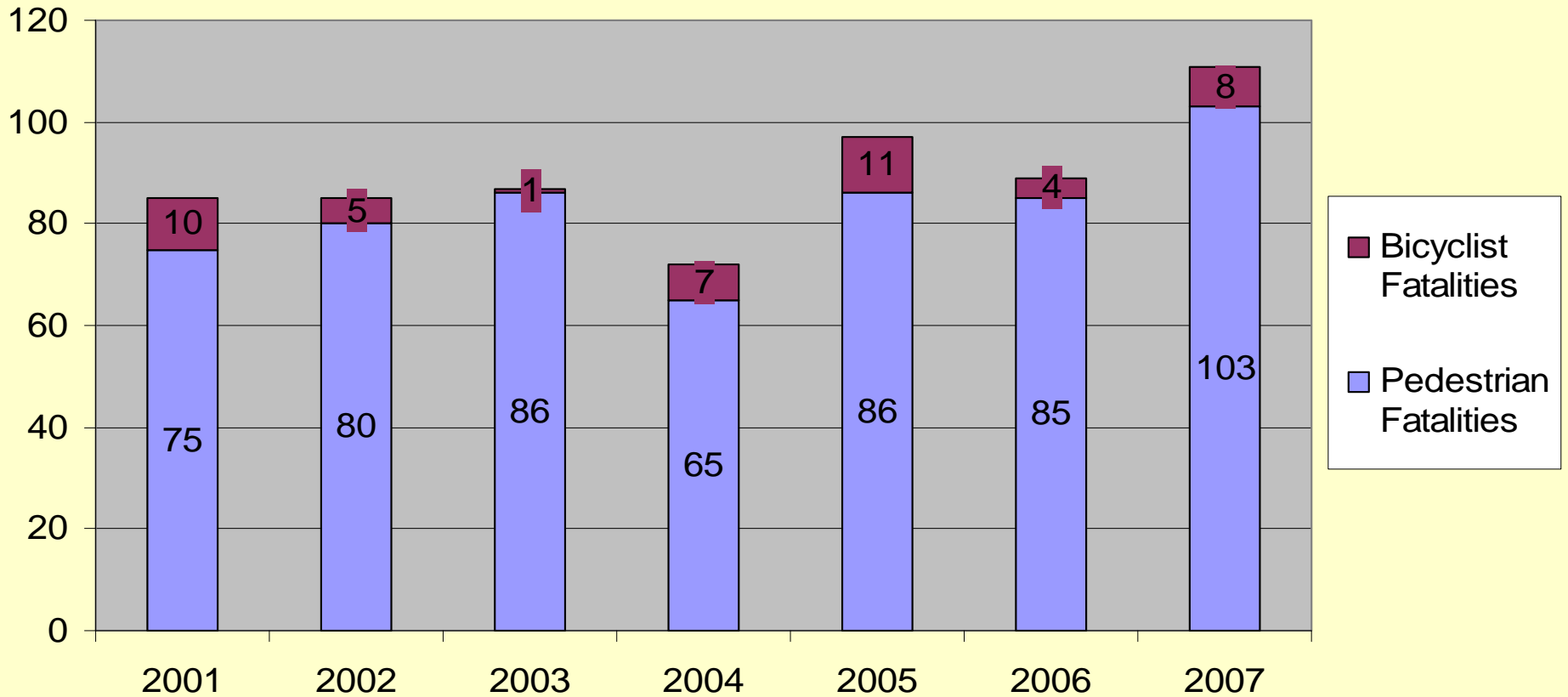
Michael Farrell, TPB Staff

Pedestrian and Bicyclist Deaths

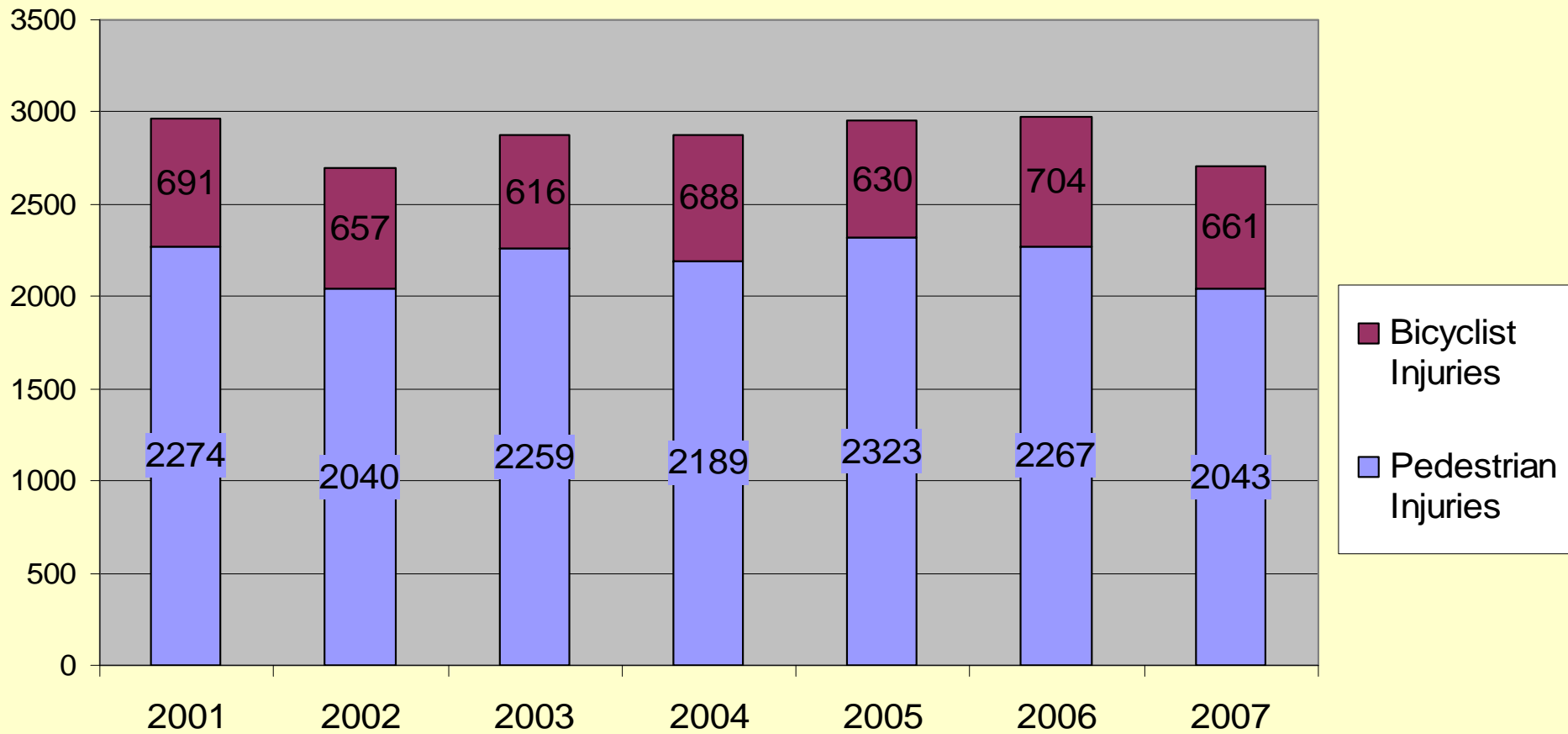
Average Annual Pedestrian, Bicyclist, and Motorized Traffic Fatalities in the Washington Region, 2002-2006



Pedestrian and Bicyclist Fatalities in the Washington Region, 2001-2007



Pedestrian and Bicyclist Injuries in the Washington Region 2001-2007



The “Street Smart” Campaign

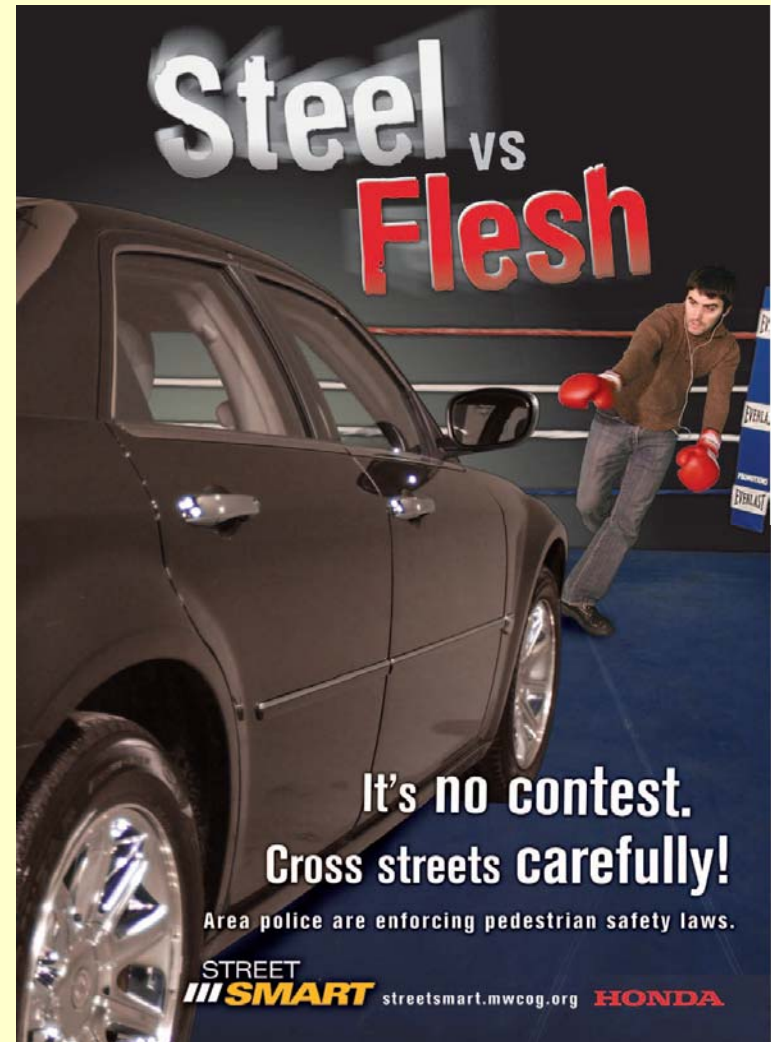
- Three E’s of Safety: Education, Enforcement , Engineering
- Street Smart focuses on Education
 - Concentrated waves of Radio, Transit, Print and Internet advertising
 - Supported by concurrent law enforcement
 - All materials in English and Spanish
- Funded by Federal Funds with matching contributions from WMATA, TPB Member Governments
- Annual from FY 2003- FY 2007

FY 2008 Street Smart

- FY 2008 budget \$738,800, up from \$428,800 in FY 2007
- New Contributors/Increased Contributions
 - WMATA contributed for the first time, \$150,000
 - Increased contributions from DDOT and Montgomery Co.
 - Full contributions from several jurisdictions including Prince George's Co., Fairfax Co., Arlington Co., others
- Added funding allowed two campaign waves
 - November 2007 and March 2008
- Details in Annual Report
- <http://streetsmart.mwcog.org>

November 2007 Campaign

- Used Spring 2007 Ads
- Budget: \$349,000
 - Radio
 - Transit
 - Collateral
 - Internet
 - Web site
 - Public Relations
- Law enforcement
 - 1000 citations or warnings



SAFETY TIPS

For Drivers, Pedestrians, and Bicyclists

FOR DRIVERS:



- /// Stop for pedestrians at crosswalks.



- /// Slow down and obey the posted speed limit.



- /// Look before opening your door.



- /// Be careful when passing stopped vehicles.



- /// Allow 3 feet when passing bicyclists.

**STREET
SMART**

A public safety program of the
District of Columbia, Maryland and Virginia.

FOR PEDESTRIANS:



- /// Cross the street at marked crosswalks and intersections.



- /// Before crossing, look left, right, then left again.



- /// Use pedestrian pushbuttons.



- /// Begin crossing the street on "Walk" signal.



- /// Stay visible after dark and in bad weather.



- /// Watch out for trucks and buses backing out of parking spaces and driveways.

FOR BICYCLISTS:



- /// Obey all regulatory signs and traffic lights.



- /// Never ride against traffic. Ride with traffic to avoid potential accidents.



- /// Use hand signals to tell motorists what you intend to do.



- /// Ride in a straight line to the right of traffic and about a car door width away from parked cars.



- /// Always wear a helmet. Helmets dramatically reduce the risk of head injury in a bicycle accident.



- /// Use lights at night and when visibility is poor.

**PEDESTRIANS and CYCLISTS should WATCH for TURNING vehicles.
MOTORISTS MUST YIELD to CYCLISTS and PEDESTRIANS when TURNING.**

Fall Press Event

- November 7, 2007
- Hosted by Isiah Leggett, County Executive, Montgomery County at the Montgomery County Police Training Academy
- Transit Agency heads, Police Chief, DOT representatives
- Crosswalk/Stopping distance demonstration
- Bus blind spots demonstration



2007 Press Event

Cross like your life depends on it.



Use crosswalks. Obey signals. Look left, right, left.

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streetsmart.mwcog.org

Police are enforcing safety laws!

March 2008 Media Campaign

• Radio	450 spots	\$93,000
• Transit		117,000
– Transit Shelters	22	
– Bus Sides	115	
– Interior Cards	400	
– Mobile Billboard	1	
• Collateral Materials		21,000
– Posters	4,500	
– Handouts	100,000	
• Internet	2.4 million impressions	28,000
• Newspaper		31,000
• Web Site http://streetsmart.mwcog.org		5,000
• Public Relations		16,000
• Campaign Creation/Production		78,000
Total:		\$389,000

Be alert around Buses.

- 🚦 *Stay out of blind spots. If you can't see the driver, he or she can't see you.*
- 🚦 *Cross after the bus leaves the stop.*
- 🚦 *Stay alert. Buses make wide turns.*



Your life depends on It.

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Press Event: Fairfax

- Friday, March 7, 2008
- Hosted by Supervisor Penny Gross in the Baileys Crossroads area of Fairfax County
- Board Members, Regional Officials, and Police Chiefs
- Over two dozen police officers were present
- Most press coverage ever



Coordination with Law Enforcement

- Enforcement is key
 - The press loves to report it
 - Ads get more attention if there is enforcement
 - Enforcement gets more attention if there are ads
- COG Police Chiefs Committee has been briefed regularly
- February 28 Pedestrian Enforcement Workshop at COG attended by more than 50 Police Officers
- At least 2400 warnings and citations issued
- 15 police agencies distributed 50,000 safety tips cards



Arlington County Police enforcing speeding violations.

Photo: ACPD

Evaluation

- Pre and post-campaign surveys of 300 area motorists
 - Recognition of the message “Slow Down. Watch for Pedestrians” increased from 40% pre-campaign to 52% post-campaign
 - Fewer respondents reported having to “swerve to avoid a pedestrian in the last 7 days”, down to 14% from 32% in 2002
 - Fewer respondents reported frequently observing motorists failing to yield to pedestrians, down to 62% from 76% in 2002
- The program is a good value
 - Survey results show good levels of campaign awareness
 - Estimated value of free media for FY 2008 was \$372,000 , more than half the program budget

Street Smart FY 2009 Funding Status

• Maryland SHA	\$130,000
• Virginia DMV	\$100,000
• WMATA	\$150,000
• DDOT*	
• Local funding commitments	\$121,100
Total Commitments:	\$501,100

*DDOT does not yet have a FY 2009 budget. Expected to pledge \$200,000

Requested TPB Member Funding for FY 2009

- TPB has requested voluntary annual funding from its local government member jurisdictions for the campaign
- Suggested level of 5 cents per capita
- 8% of funds retained to cover administrative expenses
- A table of suggested contributions was sent to the members of the TPB in February 2008, with a cover letter and an annual report
- Response was requested by July 1st, 2008.
- Total requested local funding was \$216,600

Suggested FY 2009 Contribution to Street Smart Safety Campaign

Jurisdiction	FY 2008 Adjusted Population from COG Budget	Suggested Contribution At 5¢ Per Capita
Fairfax County	1,096,323	\$54,800
Montgomery County	829,450	41,500
Prince George's County	756,199	37,800
Prince William County	387,714	19,400
Loudoun County	286,566	14,300
Frederick County	166,858	8,300
Frederick, City of	59,618	3,000
Arlington County	206,400	10,300
Alexandria, City of	137,000	6,800
Charles County (Urbanized Area)	80,948	4,000
Gaithersburg, City of	62,159	3,100
Bowie, City of	55,626	2,800
Rockville, City of	60,162	3,000
Manassas, City of	37,500	1,900
Manassas Park, City of	14,500	700
College Park, City of	26,392	1,300
Greenbelt, City of	20,900	1,000
Fairfax, City of	22,474	1,100
Takoma Park, City of	17,229	900
Falls Church, City of	11,100	600
T o t a l	4,324,018	\$216,600

Local Government Funding Commitments for FY 2009

Alexandria	\$6,800
Arlington	\$10,800
College Park	\$600
Gaithersburg	\$3,100
Fairfax County	\$54,800
Montgomery County	\$45,000

Total: \$121,100

Street Smart Funding, 2002-2009

As of 10/12/2008

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009
DDOT*	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$200,000	No FY2009 budget
DC Metropolitan Police Department*			\$80,000		\$30,000		
Maryland SHA*	\$115,000	\$100,000	\$58,000	\$50,000	\$100,100	\$130,300	\$130,000
Virginia DMV*	\$100,000	\$100,000	\$75,000	\$100,000	\$75,000	\$100,000	\$100,000
WMATA						\$150,000	\$150,000
Local Government Contributions	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$121,100
Private Sponsorship					\$10,000		
Grand Total	\$415,000	\$390,000	\$393,000	\$341,300	\$428,800	\$738,800	\$501,100

* Federal pass-through

Past Local Government Contributions

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008
City of Alexandria	\$5,000	\$5,000	\$5,000	\$6,800	\$6,800	\$6,800
Arlington County		\$10,000	\$10,000	\$10,100	\$10,100	\$10,100
City of Bowie						
Charles County, urbanized area						
City of College Park						
City of Fairfax				\$1,100		
City of Falls Church				\$500	\$500	
Fairfax County	\$50,000	\$50,000	\$50,000	\$52,800	\$52,800	\$52,800
Frederick County						
City of Gaithersburg						\$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
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		
Total Local	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500

Outlook and Next Steps

- Despite reductions in local contributions, we will likely have sufficient funds for both a Fall and a Spring campaign
- As planned, the Fall 2008 campaign will again utilize the Spring 2008 campaign materials, with new materials to be developed for the Spring 2009 Campaign
- Will again host a pedestrian law enforcement seminar in February
- Looking ahead to FY 2010
 - Funds could be requested in December 2008
 - Five cents per capita would be requested, as per TPB resolution R20-2005
 - Funds requested would be based on the most recent COG population estimate
 - Would maintain Street Smart as the multi-year effort it needs to be for long-term impact