

ITEM 13 - Information

October 19, 2011

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

Staff

Recommendation: Receive briefing on the evaluation of the Fall 2010 and Spring 2011 campaigns, and on the status of the funding and planning for the Fall 2011 and Spring 2012 campaigns.

Issues: None

Background: On October 20, 2010, the Board was briefed on the evaluation of the Fall 2009 and Spring 2010 campaign and the status of the funding and planning for the Fall 2010 and Spring 2011 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

DRAFT 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 Fall 2010 and Spring 2011 Campaigns, and Funding Status for the Fall 2011 and Spring 2012 Campaigns

DATE: October 12, 2011

This memorandum reviews the background behind the creation of the Street Smart campaign, describes the activities and results of the Fall 2010 and Spring 2011 Campaigns (which are discussed in more detail in the enclosed Annual Report), and presents the funding status and proposed activities for the Fall 2011 and Spring 2012 Campaigns.

Background

The Washington region has an average of over 2,600 pedestrian and bicycle injuries and 89 fatalities per year (about 30% of all traffic fatalities in the region). To change motorist and pedestrian behavior, and ultimately reduce pedestrian and bicyclist deaths and injuries, in 2002 the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety education 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, March-April 2009, November 2009, March-April 2010, November 2010, and March-April 2011. Resources from both current and past campaign waves can be found on the web site, <http://bestreetsmart.net>.

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

The Fall 2010 and Spring 2011 Campaigns (FY 2011)

The FY 2011 budget was \$597,800, down from \$658,700 in FY 2010. Two campaign waves took place in November 2010 and March-April 2011. The November 2010 campaign wave continued the use of ads from the Spring 2010 campaign, with specific

messages such as “Be Alert”, “Obey Signs and Signals” (to bicyclists) and “Cross after the Bus Leaves the Stop” (to transit riders). The March-April 2011 campaign wave featured the theme “Giant Pedestrian Safety Problem”, and urged drivers to “Watch for Pedestrians” and pedestrians to “Wait for the Walk”.

An Annual Report with a detailed discussion of the activities and results of the FY 2011 campaign will be available at the October 19th meeting of the TPB.

Funding Status for Fall 2011 and Spring 2012 Campaigns (FY 2012)

We are on track to raising sufficient funds to cover both a Fall 2011 and a Spring 2012 campaign, albeit at a reduced level. Sources of funds include:

- TPB member governments: \$46,000 in local government funding has been pledged to date for FY 2012, as compared to \$37,800 in FY 2011. Loudoun County contributed for the first time.
- WMATA: WMATA has renewed its contribution of \$150,000.
- Federal funds: Federal funding from the District and the states is expected to be \$436,000 in FY 2012, up from \$410,000 in FY 2011.

The current projected budget for FY 2012 is about \$630,000, as compared to \$597,800 for FY 2011.

Next Steps

A Fall 2011 wave is scheduled for November 6th to December 3rd. It will use the theme and materials from the Spring 2011 campaign. The press event will take place in Montgomery County. A second media wave will take place in Spring 2012, 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

The Street Smart media pedestrian campaign is best understood as supporting state and local law enforcement, engineering and community design, and school-based safety education. Reducing pedestrian deaths and injuries requires sustained efforts at all levels.

Montgomery County’s pedestrian safety program is a good example of a comprehensive pedestrian safety program. Montgomery County has achieved significant reductions in pedestrian fatalities, injuries and crashes since 2008 by making engineering changes and focusing enforcement and education efforts at high-incident locations. Montgomery County spends \$1.1 million per year on pedestrian safety, most of which goes to engineering and construction of safer pedestrian facilities at high incident locations.