

March 2009 Update

Highlight: The latest wave of the "Street Smart" regional pedestrian and bicyclist safety outreach campaign will take place March 23 – April 19, 2009, with a kickoff media event Wednesday, March 25, 10:30 A.M. at the District of Columbia's Reeves Center (2000 14th Street N.W.).

Overview of Street Smart: The "Street Smart" pedestrian and bicyclist safety outreach campaigns are twice-yearly, month-long radio and print media campaigns, coordinated by the Transportation Planning Board. Campaigns use radio, bus, and outdoor transit advertising aimed at changing driver and pedestrian behavior. Campaign waves are scheduled in the spring and fall close to the changes to and from Daylight Savings Time.

Scope of the Problem: Regionally, pedestrians and bicyclists account for a fifth of those killed on the roads in the Washington region (averaging 86 per year, with over 2,600 injured).

Targets: Street Smart targets those who are more likely to engage in unsafe behavior, at the time or location that behavior takes place. Radio targets drivers, especially male drivers age 18 to 34. Ads on transit shelters try to reach pedestrians at critical locations. The campaign is one of a range of activities addressing particular aspects of safety, including Safe Routes to School, Smooth Operator (aggressive driving), impaired driving efforts, and seat belt campaigns, as well as efforts to improve facilities and enforce laws.

Coordination with Law Enforcement: COG staff coordinates with the Police Chiefs Committee to encourage enforcement efforts in conjunction with the campaign. Visible enforcement helps reinforce the safety messages of Street Smart. COG hosts pedestrian safety workshops for law enforcement officers, facilitated by regional experts, to raise officers' awareness of priority pedestrian, bicyclist, and driver safety issues. Police also distribute campaign materials including safety tip brochures.

Funding: Conducted regularly since 2002, Street Smart is funded by the combined efforts of many agencies, including the D.C. Department of Transportation, the Maryland State Highway Safety Office, and the Virginia Department of Motor Vehicles, which make available federal traffic safety funds. Metro has provided funding with a special interest in pedestrian safety around buses. A number of local government members of the Transportation Planning Board contribute funds on a voluntary basis. Based upon federal, Metro transit, and local funds pledged to the program, the FY2009 budget is \$700,000, approximately 5% lower than FY2008.

New This Spring: New, updated campaign materials (posters, bus ads, brochures, and radio ads) have been developed by an advisory committee of safety professionals from member agencies, an expert consultant team, and COG staff. An example is shown below. Visit the campaign web site at <http://streetsmart.mwcog.org> to view additional materials. For more information, please contact Michael Farrell at mf Farrell@mwcog.org or (202) 962-3760.

