

DRAFT

CAMPAIGN

ANNUAL REPORT & CAMPAIGN RESULTS

THE STREET SMART PEDESTRIAN AND BICYCLE SAFETY
PUBLIC AWARENESS CAMPAIGN

Fall 2008 & Spring 2009



STREET
/// SMART
streetsmart.mwcog.org

WELCOME TO STREET SMART

The following provides a review of the Street Smart Campaign for the Fall of 2008 and Spring of 2009. It offers a summary of the program, and the various ways in which the campaign is working to change driver, pedestrian and bicyclist behavior.



J. Thomas Manger, Chief, Montgomery County Police Department, speaking at 2008's fall press event.

A Campaign to Change Driver, Pedestrian and Bicyclist Behavior

Street Smart is an ongoing public safety campaign conducted across the greater metropolitan Washington, DC area. It encompasses the District of Columbia, suburban Maryland and Northern Virginia.

Created in 2002, Street Smart's goal is to change motorist, pedestrian and bicyclist behavior by increasing awareness of the consequences of pedestrian and bicycle crashes, raising awareness of law enforcement targeting pedestrians, cyclists and motorists, and recommending ways to reduce risks.

A Multi-Pronged Strategy

Combining news and advertising media, public awareness efforts, increased law enforcement, and a variety of earned media, Street Smart is responding to the challenges of pedestrian and cyclist safety.

Behavior Is Changing – But More Work Is Needed

While drivers and pedestrians across the metropolitan region are beginning to change behaviors and become more aware of the problem, work still needs to be done. It takes between 8 to 12 years to change behavior patterns in a population, according to the National Highway Traffic Safety Administration.

FUNDING & SUPPORT

Street Smart is directed and funded by several federal, state, county and local agencies all concerned about pedestrian and motorist safety issues. Working together through Street Smart, these agencies are making a difference in public safety.

Funding Organizations Include:

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

PEDESTRIANS

AND CYCLISTS account

for a fifth of the

traffic-related fatalities

in the Washington region!

THE CHALLENGE: KEEPING EVERYONE SAFE ON OUR STREETS

About 8.7 percent of the total trips made in the United States each year are made exclusively by walking, according to the Federal Highway Administration (FHWA). Naturally, people often use roadways – where pedestrians and vehicles clash, and crash.

In fact, on average, a pedestrian is killed every four days in our region, and at least five are injured every day. An average of 82 fatalities and more than 2,000 injuries occur each year across the region.

While there was a decrease in fatalities in the DC metro area from 98 in 2007 to 74 in 2008, there are still too many people dying and getting hurt. In 2008, more than a thousand injuries occurred.

Contributing Factors

A close examination of crash data from recent years shows:

- 95 percent of pedestrian crashes involved passenger vehicles.
- Most pedestrian injuries occur around the afternoon rush hour on weekdays.
- Most pedestrian injuries occur at a location other than at an intersection.
- The majority of pedestrians struck had no evidence of drug or alcohol use and the majority of drivers in striking vehicles had no evidence of drug or alcohol use.

Behavior Problems

Research shows that both driver and pedestrian behavior is at fault for the problems:

- Pedestrians, cyclists and drivers don't pay enough attention to local traffic rules and each other.

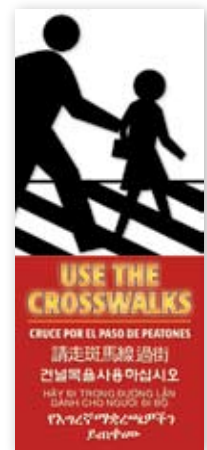
- Pedestrians, cyclists and drivers are preoccupied with cell phones, music players, conversations and more.
- Pedestrians often fail to look both ways while crossing – or fail to cross in crosswalks and with traffic signals.
- Drivers often ignore crosswalk laws, and drive too fast and too carelessly.
- Pedestrians come into a road from behind parked cars, or stand in a roadway.

TOO MANY PEDESTRIANS AND CYCLISTS get hit, hurt and killed. But drivers are also impacted by crashes – psychologically, emotionally, and financially.

Particular Challenges in the Metro Area

The Washington, DC metro area is diverse, growing, and populated by many immigrants and tourists. These newcomers are often unfamiliar with roads, local traffic rules and dangers which contributes to risks. Many people now walk in communities that were not designed for pedestrians.

Since walking and bicycling are important and welcome modes of transportation throughout the region, street design and motorist, pedestrian and bicyclist behavior must change to allow everyone to travel more safely.



Handouts issued to pedestrians for Spring 2009 Campaign.



Bus Back for the Spring 2009 Campaign.

THE STREET SMART PUBLIC AWARENESS CAMPAIGN

Street Smart is an awareness and behavioral change campaign that was launched in October 2002 in order to change driver and pedestrian beliefs and habits in the Washington, DC metropolitan area. Today, the Street Smart program raises awareness of pedestrian and bicycle safety issues throughout the District of Columbia, suburban Maryland and Northern Virginia.



The 2009 Spring event placed special emphasis on bicycle safety.



Street Smart aims to increase public awareness of pedestrian and bicycle safety issues with pedestrians, bicyclists and drivers to help reduce the number of pedestrian and bicycle injuries and deaths.

The campaign coordinates and supports an intensive region-wide education and enforcement effort. Campaign targets include drivers and pedestrians throughout the metropolitan Washington area as the primary audience, and bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.

2008-2009 Campaign Goals:

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

- Develop a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.

Campaign Strategy

This report covers Street Smart efforts in fall 2008 and spring 2009. Campaign strategies were based on careful research, and designed to maximize the reach and effectiveness of all media.

Advertising messages were weighted from Wednesday to Sunday when the greatest numbers of pedestrian/bicyclist incidents occur. The target demographic was adult drivers from 18 to 49 years, and pedestrian and cyclists of all ages in the Washington, DC region.

Special emphasis was given in areas that have a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.

Spring efforts focused messages more in outdoor media, with large posters displayed in bus shelters and bus backs in high-incidence corridors.

Campaign Elements

Street Smart utilized a mix of traditional media vehicles as well as new media technologies targeted to reach designated audiences. These were combined with waves of law enforcement.

Radio advertising was used as the primary method for reaching drivers behind the wheel. Two messages were developed in both English and Spanish, and spots were concentrated in peak drive times for targeted exposure. A mix of :30 and :15 second-long spots were used to give added frequency and make efficient use of the budget.

CREATIVE FROM THE "CROSS LIKE YOUR LIFE DEPENDS ON IT" CAMPAIGN was shared with the Maryland State Highway Administration so they could run a pedestrian safety campaign in Baltimore, MD. This same creative was shared with a region in New York State to help them with their pedestrian safety efforts.

Despite the poor weather conditions, the Fall 2008 event earned impressive media coverage.



Citation handed out to cyclist.



“VIRTUALLY EVERY PEDESTRIAN DEATH and injury can be prevented if both sides of the crash equation – driver and pedestrians – can do a better job looking out for each other.” – Ike Leggett, Montgomery County Executive,

In addition to the paid advertising schedule, radio stations aired the Street Smart message in public service announcements (PSAs), and distributed brochures at events. Stations also covered the campaign, with interviews with designated spokespersons for the Street Smart campaign.

One radio spot made the audience aware of pedestrian safety and informed listeners about increased law enforcement enforcing pedestrian traffic safety laws.

The second radio spot pushed bicycle safety and informed listeners about increased law enforcement enforcing bicycle traffic safety laws.

Increased law enforcement was employed by agencies at various times and in several specific locations across the region.

Outdoor advertising included transit shelters, bus sides, bus backs and interior bus ads to provide added frequency as well as providing consistent exposure throughout the campaign. Bus cards were used to educate the public about general pedestrian awareness and specific pedestrian awareness of safety around buses.

Internet advertising ran during the campaign at WTOPnews.com – the leading talk radio, all-news station in the region.

Concentrated value-added media advertising and public relations activities targeted specific behaviors, such as distracted driving, speeding, and slowing or stopping at crosswalks. This included efforts at radio stations, which handed out fliers at events and movie premieres; aired additional public service announcements; and placed banner ads on their websites that linked to the Street Smart web page.

Campaign collateral materials included posters, a safety tips brochure produced in English and Spanish, and a crosswalk safety tip card produced in English, Spanish, Chinese, Vietnamese, Korean and Amharic.

Campaign evaluation used pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure change in awareness, attitudes, and driving behavior.



Spring 2009 Campaign. One of five messages carried by area buses.



WTOP ran both the 2008 Fall kick off events and the 2009 Spring events to help educate the public.

Taking notes during one of the many speeches at the 2008 Fall press event.



FALL 2008 – “CROSS LIKE YOUR LIFE DEPENDS ON IT.”

The theme line for the Fall 2008 campaign reminded pedestrians to be careful when crossing any road, with a graphic display of the risks of poor behavior and inattention when crossing roads.

The theme ran as a headline on most media placements, and as a tagline for radio spots, brochures, and anywhere else the campaign was seen or heard.

Radio Messages

There were 570 radio spots that ran in November, in conjunction with enforcement efforts.

Concentrated broadcast efforts focused on afternoon/evening rush hours from Wednesdays through Sundays, when research showed the greatest numbers of incidents. The campaign also ran spots at other times to increase reach for the message.

Radio spots were recorded in both English and Spanish versions. The campaign used 15-second and 30-second versions to increase frequency. Spots ran on the following stations:

- WIHT-FM.....Pop Contemporary
- WKYS.....Urban Contemporary
- WLZL-FMSpanish Tropical
- WPGC-FM.....Rhythmic Contemporary Hits
- WWDC-FMAlternative

The radio advertising delivered 3,992,000 total impressions.* Total net reach was 1,489,688. Total reach among the target of adult men, 18-34 was 63.7%.** Frequency was 10.8.

* 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.

Transit Messages

The Fall 2008 campaign also utilized a variety of outdoor media in transit shelters and on bus sides. Messages appeared in key locations along corridors with a high incidence of pedestrian injuries and fatalities.

Sixteen transit shelters delivered 170,400 total impressions. There were 500 bus interior cards and 150 bus sides employed across the region, and these added another almost 60 million impressions to the campaign for transit media.

Internet Messages

Drivers, cyclists and pedestrians in the Washington area are also frequent Internet users. Messages were created to run on wtopnews.com, a major source of news and talk in the region. Ads ran either at the top of the page under the website masthead (Leaderboard) or along the right side of the web page (Big Block). These ads delivered 586,968 total impressions at minimum cost to the campaign. In-banner video ads* also ran through advertising.com

* Video ad: When a website visitor selects a video such as a news story to view, the ad plays while the video is being loaded. Viewers cannot opt-out of viewing the ad as it is part of the entire video selection.



Bus side for the 2008 Fall Campaign.

Interior bus card. An Alternate message aimed towards commuter bus passengers.



Additional Outreach

In addition to the paid media, each radio station offered bonus spots, PSA interviews, Internet links and/or literature distribution at their various events.

The campaign had a kick-off event at Bethesda Chevy Chase High School on November 13, 2008, which brought broadcast and print media mentions and media time conservatively valued at more than \$58,000 with an audience reach estimated at over 4.4 million impressions.

Radio coverage was provided by WMAL and WTOP. Broadcast coverage included Univision, NewsChannel 8, WTTG (Fox), WJLA (ABC), and WUSA (CBS).

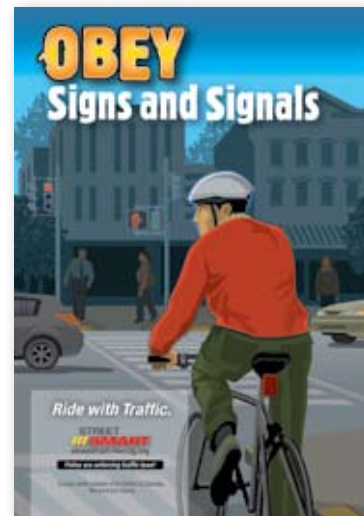
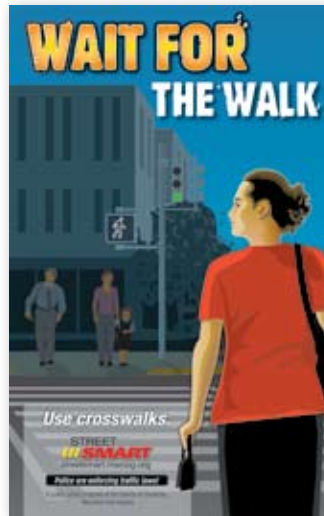
Print and online coverage included articles in The Washington Post and WashingtonPost.com, Washington Examiner, The Gazette, a blog posting in LivingintheDistrict.com and an article by the Associated Press, which was picked up by several online outlets. Also in November were mentions of the program in Dr. Gridlock's column in The Washington Post, MyFoxDC.com, and InsideNOVA.com.



Delegate Bill Bronrott speaking at the 2008 Fall press event.

“ THE MIX OF MOTOR VEHICLES, pedestrians and bicycles has made the simple act of crossing the street a death defying act. ”

– Delegate Bill Bronrott



Poster (above) and Transit Shelter (right) for the Spring 2009 Campaign.

SPRING 2009 – TARGETING FIVE SPECIFIC BEHAVIORS

Street Smart is a research-based initiative, and is constantly refining its messages to improve behavior and public awareness.

In the Spring of 2009, research identified five specific actions of drivers, pedestrians and cyclists to target in advertising messages:

- 1) **USE** crosswalks.
- 2) **STOP** for pedestrians at crosswalks and yield to them when turning.
- 3) **OBEY** signs and signals (cyclists) and ride with traffic.
- 4) **CROSS** after a bus leaves the stop and make sure drivers can see you.
- 5) **YIELD** to cyclists when turning and give them room to ride.

According to research, these behaviors lead to most incidents, injuries and deaths. The Spring campaign, which ran from March 23 to April 19, 2009, focused on these five behaviors.

Radio Messages

The radio campaign ran in conjunction with stepped-up enforcement efforts, which targeted specific driving, cycling and pedestrian behaviors, as well.

Messages were focused on afternoon/evening rush hours from Wednesdays through Sundays, and some spots also ran in the morning, midday, evening and during the day on weekends to increase reach for the message.



DC Billboard
Spring 2009 campaign.



Patrick Burke, Assistant Chief of Police,
Metropolitan Police Department, at the
Spring 2009 press event.

Transit Messages

Like its fall predecessor, the Spring 2009 campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus backs. Messages were created in both English and Spanish versions and concentrated in high-risk, high-incidence areas.

Fifty-seven transit shelters featured the colorful messages; 34 in English, 13 in Spanish, and 10 extra donated as PSAs. These resulted in more than 15 million total impressions.

200 bus backs on Metro buses and over 1,000 interior bus cards carried the Street Smart message on Metro, Ride On, Fairfax Connector ART and DASH buses, adding up to another more than 23 million impressions.

Internet Messages

Like the fall campaign, pedestrians, drivers and bicyclists were further targeted with Internet advertising. All are frequent Internet users in this region.

30 SECOND RADIO SPOT AIMED AT DRIVERS & CYCLISTS:

“Drivers and cyclists share our roads.

*They have equal rights. But when it comes to
crashes between bikes and cars*

*it’s not so equal. Rules of the road... too much
to remember? Here’s what matters most:*

*Drivers. Yield to cyclists when turning and give
bikes room to ride. Cyclists? Obey signals &
signs and ride with traffic. Simple.*

*Police are strictly enforcing traffic laws. It’s
Street Smart of DC, Maryland and Virginia*

– streetsmart.mwcog.org”



Spots were recorded in both English and Spanish versions. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men from 18-49. Spots ran on the following stations:

- WASH-FM Adult Contemporary
- WITH-FM..... CHR/Pop
- WKYS-FM Urban Contemporary
- WLZL-FM Spanish Tropical
- WPGC-FM Urban Contemporary
- WTOP-FM All News
- WWDC-FM Alternative Rock

There were a total of 604 paid media spots that ran, adding up to 17,560,000 total impressions.*

Total net reach was 148,267,240. Reach was 63.4 percent.** Frequency was 11.9.

* 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

Besides the paid radio messages, 406 public service announcements ran during the campaign, donated to the Street Smart cause from the various media outlets. These dramatically increased the value of the campaign and its total reach.

Ads ran either at the top of the page under the website masthead (Leaderboard) or along the right side of the web page (Big Block). Video ads* and banner ads ran on a variety of websites through Advertising.com and Wtopnews.com. Placement was geographically targeted to reach only people who live in the metro Washington, DC area.

There were 1,200,977 total impressions via the Internet over the course of the spring campaign.

* *Video ad: When a website visitor selects a video such as a news story to view, the ad plays while the video is being loaded. Viewers cannot opt-out of viewing the ad as it is part of the entire video selection.*

Spring Campaign Kick-off Event

On March 25, 2009, transportation leaders from around the region gathered at 14th and U Streets in Northwest Washington, DC to kick-off the spring Street Smart campaign. Media coverage reached more than 2.9 million people across the Washington region. Print and online articles reached nearly 2.3 million area readers and TV stories reached at least 600,000 viewers.

Results of coverage included broadcast and print coverage with a publicity value of at least \$42,637. Local broadcast outlets Fox-5, NBC-4, ABC-7/News Channel 8 attended. An extended segment aired on NewsChannel 8 that captured all aspects of the campaign.

WTOP-FM, WAMU-AM (NPR) covered the event, and WMAL-AM conducted an interview with Assistant Chief Patrick Burke that aired to coincide with the news conference.

Two print and two online stories were featured in The Washington Post and the Washington Examiner published an article. Hispanic media outlets Univision and El Pregonero both covered the event. Wire outlet Capital News Service also reported from the event.

Additional broadcast coverage came from ABC-7/News Channel 8 and CBS-9 and mentioned the campaign's ongoing efforts. It delivered almost 609,000 media impressions and an estimated publicity value of \$27,836.

Radio coverage offered a publicity value of almost \$9,000 and an online audience reach of 9,111. Print and online reach was estimated at 2,346,657 with a publicity value of \$6,051.



Officers from the District, Maryland and Virginia at the Spring kick-off event.



Interior bus card translated into Spanish. For every English printed material there was also one created in Spanish for the Spring 2009 Campaign.



TOTAL ADDED AND EARNED MEDIA VALUE

In any public awareness and public safety campaign, efforts should be made to compound media value with added value messages through public service announcements and the good will of radio stations and other organizations in which paid media is being used.

Street Smart was fortunate in both fall 2008 and spring 2009 to enjoy excellent relationships with media companies, and garnered a variety of free media as a result. Launch events gained initial media attention and informed the public about increased law enforcement activities throughout Virginia, Maryland and the DC Metro area.

Along with paid media, the campaign realized significant added value:

- Radio stations highlighted the Street Smart message and handed out brochures at events and movie premiers.
- Messages aired as public service announcements.
- Law enforcement spokespersons appeared on public affairs shows when possible to deliver the message.
- Banner ads ran on station websites that linked to the Street Smart web page.

Highlights of added value efforts for both campaigns included:

- 1) **\$63,387** in free radio spots.
- 2) **\$109,930** in free outdoor advertising messages including transit shelters, interior bus cards, bus kings and bus backs.
- 3) **\$10,350** in free Internet advertising.
- 4) **4.4 million** media impressions with 48 broadcast stories and mentions and at least 14 print and online articles about the campaign and messages.

Total Added and Earned Media Message Value was approximately \$284,316.00

Earned Broadcast, Print and Online Value: \$100,649

Added Media Value: \$183, 667

(Note: Earned media 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.

THE STREET SMART WEBSITE: STREETSMART.MWCOG.ORG

The Street Smart website provides information, facts and safety tips for pedestrians, drivers and bicyclists. Visitors can read about the pedestrian safety problem and the Street Smart program.

The site also acts as a portal to other web-based information, with a resources page that leads visitors to several other informational sites.

ENFORCEMENT RESULTS

Public awareness efforts were conducted in conjunction with increased law enforcement "waves," a strategy that has been shown to positively affect behavior.

More than 38,900 citations and 4,803 warnings were issued to motorists, pedestrians and cyclists in Alexandria, Fairfax County, Montgomery County and the District of Columbia during the campaign.



Area law enforcement increased pedestrian safety efforts during the campaign.

PEDESTRIAN SAFETY INITIATIVES ACROSS THE REGION

Many Street Smart partners including area law enforcement, municipalities, engineers and groups recognize the pedestrian and cyclist safety issues and are acting on them in many innovative ways. The Street Smart program applauds any efforts to reduce deaths and injuries on area roadways today.

On Metro

- The Washington Metropolitan Area Transit Authority (WMATA) incorporated pedestrian and bicycle safety 'refresher' training into ongoing new bus operator training programs.

In the District of Columbia

- Rapid Flash Beacon crosswalk enhancers have been installed, with more locations planned for installation.
- Countdown pedestrian signals have been installed in more than 95 percent of DC's 1,550 signalized intersections over the last five years – more than any other U.S. city.
- Engineering countermeasures to improve pedestrian and bicycle traffic safety have been developed for 13 pilot schools participating in DC's Safe Routes to School Program.
- Funding for Street Smart for Kids was increased, and nearly 5,000 children were trained on pedestrian and bike safety in DC school programs and at community events, reaching more than 12,000 children since the program started.
- Fines were increased for drivers who fail to stop and give right of way to pedestrians in crosswalks. The fine is now \$250 and 3 driver's license points. If a driver strikes a pedestrian in the process of failing to stop, the penalty is \$500 and 6 points.
- DDOT's pedestrian master plan, which includes policy recommendations, pedestrian-friendly design guidelines and a detailed analysis of eight important pedestrian corridors in DC, is being finalized this year.



"STREET SMART FORCES PEOPLE to take responsibility for their actions."

– Gabe Klein, Director, District Department of Transportation

In Maryland

- Pedestrian and bicycle safety are emphasized as part of Maryland's Choose Safety for Life campaign, which stresses the importance of traffic safety.
- Maryland law enforcement agencies in Prince George's and Montgomery Counties have conducted pedestrian safety outreach and enforcement efforts.
- Maryland designated nearly \$2 million dollars in Safe Routes to School grants in the region. Throughout the state, there are 48 Safe Routes to School initiatives covering 41 jurisdictions with a total funding of over \$8 million.
- The State Highway Administration (SHA) has launched a new motorist awareness campaign for bicyclist safety in the Baltimore region coinciding with the Street Smart effort in the Washington, D.C. area.



- On Maryland state highways, more than 370 Audible Pedestrian Signal (APS) projects have been installed or are in construction. Another 460 APS projects are in design.
- In 2008, SHA constructed more than 36,000 linear feet of sidewalks. Currently, SHA manages nearly 1,000 miles of sidewalks along state highways.
- SHA has more than 750 miles of designated bicycle routes in the State, including nearly 50 miles of specific bike lanes.

In Virginia

- The Department of Transportation (VDOT) is engaging Phase 1 of the Virginia state bicycle plan to advance bike mobility, advocate for better bike accommodations, and provide training opportunities.
- Two percent of VDOT's paving program budget is dedicated to widening shoulders on Northern Virginia roadways, to improve bicycle safety and travel movement.
- Virginia's Bicycle and Pedestrian Accommodation Policy continues to be executed aggressively, ensuring safe pedestrian and bicycling components are included with all roadway projects.
- Virginia's Safe Routes to School program promotes a comprehensive approach to enabling and encouraging students (K-8) to walk and bike to school safely.
- A pedestrian bridge in Seven Corners off of Route 50/Arlington Boulevard is under construction, designed to connect residential and retail areas with a future transit station and provide safe crossing at a site with a history of pedestrian conflicts.
- Planning and design of I-495 HOT Lanes is underway, and includes plans to improve bicycle and pedestrian access and enhance safety at designated primary/secondary road crossings.
- Countdown signals are being installed across the region to enhance pedestrian crossing safety.

In Fairfax County, Virginia

- The Fairfax County Police Department (FCPD) conducts pedestrian safety enforcement in high pedestrian crash areas countywide.
- The county has designated \$47 million in federal, state and county funding to construct pedestrian improvements in high-priority areas.
- Bus stop improvements are underway at priority stops, and more than 100 bus stop improvements are being designed for construction.
- More modern LED countdown signals have been installed than any other jurisdiction in Virginia.
- The county has developed a countywide network of preferred bike routes and produced their first bike map.
- Full-time staff leads the County's efforts on pedestrian and bicycle issues.
- In coordination with VDOT, roadways are being retrofitted with on-road bike lanes.

In Montgomery County, Maryland

- The Montgomery County Police Department (MCPD) identified 10 locations where pedestrian collisions are most common, and has provided additional law enforcement and educational materials in the selected areas.
- A free pedestrian safety video and teacher's guide was developed to educate non-native English speakers about pedestrian safety. When the impact was measured, it showed a positive change in students' behavior.
- Traffic studies and designs were conducted for several road sections. Bulb-outs, pedestrian refuge islands and lane narrowing are employed in designs that will slow traffic and provide enhanced pedestrian facilities.
- The Safe Routes to Schools Program displayed Safe Kids USA's photography exhibit of pedestrian safety at elementary schools in the spring.
- New signs and road markings were placed, and old ones upgraded, at 11 schools under the Safe Routes to Schools program.
- Montgomery County began addressing pedestrian safety improvements in locations with the highest numbers of pedestrian collisions, known as "High Incidence Areas." Audits identified operational and engineering improvements needed to aid pedestrian safety.



STREET SMART IS RESPONDING TO THE CHALLENGES OF PEDESTRIAN AND CYCLIST SAFETY by combining news and advertising media, public awareness efforts, increased law enforcement, and engineering efforts, .

- The County's Speed Camera Enforcement Program was doubled to 60 fixed-sites, along with expansion of mobile enforcement vehicles into additional areas.

In Arlington County, Virginia

- Traffic signals were optimized to allow pedestrians more time to cross the street.
- Arlington has been phasing out "decorative" brick crosswalks in favor of high-visibility "ladder" crosswalks on high-speed and high pedestrian volume streets.
- Through Arlington's annual "Lights for Bikes" initiative, the County distributed free bicycle lights on bike trails, timed to coincide with the end of daylight savings time.
- Free Confident City Cycling (adult bicycle safety education) classes were offered throughout the year.

In the City of Alexandria, Virginia

- Major education and encouragement efforts included a Bicycle Ambassador program, created to hand-deliver pedestrian and bicycle safety information to over 1,500 residents.
- An annual fall "Got Lights?" campaign distributes free bicycle lights to underprivileged cyclists in Alexandria.
- A new type of traffic signal, called a HAWK pedestrian beacon, was installed at a major intersection - the first of its kind in the Metro DC area.
- More than six lane miles of on-street bikeways and a mile of sidewalks and shared-use paths were built, and the Woodrow Wilson Bridge shared-use path and connecting paths were opened.

In the City of Rockville, Maryland

- The City established a policy to prioritize missing sidewalks.
- An on-site assessment of existing conditions was conducted at the 10 most hazardous intersections for pedestrians and bicyclists.
- Several sidewalks were installed using Safe Routes to School grant money.
- The completed pedestrian and bicycle bridge over I-270 received a pedestrian safety award from One Less Car, a Maryland campaign for bicycling and walking.
- Pedestrian countdown signals were installed at all signalized traffic intersections in the City.

In the City of Frederick, Maryland

- The City of Frederick developed two videos to play on the local cable channel promoting bicycle safety. Videos featured local elected officials, representatives from the City Police, local bike shop owners and local bike clubs.

Note: Individual jurisdictions continue to explore engineering initiatives including improved sidewalks, sightlines, signals and markings, traffic calming and the use of technology, such as laser detectors and the "runway" lighting for crosswalks.

All data was provided by individual jurisdictions.



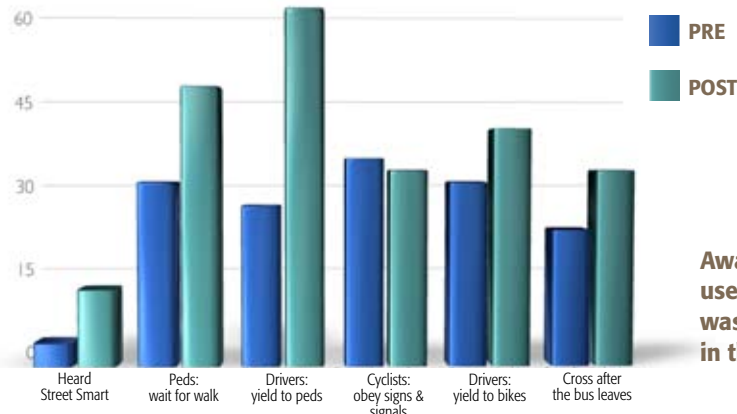
DRAFT EVALUATION

CAMPAIGN EVALUATION

In order to determine effectiveness of any public awareness and safety initiative, it's important to focus on measurable results.

Street Smart has conducted pre- and post-campaign surveys on all campaigns since 2002. The following are survey highlights related to observations of driver and pedestrian actions; awareness of police efforts to address pedestrian safety and awareness of Street Smart and its campaign messaging.

MESSAGE AWARENESS



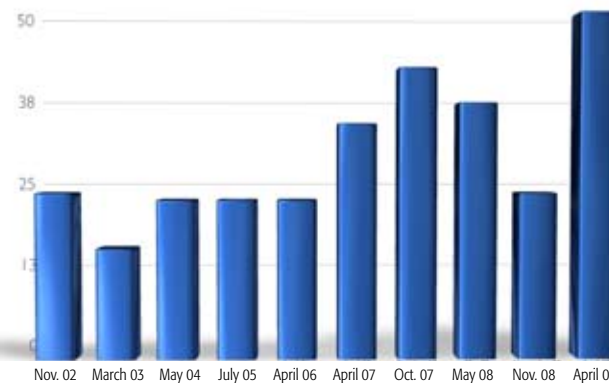
Awareness of the multiple messages used in the spring 2009 campaign was shown to increase significantly in the post survey.

FOR PEDESTRIANS: How strictly do you think police in your area enforce "Crossing against the signal" and improper street crossing laws?



Pedestrians were less aware than drivers of police efforts to enforce safety laws.

FOR DRIVERS: how strictly do you think police in your area enforce the "Yield or Stop for pedestrians" law in crosswalks?



Drivers were very aware of police efforts to enforce pedestrian safety laws.

A GLIMMER OF GOOD NEWS

All the efforts to save lives on our roads seem to be working. The National Highway Transportation Safety Administration reports that, in 2008, accident-related fatalities across the country are at their lowest levels in decades.

A National Snapshot

Fatalities nationally in 2008 were 37,261 – down from 41,259 in 2007. Declines were seen across all categories, including pedestrian deaths.

But every pedestrian injury or fatality is one too many. Indeed, NHTSA reported a total of 4,654 pedestrian fatalities in 2007. Almost one-fifth of the traffic fatalities in the 14-and-younger age group were pedestrians.

For a historic overview, during the five-year period from 2001–2005, pedestrian fatalities in the United States averaged about 11 percent of all roadway traffic fatalities nationwide, according to the National Highway Traffic Safety Administration (NHTSA).

FATALITIES DECREASE

(Decrease in Combined Pedestrian & Bicyclist Fatalities Coincides with the 2008 “Cross Like Your Life Depends on it” Campaign.)

Jurisdiction	2007 Fatalities	2008 Fatalities	+/- Change
District of Columbia*	27	15	-12
Charles County** <i>(includes St. Charles urbanized area)</i>	5	1	-4
Frederick County, MD** <i>(includes City of Frederick)</i>	1	0	-1
Montgomery County, MD** <i>(includes Cities of Gaithersburg & Rockville)</i>	17	16	-1
Prince George’s County, MD** <i>(includes Cities of Bowie, College Park, Greenbelt & Takoma Park)</i>	29	41	+12
Arlington County, VA***	1	1	–
City of Alexandria***	2	0	-2
Fairfax County, VA***	18	4	-14
City of Fairfax***	0	0	–
City of Falls Church***	0	0	–
Loudoun County, VA***	3	0	-3
City of Masassas***	0	0	–
City of Manassas Park***	0	0	–
Prince William County, VA***	6	6	–
TOTAL	109	84	-25

*Source: District Department of Transportation, 2008 Safety Facts

**Source: Maryland State Highway Administration, Office of Traffic and Safety, Maryland Highway Safety Office

***Source: National Highway Traffic Safety Administration Traffic Safety Facts

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