

## **ITEM 11 - Information**

March 19, 2008

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

### **Staff**

**Recommendation:** Receive briefing on the Fall 2007 and Spring 2008 campaigns, including the kick-off event for the Spring 2008 campaign held on March 7.

**Issues:** None

**Background:** At the September 19, 2007 meeting, the Board was briefed on the proposal for funding the FY 2008 Street Smart campaign, which includes two phases, one in the Fall 2007 and one in the Spring 2008.

# **National Capital Region Transportation Planning Board**

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## **MEMORANDUM**

**TO:** Transportation Planning Board

**FROM:** Michael Farrell, Transportation Planner  
Department of Transportation Planning

**SUBJECT:** Street Smart Regional Pedestrian and Bicycle Safety Campaign: The Spring 2008 campaign, and Funding Status for FY 2009

**DATE:** March 12, 2008

This memo will cover the history and reasons behind the creation of the Street Smart campaign, describe the ongoing March 2008 campaign, and discuss the funding status and proposed activities for the FY 2009 campaign.

### **Background**

The Washington region has an average of approximately 2,800 pedestrian and bicyclist injuries and 85 fatalities per year, more than a fifth of total traffic fatalities. To change motorist and pedestrian behavior, and ultimately reduce pedestrian and bicyclist deaths and injuries, the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety campaign known as Street Smart in 2002. The campaign consists of radio, transit, and internet advertising directed at motorists and pedestrians, with concurrent pedestrian-related law enforcement to reinforce the message. Previous campaign waves ran in October 2002, April 2004, June 2005, March-April 2006, March 18 – April 14 2007 and November 2007.

Funding for the campaign comes from federal funding provided through the states, matched by voluntary contributions by TPB member governments and agencies such as WMATA.

The TPB was last briefed on the Street Smart campaign at its September 2007 meeting.

### **The Fall 2007 Campaign**

The Fall 2007 campaign ran during November, and included transit advertising directed at pedestrians, radio advertising directed at motorists, safety hand-outs and posters, web advertising directed at young male drivers, and an improved web site, <http://streetsmart.mwcog.org>. A pedestrian safety demonstration was held for the press on November 7 at the Montgomery County Police Training Facility in Rockville, Maryland. Trained police drivers demonstrated the effect of speed on stopping distance, and Montgomery County Ride-On and Metrobuses were available to demonstrate bus blind spots.

Fifteen law enforcement agencies distributed 27,000 pedestrian safety hand-outs. DCMPD had the largest reported enforcement effort, with over 3000 citations and warnings issued during the campaign period.

### **Spring 2008 Campaign**

The kickoff event for the 2008 Street Smart pedestrian safety outreach campaign was held on Friday, March 7, hosted by Supervisor Penny Gross in the Baileys Crossroads area of Fairfax County.

A number of regional officials spoke or were present or at the event, including:

- Fairfax County Board Chairman Gerry Connolly
- Arlington County Board Member Christopher Zimmerman
- Alexandria Mayor William Euille
- WMATA General Manager John Catoe
- Safety officials David Mosley of the Virginia Department of Motor Vehicles and George Branyan of the D.C. Department of Transportation

Additionally, the event emphasized the important connection between public awareness and traffic safety enforcement activities, with a significant and visible representation from a number of the area's police officers, and represented by:

- Chief David M. Rohrer, Fairfax County Police Department
- Chief J. Thomas Manger, Montgomery County Police Department
- Deputy Chief Patrick A. Burke, DC Metropolitan Police Department
- About two dozen uniformed police officers, many specializing in traffic safety.

Street Smart bus sides, an Internet advertisement, and campaign handouts were displayed, and there was a demonstration of a new crosswalk warning technology.

One of the main goals of holding a kickoff event is to leverage "earned media" press coverage for additional public attention to the campaign. From this perspective, Friday's event was very successful, with coverage by numerous radio, television, and print media. There were segments on television news and on news radio, as well as print articles in the *Washington Post* and other media.

The Spring 2008 Street Smart media and enforcement campaign, timed to coincide with the changeover to Daylight Savings Time, will run throughout the month of March. The campaign theme is "Cross like your life depends on it". The full range of campaign materials and additional information are available on the Web at <http://streetsmart.mwcog.org>.

We anticipate the strongest law enforcement support yet. Over fifty law enforcement officers from throughout the region attended a seminar on Pedestrian Enforcement hosted at COG on February 28.

### **Funding Status for FY 2009 (Fall 2008 and Spring 2009)**

Contribution request letters for next year's 2009 Street Smart effort were sent under TPB Chairman Mendelson's signature to the TPB member jurisdictions in early February for consideration in jurisdictional budgeting. The program has had good cost-effectiveness in using federal funds and earned

media to leverage the voluntary contributions the TPB member jurisdictions provide. The preliminary media results from the March 7 event appear to represent the most extensive coverage the Street Smart campaign has ever had. We hope that the success of the current campaign will encourage continuing jurisdictional contributions at the suggested five cents per capita level.

We are proposing to run two 2-3 week media waves in FY 2009 if sufficient funding is obtained. A Fall 2008 wave would take place in November, around the change back to Standard Time, using the theme and materials from the Spring 2008 campaign. Another media wave would take place in Spring 2009, using a new theme and materials.

