STREET SMART
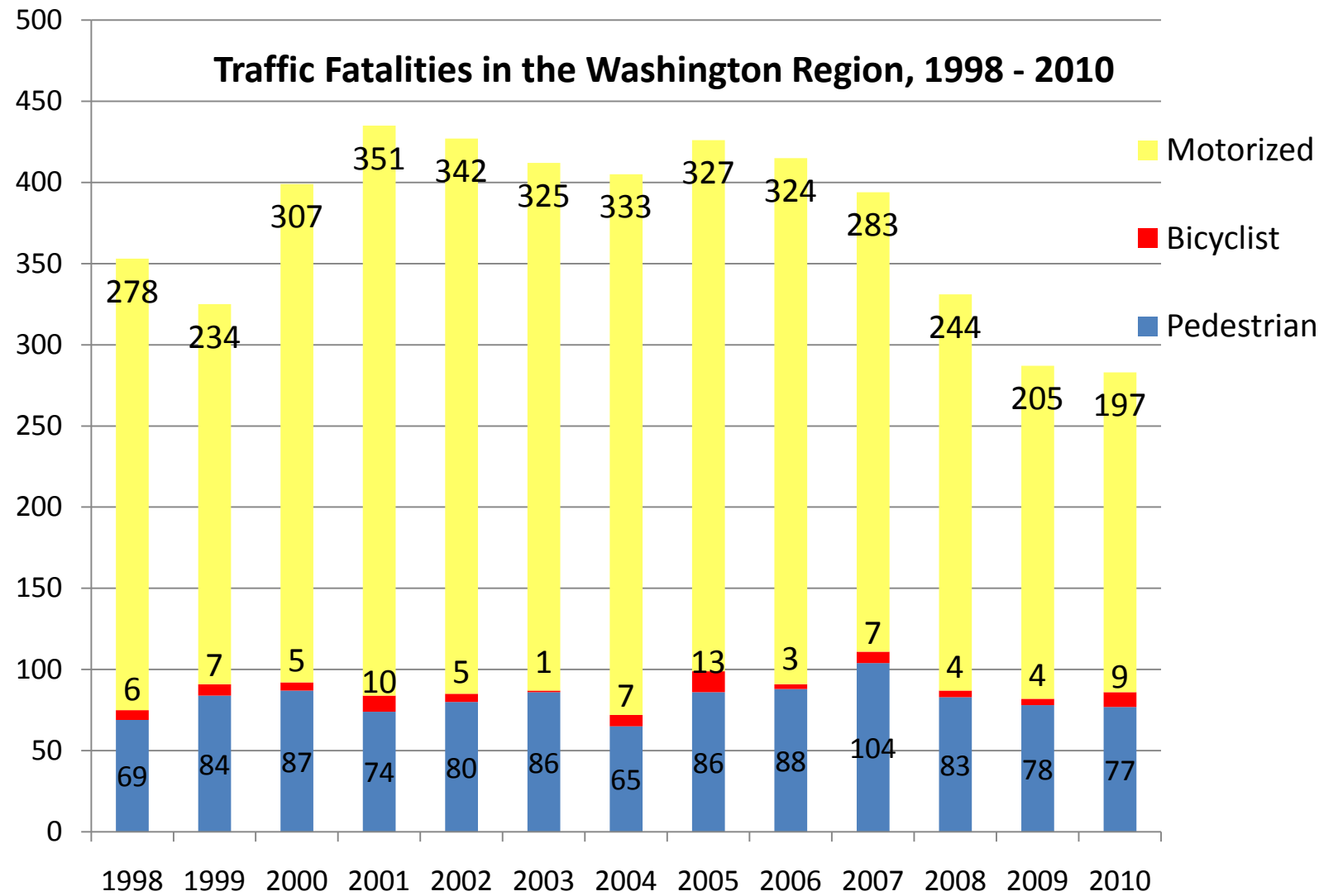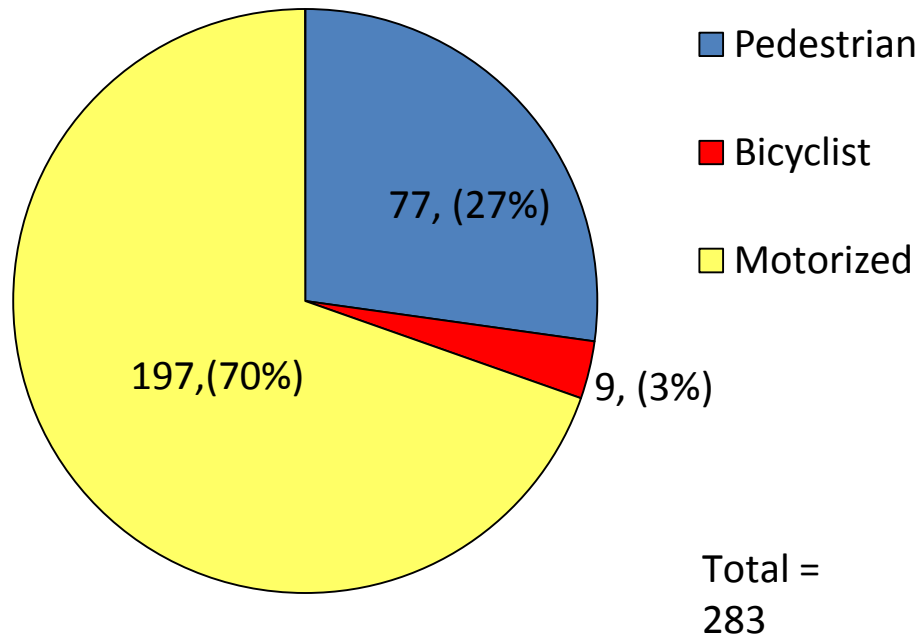
Fall 2010 Spring 2011 Review

Transportation Planning Board
10/19/2011, Item #13
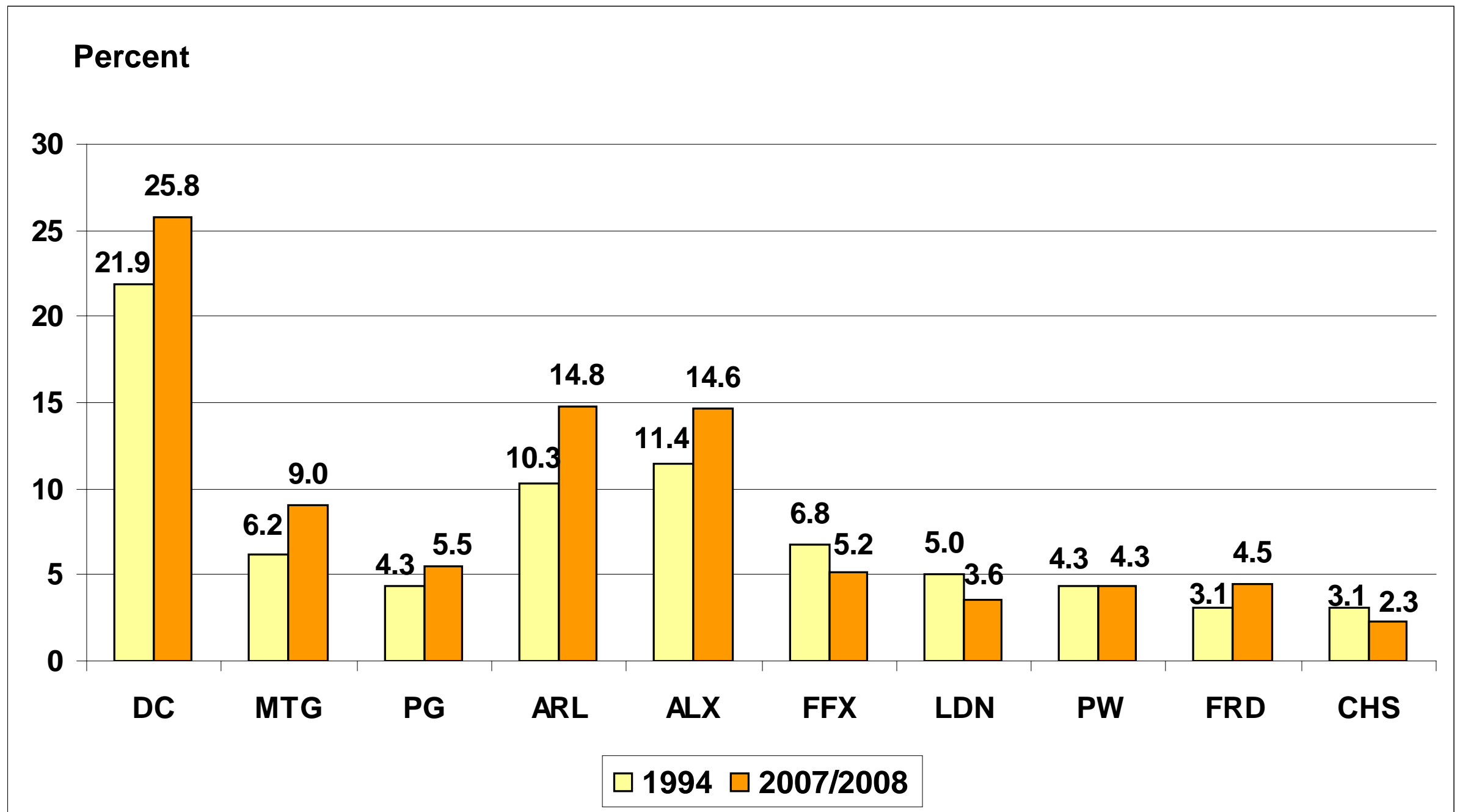
Regional Traffic Fatalities

STREET SMART

Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region, 2010

- 77, (27%) Pedestrian
- 9, (3%) Bicyclist
- 197, (70%) Motorized

Total = 283

Traffic Fatalities in the Washington Region, 1998 - 2010

Legend: Motorized, Bicyclist, Pedestrian

Year	Pedestrian	Bicyclist	Motorized
1998	69	6	278
1999	84	7	234
2000	87	5	307
2001	74	10	351
2002	80	5	342
2003	86	1	325
2004	65	7	333
2005	86	13	327
2006	88	3	324
2007	104	7	283
2008	83	4	244
2009	78	4	205
2010	77	9	197

Daily Walk Trip Share by Jurisdiction

(1994 – 2007/2008)

Percent

	1994	2007/2008
DC	21.9	25.8
MTG	6.2	9.0
PG	4.3	5.5
ARL	10.3	14.8
ALX	11.4	14.6
FFX	6.8	5.2
LDN	5.0	3.6
PW	4.3	4.3
FRD	3.1	4.5
CHS	3.1	2.3

Source: 1994 and 2007/2008 TPB Household Travel Survey

What is Street Smart?

- Street Smart focuses on Education through Mass Media

- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior

- Supported by concurrent law enforcement

- Funded by Federal Funds with voluntary matching contributions from WMATA, TPB Member Governments, since Fall 2002

- Run twice annually since 2007
    - Fall and Spring waves
    - November 2010 and March-April 2011
    - November wave used Spring 2010 materials

- FY 2011 budget $597,800
    – Spring 2011 $430,000
    – DDOT is funded an observational study directly

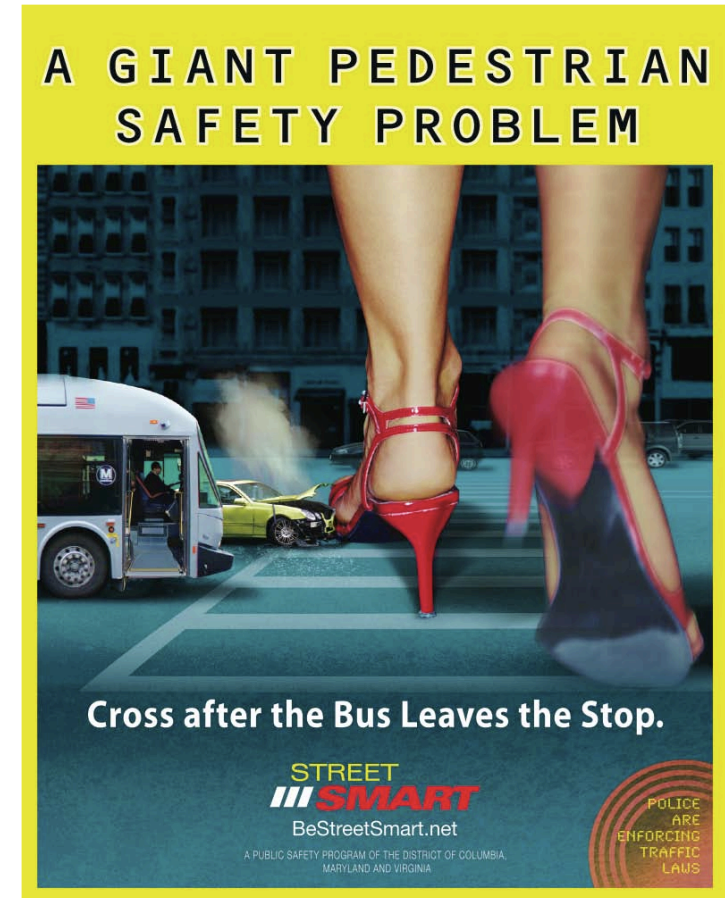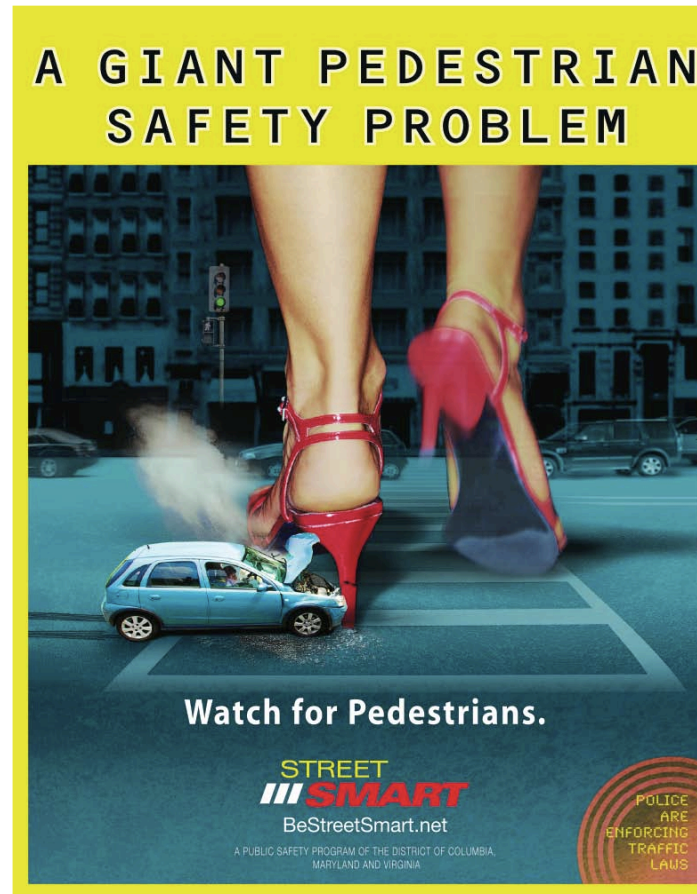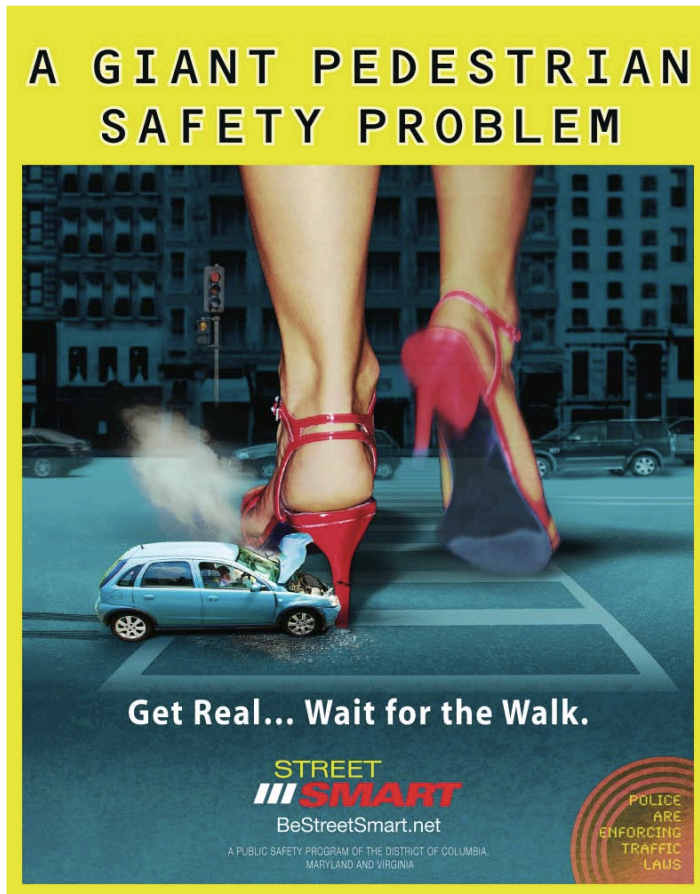- Complements local Engineering – Enforcement – Education Safety Efforts

- Details at http://BeStreetSmart.net

Fall 2010 Campaign

Be Alert. Be Street Smart.

Every 8 minutes a life comes to a screeching halt.

STREET SMART
BeStreetSmart.net

Police are enforcing traffic laws!

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

November 9th Press Event - Arlington
- Live enforcement at Rosslyn
- 2.9 million people hear about it

Spring 2011 Campaign

A GIANT PEDESTRIAN SAFETY PROBLEM

Get Real... Wait for the Walk.

STREET ///SMART
BeStreetSmart.net
A PUBLIC SAFETY PROGRAM OF THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA
POLICE ARE ENFORCING TRAFFIC LAWS

A GIANT PEDESTRIAN SAFETY PROBLEM

Watch for Pedestrians.

STREET ///SMART
BeStreetSmart.net
A PUBLIC SAFETY PROGRAM OF THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA
POLICE ARE ENFORCING TRAFFIC LAWS

A GIANT PEDESTRIAN SAFETY PROBLEM

Cross after the Bus Leaves the Stop.

STREET ///SMART
BeStreetSmart.net
A PUBLIC SAFETY PROGRAM OF THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA
POLICE ARE ENFORCING TRAFFIC LAWS

March 29th Press Event - DC

• Victims tell their stories
• 1.3 million people reached

CAMPAIGN SUMMARY

Fall 2010 Campaign:

- 671 radio spots
- 30 transit shelters
- Posters and handouts from Spring 2010

Spring 2011 Campaign:

- 1249 English radio spots
- 136 Spanish radio spots
- 68 Spanish Cable TV spots
- 25 transit shelter messages
- 100 bus backs
- 100 bus sides
- 100 Metrorail car cards
- 1,155 interior bus cards
- Mobile billboard ran at 261 stops
- Posters / handouts
- http://bestreetmart.net

Value Added

Total Earned Media Value: $157,267

Total Value of PSA's: $1,070,080

The value of PSA messages, donated media space, free media messages and earned publicity was approximately $1,227,347 – almost *four times* the actual paid media and public relations budget ($318,000).

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ENFORCEMENT

4,220* citations and 3,785 warnings were issued to motorists, pedestrians and cyclists.

Information came from Arlington County, City of Alexandria, District of Columbia, Montgomery County, Prince William County, and the City of Rockville

*

* Actual numbers may be higher. This statistic was based on the actual number of Enforcement Reports received at the conclusion of the campaign.

Evaluation Survey:
Traditional Methodology

Pre-test

Post-test

Communication
campaign

- Web-based, pre-defined questionnaire used for both waves
  - 50/50 male/female
- Proportionate geographic distribution
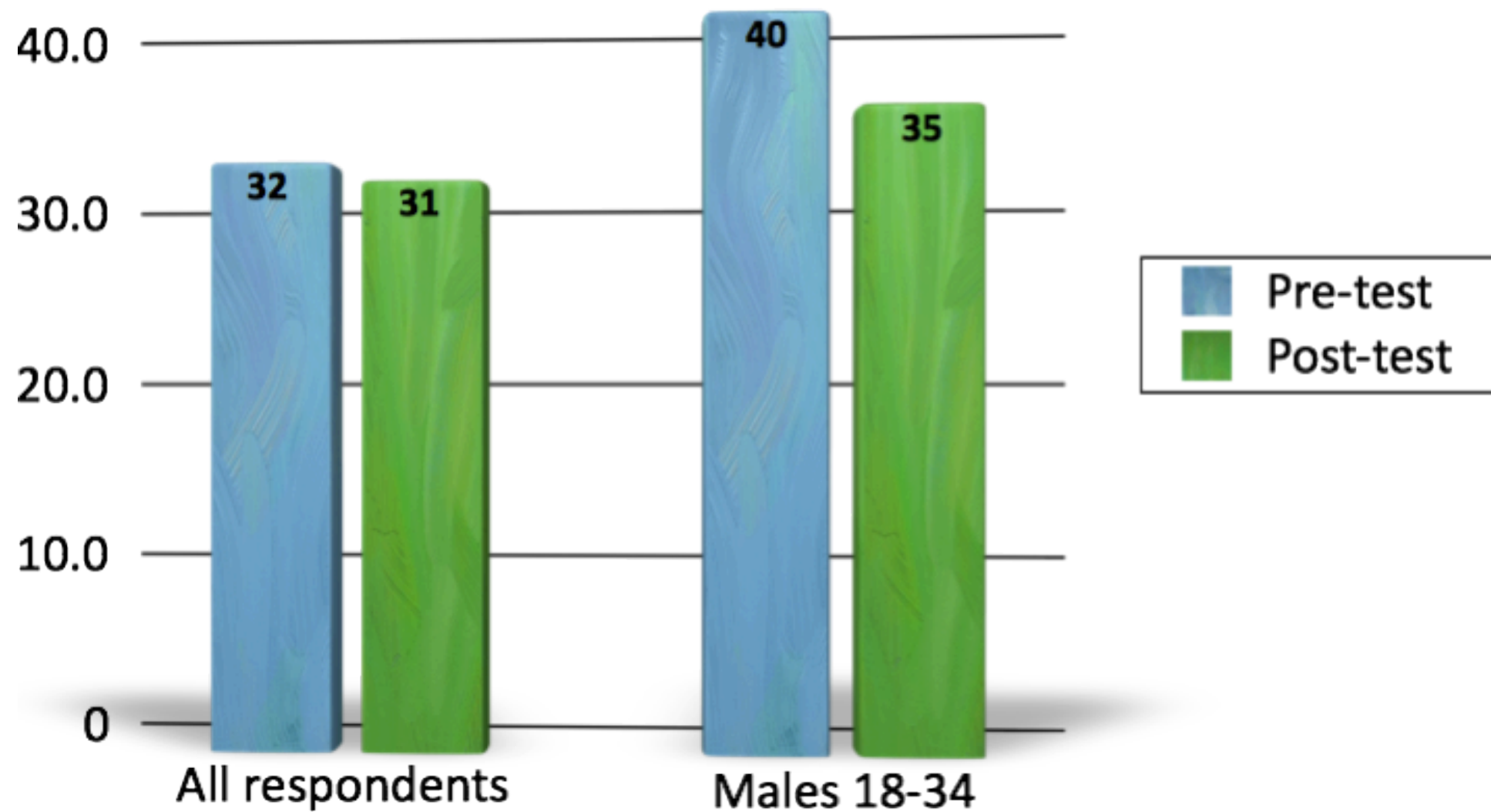 by population
  - 18-34 Male oversample

Campaign Net Awareness

Net awareness combines all campaign messages
(anyone who has seen/heard any single message at least once.)
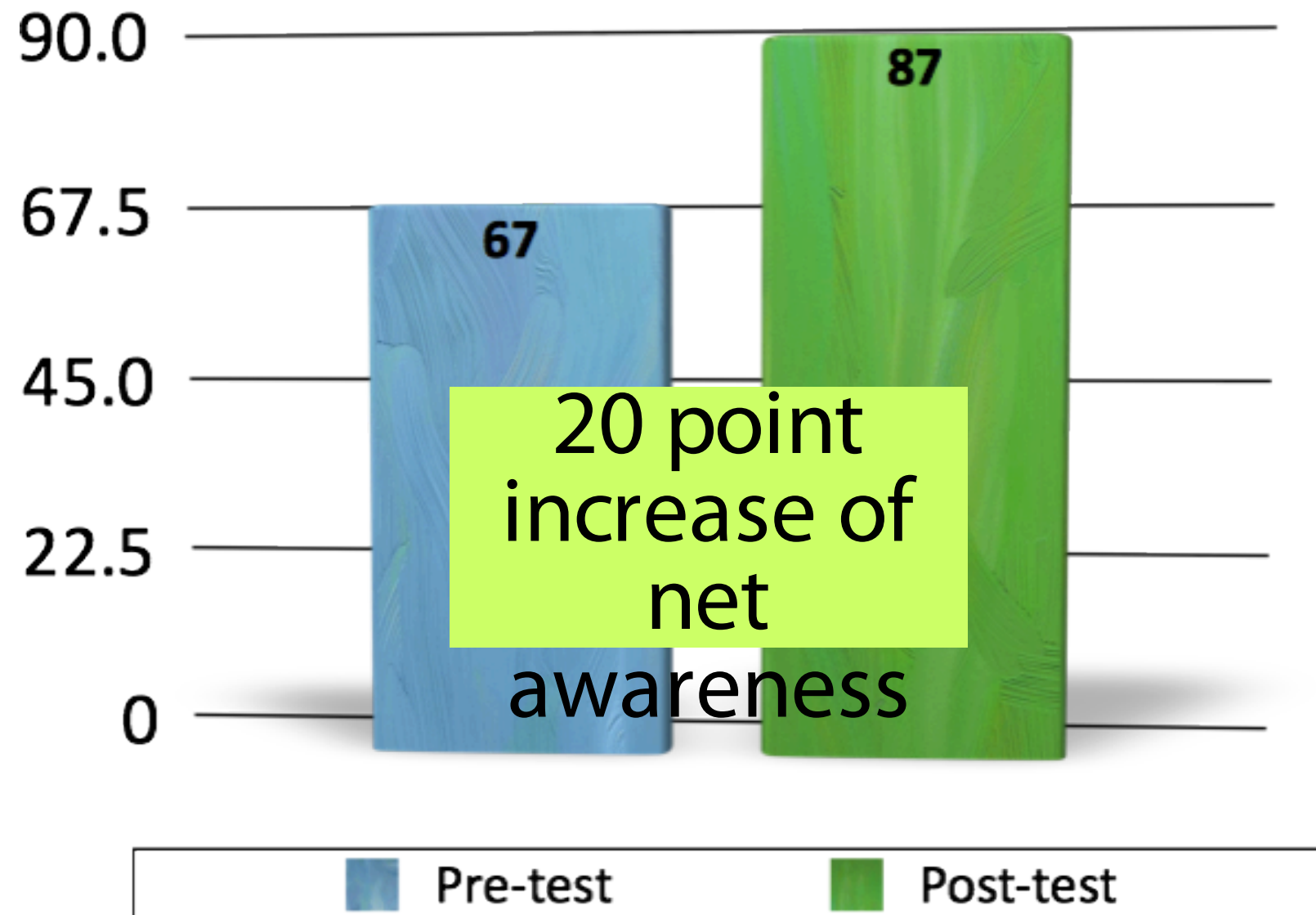
Enforcement

Have you recently seen or heard about police efforts to enforce pedestrian safety traffic laws?

Evaluation Results

- The new "Giant Pedestrian…" theme demonstrated significant increases in awareness in the post-test. Especially among 18-34 males.

- Survey Limitations:

  - In English Only

  - Survey is of motorists – messages aimed at transit riders would not show up

- Enforcement and awareness of enforcement have room for improvement.

  - DDOT study, Montgomery County show reductions in dangerous behaviors, crashes after combined enforcement/education

  - More details in Annual Report

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FY 2012 Funding

- ## Confirmed budget is $432,000
  - Likely budget (with DDOT funds) is around $630,000, up from $597,800 last year
  - Local funding, Federal/State funds increased
  - Major WMATA support
  - Loudoun County, City of Bowie contributed for the first time
  - Sufficient for Fall & Spring campaign waves

- ## Voluntary Local Contributions
  - Matches federal money
  - State funding agencies see it as a sign of local commitment
  - Letters requesting funding for FY 2012 sent in April
    - Suggested contribution of 5 cents per capita, as per TPB resolution R20.2005

Street Smart Funding, 2002-2012 (in thousands)

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009	Fall 2009 & Spring 2010	Fall 2010 & Spring 2011	Fall 2011 & Spring 2012 (to date)
DDOT*	$100	$100	$100	$100	$100	$200	$200	$200	$200	$200
DC MPD*			$80		$30					
Maryland SHA*	$115	$100	$58	$50	$100.1	$130.3	$130	$143	$100	$116.616
Virginia SHSO	$100	$100	$75	$100	$75	$100	$100	$100	$110	$120
WMATA						$150	$150	$150	$150	$150
Local Gov't	$100	$90	$80	$91.3	$113.7	$158.5	$120.6	$54.8	$37.8	$46
Private					$10					
Grand Total	$415	$390	$393	$341.3	$428.8	$738.8	$700.6	$658.7	$597.8	**$632.616**

* Federal pass-through

Street Smart Local Government Contributions, 2002-2012

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012
City of Alexandria	$5	$5	$5	$6.8	$6.8	$6.8	$6.8	$7	$7	$7.3
Arlington County		$10	$10	$10.1	$10.1	$10.1	$10.3	$10.3	$10.8	$10.9
City of Bowie										
Charles County, urb.										
City of College Park							$0.6			
City of Bowie										$2.8
City of Fairfax				$1.1						
City of Frederick										
City of Falls Church				$0.5	$0.5			$0.6		
Fairfax County	$50	$50	$50	$52.8	$52.8	$52.8	$54.8	$5		
Frederick County										
City of Gaithersburg						$3.1	$3.1			
City of Greenbelt				$0.5						
Loudoun County										$15
City of Manassas										
City of Manassas Park				$0.7		$0.7				
Montgomery County	$45	$10	$10	$10	$40.6	$45	$45	$42	$20	$10
Prince George's County		$15	$5	$5		$37.1				
Prince William County										
City of Rockville				$2.9	$2.9	$2.9				
City of Takoma Park				$0.9				$0.8		
Total Local	**$100**	**$90**	**$80**	**$91.3**	**$113.7**	**$158.5**	**$120.6**	**$65.7**	**$37.8**	**$46**

Suggested FY 2012 Contributions

Jurisdiction	FY 2012 Adjusted Population	Suggested Contribution at five cents per capita
Fairfax County	1,059,211	$53,000
Montgomery County	857,350	$42,900
Prince George's County	752,117	$37,600
Prince William County	407,735	$20,400
Loudoun County	299,366	$15,000
Frederick County	173,383	$8,700
Arlington County	218,000	$10,900
Alexandria, City of	146,000	$7,300
Charles County (St. Charles)	85,594	$4,300
Rockville, City of	62,476	$3,100
Gaithersburg, City of	57,875	$2,900
Frederick, City of	63,200	$3,200
Bowie, City of	55,958	$2,800
Manassas, City of	35,648	$1,800
College Park, City of	26,392	$1,300
Fairfax, City of	24,665	$1,200
Greenbelt, City of	20,903	$1,000
Takoma Park, City of	17,299	$900
Manassas Park, City of	14,050	$700
Falls Church, City of	11,900	$600
Total	**4,389,122**	**$219,000**

FY 2012 Campaign

- Greater effort to engage law enforcement
  - "Best Practices in Pedestrian Enforcement" Seminar – October 18th
    - 45 attendees

- November Campaign Wave
  - Media, Enforcement, Public Relations – November 6th to December 3rd
  - Will use existing materials
  - Montgomery County, State of Maryland will host the press event on November 14th at Piney Branch & Flower

- Spring 2012
  - New materials needed
  - Will use focus groups