

STREET SMART PEDESTRIAN AND BICYCLE SAFETY PROGRAM

Fall 2024 Campaign

Item #5

Bicycle/Pedestrian Subcommittee

November 19, 2024

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Metropolitan Washington Council of Governments

What is Street Smart?



- Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
 - Paid and Earned Media
- Waves of Transit and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
 - Direct Outreach
- Since Fall 2002
 - Advisory Group
- Direct Outreach Events
- Concurrent law enforcement
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - FY 2025 Budget – \$690k for consultant, ad placement



A National Problem

New Projection:

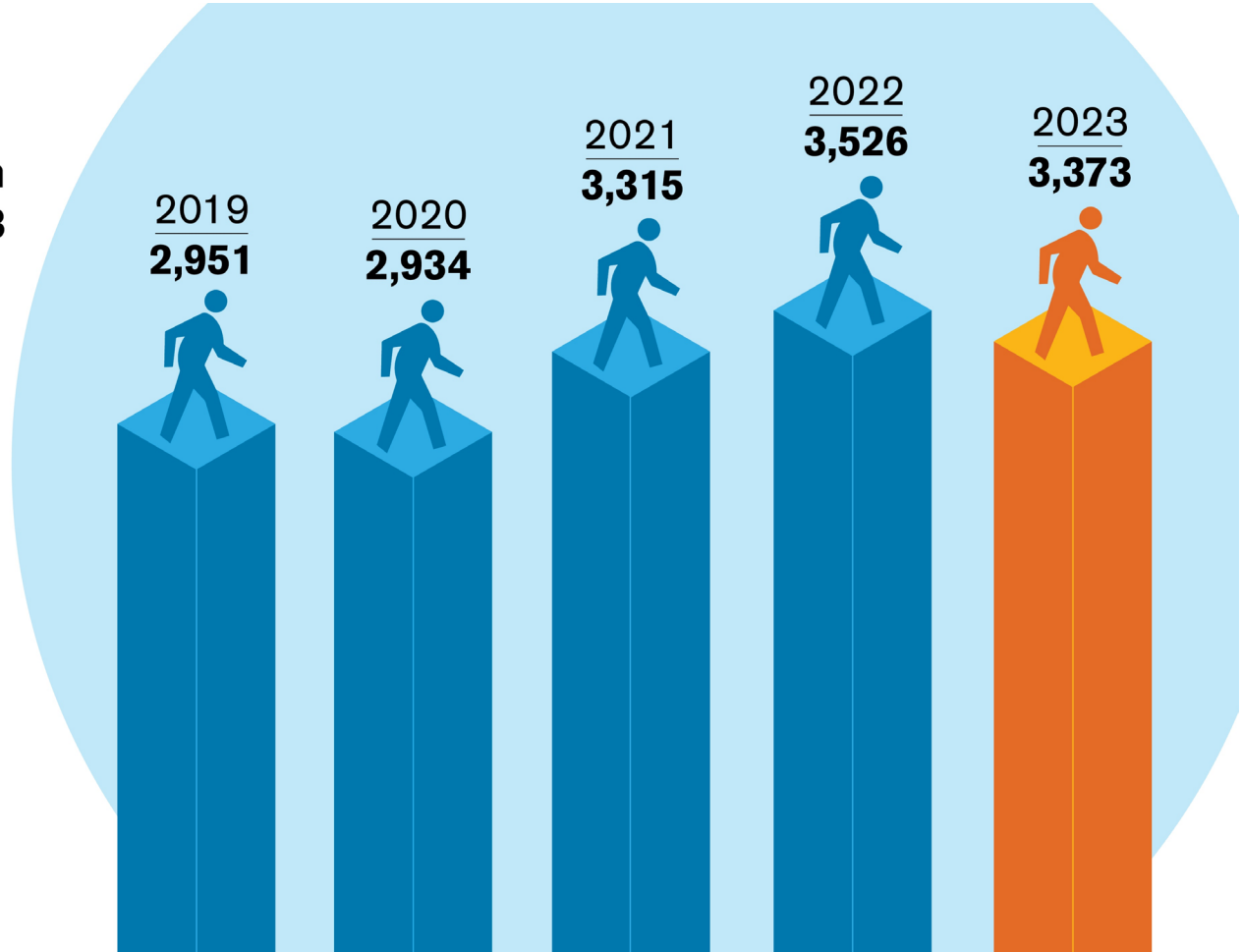
**U.S. drivers killed
3,373 pedestrians in
the first half of 2023**

↓ 4%

from 2022

↑ 14%

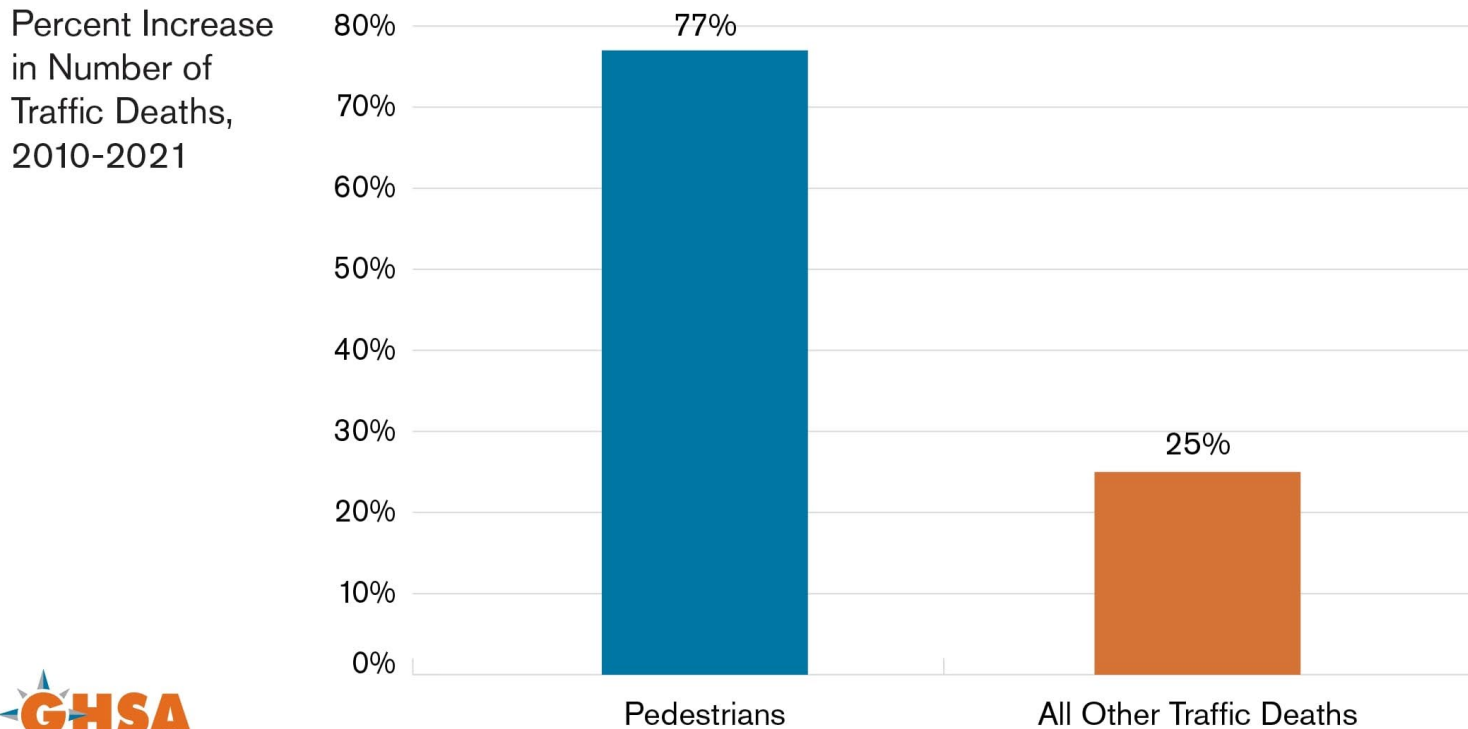
from 2019



**Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)*

Pedestrian Deaths Rose 77% From 2000-2021

Pedestrian Deaths Are Increasing Faster Than All Other Traffic Fatalities



*Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)

Pedestrian Share of DC Region Deaths is Rising

	2019	2020	2021	2022	2023
TOTAL REGIONAL FATALITIES					
Pedestrian	92	94	96	129	110
Bicyclist	7	5	7	10	7
All traffic	305	314	358	384	393

- Preliminary numbers indicate that in 2023, there were 110 pedestrian and 7 bicyclist fatalities, or 29% of total traffic deaths.*
- This is a decrease from 129 pedestrian and 10 bicycle fatalities in 2022, or 36% of the total, a record-breaking year.
- Prior to 2018 pedestrian and bicyclist deaths were a little over one quarter of total fatalities, now its about 30%.

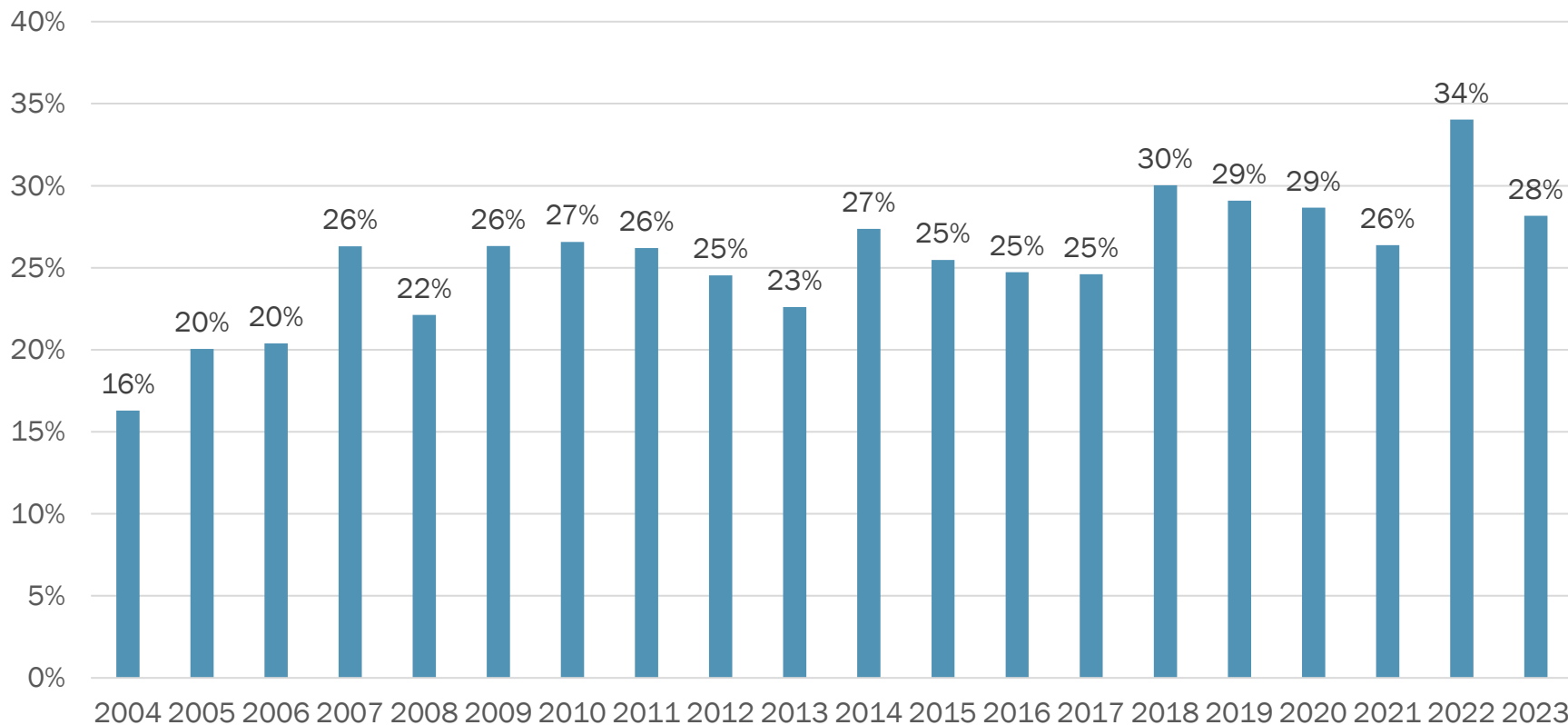
2023 Fatalities by Jurisdiction

2023	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	0	1	0	10	0	3	3	0	7	7	4	15	41	19	110
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	1	3	3	7
All traffic	1	7	0	42	0	16	6	0	29	21	33	46	140	52	393
CRASHES															
Pedestrian	47	109	12	237	12	58	10	0	91	n/a	n/a	n/a	n/a	892	n/a
Bicyclist	8	52	5	78	5	26	4	2	21	n/a	n/a	n/a	n/a	479	n/a
All traffic	1,092	2,075	537	12,538	125	4,772	478	95	6,265	n/a	n/a	n/a	n/a	20,134	n/a

**Preliminary data compiled from DC Vision Zero, Maryland Department of Transportation, and Virginia Department of Motor Vehicles in October 2024, subject to change*

Pedestrian Fatalities 2004-2023

Pedestrian Fatalities as a Proportion of Total Roadway Fatalities



Fall 2024 Ads: "Life Ahead"



Naylor Road Press Event



- October 29 launch
 - Naylor Road Metro Station, Prince George's, MD
- New “Life Ahead” Ads
- “Street Team” walking billboards
- Transit ads

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Fall 2024 Campaign

November 11 - December 11

- \$94,000 buy
- English and Spanish ads running on transit

Direct Outreach

- Ten “Street Team”
Walking Billboard Events



Street Teams



Street Teams Events

Date	Jurisdiction	Event/Location	Event Time	Status
10/29	Prince George's County, MD	Naylor Road Metro Launch Event	11:00am	Complete
10/29	Prince George's County, MD	Branch Road between Naylor and Suitland	11:30a-2p	Complete
Nov 12 Tuesday	Washington, DC	Benning Road at East Capitol Ave/Benning Metro area	8a-12p	Confirmed
Nov 12 Tuesday	Washington, DC	Anacostia Metro area -- Howard Rd SE at MLK Jr Ave SE	1p-5p	Confirmed
Nov 13 Weds	Prince George's County, MD	Kenilworth Ave between MD-410 and Edmonston Road	8a-12p	Confirmed
Nov 13 Weds	Prince George's County, MD	Central Ave b/w Seat Pleasant Station Rd & Old Central Ave/322	1p-5p	Confirmed
Nov 14 Thursday	Montgomery County, MD	Crystal Rock Drive at Century Blvd, Germantown MD	8a-12p	Confirmed
Nov 14 Thursday	Montgomery County, MD	Wheaton Metrorail area-- Georgia Ave and Reedie Drive	1p-5p	Confirmed
Nov 15 Friday	Fairfax, VA	Leesburg Pike between Glen Carlyn Dr and Crossroads Center	8a-11p	Confirmed
Nov 15 Friday	Fairfax, VA	Richmond Highway at Southgate Drive	1p-5p	Confirmed
Nov 16 Saturday	Prince William County, VA	Prince William Street b/w Grant Ave & Tudor, near Manassas VRE	9a-1p	Confirmed

Enforcement Activations



TRAFFIC

Here's where ACPD is planning targeted traffic enforcement this fall

ARLnow.com: October 24, 2023 at 2:30pm



Date	Jurisdiction	Event/Location	Event Time
October 31 Thursday	MD	Montgomery County PD Wisconsin at Western Ave <i>and</i> 16 th at East-West Highway	10:00 am-11:30 am
Nov 14th Thursday	VA	Fairfax County PD Reston Towne Center area: Reston Parkway, New Dominion Parkway and Baron Cameron Avenue	8:00am – 10:00am
Nov 14th Thursday	VA	Arlington County PD 12th Street S. at S. Eads Street	11a-12:30p
Nov 19th Tuesday	VA	Arlington County PD Langston Boulevard at N. Lynn Street	9a-10:30a
Nov 19 Tuesday	DC	Metropolitan PD TBD	TBD
Nov 20 Weds	DC	Metropolitan PD TBD	TBD
Nov 21 Thursday	DC	Metropolitan PD TBD	TBD
TBD	VA	Alexandria PD TBD	TBD
Various dates between Oct 29 – Nov 24	VA	Prince William County PD Sudley Road b/t I66 and Rixlew Avenue Hoadly Road b/t Dale Blvd & PWC Pkwy The PWC Parkway b/t Minnieville Rd & I95 Richmond Hwy b/w Mt Pleasant Dr & River Ridge Blvd Route 15 and Graduation Drive	Between 6a-12p, and 3p-9p on various unspecified dates

Fall Campaign Budget

PAID MEDIA	Gross billable cost including agency placement fees		\$ 131,296
Outdoor - Bus Tails	\$ 94,147		
4 weeks starting 11/11			
300 bus tails (including 25 bonus as space is available)			
450 interior cards bonus as space is available			
Outdoor - Ultra Super King Bus Ads	\$ 17,116.00		
4 weeks starting 11/11			
10 bus side partial wraps (full side between wheel wells)			
Transit Shelters	\$ 20,033		
4 weeks starting 11/11			
OUTREACH			\$ 35,000
~10 Walking billboard Street Teams with backpack banners in high priority areas, includes coordination with local partners			
DIGITAL / CREATIVE / COLLATERAL PRODUCTION			\$ 77,404
Collateral includes the creative production services and printing of the following materials:			
• Website updates; digital development; ad layouts	• Outreach signage/materials		
• Paid and donated media production (bus ads, bus wraps, transit shelters)	• Hosting fees		
ONLINE SURVEY			\$ 18,000
• Pre- and Post-campaign online surveys to determine campaign effectiveness.			
• 600 respondents ages 21–54, limited to MWCOG jurisdictions, segmented to DC, VA and MD			

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