



Pedestrian and Bicycle Safety Education Campaign

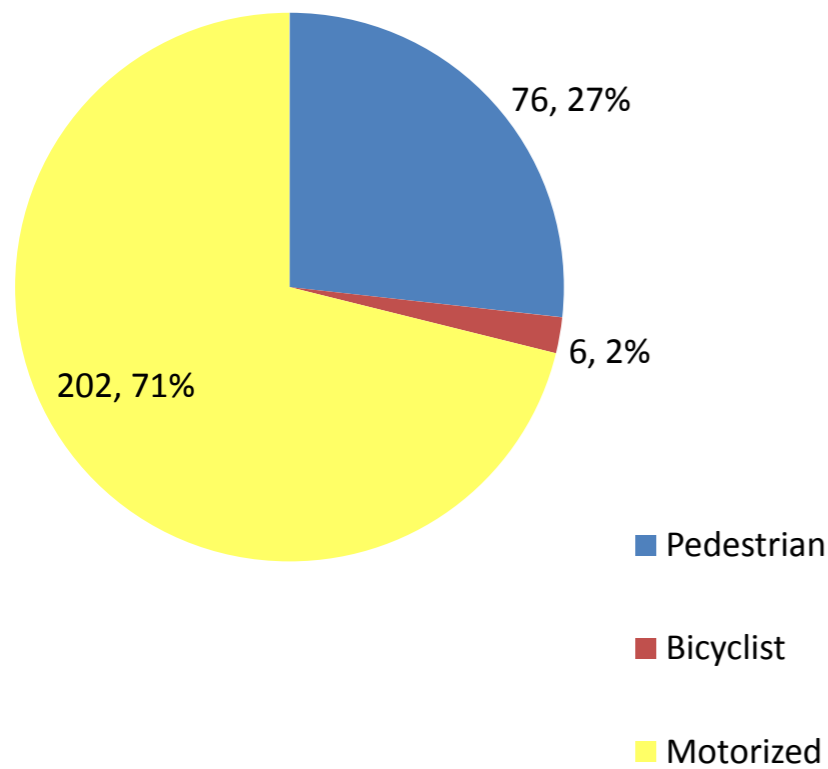
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
Chief Administrative Officers Committee

April 4, 2012

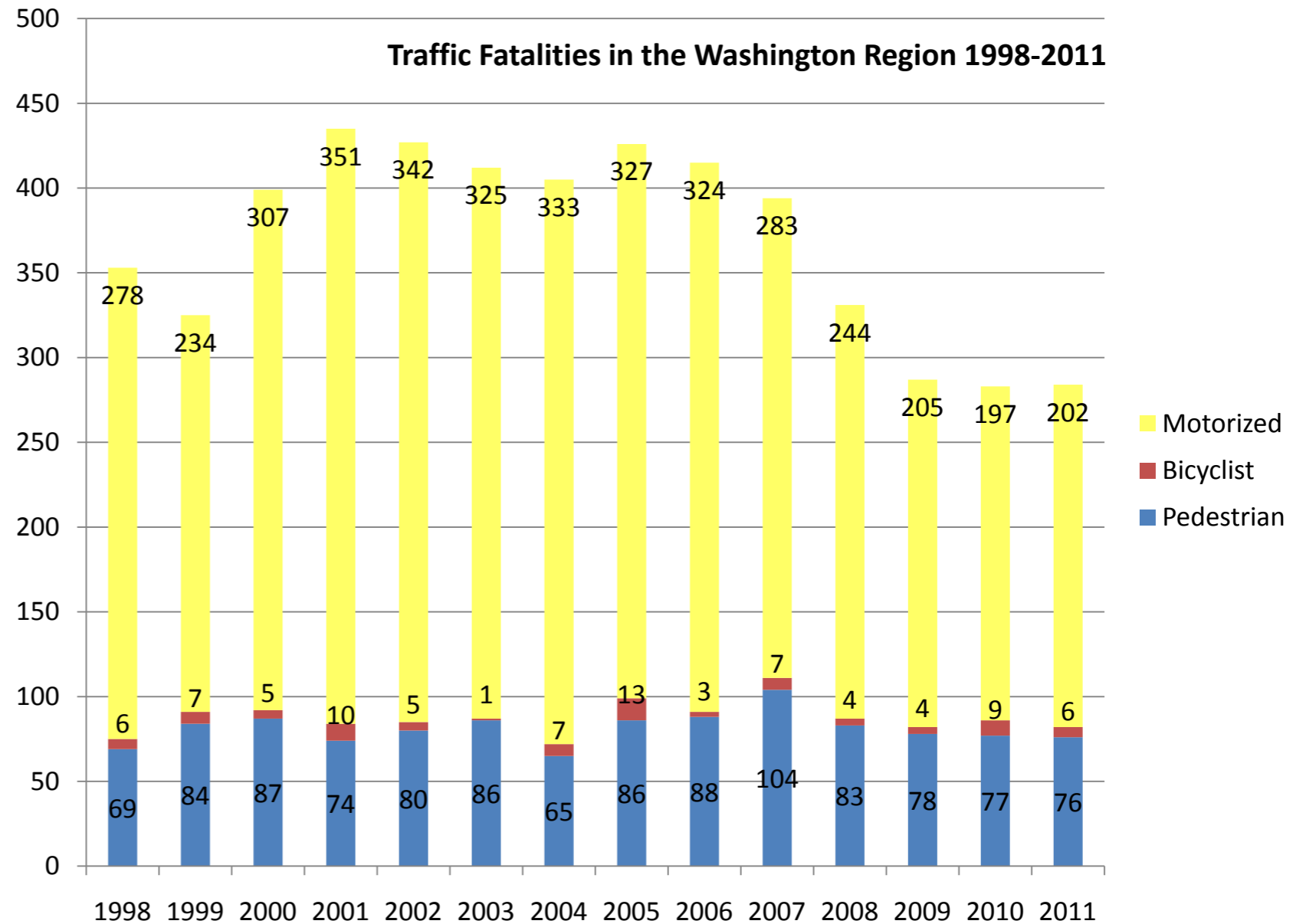
Jeff Dunckel
Pedestrian Safety Coordinator, Montgomery County
Chair, Bicycle and Pedestrian Subcommittee

Regional Traffic Fatalities*

Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2011



Total = 284



*2011 Preliminary data – MHSO, VDMV, DDOT

Pedestrian & Bicyclist Fatalities by Jurisdiction

| Jurisdiction | 2006 | 2007 | 2008 | 2009 | 2010 | 2011* | TOTAL |
|------------------------|-----------|------------|-----------|-----------|-----------|-----------|------------|
| District of Columbia | 17 | 27 | 15 | 16 | 16 | 13 | 95 |
| Charles County | 2 | 6 | 1 | 3 | 3 | 9 | 24 |
| Frederick County | 4 | 1 | 0 | 1 | 4 | 0 | 10 |
| Montgomery County | 18 | 18 | 19 | 15 | 14 | 8 | 92 |
| Prince George's County | 20 | 29 | 41 | 23 | 23 | 30 | 166 |
| Arlington County | 1 | 1 | 1 | 4 | 1 | 5 | 13 |
| City of Alexandria | 1 | 2 | 0 | 0 | 2 | 2 | 7 |
| Fairfax County | 20 | 17 | 4 | 11 | 13 | 10 | 75 |
| City of Fairfax | 0 | 1 | 0 | 2 | 0 | 1 | 4 |
| City of Falls Church | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| Loudoun County | 1 | 3 | 0 | 1 | 2 | 3 | 10 |
| City of Manassas | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| City of Manassas Park | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Prince William County | 7 | 5 | 6 | 6 | 6 | 1 | 31 |
| Total | 91 | 111 | 87 | 82 | 86 | 82 | 530 |

*2011 Preliminary data – MHSO, VDMV, DDOT

What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Since Fall 2002
- Funded by:
 - Federal Funds administered by the States
 - WMATA
 - TPB Member Governments
- Total Budget \$634,000
 - TPB member government contributions have ranged from \$38,000 to \$158,000
- FY 2013: \$63k will come from COG dues



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 | \$120 |
| Virginia SHSO | \$100 | \$100 | \$75 | \$100 | \$75 | \$100 | \$100 | \$100 | \$110 | \$116.616 |
| WMATA | | | | | | \$150 | \$150 | \$150 | \$150 | \$150 |
| Local Gov't | \$100 | \$90 | \$80 | \$91.3 | \$113.7 | \$158.5 | \$120.6 | \$54.8 | \$37.8 | \$47.3 |
| Private | | | | | \$10 | | | | | |
| Grand Total | \$415 | \$390 | \$393 | \$341.3 | \$428.8 | \$738.8 | \$700.6 | \$658.7 | \$597.8 | \$633.916 |

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 |
| Charles County | | | | | | | | | | |
| City of Bowie | | | | | | | | | | \$2.8 |
| City of College Park | | | | | | | \$0.6 | | | \$1.3 |
| 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 | \$47.3 |



- November 14 Press Event @ Piney Branch Road in Montgomery County
 - Coverage Reached 900,000 People
- November Media
 - “Giant Pedestrian Safety Problem”
 - 2 weeks radio
 - 1 month transit ads
- Law enforcement
 - October 18 Best Practices in Pedestrian Enforcement Workshop



Spring 2012 Campaign

- March 18 – April 14
 - \$218,000 media budget
 - Four weeks Cable TV, Outdoor
 - Two weeks Radio
 - Weighted Wednesday – Sunday, 3 pm – 8
 - Press Event
 - March 28th, 11:30 a.m., in District Heights, MD
 - Followed by live enforcement - Intersection of Silver Hill Road and Marlboro Pike
 - Covered on WJLA 7, WUSA 9, WTOP
 - Law Enforcement in High-Incidence Areas
 - Prince Georges, Montgomery, Capitol Heights, District of Columbia, Arlington, City of Fairfax, Prince William, others



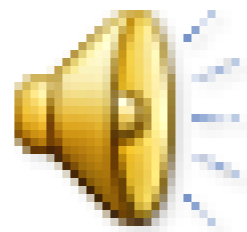


2012 Campaign

Example Ad (Bus Side):

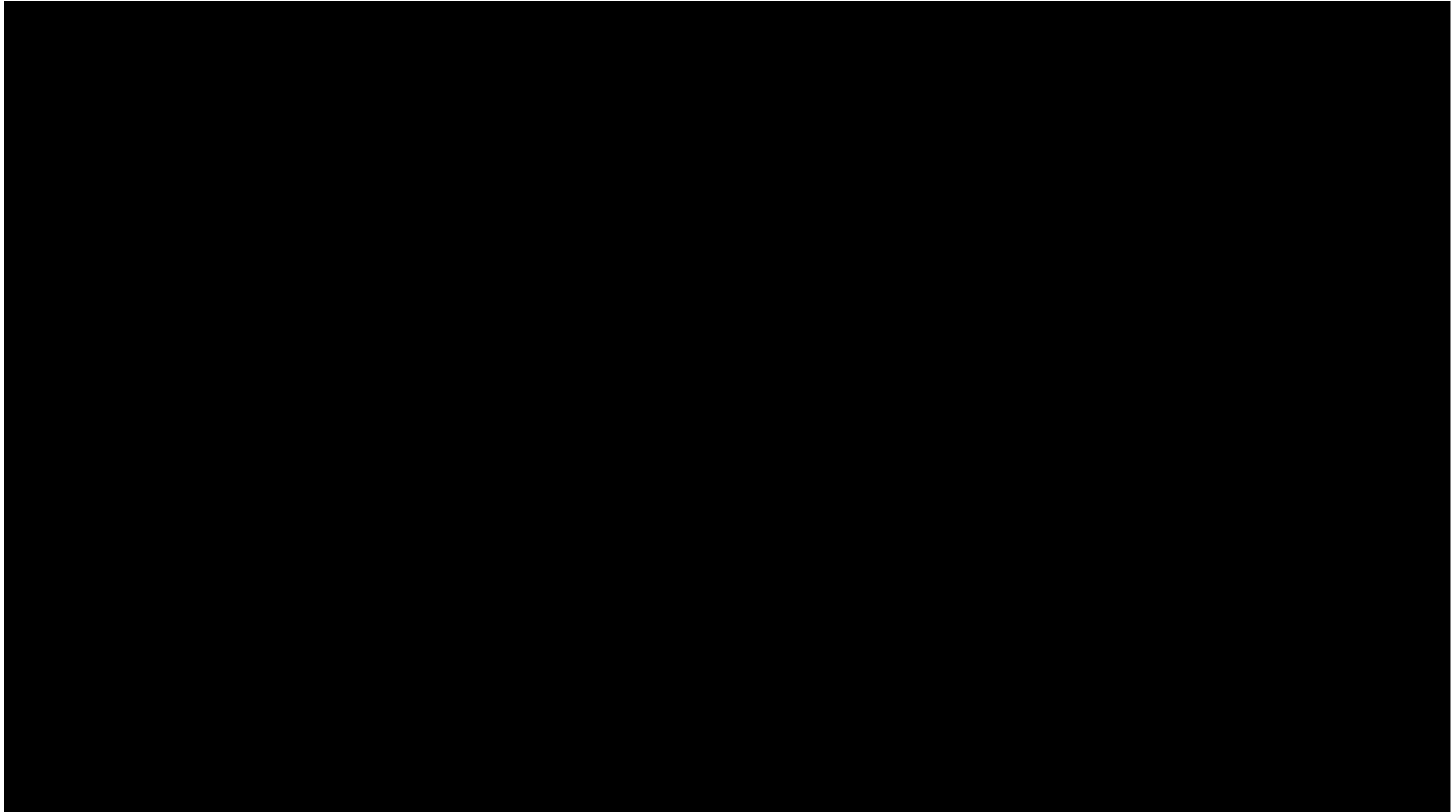


Radio Ad:



<http://www.bestreetsmart.net/>

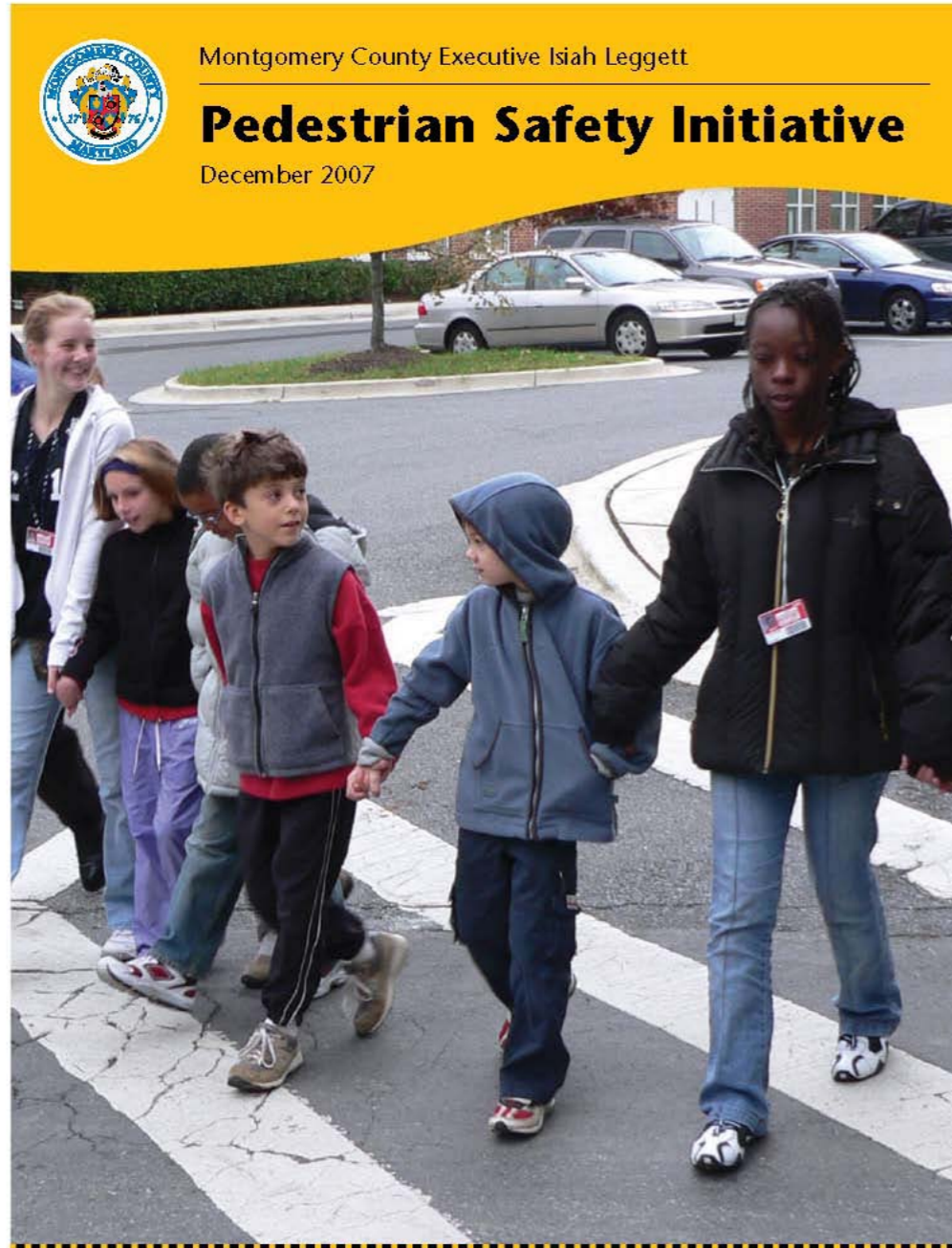
Television Ad



Evaluation

- Pre and post-campaign web-based surveys of area motorists
 - Shows that people remember the messages, and where they heard them
- Outreach success - “earned media”
- Law enforcement
 - Citations and warnings issued during the campaign
- Annual Report, October 2012
- Complementary “Three E” program results
 - Fatality and Injury Reduction
 - Example: Montgomery County Pedestrian Safety Initiative

Montgomery County Pedestrian Safety Initiative



- Identifies Seven Strategies to Reduce Collisions:

- Engineering
- Education*
- Enforcement*

**Supported by Street Smart*

Pedestrian Safety Strategies:



Countdown Pedestrian Signal Upgrade at Carroll Ave (2011)



**Sidewalk Improvement Projects:
Flower Ave. to Greenwood Ave. (2010)
Greenwood Ave. to Arliss St. (2011)**



MDSHA Piney Branch Road & University Blvd Intersection Improvements (2009)



**Lighting Improvements:
University Boulevard to PGC Line (2011)**

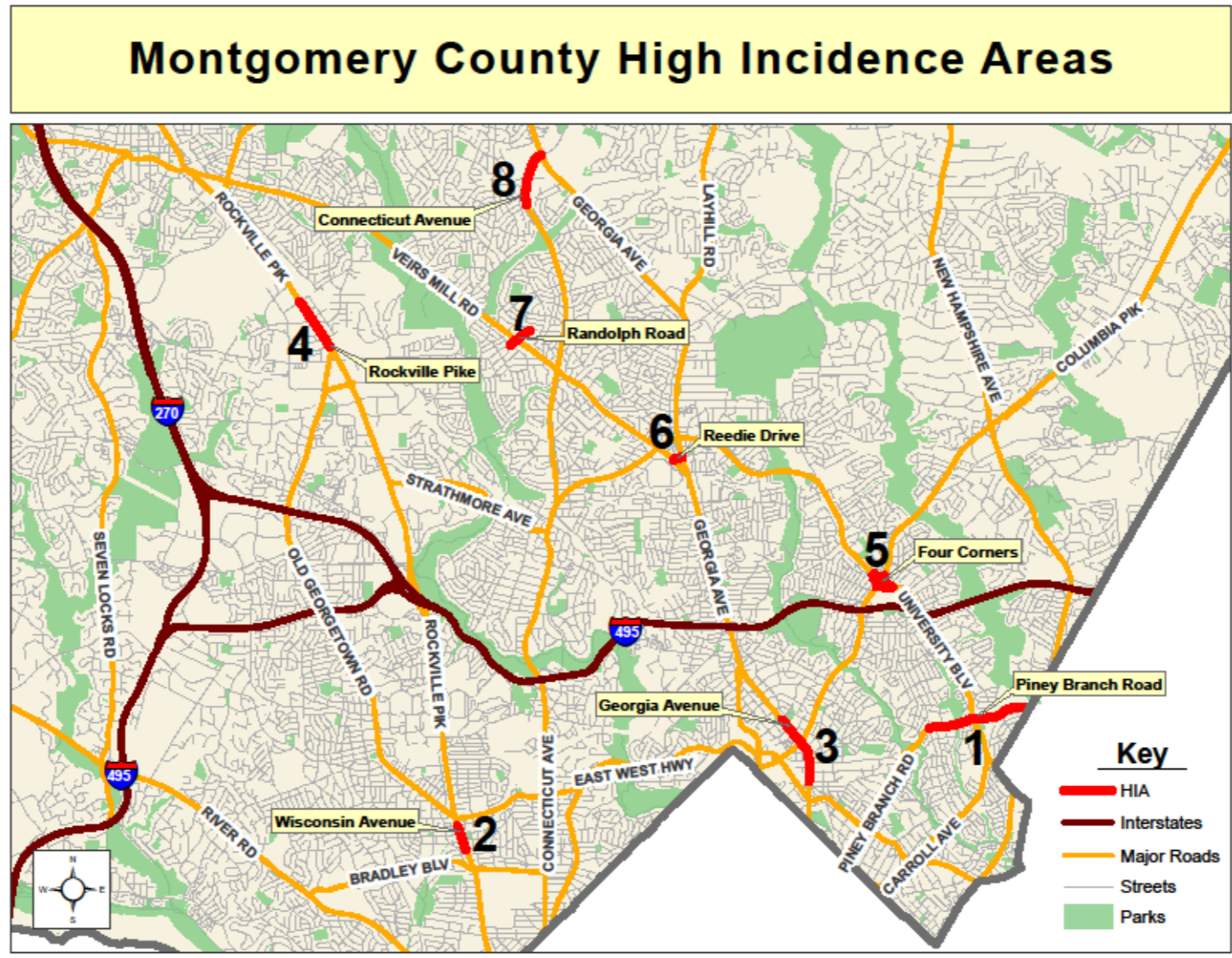


**Piney Branch Road HIB:
Pedestrian Refuge & Flashing Beacons
[UNDER DESIGN]
(Spring 2012)**



Piney Branch Road Education & Outreach Initiative (2009-2011)

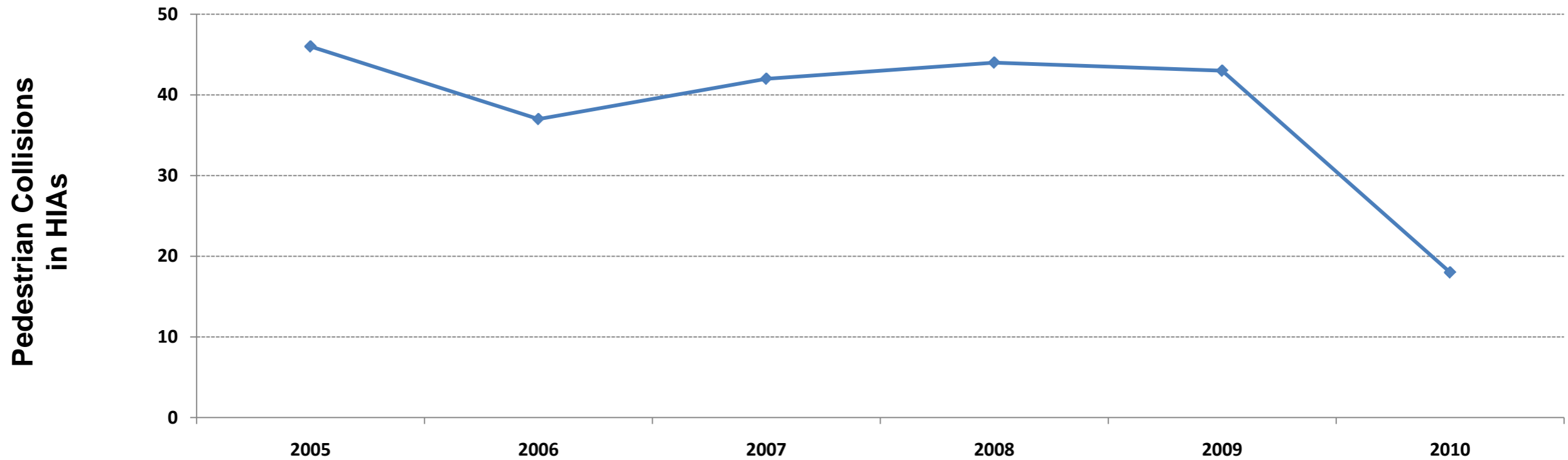
Following the education & outreach in 2009, the development of engineering improvements began, with several notable projects being completed in 2011.



- 1. Piney Branch Rd
- 2. Wisconsin Ave
- 3. Georgia Ave
- 4. Rockville Pike

- 5. Four Corners
- 6. Reddie Dr
- 7. Randolph Rd
- 8. Connecticut Ave

Collisions in High Incidence Areas: Annual Trend



| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-------------------|------|------|------|------|------|------|
| HIA | 46 | 37 | 42 | 44 | 43 | 18 |
| Countywide | 434 | 429 | 412 | 444 | 454 | 436 |
| HIA as % of Total | 11% | 9% | 10% | 10% | 9% | 4% |

Since the first PRSA in 2008, HIA collisions as a percent of total pedestrian collisions has decreased from 10% to 4%

Pedestrian Safety Strategies: Education



**¡Esté Atento!
Sea StreetSmart.**

Cada 8 minutos una vida se detiene de manera abrupta.

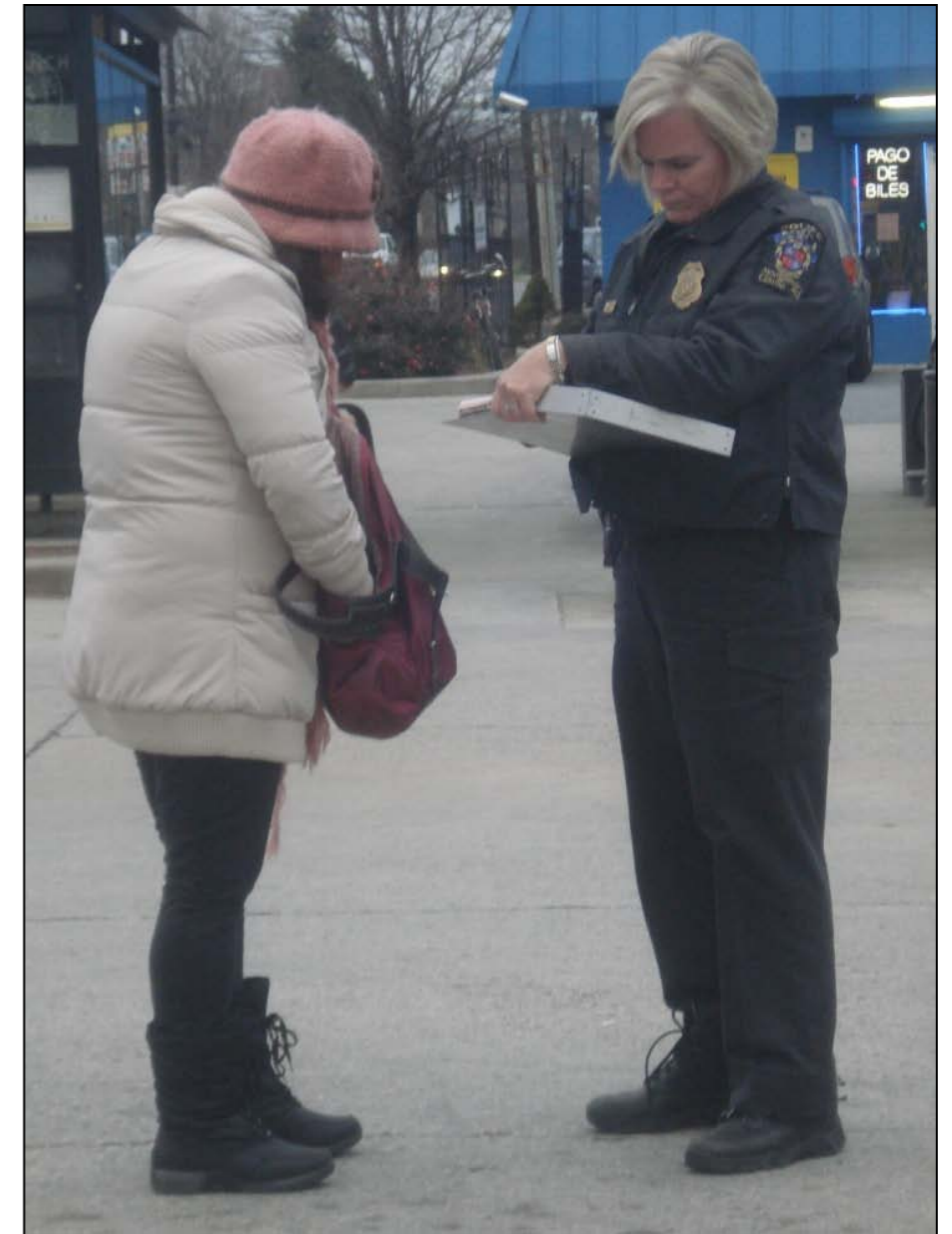
**STREET
SMART**
BeStreetSmart.net

La policía controla estrictamente el cumplimiento de las leyes de tránsito

Un programa de seguridad pública del Distrito de Columbia, Maryland y Virginia

The advertisement features a dramatic scene of a car accident. A car is shown with a person flying through the air and another person in a stroller nearby. The background is a bright blue sky.

Pedestrian Safety Strategies - Enforcement



Curb Marker Campaign - 2011

COMING SOON TO A CURB NEAR YOU!



Piney Branch Road within the Long Branch Community has been identified as one of Montgomery County's High Incidence Areas for pedestrian crashes. Soon, this corridor will be participating in a pedestrian safety education project. Special safety messages will be placed along Piney Branch Road to remind pedestrians that it is unsafe to cross in unmarked locations. In addition, community representatives will be reminding pedestrians to follow safe walking rules and police officers will be issuing warnings or tickets to drivers and pedestrians who break the law.

What are some things you can do to be a safe pedestrian?

- Cross the street at marked crosswalks and intersections whenever possible.
- Always stop and look left, right, then left again, and over your shoulder for turning vehicles before crossing a street, even when you have the right-of-way.
- Make eye contact with drivers so they see you. Never assume they do.
- Stay visible after dark and in bad weather with light colored clothing, reflectors, or reflective clothing.



Department
 of Transportation

For more information, please visit www.montgomerycountymd.gov/walk



Enforcement - Pedestrian Crash Data

Source: Montgomery County Police Department (2-21-2012)

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|--|------------|------------|------------|------------|------------|------------|------------|
| January | 36 | 31 | 32 | 48 | 34 | 34 | 28 |
| February | 28 | 28 | 33 | 30 | 37 | 39 | 27 |
| March | 37 | 28 | 34 | 37 | 31 | 33 | 38 |
| April | 26 | 25 | 35 | 34 | 28 | 33 | 36 |
| May | 27 | 36 | 34 | 47 | 46 | 33 | 28 |
| June | 41 | 33 | 29 | 24 | 41 | 33 | 17 |
| July | 24 | 29 | 20 | 37 | 36 | 33 | 24 |
| August | 28 | 37 | 26 | 36 | 32 | 26 | 33 |
| September | 39 | 39 | 38 | 35 | 30 | 41 | 32 |
| October | 48 | 42 | 37 | 31 | 41 | 44 | 43 |
| November | 48 | 49 | 60 | 38 | 46 | 43 | 42 |
| December | 52 | 52 | 34 | 47 | 52 | 44 | 50 |
| Total Collisions | 434 | 429 | 412 | 444 | 454 | 436 | 399 |
| Per 100,000 | 46.7 | 45.9 | 43.8 | 46.6 | 46.8 | 44.9 | 40.5 |
| Level 4 & 5 Collisions as % of all Collisions | 30% | 33% | 29% | 26% | 29% | 26% | 26% |
| Total Fatalities | 10 | 18 | 17 | 19 | 14 | 13 | 11 |
| Per 100,000 | 1.1 | 1.9 | 1.8 | 2.0 | 1.4 | 1.3 | 1.1 |

Next Steps

- Submit funding applications to States for FY 2013 (Fall 2012 – Spring 2013)
- COG Board has voted to incorporate \$63,444 into the COG dues for FY 2013 Street Smart
 - No letters will be sent this year requesting voluntary contributions
 - Voluntary contributions are still welcome
 - In-kind support (enforcement, host press event, local safety efforts) remains vital
 - Example: Montgomery County Pedestrian Safety Initiative

STREET
 **SMART**