



STREET **/// SMART**

A Regional Pedestrian and Bicyclist Safety Campaign
Regional TDM Marketing Group
3/15/2016

Michael J. Farrell, DTP





What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - Multi-year “Tired Faces” Creative
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
 - Federal Funds administered by DC, Maryland, and Virginia
 - WMATA
 - TPB Member Governments - COG dues (63k)
 - Covers project administration
 - FY 2016 Budget – \$750k for consultant, ad placement
 - Increase from 675k for FY 2015





FY 2015 RECAP



PAID MEDIA: Transit

EXTERIOR BUS ADS

- Fall 2014: 4 weeks paid + 4 weeks overrides
50 kings, 65 tails, 200 bonus bus cards
- Spring 2015: 4 weeks paid + 2 weeks overrides
80 kings, 200 bonus bus cards
- 18.4 million impressions (includes bonus)



Bus Tail



Bus King



PAID MEDIA: Pumptoppers

- Fall: 4 weeks paid + 4 weeks overrides of 508 cards and 127 bonus clings at 127 gas stations (2 bonus)
- Spring: 4 weeks paid + 4 weeks overrides of 500 cards and 125 bonus clings at 125 gas stations (9 bonus)
- 119.38 million total impressions (including bonus locations/overrides)



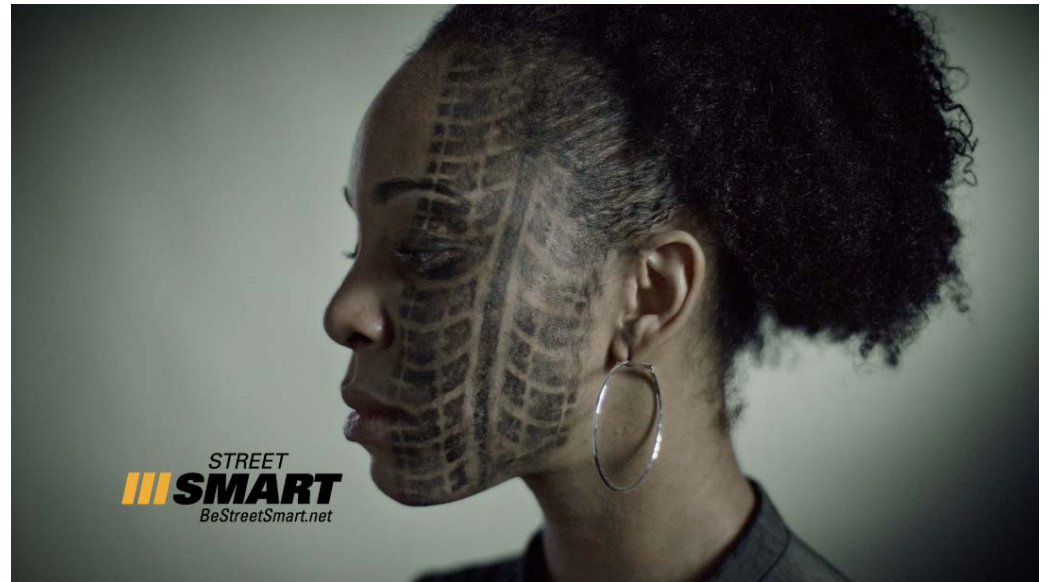
PAID MEDIA: RADIO

- 15-second English & Spanish radio liners
- Targeted mainly drivers
- Focused during key drive times
- 2 weeks in fall; 2 weeks in spring
- 7 radio stations
- 6.3 million impressions (includes bonus spots)



PAID MEDIA: TELEVISION

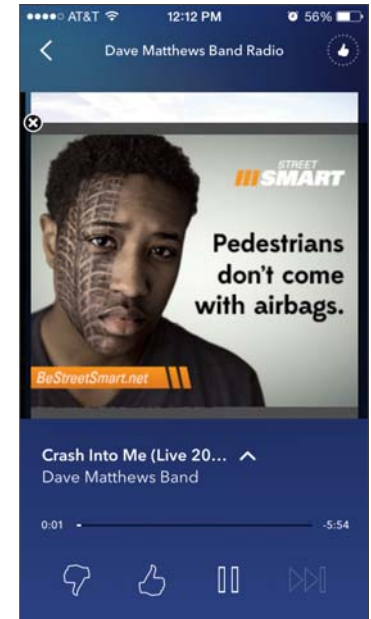
- 2 weeks in spring
- 15-second spots
- 62 paid spot plays + 92 bonus on NBC
- 46 paid spot plays + 47 bonus on Univision
- 3.87 million impressions
- <http://bestreetsmart.net/index2.php>



PAID MEDIA: DIGITAL

YOUTUBE & PANDORA

- Spring: 4 weeks
- 1.28 million impressions
- 5,000+ clicks



FALL 2014 PRESS EVENT

- November 7th at Sherman Ave. & Euclid St. in Washington, DC.
- Speakers from FHWA, DDOT, VDOT, and Prince George's County PD.
- Kenniss Henry, mother of bicyclist killed gave personal story.
- Live enforcement “crosswalk sting” demo by Metro PD.



SPRING 2015 PRESS EVENT

- March 25th at College Park City Hall near MD Route 1 in Prince George's County.
- Speakers from Maryland MVA, Virginia DMV, DDOT, Prince George's County Executive's Office, Riverdale Park PD, and City of College Park.
- Gwen Ward, mother of teen killed while crossing the street gave personal story.



FALL 2014 STREET TEAMS

- 10/13: Wisconsin & M St NW, Washington, DC
- 10/21: Minnesota Ave Metro Station, Washington, DC
- 10/23: MD193 between 650 & 212 Langley Park, Maryland
- 10/28: Algonkian Pkwy & Cascades Pkwy, Loudoun County, Virginia
- 10/30: Georgia at Colesville RD, Silver Spring, Maryland
- 11/10: Silver Hill at Suitland, Maryland
- 11/7: Gallery Place/Chinatown, DC
- 11/8: King Street btw Washington & Union, Alexandria, Virginia
- 11/11: George Mason University, Virginia



SPRING 2015 STREET TEAMS

- 3/25: College Park, MD 1 at Knox, Prince George's County, Maryland
- 4/8: Congress Heights/ Anacostia Metro, Washington, DC
- 4/9: Tysons Corner Metro, Fairfax County, Virginia
- 4/10: Petworth Metro, Washington, DC
- 4/13: 17th and K St. NW, Washington, DC
- 4/13: Addison Road Metro, Prince George's County, Maryland
- 4/15: Courthouse Metro, Arlington County, Virginia
- 4/17: Wheaton Triangle, Montgomery County, Maryland



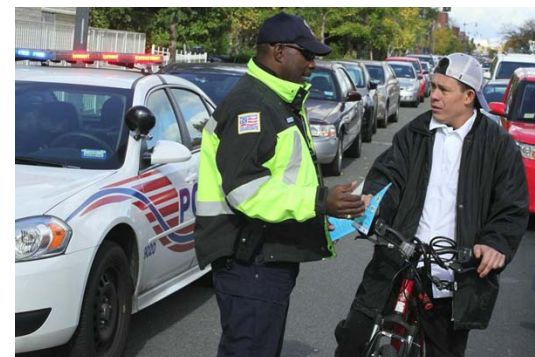
Partnerships

Donated Bus Card and Bus Shelter Placement

- Work through the regional Public Transportation Subcommittee (formerly the Bus Subcommittee)
- Bus Cards in English and Spanish
- Two Concepts: Jaywalking & Bus Safety

Concurrent Pedestrian Safety Enforcement

- Held September 30th workshop on [Pedestrian and Bicyclist Safety Enforcement](#).
- Work through Street Smart Advisory Group
- 10,993 citations and 1,288 warnings issued.
- Publicity about Enforcement during the campaign
 - Press Event, Media Tour





METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 NORTH CAPITOL STREET NE, SUITE 300
WASHINGTON, DC 20002
MWCOC.ORG

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
STREET SMART
PUBLIC SAFETY CAMPAIGN
A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA

2015
FISCAL YEAR
ANNUAL REPORT
10/01/14
THROUGH
9/30/15



FY2015 Evaluation



Annual Evaluation Survey: Traditional Methodology



- Web-based, pre-defined questionnaire used for the Spring wave
- 50/50 male/female
- Geographically and Demographically Representative
- Half drivers, half pedestrians
- 300 respondents
- 95% confidence interval
- English only



CAMPAIGN SURVEY RESULTS

ADVERTISING AWARENESS

- 27% unaided ad awareness recall
- 68% overall aided ad awareness recall, up from:
 - 56% in 2014
 - 39% in 2013
 - 19% in 2012
- Aided advertising awareness was slightly higher for pedestrians (73%) than for drivers (63%)
 - Smaller gap than in the 2014 survey (62% vs. 51%)
 - Smaller gap than in the 2013 survey (50% vs. 27%)



CAMPAIGN SURVEY RESULTS

ADVERTISING AWARENESS

- Net aided awareness broken down by jurisdiction:
 - DC increased from 57% to 69%.
 - Maryland increased from 73 to 74%.
 - Virginia increased from 36 to 60%.
- 32% of respondents recalled seeing the TV spot.
- The main source of ad awareness was on buses and other public transportation television as the next most important source.



CAMPAIGN SURVEY RESULTS

GENERAL AWARENESS

- General awareness for the *Street Smart* advertising program remained consistent (35% to 41%).
- About one in five respondents said they had heard of police efforts to enforce pedestrian traffic laws.
- In general, the respondents do not perceive the authorities to be very strict in enforcing laws for pedestrians, drivers, or bicyclists.





STREET
SMART
BeStreetSmart.net

**Don't be caught
dead wearing black.**

**When it's dark, wear something
bright or reflective.**

A public safety campaign of Metro, the Division of Columbia, Maryland and Rights.

FY 2016 Street Smart



FALL 2015 At a Glance

FALL - WINTER	October				November					December				January			
	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
PUBLIC RELATIONS																	
Press Event																	
Media Tour																	
Suggested Enforcement Dates																	
PAID MEDIA																	
Radio :15 Traffic Sponsorships																	
TV :15																	
Pumptoppers																	
Exterior Bus Ads																	
Digital (Pandora/YouTube)																	
OUTREACH/PARTNERSHIPS																	
Street Teams																	
Digital/Social Media																	

TPB is Wednesday 10/21
Halloween is Saturday 10/31
Daylight Savings is Sunday 11/1
Election is Tuesday 11/3
Thanksgiving is Thursday 11/26





Fall 2015 Press Event

Tuesday, October 27th
Market Square, Alexandria, VA
“Be Safe, Be Seen”



Speakers

- William D. Euille, Mayor, City of Alexandria, Virginia
- Tim Lovain, First Vice Chair, Transportation Planning Board; City of Alexandria Council Member
- Captain Shirl Mammarella, Alexandria Police Department, Virginia
- John Saunders, Director of Highway Safety, Virginia Department of Motor Vehicles
- Greer Gillis, Deputy Director, District of Columbia Department of Transportation
- Michael Sabol, Pedestrian Safety Manager, Maryland Department of Transportation's Highway Safety Office

- Press attending the event:

- WJLA-TV (ABC, Channel 8)
- WUSA-TV (CBS, Channel 9)
- WTOP Radio
- WMAL Radio
- Alexandria Times
- Capital News Service/University of Maryland

- Other media coverage/interest:

- WJLA: <http://wjla.com/news/local/street-smart-launches-new-campaign-to-improve-pedestrian-bicyclist-road-safety>
- Alexandria News <http://www.alexandrianews.org/alexandria-increases-traffic-safety-enforcement-as-part-of-regional-street-smart-campaign/>
- Reston Now <https://www.restonnow.com/2015/10/26/fairfax-county-police-want-pedestrians-driver-to-be-street-smart/>
- Mike Farrell interviewed on WNEW
- Marco Trigueros on Univision's Buenos Dias DC morning show (Spanish language). <http://noticias.entrevision.com/washington-dc/2015/10/28/campana-inteligente-en-las-calles/>

Fall 2015 Street Teams

Tuesday, 10/27

Campaign Kickoff in Alexandria Market Square, Alexandria, VA

Tuesday, 10/27, 4PM-7PM

Wiehle/Reston Metrorail area, Fairfax County, VA

Thursday, 10/29, 4PM-7PM

MD 191 from Cordell to Commerce near Bethesda Metrorail Station,
Montgomery County, MD

Friday 10/30, 11AM-2PM

Union Station/Columbus Circle, Washington, DC

Saturday 10/31 11AM-2PM

Route 1 at Mary's Way/Mt. Pleasant Drive and Longview Drive, Prince
William County, VA

Monday, 11/2, 3PM-6PM

Rhode Island Ave at Reed St/Washington Place NE, Washington, DC

Tuesday, 11/3, 3:30-6:30PM

MD 5 Branch Avenue/Naylor Road Metrorail Station, Prince George's
County, MD

Wednesday, 11/4, 3:30-6:30PM

Silver Spring Transit Center, Montgomery County, MD



Spring 2016 At a Glance

	March		April				May			
	21	28	4	11	18	25	2	9	16	23
PUBLIC RELATIONS										
Press Event				■						
Media Tour			■	■	■	■				
Enforcement Activations						■	■			
Suggested Enforcement Dates				■	■	■	■			
PAID MEDIA										
TV					■	■				
Transit				■	■	■	■			
Digital				■	■	■	■			
OUTREACH/PARTNERSHIPS										
Street Teams				■	■	■				
Digital/Social Media	■	■	■	■	■	■	■	■	■	■
ONLINE SURVEYS										
	■	■	■				■	■	■	
<i>April is "Distracted Driving Month"</i>										
<i>Click It or Ticket - Earned starts 5/9, paid 5/16, enforcement 5/23</i>										

SPRING CAMPAIGN OUTREACH

- Press event at Silver Spring Transit Center – March 13
- “Enforcement activation” media events– week of 4/25
 - DC MPD
 - Prince George’s County PD
 - Arlington County PD
- Street Teams (7 total)

BUS BACK/MOTORIST MESSAGES



STREET SMART
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You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

© public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

Pedestrians don't come with airbags.

Yield to pedestrians when turning.

© public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

Bicycles don't come with bumpers.

Give cyclists room to ride.

© public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

MOTORIST MESSAGES



STREET SMART
BeStreetSmart.net

Los peatones no tienen bolsas de aire.

Reduce la velocidad. Atento a los peatones.

Un programa de seguridad pública de Metro, the District of Columbia, Maryland y Virginia.



**Kids don't
come with
turn signals.**

Slow down and watch for pedestrians.

STREET SMART
BeStreetSmart.net

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

TELEVISION



- 2 weeks
- 15-second spots
- <http://bestreetsmart.net/index2.php>

BUS CARDS/PEDESTRIAN MESSAGES



STREET SMART
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**Make eye contact,
not body contact.**

Be sure drivers see you before
crossing the street.

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STREET SMART
BeStreetSmart.net

**Don't be caught
dead wearing black.**

When it's dark, wear something
bright or reflective.

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STREET SMART
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**It wouldn't hurt to
use the crosswalk.**

Cross where drivers expect to see you.

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STREET SMART
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**The penalties for
jaywalking vary.**

Use crosswalks.
Wait for the walk.

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STREET SMART
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**If you chase a bus,
you'll catch a car.**


Don't run for the bus.

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JEWISH COUNCIL FOR THE AGING

Brought to you by the Jewish Council for the Aging of Greater Washington, Inc.

STREET SMART
BeStreetSmart.net



Respect your elders.
Slow down for older pedestrians.

STREET SMART
BeStreetSmart.net



You never know who you'll run into.
Look twice for seniors crossing.

Brought to you by the Jewish Council for the Aging of Greater Washington, Inc.

STREET SMART
BeStreetSmart.net



Some mistakes you can't take back.
Slow down for older pedestrians.

Brought to you by the Jewish Council for the Aging of Greater Washington, Inc.

**STREET
SMART**
BeStreetSmart.net

PREPARED BY
SHERRY MATTHEWS, INC.

**STREET
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THANK YOU

Contacts:

Kenna Williams

KennaW@sherrymatthews.com

Sherry Matthews Advocacy Marketing

1912 Sunderland Place NW, Washington, DC 20036

202-416-0110 (office)

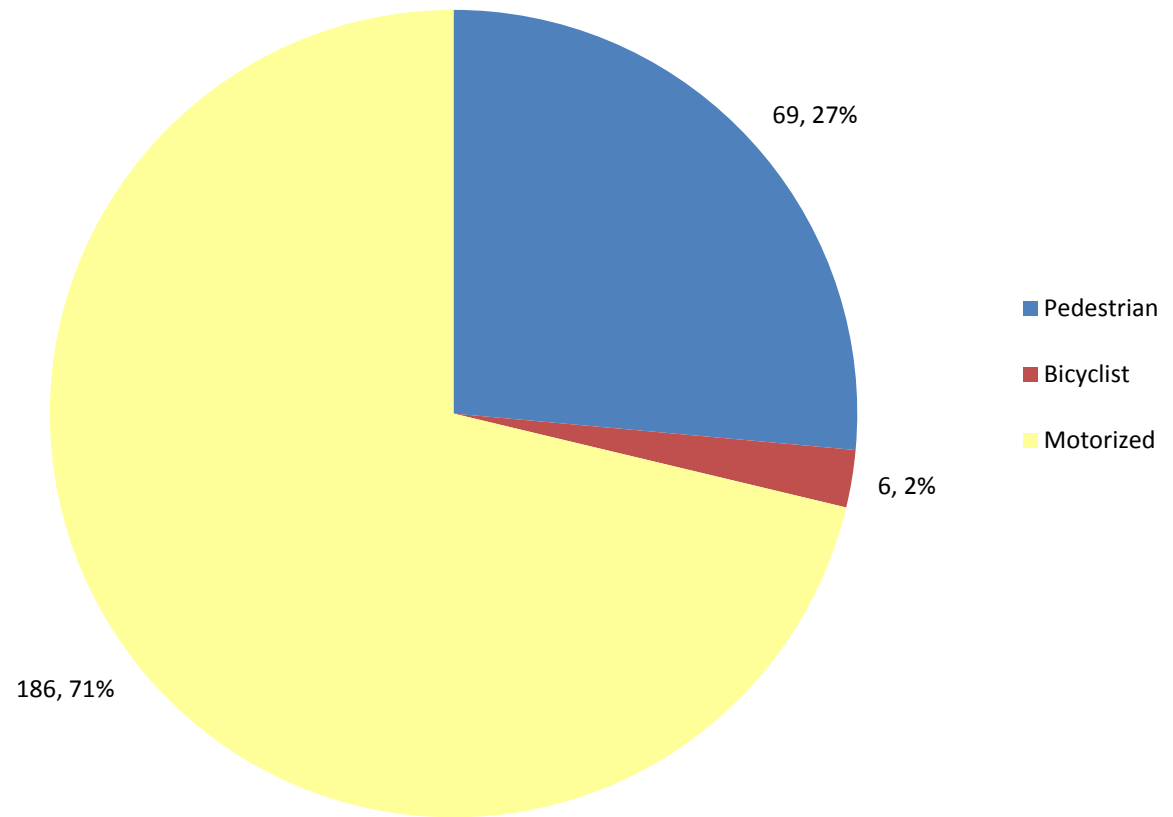
Michael Farrell

mfarrell@mwkog.org

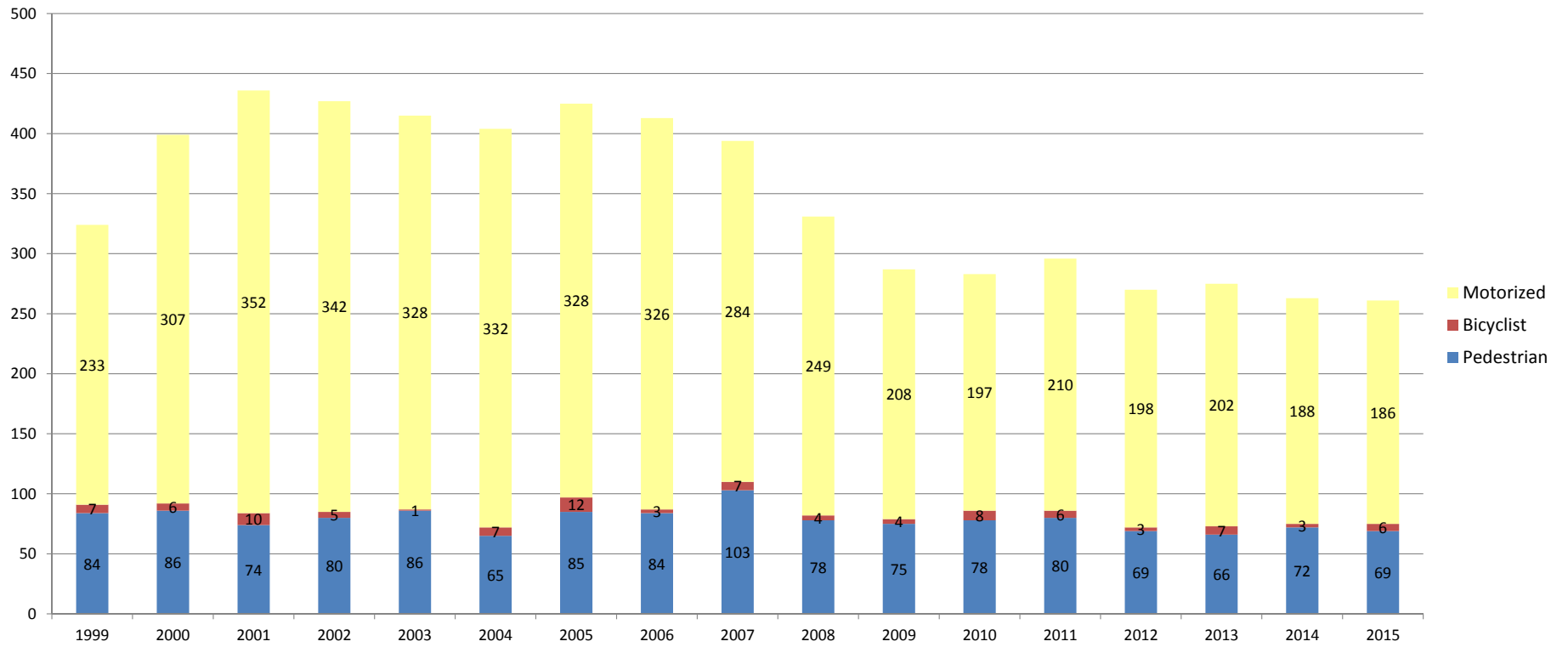
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Appendix Slides

Pedestrian, Bicyclist, and Motorized Fatalities in the Washington Region in 2015



Pedestrian, Bicyclist, & Motorized Fatalities by Year



Pedestrian Fatalities by Jurisdiction

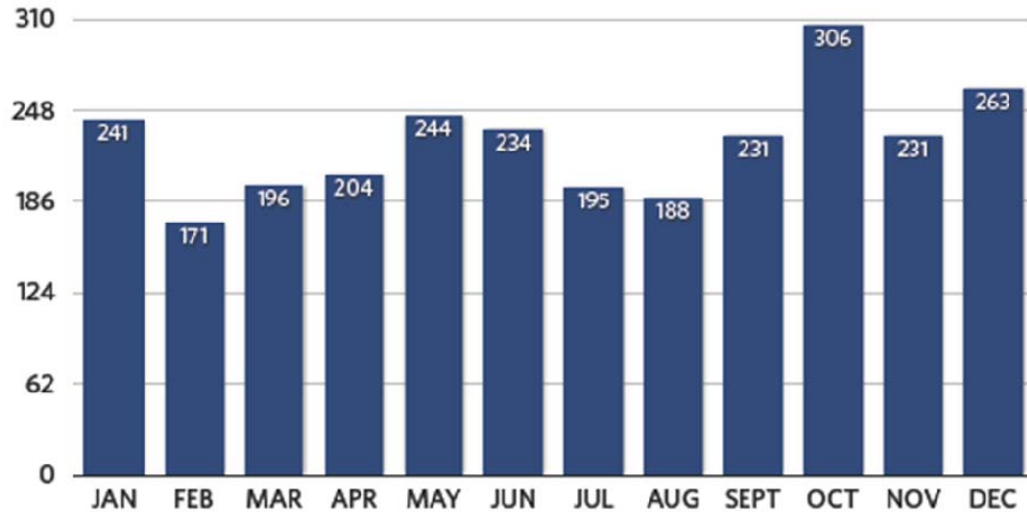
Jurisdiction	2009	2010	2011	2012	2013	2014	2015	Average
District of Columbia	16	14	11	8	12	10	15	12
Charles County	3	3	8	4	3	2	1	3
Frederick County	1	3	0	4	4	1	1	2
Montgomery County	11	14	10	7	12	9	13	11
Prince George's County	22	23	31	24	17	29	20	24
Arlington County	3	1	4	4	1	2	1	2
City of Alexandria	0	2	2	2	2	0	1	1
Fairfax County	11	8	10	6	8	9	13	9
City of Fairfax	2	0	1	1	0	0	0	1
City of Falls Church	0	2	0	0	0	0	0	0
Loudoun County	1	2	2	3	1	5	2	2
City of Manassas	0	0	0	0	0	0	0	0
City of Manassas Park	0	0	0	0	0	0	0	0
Prince William County	5	6	1	7	6	5	2	5
Total Washington	75	78	80	70	66	72	69	73

2014 Crashes and Fatalities by Jurisdiction

2014	Alexandria City	Arlington Co.	Charles Co.	Fairfax City	Fairfax Co.	Falls Church City	Frederick Co.	Loudoun Co.	Manassas City	Manassas Park City	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	TOTALS
<i>Crashes involving pedestrians</i>	56	143	40	17	188	4	42	53	10	3	424	397	56	1,171	2,064
<i>Crashes involving bicyclists</i>	19	39	13	5	102	3	23	30	5	0	129	87	25	842	1,322
<i>Pedestrian fatalities</i>	0	2	2	0	9	0	1	5	0	0	9	29	5	10	72
<i>Bicyclist fatalities</i>	0	0	0	0	0	0	0	0	0	0	1	1	0	1	3
<i>All traffic fatalities</i>	0	5	8	0	32	1	18	12	0	0	40	98	23	26	263

*Preliminary data compiled from DDOT, MHSO, and VHSO; Maryland crash data are derived from the State Highway Administration, based on reports submitted and processed by the Maryland State Police Central Records Division (MSP CRD) and through the Automated Crash Reporting System (ACRS). Includes preliminary data reported to MSP. Data as of March 3, 2015. Subject to change.

■ Crashes Involving Pedestrians in the Washington Metropolitan Region - 2014



MONTH	VIRGINIA									MARYLAND				DC	TOTALS
	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Lee County	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	
January	9	12	1	19	0	3	1	0	2	5	3	41	47	98	241
February	2	12	0	8	0	5	0	0	4	1	0	29	30	80	171
March	1	9	2	9	0	1	0	1	2	4	4	32	28	103	196
April	6	11	3	13	1	4	1	1	4	0	6	22	35	97	204
May	4	16	3	15	1	6	1	0	3	4	1	37	31	122	244
June	3	16	2	13	0	5	0	0	8	5	2	34	30	116	234
July	3	4	1	17	0	4	3	0	5	4	4	32	42	76	195
August	3	9	1	12	2	4	2	0	6	5	3	25	32	84	188
September	7	10	1	13	0	6	1	0	2	1	5	38	29	118	231
October	5	19	1	33	0	7	0	1	10	2	5	49	39	135	306
November	6	15	2	16	0	2	0	0	2	4	6	41	27	110	231
December	7	10	0	20	0	6	1	0	8	5	3	44	42	117	263
Total Crashes	56	143	17	188	4	53	10	3	56	40	42	424	412	1256	2704