

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2019 Recap & Plans for Spring 2020

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Regional Public Transportation Subcommittee
Item #5

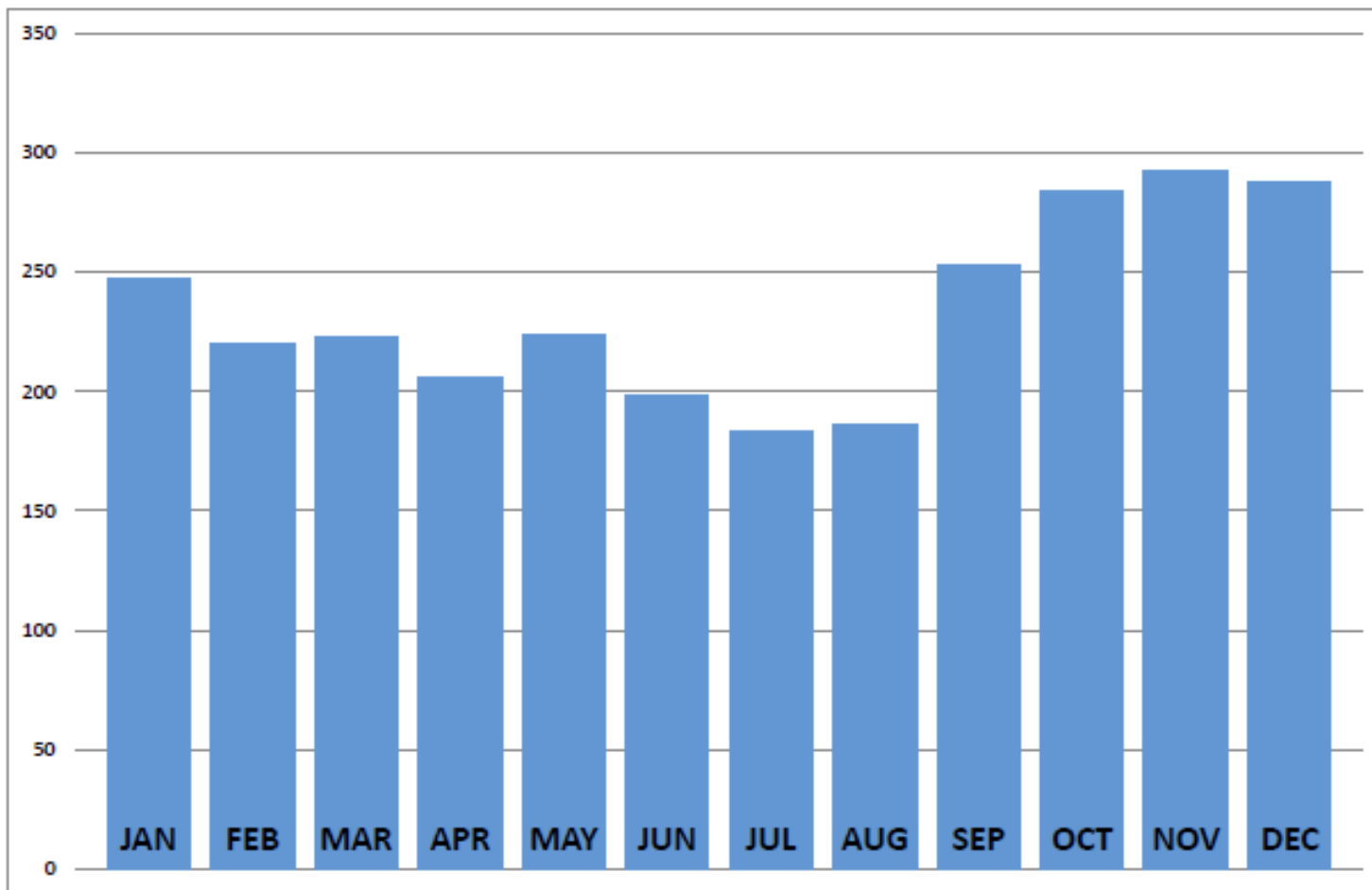
February 25, 2020

Too Many Pedestrian Deaths

- In 2018, there were 88 pedestrian and 5 bicyclist fatalities, accounting for nearly one third of the 290 total traffic fatalities in the Washington region
- Most types of traffic fatalities declined in 2018, but pedestrian fatalities increased by 14%

2018	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	3	1	2	17	0	0	1	0	6	3	4	14	26	11	80
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	1	1	3	5
All traffic	5	2	2	47	0	11	4	0	24	21	17	31	95	31	290

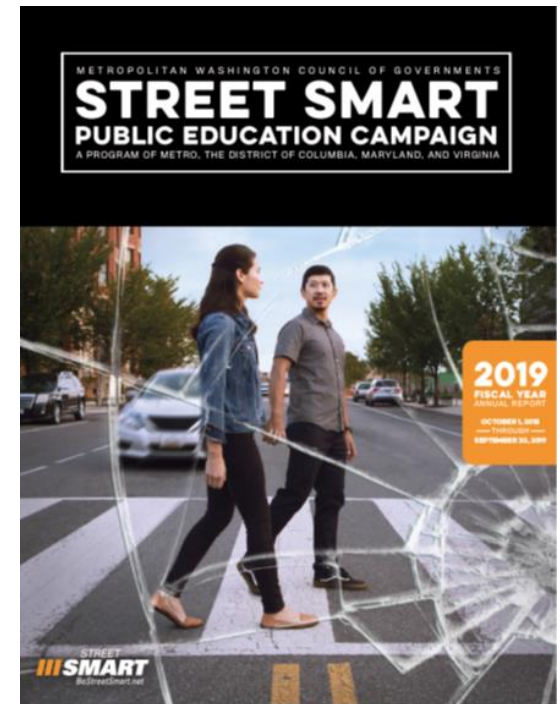
Monthly Pedestrian Crashes



What is Street Smart?



- **Education through Mass Media**
 - One media campaign for one media market
 - <http://bestreetsmart.net>
- **Concentrated waves of Gas Station, Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist behavior**
 - Fall and Spring Waves
- **Since Fall 2002**
- **Supported by concurrent law enforcement**
- **Advisory Group**
- **Funded by:**
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - TPB Member Governments - COG dues (63k)
 - FY 2020 Budget – \$800k for consultant, ad placement



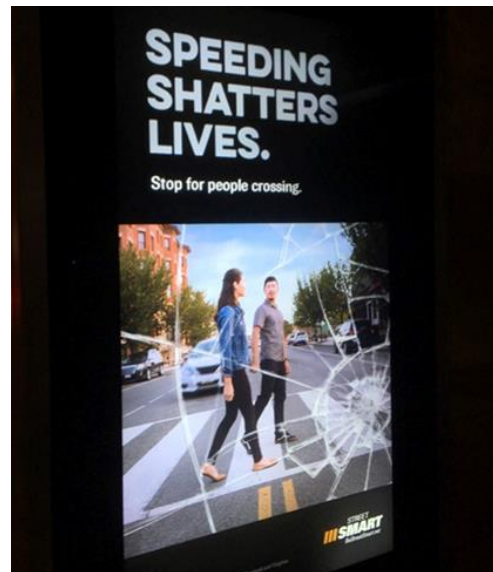
Press Events



Florida Avenue NE
DC
October 28, 2019

Paid Media

- Outdoor
 - Bus Tails
 - Shelters
 - Pumptoppers
- TV
- Digital
 - Facebook
 - Twitter
 - Instagram
 - Pandora





SPEEDING SHATTERS LIVES.

Stop for people crossing.



A program of Metro, the District of Columbia, Maryland, and Virginia.



**DRIVER
TARGETED
EXTERIOR
BUS ADS**

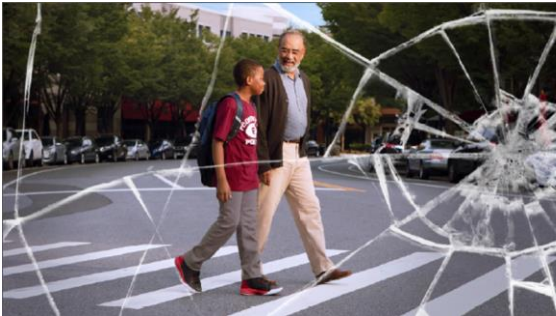


HER LIFE IS FRAGILE.

Yield to pedestrians when turning.



A program of Metro, the District of Columbia, Maryland, and Virginia.



LIVES ARE EASILY BROKEN.

Look before you turn.



A program of Metro, the District of Columbia, Maryland, and Virginia.



LIVES SHATTER ON IMPACT.

Give 3 feet when passing bikes.




A program of Metro, the District of Columbia, Maryland, and Virginia.

English and Spanish

**YOUR LIFE
IS FRAGILE.**

Use the crosswalk.



**STREET
SMART**
BeStreetSmart.net

The image shows a man in a grey t-shirt and dark pants walking across a city street. The scene is viewed through a cracked windshield, with the cracks radiating from the bottom center. In the background, there are cars, trees, and buildings. The text 'YOUR LIFE IS FRAGILE.' is at the top, 'Use the crosswalk.' is below it, and the 'STREET SMART' logo is at the bottom.

**SU VIDA
ES FRÁGIL.**

Use el cruce de peatones.



**STREET
SMART**
BeStreetSmart.net

The image is identical to the English version, showing a man walking across a city street through a cracked windshield. The text is in Spanish: 'SU VIDA ES FRÁGIL.' at the top, 'Use el cruce de peatones.' below it, and the 'STREET SMART' logo at the bottom.

Donated Media



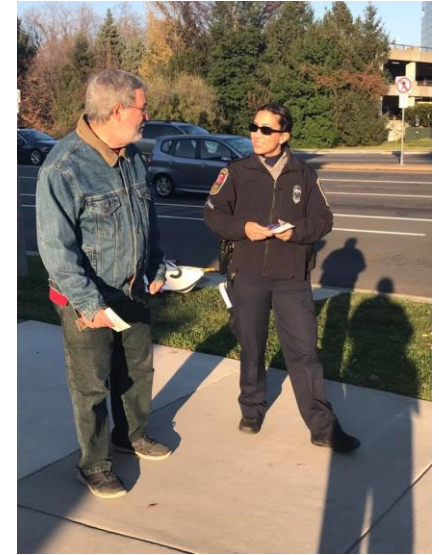
MORE THAN
\$1 MILLION
IN DONATED
MEDIA IN FY
2019



Direct Outreach



Enforcement Activations



LIVES SHATTER ON IMPACT.

More than
4,000
PEDESTRIAN
AND BICYCLE
CRASHES
occur in the DC
metro region
each year.



**STREET
SMART**
BeStreetSmart.net



Georgette Jones
WASHINGTON, DC

"The connection we had—that takes a lifetime to find."

— Nicholas Clarke, fiancé

"Georgette went to the convenience store across the street from our house. On her way back home she was struck by a speeding SUV driver. When I got to the hospital, the doctor told me she had passed. I just couldn't believe that when I came home that day and kissed her on the forehead that it was the last time I was going to see her and touch her. Our son—he never got to know her."



Ren Werbin
ARLINGTON, VA

"My world completely changed. It will never be like it was before the crash."

— Ren Werbin, crash survivor

"I remember walking across the street, in a crosswalk. And then the next thing I knew, I woke up on the ground. It was very unsettling to go from being healthy and athletic to being completely dependent on others. I'm fighting the anger, fear, and anxiety that came with it. You look at a cup of coffee differently, you look at your relationships, you look at each morning in a very different way."



Christina Morris-Ward
GERMANTOWN, MD

"She didn't get to go to college, to live her life. It's not okay."

— Gwen Ward, mother

"My 15-year old baby was struck and killed as she crossed the street on her way to school. I got to the hospital, I went over to kiss her, but she had already passed. Parents should not have to worry about whether their children will make it home safely. No family should have to bear that kind of pain. I'm going to miss her smile forever."



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

Spring 2020 Campaign

- Launch Event: Tuesday, April 21, in MD (exact location TBD)
- Enforcement: April 19 – May 16
- Enforcement Activations: April-May
- Paid media
- Outreach – VR Events
- Testimonial Videos
- Donated Media!

Bus Card Order Form



AGENCY:		
CONTACT:		
DELIVERY ADDRESS:		
PHONE:		

The Street Smart 2020 spring campaign begins the week of April 20. To order **free printed materials** for donated media, send requested quantities, sizes, printing specs, and shipping/delivery instructions to adriened@sherrymatthews.com by March 10. Materials can be resized or cobranded.

INTERIOR BUS CARDS	VERSION	QTY
	ENGLISH 28x11	
	ENGLISH 17x11	
	ENGLISH Other	
	SPANISH 28x11	
	SPANISH 17x11	
	SPANISH Other	

SHELTERS	VERSION	QTY
	SPEEDING ENGLISH	
	TURNING ENGLISH	
	SPEEDING SPANISH	
	TURNING SPANISH	
	OTHER MESSAGE	
	SPECIFY SIZE or attach spec sheet	

EXTERIOR BUS ADS ALSO AVAILABLE. ALL MESSAGES ARE AVAILABLE IN ENGLISH & SPANISH. INQUIRE FOR OPTIONS.



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Monthly Pedestrian Crashes



Crashes Involving Pedestrians in the Washington Metropolitan Region - 2018

2018	VIRGINIA									Maryland				DC	TOTALS
	Alexandria	Arlington	City of Fairfax	Fairfax County	Falls Church	Loudoun County	Manassas	Manassas Park	Prince William	Charles Co.	Frederick Co.	Montgomery County	Prince George's County	DC	
JAN	1	14	0	18	1	1	1	0	11	2	6	37	47	110	247
FEB	4	10	1	14	1	8	0	0	8	4	3	37	45	85	220
MAR	6	9	0	10	0	3	0	0	3	1	1	29	38	123	223
APR	6	8	1	15	0	3	2	0	5	4	9	25	43	85	206
MAY	4	3	3	14	0	3	0	1	9	3	0	36	39	109	224
JUN	3	6	1	6	0	4	1	1	1	4	5	28	37	101	198
JUL	5	10	1	15	0	5	4	0	4	1	4	24	29	81	183
AUG	3	12	2	11	0	5	2	0	5	3	5	30	30	78	186
SEP	3	6	1	20	1	4	0	0	6	6	4	38	55	109	253
OCT	8	15	0	25	1	6	1	0	5	4	9	45	69	96	284
NOV	13	12	1	28	2	6	2	1	6	8	10	59	44	100	292
DEC	6	8	1	20	0	5	3	0	5	5	6	57	53	119	288
TOTALS	62	113	12	194	6	53	16	3	68	45	62	445	529	1196	2804

