

Transportation Planning
Board
3/16/2011
Item #14

STREET
The logo for 'STREET SMART' features the word 'STREET' in a bold, black, sans-serif font. Below it, the word 'SMART' is written in a large, bold, red, italicized sans-serif font. To the left of 'SMART' are three vertical yellow bars of varying heights, creating a stylized 'S' shape.
**Spring 2011 Campaign
Briefing**

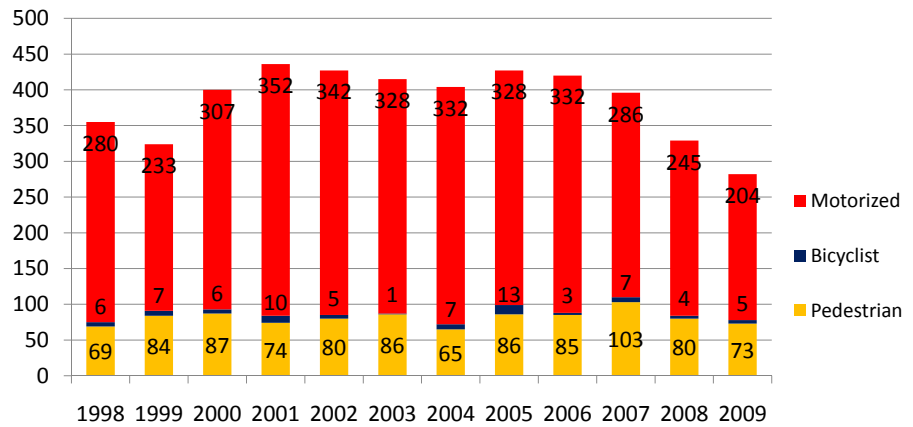
George Branyan
Pedestrian Program Coordinator
District Department of Transportation

3/16/2011

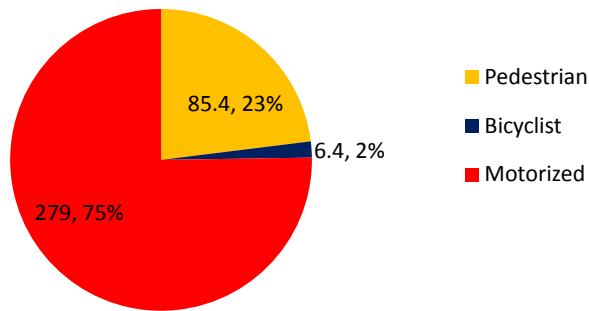
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Traffic Fatalities in the Washington Region



Annual Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2005-2009





Spring 2011 Campaign

- 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 separately funding a \$60,000 observational study
- Details at <http://BeStreetSmart.net>

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Spring 2011 Campaign

Campaign Dates:

March 20 – April 16

Media Objectives

- Educate the audiences (drivers, pedestrians, bicyclists) on pedestrian and bicycle safety and pedestrian safety around buses.
- Inform the audience about *increased law enforcement* enforcing pedestrian and bicycle traffic safety laws.



Campaign Development Process

Advisory Group


- Working group of the Bicycle and Pedestrian Subcommittee of the TPB Technical Committee
- Consists of funding agency representatives with safety expertise
- Worked with TPB Staff and consultant to shape campaign strategy, messaging, and materials

Need for New Materials

- New materials increase the ability to achieve “earned” media (e.g. free news coverage) that furthers messaging and outreach
- Existing (2010) materials are reaching the end of their ability to grab attention
 - Last year’s ads featuring a woman with a baby in a stroller, have now been in continuous use for over a year
 - The 2010 ads resembled ads used in 2008
- Advisory Group believed we needed a fresh approach
 - Looked at a number of alternative approaches



2008 CAMPAIGN



Cross like your life depends on it.
*Use crosswalks. Obey signals.
Look left, right, left.*

STREET
SMART
streetsmart.mwcog.org

Police are enforcing safety laws!



2009 CAMPAIGN





2010 Campaign

Be Alert. Be StreetSmart.

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

OBEY Signs and Signals

Ride with Traffic.

STREET **SMART**
BeStreetSmart.net

Police are enforcing traffic laws!

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

Cross after the Bus leaves the stop.

Stay alert. Cross safely. Be sure drivers can see you and watch for buses making wide turns.

STREET **SMART**
BeStreetSmart.net

Police are enforcing traffic laws!

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

3/17/2010

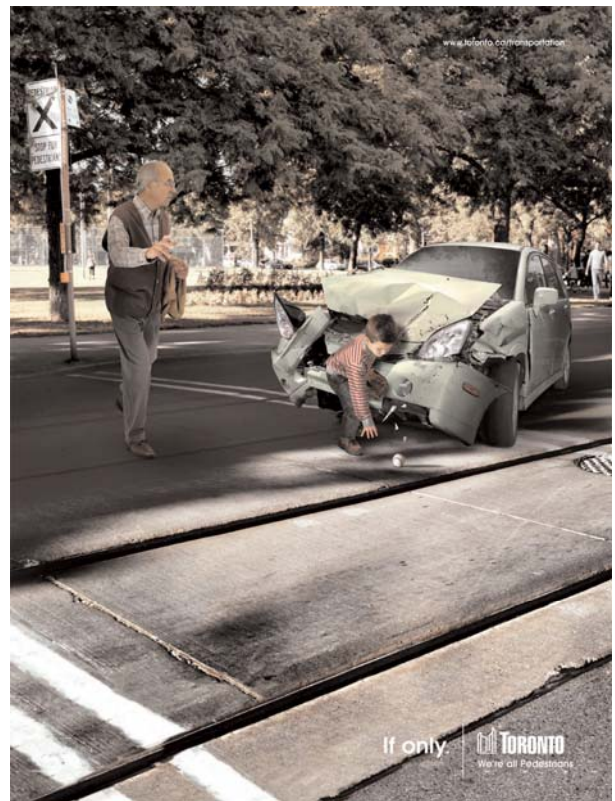
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A Giant Safety Problem

New Campaign Materials

- Example: Toronto's "If Only"
 - Ran in 2005
 - Showed Invulnerable Pedestrians
 - Attention-getting
- "Giant Pedestrian Safety Problem"
 - Edgy, ironic approach
 - Visually striking
 - Aimed at grabbing attention
 - Recent wording changes addressed comments from review committees to clarify the campaign message



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Spring 2011 Campaign

A GIANT PEDESTRIAN SAFETY PROBLEM

Watch for Pedestrians.

STREET SMART
BeStreetSmart.net

POLICE ARE ENFORCING TRAFFIC LAWS

A GIANT BICYCLE SAFETY PROBLEM

Watch For Bicyclists When Turning.

STREET SMART
BeStreetSmart.net

POLICE ARE ENFORCING TRAFFIC LAWS

A GIANT PEDESTRIAN SAFETY PROBLEM

Cross After The Bus Leaves The Stop.

STREET SMART
BeStreetSmart.net

POLICE ARE ENFORCING TRAFFIC LAWS

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Spring 2011 Campaign

A GIANT PEDESTRIAN SAFETY PROBLEM

Get Real... Wait for the Walk.

STREET SMART
BeStreetSmart.net

POLICE ARE ENFORCING TRAFFIC LAWS

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

This advertisement features a yellow header with the text "A GIANT PEDESTRIAN SAFETY PROBLEM". The main image shows a person's legs in red high-heeled shoes standing on a city street. A small blue car is positioned directly in front of the person's feet, with smoke rising from its hood, suggesting a collision. The background shows a city street with buildings and other cars. The text "Get Real... Wait for the Walk." is overlaid on the right side. The STREET SMART logo and website "BeStreetSmart.net" are in the bottom right. A circular seal on the far right says "POLICE ARE ENFORCING TRAFFIC LAWS". A small line of text at the bottom reads "A public safety message of the District of Columbia, Maryland, and Virginia."

A GIANT BICYCLE SAFETY PROBLEM

Get Real... Obey Signs and Signals.

STREET SMART
BeStreetSmart.net

POLICE ARE ENFORCING TRAFFIC LAWS

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

This advertisement features a yellow header with the text "A GIANT BICYCLE SAFETY PROBLEM". The main image shows a person's legs on a red bicycle. A small blue car is positioned directly in front of the bicycle's front wheel, with smoke rising from its hood, suggesting a collision. The background shows a city street with buildings and other cars. The text "Get Real... Obey Signs and Signals." is overlaid on the right side. The STREET SMART logo and website "BeStreetSmart.net" are in the bottom right. A circular seal on the far right says "POLICE ARE ENFORCING TRAFFIC LAWS". A small line of text at the bottom reads "A public safety message of the District of Columbia, Maryland, and Virginia."



Tips Cards



USE THE CROSSWALKS

CRUCE POR EL PASO DE PEATONES

請走斑馬線過街

건널목을 사용하십시오

HÃY ĐI TRONG ĐƯỜNG LẶN

DÀNH CHO NGƯỜI ĐI BỘ

பாதாளக்கால்களில்

செல்லு

LOOK LEFT, RIGHT, LEFT.



CONSEJOS PARA LA SEGURIDAD

de los conductores, peatones y ciclistas

CONDUCTORES:

- Distínganse en los cruces peatonales y CEDAN EL PASO A LOS PEATONES y tengan cuidado cuando pasen a los vehículos estacionados.
- DISMINUYAN LA VELOCIDAD Y OBEDEZCAN los límites de velocidad.
- LOS CONDUCTORES DEBEN CEDER EL PASO A PEATONES Y CICLISTA cuando doblan.
- MIREN ANTES DE ABRIR LA PUERTA.
- MANTÉNGANSE A TRES PIES DE DISTANCIA cuando se adelanten a un ciclista.



PEATONES:

- CRUCEN LA CALLE POR LAS LÍNEAS PEATONALES e intersecciones.
- ANTES DE CRUZAR, MIREN hacia la izquierda, a la derecha y otra vez a la izquierda.
- UTILICEN EL BOTÓN PARA CRUCE DE PEATONES.
- Comiencen a cruzar la calle CUANDO LA SEÑAL LO INDIQUE (Walk).
- MANTÉNGANSE VISIBLES cuando es de noche y durante el mal tiempo.
- ESTÉN ATENTOS A LOS CAMIONES y AUTOBUSES QUE SALEN EN MARCHA ATRÁS de estacionamientos y caminos de entrada a las viviendas.

CICLISTAS:

- OBEDEZCAN TODAS LAS SEÑALES y semáforos.
- NUNCA VAYAN EN CONTRA DEL TRÁFICO. Vayan en el sentido del tráfico para evitar accidentes.
- HAGAN SEÑAS CON LAS MANOS para indicar a los conductores lo que piensan hacer.
- DESPLÁCENSE EN LÍNEA RECTA A LA DERECHA DEL TRÁFICO y a una distancia de los automóviles estacionados, equivalente al ancho de la puerta del automóvil.
- USE SIEMPRE EL CASCO. El riesgo de heridas a la cabeza en accidentes de bicicletas disminuye significativamente con el uso del casco.
- USE LUCES DURANTE LA NOCHE y cuando haya poca visibilidad.

• Los peatones y ciclistas deben estar atentos a los vehículos que doblan. Los conductores deben ceder el paso a peatones y ciclista cuando doblan.



Spring 2011 Schedule

March

April

Enforcement

Radio

TV

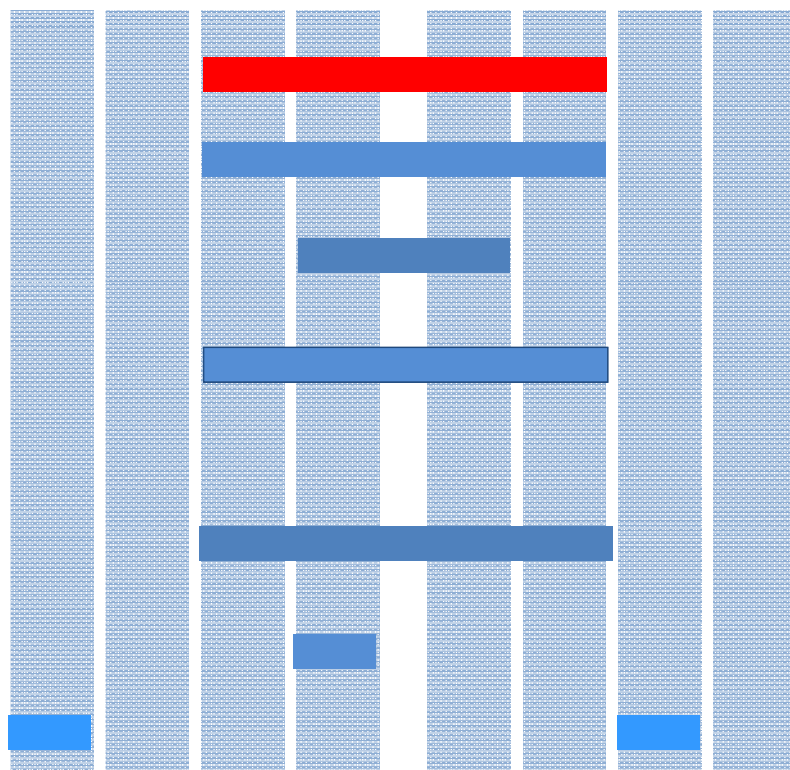
Out of Home

- Transit Shelters
- Busbacks/Sides
- Rail Cards
- Interior Cards

Mobile Billboard

Earned Media
(Press Event)

Evaluation
3/16/2011





Evaluation

- Pre and post-campaign web-based surveys of area motorists
 - Shows that people remember the messages, and where they heard them
- Before and after observational study
 - Selected locations in DC with Traffic Cameras
- PR success measured by “earned media”
- Law enforcement agencies report citations and warnings issued during the campaign
- Annual Report, October 2011



Street Smart Funding, 2002-2011

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
DDOT*	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$200,000	\$200,000	\$200,000	\$200,000**
DC MPD*			\$80,000		\$30,000				
Maryland SHA*	\$115,000	\$100,000	\$58,000	\$50,000	\$100,100	\$130,300	\$130,000	\$143,000	\$100,000
Virginia SHSO	\$100,000	\$100,000	\$75,000	\$100,000	\$75,000	\$100,000	\$100,000	\$100,000	\$110,000
WMATA						\$150,000	\$150,000	\$150,000	\$150,000
Local Government	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$54,800	\$37,800
Private					\$10,000				
Grand Total	\$415,000	\$390,000	\$393,000	\$341,300	\$428,800	\$738,800	\$700,600	\$658,700	\$597,800**

* Federal
pass-
through

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**DDOT is separately funding a \$60,000 observational study, not included in the total.

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Local Government Contributions

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011
City of Alexandria	\$5,000	\$5,000	\$5,000	\$6,800	\$6,800	\$6,800	\$6,800	\$7,000	\$7,000
Arlington County		\$10,000	\$10,000	\$10,100	\$10,100	\$10,100	\$10,300	\$10,300	\$10,800
City of Bowie									
Charles County, urbanized									
City of College Park							\$600		
City of Fairfax				\$1,100					
City of Frederick									
City of Falls Church				\$500	\$500			\$600	
Fairfax County	\$50,000	\$50,000	\$50,000	\$52,800	\$52,800	\$52,800	\$54,800	\$5,000	
Frederick County									
City of Gaithersburg						\$3,100	\$3,100		
City of Greenbelt				\$500					
Loudoun County									
City of Manassas									
City of Manassas Park				\$700		\$700			
Montgomery County	\$45,000	\$10,000	\$10,000	\$10,000	\$40,600	\$45,000	\$45,000	\$42,000	\$20,000
Prince George's County		\$15,000	\$5,000	\$5,000		\$37,100			
Prince William County									
City of Rockville				\$2,900	\$2,900	\$2,900			
City of Takoma Park				\$900				\$800	
Total Local	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$65,700	\$37,800

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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

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How Can TPB Member Jurisdictions Help?

- Financial Support
 - Matches federal money
 - State funding agencies see it as a sign of local commitment
 - Letters requesting funding for FY 2012 will be mailed soon
 - Suggested contribution of 5 cents per capita, as per TPB resolution R20-2005
- Technical Support & Advice
 - Financial contributors serve on the Advisory Group
 - Shape the messages
 - Provide information
- Concurrent law enforcement
- Host press event
- Distribute/post materials
- Carry out their own 3 “E” (Engineering, Enforcement, Education) Safety Programs

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