

ITEM 10- Information

May 18, 2005

Briefing on Plan for Coordinating the Street Smart Pedestrian and Bicycle Safety Education Campaign with Law Enforcement

Staff

Recommendation: Receive briefing on a proposed law enforcement coordination plan for the 2006 Street Smart campaign.

Issues: None.

Background: At the April 20, 16 meeting, the Board approved a process for the TPB to send letters to its local government member jurisdictions asking them to contribute to the 2006 regional safety education campaign entitled: "Street Smart." The Board also requested that before the letters are sent asking for contributions to the 2006 campaign that the TPB staff present a plan for coordinating the Street Smart campaign with law enforcement. TPB staff presented a briefing on the Street Smart campaign at the COG Police Chiefs meeting on April 27 and discussed how to coordinate law enforcement activities with the education campaign. The Board will be briefed on a proposed coordination plan for the 2006 campaign.



District of Columbia
Bowie
College Park
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George's County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Manassas Park
Prince William County

TO: Transportation Planning Board

FROM: Michael Farrell
Transportation Planner III

SUBJECT: Plan for Coordinating the Street Smart Pedestrian and Bicycle Safety Education Campaign with Law Enforcement

DATE: May 11, 2005

BACKGROUND

At its April 20, 2005 meeting the TPB directed staff to create a plan for coordination of the 2006 Street Smart campaign with law enforcement. Pursuant to this, on April 27 TPB staff briefed the COG Police Chiefs Committee and discussed opportunities for coordinating the Street Smart campaign with enforcement.

PLAN FOR COORDINATING STREET SMART WITH ENFORCEMENT

As a result of the discussions with the Police Chiefs Committee, four major steps are proposed for coordinating the Street Smart campaign with law enforcement:

1. Scheduling Enforcement during the June 2005 Campaign and Future Street Smart Efforts: The Police Chiefs agreed that pedestrian safety was a serious problem and offered to carry out as feasible some pedestrian-related law enforcement during the upcoming campaign in June. They requested collateral materials, such as posters and brochures, which they could distribute through their own channels. In the future, they encouraged that notice of the campaign be given to them further in advance so as to avoid competing with other summertime enforcement drives such as for drunk driving. This is consistent with the Street Smart committee's recommendation to undertake the campaign in the month of April in future years instead of June.
2. Involvement of Police Chiefs in June 2005 Campaign Kickoff: The kickoff of the June 2005 Street Smart campaign is scheduled to be held in Silver Spring on June 1. Montgomery County staff is handling the arrangements as host for this event. Police chiefs, along with other officials, will be invited to attend this kickoff to bolster awareness of enforcement. It is anticipated that future campaign kickoffs similarly will involve the law enforcement community. An additional potential benefit of law enforcement involvement is the propensity for this to attract news media attention, which further leverages Street Smart advertising investments with the free publicity of radio and television news reports. In past campaigns, Spanish-language media were thought to be especially helpful in this regard.

Transportation Planning Board

May 11, 2005

Page 2

3. Post-Campaign Reporting of Enforcement Activities: An additional benefit of the April 27 discussion was that the Police Chiefs agreed to provide to TPB staff information on the results of this June's pedestrian-related enforcement efforts coincident with the Street Smart campaign. After completion of the June campaign and enforcement efforts, the locations and times where enforcement events were held and the number of citations or warnings issued will be provided. The June campaign, especially the free public service announcements made by the announcers, will emphasize that there will be enforcement.
4. Advance Coordination of Future Street Smart Campaigns with the Police Chiefs Committee: It was agreed that well in advance of the Street Smart campaign anticipated to be held in Spring 2006, TPB staff will meet with the Police Chiefs Committee to apprise them of the upcoming campaign, discuss opportunities for their support, and receive their input on the timing of the campaign in relationship to other enforcement drives. The campaign messages and media relations may be revised to reflect increased support from law enforcement, and the Police Chiefs will be asked again to report data on the results of their enforcement effort.

Staff will keep the TPB apprised on progress on this and other aspects of the Street Smart campaign.