

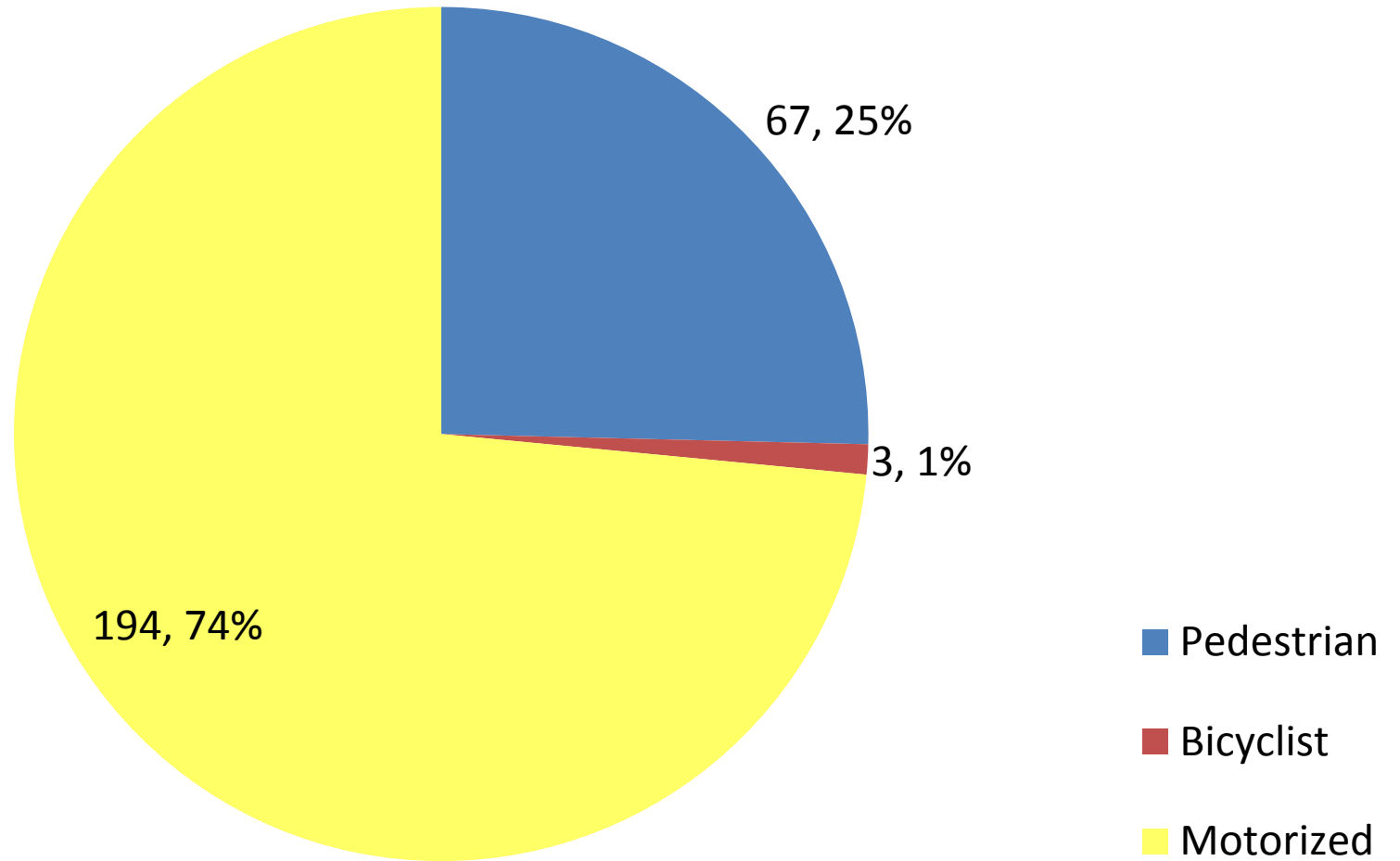


# Pedestrian and Bicycle Safety Program

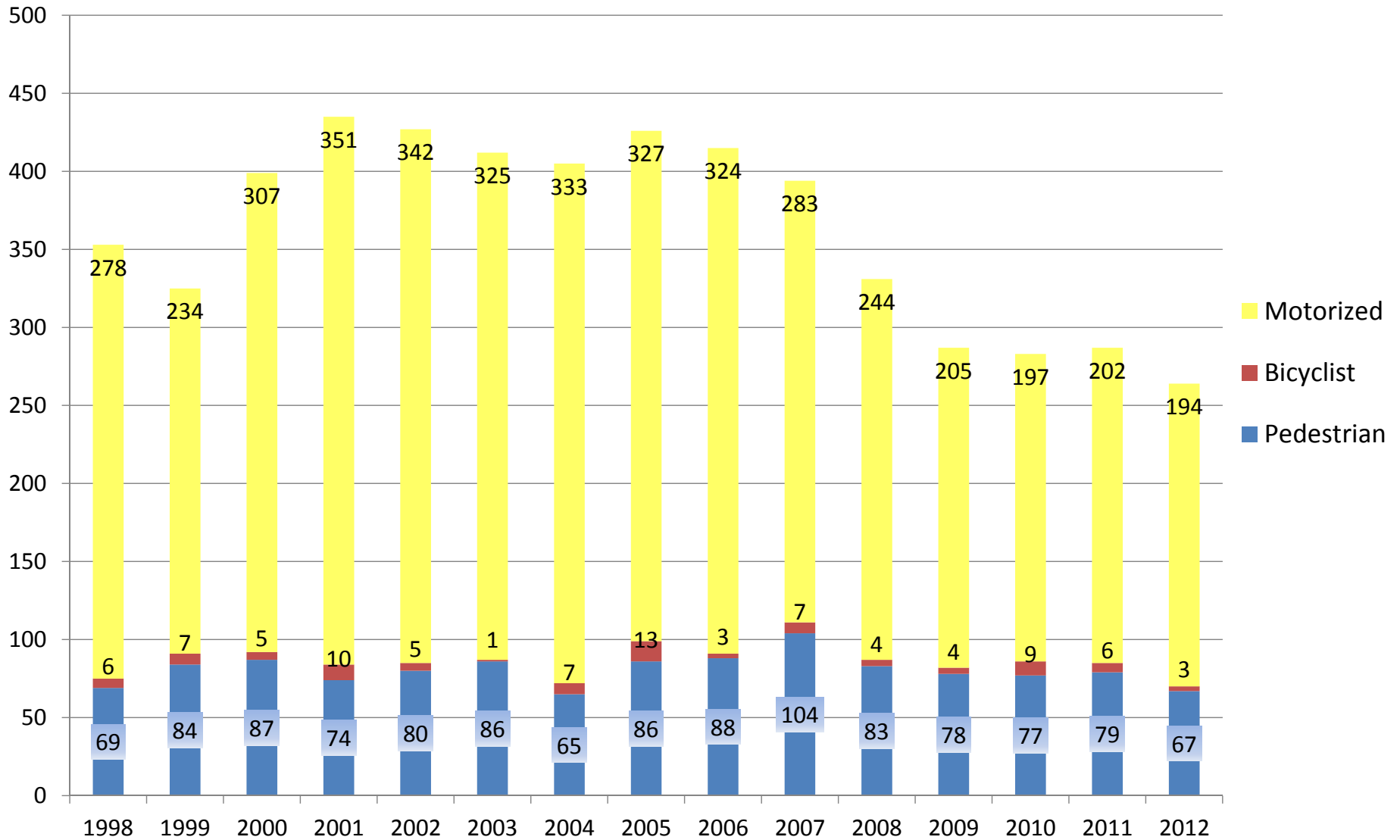
Fall 2012 Spring 2013 Review

Best Practices In Pedestrian and Bicyclist Enforcement  
August 29, 2013

## Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2012



# Traffic Fatalities in the Washington Region, 1998-2012



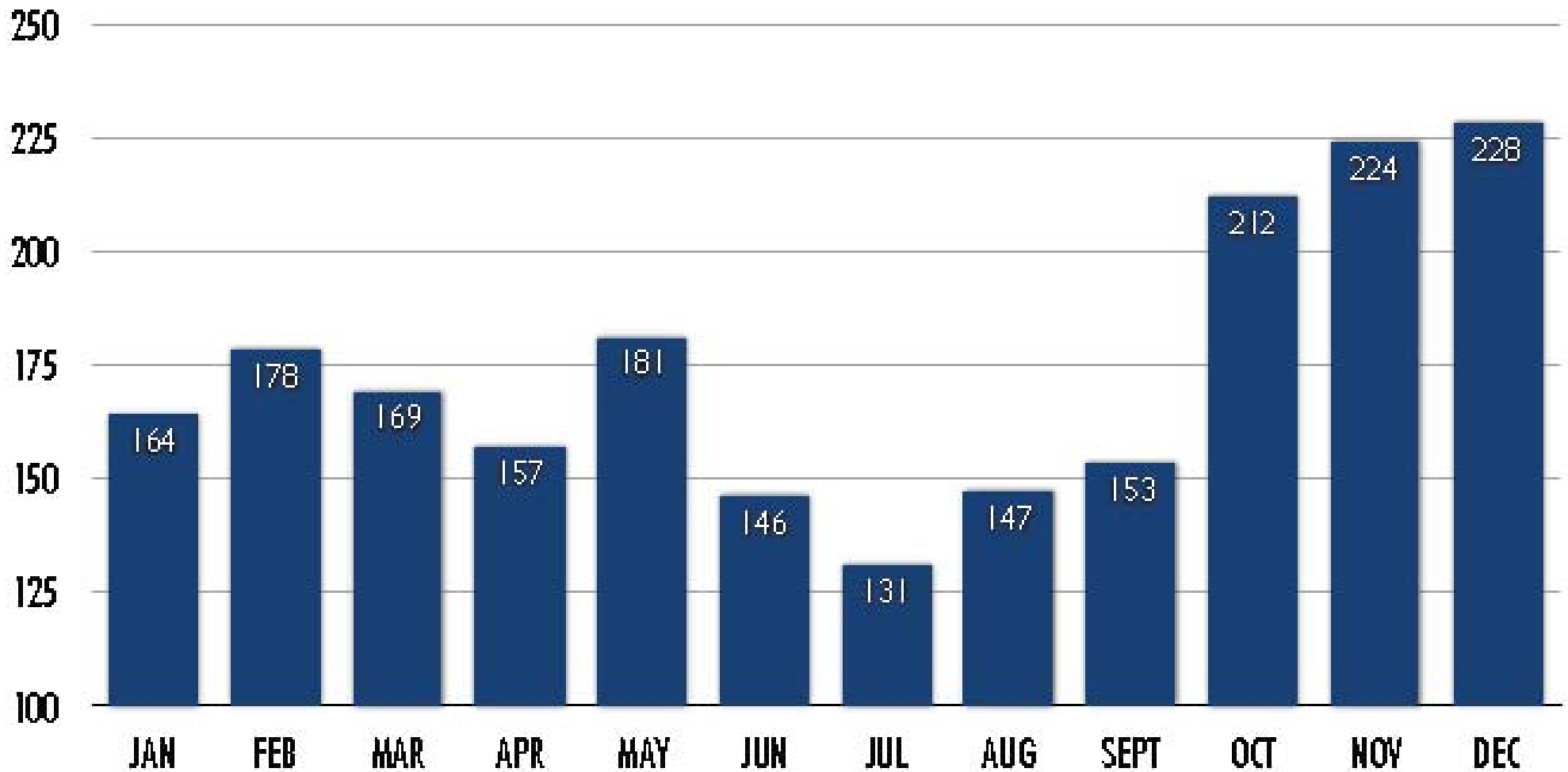
# Pedestrian & Bicyclist Fatalities by Jurisdiction

Jurisdiction	2006	2007	2008	2009	2010	2011	2012
District of Columbia	17	27	15	16	16	13	8
Charles County	2	6	1	3	3	9	4
Frederick County	4	1	0	1	4	0	4
Montgomery County	18	18	19	15	14	11	8
Prince George's County	20	29	41	23	23	30	22
Arlington County	1	1	1	4	1	5	4
City of Alexandria	1	2	0	0	2	2	2
Fairfax County	20	17	4	11	13	10	7
City of Fairfax	0	1	0	2	0	1	1
City of Falls Church	0	0	0	0	2	0	0
Loudoun County	1	3	0	1	2	3	3
City of Manassas	0	1	0	0	0	0	0
City of Manassas Park	0	0	0	0	0	0	0
Prince William County	7	5	6	6	6	1	7
<b>Total</b>	<b>91</b>	<b>111</b>	<b>87</b>	<b>82</b>	<b>86</b>	<b>85</b>	<b>70</b>

Sources – MHSO, VDMV, DDOT

# Fall is the Most Dangerous Time of Year

Crashes Involving Pedestrians in the Washington Metropolitan Region - 2011



# 2011 Pedestrian Crashes by Month and Jurisdiction

MONTH	Alexandria City	Arlington Co.	Charles Co.	Falls Church City	Fairfax City	Fairfax Co.	Frederick Co.	Loudon Co.	Manassas City	Manassas Park City	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	TOTALS
January	5	10	2	1	1	15	2	6	1	0	26	32	0	63	<b>164</b>
February	4	6	3	1	3	12	3	2	0	0	26	34	7	77	<b>178</b>
March	7	13	3	0	1	8	3	3	0	0	32	29	0	70	<b>169</b>
April	3	11	1	1	4	14	1	2	0	0	33	23	3	61	<b>157</b>
May	7	9	2	0	1	13	2	4	2	0	27	33	2	79	<b>181</b>
June	5	8	1	0	0	16	1	7	0	0	11	31	3	63	<b>146</b>
July	4	14	1	1	2	14	1	1	1	0	21	24	4	43	<b>131</b>
August	2	14	3	0	0	10	3	10	0	0	27	18	3	57	<b>147</b>
September	6	5	3	1	1	18	3	8	0	0	10	31	2	65	<b>153</b>
October	5	18	2	0	0	14	2	6	2	0	38	33	7	85	<b>212</b>
November	7	12	7	0	0	22	7	6	0	0	33	45	5	80	<b>224</b>
December	5	14	4	0	3	22	4	10	0	0	43	28	7	88	<b>228</b>
<b>Total Crashes</b>	<b>60</b>	<b>134</b>	<b>32</b>	<b>5</b>	<b>16</b>	<b>178</b>	<b>32</b>	<b>65</b>	<b>6</b>	<b>0</b>	<b>327</b>	<b>361</b>	<b>43</b>	<b>831</b>	<b>2090</b>

# The Three E's of Safety

- Engineering, Enforcement, Education
  - Engineering
    - Necessary but expensive, and slow to implement compared to enforcement and education
    - Even perfect engineering needs law enforcement and education
  - Enforcement is more effective when combined with Education
    - Examples:
      - Drunk Driving
      - Click it or Ticket
      - Safe Routes to School
  - Education
    - Mass media
    - Classroom based
    - Community based\*
- Creating/executing mass media campaigns is not cost-effective for a single jurisdiction
  - One media market, one campaign



\*Photo credit:

[www.pedbikeimages.org/MikeCyneki](http://www.pedbikeimages.org/MikeCyneki)

# What is Street Smart?

- Street Smart focuses on Education through Mass Media
- Concentrated waves of Radio, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Press and Outreach Events Reinforce Ad Campaign
- 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 2012 and March-April 2013
  - November wave “Be Safe, Be Seen”
  - March – April “Tired Faces”
- FY 2013 budget was \$597,000
  - Likely FY 2014 budget of \$665,000
- Complements local Engineering – Enforcement – Education Safety Efforts
- Details at <http://BeStreetSmart.net>



# Fall 2012: “Be Safe, Be Seen”



## “Street Smart Safety Zones”

Fairfax – El Zol  
DC, Prince Georges - WPGC



## Bus ads

8/29/2013

Press Event - Loudoun County, VA  
Belmont Ridge Road & W&OD Trail



# Spring 2013 Campaign: "Tired Faces"



**STREET  
SMART**  
BeStreetSmart.net

**You can't fix a pedestrian at a body shop.**

**Slow down and watch for pedestrians.**

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



**STREET  
SMART**  
BeStreetSmart.net

**Los peatones no tienen bolsas de aire.**

**Al doblar, cede el paso a los peatones.**

Un programa de seguridad pública de Metro, Distrito de Columbia, Maryland y Virginia.



April 9<sup>th</sup> Press  
Event - H  
Street NE, DC



# CAMPAIGN SUMMARY

## Fall 2012 Campaign:

- 500 radio spots
- 3 Street Smart Safety Zone Events
- 1345 bus cards
- Press Event
  - Press coverage reached audience of 800,000

## Spring 2013 Campaign:

- 500 radio spots
- 9 Street Smart Safety Zone Events
- 300 bus sides
- 20 digital transit shelters
- 80 conventional transit shelters
- 20 bus backs
- 2000 interior bus cards
- Posters / handouts
- Press event
  - Press coverage reached 720,000
- <http://bestreetmart.net>

# ENFORCEMENT

2600\* citations and 400 warnings were issued to motorists, pedestrians and cyclists.

Information came from Arlington County, City of Alexandria,, Montgomery County, Prince William County, and the City of Rockville



\*

\* Actual numbers may be higher. This statistic was based on the actual number of Enforcement Reports received at the conclusion of the campaign.

# Evaluation Survey: Traditional Methodology



- Web-based, pre-defined questionnaire used for the Spring wave
  - 50/50 male/female
- Proportionate geographic distribution by population
  - Half drivers, half pedestrians
  - English only

# Survey Results

- 39% said they saw at least one of the three advertising executions.
  - Recalled elements such as “treads on a face,” “exercise caution,” “Street Smart,” “can’t fix a pedestrian at a body shop,” and “dangers of jaywalking.”
- Awareness was nearly twice as high for Pedestrians (50%) as for Drivers (27%).
- Saw ads on buses and other public transportation.
- No change in perceived enforcement

# Fall 2013 Schedule (DRAFT)

Tentative Enforcement Dates:: October 28 – November 25

Metropolitan Washington Council of Governments  
Street Smart Campaign FY14

FALL 2013 DRAFT	October				November				December			
	7	14	21	28	4	11	18	25	2	9	16	23
<b>PUBLIC RELATIONS</b>												
Press Event												
Media Tour												
Suggested Enforcement Dates												
<b>MEDIA</b>												
Radio :15 Traffic Sponsorships												
Pumptoppers												
Exterior Bus Ads												
<b>OUTREACH/PARTNERSHIPS</b>												
Street Smart Safety Zones (with radio)												
Outreach												
Digital												
Capital Area News Network												

