



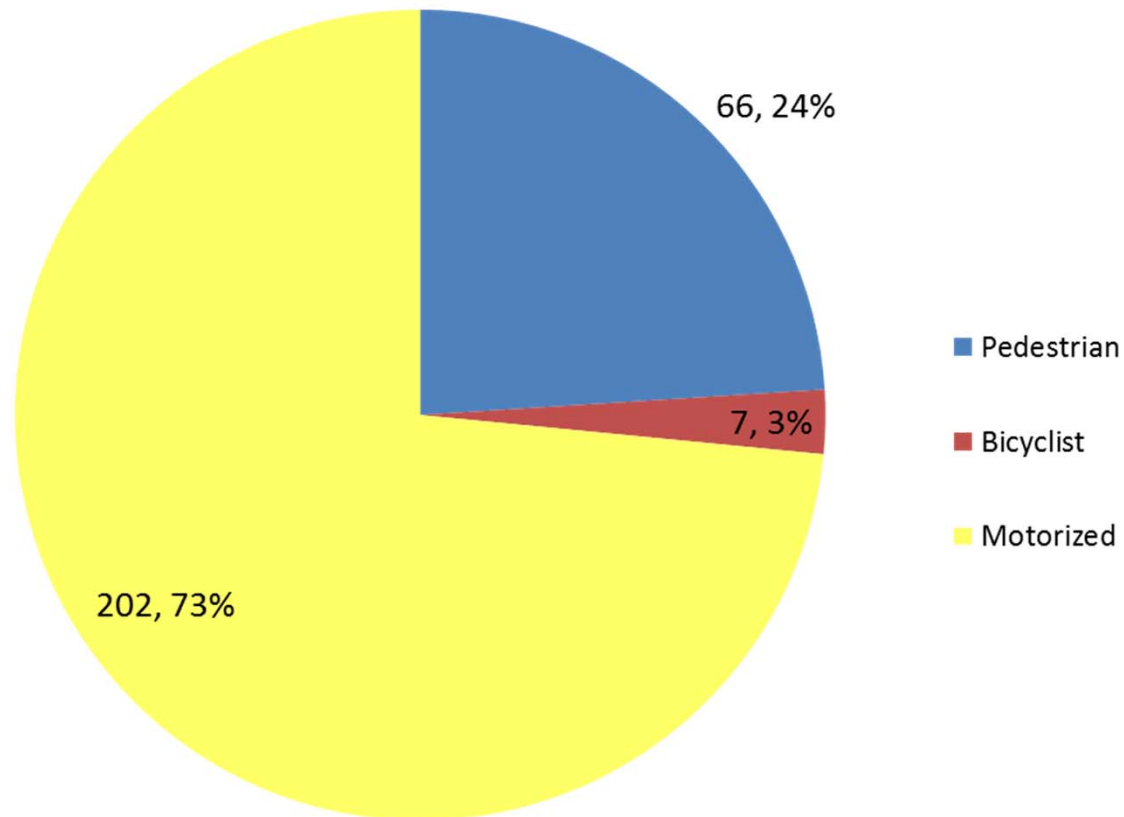
**Item 3: Spring 2014  
“Street Smart”  
Pedestrian and Bicycle Safety Campaign**

**Regional TDM Marketing Group  
June 17, 2014**

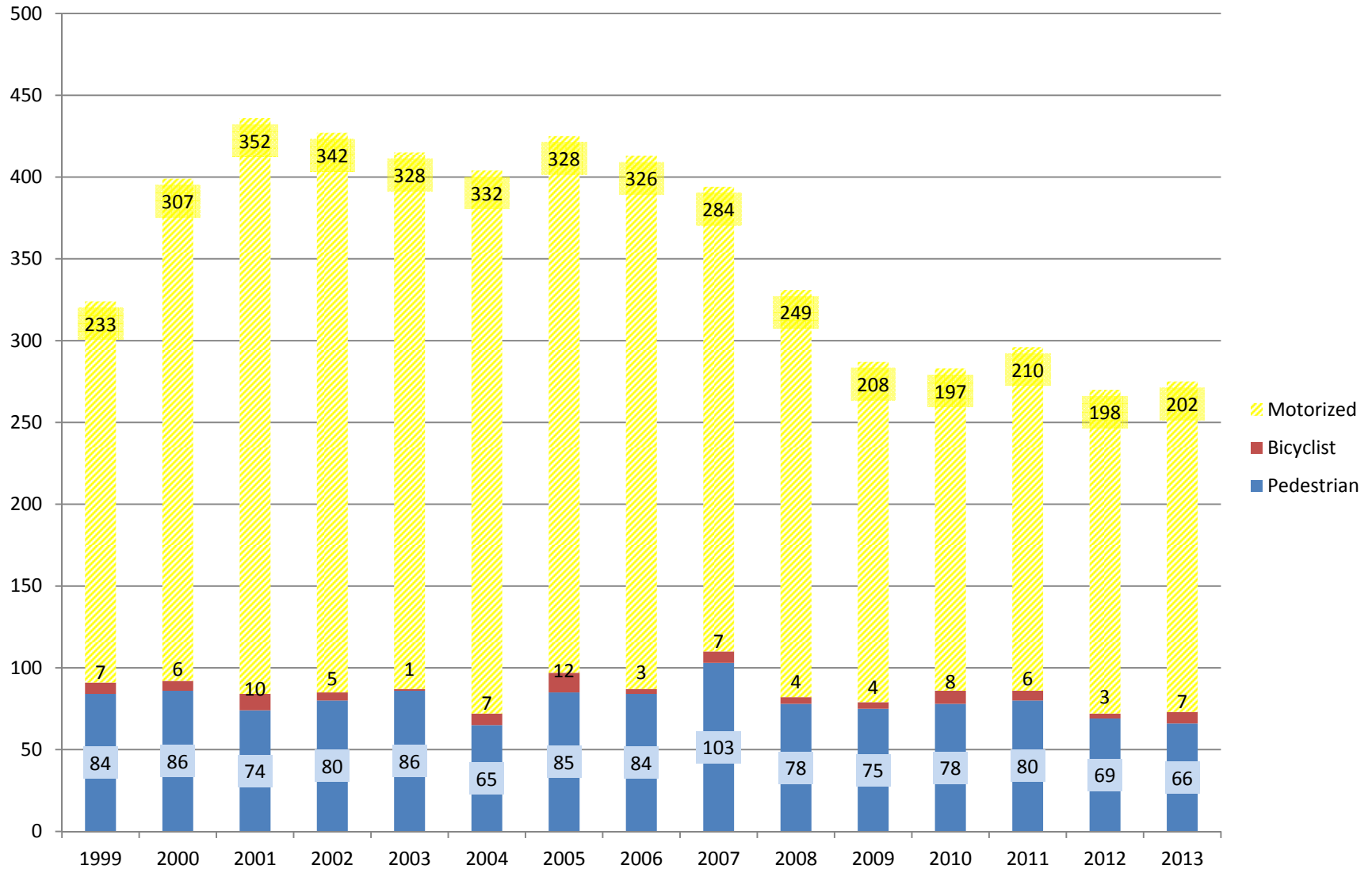
Michael Farrell  
DTP



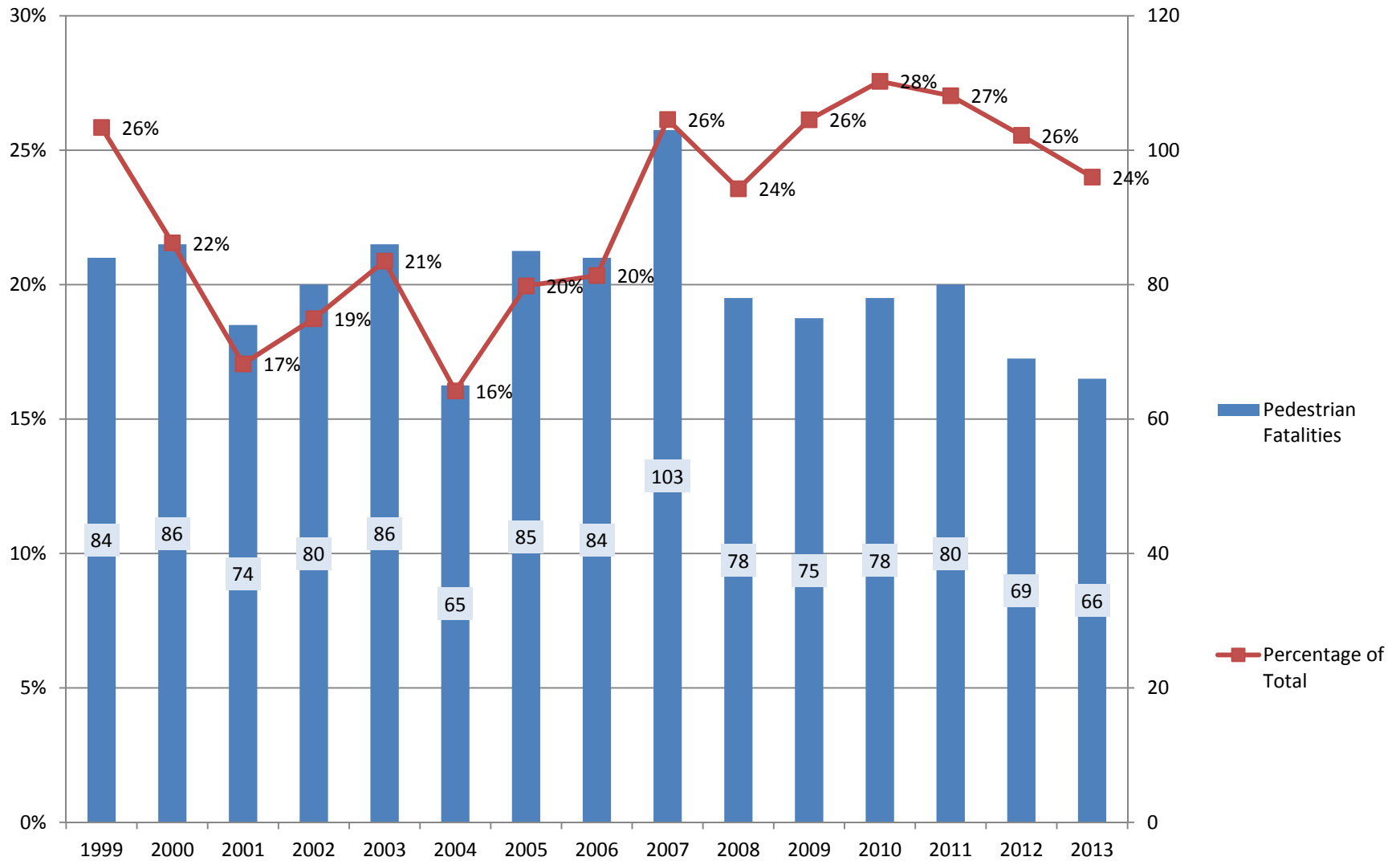
## Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2013



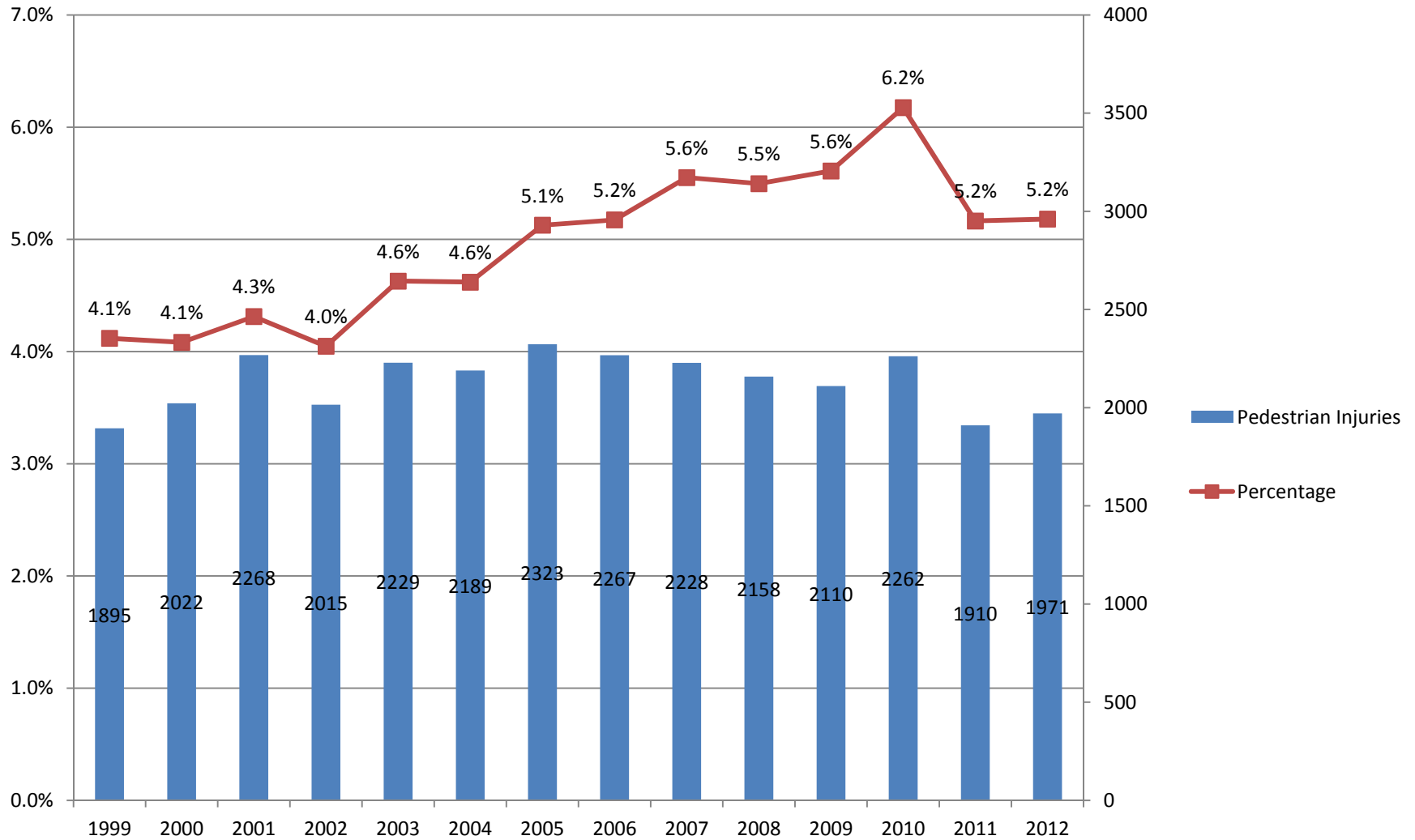
# Traffic Fatalities, 1999-2013



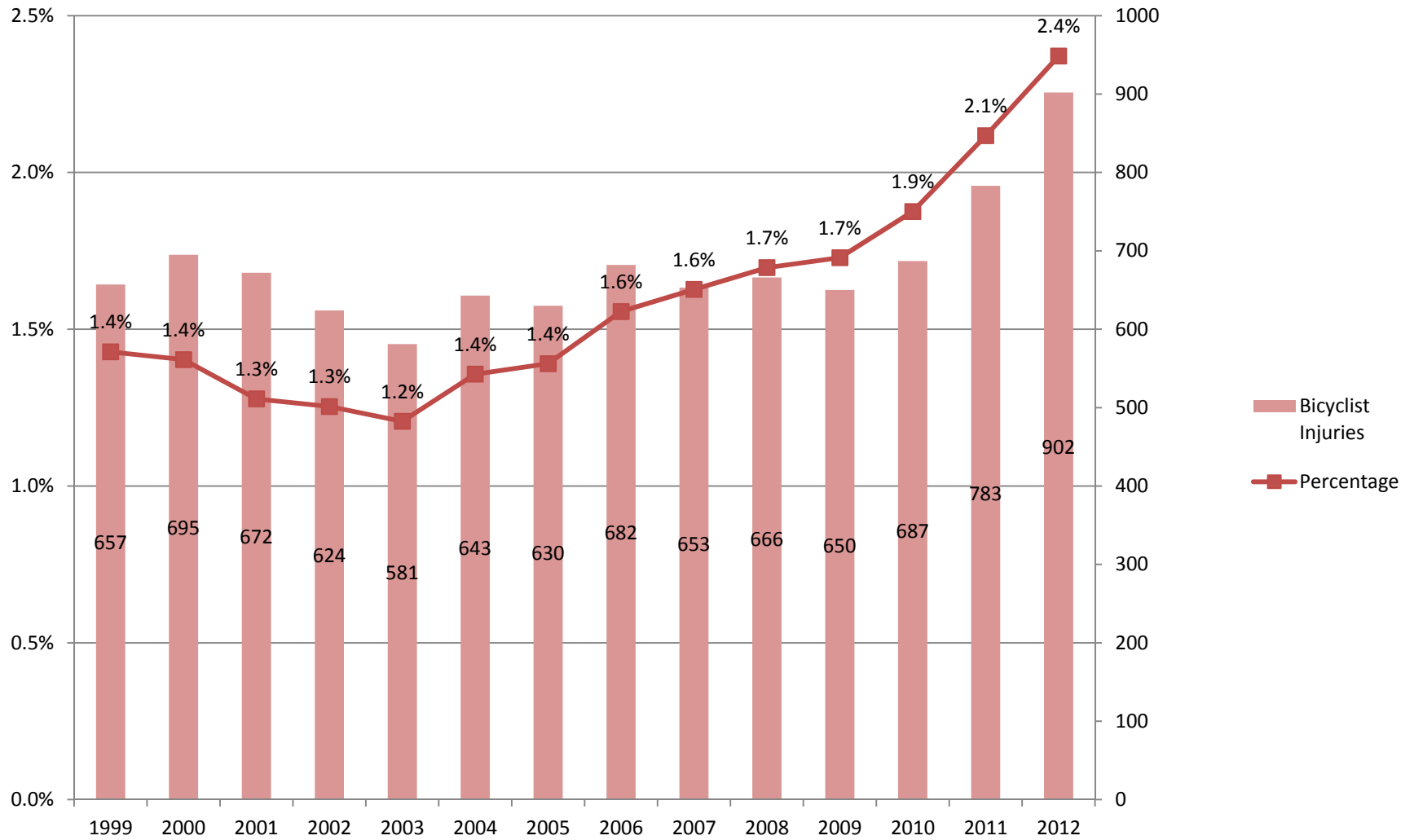
# Pedestrian Fatalities, 1999-2013



# Pedestrian Injuries, 1999-2012



# Bicyclist Injuries, 1999-2012





# What is Street Smart?

- Street Smart focuses on Education through Mass Media
  - One media campaign for one media market
  - <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
  - Budget – \$663k

Street Smart Advisory Group Membership List		
	Apr-14	
Agency	Representative	Title
State and Regional		
District of Columbia Department of Transportation	George Branyan	Pedestrian Program Manager
Maryland Office of Highway Safety, MDMVA	Kate Elkins	Regional Traffic Safety Program Manager
Maryland Office of Highway Safety, MDMVA	Mike Sabol	High Risk Program Manager
Virginia Department of Motor Vehicles	Bob Weakley	Grants Manager
Virginia Department of Transportation/NOVA District	Cindy Engelhart	District Bicycle and Pedestrian Coordinator
WMATA	Kristin Haldeman	Manager, Access Planning and Policy Analysis
MWCOG	Jeanne Saddler	Director, Office of Public Affairs
Citizens Advisory Committee (TPB)	John Epps	CAC Representative to Street Smart Advisory Group
Local - MD		
Bladensburg		
Bowie		
Charles County		
College Park		
Frederick		
Frederick County	Keju Dial	Transportation Planner
Gaithersburg		
Greenbelt		
Montgomery County	Jeff Dunckel	Pedestrian Safety Coordinator
Prince George's County DPW&T	Victor Weissberg	Special Assistant to the Director
Rockville		
Takoma Park		
Local - VA		
Alexandria	Carrie Sanders	Principal Transportation Planner
Arlington County	David Goodman	Bicycle & Pedestrian Programs Manager
Fairfax	Wendy Block Sanford	Transportation Director
Fairfax County	Chris Wells	Pedestrian Program Manager
Falls Church		
Loudoun County	Bill King	Transportation Planner
Manassas		
Manassas Park		
Prince William County	George Phillips	Regional Planner



# FY 2014: “Tired Faces”



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**STREET  
SMART**  
BeStreetSmart.net

A close-up portrait of a woman wearing a black bicycle helmet. The right side of her face is covered in a white, textured pattern that mimics the tread of a bicycle tire. She has a serious expression and is looking slightly to the left of the camera.

**Bicycles don't come  
with bumpers.**

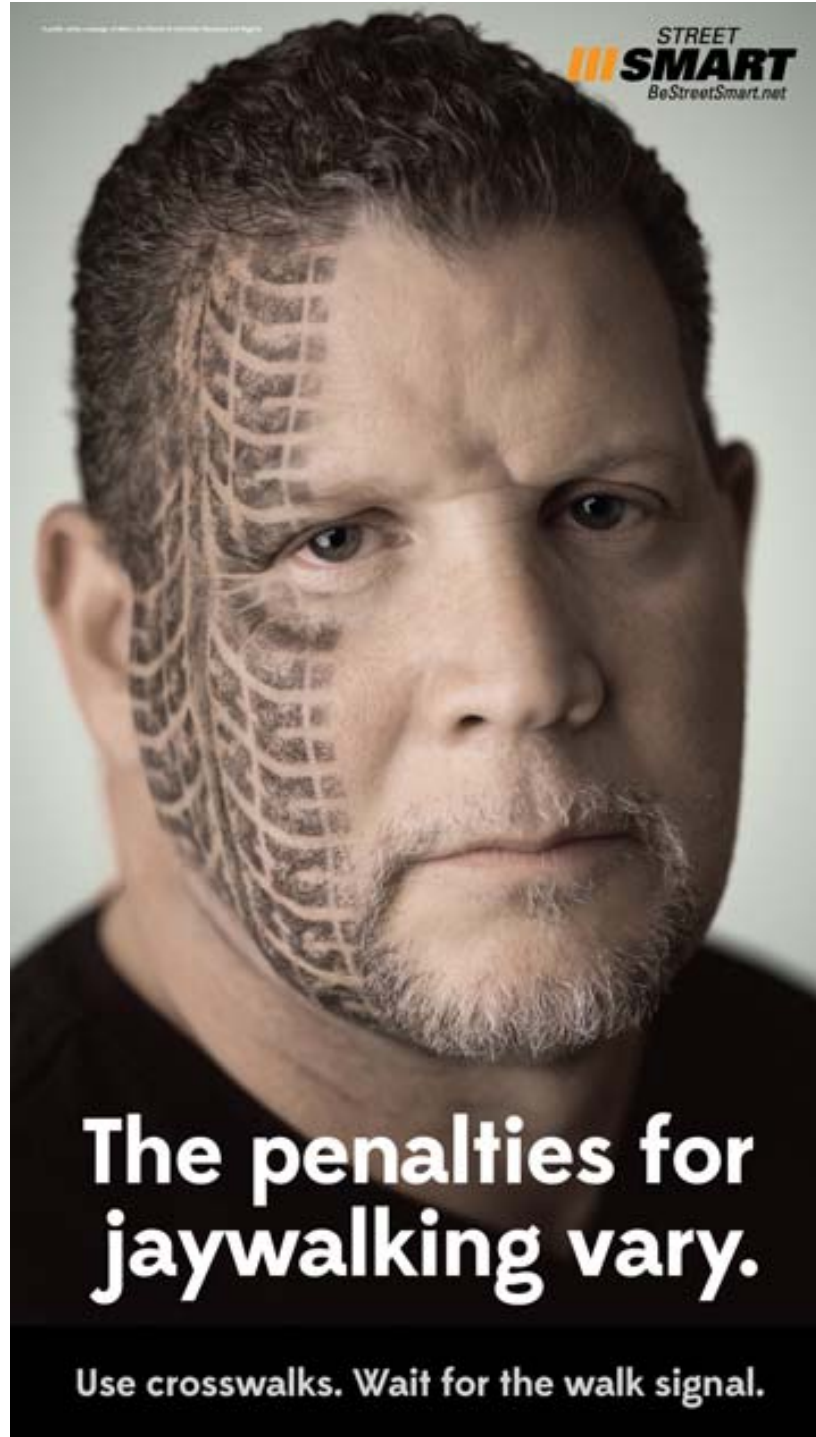
**Give cyclists room to ride.**

6/17/2014



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

**Slow down and watch for pedestrians.**



**STREET  
SMART**  
BeStreetSmart.net

**The penalties for  
jaywalking vary.**

Use crosswalks. Wait for the walk signal.

6/17/2014

12



**STREET  
SMART**  
BeStreetSmart.net

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

**Slow down and watch for pedestrians.**

A public safety message of the State of Colorado, Missouri 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 patrocinado por Metro, Distrito de Columbia, Maryland y Virginia.

# Radio

“The Little Things”  
“We are all Pedestrians”



SMART-0629\_LittleThings\_30ENG.mp3



SMART-0628\_Pedestrians\_30ENG.mp3



# Spring 2014 – Overall Schedule

SPRING – SUMMER	March				April				May				June			
	10	17	24	31	7	14	21	28	5	12	19	26	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 Teams/Safety Zones						■	■	■	■							
Digital/Social Media	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Capital Region Radio Network										■	■	■	■	■	■	■
<b>CAMPAIGN EVALUATION</b>										■	■	■	■	■	■	■





# Spring 2014 Press Event

April 17<sup>th</sup>, Woodbridge, VA



*Opitz Boulevard at Montgomery Avenue, Woodbridge, VA*

6/17/2014



# Press Event



# Street Teams

Fairfax City, April 17



## Spring Schedule:

Thursday, 4/17, 7:30-11:30am: Prince William County  
Thursday, 4/17, 4-7pm: Fairfax City, VA  
Monday 4/21, 4-7pm: DC - U Street NW Corridor  
Tuesday 4/22, 4-7pm: DC - Columbia Heights  
Wednesday 4/23, 4-7pm: DC - Anacostia Metro  
Thursday 4/24, 4-7pm: DC - Minnesota Ave. & Benning Rd NE  
Friday 4/25, 4-7pm: Silver Spring, MD  
Saturday 4/26, 11a-2pm: College Park, MD  
Monday 4/28, 4-7pm: Arlington, VA, Columbia Pike  
Tuesday 4/29, 4-7pm: Bethesda, MD  
Wednesday 5/7, 3-6pm: Suitland, MD  
Thursday 5/8, 4-7pm: Langley Park, MD  
Friday 5/9, 4-7pm: Falls Church, VA



# Spring 2014 Paid Media: Outdoor



Bus Kings



Pumptoppers



# Spring 2014 Paid Media: Radio





## Spring 2014 – Donated Media

- Appeal to Bus Subcommittee for interior bus cards
- Other jurisdiction-based media (bus ads/shelters/billboards)
- **Over \$200,000 worth pledged**



Media	Coverage	Description	Gross Media	Production
<b>RADIO – 2 weeks starting 4/28</b>				
:15 Spots	DC, NoVa, MD	7 stations, 100 GRPs	\$35,000	\$0
<b>OUTDOOR – 4 weeks starting 4/14</b>				
Exterior Bus Ads 120 total	DC, NoVa, MD	100 Kings 20 Tails (WMATA donation)	\$48,471	\$3,700
Exterior Bus Ads 165 total	Montgomery Co. Frederick Co. Fairfax City	100 Kings, 54 Jr Kings (31 live) 6 Kings 5 Tails	\$0	\$7,500
Transit Shelters 140 total	Montgomery Co Prince George's Co Fairfax City	80 shelters 50 shelters (100 live now) 10-20 shelters	\$0	\$15,300
Pumptoppers 108 total 4 cards + 1 cling per station	Alexandria Arlington Co Charles Co Fairfax Co Frederick Co Loudoun Co Montgomery Co Prince George's Co Prince William Co	2 stations 9 stations 3 stations 18 stations 5 stations 5 stations 26 stations 28 stations 12 stations	\$34,529	\$8,100
Interior Bus Cards	DC, NoVa, MD	~800 ads (427 live now)	\$0	\$4,600
<b>TOTAL</b>			<b>\$118,000</b>	<b>\$39,200</b>

6/17/2014

23



*Evaluation:*

- *Pre and post-campaign surveys*
- *Motorists and Pedestrians*
- *Annual Report – Fall 2014*



# THANK YOU

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