

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Spring 2022 Campaign and Fall 2022 Campaign Plan

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Best Practices in Pedestrian Enforcement Webinar
Item #2

October 27, 2022



What is Street Smart?

- Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
 - Paid and Earned Media
- Waves of Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
 - Direct Outreach
- Since Fall 2002
 - Advisory Group
- Direct Outreach Events
- Concurrent law enforcement
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - FY 2022 Budget – \$820k for consultant, ad placement



Too Many Pedestrian Deaths

- In 2021, there were 96 pedestrian and 7 bicyclist fatalities, compared to 94 pedestrian and 5 bicycle fatalities in 2020
- 29% of the region's traffic fatalities were bicyclist or pedestrian
- Long run trend is increased ped/bike fatalities

2021	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	5	0	1	14	0	0	0	1	7	2	1	9	39	17	96
Bicyclist	0	0	0	3	0	0	0	0	1	0	0	0	0	3	7
All traffic	7	4	1	50	0	8	1	1	32	18	23	42	129	40	356
CRASHES															
Pedestrian	46	92	9	145	7	45	7	1	70	N/A	N/A	N/A	N/A	706	N/A
Bicyclist	14	33	2	53	2	31	3	1	27	N/A	N/A	N/A	N/A	413	N/A

Press Events

SPRING EVENT ARLINGTON, VA April 26, 2022

SPEAKERS:

- Christian Dorsey, Arlington County Board Vice Chair, COG Board Chair
- Takis Karantonis, Arlington County Board Member
- Charles Penn, Arlington County Police Department Chief
- John Saunders, DMV's Virginia Highway Safety Office Director
- Sharon Kershbaum, District Department of Transportation Deputy Director
- Dennis Leach, Arlington County Department of Transportation Director
- Benjamin Gates, Professional Cellist and Crash Survivor

Fall Press Event

- November 4, 2021, in Oxon Hill MD



Arlington Press Event



Enforcement Activations

Date	Jurisdiction	Event/Location
Nov 4	MD	Prince George's County PD Route 210 (N & S) & Livingston Road Route 210 (S) & Talbert Rd Route 210 (N) & Salisbury Dr. Route 210 (N & S) & Audrey Lane Route 210 (N & S) prior to the DC line
Nov 5	DC	Metropolitan PD Multiple locations along Georgia Ave
Nov 5	MD	Montgomery County PD Two locations on Willard Ave in Bethesda
Nov 9	VA	Arlington County PD 2500 block Washington Blvd
Nov 9	VA	Alexandria PD 5100 block of Duke Street
Nov 9	DC	Metropolitan PD Southern Ave and 9th St., SE
Nov 12	MD	Montgomery County PD New Hampshire Ave in Silver Spring
Nov 17	VA	Arlington County PD 4100 to 4300 block, Fairfax Dr.
Nov 17	MD	Montgomery County PD Lost Knife Circle near Montgomery Village in Gaithersburg
Nov 17	DC	Metropolitan PD Locations near Union Station
Nov 24	MD	Montgomery County PD Great Seneca Hwy / Middlebrook in Germantown
Nov 26	DC	Metropolitan PD Multiple locations along Minnesota Ave
Nov 29	VA	Alexandria PD Duke Street / N. Jordan Street
Apr 26	VA	Arlington County PD Fort Myer Drive at Fairfax Drive Langston Blvd at North Moore Street
Apr 29	MD	Montgomery County PD Georgia and Fenton (Crosswalk Detail)
May 3	VA	Fairfax County PD 3911 Woodburn Road, Annandale, VA
May 17	VA	Alexandria County PD 5000 – 5400 Seminary Road Duke Street at North Jordan Street
Apr 26-May11	DC	Metropolitan PD Various DC locations



Testimonial Wall Tour



Testimonial Wall Tour

The wall traveled around the region totaling 243 days of outreach at 24 locations.



Date	Jurisdiction	Event/Location
Oct 28	VA	George Mason University
Nov 4	MD	Street Smart Press Event Mount Joy Baptist Church Oxon Hill, MD
Nov 5 - 6	DC	DC DMV Southwest Service Center
Nov 15 - 21	DC	Union Station Partnership with DC Families for Safe Streets for World Day of Remembrance
Nov 20 - 21	MD	Mall at Prince George's World Day of Remembrance
Nov 30	VA	Prince William County Ferlazzo Building
Dec 3 - 5	DC	DC USA Shopping Center
Dec 4 - 5	MD	Westfield Montgomery Mall
Dec 11 - 12	MD	Westfield Wheaton Mall
Dec 15	VA	Metro - Franconia-Springfield
Dec 16	DC	Metro - Anacostia
Dec 18 - 19	MD	Westfield Wheaton Mall
Feb. 14-16	MD	Prince George's Community College*
Apr-22	VA	Street Smart Press Event
April 27-28	MD	Beltville MVA*
April 29 - 30	DC	Benning Ridge DMV
April 30 - May 1	DC	DC USA
May-22	VA	VDOT Spring Transportation Public Meeting
May 5-6	MD	Largo MVA*
May-22	VA	WMATA Franconia-Springfield Metro Station
May-22	MD/DC Border	WMATA Southern Avenue Metro Station
May-22	MD	Westfield Wheaton Mall
May-22	MD	Tanger Outlets
May-22	MD	Westfield Wheaton Mall



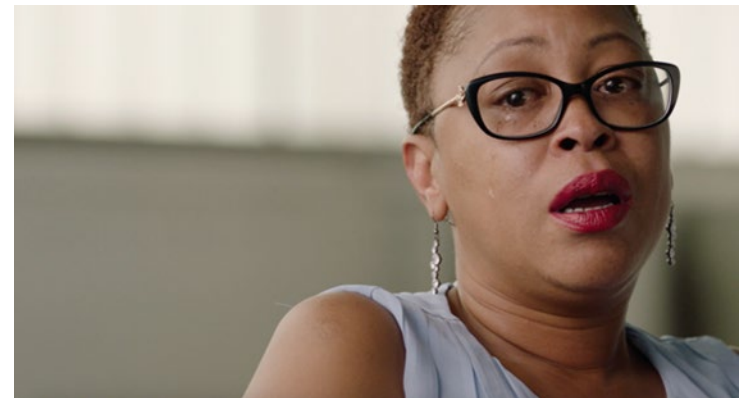
Paid Media



Bus Ads



Paid Streaming
TV, Internet



Earned Media is Key

FY 2022	VALUE
Earned Media Publicity Value	\$7,158,553
Paid Media Added Value	\$314,092
Donated Media Value	TBD
Campaign Budget	\$820,000
TOTAL CAMPAIGN VALUE	\$

- Earned media is worth 6X the campaign budget
- Consultant coordinates with police departments to drive media to cover high-visibility enforcement
- Suggested Enforcement Dates: 11/7 – 12/4



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