

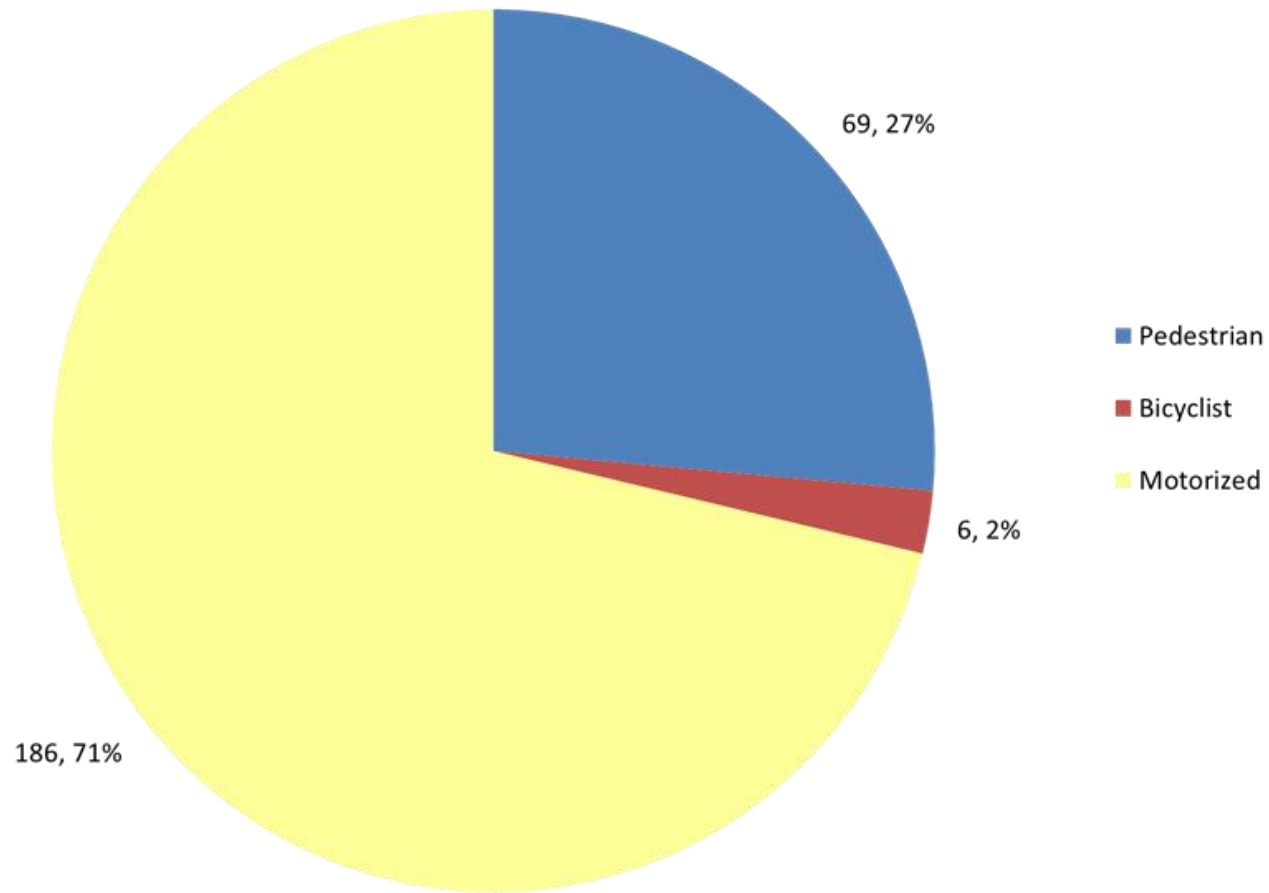
STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

FY 2016 Recap and Fall 2016 Plan

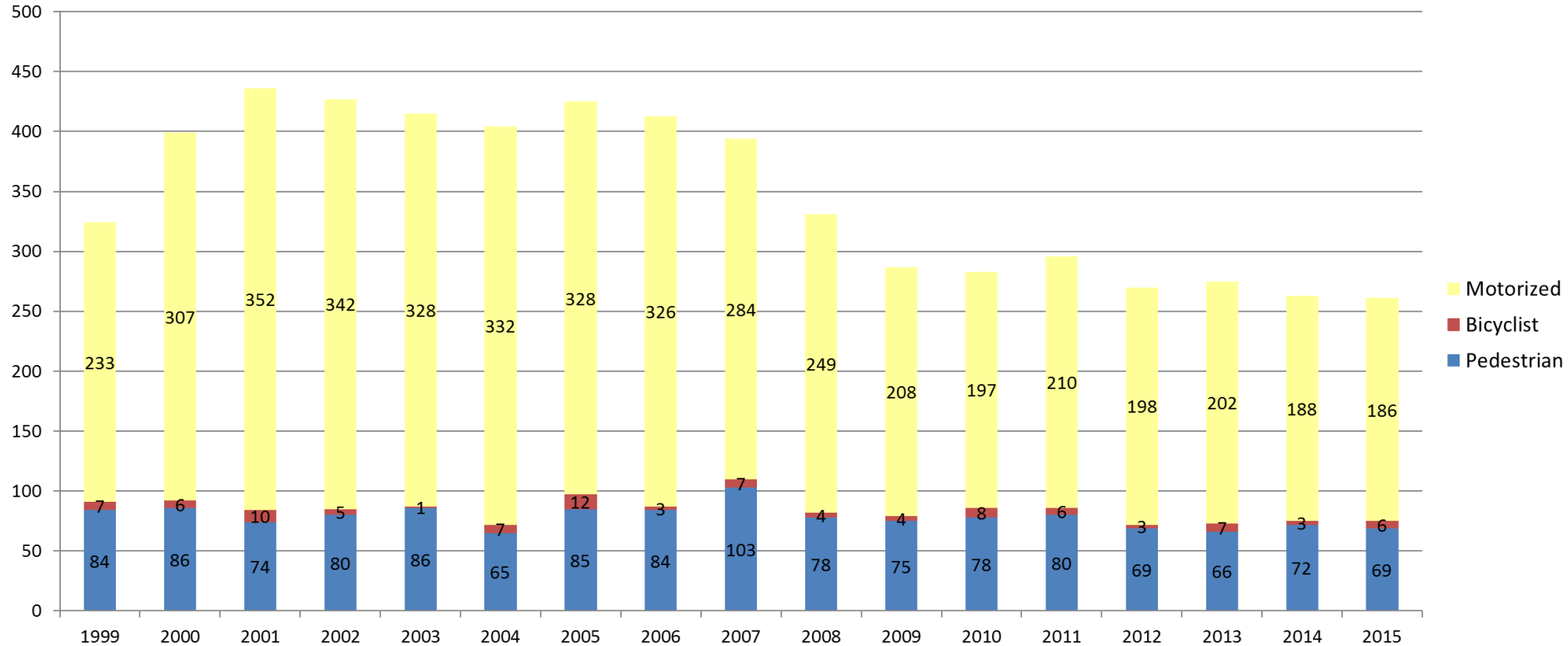
Michael J. Farrell
Senior Transportation Planner

Citizens Advisory Committee
October 13, 2016

Pedestrian, Bicyclist, and Motorized Fatalities in the Washington Region in 2015



Fatalities by Year



Crashes by Jurisdiction

2014	Alexandria City	Arlington Co.	Charles Co.	Fairfax City	Fairfax Co.	Falls Church City	Frederick Co.	Loudoun Co.	Manassas City	Manassas Park City	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	TOTALS
<i>Crashes involving pedestrians</i>	56	143	40	17	188	4	42	53	10	3	424	397	56	1,171	2,064
<i>Crashes involving bicyclists</i>	19	39	13	5	102	3	23	30	5	0	129	87	25	842	1,322
<i>Pedestrian fatalities</i>	0	2	2	0	9	0	1	5	0	0	9	29	5	10	72
<i>Bicyclist fatalities</i>	0	0	0	0	0	0	0	0	0	0	1	1	0	1	3
<i>All traffic fatalities</i>	0	5	8	0	32	1	18	12	0	0	40	98	23	26	263

What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - Multi-year “Tired Faces” Creative
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Television, Gas Station, 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
 - FY 2016 Budget – \$760k for consultant, ad placement
 - Increase from 750k for FY 2015

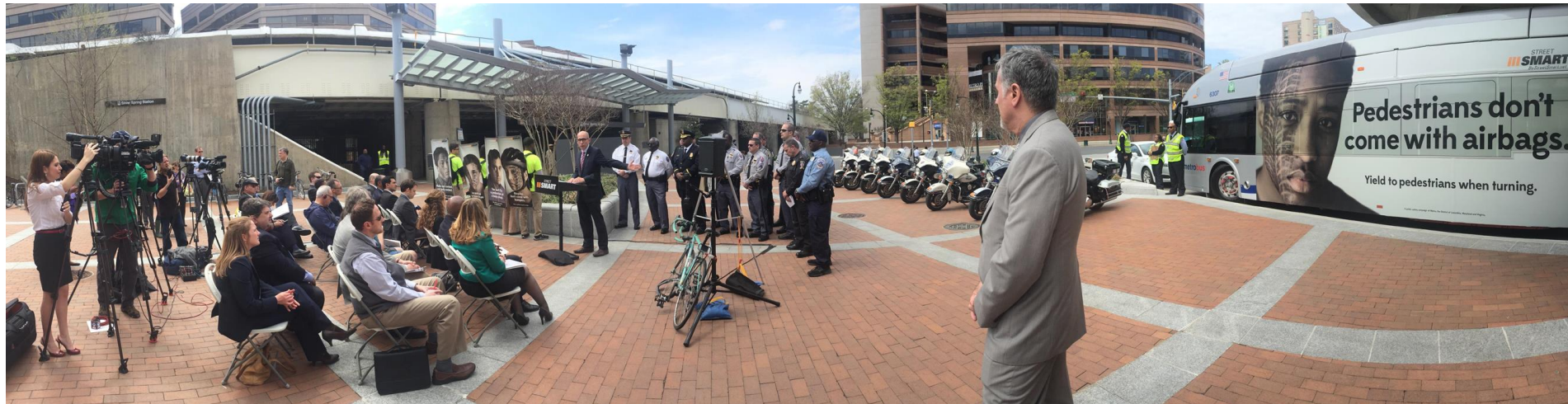


Fall 2015 Press Event



- October 27th at Alexandria City Hall
- Speakers from City of Alexandria, DDOT, Virginia DMV, MHSO, TPB, and Alexandria PD.

Spring 2016 Press Event



- Silver Spring Transit Center – April 11
- Speakers from
 - Montgomery County
 - DDOT
 - WMATA
 - Maryland Highway Safety Office
 - Virginia Highway Safety Office
- Crash Victim Isabel Ricker

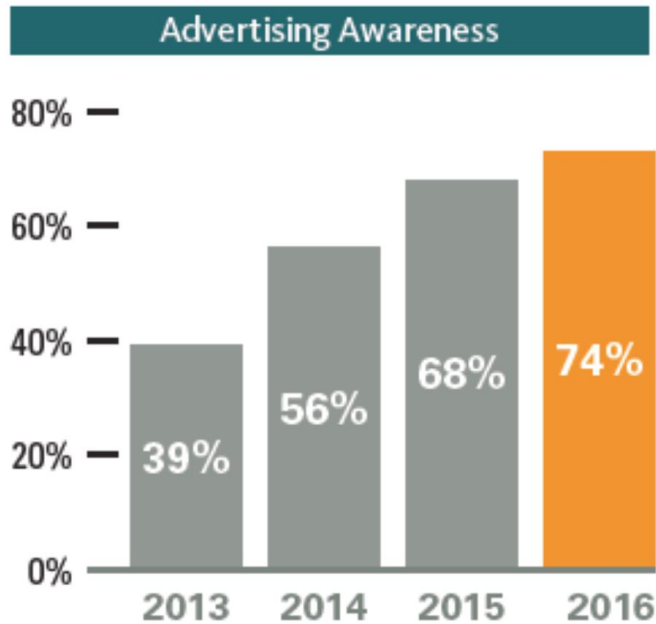


New in 2016: Enforcement Activations

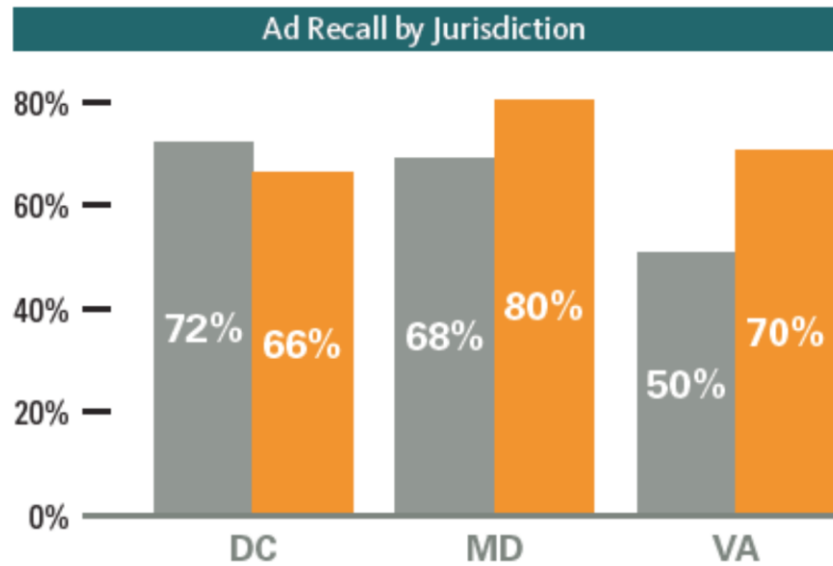
- 4/11: Montgomery County PD (MD)
- 4/25: Metropolitan PD (DC)
- 4/26: Arlington County PD (VA)
- 4/27: Prince George's County PD (MD)
- 4/28: Arlington County PD (VA)
- 5/3: Fairfax County PD (VA)



Spring 2016 Survey Results



Street Smart continues to build on past momentum.



Overall aided awareness increased from 62% in Wave 1 to 74% in Wave 2.



STREET
SMART
BeStreetSmart.net

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET NE, SUITE 300
WASHINGTON, DC 20002

MWCOG.ORG

STREET
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2016
FISCAL YEAR
ANNUAL REPORT
10/01/15
THROUGH
9/30/16



PREPARED BY
SHERRY MATTHEWS, INC.



Metropolitan Washington
Council of Governments

Fall 2016 Campaign



**STREET
SMART**
BeStreetSmart.net

Some mistakes you can't take back.

Look twice for people crossing.

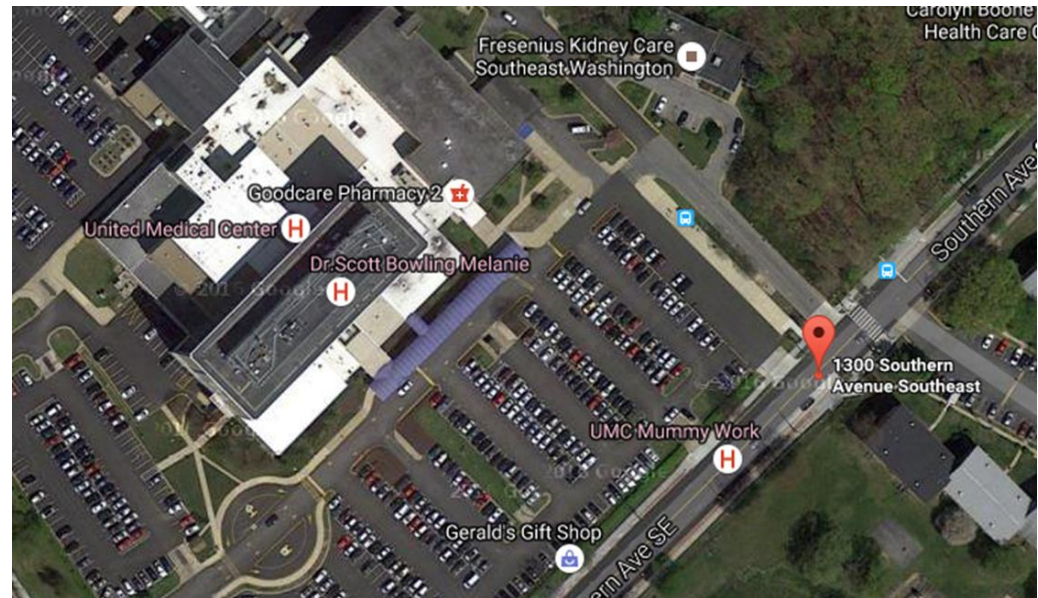
A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

Fall Schedule

FALL CAMPAIGN SCHEDULE	October				November				
	10	17	24	31	7	14	21	28	30
Public Relations									
Press Event 11/4									
Media Tour									
Suggested Enforcement Dates 10/31-11/27									
Enforcement Activations									
Paid Media									
TV :15 Spots									
Pumptoppers									
Exterior Bus Ads									
Digital (YouTube/Pandora/Facebook/Twitter)									
Outreach/Partnerships									
Street Teams									
Digital/Social Media									

Fall Public Relations

- Tentative launch:
Friday, November 4th
10:30 a.m.
- Location – Southern
Ave. SE, United
Medical Center
- Speakers TBD
- Media tour
- Enforcement
activations
- Enforcement 10/30-
11/27



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