

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2023 Campaign

Item #3, Transportation Safety Subcommittee
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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 2023 Budget – \$840k for consultant, ad placement



Rising Pedestrian Deaths

A NATIONAL PROBLEM

- Nationwide, there were 2.37 pedestrian deaths per billion vehicle miles traveled in 2022, up slightly from 2.32 the year prior and continuing a trend of elevated rates beginning in 2020.¹
- Pedestrian deaths are increasing at a faster rate than all other traffic fatalities, rising 77% from 2010-2021 compared to a 25% increase in other traffic fatalities over the same period.¹
- According to 2021 data from the National Highway Traffic Safety Administration, 75% of pedestrian fatalities occurred at night.¹

REGIONAL FACTS

- Preliminary numbers indicate that in 2022, there were 129 pedestrian and 10 bicyclist fatalities, compared to 96 pedestrian and 7 bicycle fatalities in 2021.²
- Pedestrian and bicyclist fatalities in the region increased a staggering 35% in 2022 compared to the year prior.²

¹ Governors Highway Safety Association, [Pedestrian Traffic Fatalities by State: January - December 2022 Preliminary Data](#)

² Preliminary data compiled from DDOT, MDOT, and VHSO in September 2023, subject to change

Pedestrian Share of Traffic Deaths is Rising

- In 2022, 36% of traffic fatalities in the region were pedestrians or bicyclists
- Over the past decade pedestrian and fatalities were typically less than 30%

Pedestrian Share of Traffic Deaths is Rising

	2019	2020	2021	2022
TOTAL WASHINGTON REGIONAL FATALITIES				
Pedestrian	92	94	96	129
Bicyclist	7	5	7	10
All traffic	305	314	358	384

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- Pedestrian and bicyclist fatalities in the region increased 35% in 2022 compared to the year prior.²

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2022 Fatalities by Jurisdiction

2022	Alex. City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manass. City	Manass. Park City	Prince William Co.	Charles Co.	Frederick Co.	Mont. Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	1	2	1	32	0	1	0	0	11	3	9	14	36	19	129
Bicyclist	0	0	0	0	0	1	0	0	0	0	1	4	1	3	10
All traffic	5	4	2	66	0	16	2	0	30	25	30	48	121	35	384
CRASHES															
Pedestrian	45	94	14	191	8	49	8	0	78	33	73	419	425	744	2,181
Bicyclist	13	41	0	74	2	17	2	0	20	10	24	114	98	415	830

Rising Pedestrian Deaths



[Stephen Grasty](#), once the face of the Street Smart campaign, was recently struck by a hit and run driver.

Fall 2023 Campaign



**YOUR
LIFE
IS
FRAGILE.**

Use the crosswalk.

Press Event

Washington, DC

November 17, 2022

SPEAKERS:

Mayor Muriel Bowser, Washington, D.C.
Everett Lott, Director, District Department
of Transportation

Aiden Wilkes, Eagle Academy Student
Chuck Bean Executive Director,
Metropolitan Washington Council of
Governments

Helen Harris, Personal Story, Crash Survivor
Assistant Chief Jeffery Carroll, Metropolitan
Police Department of Washington, D.C

John Saunders, Director, DMV's Virginia
Highway Safety Office

Chrissy Nizer, Maryland Motor Vehicle
Administrator



Press Event



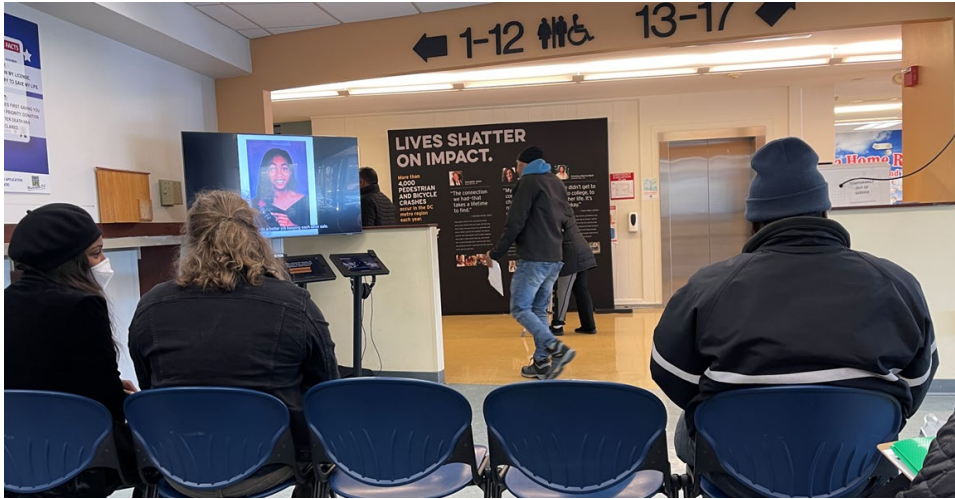
Testimonial Wall Schedule



Date	Jurisdiction	Event/Location	Event Time	Status
October 16-22 Mon - Sun	DC	Howard University 2400 Sixth St NW, Washington, DC	9:00a-5:00p	Complete
October 25 Weds	VA	Street Smart Press Event Vienna Metro Station North Parking Lot	11:00a – 12:30p	Complete
October 27 Friday	VA	GMU 4400 University Drive, Fairfax, VA	11am-2pm	Complete
Nov 5 Sunday	VA	Potomac Mills Mall 2700 Potomac Mills Cir, Woodbridge, VA	11am – 6pm	Complete
November 13- 17 Mon - Friday	DC	DC Dept of For-Hire Vehicles 2235 Shannon Pl SE Washington, DC	8:30a-4:30p Mon-Fri	Complete
November 19 Sunday	MD	Mall at Prince Georges County 3500 E West Hwy, Hyattsville, MD	12pm-6pm	Complete
December 2-3 Sat-Sun	MD	Westfield Wheaton Mall 11160 Veirs Mill Road Wheaton, MD	10a-9p Sat 10a-8p Sun	Complete
December 4-8 Mon-Friday	DC	DC DOT Offices 250 M Street SE Washington, DC	9a-5p TBC	Confirmed
December 12- 15 Tues-Friday	DC	DC Southwest Service Center 95 M St SW Washington, DC	8:15a-4p M, T, Th & F 9:15-4p Wed	Confirmed
December 16- 17 Sat-Sun	MD	Westfield Wheaton 11160 Veirs Mill Road Wheaton, MD	10a-10p Sat 10a-9p Sun	Confirmed



Testimonial Wall Tour



Enforcement Activations



LAW ENFORCEMENT ACTIVATIONS

Enforcement Activations

Date	Venue	Jurisdiction
Nov. 10	Arlington County PD <i>12th Street S and S. Rolfe Street</i>	Virginia
Nov. 14	Montgomery County PD <i>Georgia Ave and Price Road</i>	Maryland
Nov. 15	Metropolitan PD <i>Martin Luther King, Jr. Ave and V Street, SE</i>	Washington, DC
Nov. 16	Metropolitan PD <i>1200 Bladensburg Road, NE</i>	Virginia
Nov. 17	Metropolitan PD <i>Wheeler and Varney Streets</i>	Washington, DC
Nov. 22	Alexandria PD <i>3100 - 3900 Potomac Ave</i>	Virginia
Nov. 22	Montgomery County PD <i>Briggs Chaney and Robey Road</i>	Maryland
Nov. 29	Alexandria PD <i>4600 - 5000 Seminary Road</i>	Virginia

Enforcement Activations

Date	Venue	Jurisdiction
Dec. 1	Arlington County PD <i>5900 Block of Little Falls Road</i>	Virginia
Nov. 7 – Dec. 4 (various dates)	Prince William County PD <i>Sudley Road between I-66 and Rixlew Ave.</i> <i>Prince William Parkway between I-95 and Minnieville Road</i> <i>Richmond Highway between Mary's Way and Powell's Creek Blvd.</i>	Virginia
Dec. 6	Fairfax County PD <i>Route 1 and Lockheed Blvd.</i>	Virginia

Fall Enforcement Results

More than 99.6% of enforcement actions aimed to correct driver behavior.

	Citations	Warnings	Arrests	TOTAL
TOTAL	3,499	1,461	925	5,885

Reported by Montgomery County PD, Prince William County PD, Metropolitan PD, Arlington PD, Alexandria PD and Fairfax County PD.

Earned Media Results



EARNED MEDIA RESULTS



Earned Media Results

	News Stories	Publicity Value	Estimated Potential Reach / Ratings
Broadcast	37	\$691,911	1,622,007
Online	10	\$389,063	8,412,179
TOTAL	47	\$1,080,974	10,034,186

Coverage Highlights

WUSA 9 News Weather Sports VERIFY WUSA 9+ WUSA 9

ADVERTISE WITH US GET UP DC CONTESTS ENVIRONMENT WASHINGTON CO

DC mayor discusses plans with Street Smart campaign

Bowser was joined by other city officials to speak on the new campaign that comes as a result of the DC Build Back Better Infrastructure Task Force report.

- Connecticut Ave NW
- New York Ave NE
- North Capitol Street
- Blair Road NW
- Wheeler Road SE

abc7 NEWS ON YOUR SIDE NEWS WEATHER CHIME IN I TEAM SPORTS WATCH

District Street Safety Campaign

by 7NewsDC | Wednesday, December 14th 2022

LOCAL WOMAN JOINS CAMPAIGN TO SPREAD AWARENESS ABOUT STREET SAFETY

Streetsmart

Washington ABC7 — Recent data shows 93 pedestrians, and 7 bicyclists were killed in traffic crashes last year on DC Roadways. Helen Harris, Campaign Spokesperson for Street Smart shared how

Coverage Highlights

The screenshot shows the WUSA9 website header with navigation links for News, Weather, Sports, and VERIFY. Below the header, there are links for ADVERTISE WITH US, GET UP DC, CONTESTS, ENVIRONMENT, and WASHINGTON CO. The main article is titled "Safety advocates beg drivers to slow down as pedestrian deaths rise" under the TRAFFIC category. The text below the title states: "There have been at least nine pedestrian deaths in the region in the month of November." Below the text is a video player showing a scene with flowers, a candle, and a pumpkin on a sidewalk, with a play button overlay.

The screenshot shows the wtopnews website header with navigation links for News, Traffic, and Weather, and a Login button. The main article is titled "Fall safety tips for pedestrians, drivers, cyclists as daylight wanes". Below the title, the author is listed as Kristi King with the email kking@wtop.com and the date November 17, 2022, 8:01 PM.

Paid Media



PAID MEDIA



Campaign Details

- 175 bus tails + 25 bonus tails; 350 bonus interior cards on Metrobus
- DC Metro Region
- 11/14 through 12/11

Estimated Impressions for 4 weeks

- 175 bus tails: 5,923,654
- 25 bonus bus tails: 846,236
- 350 interior cards: 1,242,500

As of 1/31 there were still 57 bus tails up and 48 interior cards still posted.



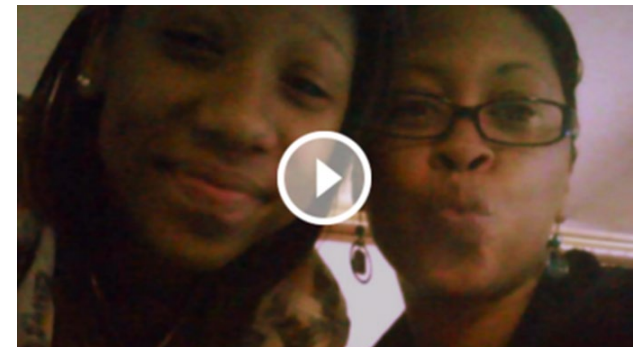
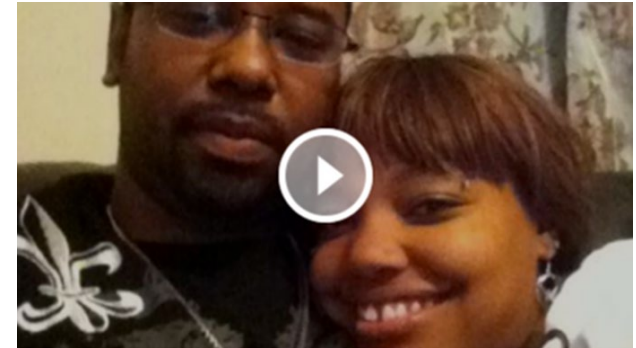
Digital Ads

Campaign Details

- 15- and 30-second TV spots on YouTube and Google Display Network
- DC Metro Region
- 11/21 through 12/11

Performance

- 6,271,534 impressions served (skippable)
- 4,327,073 completed video views
- 3,031,777 involvements (*the combination of active engagements [likes, retweets, etc.], 70% skippable video completions, and 50% clicks*)
- 68% view rate, up from 35.64% in FY21
- 48% involvement rate, up from 25.02%



Over the Top/Connected TV

- Targeted ads on streaming services and connected devices
- DC Metro Region
- 11/21 through 12/11
- 2,688,768 impressions
- 2,544,272 video views (95% completion rate)



A one-question survey was delivered to those who previously viewed a Street Smart Ad.

“When driving, are you more careful to stop for pedestrians than you were a month ago?”

- 309 total responses
 - 48 responded “Yes”
 - 8 responded “No”
 - 253 responded with “No change”

Donated Media

- 24 bus cards and 5 bus tails – City of Fairfax CUE
- 156 bus cards – Arlington’s ART
- 220 bus cards – Alexandria’s DASH
- 700 bus cards - Fairfax County
- 13 shelters, 12 digital shelters, 8 Junior Posters – DDOT/Clear Channel
- 116 bus cards and 1 tail – DC Circulator
- 120 bus cards – OmniRide/PRTC
- 6 bikeshare kiosk posters – Prince George’s County
- 30 bus cards – TransIT Frederick Co.



Evaluation Survey

- 601 respondents for benchmark survey during December 7 - 17, 2021
- 600 respondents for post-campaign survey during December 12 - 23, 2022
- Geographically and demographically representative
- Driver and pedestrian segments

Survey Results

The #1 source for pedestrian, driver and cyclist safety information/messages was **news stories**.

Base: Aware of Ads/News Stories	Total Dec 2022 N=349 % (B)
News Story	49 ^A
Television commercial	27
YouTube	23
Ad at a bus stop or bus shelter	19
Facebook	18
Website	18
Inside a bus or Metro car	17
Ad on the back of a bus	17
Ad on the side of a bus	16
Internet ad	16
Twitter	11
School	7
Brochure	4

Aided Awareness

The respondents were shown the ads one at a time and asked if they recalled seeing each one in the past month. **50%** of the respondents recalled seeing at least one of the print and/or video ads. This was an **increase from 46%** reported in 2021.

Base: Total Respondents	Total Dec 2021 N=601 % (A)	Total Dec 2022 N=600 % (B)	Driver Dec 2021 N=522 % (C)	Driver Dec 2022 N=473 % (D)	Pedestrian Dec 2021 N=79 % (E)	Pedestrian Dec 2022 N=127 % (F)
NET (Saw at least one OUTDOOR or VIDEO ad)	46	50	46	48	48	55
NET (Saw at least one OUTDOOR ad)	42	43	42	41	41	53
NET (Saw at least one VIDEO ad)	34	29	35	30	29	25
By Jurisdiction	MD Dec 2021 N=252 % (A)	MD Dec 2022 N=228 % (B)	VA Dec 2021 N=249 % (C)	VA Dec 2022 N=222 % (D)	DC Dec 2021 N=100 % (E)	DC Dec 2022 N=150 % (F)
NET – Saw at least one OUTDOOR or VIDEO ad	52	48	34	42	61	64
NET – Saw at least one OUTDOOR ad	48	43	29	34	59	58
NET – Saw at least one VIDEO ad	40 ^B	30	24	22	45	38

Q.19D) Have you seen this ad in the past month?

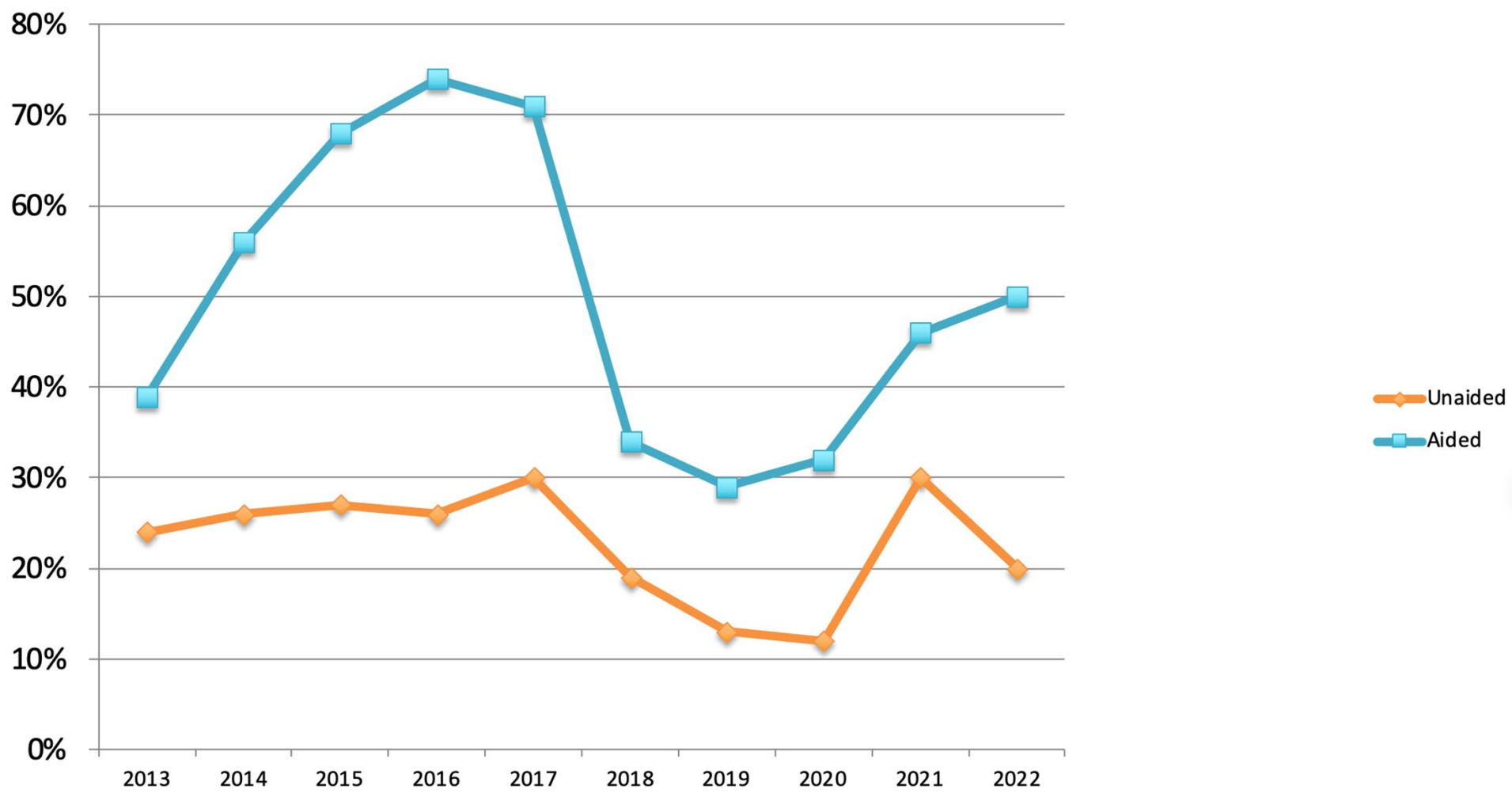
Unaided Awareness

Asked without any visual aid, **20%** of respondents said they recalled seeing “Street Smart” advertising in 2022. This was significantly lower than the **30%** reported in 2021 due to a decrease in Driver recall.

Base: Total Respondents	Total Dec 2021 N=601 % (A)	Total Dec 2022 N=600 % (B)	Driver Dec 2021 N=522 % (C)	Driver Dec 2022 N=473 % (D)	Pedestrian Dec 2021 N=79 % (E)	Pedestrian Dec 2022 N=127 % (F)
Yes	30 ^B	20	32 ^D	19	19	22
No	46	54 ^A	46	56 ^C	47	46
Not sure	24	26	22	25	34	31

Q.19A) Do you recall seeing any advertising for the Street Smart pedestrian or bicycle safety campaign in the past few months?

Long Run Trend

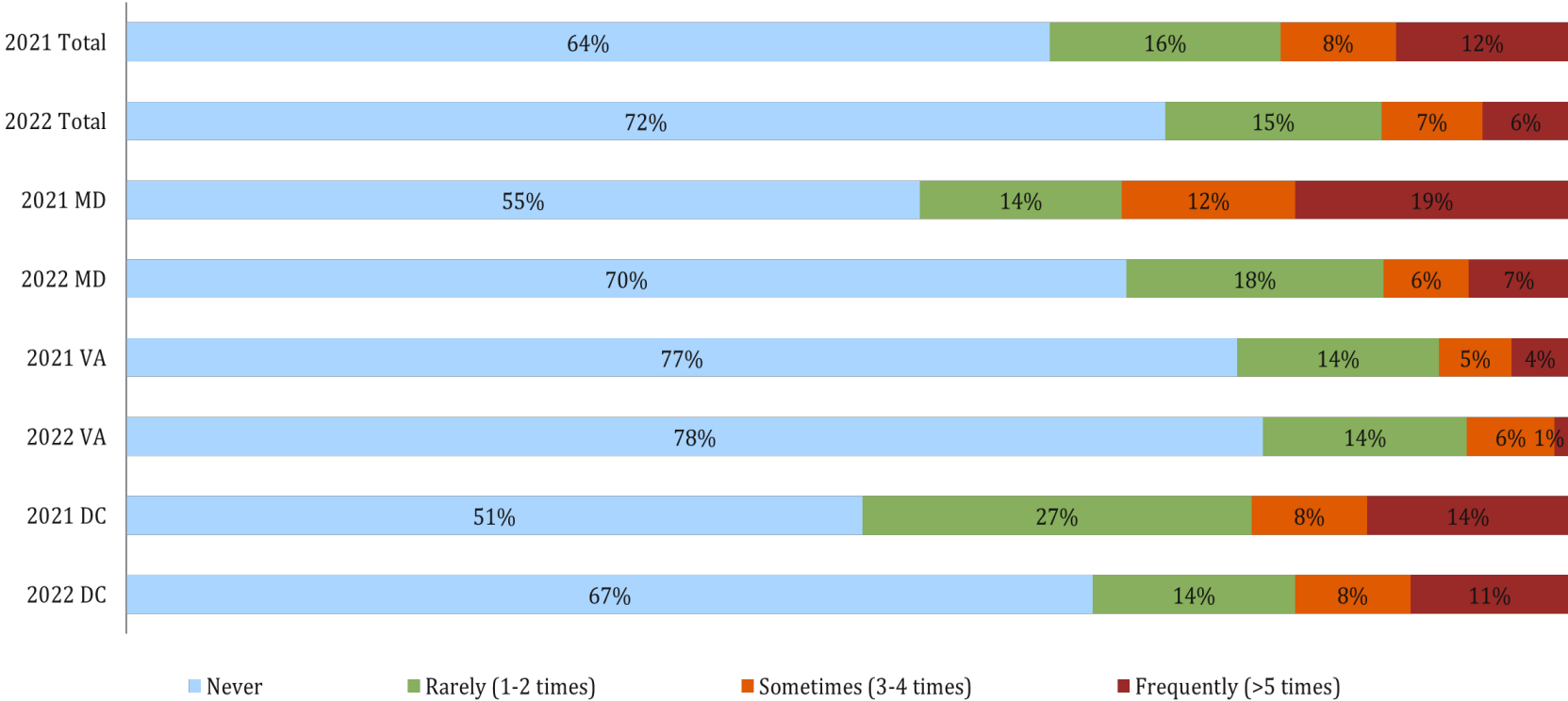


Sources of Ad Recall

- For the sample as a whole in 2022, the four main sources of Street Smart advertising recall were “on buses and public transportation (38%),” “television (34%),” “posters on bus shelters (23%),” and “online (27%).”

Base: Saw / May have seen ad	Total Dec 2021 N=323 % (A)	Total Dec 2022 N=278 % (B)	Driver Dec 2021 N=281 % (C)	Driver Dec 2022 N=210 % (D)	Pedestrian Dec 2021 N=42 % (E)	Pedestrian Dec 2022 N=68 % (F)
On buses and other public transportation	29	38 ^A	27	37 ^C	45	41
Television	36	34	38	35	21	29
Posters on bus shelters	25	30	26	28	17	38 ^E
Radio	24 ^B	16	26 ^D	17	10	12
Online	44 ^B	27	46 ^D	30	33	21
Streaming video	23 ^B	14	26 ^D	17	2	7
Other	2	9 ^A	2	9	2	9

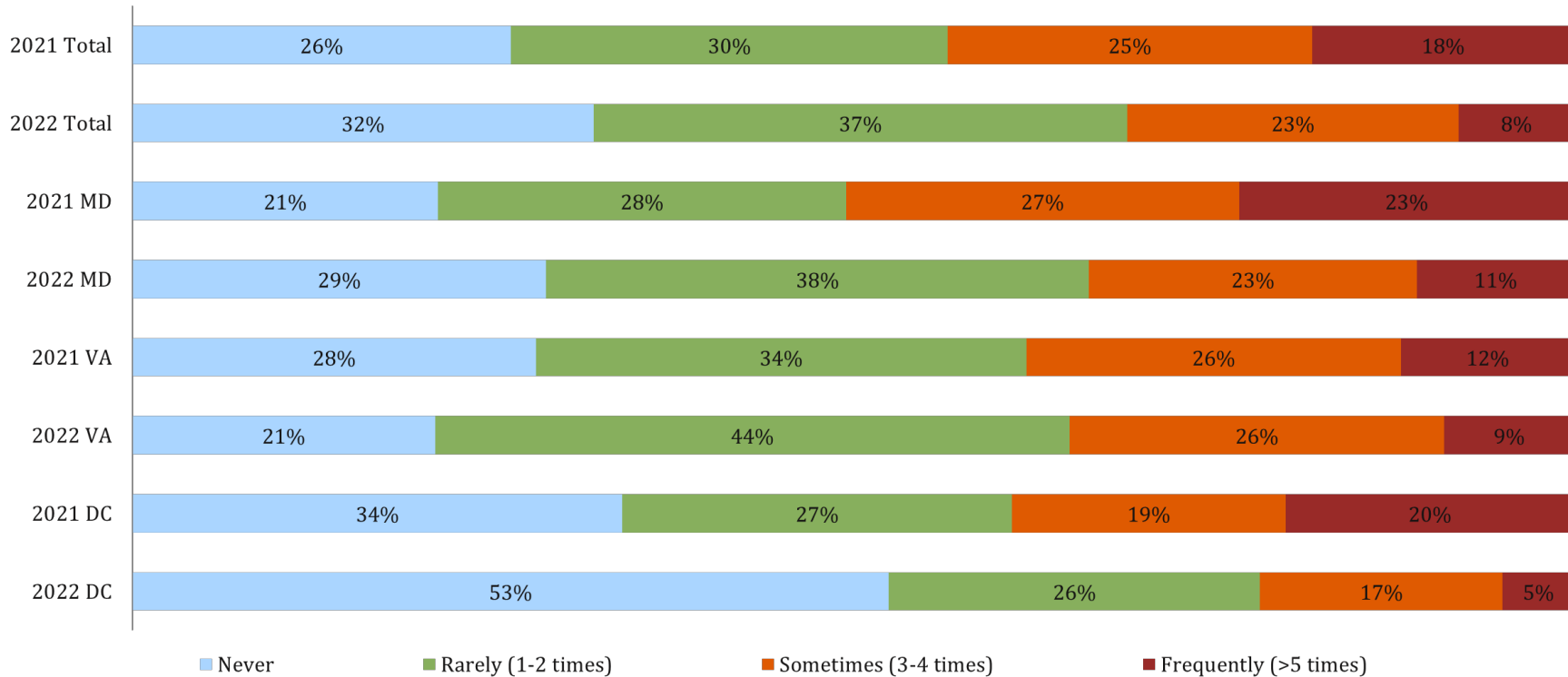
Self-Reported Behavior: Failure to Stop For Pedestrians



Q.6) In the past week, how often have you failed to stop or yield for a pedestrian?

*Self-reported behaviors can be biased. The subjects may not be able to assess themselves accurately. Results should be interpreted as participants' beliefs/intentions in regards to their behaviors.

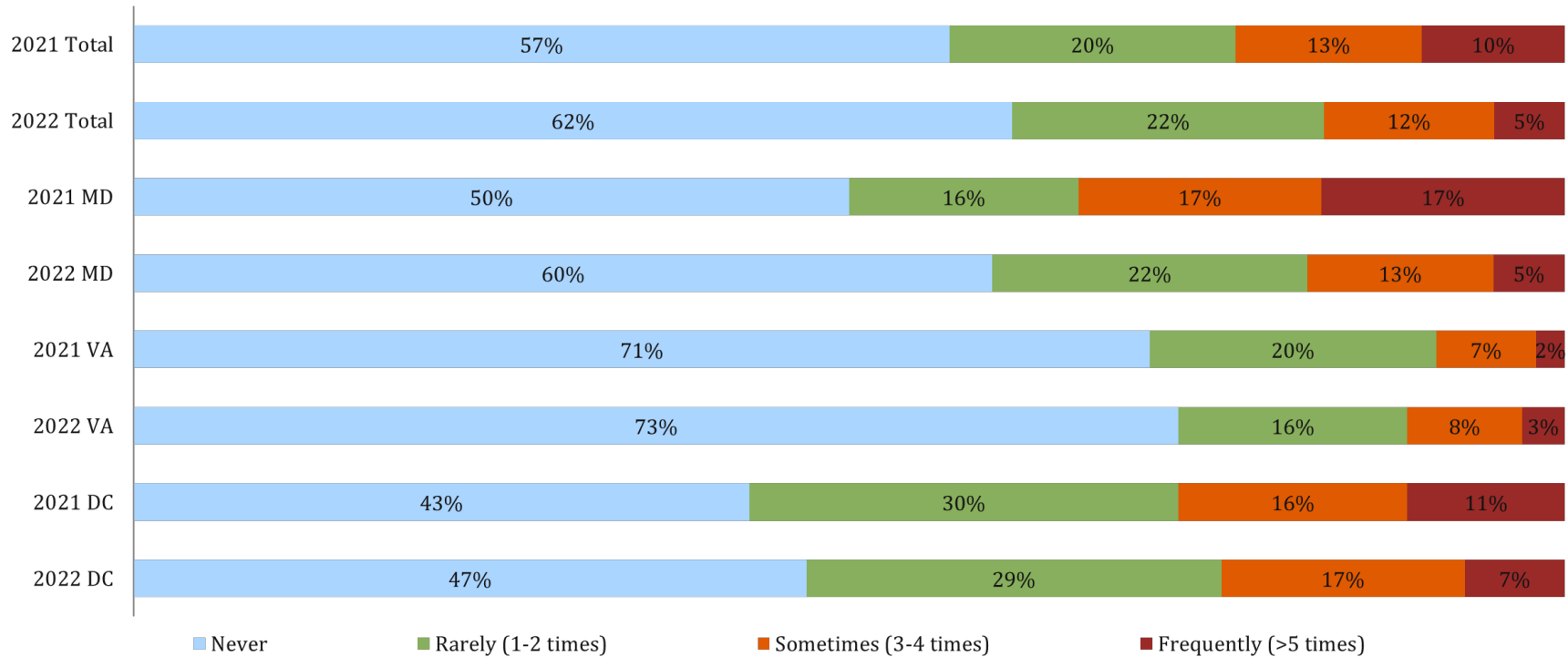
Drove >35mph in a 30mph zone



Q.7) In the past week, on a local road with a speed limit of 30 mph, how often did you drive faster than 35 mph?

*Self-reported behaviors can be biased. The subjects may not be able to assess themselves accurately. Results should be interpreted as participants' beliefs/intentions in regards to their behaviors.

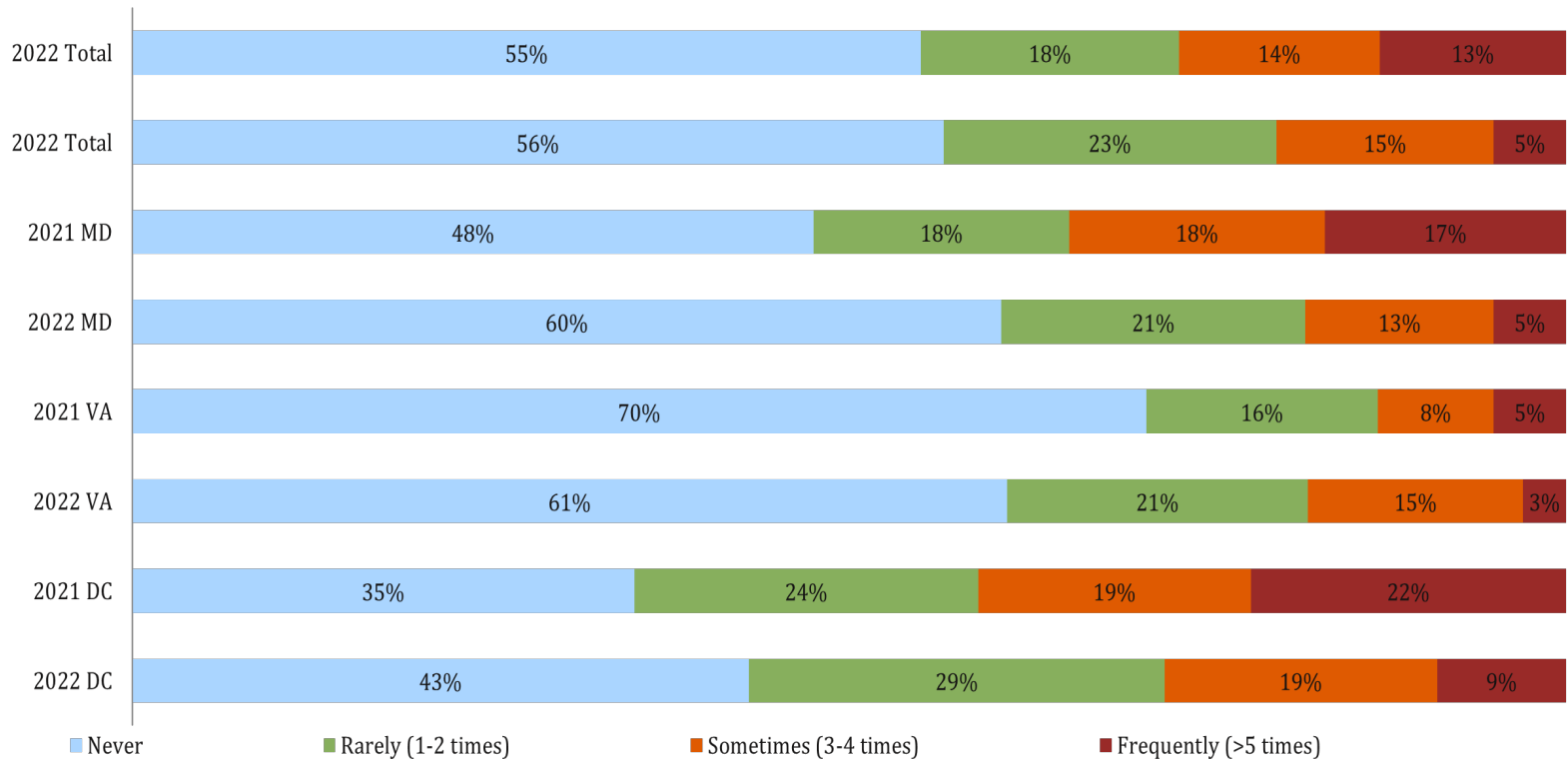
Crossed Unsafely Mid-Block



Q.8) In the past week, how often have you illegally or unsafely crossed mid-block?

*Self-reported behaviors can be biased. The subjects may not be able to assess themselves accurately. Results should be interpreted as participants' beliefs/intentions in regards to their behaviors.

Crossed Against the Walk Signal



Q9: In the past week, how often have you crossed against the walk signal?

Conclusions

- Overall, people recalling at least one of Street Smart's ads slightly increased.
- News stories and outdoor (bus/transit) ads were determined as important sources for pedestrian safety information/messaging.
- People self-reported better driving and crossing behaviors.

Recommendations

- Existing “Shattered Lives” Creative has under-performed relative to previous “Tired Faces” creative
 - Carry out Spring 2023 Campaign Using the Existing Creative
 - Develop new campaign creative in FY 2024
 - Carry out a literature review of available non-copyrighted creative
 - Continue to use Testimonial videos

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