



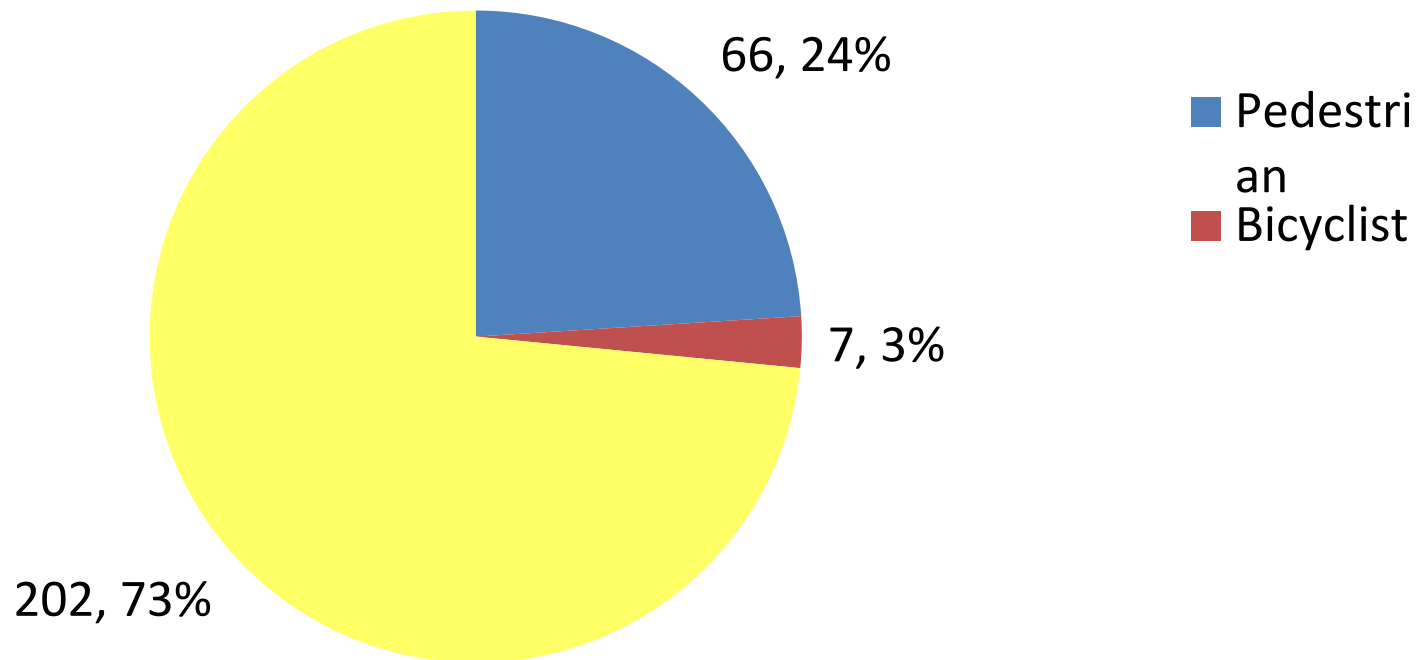
Pedestrian and Bicycle Safety Program

Regional Public Transportation Subcommittee
Item #2
2/24/2015

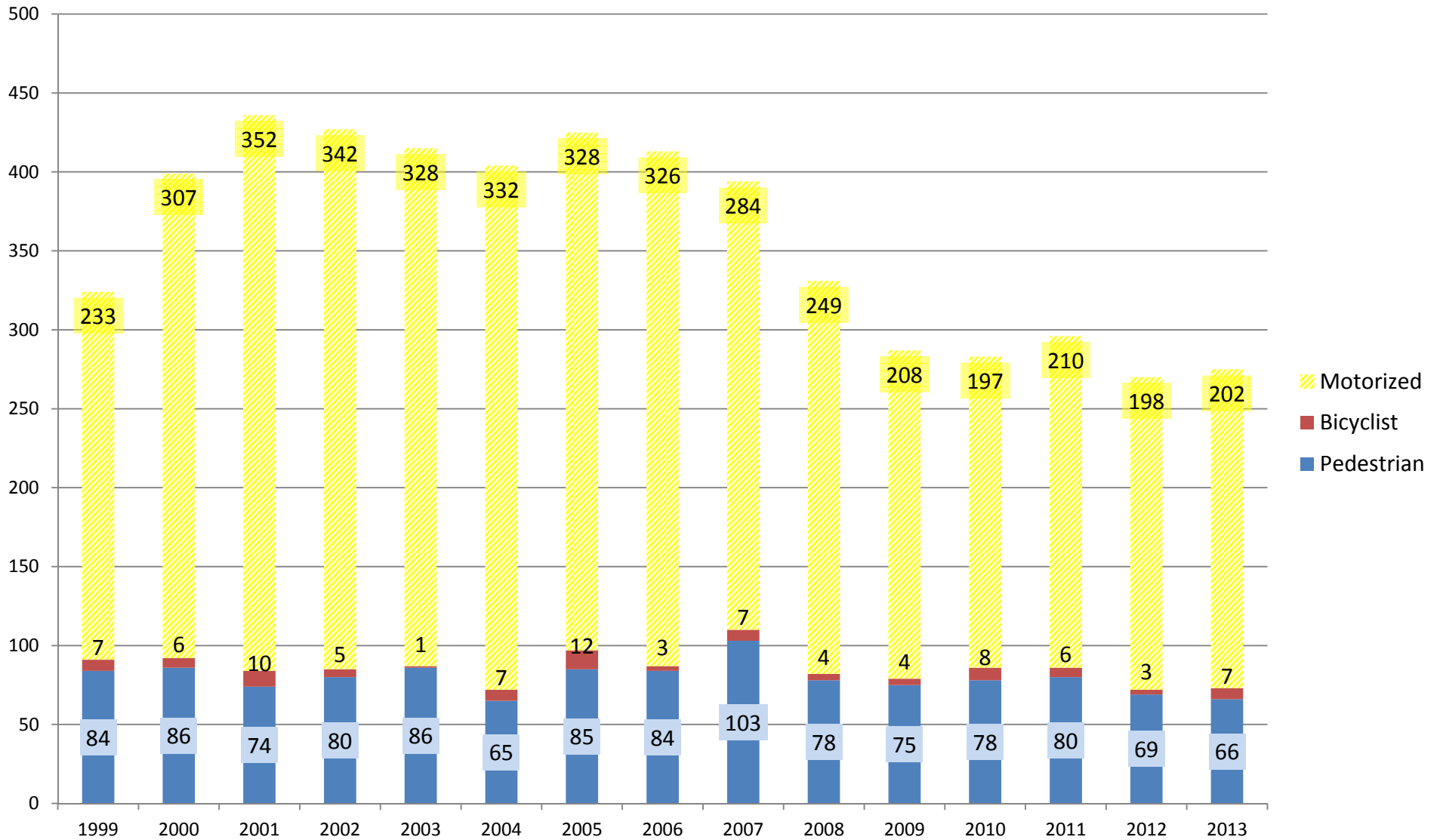
The Problem

- Pedestrian fatalities have increased nationally since 2009
 - The Washington Metropolitan Area ranks 24th out of the 51 largest metro areas in terms of pedestrian fatalities per capita.
- Pedestrian and bicyclist fatalities account for more than ¼ of the region's traffic fatalities
 - That proportion has been rising as other types of fatalities have decreased

Pedestrian, Bicyclist, and Motorized Fatalities in the Washington Region in 2013



Traffic Fatalities in the Washington Region, 1999-2013



2/24/2014

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



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
 - FY 2015 Budget – \$738k

“Tired Faces”



Pumptoppers



**Pedestrians
don't come
with airbags.**

Yield to pedestrians when turning.

**STREET
SMART**
BeStreetSmart.net

980.575.6762 www.AllOverMedia.com

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

Slow down and watch for pedestrians.

**STREET
SMART**
BeStreetSmart.net

980.575.6762 www.AllOverMedia.com

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

Al doblar, cede el paso a los peatones.

**STREET
SMART**
BeStreetSmart.net

980.575.6762 www.AllOverMedia.com

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

Slow down and watch for pedestrians.

**STREET
SMART**
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**STREET
SMART**
BeStreetSmart.net

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

Slow down and watch for pedestrians.

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

Al doblar, cede el paso a los peatones.

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**STREET
SMART**
BeStreetSmart.net

Pedestrians don't come with airbags.

Yield to pedestrians when turning.

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Spring 2014 Survey Results

- 56% said they saw at least one of the three advertising executions.
 - Up from 39% in the Spring 2013 Survey
 - 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 higher for Pedestrians (62%) than for Drivers (51%)
 - Smaller gap than in Spring 2013 Survey (50%/27%)
 - » Shows success in reaching motorists
- 24% were aware of enforcement after, up from 18% before the campaign
 - Virginia respondents’ awareness of enforcement increased from 12% to 23%.
- Most saw ads on buses and other public transportation
 - Pro bono ads were critical – worth 4-5X the paid media budget



PREPARED BY
SHERRY MATTHEWS, INC.

STREET
SMART
BeStreetSmart.net

2014
FISCAL YEAR
ANNUAL REPORT

10/01/13

THROUGH

9/30/14

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC SAFETY CAMPAIGN

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

2/24/2014

FY15 Street Smart Fall Schedule



FALL – WINTER	October				November				December				January				February			
	7	14	21	28	3	10	17	24	1	8	15	22	5	12	19	26	2	9	16	23
PUBLIC RELATIONS																				
Press Event																				
Media Tour																				
Suggested Enforcement Dates																				
MEDIA																				
Radio :15 Traffic Sponsorships																				
Pumptoppers																				
Exterior Bus Ads																				
OUTREACH/PARTNERSHIPS																				
Driver-specific Outreach																				
Digital/Social Media																				
PSA Radio Network																				

Fall Budget: \$300k

Target Demographic: Adults Aged 18-49

Fall Press Event

- November 7th on Sherman Ave. in Washington, DC
- Speakers from FHWA, DDOT, VDOT, and Prince George's County Police Department
- Kenniss Henry, mother of bicyclist killed spoke
- Live enforcement "crosswalk sting" demo
 - Photos from the event: https://www.dropbox.com/sh/ynwaqi78l8w5e57/AABB_PhaaE5BS08wZLUcHxBWa?n=16602746#/
 - All press documents: <http://www.sherrymatthews.com/pr/streetsmart/>



Spring Campaign

- March 23 – April 19
- Press Event
 - March 25th, 2015
 - College Park, Prince George's County
 - Speakers TBD

Spring 2015 Paid Media: Bus Ads



- 4 weeks
- 115 kings, 200 bus cards



Spring 2015 Paid Media: Pumptoppers



- 4 weeks
444 cards at
116 gas stations



Spring 15 Paid Media: Radio



- 15-second English and Spanish radio liners
- Drive time radio
- 2 weeks
- 7 radio stations
- April 6 – April 19th, 2015





Spring 2015 Paid Media: Television & Digital



- TV
 - New Creative under development
 - “Tired Faces” theme
 - 15 second spots, English and Spanish
 - 80% NBC, 20% Univision
- Digital
 - YouTube - 15 second spots
 - Pandora – 15 and 30 second clips

FY 2015 Street Teams



Fall 2014 Street Teams:

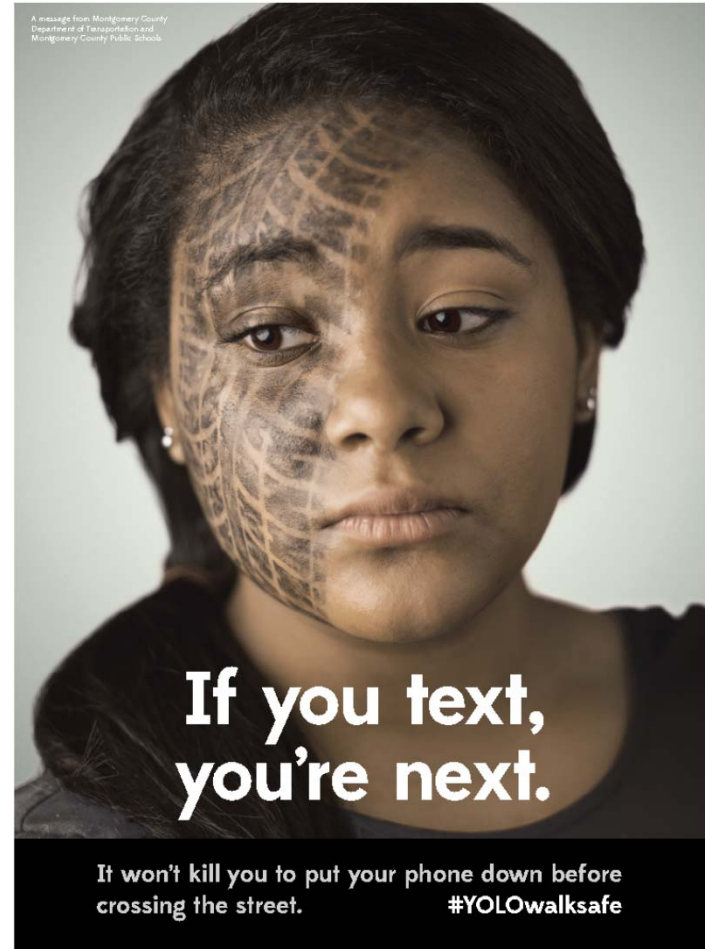
- 10/23, Langley Park, MD193 Wednesday
- 10/29, Georgia and Colesville Rd., Silver Spring
- 11/10 Silver Hill at Suitland Pkwy, Suitland
- 10/28 Loudoun County
- 11/8: Alexandria, King St, between Washington and Union
- 11/11 George Mason University
- 10/13, Wisconsin and M St NW, Georgetown
- 10/21, Minnesota Ave Metro Station
- 11/7, 7th and H NW, Gallery Place/Chinatown



Spring 2015: 9 locations, TBD

Yolo

- Youth Distracted Walking Campaign
- Montgomery County School District/DOT Partnership
 - <http://www.montgomeryschoolsmd.org/safety/index.html>



Please Run our Bus Ads!



- ▣ Four weeks: 3/23 – 4/19
- ▣ Bus Card Concepts: Jaywalking & Bus Safety
- ▣ Exterior Bus Ads Also Available
- ▣ Printing specs (size) and shipping instructions due to kennaw@sherrymatthews.com by 3/5
- ▣ **DEADLINE: March 5th**



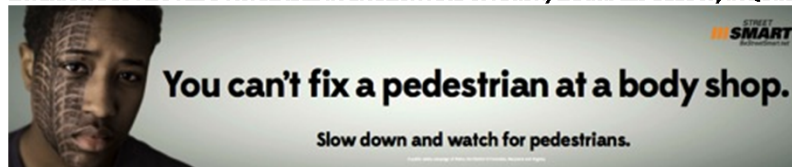
AGENCY:	
CONTACT:	
DELIVERY ADDRESS:	
PHONE:	



The Street Smart 2015 spring campaign is March 23 – April 19. To order free materials for donated media, please send requested quantities, media sizes, printing specs, and shipping/delivery instructions to kennaw@sherrymatthews.com by March 5. Materials can be resized or cobranded. Please call Kenna Williams with any questions at 202-416-0110.

INTERIOR BUS CARDS	SIZE	QUANTITY
<p>Chase a bus and you might catch a car. Don't run for the bus.</p> <p>ENGLISH: Chase a bus and you might catch a car.</p>	11x17	
	11x28	
	Other	
<p>No persigas el autobús. Podría pegarte un carro. No corras tras el autobús.</p> <p>SPANISH: Chase a bus and you might catch a car.</p>	11x17	
	11x28	
	Other	
<p>The penalties for jaywalking vary. Use crosswalks. Wait for the walk signal.</p> <p>ENGLISH: Penalties for jaywalking vary.</p>	11x17	
	11x28	
	Other	
<p>Cruzar a mitad de calle puede costarte mucho. Usa los cruces de peatones. Espera la señal.</p> <p>SPANISH: Penalties for jaywalking vary.</p>	11x17	
	11x28	
	Other	

EXTERIOR BUS ADS ALSO AVAILABLE IN ENGLISH AND SPANISH, EXAMPLES BELOW; INQUIRE FOR OPTIONS





THANK YOU

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