

# STREET **/// SMART**

Fall 2008 Spring 2009 Review

Prepared for the  
Metropolitan Washington Council of  
Governments  
August 2009

PROvuncular  
Research & Strategic Insight



McANDREW  
COMPANY  
Marketing Communications

# 2008 FATALITIES IMPROVE

| Jurisdiction           | 2007 Fatalities | 2008 Fatalities | +/- Change |
|------------------------|-----------------|-----------------|------------|
| District of Columbia   | 27              | 15              | -12        |
| Charles County         | 5               | 1               | -4         |
| Frederick County       | 1               | 0               | -1         |
| Montgomery County      | 17              | 16              | -1         |
| Prince George's County | 29              | 41              | +12        |
| Arlington County       | 1               | 1               | -          |
| City of Alexandria     | 2               | 0               | -2         |
| Fairfax County         | 18              | 4               | -14        |
| City of Fairfax        | 0               | 0               | -          |
| City of Falls Church   | 0               | 0               | -          |
| Loudoun County         | 3               | 0               | -3         |
| City of Manassas       | 0               | 0               | -          |
| City of Manassas Part  | 0               | 0               | -          |
| Prince William County  | 6               | 6               | -          |
| Total                  | 109             | 84              | -25        |

Source: 2008 NHTSA State Traffic Safety Information; MSHA Maryland Highway Safety Office; DDOT 2008 Safety Facts

# FALL 2008 CAMPAIGN



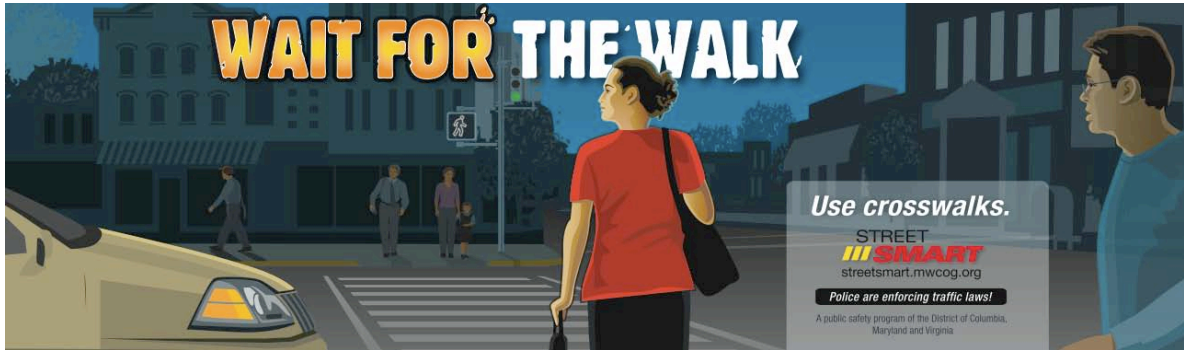
**Cross like your life depends on it.**

*Use crosswalks. Obey signals.  
Look left, right, left.*

STREET  
**/// SMART**  
streetsmart.mwcog.org

**Police are enforcing safety laws!**

# SPRING 2009 CAMPAIGN



**WAIT FOR THE WALK**

*Use crosswalks.*

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**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia



**YIELD to Pedestrians when Turning**

*Stop for Them at Crosswalks.*

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**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia



**YIELD to Bikes when Turning**

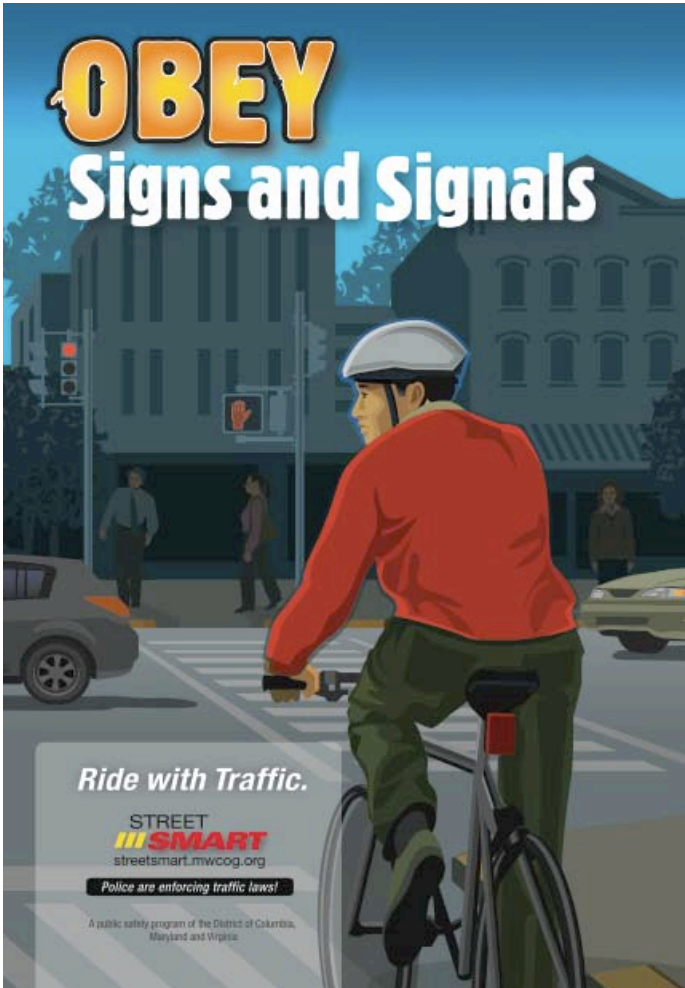
*Give them Room to Ride.*

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**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
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# SPRING 2009 CAMPAIGN



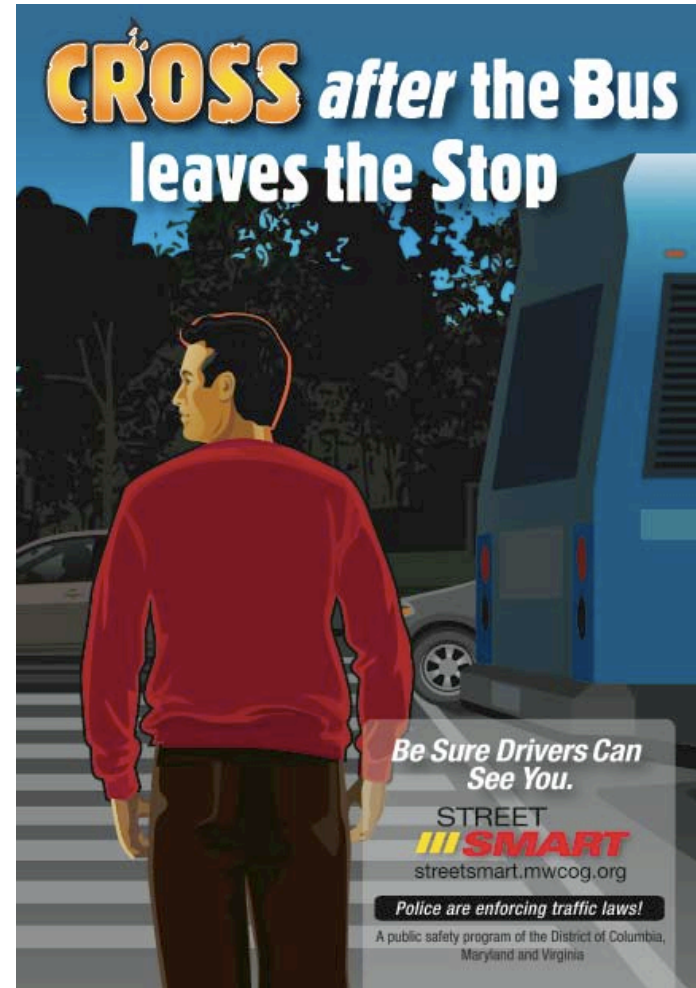
**OBEY**  
Signs and Signals

*Ride with Traffic.*

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**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
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**CROSS** *after the Bus*  
leaves the Stop

*Be Sure Drivers Can See You.*

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# CAMPAIGN HIGHLIGHTS

## Fall 2008 Campaign:

- 570 radio spots
- 16 transit shelters
- 500 interior bus cards
- 150 bus kings
- Internet – in-banner videos thru advertising.com and on wtopnews.com
- 525 posters / 82,000 handouts

## Spring 2009 Campaign:

- 1,010 radio spots
- 57 transit shelters
- 1,024 interior bus cards
- 200 bus backs
- Internet advertising on wtopnews.com and the Undertone Network
- 4,400 posters / 105,000 handouts

# ADDED & EARNED MEDIA

Total Added and Earned Media: \$284,316

- Earned Media Value (combined total): \$100,649
  - Campaign launch events earned more than 4.4 million media impressions with  
48 broadcast hits at least 14 print/online articles
- Added Value (combined total): \$183,667
  - \$63,387 in free radio spots
  - \$109,930 in free outdoor including transit shelters, interior bus cards, bus kings and bus backs
  - \$10,350 in free internet advertising

# ENFORCEMENT

38,961 citations and 4,803 warnings were issued to motorists, pedestrians and cyclists in Alexandria, Fairfax County, Montgomery County and the District of Columbia during the campaign.

\* Actual numbers may be higher. This statistic was based on the actual number of Enforcement Reports received at the conclusion of the campaign.



# SURVEY EVALUATION

The standard methodology used in prior studies was repeated with these 2 waves.

The same exact questionnaire was used in these 2 research projects conducted before and after the Spring 2009 campaign.

Randomly chosen telephone interviews,

Proportioned to the population within the participating areas

N = 300 yields pre and 300 post

± 10% with a 95% confidence level

# MAJOR FINDINGS

- There remains a high level of awareness for pedestrian safety & Street Smart
- Separation of the overall 2009 message into 6 focused messages seems to have broadened retention of each individual message and the program as a whole. However the singular 2008 message registered very high awareness and retention.
- Drivers are more likely than pedestrians to believe they'll be ticketed for not obeying pedestrian safety laws.

# 2009 CAMPAIGN

## MESSAGES

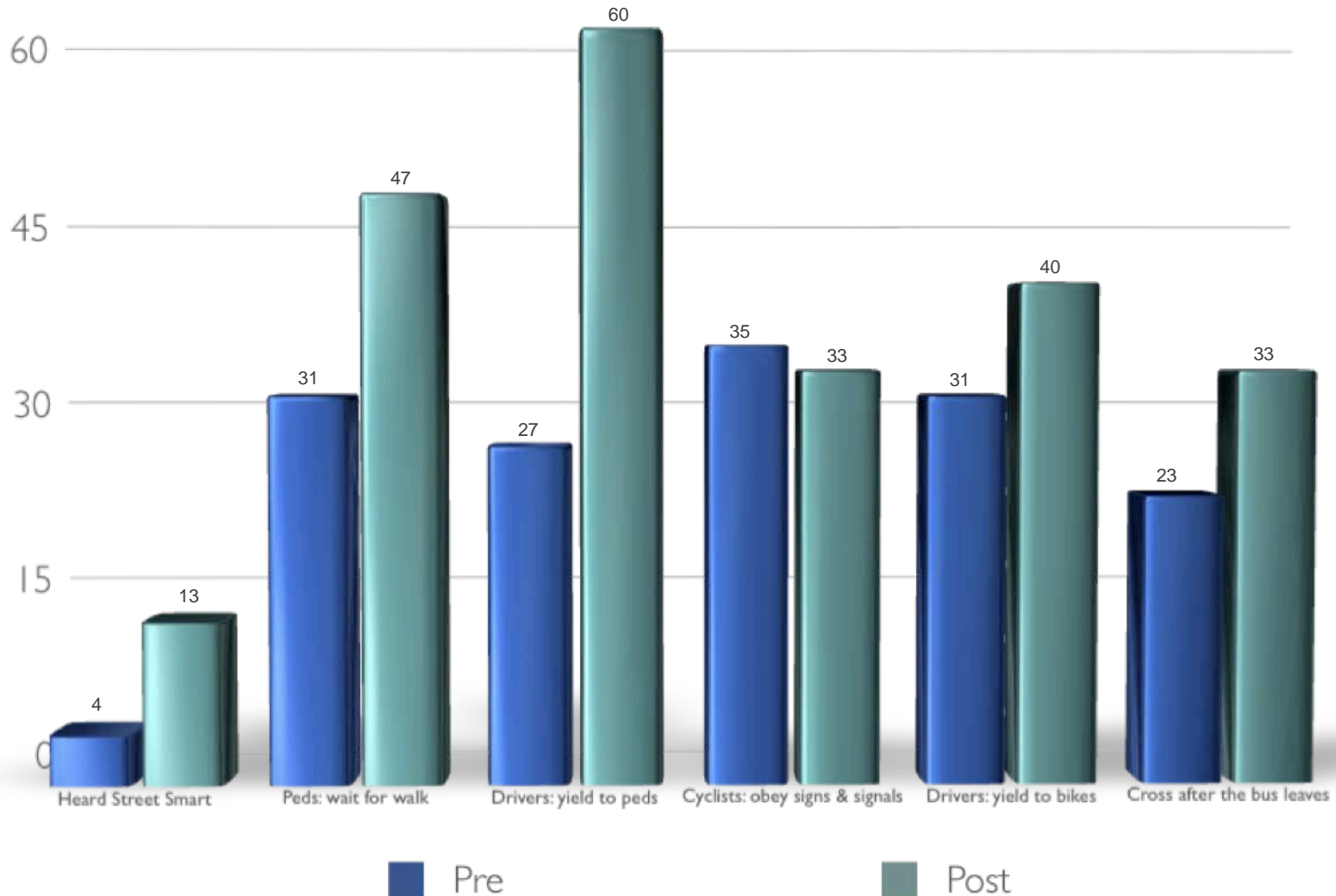
This year it was determined that 6 separate creative messages would address 6 specific issues

- Pedestrians waiting for signals
- Police enforcement
- Drivers yield to pedestrians
- Cyclist obey signs & signals
- Drivers yield to pedestrians
- Safety around busses

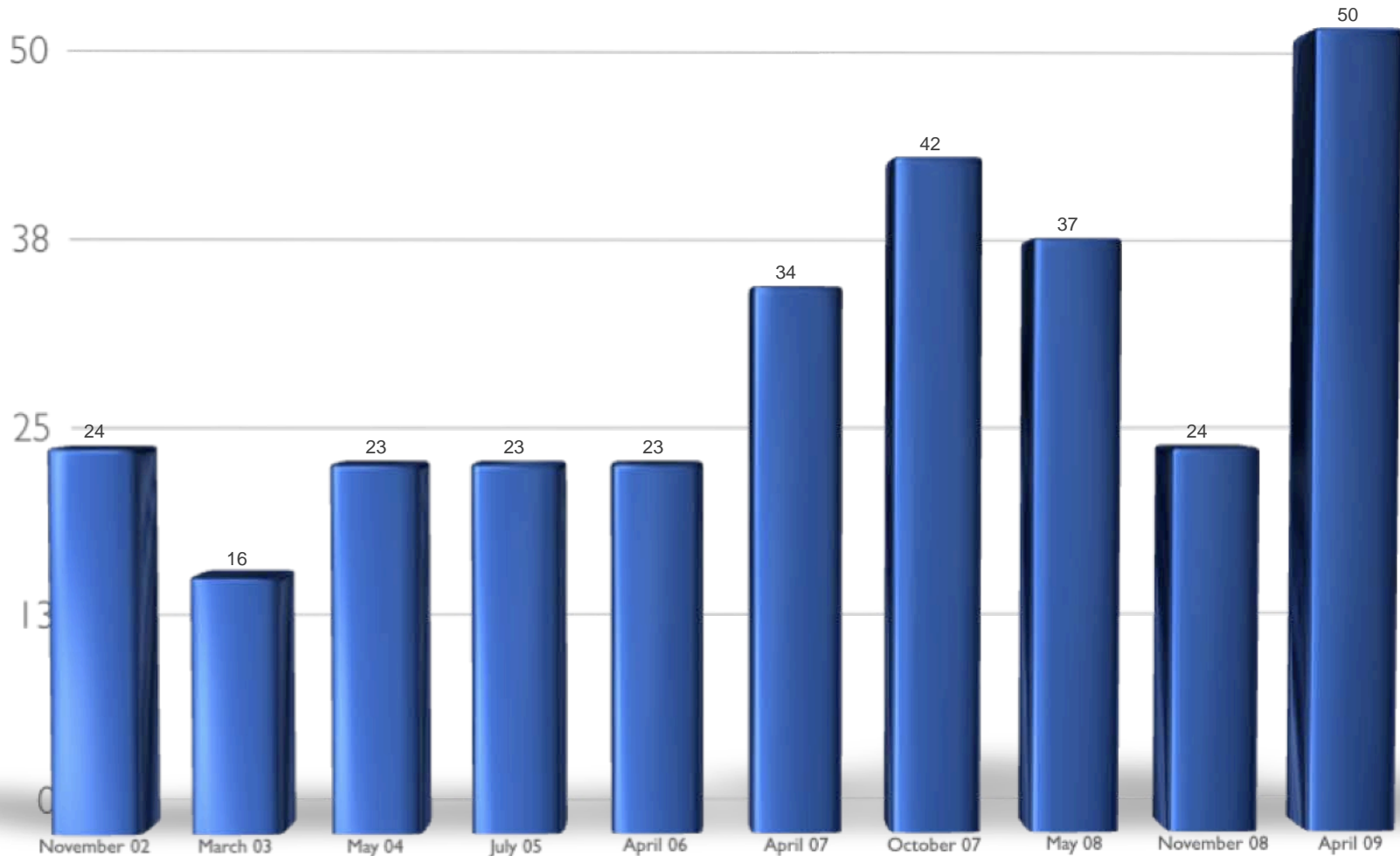
# MESSAGE AWARENESS

- The most dramatic results of any responses were in the category of Message Awareness.
- A new approach was tried with 6 different messages, each addressing 1 concern.
- Every single message went up in total
- And 5 of 6 in our 18 – 34 target

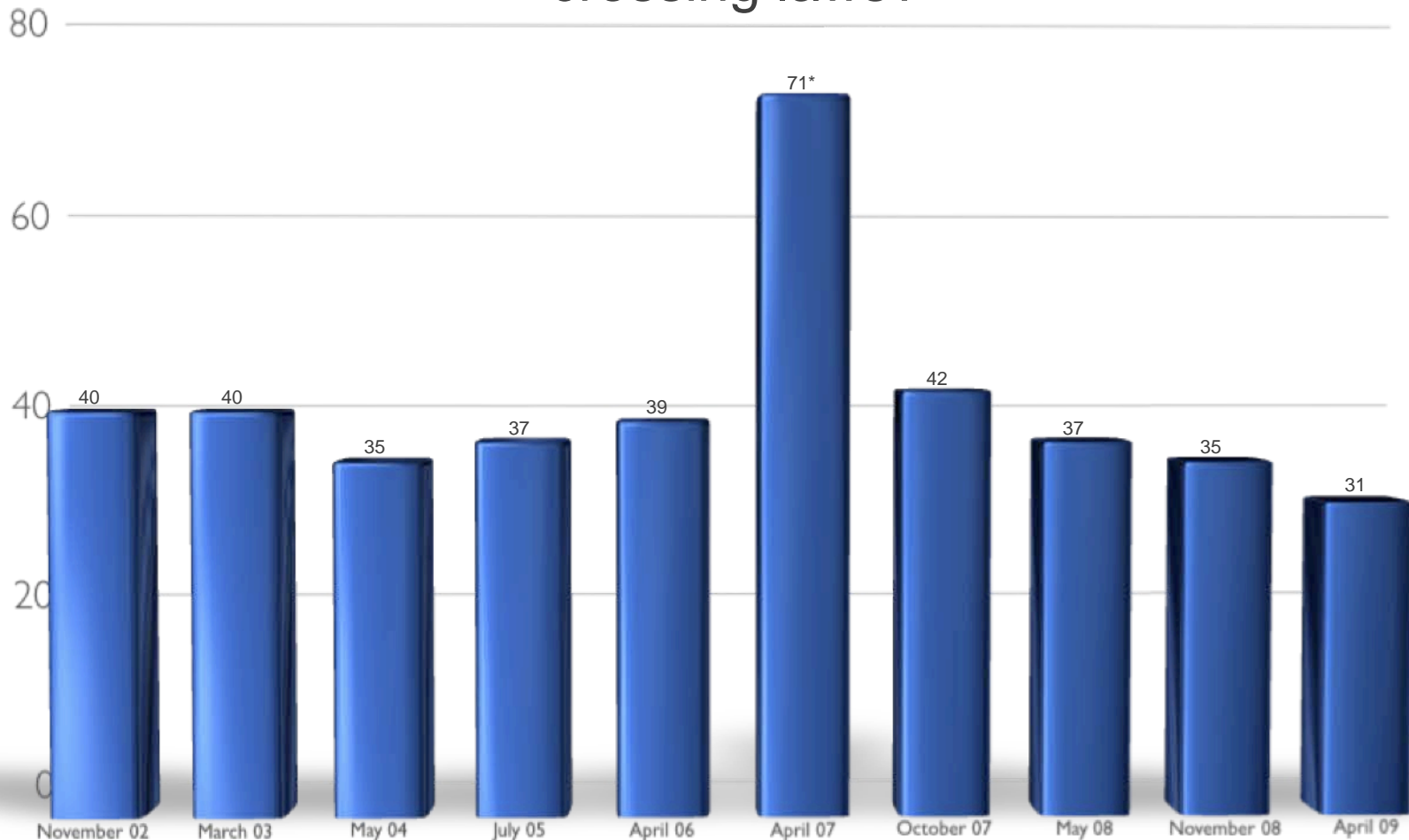
# MESSAGE AWARENESS



For drivers: how strictly do you think police in your area enforce the “Yield or Stop for pedestrians” law in crosswalks?



# For Pedestrians: How strictly do you think police in your area enforce “Crossing against the signal” and improper street crossing laws?



From 2009 Trend Report

\* Spike in April 2007 may be due to higher incidence of fatalities during that time period and media coverage.

# ATTITUDES AND OBSERVATIONS

Note:

For brevity sake, responses without statistically significant variations between Pre & Post tests are not reported here.



# ATTITUDES

- The attitudes about pedestrian safety create a world of extremes
- We presented 9 statements and 7 of them ranked above 81% or below 15%. People feel strongly one way or the other. The two strongest responses:
  - “I think pedestrians are a nuisance” = 93%
  - “When I’m a pedestrian, I think pedestrian laws are a nuisance.” = 94%

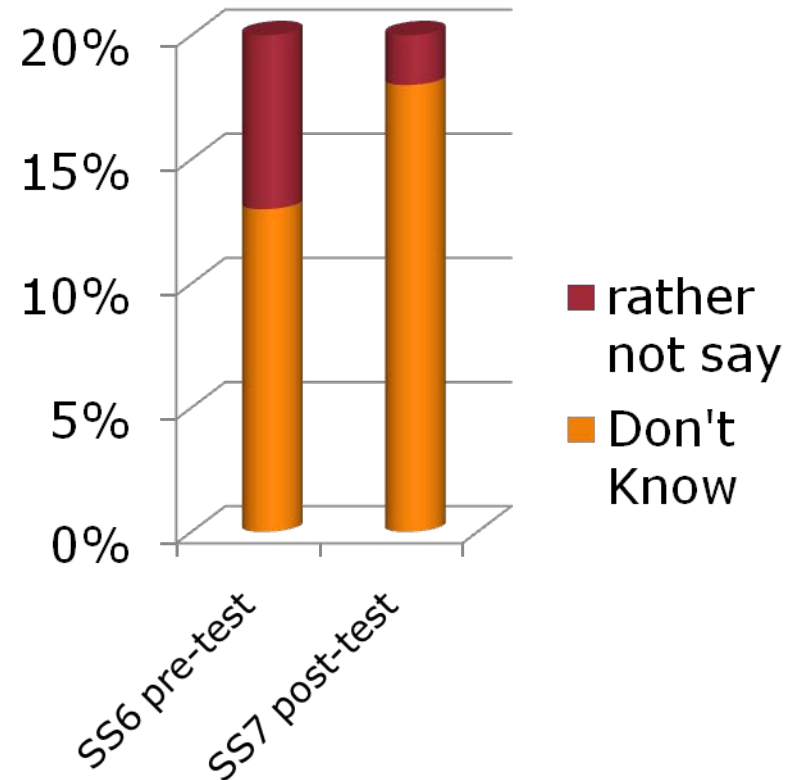
# OBSERVATION

Saw pedestrians walk out w/o concern for cars

- Question 9 shows an increased sensitivity to pedestrian activities by our 18 – 34 target demographic.
- While total respondents observations dropped from 78% down to 75% (a good indicator of actual behavior.)
- Our 18 – 34's observation went from 85% up to 93%, probably caused by high awareness of pedestrian behavior.

# WHERE YOU HEARD IT?

- All of the answers like TV, radio, etc. remained consistent between pre & post.
- One interesting and statistically significant findings was the number of respondents that said they heard the message, but didn't know where they heard it or chose not to answer.



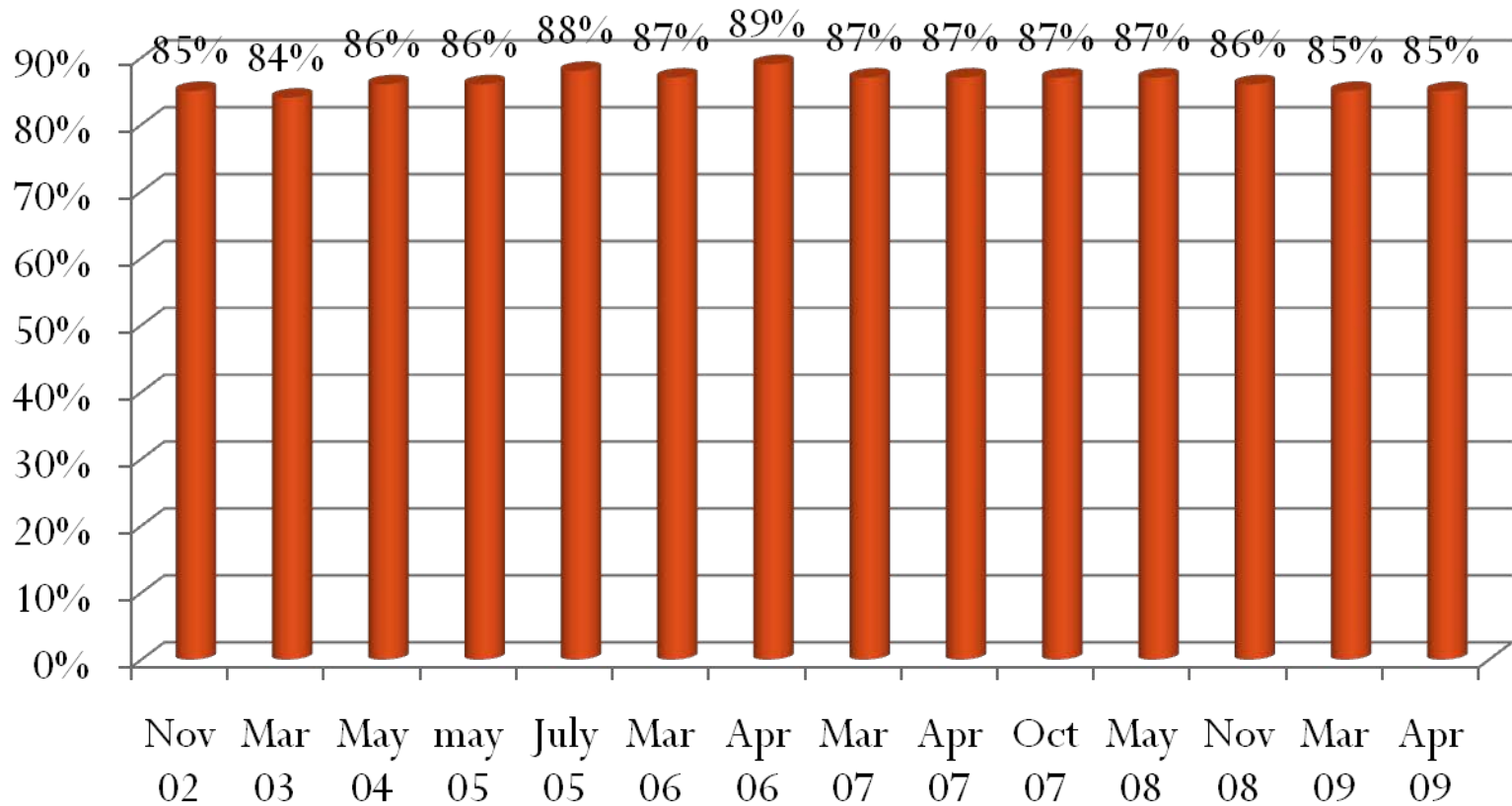
# 2009 TREND REPORT

# TREND FINDINGS

- Most findings are very consistent over time
- Most post-surveys are statistically significantly higher than the parallel pre-tests
- The observed “stop or swerve to avoid a pedestrian” and the admission by drivers that they “failed to stop for pedestrian in a crosswalk” indicates drivers believe they drive better than what is observed.
- Improved awareness of enforcement indicates the enforcement message and actual enforcement are being recognized.
- The most consistent of all indicators has been awareness of “pedestrian laws”

# AWARE OF PED YIELD

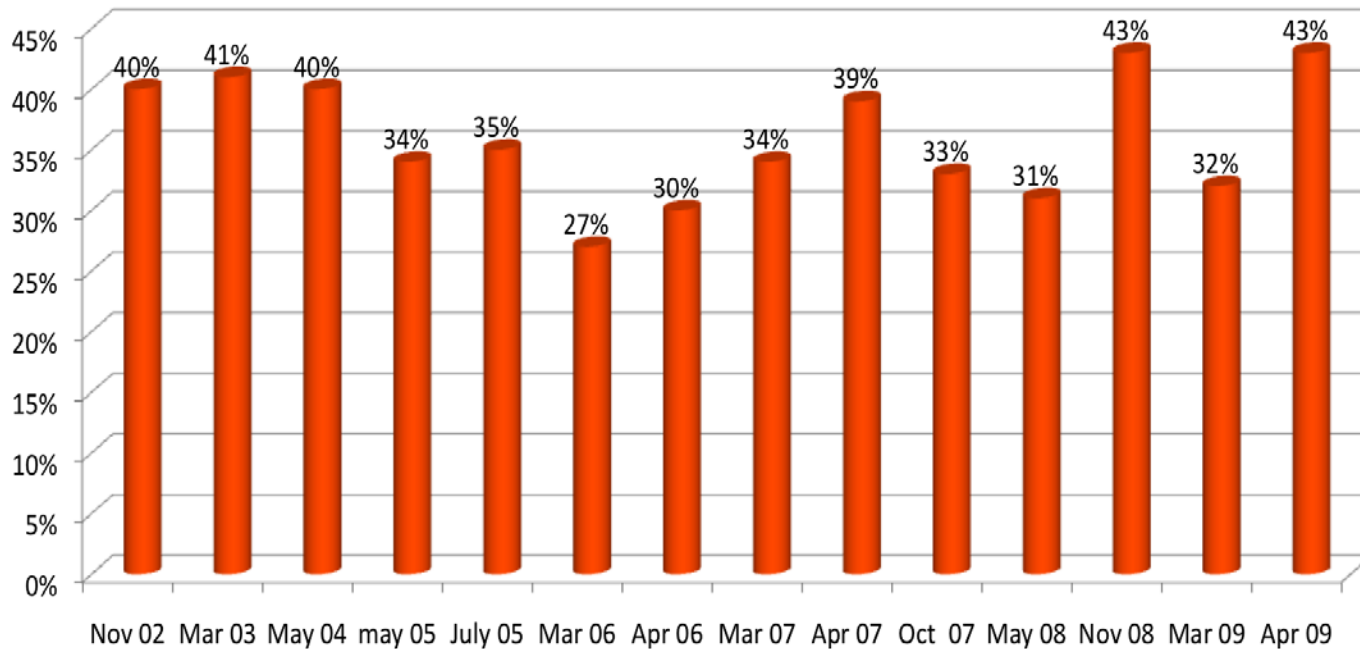
## Aware of Pedestrian LAWS



# OBSERVED PED

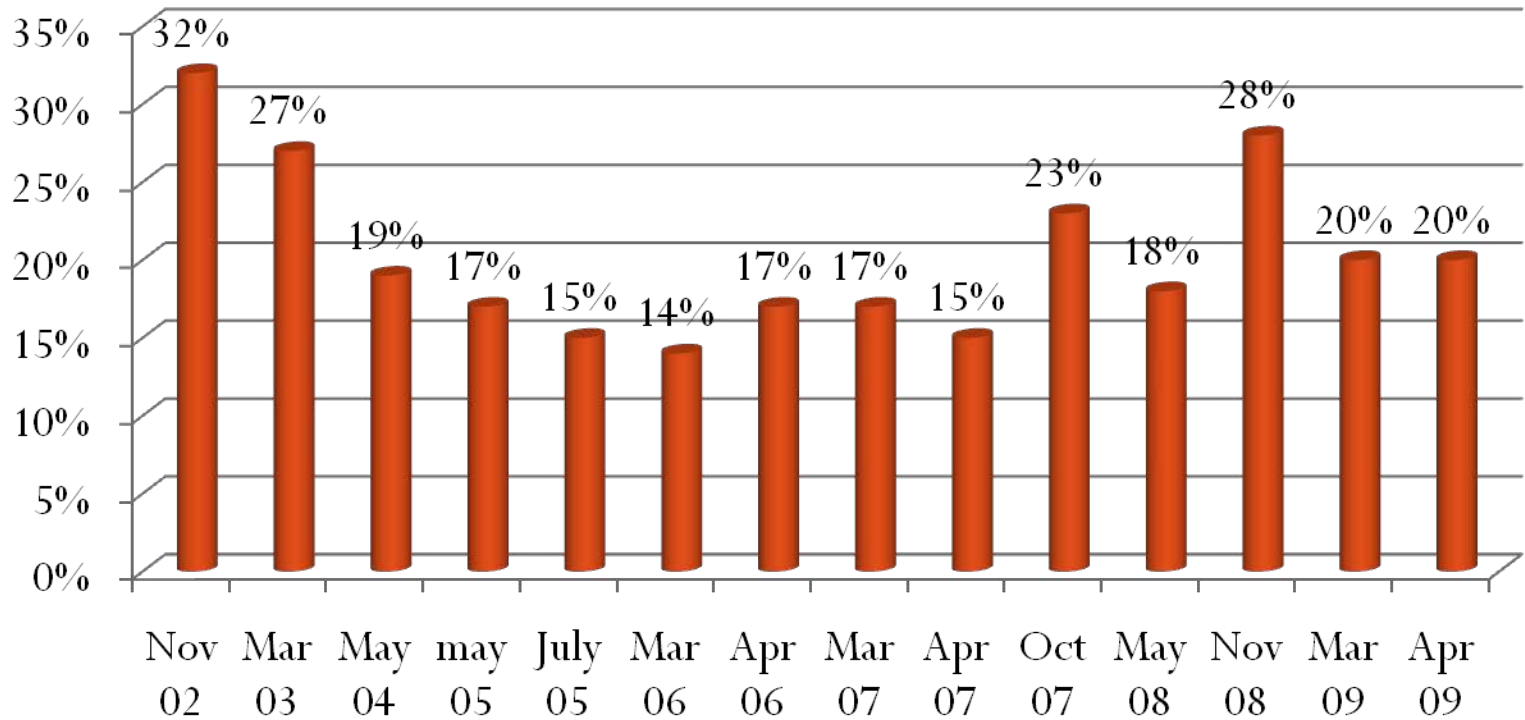
## VIOLATIONS

in the past 30 days have you observed pedestrians walking out without concern for motor vehicles



# SWERVE TO AVOID PEDESTRIAN

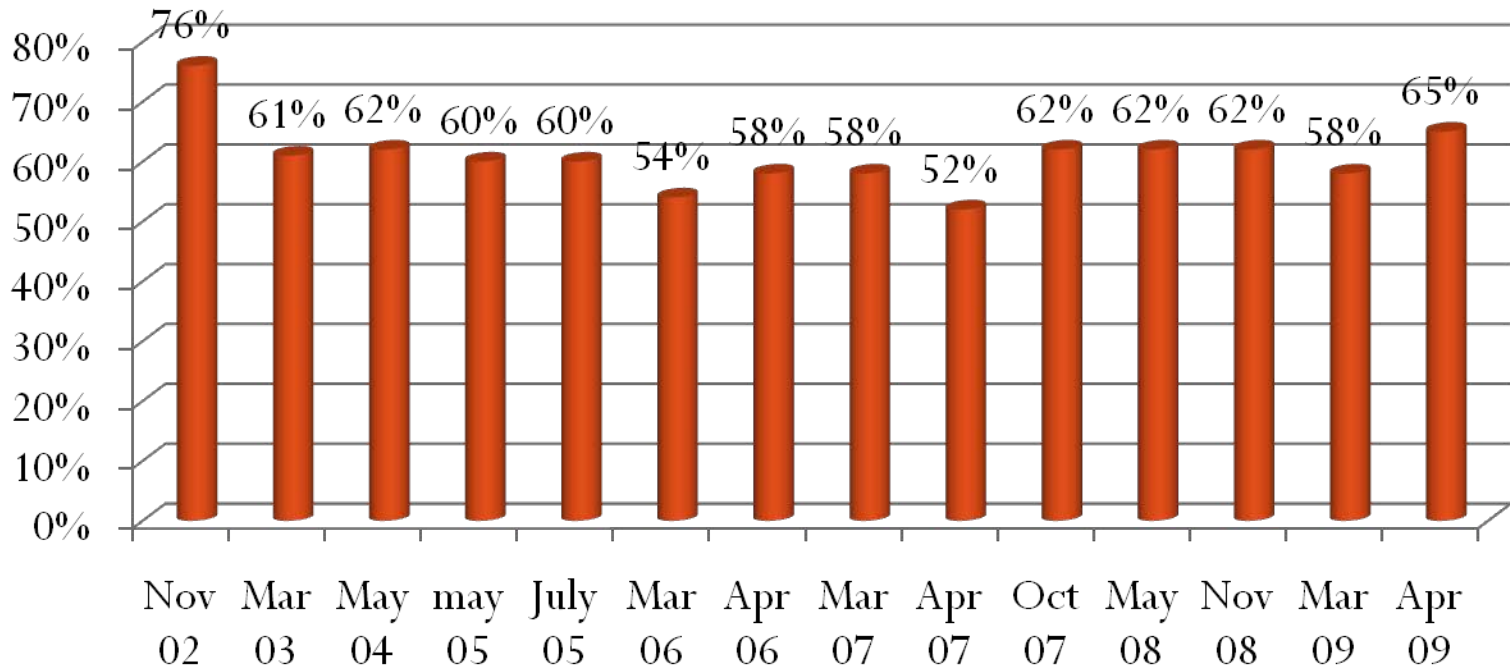
In the last 7 days have you had to swerve or stop suddenly for a pedestrian...





# DRIVERS DON'T YIELD

Report 'Frequently / Occasionally' Observing  
Drivers Not Yielding to Pedestrians in Crosswalk  
(Past 30 Days)



# HEARD ABOUT POLICE

Heard or seen about police efforts to crackdown on drivers who do not yield to pedestrians

