

## **ITEM 12 - Information**

October 21, 2009

### Update on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

#### **Staff**

**Recommendation:** Receive briefing on the evaluation of the Fall 2008 and Spring 2009 campaigns, and on the status of the funding and planning for the Fall 2009 and Spring 2010 campaigns.

**Issues:** None

**Background:** On October 15, 2008 the Board was briefed on the evaluation of the 2008 Spring campaign and the status of the funding and planning for the Fall 2008 and Spring 2009 campaigns.

# **National Capital Region Transportation Planning Board**

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## **MEMORANDUM**

**TO:** Transportation Planning Board

**FROM:** Michael Farrell, Transportation Planner  
Department of Transportation Planning

**SUBJECT:** Street Smart Regional Pedestrian and Bicycle Safety Campaign: Results of the FY 2009 campaign, and Funding Status for FY 2010

**DATE:** October 14, 2009

This memo will review the background behind the creation of the Street Smart campaign, describe the activities and results of the FY 2008 campaign which are discussed in more detail in the attached Annual Report, and discuss the funding status and proposed activities for the FY 2009 campaign.

### **Background**

The Washington region has an average of approximately 2,800 pedestrian injuries and 85 fatalities per year, about twenty percent of all traffic fatalities in the region. To change motorist and pedestrian behavior, and ultimately reduce pedestrian and bicyclist deaths and injuries, the National Capital Region Transportation Planning Board (TPB) in 2002 initiated a regional pedestrian and bicycle safety campaign known as Street Smart. The campaign consists of a Fall and a Spring wave of radio, transit, and internet advertising directed at motorists and pedestrians, with concurrent pedestrian-related law enforcement to reinforce the message. Previous waves ran in October 2002, April 2004, June 2005, March-April 2006, March-April 2007, November 2007, and March 2008.

Funding for the campaign comes primarily from TPB member government contributions and federal funding provided through the states.

### **The FY 2009 Campaign**

The FY 2009 budget was \$707,000, down from \$738,800 in FY 2008. Two campaign waves took place, in November 2007 and March-April 2009.

The November 2008 campaign wave continued the use of ads from the Spring 2008 campaign, with the theme, "Cross like your (their) life depends on it". The March 2009 campaign wave featured new campaign materials, with the theme "Cross like your life depends on it", and a stronger push for law enforcement. The attached Annual Report provides a detailed discussion of the activities and results of the FY 2009 campaign.

### **Funding Status FY 2010 (Fall 2009 and Spring 2010)**

We are on track to raising sufficient funds to cover both a Fall and a Spring campaign, albeit at a reduced level. Sources of funds include:

- TPB member governments. \$54,800 in local government funding has been pledged so far for FY 2010, compared with a total of \$120,600 in FY 2009.
- WMATA. WMATA has given indications that it will renew its contribution of \$150,000.
- Federal funds. Federal funding from the States will increase to \$443,000 from \$430,000 in FY 2009.
- Private sector. As in past years, there will be opportunities for private sector contributions to the campaign.

The current projected budget for FY 2009 is about \$650,000, as compared to \$707,000 for FY 2009.

### **Next Steps**

A Fall 2009 wave will take place November 1<sup>st</sup>-17<sup>th</sup>. It will once again use the theme and materials from the Spring 2009 campaign. The press event will take place on November 10<sup>th</sup>, after the Virginia election (location to be decided). A second media wave will take place in Spring 2009, developing and using a new theme and materials to convey a fresh message. As in previous years, all materials will be in both English and Spanish.

As in previous years, and as provided in TPB Resolution R20-2005, letters will be sent to the TPB member jurisdictions in January 2009 requesting contributions for the FY 2010 Street Smart campaign. As in previous years, suggested contributions will be at a level of five cents per capita, based on the most recent available COG population estimates.

### **Outlook**

Street Smart is best understood as a support to State and local law enforcement, engineering and community design, and school-based safety education. Reducing pedestrian deaths and injuries takes consistent effort over many years and at many levels. At the October 21 TPB meeting, trend data on pedestrian fatalities and injuries in the Washington region will be presented.