

ITEM 13 - Information

January 19, 2005

Report on the Regional Pedestrian and Bicycle Safety Education Campaign

Staff

Recommendation: Receive briefing on the funding and proposed activities for the third pedestrian and bicycle safety campaign, which is directed at motorists, pedestrians, and bicyclists throughout the Washington Region, and is planned for launch in April 2005.

Issues: None.

Background: At the January 21, 2004 meeting, the Board was briefed on the proposed budget and activities for the second safety education campaign entitled: "Street Smart," a regional public education and outreach campaign to reduce pedestrian and bicyclist deaths and injuries. The first campaign was in Fall 2002, and consisted of four weeks of radio, busbacks, billboards, Metro station posters, transit shelter signs, radio interviews, and inserts in drivers license renewal packets.

For the third campaign, federal safety funds have been committed by the Maryland Office of Highway Safety, the Virginia Department of Motor Vehicles, and the District Department of Transportation. To date, local matching funds have been committed by Arlington County, Fairfax County, and Alexandria.

The Bicycle and Pedestrian Subcommittee of the TPB Technical Subcommittee provides technical

oversight of this regional campaign.

MEMORANDUM

TO: Transportation Planning Board

FROM: Michael Farrell
Transportation Planner

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety Campaign: Proposed Activities and Funding in 2005

DATE: January 12, 2005

Background

The Washington region has an average of 2,610 pedestrian injuries and 85 fatalities per year. To help raise public awareness of pedestrian safety, in 2002 the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety campaign known as Street Smart. Street Smart is an educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of a one-month wave of radio, cable television, print, transit property, and outdoor advertising. All materials are translated into Spanish including the radio spots which run on Spanish-language radio. The first wave of advertising ran in October, 2002, the second in April, 2004. In Maryland pedestrian-related law enforcement efforts occurred concurrently. The TPB received a report on the results of the first year of the campaign at its January 15, 2003 meeting, and was briefed on the funding status and proposed activities for 2004 on January 21st, 2004.

Campaign evaluation, based on pre- and post- campaign telephone surveys of drivers, shows a high level of campaign recognition in the primary campaign target, male drivers aged 18 to 35, and a notable self-reported improvement in motorists yielding to pedestrians in the crosswalk.

Proposed Activities for 2005

We anticipate running the same or lightly modified ads in 2005, probably in April. Staff, an advisory committee with representatives of the funding agencies, and the consultant will work together to make any revisions to the campaign materials, and develop a media strategy based on the experience of the last two campaigns. As in previous years all material will be run in both English and Spanish. Efforts will be made to increase pedestrian-related enforcement concurrent with the campaign, and target more outdoor advertising near high pedestrian crash locations.

Funding for 2005

The table below shows (in thousands of dollars) what each jurisdiction provided in each year of the program. Funds from the state agencies are federal “402” safety funds that require a match of at least 20%. “Campaign creation” is the start-up cost to develop the campaign materials.

Jurisdiction	Campaign Creation	October 2002	April 2004	2005
DDOT		\$100	\$100	\$100
Maryland SHA	\$50	\$65	\$100	\$58
Virginia DMV		\$100	\$100	\$75
Total Federal Funds	\$50	\$265	\$300	\$233
City of Alexandria		\$5	\$5	\$5
Arlington County		0	\$10	\$10
Fairfax County		\$50	\$50	\$50
Montgomery County	\$45	0	\$10	TBD
Prince George’s County		0	\$15	TBD
Total Local Funds	\$45	\$55	\$90	\$65
Grand Total	\$95	\$320	\$390	\$298

Need to Address Funding Commitments for 2006 and beyond

In order to maintain and expand this regional pedestrian and bicycle safety awareness campaign, a predictable local funding base needs to be created. Each year, Fairfax County has included predictable funding for this campaign in its budget. It is recommended that the TPB request that its local jurisdictions consider placing funding for this campaign in their annual budgets.

If the Fairfax County annual funding contribution level is used as a guide, the per capita contribution level would be \$0.05. For the Spring 2006 safety campaign, if the local jurisdictions (the District of Columbia not included) contributed at 5 cent per capita, the total local funding would be about \$200,000. A strong and predictable local funding commitment will enable the region to apply for the maximum amounts of federal money when it applies to the states and provides a means for the campaign to expand as the region grows.