



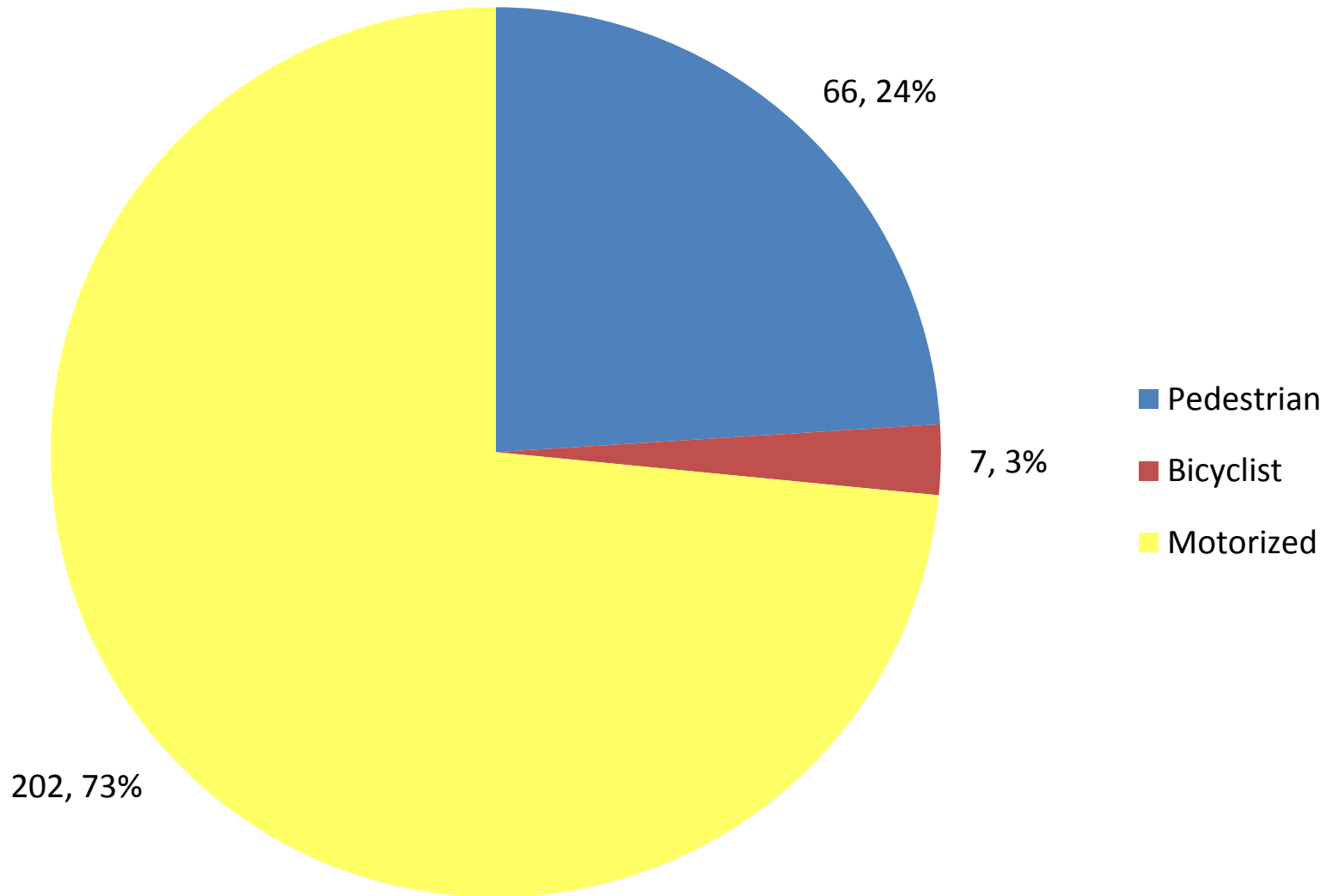
Pedestrian and Bicycle Safety Program

Best Practices In Pedestrian and Bicyclist Enforcement Seminar
August 28, 2014

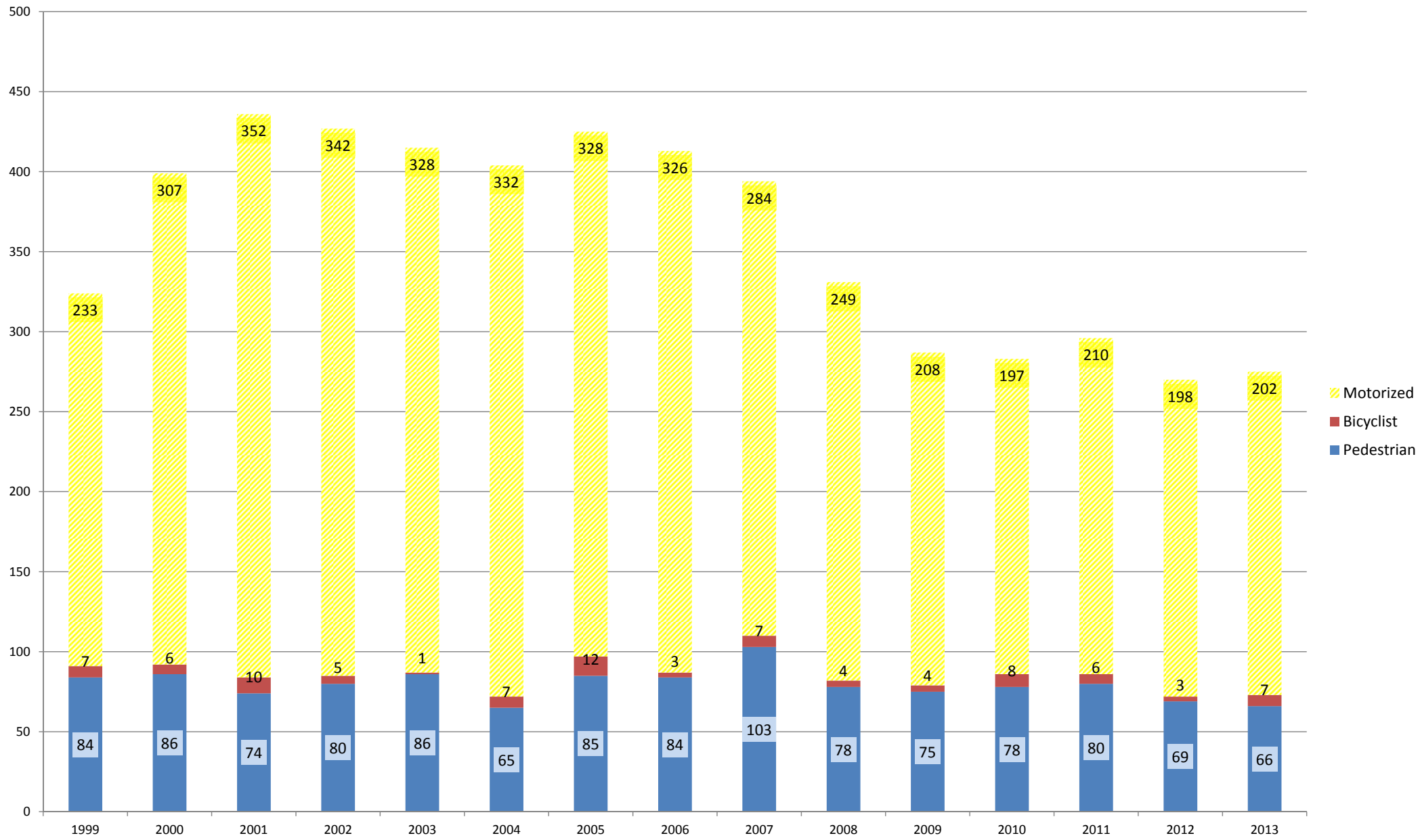
The Problem

- 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

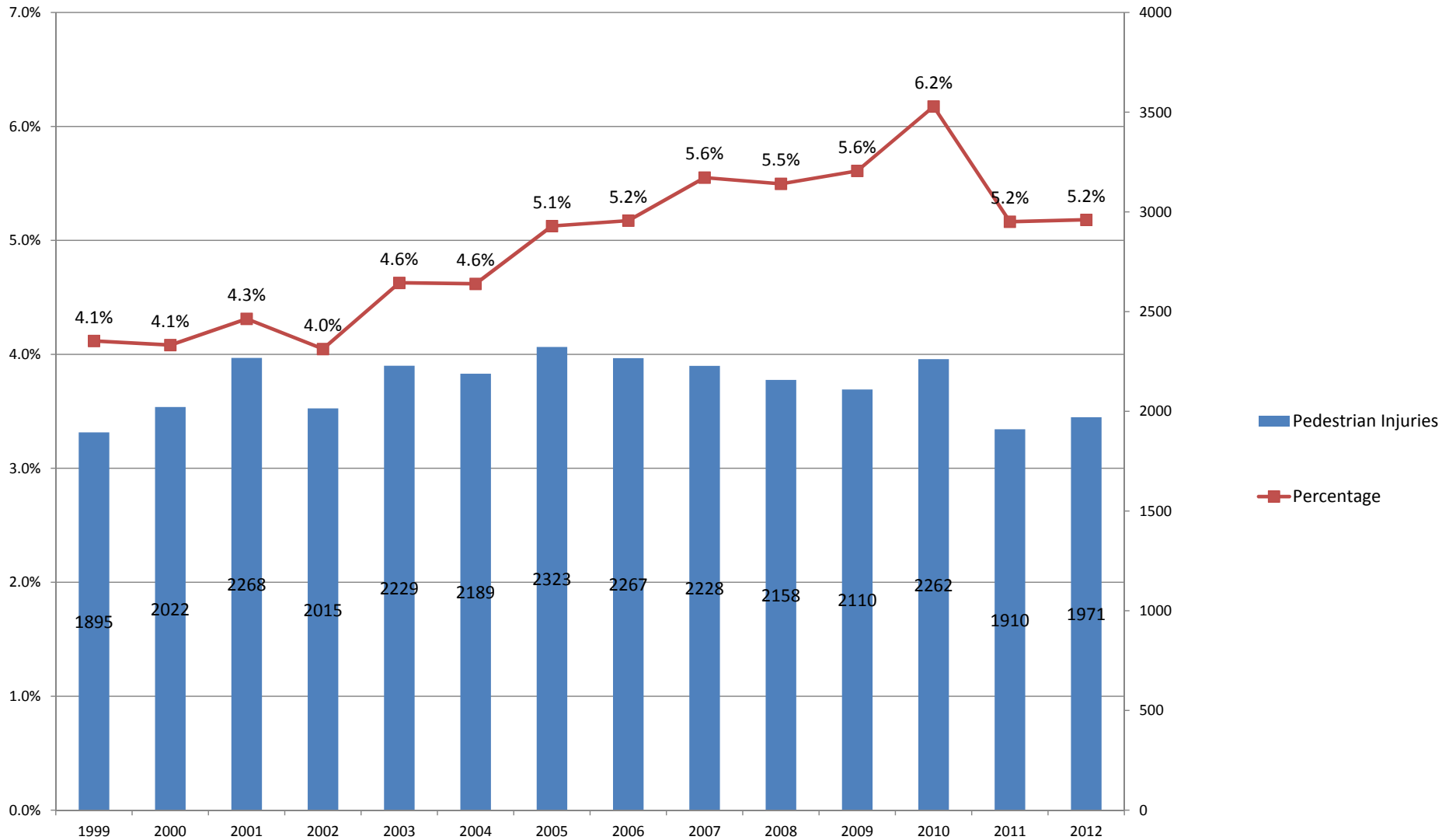


Pedestrian and Bicyclist Fatalities by Jurisdiction

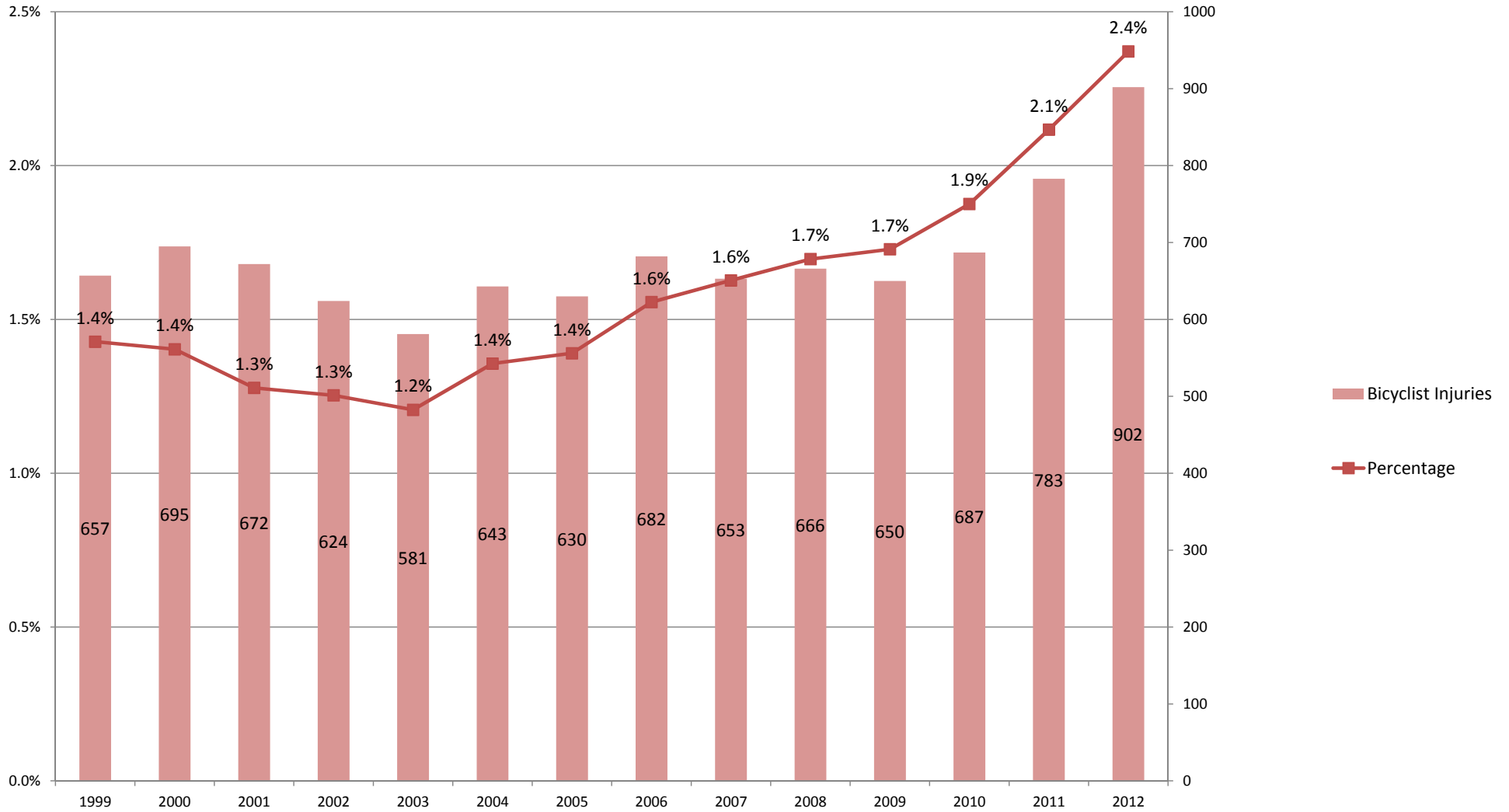
Jurisdiction	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Avg
District of Columbia	18	20	15	9	18	14	19	17	27	15	16	16	13	8	14	16
Charles County	6	3	2	5	3	1	6	2	6	1	3	3	9	4	3	4
Frederick County	6	4	0	2	4	2	2	4	1	0	1	3	0	4	4	2
Montgomery County	20	17	11	16	12	15	11	15	17	16	12	15	10	8	14	14
Prince George's County	19	16	30	28	30	19	35	19	29	39	23	23	32	24	18	26
Arlington County	2	5	4	2	3	2	3	1	1	1	4	1	5	4	1	3
City of Alexandria	3	2	2	3	2	1	2	1	2	0	0	2	2	2	2	2
Fairfax County	13	20	18	12	7	16	11	20	17	4	11	13	10	7	8	12
City of Fairfax	0	0	0	1	1	0	1	0	1	0	2	0	1	1	0	1
City of Falls Church	0	1	0	1	0	0	0	0	0	0	0	2	0	0	1	0
Loudoun County	1	1	1	3	3	2	3	1	3	0	1	2	3	3	1	2
City of Manassas	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
City of Manassas Park	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prince William County	2	3	1	3	4	0	4	7	5	6	6	6	1	7	7	4
Total Washington	91	92	84	85	87	72	97	87	110	82	79	86	86	72	73	86

Sources – Maryland Highway Safety Office, Virginia DMV, DDOT

Pedestrian Injuries in the Washington Region, 1999-2012



Bicyclist Injuries in the Washington Region, 1999-2012



Pedestrian and Bicyclist Injuries by Jurisdiction

Jurisdiction	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Avg
District of Columbia	718	851	935	779	844	962	998	953	850	776	833	1074	1122	1283	881
Charles County	31	34	60	35	44	53	57	34	50	43	40	49	37	38	44
Frederick County	61	71	62	72	71	55	55	52	59	67	83	68	40	53	65
Montgomery County	482	499	514	477	539	524	532	560	641	632	618	617	401	530	553
Prince George's County	444	469	517	486	505	456	510	479	540	558	493	457	375	386	493
Arlington County	170	185	180	160	154	167	140	178	151	145	137	151	184	210	160
City of Alexandria	107	78	105	90	81	67	104	81	87	75	47	85	68	87	84
Fairfax County	376	379	372	368	388	373	374	402	361	402	341	270	270	311	367
City of Fairfax	21	20	22	22	30	22	16	25	18	13	15	14	20	17	20
City of Falls Church	11	14	13	13	6	9	9	5	4	10	8	4	5	11	9
Loudoun County	42	36	52	47	52	48	49	52	45	48	40	71	93	75	49
City of Manassas	11	13	22	15	19	21	28	20	17	9	21	22	13	27	18
City of Manassas Park	2	7	8	6	2	3	2	5	3	0	2	0	0	1	3
Prince William County	76	61	78	69	75	72	79	103	55	46	82	67	65	78	72
Total	2552	2717	2940	2639	2810	2832	2953	2949	2881	2824	2760	2949	2693	3107	2817

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 2014 Budget – \$665k
 - Donated Media – Approximately \$1.4 million

“Tired Faces”

 STREET
SMART
BeStreetSmart.net



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

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



Spring 2014 Schedule

SPRING – SUMMER	March				April				May				June			
	10	17	24	31	7	14	21	28	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																
Street Teams/Safety Zones																
Digital/Social Media																
Capital Region Radio Network																
CAMPAIGN EVALUATION																

Press Event



April 17, 2014

Opitz Boulevard at
Montgomery Avenue,
Woodbridge, VA



Street Teams

Fairfax City, April 17



Spring Schedule:

Thursday, 4/17, 7:30-11:30am: Prince William County

Thursday, 4/17, 4-7pm: Fairfax City, VA

Monday 4/21, 4-7pm: DC - U Street NW Corridor

Tuesday 4/22, 4-7pm: DC - Columbia Heights

Wednesday 4/23, 4-7pm: DC - Anacostia Metro

Thursday 4/24, 4-7pm: DC - Minnesota Ave. & Benning Rd NE

Friday 4/25, 4-7pm: Silver Spring, MD

Saturday 4/26, 11a-2pm: College Park, MD

Monday 4/28, 4-7pm: Arlington, VA, Columbia Pike

Tuesday 4/29, 4-7pm: Bethesda, MD

Wednesday 5/7, 3-6pm: Suitland, MD

Thursday 5/8, 4-7pm: Langley Park, MD

Friday 5/9, 4-7pm: Falls Church, VA

Media	Coverage	Description	Gross Media	Production
RADIO – 2 weeks starting 4/28				
:15 Spots	DC, NoVa, MD	7 stations, 100 GRPs	\$35,000	\$0
OUTDOOR – 4 weeks starting 4/14				
Exterior Bus Ads 120 total	DC, NoVa, MD	100 Kings 20 Tails (WMATA donation)	\$48,471	\$3,700
Exterior Bus Ads 165 total	Montgomery Co. Frederick Co. Fairfax City	100 Kings, 54 Jr Kings (31 live) 6 Kings 5 Tails	\$0	\$7,500
Transit Shelters 140 total	Montgomery Co Prince George's Co Fairfax City	80 shelters 50 shelters (100 live now) 10-20 shelters	\$0	\$15,300
Pumptoppers 108 total 4 cards + 1 cling per station	Alexandria Arlington Co Charles Co Fairfax Co Frederick Co Loudoun Co Montgomery Co Prince George's Co Prince William Co	2 stations 9 stations 3 stations 18 stations 5 stations 5 stations 26 stations 28 stations 12 stations	\$34,529	\$8,100
Interior Bus Cards	DC, NoVa, MD	~800 ads (427 live now)	\$0	\$4,600
TOTAL			\$118,000	\$39,200

4/28/2014

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ENFORCEMENT

- Not funded through the Street Smart program
- Partner agencies reported 2600 citations and 400 warnings issued to motorists, pedestrians and cyclists in FY 2013*.

Information came from Arlington County, City of Alexandria, Montgomery County, Prince William County, and the City of Rockville



*

*Enforcement numbers for FY 2014 will be included in the Annual Report, in September 2014.

Evaluation Survey: Traditional Methodology



- Web-based, pre-defined questionnaire used for the Spring wave
- 50/50 male/female
- Proportionate geographic distribution by population
- Half drivers, half pedestrians
- 300 respondents
- English only

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
 - Most saw ads on buses and other public transportation.
- 24% were aware of enforcement after, up from 18% before the campaign
 - Virginia respondents’ awareness of enforcement increased from 12% to 23%.

Fall 2014 Campaign Wave

- Likely dates:
 - November 6th – November 26th
 - Between Election Day and Thanksgiving
 - Press Event - November 6th in DC
- Pedestrian Safety Enforcement would be helpful
 - The Press Event typically emphasizes enforcement
 - “Enforcement, Enforcement, and Publicity about Enforcement”



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