



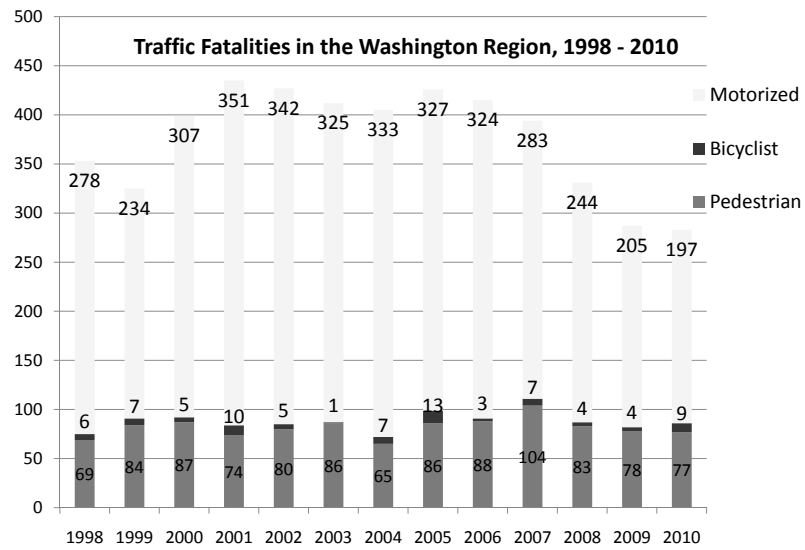
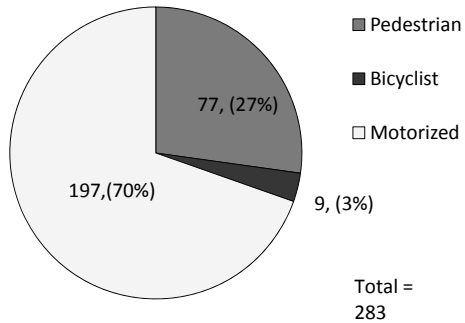
Current and Upcoming Activities

Citizens Advisory Committee
February 9, 2012
Michael J. Farrell



Regional Traffic Fatalities

Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region, 2010





Pedestrian & Bicyclist Fatalities by Jurisdiction


Jurisdiction	2006	2007	2008	2009	2010	Total
District of Columbia	17	27	15	16	16	91
Charles County	2	6	1	3	3	15
Frederick County	4	1	0	1	4	10
Montgomery County	18	18	19	15	14	84
Prince George's County	20	29	41	23	23	136
Arlington County	1	1	1	4	1	8
City of Alexandria	1	2	0	0	2	5
Fairfax County	20	17	4	11	13	65
City of Fairfax	0	1	0	2	0	3
City of Falls Church	0	0	0	0	2	2
Loudoun County	1	3	0	1	2	7
City of Manassas	0	1	0	0	0	1
City of Manassas Park	0	0	0	0	0	0
Prince William County	7	5	6	6	6	30
Total	91	111	87	82	86	457

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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, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Since Fall 2002
- Funded by:
 - Federal Funds administered by the States
 - WMATA
 - TPB Member Governments
- Total Budget \$634,000
 - TPB member government contributions have ranged from \$38,000 to \$158,000
- FY 2013: \$62k will come from COG dues

		Street Smart Funding, 2002-2012 (in thousands)								
Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009	Fall 2009 & Spring 2010	Fall 2010 & Spring 2011	Fall 2011 & Spring 2012 (to date)
DDOT	\$100	\$100	\$100	\$100	\$100	\$200	\$200	\$200	\$200	\$200
DC MPD			\$80		\$30					
Maryland SHA	\$115	\$100	\$58	\$50	\$100.1	\$130.3	\$130	\$143	\$100	\$120
Virginia SHSO	\$100	\$100	\$75	\$100	\$75	\$100	\$100	\$100	\$110	\$116.616
WMATA						\$150	\$150	\$150	\$150	\$150
Local Gov't	\$100	\$90	\$80	\$91.3	\$113.7	\$158.5	\$120.6	\$54.8	\$37.8	\$47.3
Private					\$10					
Grand Total	\$415	\$390	\$393	\$341.3	\$428.8	\$738.8	\$700.6	\$658.7	\$597.8	\$633.916

2/10/2012

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Street Smart Local Government Contributions, 2002-2012

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012
City of Alexandria	\$5	\$5	\$5	\$6.8	\$6.8	\$6.8	\$6.8	\$7	\$7	\$7.3
Arlington County		\$10	\$10	\$10.1	\$10.1	\$10.1	\$10.3	\$10.3	\$10.8	\$10.9
Charles County, urb.										
City of Bowie										\$2.8
City of College Park							\$0.6			\$1.3
City of Fairfax				\$1.1						
City of Frederick										
City of Falls Church				\$0.5	\$0.5			\$0.6		
Fairfax County	\$50	\$50	\$50	\$52.8	\$52.8	\$52.8	\$54.8	\$5		
Frederick County										
City of Gaithersburg						\$3.1	\$3.1			
City of Greenbelt				\$0.5						
Loudoun County										\$15
City of Manassas										
City of Manassas Park				\$0.7		\$0.7				
Montgomery County	\$45	\$10	\$10	\$10	\$40.6	\$45	\$45	\$42	\$20	\$10
Prince George's County		\$15	\$5	\$5		\$37.1				
Prince William County										
City of Rockville				\$2.9	\$2.9	\$2.9				
City of Takoma Park				\$0.9				\$0.8		
Total Local	\$100	\$90	\$80	\$91.3	\$113.7	\$158.5	\$120.6	\$65.7	\$37.8	\$47.3



Fall 2011



- November 14 Press Event @ Piney Branch Road in Montgomery County
 - Coverage Reached 900,000 People
- November Media
 - “Red Shoe”
 - 2 weeks radio
 - 1 month transit ads
- Law enforcement
 - October 18 Best Practices in Pedestrian Enforcement Workshop
 - Montgomery County issues 250 citations



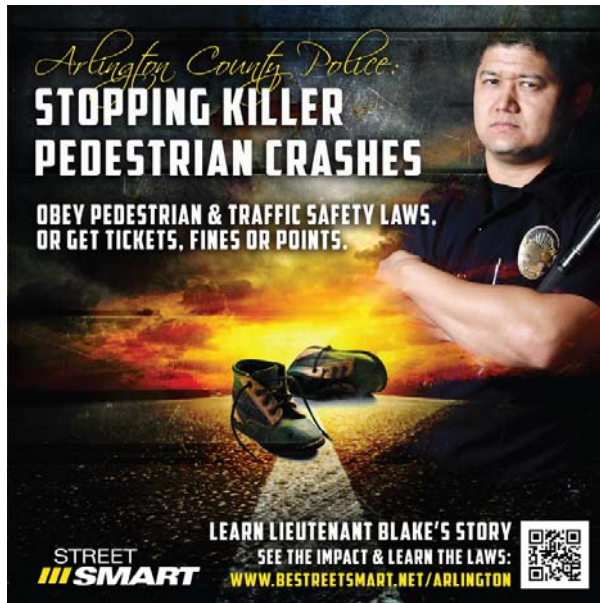


Spring 2012 Campaign

- March 18 – April 14
 - \$218,000 media budget
 - Four weeks Cable TV, Outdoor (half the budget)
 - Two weeks Radio
 - Weighted Wednesday – Sunday, 3 pm – 8 pm
 - Press Event – City of Bowie
 - Request Law Enforcement in High-Incidence Areas
 - Distribute High-Incidence Area Local Response Guide
- New Materials

**STREET
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Outdoor



Arlington County Police.
**STOPPING KILLER
PEDESTRIAN CRASHES**
OBEY PEDESTRIAN & TRAFFIC SAFETY LAWS,
OR GET TICKETS, FINES OR POINTS.

LEARN LIEUTENANT BLAKE'S STORY
SEE THE IMPACT & LEARN THE LAWS:
WWW.BESTREETSMART.NET/ARLINGTON

**STREET
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Area Police.
**STOPPING KILLER
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