

ITEM 11 - Information

October 17, 2012

Update on the Regional “Street Smart” Pedestrian and Bicycle Safety Education Campaign

Staff Recommendation: Receive briefing on the evaluation of the Fall 2011 and Spring 2012 campaigns, and on the status of the funding and planning for the Fall 2012 and Spring 2013 campaigns.

Issues: None

Background: On October 19, 2011, the Board was briefed on the evaluation of the Fall 2010 and Spring 2011 campaign and the status of the funding and planning for the Fall 2011 and Spring 2012 campaigns.

National Capital Region Transportation Planning Board

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DRAFT 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 2012 campaign, and Funding Status for FY 2013

DATE: October 5, 2012

This memo will review the background behind the creation of the Street Smart campaign, describe the activities and results of the FY 2012 campaign which are discussed in more detail in the attached Annual Report, and discuss the funding status and proposed activities for the FY 2013 campaign.

Background

The Washington region averages 85 pedestrian fatalities and six bicyclist fatalities per year, as well as 2,300 pedestrian and 650 bicyclist injuries. Pedestrians and bicyclists account for 30% of all traffic fatalities, and 8% of injuries.

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, cable, 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, March 2008, November 2008, March-April 2009, November 2009, March-April 2010, November 2010, and March-April 2011. Resources from both current and past campaign waves can be found on the web site, www.bestreetsmart.net.

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

The FY 2012 Campaign

The FY 2012 budget was \$634,000, up from \$598,000 in FY 2011. Two campaign waves took place, in November 2011 and March-April 2012.

The November 2011 campaign wave continued the use of ads from the Spring 2011 campaign, which used the themes “Giant Pedestrian Safety Problem” and “Giant Bicycle Safety Problem”, and urged drivers to “Watch for Pedestrians” and pedestrians to “Wait for the Walk”. The March-April 2012 campaign wave emphasized law enforcement with the theme “We stop Killer Pedestrian Crashes”, and warned the public to “obey pedestrian and traffic safety laws, or get tickets, fines, or points”.

COG/TPB staff also holds periodic "Best Practices in Pedestrian Law Enforcement" seminars for law enforcement officers from around the region. These seminars help reinforce the goals of Street Smart, as well as reinforcing officers' knowledge of the most effective, safety data-driven ways to enforce these laws. This year, the best practices seminar was held on October 18, 2011, with over 40 law enforcement officers in attendance.

The Annual Report contains a more detailed discussion of the activities and results of the FY 2012 campaign.

Funding Status FY 2013 (Fall 2012 and Spring 2013)

We expect to have sufficient funds to cover both a Fall and a Spring campaign. Sources of funds include:

- TPB member governments. Thanks to the action of COG member jurisdictions to include an increment in COG membership dues to support Street Smart starting in FY 2013, \$63,344 has been allocated to the FY 2013 Street Smart campaign from the COG dues. This is in comparison to the \$47,300 in voluntary contributions received from a limited number of local jurisdictions in FY 2012.
- WMATA. WMATA has renewed its contribution of \$150,000.
- Federal funds. Each year, COG/TPB submits applications to the states for categorical Federal traffic safety funding to support Street Smart, with the states' transportation safety offices judging the merits of the program and awarding funding on that basis. Federal funding from the States will decrease modestly to \$410,000 in FY 2013, from \$436,000 in FY 2012.

Thanks to the efforts of the above funding agencies and jurisdictions, the current projected budget for FY 2013 is \$623,344, close to the \$633,916 received for FY 2012.

Next Steps

A Fall 2012 wave will run November 8th to November 22nd, between Election Day and Thanksgiving Day. It will use the theme and materials from the Spring 2012 campaign. The kickoff press event is slated to take place in Loudoun County, November date to be determined. A second media wave will take place in Spring 2013, with a new theme and newly-created campaign materials to convey a fresh message. As in previous years, all materials will be in both English and Spanish.

Outlook

The Street Smart media campaign 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 requires sustained efforts at all levels.

Montgomery County's pedestrian safety initiative is a good example of a comprehensive pedestrian safety program. Montgomery County has achieved significant reductions in pedestrian fatalities, injuries and crashes since 2008 by making engineering changes and focusing enforcement and education efforts at high-incident locations. The annual budget for Montgomery's program is \$4 million, most of which goes to engineering and construction of safer pedestrian facilities.

As in previous years, COG/TPB staff works with a Street Smart Advisory Group on the development and conduct of the campaigns, working with a media consultant under contract to COG. After a competitive bid this past summer, a new media consultant with extensive public safety advertising and outreach experience has been hired to develop and conduct Street Smart. The new consultant will be working with a newly expanded Street Smart Advisory Group, expanded since all COG local jurisdictions are now contributing financial support to Street Smart through the COG dues structure. COG/TPB will continue to work with partner agencies toward Street Smart goals and for synergies with agency and jurisdictional transportation safety activities.