



Pedestrian and Bicycle Safety Education Campaign

Review of the FY 2012 Campaign and Planning for FY 2013

TPB Technical Committee

Item #4

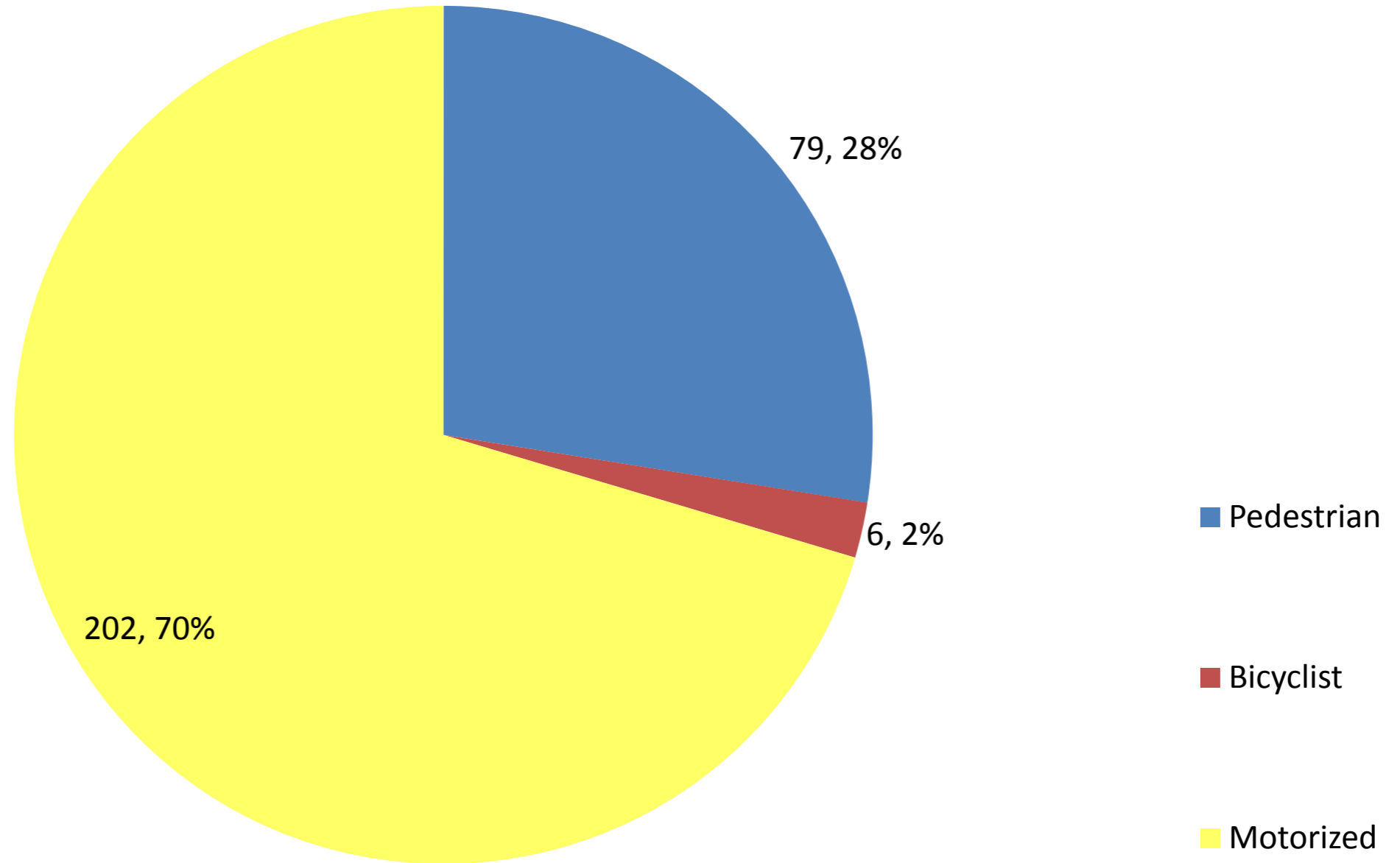
October 5th, 2012

Michael Farrell

DTP

Regional Traffic Fatalities

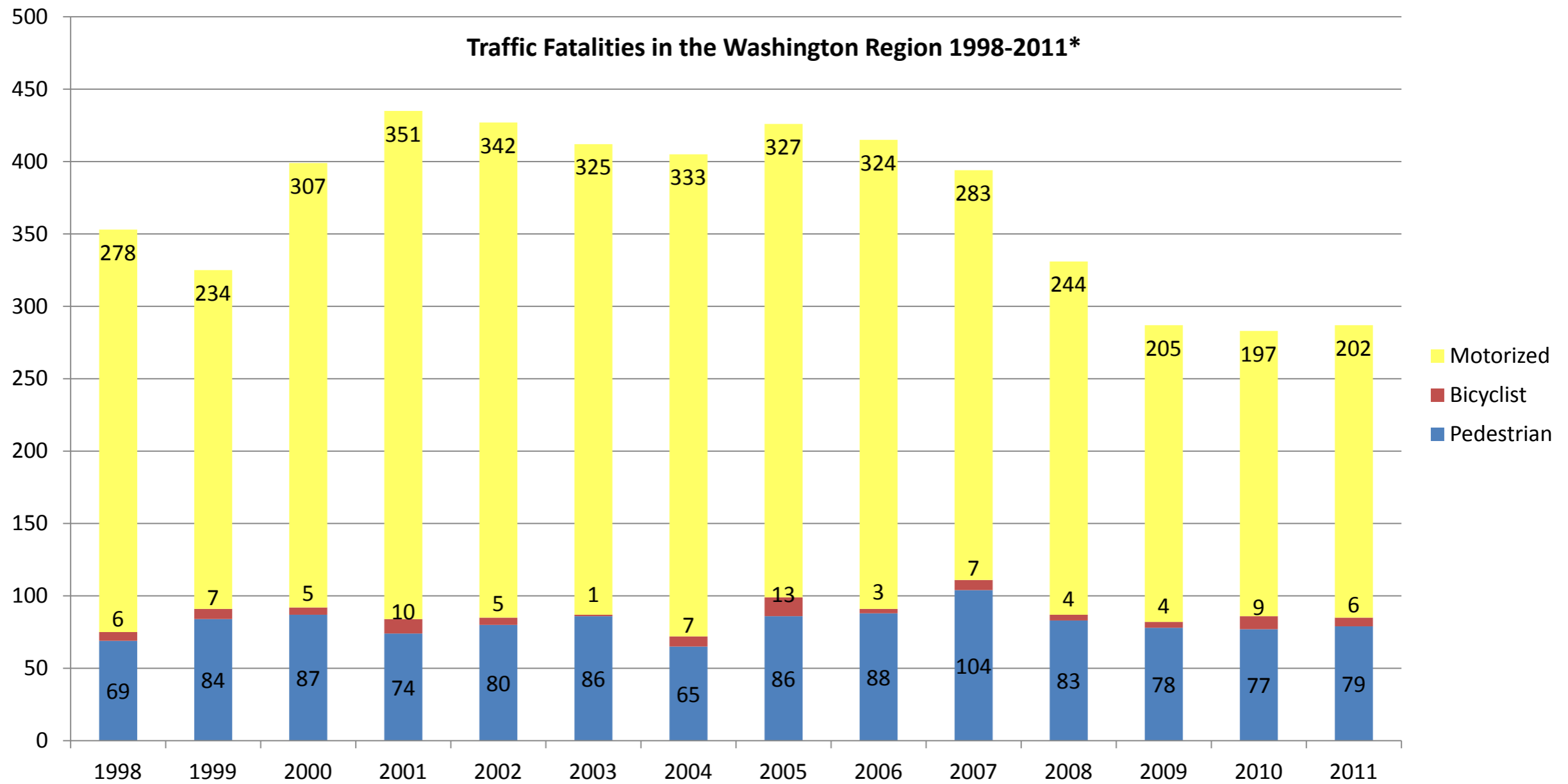
Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2011*



Total = 287

*2011 Preliminary data – MHSO, VDMV, DDOT, Montgomery County

Traffic Fatality Trends



*2011 Preliminary data – MHSO, VDMV, DDOT, Montgomery County



Pedestrian & Bicyclist Fatalities by Jurisdiction

| Jurisdiction | 2006 | 2007 | 2008 | 2009 | 2010 | 2011* | TOTAL |
|------------------------|-----------|------------|-----------|-----------|-----------|-----------|------------|
| District of Columbia | 17 | 27 | 15 | 16 | 16 | 13 | 95 |
| Charles County | 2 | 6 | 1 | 3 | 3 | 9 | 24 |
| Frederick County | 4 | 1 | 0 | 1 | 4 | 0 | 10 |
| Montgomery County | 18 | 18 | 19 | 15 | 14 | 11 | 95 |
| Prince George's County | 20 | 29 | 41 | 23 | 23 | 30 | 166 |
| Arlington County | 1 | 1 | 1 | 4 | 1 | 5 | 13 |
| City of Alexandria | 1 | 2 | 0 | 0 | 2 | 2 | 7 |
| Fairfax County | 20 | 17 | 4 | 11 | 13 | 10 | 75 |
| City of Fairfax | 0 | 1 | 0 | 2 | 0 | 1 | 4 |
| City of Falls Church | 0 | 0 | 0 | 0 | 2 | 0 | 2 |
| Loudoun County | 1 | 3 | 0 | 1 | 2 | 3 | 10 |
| City of Manassas | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| City of Manassas Park | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Prince William County | 7 | 5 | 6 | 6 | 6 | 1 | 31 |
| Total | 91 | 111 | 87 | 82 | 86 | 85 | 533 |

*2011 Preliminary data – MHSO, VDMV, DDOT

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
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
 - Federal Funds administered by the States
 - WMATA
 - TPB Member Governments
- FY 2013: \$63k from COG dues, replaces local gov't contributions
 - 1.5 cents per capita from all vs. 5 cent per capita from some
- Total Budget \$623,000, compared to \$634,000 in FY 2012



Street Smart Funding, 2002-2013 (in thousands)

| Source | Oct-02 | Apr-04 | Jun-05 | Mar-06 | Mar-07 | FY 2008 | FY 2009 | FY 2010 | FY 2011 | FY 2012 | FY 2013 |
|---------------|-----------|--------|--------|---------|---------|---------|---------|---------|---------|-----------|------------------|
| DDOT | \$100 | \$100 | \$100 | \$100 | \$100 | \$200 | \$200 | \$200 | \$200 | \$200 | \$200? |
| DCMPD | | | \$80 | | \$30 | | | | | | |
| Maryland SHA | \$115 | \$100 | \$58 | \$50 | \$100.1 | \$130.3 | \$130 | \$143 | \$100 | \$120 | \$120 |
| Virginia SHSO | \$100 | \$100 | \$75 | \$100 | \$75 | \$100 | \$100 | \$100 | \$110 | \$116.616 | \$90 |
| WMATA | | | | | | \$150 | \$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 | \$63.344* |
| Private | | | | | \$10 | | | | | | |
| Grand Total | \$415 | \$390 | \$393 | \$341.3 | \$428.8 | \$738.8 | \$700.6 | \$658.7 | \$597.8 | \$633.916 | \$623.344 |
| | *COG dues | | | | | | | | | | |

Street Smart Advisory Group

- Works with consultant, TPB staff to plan campaign timing, strategy
- Reviews and approves all creative materials
- Coordinates with local law enforcement
- Membership
 - Previously consisted of representatives of funding agencies – States, WMATA, some TPB Member Jurisdictions
 - Now open to all agencies paying COG dues
 - Letters inviting all jurisdictions to participate went out in May

Street Smart Advisory Group Membership List

Sep-12

| Agency | Representative | Title |
|---|--------------------------------|--|
| State and Regional | | |
| District of Columbia Department of Transportation | George Branyan | Pedestrian Program Manager |
| Maryland Office of Highway Safety | Cristina Sinz | CTSP - State Highway Administration District 3 |
| Virginia Department of Motor Vehicles | Bob Weakley | Grants Manager |
| Virginia Department of Transportation/NOVA District | Cindy Engelhart | District Bicycle and Pedestrian Coordinator |
| WMATA | Kristin Haldeman | Manager, Access Planning and Policy Analysis |
| MWCOG | Jeanne Saddler | Director, Office of Public Affairs |
| Local - MD | | |
| Bladensburg | | |
| Bowie | Todd Turner | Mayor, City of Bowie |
| Charles County | | |
| College Park | | |
| Frederick | | |
| Frederick County | | |
| Gaithersburg | | |
| Greenbelt | | |
| Montgomery County | Jeff Dunckel | Pedestrian Safety Coordinator |
| Prince George's County DPW&T | Victor Weissberg | Special Assistant to the Director |
| Rockville | | |
| Takoma Park | | |
| Local - VA | | |
| Alexandria | Carrie Sanders | Principal Transportation Planner |
| Arlington County | David Goodman | Bicycle & Pedestrian Programs Manager |
| Fairfax | | |
| Fairfax County | Chris Wells | Pedestrian Program Manager |
| Falls Church | Wendy Block Sanford | Transportation Program Manager / Principal Planner |
| Loudoun County | Arkopal Goswami | Senior Transportation Planner |
| Manassas | | |
| Manassas Park | | |
| Prince William County | Vaibhavi K. Kamdar (tentative) | Transportation Planner |



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



Spring 2012 Campaign

- March 18 – April 14
 - \$218,000 media budget
 - Four weeks Cable TV, Outdoor
 - Two weeks Radio
 - Weighted Wednesday – Sunday, 3 pm – 8 pm
 - Press Event
 - March 28th, 11:30 a.m., in District Heights, MD
 - Followed by live enforcement - Intersection of Silver Hill Road and Marlboro Pike
 - Covered on WJLA 7, WUSA 9, WTOP
 - Law Enforcement in High-Incidence Areas
 - Prince George's, Montgomery, Capitol Heights, District of Columbia, Arlington, City of Fairfax, Prince William, others

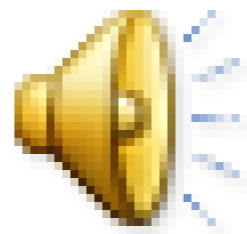


Spring 2012 Ads

Example Ad (Bus Side):



Radio Ad:



<http://www.bestreetsmart.net/>

Evaluation

- Outreach success
 - Estimated \$1 million value in PSA's, donated media space, “earned media”
- Law enforcement
 - 3933 Citations and 2088 warnings issued during the campaign
 - See Annual Report for more details
- Pre and post-campaign web-based surveys of area motorists
 - Awareness of messages, law enforcement, self-reported behaviors
 - Shows that people remember the messages, and where they heard them
- Regional Fatalities and Injuries
 - Pedestrian & Bicyclist
- Complementary Local “Three E” program results
 - Example: Montgomery County Pedestrian Safety Initiative



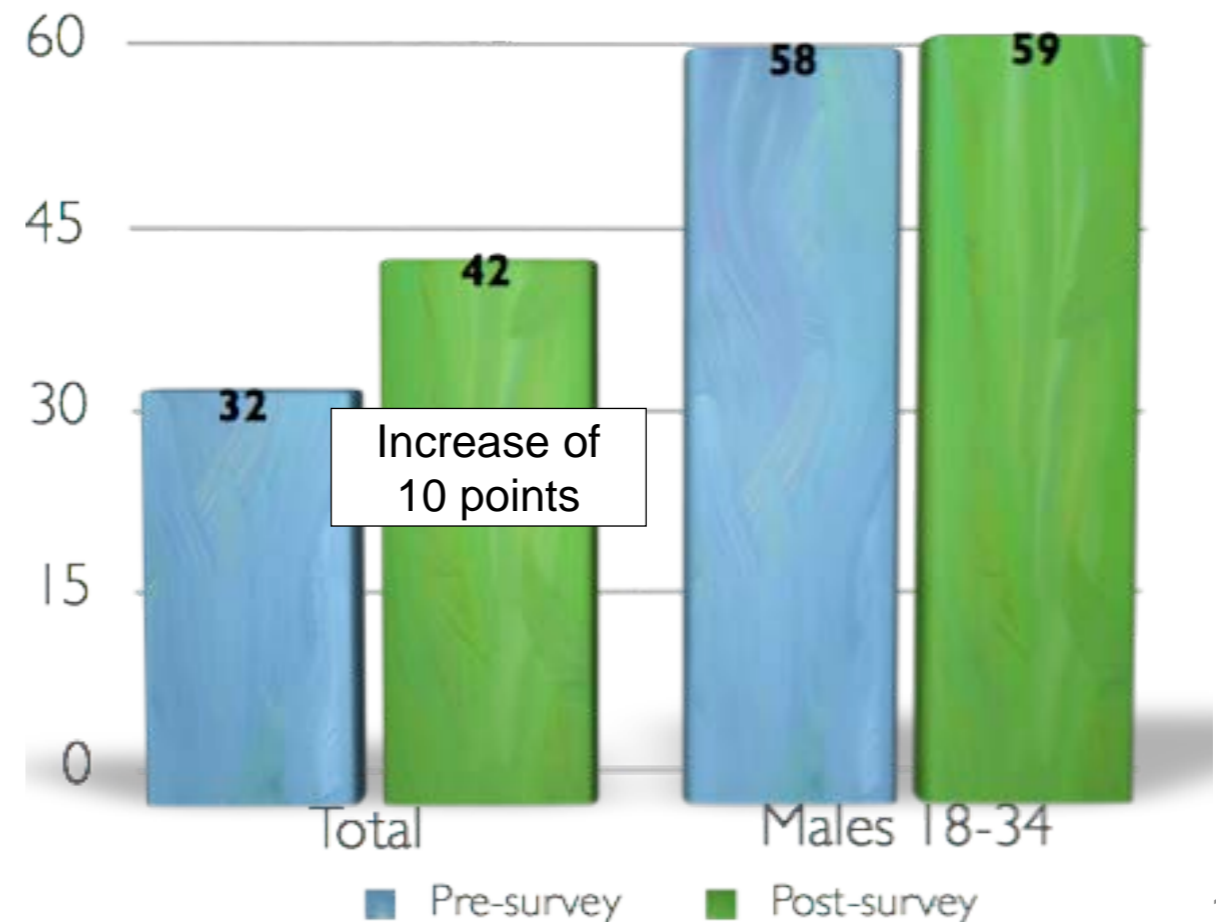
Evaluation Results:
Spring 2012 Campaign Survey

STREET **SMART** Survey Methodology

- Web-based standard pre/post-test survey with a sample size of N = 500 per survey.
- Pre-survey week of March 19, 2012.
- Post-survey week of May 6, 2012.
- 50-50 males–females
- Sampled from COG membership footprint
- All participants are active drivers.
- Margin of error is +/- 4%.

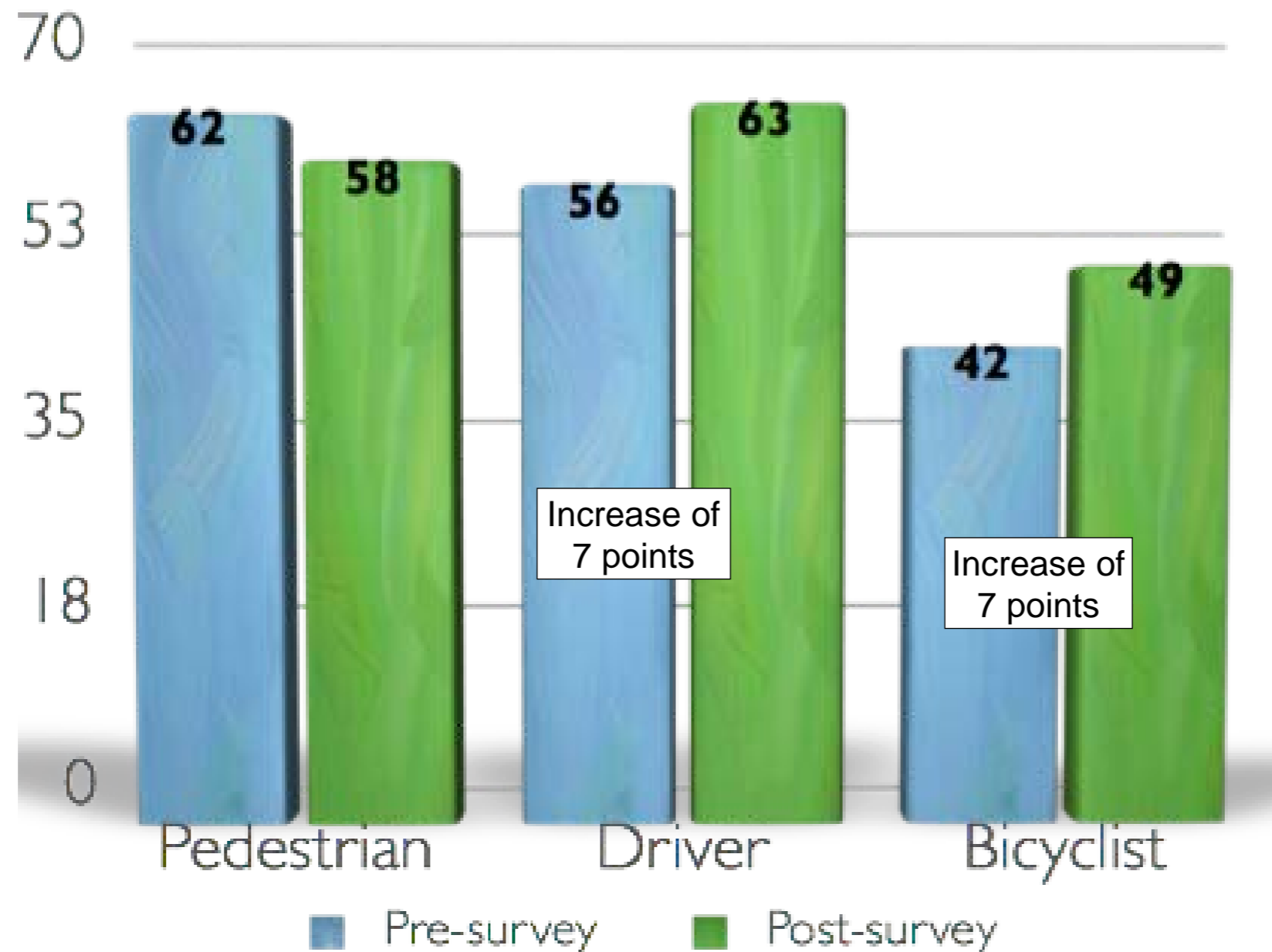
Enforcement

- Respondents were asked: “Have you recently seen or heard about police efforts to enforce pedestrian safety laws?”
 - The general audience showed a 10% increase in enforcement awareness from pre- to post-surveys going from 32% to 42%.
 - Males 18-34 showed sustained high awareness from pre- to post-surveys.



Enforcement

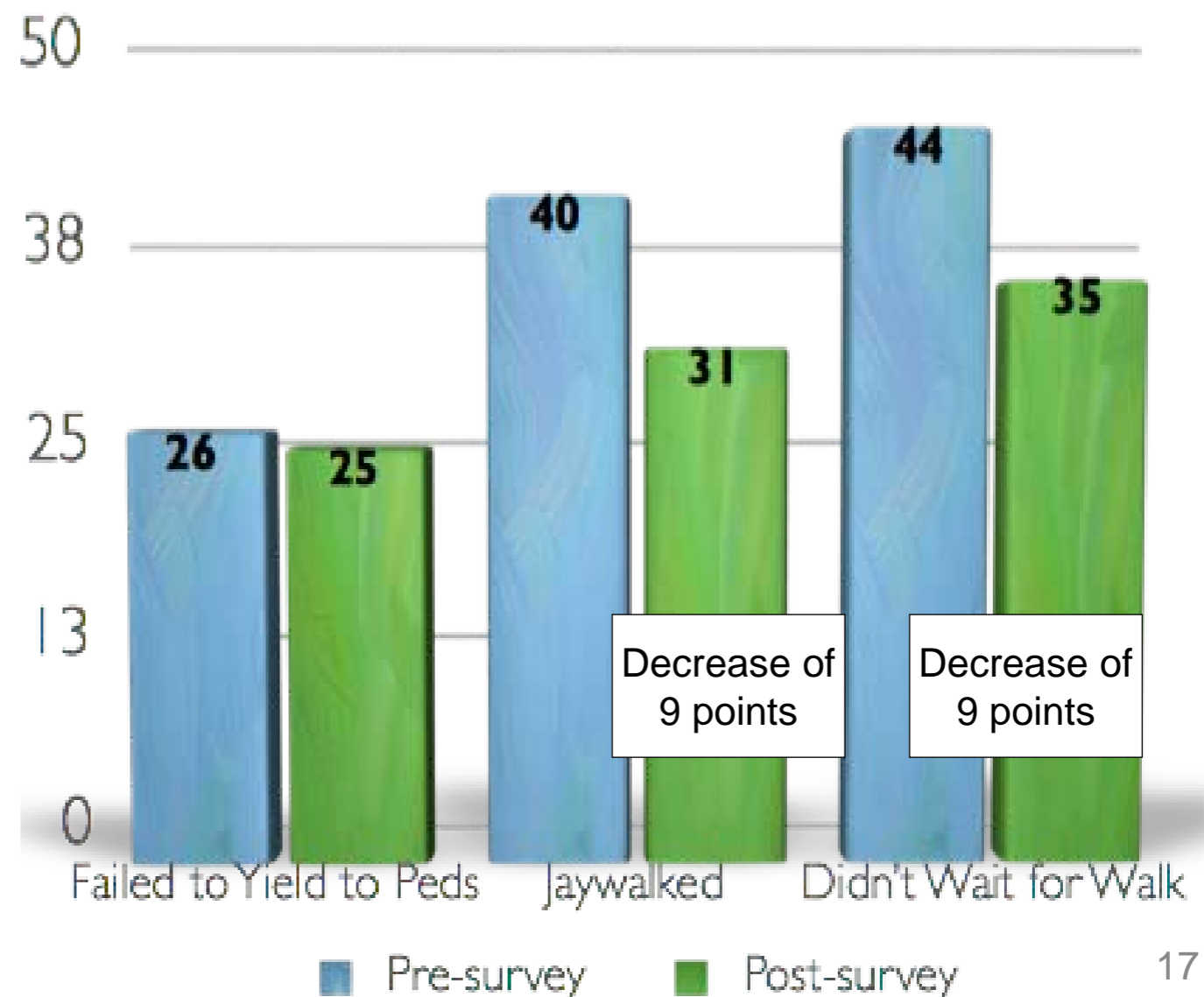
- Target audience of males aged 18-34 believed driver, pedestrian enforcement increased



Behaviors

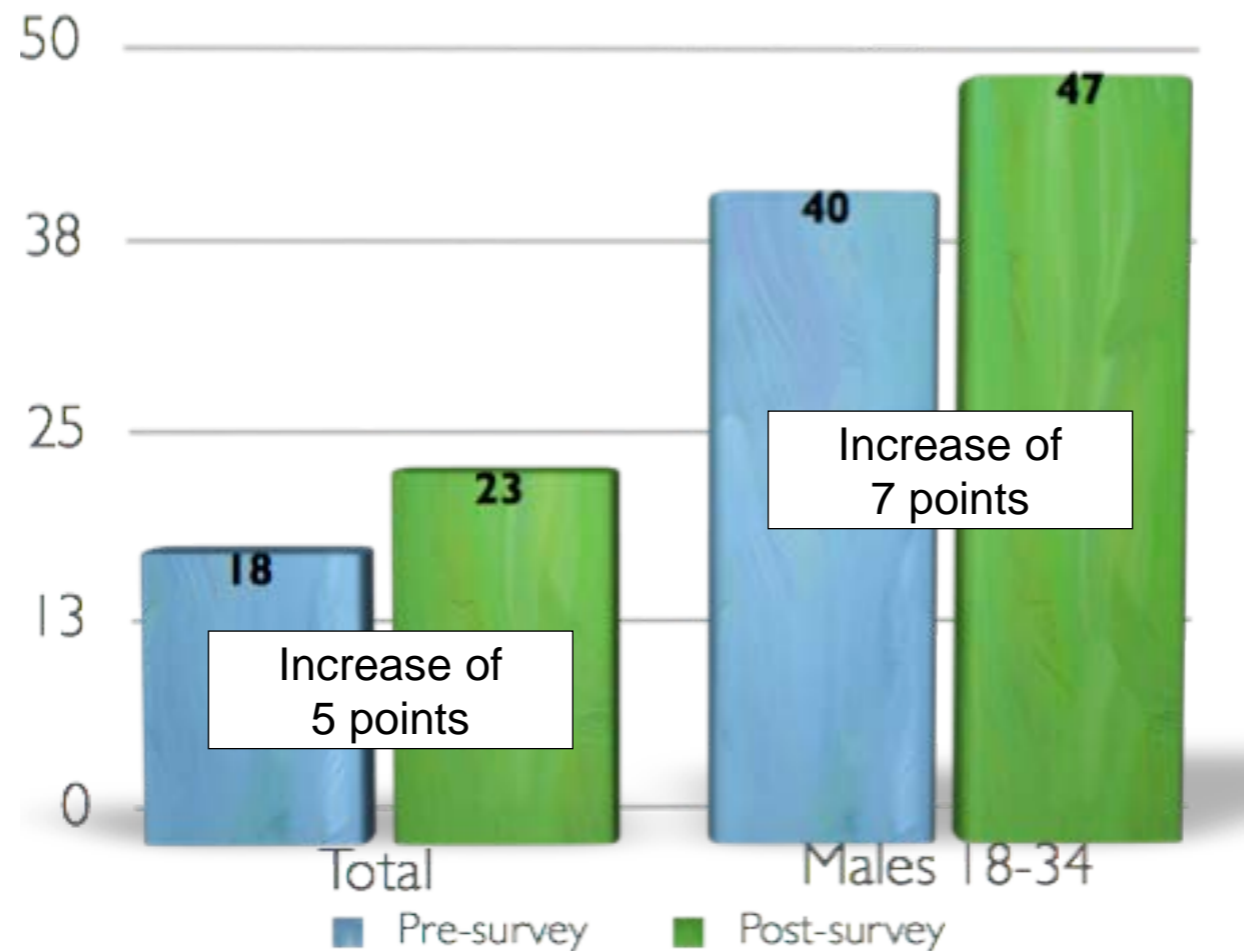
- Self-reported risky behaviors show improvement of pedestrian behaviors among 18-34 males while driver behavior remained flat.

- Failed to yield to pedestrians:
Pre 26% - Post 25%
- Jaywalked:
Pre 40% - Post 31%
- Did not wait for walk sign:
Pre 44% - post 35%

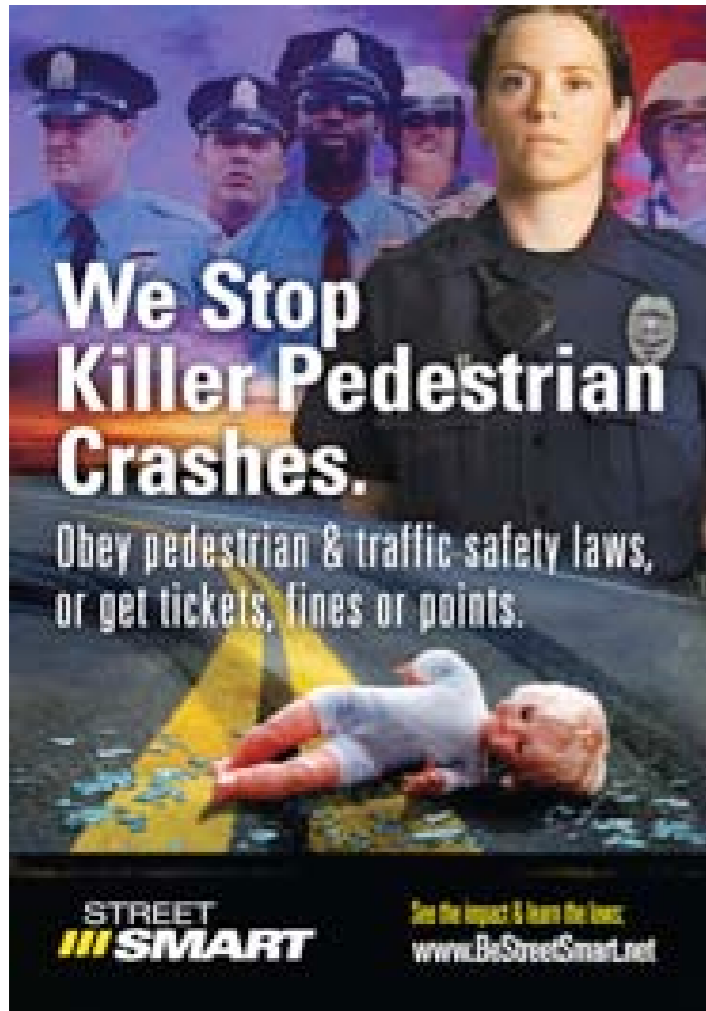


Message Awareness

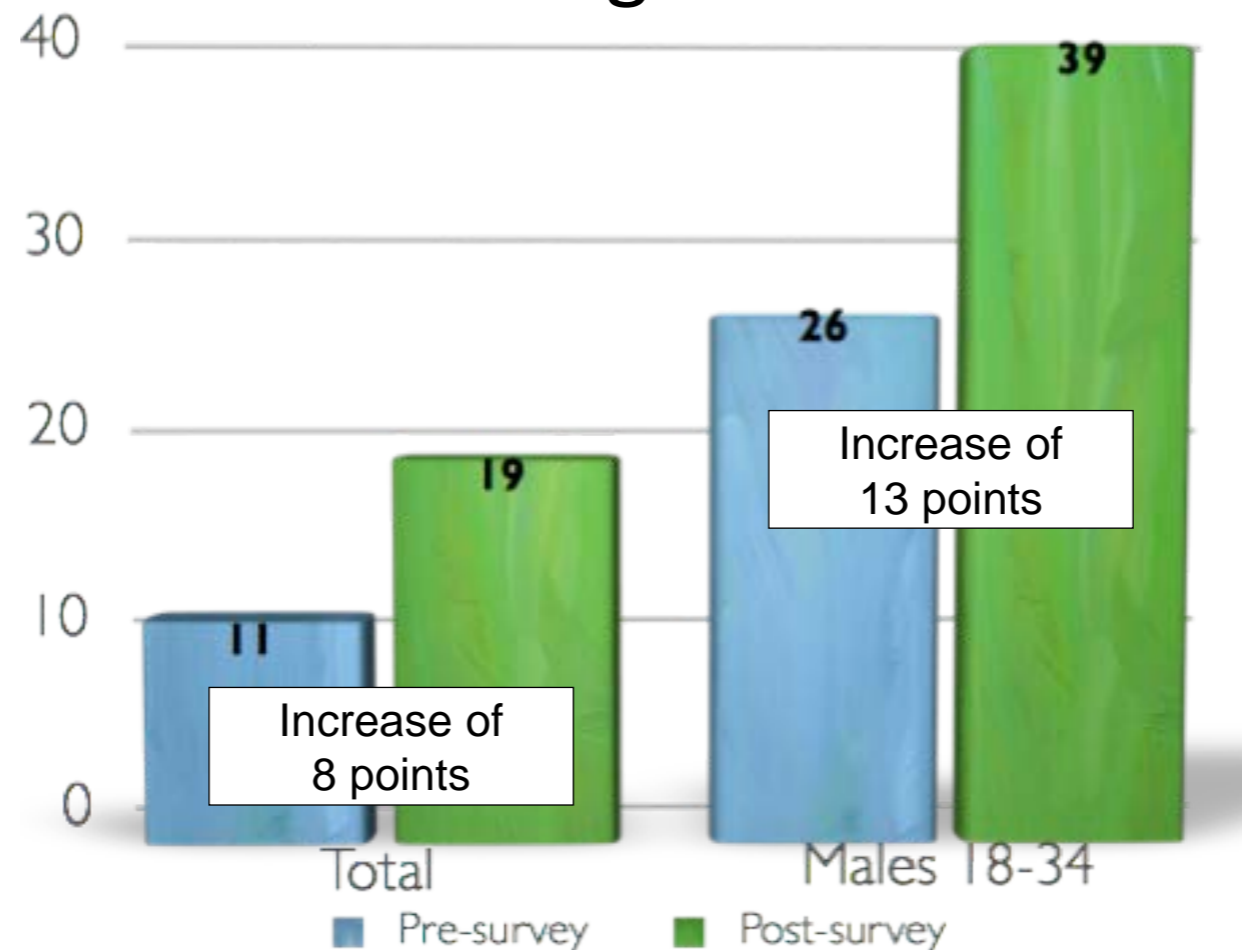
- Awareness of the primary enforcement message “Obey pedestrian and traffic safety laws or get tickets, fines or points” increased among the target audience in the post survey.



Message Awareness

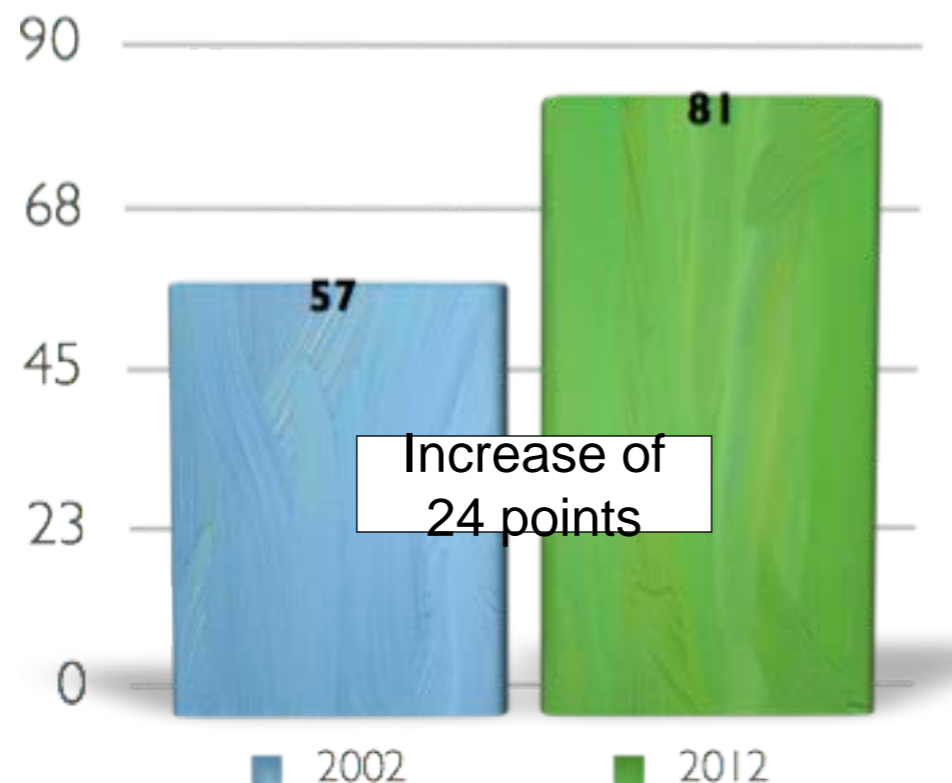


- When asked have you seen this ad, respondents showed significant recall in the post-survey indicating awareness of the outdoor advertising.



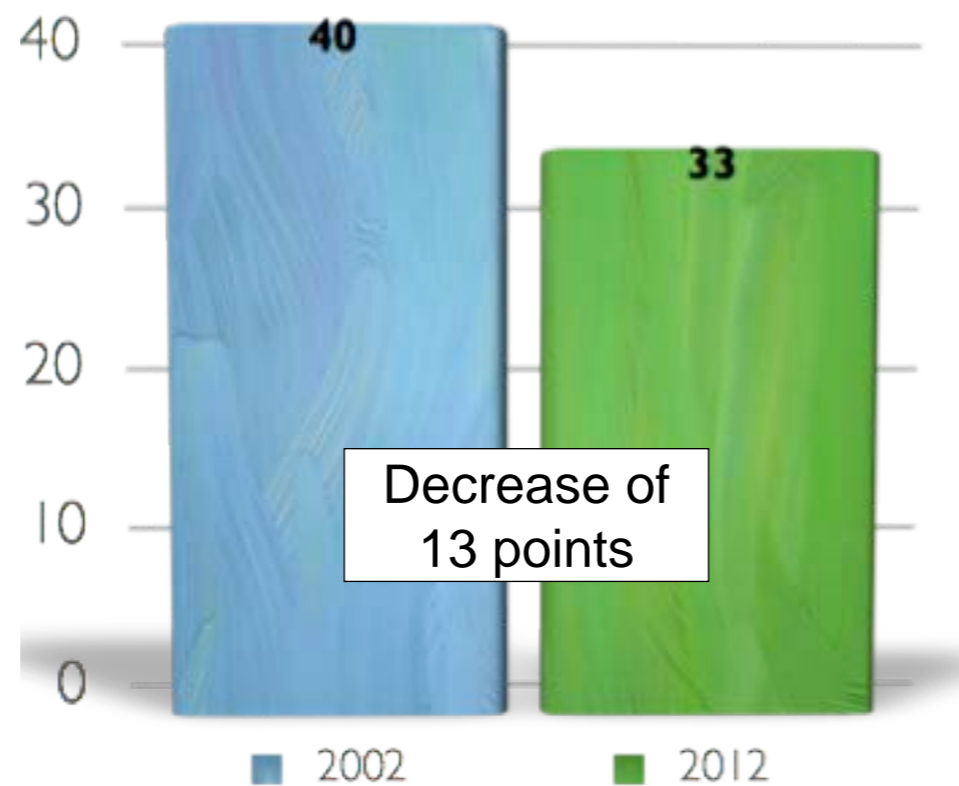
Progress over time

- The Street Smart Program has been conducting pre- and post-surveys since 2002. During the past 10 years, some questions have been consistently asked in the same manner so we've been able to do some comparisons.
- Total Net Awareness (combined awareness of all campaign messaging):



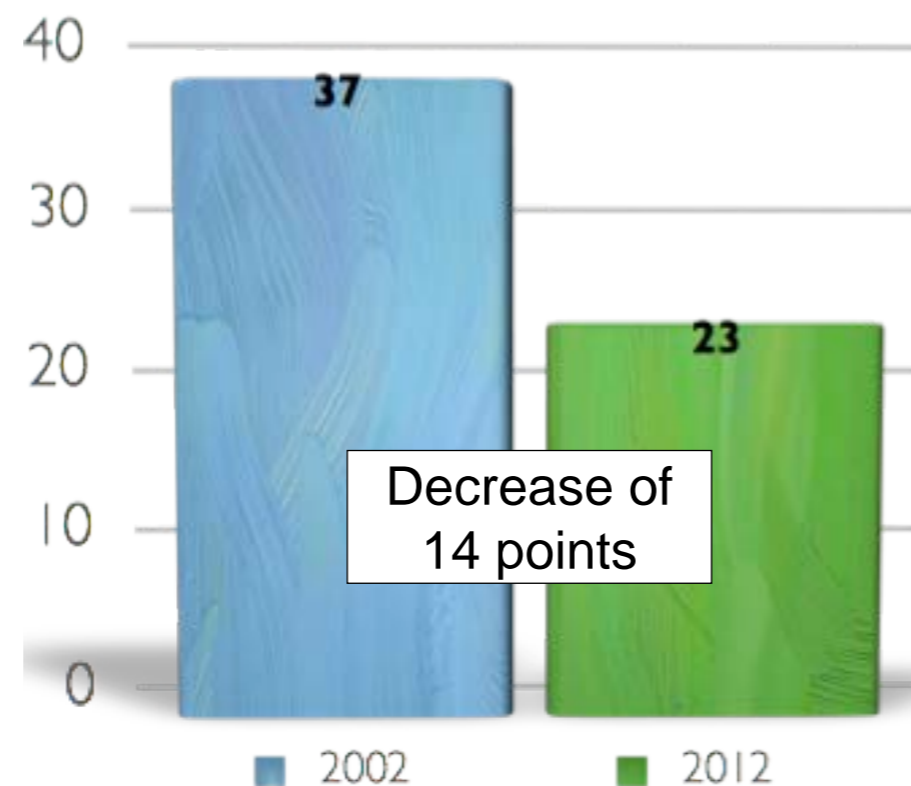
Progress over time

- Observations of pedestrians who “frequently” jaywalk:



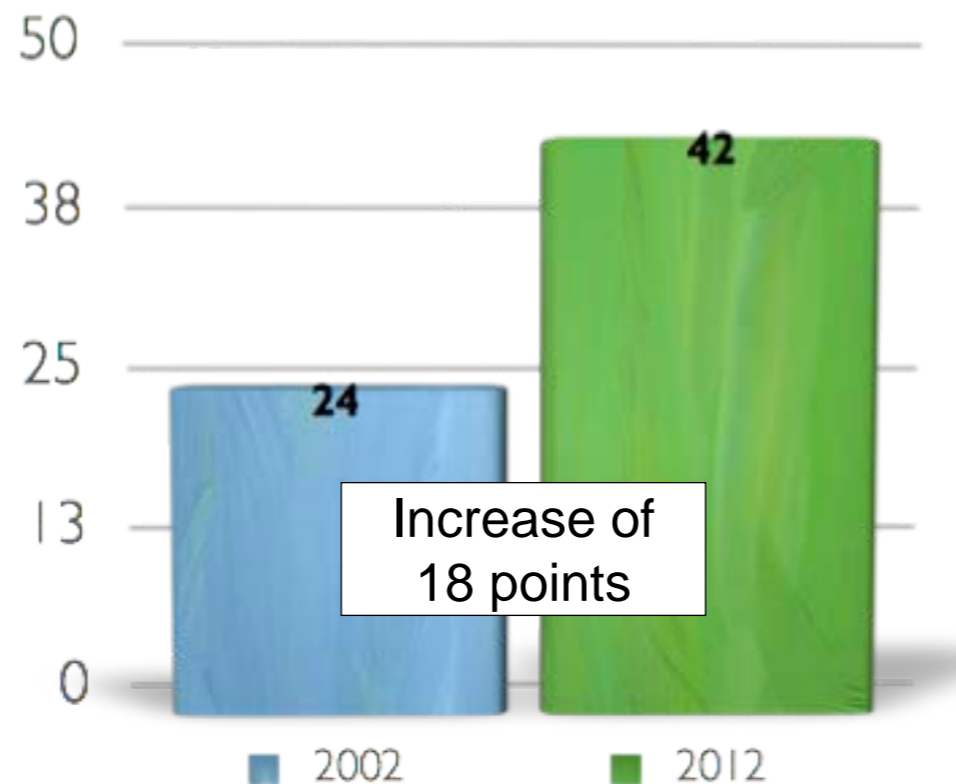
Progress over time

- Observations of drivers who “frequently” do not yield to pedestrians:



Progress over Time

- Awareness of police efforts to enforce pedestrian traffic safety laws:



Conclusions: Survey and Safety Data

- Survey shows Progress over Time
 - Message Awareness
 - Perceived Law Enforcement
 - Reported pedestrian, driver behavior
- Safety Data Results are Mixed
 - Pedestrian and Bicyclist Fatalities and Injuries are stable
 - Motorized Fatalities and Injuries are falling
 - Proportion of Pedestrian & Bicyclist Fatalities and Injuries is rising
 - Some jurisdictions have seen improvement. For example,
- Montgomery County Pedestrian Safety Initiative
 - Comprehensive Engineering, Enforcement & Education Program
 - Uses the Street Smart materials, hosts press event
 - \$4 million/year budget, mostly engineering at high-crash locations
 - Reduced pedestrian fatalities, serious injuries

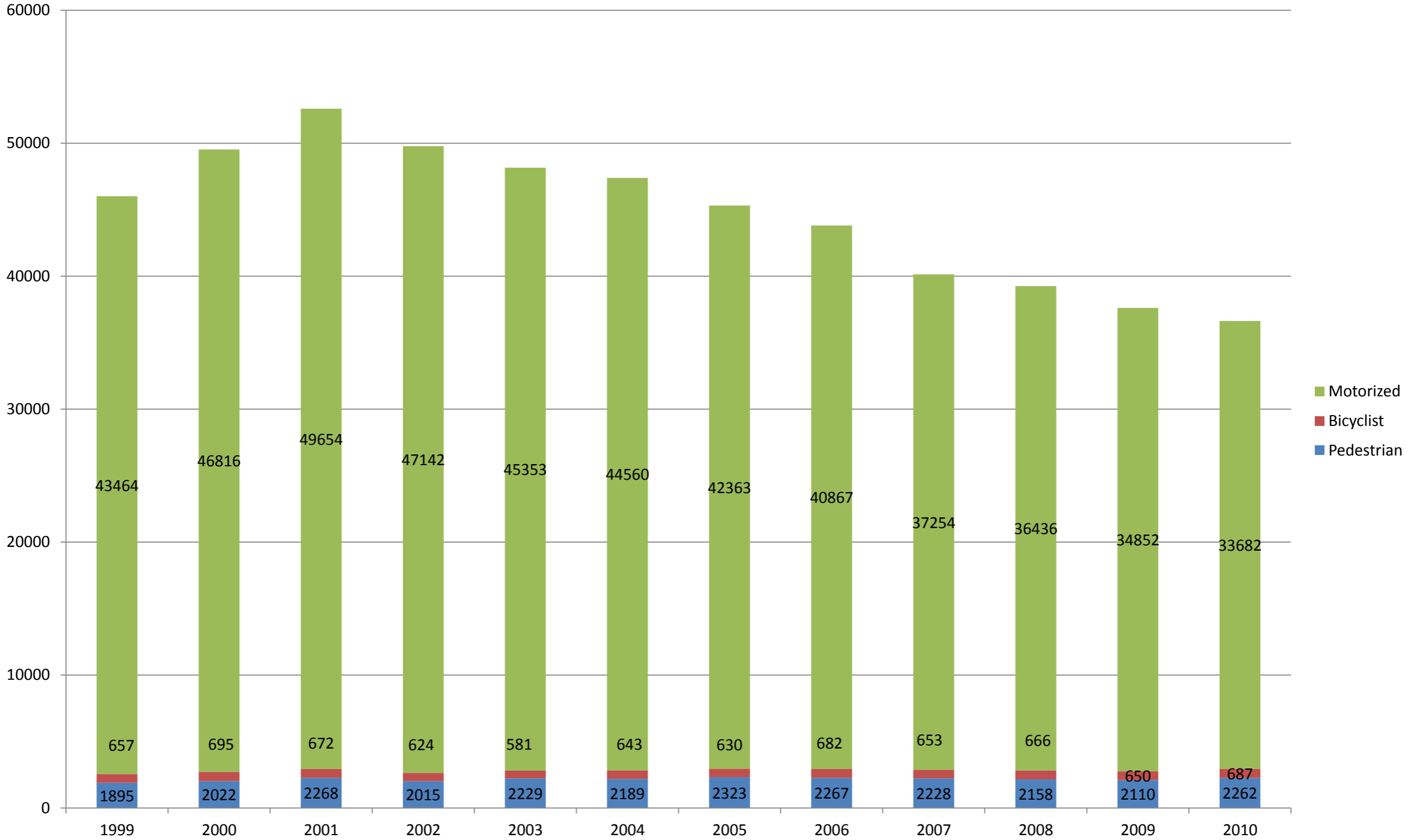
Next Steps

- **New Project Consultant – Sherry Matthews Inc.**
 - Submitted the most highly rated among eight proposals
 - Long history of public safety campaigns for TX DOT, others
 - Met with Advisory Group
 - Developing proposal for FY 2013
 - Fresh data on target demographic in the Washington Region
 - Fresh creative and media approach
 - Promote partnership with local three “E” efforts
- **Fall Campaign: November 2012**
 - Loudoun County has volunteered to host Fall 2012 Press Event



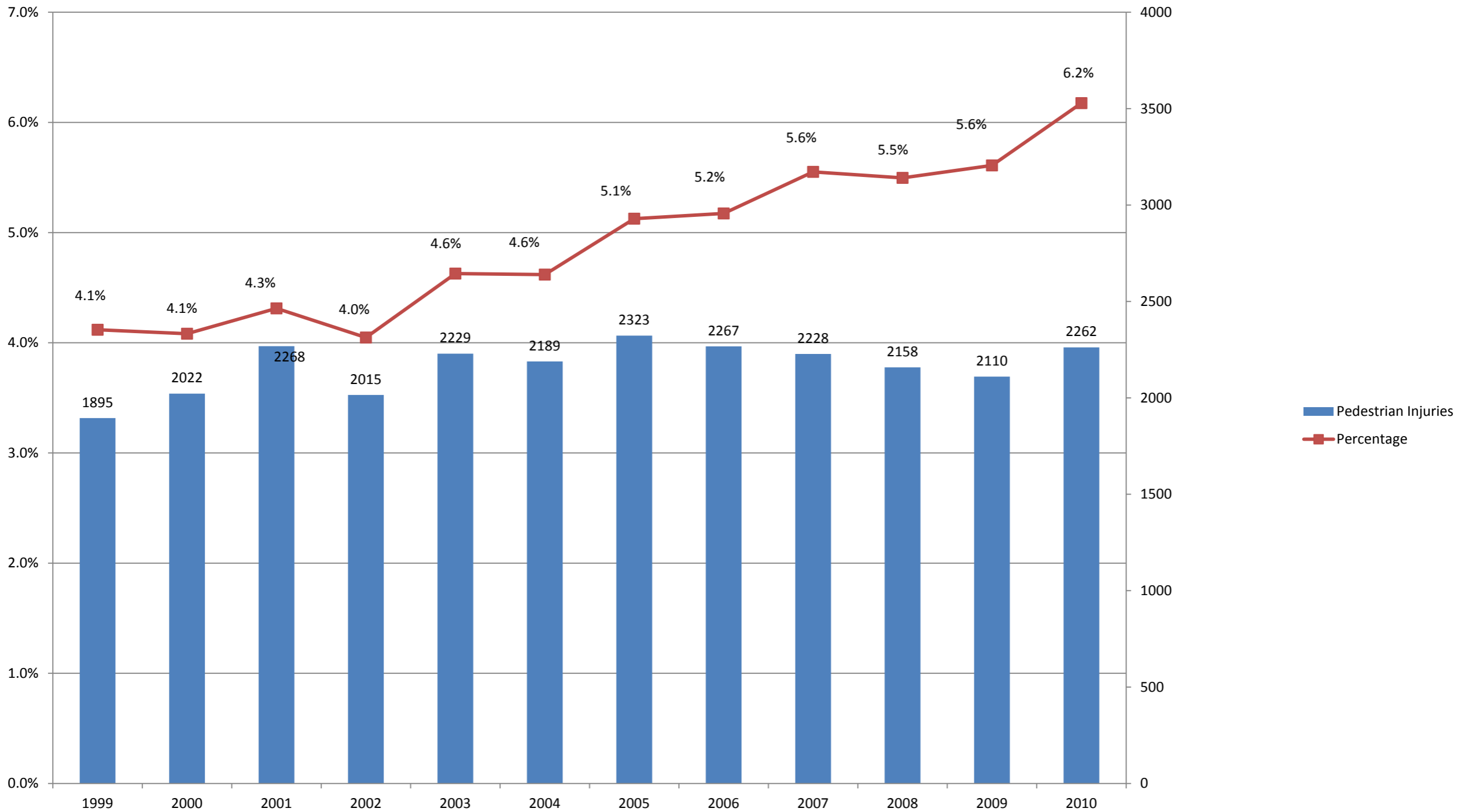
Appendix - Data Slides

Injury Trends: 1999-2010



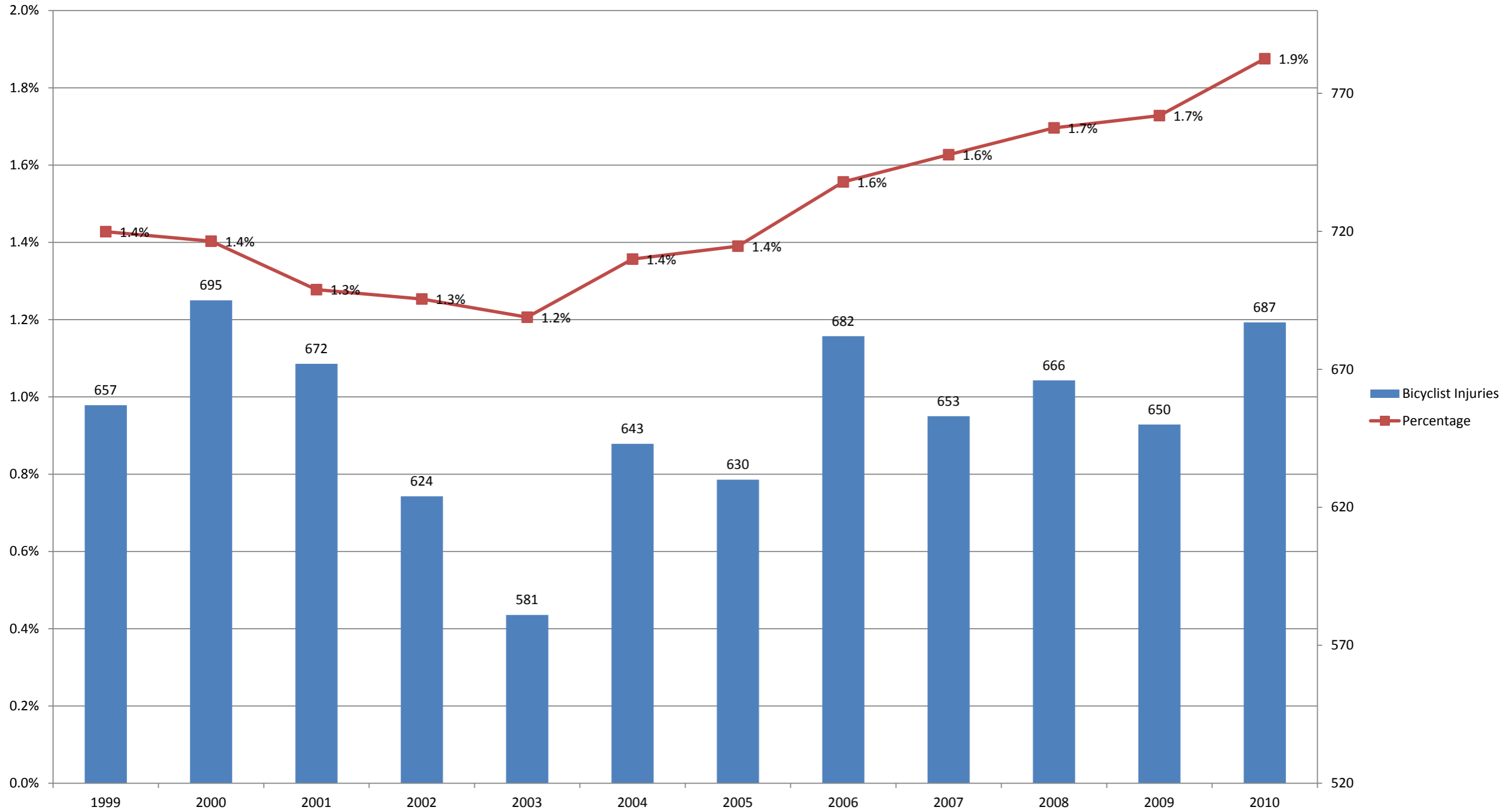
Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

Pedestrian Injuries in the Washington Region



Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

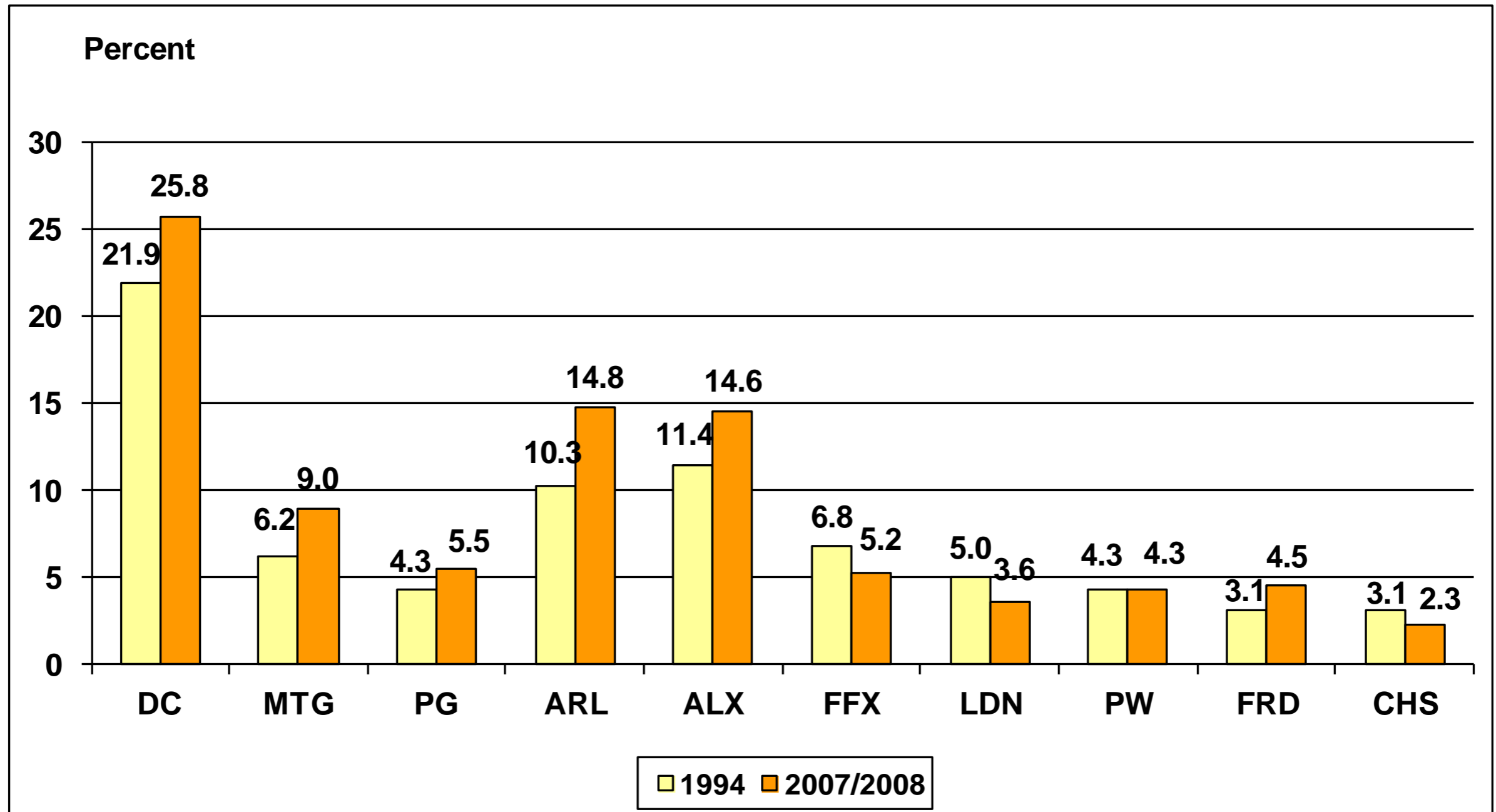
Bicyclist Injuries in the Washington Region



Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

Daily Walk Trip Share by Jurisdiction (All trips)

(1994 – 2007/2008)



Source: 1994 and 2007/2008 TPB Household Travel Survey