

ITEM 14 - Information

April 21, 2010

Briefing on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

Staff

Recommendation: Receive briefing.

Issues: None

Background: On March 23, a Street Smart Campaign Kick-off and Speed Demonstration event was held in Silver Spring. The Board will be briefed on the Spring 2010 campaign, and the status of funding and planning for the Fall 2010 and Spring 2011 campaigns.

National Capital Region Transportation Planning Board

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MEMORANDUM

TO: Transportation Planning Board

FROM: Michael Farrell, Transportation Planner
Department of Transportation Planning

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety Campaign: the Spring 2010 campaign, and Planning for FY 2011

DATE: April 13, 2010

Background

The Washington region has an average of approximately 2,700 pedestrian injuries and 84 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 waves of radio, transit, internet, and outdoor advertising, which since 2007 have run twice annually. A press conference is held at the beginning of each wave. All materials are translated into Spanish including the radio spots which run on Spanish-language radio. Pedestrian-related law enforcement efforts occur concurrently.

The TPB was briefed on the results of the FY 2009 campaign at its October 2009 meeting.

Spring 2010 Campaign

A kick-off press conference for the recently completed Spring 2010 campaign was held on Tuesday, March 23rd in Silver Spring, Maryland. The centerpiece was a speed demonstration, showing the effects of a vehicle traveling at speeds of 25, 35, and 40 mph on “Bobby”, a department-store mannequin.

The event received a great deal of press attention, including nine print and online articles reaching **nearly 1 million readers**, and 24 television stories reaching at least **1,497,770 area viewers**. Further details are available in the attached media report.

The Spring campaign wave included for the first time video ads for cable television, as well as radio, transit, and an improved web site, www.beststreetsmart.net. Law enforcement participation was enhanced, with seven law enforcement agencies indicating that they would carry out enforcement. Total budget for FY 2010 was \$658,600, of which \$508,800 went to the Spring 2010 wave.

A full evaluation of the FY 2010 campaign and further details on campaign activities will be included in the Annual Report and Campaign Summary, which will be available in October 2010. The TPB will be briefed on the Annual Report at that time.

Planning for FY 2011 (Fall 2010 and Spring 2011)

Letters requesting funds at a suggested level of five cents per capita were sent to the TPB member jurisdictions on March 22nd. Applications for funding are also being submitted to the States and WMATA. At this point it appears likely that sufficient funds will be available for both a Fall and a Spring campaign wave.

In-kind support is as important as financial support. In addition to providing funds, TPB member jurisdictions can provide technical support and help shape the messages through the Advisory Group, carry out concurrent pedestrian safety enforcement, host the press event, distribute campaign materials, and last but not least, carry out their own engineering, enforcement, and education – based traffic safety programs.



Spring 2010 Street Smart Media Report

April 13, 2010

On Tuesday, March 23, 2010, the *Street Smart* campaign kicked off its spring initiative with a bang ... literally. The theme "Speed Kills" was clear as a dramatic demonstration of the effects of speed on pedestrian and cyclist safety was conducted on a neighborhood street in Silver Spring. The demonstration on the distance required for a vehicle to stop featured "Bobby", a wire frame model of a ten-year-old boy attempting to cross the street and encountering a vehicle bearing down at speeds of 25, 35 and 40 miles per hour. Bobby discovered, along with local elected officials and law enforcement, that when placed at a fixed distance from where a vehicle brakes, he is safe crossing in front of the vehicle going 25 miles per hour but not so lucky crossing in front of the vehicle at higher speeds. At 35 miles per hour, Bobby was struck hard, hurling his body forward and sustaining severe injuries. At 40 miles per hour, Bobby was almost surely killed.



The event garnered some of the most significant media coverage in campaign history. Notable highlights include:

- Reaching **nearly 2.5 million people** across the region, specifically:
 - Nine print and online articles reaching **nearly 1 million readers**
 - 24 television stories reaching at least **1,497,770 area viewers**
 - Print and broadcast coverage with a publicity value of **at least \$126,347.42.**
- Coverage by all four local broadcast outlets: WRC (NBC-4), WTTG (FOX-5), WJLA (ABC-7) and WUSA (CBS-9) and a piece on WJLA (NewsChannel 8)
- WTOP coverage of the event on March 23
- Major pickup in social media outlets, including video footage of demonstration posted on YouTube by a DCist blogger and linked to by Greater Greater Washington and The Wash Cycle blogs. DCist, Greater Greater Washington and The Wash Cycle are in the top 10 of most widely trafficked blogs focusing on Washington, DC
- A print story in *The Washington Post*
- A front page story in *The Washington Hispanic*



Television Coverage

WJLA.com

VIDEO: [Pedestrian Safety Campaign Shows Dangers of Speeding](#)

March 23, 2010

By Markham Evans

NBCWashington.com

VIDEO: [Alexandria Safety Initiative Spreads Rules of the Road](#)

March 23, 2010

By Megan McGrath



Radio Coverage

WTOP FM

Audio: [Pedestrian Safety](#)

March 23, 2010

By Adam Tuss



Print and Online Coverage

The Washington Post

[Dr. G's safety, commuting tips for the week ahead](#)

March 28, 2010

By Robert Thomson (Dr. Gridlock)

The Washington Hispanic

[Lanzan campaña contra "la velocidad asesina"](#)

March 26, 2010

By Victor Caycho

GreaterGreaterWashington.org

[Breakfast links: Videos and Lanes](#)

March 24, 2010

By David Alpert

WashCycle.com

[Street Smart Spring 2010](#)

March 24, 2010

WTOP.com

[New Program Aims to Improve Pedestrian Safety](#)

March 23, 2010

By Justin Karp

DCist.com

[Watch: Following Speed Limits Helps Save Lives](#)

March 23, 2010

By Joe Danielewicz

CommuterPageBlog

[Street Smart Campaign Spring 2010 Kicks Off Today!](#)

March 23, 2010

Washington Examiner

[Alexandria Police Begin Increased Pedestrian Safety Law Enforcement](#)

March 22, 2010

By Barbara Maxwell

Montgomery Sideways

["Street Smart" Dummies](#)

March 19, 2010

