

STREET **/// SMART**

2011 Review

Prepared for the
Metropolitan Washington Council of Governments
September 2011



McANDREW
COMPANY
Marketing Communications



Street Smart Campaign Goals

- Reduce injuries and deaths.
- Educate drivers, pedestrians, and bicyclists about safe usage of roadways.
- Increase enforcement and make audience aware of enforcement.
- Build on awareness established in prior campaigns in order to change behaviors.
- Develop a program that can be easily replicated by other localities.

Street Smart Campaign Elements

Radio

Outdoor

Spanish TV

Earned Media (News Stories)

Enforcement

DDOT/HU Observational Study

Brochures

BeStreetSmart.net

Messaging

Giant Safety Problem

Watch for pedestrians

Wait for the walk

Cross after the bus leaves the stop

Watch for bicycles when turning

Bicyclists - Obey signs and signals

A GIANT PEDESTRIAN SAFETY PROBLEM



Watch for Pedestrians.

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BeStreetSmart.net

A PUBLIC SAFETY PROGRAM OF THE DISTRICT OF COLUMBIA,
MARYLAND AND VIRGINIA

POLICE
ARE
ENFORCING
TRAFFIC
LAWS

UN PROBLEMA ENORME
DE SEGURIDAD
PEATONAL



¡Cuidado Con Los Peatones!

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UN PROGRAMA DE SEGURIDAD PÚBLICA DEL DISTRITO DE COLUMBIA,
MARIANO Y VIRGINIA



UN PROBLEMA ENORME
DE SEGURIDAD
PEATONAL



Protéjase... Espere Para Cruzar.

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MARIANO Y VIRGINIA



UN PROBLEMA ENORME
DE SEGURIDAD
PARA LOS CICLISTAS



Al Doblar Preste Atención A Los Ciclistas.

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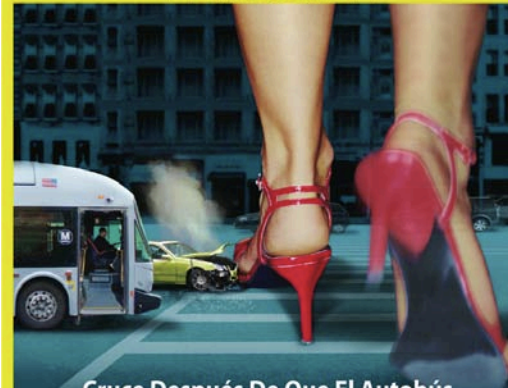
Respete las luces y señales.

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MARIANO Y VIRGINIA



UN PROBLEMA ENORME
DE SEGURIDAD
PEATONAL



Cruce Después De Que El Autobús
Haya Dejado La Parada.

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MARIANO Y VIRGINIA



Value Added

The value of PSA messages, donated media space, free media messages and earned publicity was approximately \$1,227,347 – almost four times the actual paid media and public relations budget (\$318,000).

Evaluation Survey

Web-based, pre-defined questionnaire used for both waves

Traditional Methodology



- 50/50 male/female
- Proportionate geographic distribution by population
- 18-34 Male oversample

Results

- Five core safety messages showed stability and sustained awareness. This is indicative of a mature program.
- The new “Giant Pedestrian...” theme demonstrated significant increases in awareness in the post-test. Especially among 18-34 males.
- Awareness of dangerous behaviors were reported higher in the post-test. Most likely due to exposure to the media campaign.
- Enforcement and awareness of enforcement have room for improvement.

Top 10 Dangerous Behaviors

Participants were give a list of 20 behaviors and were asked if they were considered serious, somewhat serious, etc. The top 10 extremely/very serious behaviors are listed below.

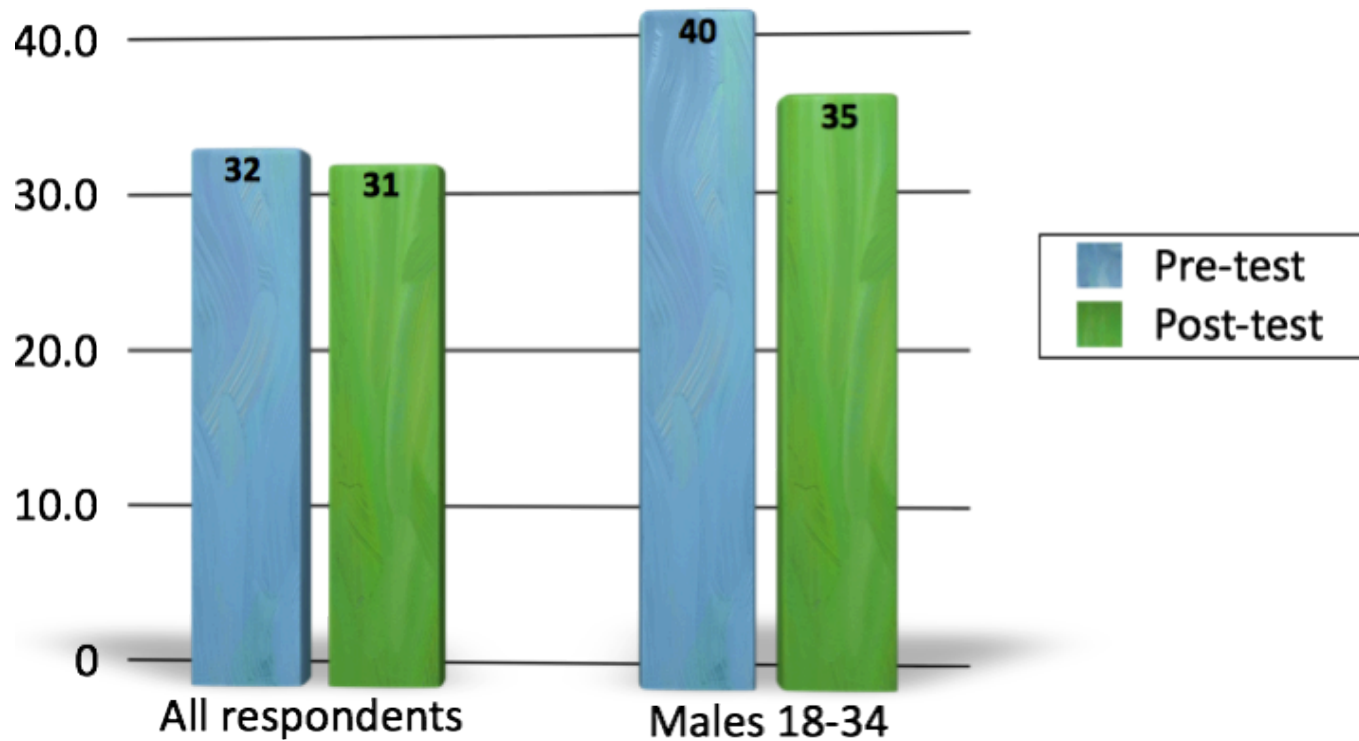
	pre-test	post-test
Drivers texting while driving	90%	89%
Aggressive drivers	86%	86%
Drivers using cell phones	83%	85%
Drivers who run red lights	79%	80%
Drivers who don't yield/stop for pedestrians	78%	80%
Drunk drivers	76%	80%
Bicyclists who run red lights & stop signs	66%	71%
Drivers who pass bicyclists unsafely	68%	69%
Drivers who pass a stopped school bus	66%	70%
Drivers who exceed the speed limit	64%	69%

Insights on dangerous behaviors

- Dangerous behaviors when ranked in order of “Seriousness” show a pattern:
 - eight of the top 10 are driver behaviors
 - one cyclist behavior in the top 10
 - one pedestrian behavior in the top 10
- People consistently felt the dangerous behaviors were more serious after being exposed to the campaign.

Enforcement

Have you recently seen or heard about police efforts to enforce pedestrian safety traffic laws?



Enforcement

A series of three questions were posed asking respondents to give their opinion on how strictly police were enforcing laws for pedestrians, drivers in relation to pedestrians and cyclists.

- Almost 3/4 of the respondents believed that pedestrian/driver/cyclist laws are “not strictly” being enforced:

Responses to laws “not strictly” being enforced	All Respondents		Males 18-34	
	Pre-test	Post-test	Pre-test	Post-test
Pedestrians: crossing against the signal	75%	76%	64%	63%
Drivers: yielding/stopping for pedestrians	65%	65%	53%	60%
Cyclists: traffic safety laws	71%	74%	57%	70%

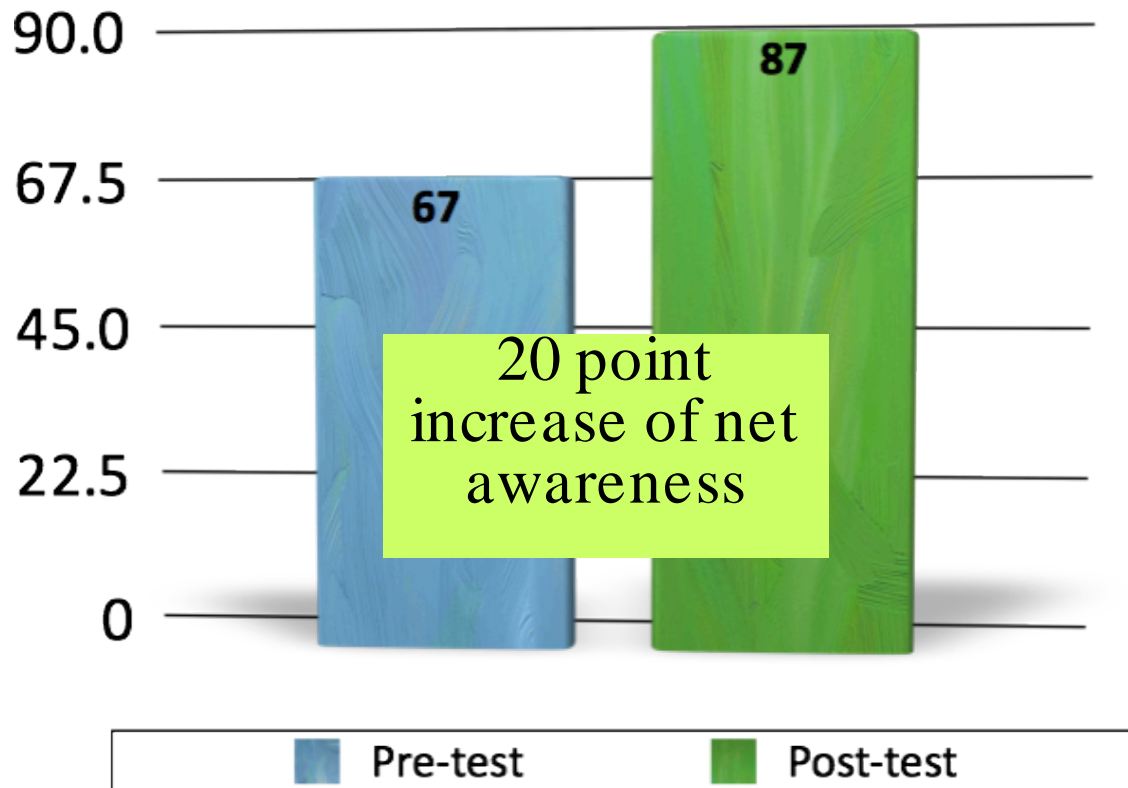
Observational Findings

A series of four questions were posed asking respondents to report how often they had observed certain behaviors in the last 30 days. The following show the “frequently/occasionally” responses.

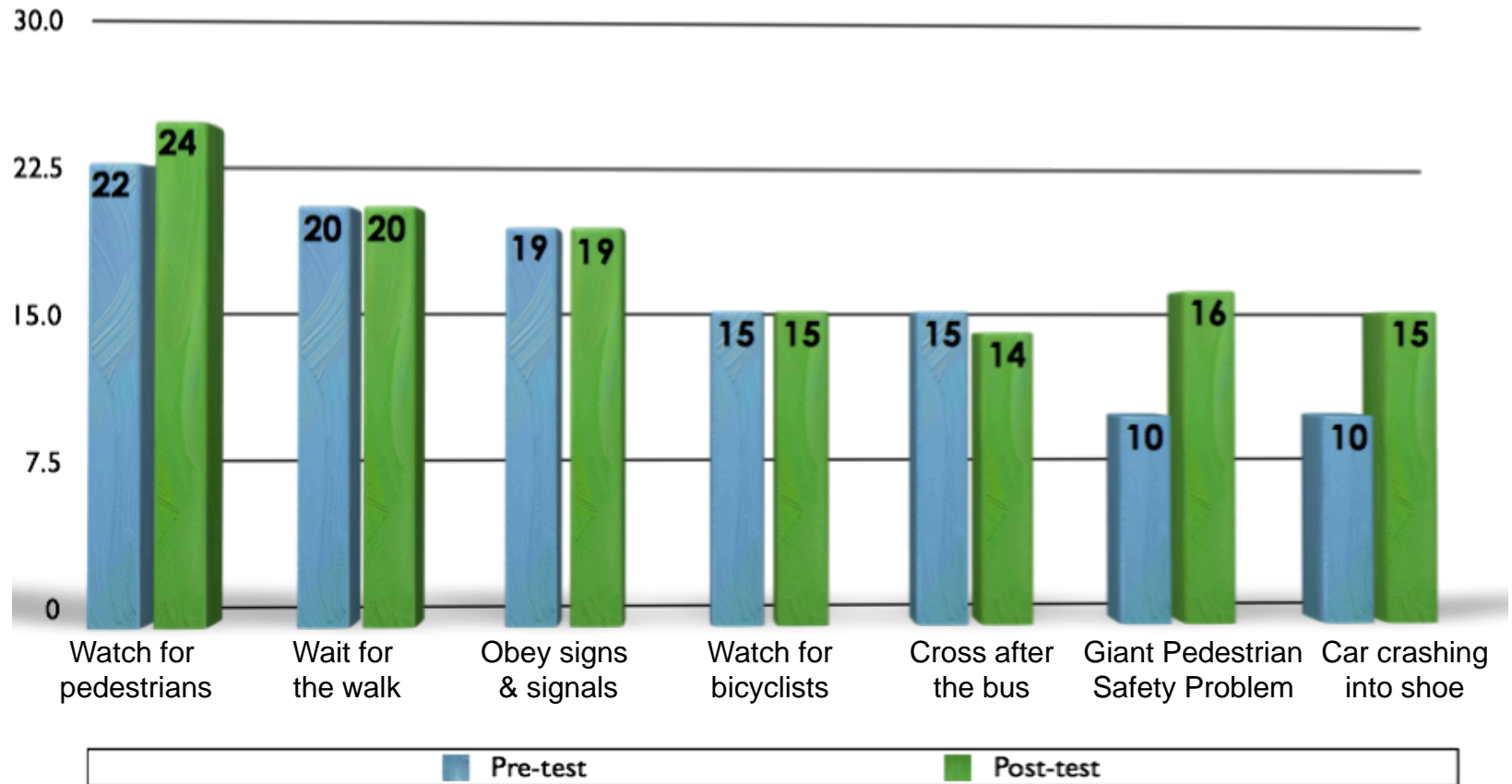
Behaviors	All Respondents		Males 18-34	
	Pre-test	Post-test	Pre-test	Post-test
Pedestrians: walk into road/jaywalk	74%	74%	64%	74%
Drivers: don't yield/stop for pedestrians	63%	62%	66%	63%
Drivers: don't observe traffic laws around bicyclists	48%	51%	42%	59%
Bicyclists: don't observe traffic laws	62%	66%	57%	68%

Campaign Net Awareness

Net awareness combines all campaign messages
(anyone who has seen/heard any single message at least once.)



Message Component Awareness



Questions?