

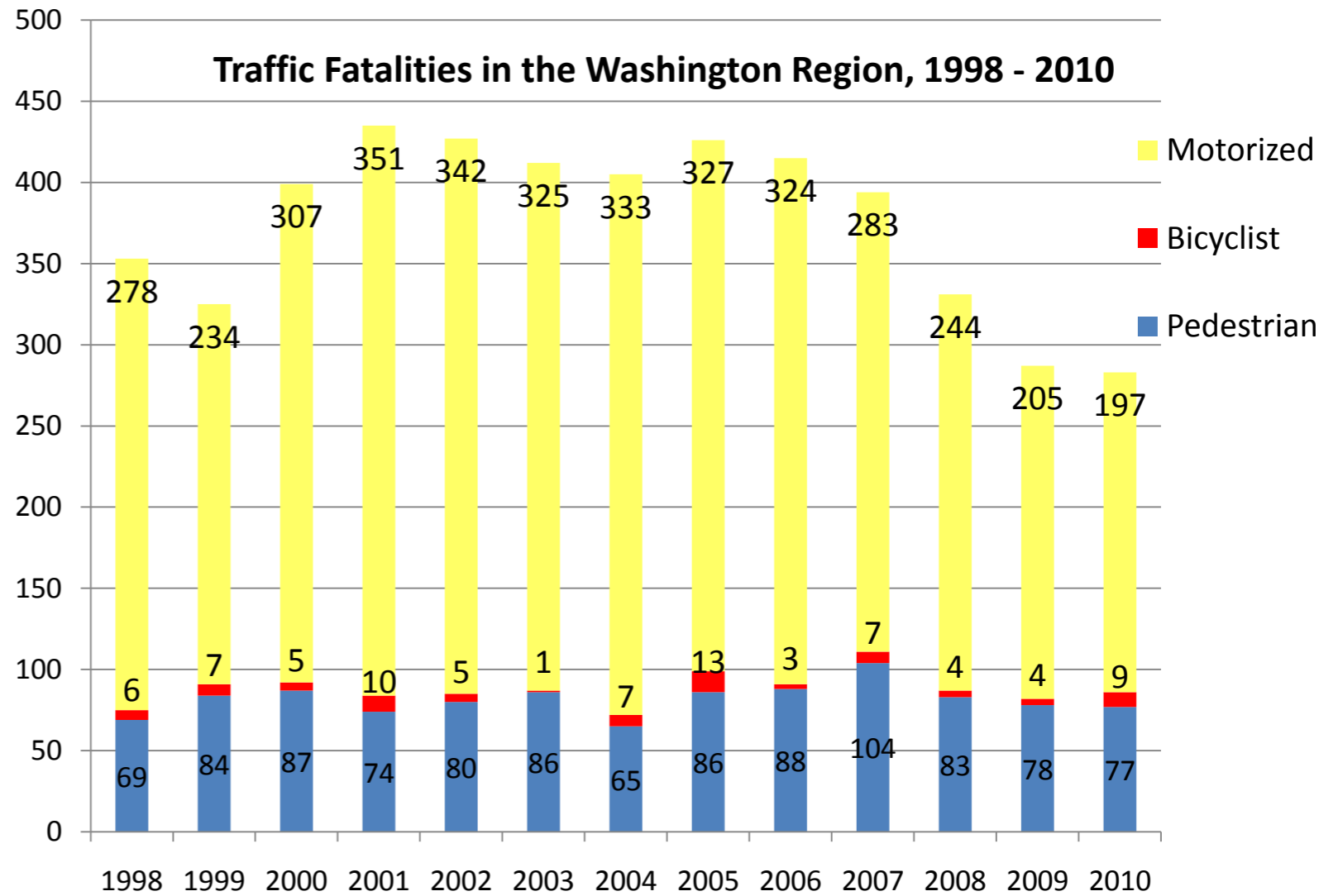
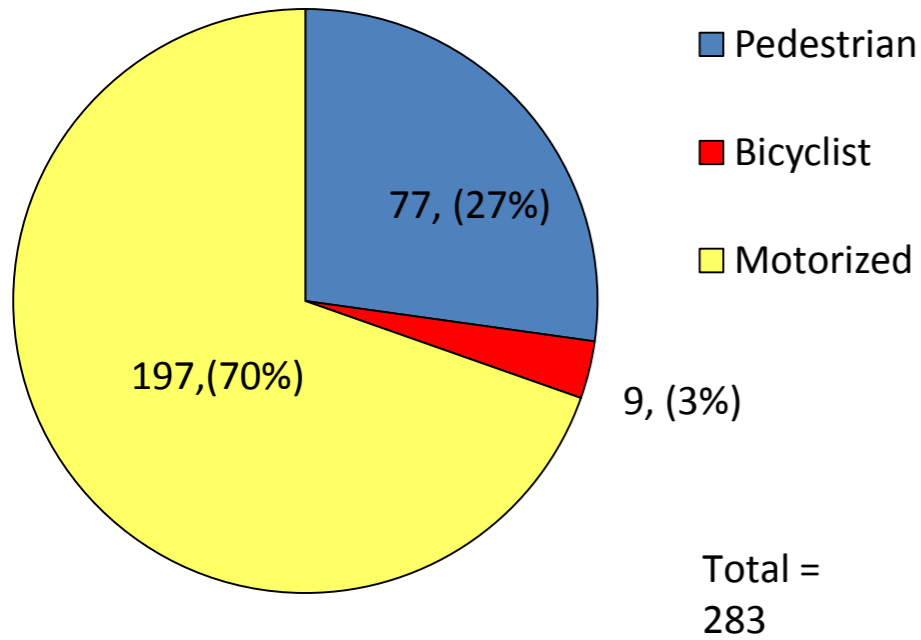


Spring 2012 Campaign Briefing

Michael Farrell
DTP
Regional TDM Marketing Group
March 20, 2012

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



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: \$63k will come from COG dues



- 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



2011 Campaign

A GIANT PEDESTRIAN SAFETY PROBLEM



Watch for Pedestrians.

STREET SMART
BeStreetSmart.net

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

POLICE ARE ENFORCING TRAFFIC LAWS

A GIANT BICYCLE SAFETY PROBLEM



Watch For Bicyclists When Turning.

STREET SMART
BeStreetSmart.net

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

POLICE ARE ENFORCING TRAFFIC LAWS

A GIANT PEDESTRIAN SAFETY PROBLEM



Cross After The Bus Leaves The Stop.

STREET SMART
BeStreetSmart.net

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

POLICE ARE ENFORCING TRAFFIC LAWS

2011 Campaign

A GIANT PEDESTRIAN SAFETY PROBLEM



Get Real... Wait for the Walk.

**STREET
SMART**
BeStreetSmart.net

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

POLICE ARE ENFORCING TRAFFIC LAWS

A GIANT BICYCLE SAFETY PROBLEM



Get Real... Obey Signs and Signals.

**STREET
SMART**
BeStreetSmart.net

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

POLICE ARE ENFORCING TRAFFIC LAWS

2010 Campaign




Be Alert. Be StreetSmart.

Every 8 minutes a life comes to a screeching halt.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia



OBEY Signs and Signals

Ride with Traffic.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia



Cross after the Bus leaves the stop.

Stay alert. Cross safely. Be sure drivers can see you and watch for buses making wide turns.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia

2009 CAMPAIGN



2008 Campaign



Cross like your life depends on it.
*Use crosswalks. Obey signals.
Look left, right, left.*

**STREET
/// SMART**
streetsmart.mwcog.org

Police are enforcing safety laws!

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
 - March 28th, 11:30 a.m., in District Heights, MD
 - Followed by live enforcement - Intersection of Silver Hill Road and Marlboro Pike
 - Request Law Enforcement in High-Incidence Areas
 - Distribute High-Incidence Area Local Response Guide
- New Materials

Advisory Group

- Working group of the Bicycle and Pedestrian Subcommittee of the TPB Technical Committee
- Consists of funding agency representatives with safety expertise
- Worked with TPB Staff and consultant to shape campaign strategy, messaging, and materials


Need for New Materials

- New materials increase the ability to achieve “earned” media (e.g. free news coverage) that furthers messaging and outreach
- 2011 “Giant Pedestrian Safety Problem” Materials
 - Reaching the end of ability to grab attention in some markets
 - Wanted better law enforcement tie-in
 - Controversial in some quarters

Focus Groups

- Two demographically correct focus groups – Shugoll Research
- Examined storyboards for TV spot, headlines for outdoor

2008 CAMPAIGN



Cross like your life depends on it.

*Use crosswalks. Obey signals.
Look left, right, left.*

STREET
/// SMART
streetsmart.mwcog.org

Police are enforcing safety laws!



We Stop Killer Pedestrian Crashes.
Obey pedestrian & traffic safety laws, or get tickets, fines or points.

STREET
/// SMART
See the impact & learn the laws:
www.BeStreetSmart.net



We Are Working For Your Safety.
Cross after the bus leaves the stop.
Be sure drivers can see you.

STREET
/// SMART
See the impact & learn the laws:
www.BeStreetSmart.net

Safety Tips

For Drivers, Pedestrians and Bicyclists

FOR DRIVERS:

-  **STOP FOR PEDESTRIANS** at crosswalks and be careful when passing stopped vehicles.
-  **SLOW DOWN** and obey the posted speed limit.
-  **YIELD TO PEDESTRIANS & CYCLISTS** when turning.
-  **LOOK** before opening your door.
-  **ALLOW 3 FEET** when passing bicyclists.

FOR PEDESTRIANS:

-  **CROSS THE STREET AT MARKED CROSSWALKS** and intersections.
-  **BEFORE CROSSING, LOOK** left, right, then left again.
-  **USE PEDESTRIAN PUSHBUTTONS.**
-  **BEGIN CROSSING THE STREET ON "WALK"** signal.
-  **STAY VISIBLE AFTER DARK** and in bad weather.
-  **WATCH OUT FOR TRUCKS AND BUSES** backing out of parking spaces and driveways.

FOR BICYCLISTS:

-  **OBEY ALL REGULATORY SIGNS** and traffic lights.
-  **NEVER RIDE AGAINST TRAFFIC.** Ride with traffic to avoid potential accidents.
-  **USE HAND SIGNALS** to tell motorists what you intend to do.
-  **RIDE IN A STRAIGHT LINE** to the right of traffic and about a car door width away from parked cars.
-  **ALWAYS WEAR A HELMET.** Helmets dramatically reduce the risk of head injury in a bicycle accident.
-  **USE LIGHTS AT NIGHT** and when visibility is poor.

- PEDESTRIANS AND CYCLISTS should watch for turning vehicles.
- MOTORISTS MUST YIELD to cyclists and pedestrians when turning.

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A public safety program of the District of Columbia, Maryland and Virginia

Cable TV, District



Cable TV, Maryland



Cable TV, Virginia



Radio



Evaluation

- Pre and post-campaign web-based surveys of area motorists
 - Shows that people remember the messages, and where they heard them
- PR success measured by “earned media”
- Law enforcement agencies report citations and warnings issued during the campaign
- Annual Report, October 2012

STREET
/// SMART