

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Spring 2024 Campaign & Fall Campaign Plan

Item #3

Transportation Safety Subcommittee

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What is Street Smart?



- Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
 - Paid and Earned Media
- Waves of Transit and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
 - Direct Outreach
- Since Fall 2002
 - Advisory Group
- Direct Outreach Events
- Concurrent law enforcement
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - FY 2024 Budget – \$850k for consultant, ad placement



Pedestrian Deaths are Near A Forty Year High Nationwide

- After reaching a 40-year high in 2022, pedestrian deaths nationwide experienced a modest 4% decrease in the first half of 2023.*
- Drivers struck and killed 3,373 pedestrians around the country in the first six months of 2023.
- While the 4% decrease from the same period in 2022 is positive, pedestrian fatalities have risen 14% since 2019.

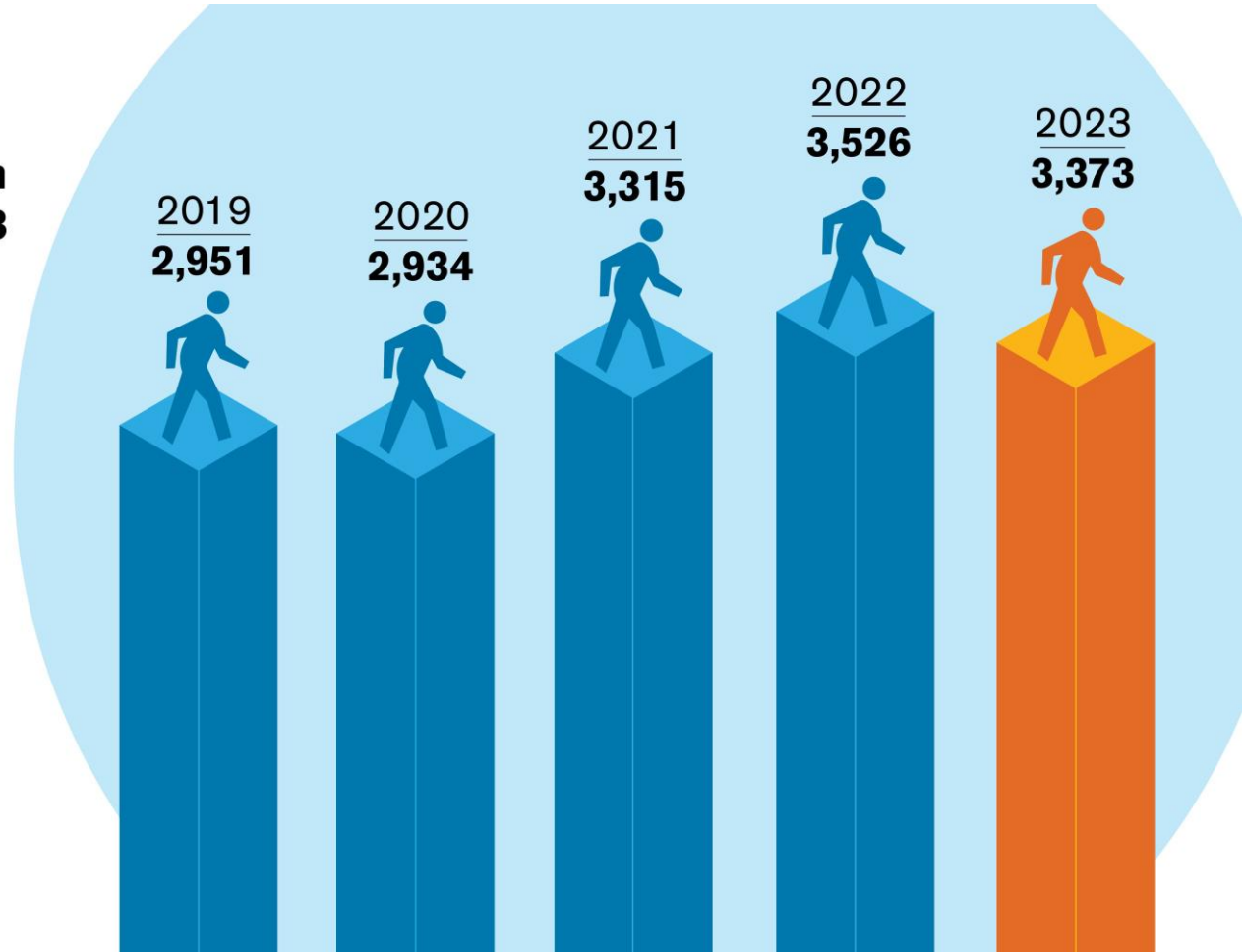
*Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)

A National Problem

New Projection:
U.S. drivers killed
3,373 pedestrians in
the first half of 2023

↓ **4%**
from 2022

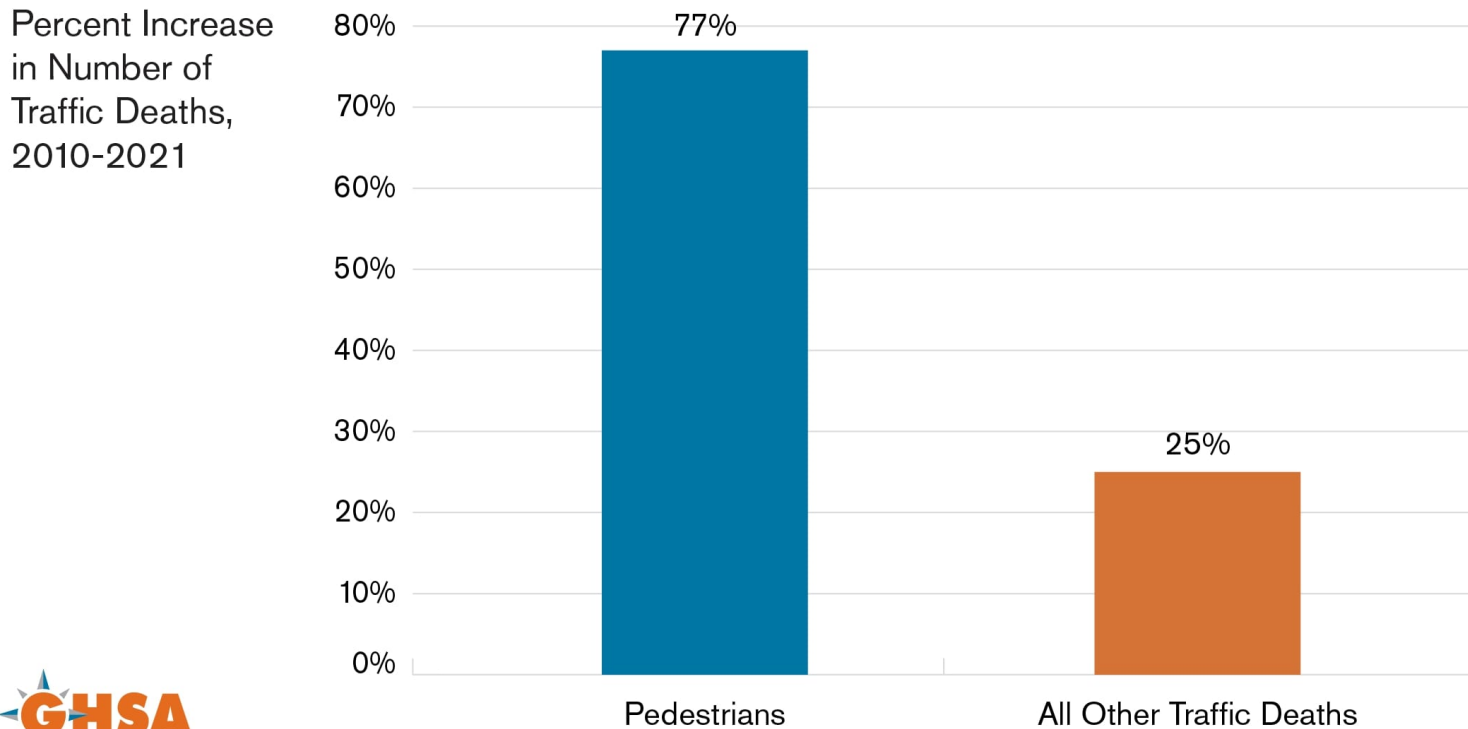
↑ **14%**
from 2019



**Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)*

Pedestrian Deaths Rose 77% From 2000-2021

Pedestrian Deaths Are Increasing Faster Than All Other Traffic Fatalities



*Governors Highway Safety Association, [U.S. Pedestrian Deaths Fall Slightly in First Half of 2023, but Remain Above Pre-Pandemic Levels](#)

Pedestrian Share of DC Region Deaths is Rising

	2019	2020	2021	2022	2023
TOTAL REGIONAL FATALITIES					
Pedestrian	92	94	96	129	108
Bicyclist	7	5	7	10	7
All traffic	305	314	358	384	381

- Preliminary numbers indicate that in 2023, there were 108 pedestrian and 7 bicyclist fatalities, or 30% of total traffic deaths.*
- This is a decrease from 129 pedestrian and 10 bicycle fatalities in 2022, or 36% of the total, a record-breaking year.
- Prior to 2018 pedestrian and bicyclist deaths were a little over one quarter of total fatalities, now its over 30%.

2023 Fatalities by Jurisdiction

2023	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	0	1	0	10	0	3	3	0	7	7	4	15	39	19	108
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	1	3	3	7
All traffic	1	7	0	42	0	16	6	0	29	21	33	45	129	52	381
CRASHES															
Pedestrian	47	109	12	237	12	58	10	0	91	n/a	n/a	n/a	n/a	892	-
Bicyclist	8	52	5	78	5	26	4	2	21	n/a	n/a	n/a	n/a	479	-
All traffic	1,092	2,075	537	12,538	125	4,772	478	95	6,265	n/a	n/a	n/a	n/a	20,134	-

Spring 2024 Campaign

April 22 – May 19

- \$66,000 buy
- “Shattered Lives” ads
- English and Spanish ads running on transit where pedestrians, bicyclists and drivers often intersect.

Strengths

- Focus group tested, reported as compelling and communicating clearly.
- 41% of the general public recall seeing at least one of these ads.



“Shattered Lives”



**SPEEDING
SHATTERS
LIVES.**

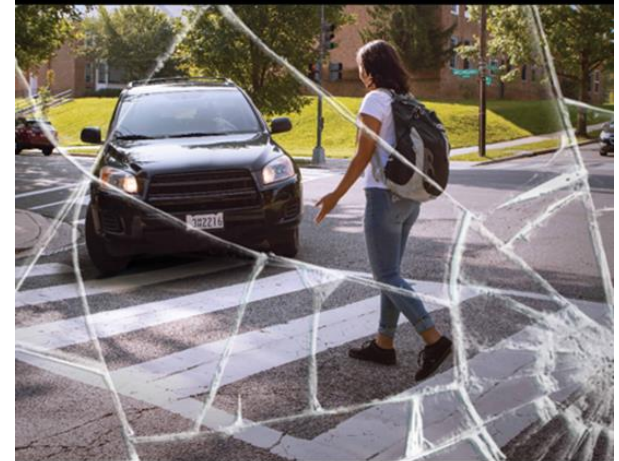
Stop for people crossing.

A program of Metro, the District of Columbia, Maryland, and Virginia.



**HER LIFE
IS FRAGILE.**

Yield to pedestrians when turning.



A program of Metro, the District of Columbia, Maryland, and Virginia.



**LIVES ARE
EASILY
BROKEN.**

Look before you turn.

A program of Metro, the District of Columbia, Maryland, and Virginia.



Virtual Reality Challenge



Spring 2024 VR Events

- Highly visible and engaging Virtual Reality educational activation
- “Spot the pedestrian/cyclists” with head tracking in a headset
- Experience projected on large screen
- Survey conducted with participants after they complete the activity.
- Signage with Safety Tips and Testimonial Wall Will use to drive media coverage

Date	Jurisdiction	Event/Location	Event Time	Status
April 21 Sunday	VA	Springfield Town Center 6500 Springfield Mall Springfield, VA	11am-7pm	Confirmed
April 25 Thursday	DC	1200 Half St SE (Adjacent to Washington Nationals Ballpark)	3 pm – 5 pm	Confirmed
May 11 Saturday	MD	Montgomery County Public Schools Headquarters 850 Hungerford Dr Rockville, MD	10a-3p	Confirmed

Enforcement Activations



TRAFFIC

Here's where ACPD is planning targeted traffic enforcement this fall

ARLnow.com October 24, 2023 at 2:30pm



Date	Jurisdiction	Event/Location	Event Time	Status
April 29 Monday	VA	Arlington County PD Areas of Kenmore Middle School/Carlin Springs Elementary/Campbell Elementary located in the 200 – 700 block of S. Carlin Springs Road	7:00 – 10:00 a.m.	Complete
April 30 Tuesday	VA	Fairfax County PD 5880 Crossroads Center Way	12p-2p	Complete
May 6 Monday	VA	Arlington County PD Areas of Williamsburg Middle School/ Discovery Elementary/Nottingham Elementary located in the 5200 block of 36 th Street N. and 5900 block of Little Falls Road	7:30a – 10:00a	Complete
May 8 Weds	VA	Alexandria PD N. Jordan St at Duke St.	10:30a-12:30p	Complete
May 9 Thursday	MD	Montgomery County PD Georgia Ave at Price Ave in Wheaton	12p-2p	CANCELLED
May 13 Monday	DC	Metropolitan PD 2100 MLK Ave SE (corner of MLK and V St)	4:30p-6:30p	Confirmed
May 14 Tuesday	DC	Metropolitan PD 3400 Georgia Ave NW (corner of Georgia Ave NW and Morton St NW)	4:30p-6:30p	Confirmed
Various dates between April 22-5/19	VA	Prince William County PD <ul style="list-style-type: none"> Sudley Rd b/t I66 & Rixlew Ave Hoadly Road between Dale Boulevard and the Prince William County Parkway Prince William Pkwy b/t I95 & Minnieville Road Richmond Highway b/t Mount Pleasant Dr and River Ridge Blvd Route 15 and Graduation Drive 	Between 6a-12p, and 3p-9p on various unspecified dates	Confirmed

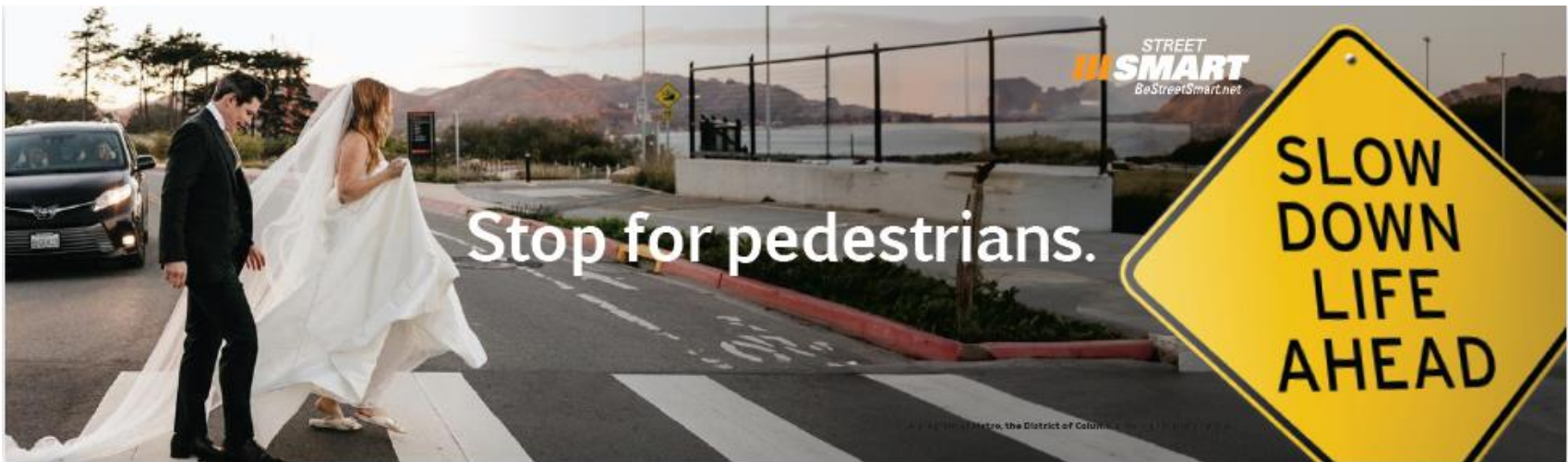
Fall 2024 Campaign

- October 29 launch
 - Naylor Road Metro Station, Prince George's, MD
- New Creative Concept: “Life Ahead”
 - Creative & Production Costs
- Reduced budget in FY 2025
 - \$690,000 budget
 - Smaller Ad Buy
- “Street Team” walking billboards instead of VR events
- Paid ads will run between Election Day and Thanksgiving
- Pre/Post Campaign Survey to Measure Effectiveness



“Slow Down, Life Ahead”

DRAFT Creative Concept (will use new locally shot photos)



Fall 2024 Campaign DRAFT



PAID MEDIA	Gross billable cost including agency placement fees		\$ 131,296
Outdoor - Bus Tails	\$ 94,147		
4 weeks starting 11/11			
300 bus tails (including 25 bonus as space is available)			
450 interior cards bonus as space is available			
Outdoor - Ultra Super King Bus Ads	\$ 17,116.00		
4 weeks starting 11/11			
10 bus side partial wraps (full side between wheel wells)			
Transit Shelters	\$ 20,033		
4 weeks starting 11/11			
OUTREACH			\$ 35,000
~10 Walking billboard Street Teams with backpack banners in high priority areas, includes coordination with local partners			
DIGITAL / CREATIVE / COLLATERAL PRODUCTION			\$ 77,404
Collateral includes the creative production services and printing of the following materials:			
• Website updates; digital development; ad layouts	• Outreach signage/materials		
• Paid and donated media production (bus ads, bus wraps, transit shelters)	• Posting fees		
ONLINE SURVEY			\$ 18,000
• Pre- and Post-campaign online surveys to determine campaign effectiveness.			
• 800 respondents ages 21–54, limited to MWCOG jurisdictions, segmented to DC, VA and MD			



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