

**STREET**  
**/// SMART**  
2011 Review

Prepared for the  
Metropolitan Washington Council of Governments  
September 2011



## 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.

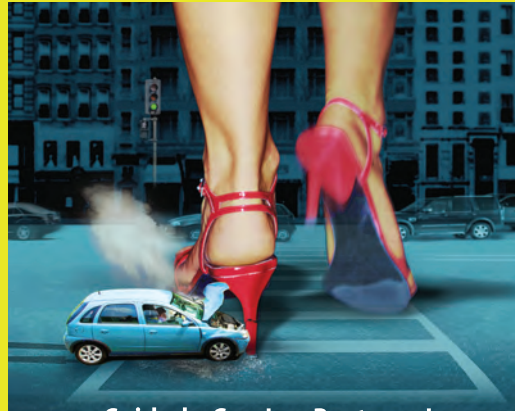
STREET  
/// SMART

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 VESQUI.

LA POLICÍA  
VIGILA EL  
CUMPLIMIENTO  
DE LAS LEYES  
DE TRÁFICO.

UN PROBLEMA ENORME  
DE SEGURIDAD  
PEATONAL



Protéjase... Espere Para Cruzar.

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UN PROGRAMA DE SEGURIDAD PÚBLICA DEL DISTRITO DE COLUMBIA,  
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UN PROBLEMA ENORME  
DE SEGURIDAD  
PARA LOS CICLISTAS



Al Doblar Preste Atención A Los Ciclistas.

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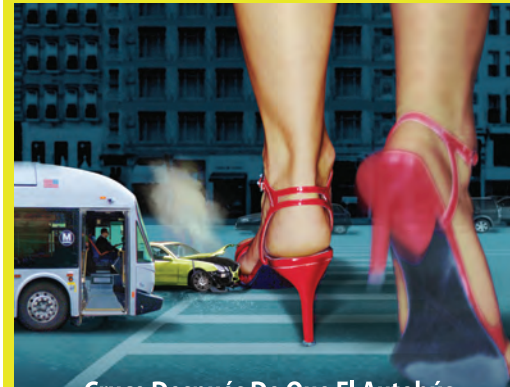
Respete las luces y señales.

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UN PROBLEMA ENORME  
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PEATONAL



Cruce Después De Que El Autobús  
Haya Dejado La Parada.

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CUMPLIMIENTO  
DE LAS LEYES  
DE TRÁFICO.

## 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.

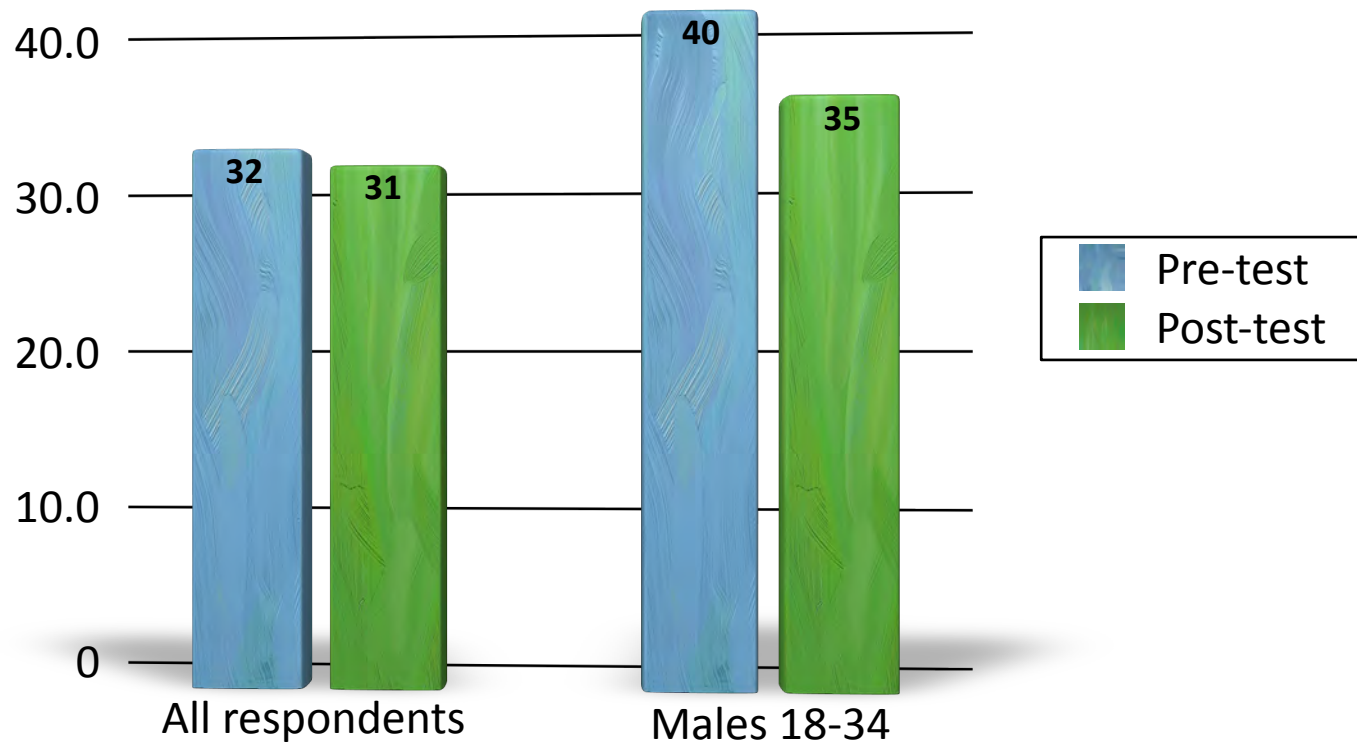
	pre-test	post-test
Drivers texting while driving	90%	89%
Aggressive drivers	86%	86%
Drivers using cell phones	83%	85%
Drivers who run red lights	79%	80%
Drivers who don't yield/stop for pedestrians	78%	80%
Drunk drivers	76%	80%
Bicyclists who run red lights & stop signs	66%	71%
Drivers who pass bicyclists 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%

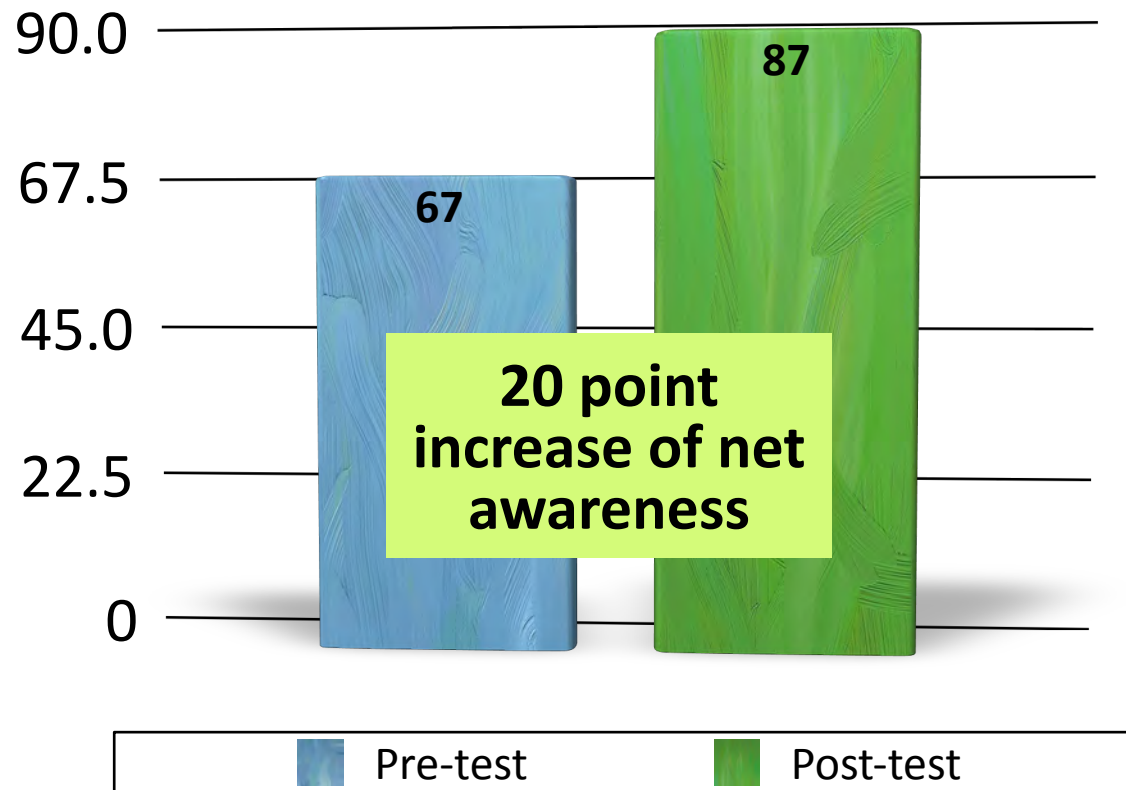
# Observational Findings

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%

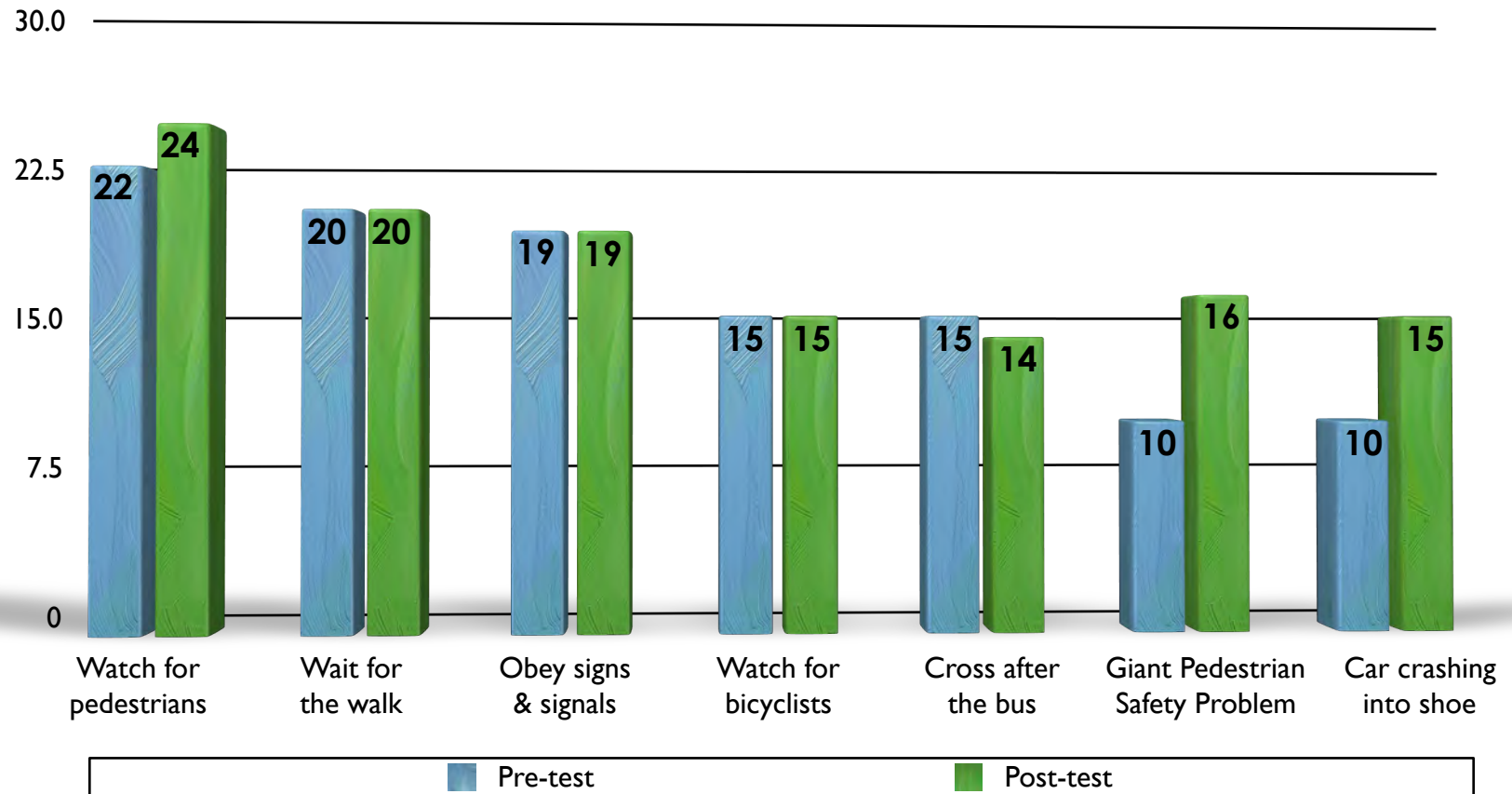
# Campaign Net Awareness

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





# Message Component Awareness



**Questions?**