

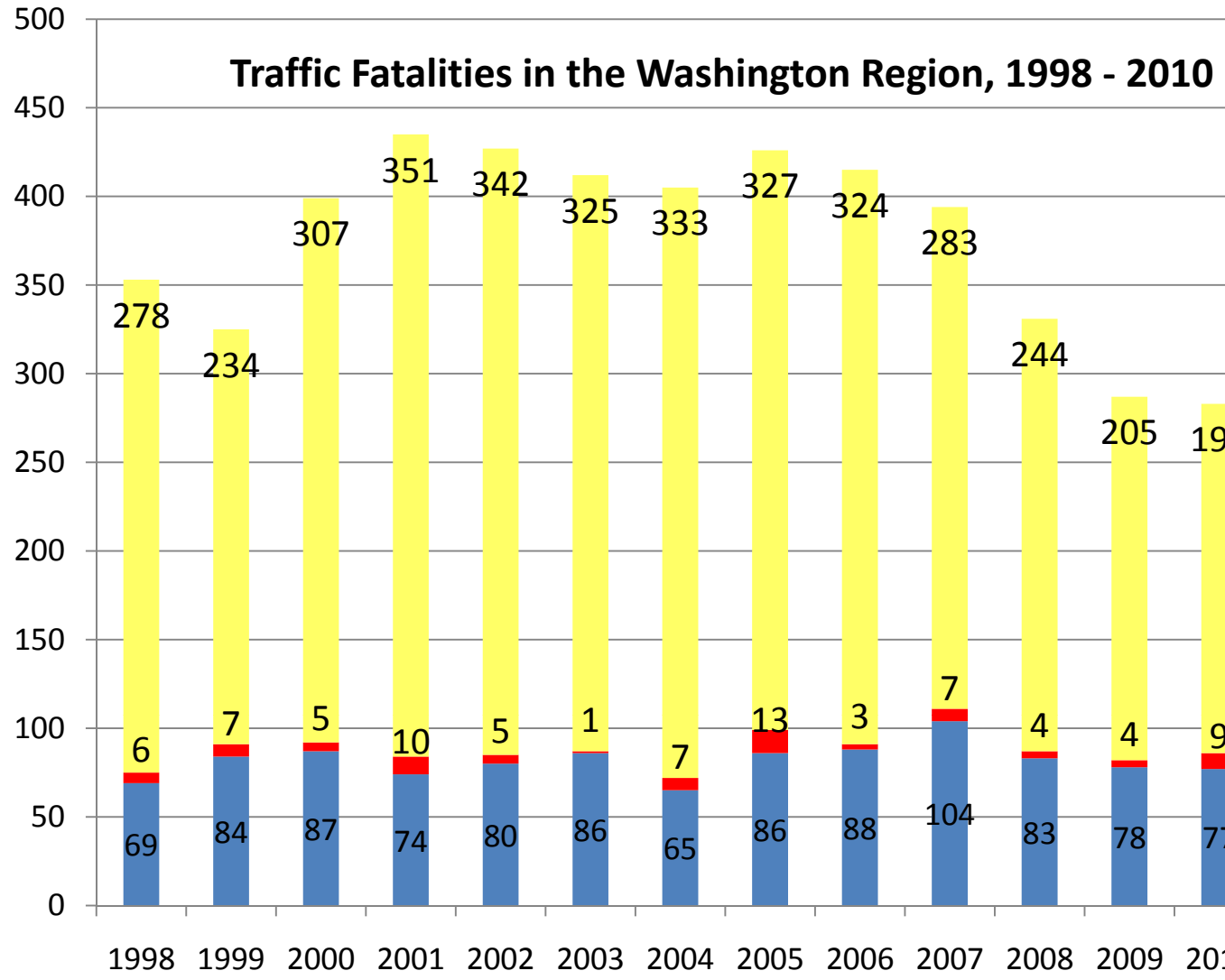
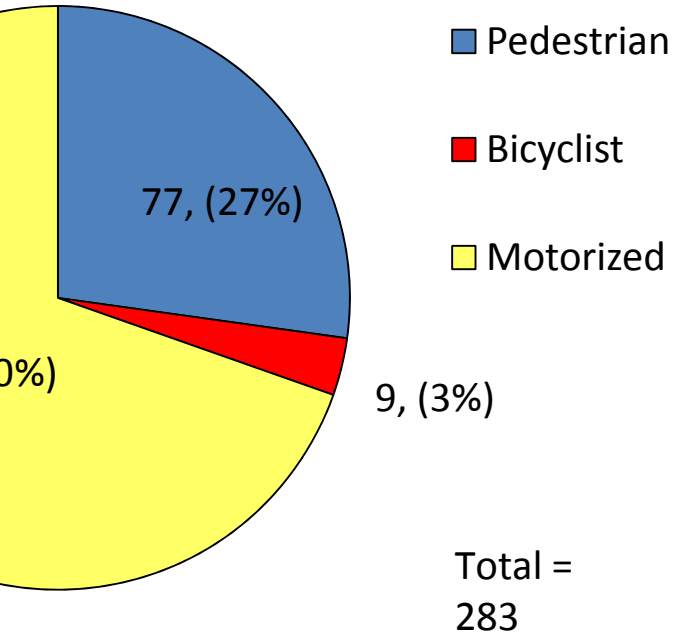


Current and Upcoming Activities

TPB Technical Committee
February 3rd, 2012
Michael J. Farrell

Regional Traffic Fatalities

Pedestrian, Bicyclist, & Motorized Fatalities in the Washington Region, 2010



Jurisdiction	2006	2007	2008	2009	2010	Total
District of Columbia	17	27	15	16	16	91
Charles County	2	6	1	3	3	15
Fredrick 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
Wington 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	7	5	6	6	6	30

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

Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009	Fall 2009 & Spring 2010	Fall 2010 & Spring 2011	Fall 2011
\$100	\$100	\$100	\$100	\$100	\$200	\$200	\$200	\$200	
		\$80		\$30					
\$115	\$100	\$58	\$50	\$100.1	\$130.3	\$130	\$143	\$100	
\$100	\$100	\$75	\$100	\$75	\$100	\$100	\$100	\$110	
					\$150	\$150	\$150	\$150	
\$100	\$90	\$80	\$91.3	\$113.7	\$158.5	\$120.6	\$54.8	\$37.8	
				\$10					
\$415	\$390	\$393	\$341.3	\$428.8	\$738.8	\$700.6	\$658.7	\$597.8	



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



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
- Request Law Enforcement in High-Incidence Areas
- Distribute High-Incidence Area Local Response Guide

New Materials

STREET

 ***SMART***