

**A Review Of
WMATA Participation
In the Street Smart
Fall 2008 & Spring 2009
Pedestrian and Bicycle
Safety Campaigns**

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September 2009

Fatalities Show Improvement in 2008

Jurisdiction	2007 Fatalities	2008 Fatalities	+/- Change
District of Columbia	27	15	-12
Charles County	5	1	-4
Frederick County	1	0	-1
Montgomery County	17	16	-1
Prince George's County	29	41	+12
Arlington County	1	1	-
City of Alexandria	2	0	-2
Fairfax County	18	4	-14
City of Fairfax	0	0	-
City of Falls Church	0	0	-
Loudoun County	3	0	-3
City of Manassas	0	0	-
City of Manassas Part	0	0	-
Prince William County	6	6	-
Total	109	84	-25

Source: 2008 NHTSA State Traffic Safety Information; MSHA Maryland Highway Safety Office; DDOT 2008 Safety Facts

WMATA Fall 2008 Spring 2009

Category	Dollars	Percentage
Fall 2008 & Spring 2009 Total Budget	\$650,400	100%
WMATA contributed 23% of the Fall 2008 & Spring 2009 Budget	\$150,000	23%
Fall 2008 Budget	\$211,600	
WMATA Fall 2008 Budget Allocation WMATA received media placed primarily on bus sides, 500 bus interior card and transit shelters plus radio. * Also included are campaign management, creative development, earned media, media management, administrative and evaluation.	\$55,016	26%
Spring 2009 Budget	\$438,800	
WMATA Fall 2009 Budget Allocation WMATA received media placed primarily on bus sides, 1,000 bus interior card and transit shelters plus radio. * Also included are campaign management, creative development, earned media, media management, administrative and evaluation.	\$96,536	22%

*The majority of WMATA media appeared on bus sides, bus backs and on bus interior cards. Transit shelters were also used because proximity to bus riders. Radio announcements were also used to increase bus message awareness.

The total of all budget for all messages on Metro Buses was \$149,775.

FALL 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!

WMATA MESSAGE

When exiting this bus:

-  **Stay out of blind spots. If you can't see the driver, they can't see you.**
-  **Cross after the bus leaves the stop.**
-  **Stay alert. Buses make wide turns.**




STREET
/// SMART
streetsmart.mwcog.org

Be alert around buses.

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



Cuando descienda del autobús:

-  **Manténgase fuera del ángulo ciego. Si no puede ver al conductor, el tampoco lo puede ver a usted.**
-  **Cruce después que el autobús se haya retirado de la parada.**
-  **Tenga cuidado. Cuando el autobús dobla, el giro es amplio.**

STREET
/// SMART
streetsmart.mwcog.org

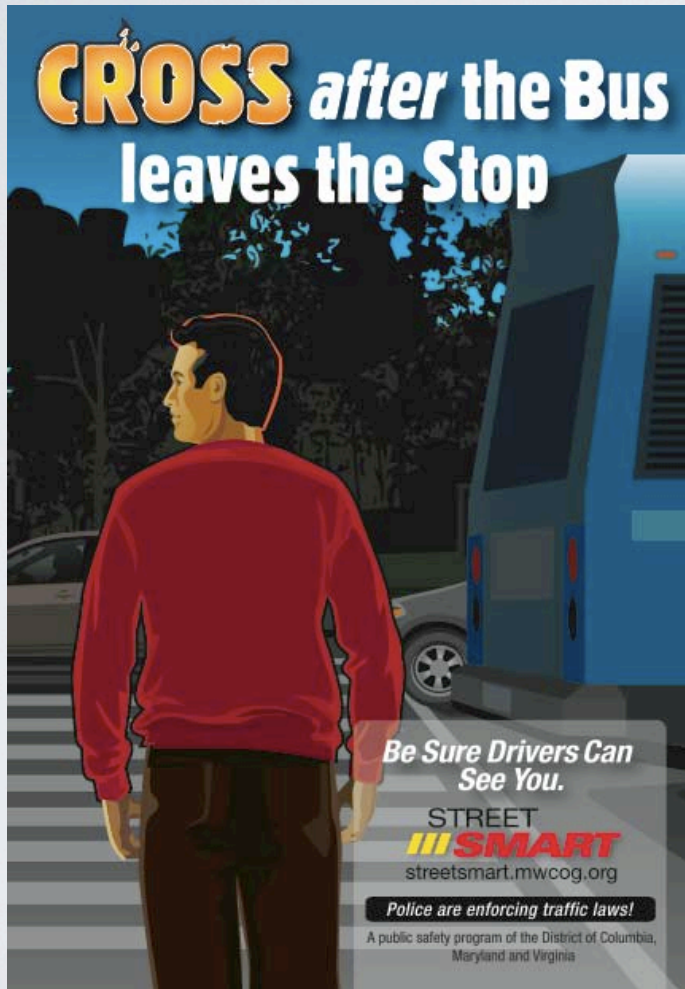
Esté atento cerca de los autobuses.

Un programa de seguridad pública del
Distrito de Columbia, Maryland, Virginia y Metro



SPRING 2008 CAMPAIGN

WMATA Message



CROSS *after the Bus*
leaves the Stop

Be Sure Drivers Can See You.

STREET
/// SMART
streetsmart.mwcog.org

Police are enforcing traffic laws!

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



CRUCE *después de que*
el autobús haya dejado
la parada

Asegúrese de que lo vean
los conductores

STREET
/// SMART
streetsmart.mwcog.org

La policía controla estrictamente el cumplimiento
de las leyes de tránsito

Un programa de seguridad pública del Distrito de Columbia,
Maryland y Virginia

SPRING 2008 CAMPAIGN

WAIT FOR THE WALK

Use crosswalks.

STREET
/// SMART
streetsmart.mwcog.org

Police are enforcing traffic laws!

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

YIELD to Pedestrians when Turning

Stop for Them at Crosswalks.

STREET
/// SMART
streetsmart.mwcog.org

Police are enforcing traffic laws!

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

YIELD to Bikes when Turning

Give them Room to Ride.

STREET
/// SMART
streetsmart.mwcog.org

Police are enforcing traffic laws!

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

OBEY Signs and Signals

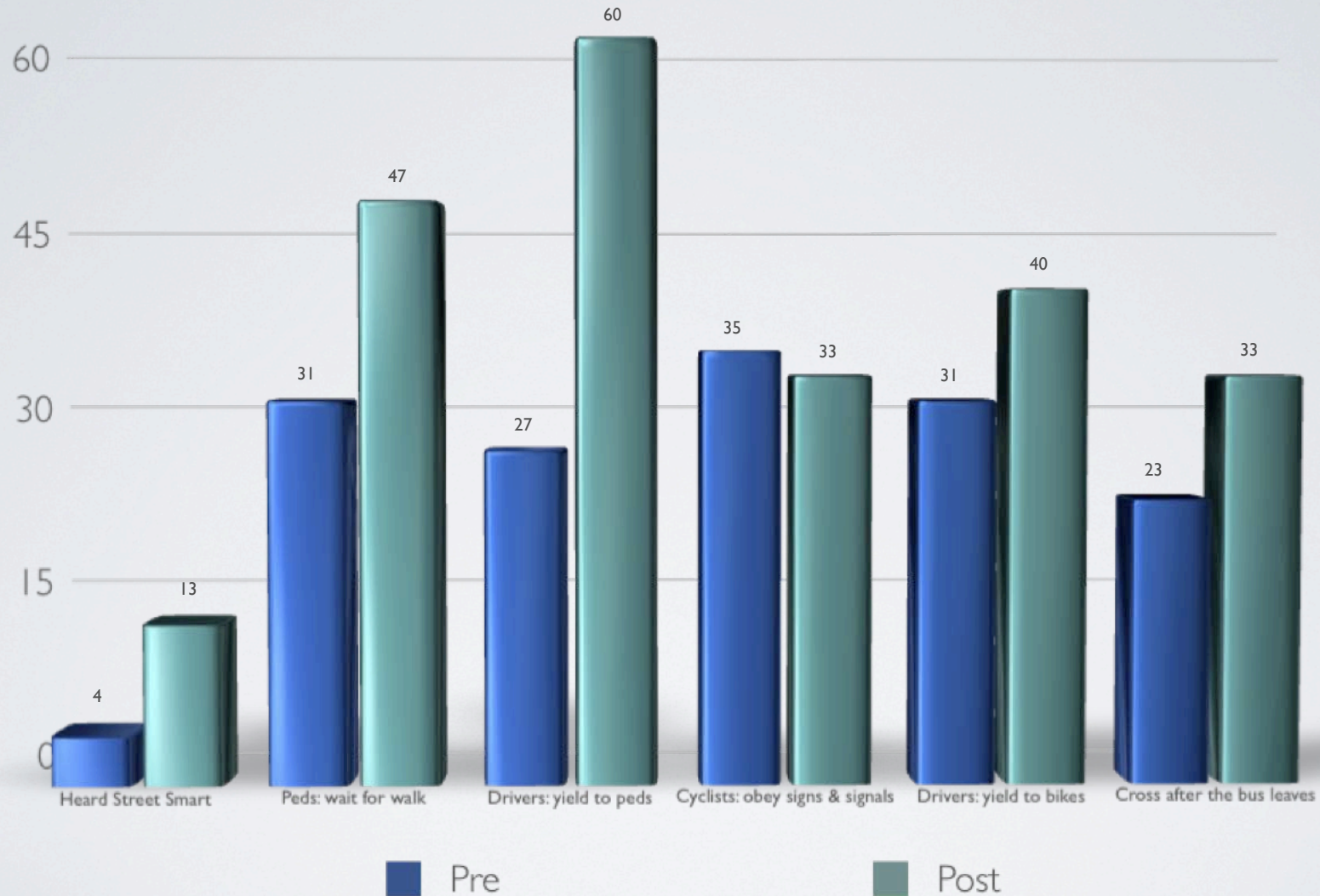
Ride with Traffic.

STREET
/// SMART
streetsmart.mwcog.org

Police are enforcing traffic laws!

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

Awareness of the WMATA Message Increased 10%*



*Results from Spring 2009 pre and post phone survey

**STREET
/// SMART**

Campaign Media Highlights

Fall 2008 Campaign:

- 570 radio spots
- 16 transit shelters
- 500 interior bus cards
- 150 bus kings
- Internet – in-banner videos thru advertising.com and on wtopnews.com
- 525 posters / 82,000 handouts

Spring 2009 Campaign:

- 1,010 radio spots
- 57 transit shelters
- 1,024 interior bus cards
- 200 bus backs
- Internet advertising on wtopnews.com
- 4,400 posters / 105,000 handouts