

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2016 Recap and Spring 2017 Plan

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Item 8
Regional TDM Marketing Group
March 21, 2017



What is Street Smart?



- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - Multi-year “Tired Faces” Creative
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Television, Gas Station, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
 - Federal Funds administered by DC, Maryland, and Virginia
 - WMATA
 - TPB Member Governments - COG dues (63k)
 - Covers project administration
 - FY 2017 Budget – \$760k for consultant, ad placement
 - Increase from 750k for FY 2016



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METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART

PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET NE, SUITE 300
WASHINGTON, DC 20002

MWCOG.ORG

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2016
FISCAL YEAR
ANNUAL REPORT

10/01/15
THROUGH
9/30/16



PREPARED BY
SHERRY MATTHEWS, INC.



Fall 2016 Campaign



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Some mistakes you can't take back.

Look twice for people crossing.

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

72% of pedestrian fatalities
occur after dark.

BE ALERT AT NIGHT.

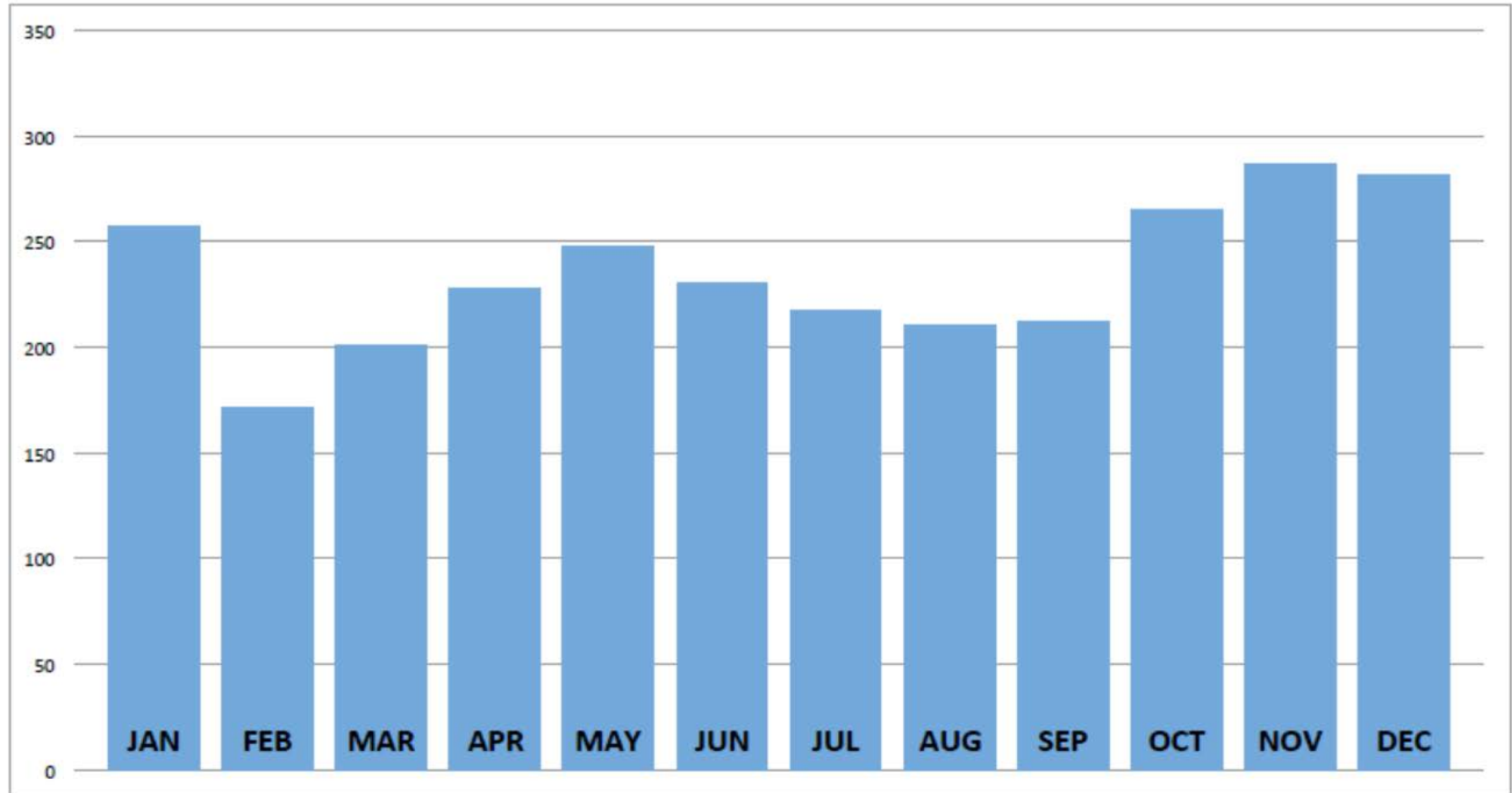
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NHTSA Traffic Safety Facts - Pedestrians, May 2016



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Pedestrian Crashes By Month, 2015



Fall Schedule

FALL CAMPAIGN SCHEDULE	October				November				
	10	17	24	31	7	14	21	28	30
Public Relations									
Press Event 11/4									
Media Tour									
Suggested Enforcement Dates 10/31-11/27									
Enforcement Activations									
Paid Media									
TV :15 Spots									
Pumptoppers									
Exterior Bus Ads									
Digital (YouTube/Pandora/Facebook/Twitter)									
Outreach/Partnerships									
Street Teams									
Digital/Social Media									

Fall Press Event

- Friday, November 4th
10:30 a.m.
- Location – Southern
Ave. SE, United
Medical Center
- Speakers -
Transportation,
Police, Hospital
- Media tour
- Live Enforcement
- Enforcement 10/30-
11/27



Enforcement Activations

- 11/4: Metropolitan PD, 1300 Southern Ave SE, Washington, DC
- 11/14: Montgomery Co. PD, Bradley Blvd. at Strathmore St., Bethesda, MD
- 11/15: Prince William Co. PD, Route 1 near Prince William Pkwy and East Longview Dr., Woodbridge, VA
- 11/16: Metropolitan PD, Washington Circle and 23rd St. NW, Washington, DC
- 11/17: Prince George's Co. PD, Central Ave. near Addison Road Metrorail station, Seat Pleasant, MD
- 11/17: Arlington Co. PD, Lee Highway and Edison Street, Arlington, VA
- 11/18: Fairfax Co. PD, Gallows Rd near Dunn Loring Metrorail, Vienna, VA
- 11/21: Montgomery Co. PD, MD 410 near Bethesda-Chevy Chase HS, Bethesda, MD
- 11/22: Arlington Co. PD, Columbia Pike and Frederick Street, Arlington, VA



Street Teams

- 11/4: 1300 Southern Ave SE, Washington, DC
- 11/4: Anacostia, Washington, DC
- 11/9: Columbus Circle/Union Station, Washington, DC
- 11/10: Gallows Rd/Prosperity Ave, Vienna, VA
- 11/11: Kenilworth Ave between MD 410 and Edmonston Rd, Riverdale, MD
- 11/15: Old Georgetown Rd, Wisconsin Ave, MD 410, Woodmont Ave, Bethesda, MD
- 11/16: Crystal Dr between 15th and 23rd, Arlington, VA



Spring 2017 Plan

CAMPAIGN SCHEDULE	March				April				May				
	6	13	20	27	3	10	17	24	1	8	15	22	29
Press Event @ Takoma-Langley Transit Center April 25th													
Media Tour													
Suggested Enforcement Dates													
Enforcement Activations													
Paid TV :15 Spots													
Paid Pumptoppers													
Paid Exterior Bus Ads													
Paid YouTube													
Street Teams													
Pedestrian Alert Zones													
Digital/Social Media													
Online Evaluation Surveys													

March 26-28: NHTSA Lifesavers Conference
 March 31: Vision Zero Summit (DDOT Vision Zero anniversary event also sometime in March)
 April 3-5: Mid Atlantic DUI Conference
 April 3-7: Work Zone Safety Week; Prince George's County Litter Blitz
 April 7: COG TPB Tech
 April 13 & 27: Metro Board
 April 16: Easter
 April 19: COG TPB
 April 26: COG Board / Maryland's Strategic Highway Safety Summit

Spring Paid Media

- **Outdoor**
 - 120 Bus Tails starting 4/17 (\$51,119)
 - 240 Pumptoppers at 60 Gas Stations (\$22,253)
- **Television** (\$73,000)
 - 2 weeks starting 4/24
 - 95 GRPs/week
- **Digital** (\$3,628)
 - 4 weeks starting 4/24
 - YouTube Pre-Roll



Pedestrian Alert Zones



Street Team



*Sidewalk Graphics
8/zone*

*Yard Signs
8/zone*



Enforcement Activation



**Some mistakes
you can't take back.**

Look twice for people crossing.

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

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**You can't fix a pedestrian
at a body shop.**

Slow down and watch for pedestrians.

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

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**You never know
who you'll run into.**

Yield to pedestrians when turning.

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

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**Los peatones no
tienen bolsas de aire.**

Reduce la velocidad. Atento a los peatones.

Programa de seguridad pública de Metro, Distrito de Columbia, Maryland y Virginia.

STREET
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DRIVER
TARGETED
EXTERIOR
BUS ADS




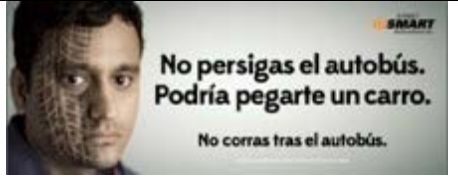






**Bicycles don't come
with bumpers.**

Give cyclists room to ride.

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

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DONATED MEDIA REQUESTS DUE 3/15

INTERIOR BUS CARDS	SIZE	QTY		SIZE	QTY
 <p>Chase a bus and you might catch a car. Don't run for the bus.</p>	11x17		 <p>SPANISH: Chase a bus and you might catch a car. Don't run for the bus.</p>	11x17	
	11x28			11x28	
	Other			Other	
 <p>Penalties for jaywalking vary.</p>	11x17		 <p>SPANISH: Penalties for jaywalking vary.</p>	11x17	
	11x28			11x28	
	Other			Other	
 <p>It wouldn't hurt to use the crosswalk. Cross where drivers expect to see you.</p>	11x17		 <p>Don't be caught dead wearing black. Wear something bright or reflective.</p>	11x17	
	11x28			11x28	
	Other			Other	
 <p>NEW! Why it's called the dead of night. When it's dark, wear something bright or reflective.</p>	11x17		 <p>NEW! Push the button. Not your luck. Use the walk button. Cross with the signal.</p>	11x17	
	11x28			11x28	
	Other			Other	

Next Steps

- Pedestrian/Truck Safety Element
- New Creative for FY 2018 - under development.
- Funding Applications for FY 2018

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