

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2021 Campaign Plan, and Results from FY 2021

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Transportation Safety Subcommittee
Item #5

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What is Street Smart?



- Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
- Concentrated waves of Gas Station, Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Advisory Group
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - TPB Member Governments - COG dues (63k)
 - FY 2021 Budget – \$820k for consultant, ad placement



Too Many Pedestrian Deaths

- In 2020, there were 94 pedestrian and 5 bicyclist fatalities, compared to 92 pedestrian and 7 bicycle fatalities in 2019
- 31.5% of the region's traffic fatalities were bicyclist or pedestrian
- Long run trend is increased ped/bike fatalities

2020	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	2	2	0	15	0	1	0	0	5	4	2	17	36	10	94
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	2	2	1	5
All traffic	7	4	1	37	0	12	1	0	18	25	23	44	106	36	314
CRASHES															
Pedestrian	51	77	5	130	6	41	12	3	50	NA	NA	NA	NA	626	NA
Bicyclist	9	33	4	52	6	27	9	0	14	NA	NA	NA	NA	360	NA

Fall 2021 – Press Event

Date: Thursday, November 4th

Location: 5410 MD-210, Oxon Hill,
MD

Speakers:

- Chrissy Nizer, Maryland Motor Vehicle Administrator
- Everett Lott, District Department of Transportation Acting Director
- John Saunders, DMV's Virginia Highway Safety Office Director
- Major Nickie Smith, Prince George's County Police Department Special Operations Division Commander
- Martin L. Harris, Acting Director, Prince George's County Department of Public Works and Transportation
- Kenniss Henry, mother of Natasha Pettigrew, who was killed while biking in Prince George's County



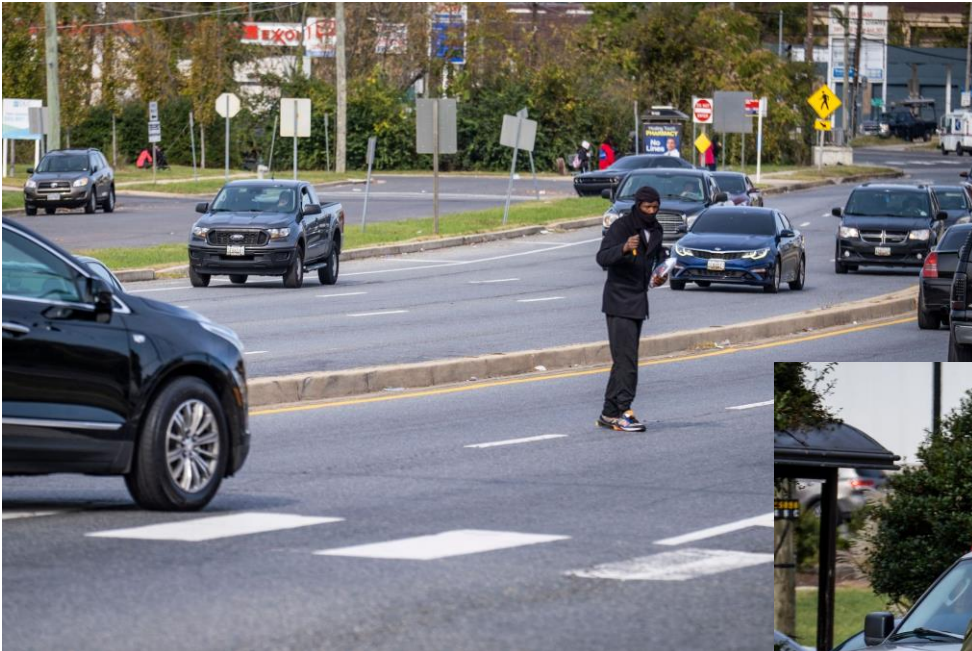
Media Coverage: :

- WJLA-TV (ABC)
- WUSA-TV (CBS)
- Telemundo/WRC-TV (NBC)
- WTOP Radio – [link to story](#)
- CTV (Prince George's Community TV)
- WTTG-TV (Fox)
- WDVM (CW) – [link to story](#)
- [ARLnow.com](#)

Enforcement Activations

Date	Jurisdiction	Event/Location	Event Time	Status
Nov 4 Thursday	MD	Prince George's County PD Route 210 (N & S) & Livingston Road Route 210 (S) & Talbert Rd Route 210 (N) & Salisbury Dr. Route 210 (N & S) & Audrey Lane Route 210 (N & S) prior to the DC line (This is a marked midblock crossing from the shopping center)	Post-Kick-Off Event	Complete
Nov 5 Friday	DC	Metropolitan PD Multiple locations along Georgia Ave	4:00p – 10:00p	Confirmed
Nov 9 Tuesday	VA	Arlington County PD 2500 block Washington Blvd	2:00p – 4:00p	Confirmed
Nov 9 Tuesday	VA	Alexandria PD 5100 block of Duke Street	7:00a-9:00a	Confirmed
Nov 9 Tuesday	DC	Metropolitan PD Southern Ave and 9th St., SE	4:00p – 10:00p	Confirmed
Nov 17 Wednesday	VA	Arlington County PD 4100 to 4300 block, Fairfax Dr.	7:00a – 9:00a	Confirmed
Nov 17 Wednesday	DC	Metropolitan PD TBD, Near Union Station	4:00p – 10:00p	<i>Location Pending</i>
Nov 26 Friday	DC	Metropolitan PD Multiple locations along Minnesota Ave	4:00p – 10:00p	Confirmed
Nov 29 Friday	VA	Alexandria PD Duke Street / N. Jordan Street	12:00p – 2:00p	Confirmed

Enforcement Activations



Testimonial Wall

The Testimonial Wall engages visitors with stories of how those affected by a serious or deadly crash have managed the impact on their lives.

- Ren Werbin, survivor, Alexandria, VA
- Gwen Ward, family member, Germantown, MD
- Nicholas Clarke, family member, Washington DC
- Additional videos:
- Helen Harris, survivor, Rosslyn, VA
- Angelo Brown, family member, Oxon Hill, MD
- Kenniss Henry, family member, Cheverly, MD



Testimonial Wall Tour

- 6 Metrorail Station locations
- 10/28: George Mason University
- 11/15-11/19 or 11/21: Union Station; Partnership with DC Families for Safe Streets
- 11/20-21: Prince George's Mall
- 12/3-5: DCUSA (Columbia Heights)
- 12/11-12 and 12/18-19: Westfield Wheaton



Paid Media

Outdoor	\$ 66,302	Online Video	\$ 75,089
Exterior Bus Ads		YouTube, Google Video Display Network, Twitter	
4 weeks starting 11/1		3 weeks starting 11/8	
200 bus tails (175 paid, 25 bonus as space is available)		Estimated 5 million served impressions	
350 interior cards (bonus)			
Over-the-Top/ Connected TV (OTT/CTV)			\$ 90,039
3 weeks starting 11/8			
Selected Option: With one-question survey			
1,875,635 estimated video impressions			
+ 1 million survey impressions			
		TOTAL	\$ 231,430

OTT Survey Question

Are you more careful to STOP for pedestrians than you were a month ago?

- Yes
- No
- Not sure

Evaluation Survey

- December 2021
- 600 people
- Motorists and Pedestrians
 - Unaided Recognition
 - Aided Recognition
 - Self-reported behaviors
- Compare results with December 2020 Survey

FY 2021 Summary

- No in-person press events were held
 - Virtual Press Room, b-roll and media tour
- Three new testimonial videos were added
- The testimonial wall was deployed as a contactless installation at shopping malls and Metro stations
- Enforcement activations took place only in the Spring of 2021
- Paid media included bus, digital, and connected TV advertising, with 15 and 30 second testimonial videos



FY 2021 Results



CAMPAIGN VALUE:

- Street Smart nearly quadrupled its annual campaign budget.
- Combining added value with earned and donated media and services, the fiscal year 2021 Street Smart program garnered more than \$3.1 million in overall campaign value on a budget of \$820,000.

EFFORT	VALUE
Earned Media Publicity Value	\$1,414,566
Paid Media Added Value	\$192,063
Donated Media Value	\$ 708,329
Campaign Budget	\$820,000
TOTAL CAMPAIGN VALUE	\$3,134,958

See the Annual Report at BeStreetSmart.net for more details.

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