# Slide 1:

# Presentation Title: STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

# FY 2018 Recap and Fall 2018 Campaign

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Item 3

Access for All

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Slide 2: Too Many Pedestrian Deaths

* In 2017, there were 77 pedestrian and 5 bicyclist fatalities in the Washington region
* 26% of the 313 total traffic fatalities were pedestrians or bicyclists
* Disadvantaged, inner-suburban communities

were disproportionately affected

Graph of 2017 Fatalities

District of Columbia – 11 Pedestrian, 2 Bicyclist, 31 All Traffic

Charles County, MD - 6 Pedestrian, 1 Bicyclist, 35 All Traffic

Frederick County, MD - 2 Pedestrian, 1 Bicyclist, 27 All Traffic

Montgomery County, MD - 14 Pedestrian, 0 Bicyclist, 33 All Traffic

Prince George’s County, MD - 25 Pedestrian, 0 Bicyclist, 99 All Traffic

Arlington, VA - 2 Pedestrian, 0 Bicyclist, 5 All Traffic

Fairfax County, VA - 9 Pedestrian, 0 Bicyclist, 34 All Traffic

Fauquier County, VA (urbanized area) - 0 Pedestrian, 0 Bicyclist, 0 All Traffic

Loudoun County, VA - 2 Pedestrian, 0 Bicyclist, 21 All Traffic

Prince William County, VA - 3 Pedestrian, 0 Bicyclist, 22 All Traffic

Alexandria, VA - 2 Pedestrian, 0 Bicyclist, 4 All Traffic

Fairfax City, VA - 0 Pedestrian, 0 Bicyclist, 0 All Traffic

Falls Church, VA - 0 Pedestrian, 0 Bicyclist, 0 All Traffic

Manassas, VA - 1 Pedestrian, 1 Bicyclist, 2 All Traffic

Manassas Park, VA - 0 Pedestrian, 0 Bicyclist, 0 All Traffic

Totals – 77 Pedestrian, 5 Bicyclist, 313 All Traffic

Slide 3: What is Street Smart?

* Street Smart focuses on Education through Mass Media
  + Concentrated waves of Gas Station, Transit, Radio and Internet advertising designed to change driver, pedestrian, and cyclist behavior
  + Since Fall 2002
  + Supported by concurrent law enforcement
  + Advisory Group
  + Funded by: What is Street Smart?
* Street Smart focuses on Education through Mass Media
  + One media campaign for one media market
  + New “Shattered Lives” Creative
  + <http://bestreetsmart.net>
* Concentrated waves of Gas Station, Transit, Radio 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 2019 Budget –$792k for consultant, ad placement
    - Increase from 775kfor FY 2018

Photo of front of Street Smart FY18 publication with view out a shattered windshield to a pedestrian crossing a road with an oncoming car

Slide 4: Press Events

Photo of event in the City of Fairfax – people seated facing a podium with speaker, law enforcement, and people holding campaign signs

Photo of event at Ridge Road in Southeast DC - people seated facing a podium with speaker, law enforcement, and people holding campaign signs

Slide 5: Paid Media

* Outdoor
  + Bus Tails
  + Shelters
  + Gas pump toppers
* Digital
  + Facebook
  + Twitter
  + Instagram
  + Pandora

Screen shots of examples of media campaigns on computer, smartphone, at gas pump:

* Lives Shatter on Impact
* Speeding Shatters Lives

Slide 6: Driver Targeted Exterior Bus Ads

Screenshots of ads:

* Speeding Shatters Lives. Stop for people crossing – view out a shattered windshield to pedestrians in a crosswalk
* Her Life is Fragile. Yield to pedestrians when turning - view out a shattered windshield to a girl with a backpack in a crosswalk
* Lives are Easily Broken. Look before you turn - view out a shattered windshield to an older adults and young child in a crosswalk
* Lives Shatter on Impact. Give 3 feet when passing bikes - view out a shattered windshield to a car next to a bicycle, both in motion

Slide 7: English and Spanish

Side by side screenshots of ad in English and Spanish:

* Your Life is Fragile. Use the crosswalk.

Slide 8: Donated Media

More than $1 million in donated media

Photos of Street Smart ads (similar to those above) on and in buses in the region

Slide 9: Street Teams

Photo of team member with Street Smart t-shirt and poster handing out flyers to people

Photo of team member with Street Smart t-shirt and poster speaking with a man

Slide 10: Enforcement Activations

Photos of law enforcement officers at intersections enforcing and speaking with people about the campaign

Slide 11: Measuring Effectiveness

Spring 2018 Survey Results:

* Unaided awareness: 19%, pre and post
* Aided awareness: 34%, pre and post

Context:

* Bonus paid media overrides and donated media, including bus ads and junior billboards, were present in market during the first survey wave.
* The previous “Tired Faces” series of advertisements had similar recall in its first year (39%).
* Significant advertising recall gains for the Street Smart program are typically seen year-over-year.

Graph of “Tired Faces” Year over Year Results:

Aided Advertising Recall:

2014 – 50%

2015 – 55%

2016 – 62%

2017 – 71%

While aided recall did not increase between the two spring survey waves, pre-campaign awareness started at an all-time high.

Slide 12: Press Event

* Launch: 11/8 at 10:30am
* Location:
  + Veterans Plaza - 1 Veterans Pl, Silver Spring, MD 20910
* Media tour
* Speakers
* Enforcement: 11/6 –12/2
* NEW!: Street Smart Virtual Reality (VR) Challenge

Photo of participant sitting in a car using the Street Smart Virtual Reality system with the help of a Street Smart team member

Slide 13: Earned Media

Listing of Media coverage, including local TV stations, Departments of Motor Vehicle, local websites and newspapers

Photos of speakers at podium on the streets of Chinatown

Slide 14: Other Actions

* Carried Out the Fall Media Campaign
* Multiple VR Events
* Enforcement Activations
* Street Teams
* Spring 2019 Planning (April)

Screenshot of campaign poster with pedestrian icon in yellow, similar to street signs:

Safety tips for walking:

* Wait for the walk signal
* Cross the street at crosswalks and intersections
* Watch for turning vehicles

Slide 15: Contacts:

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