

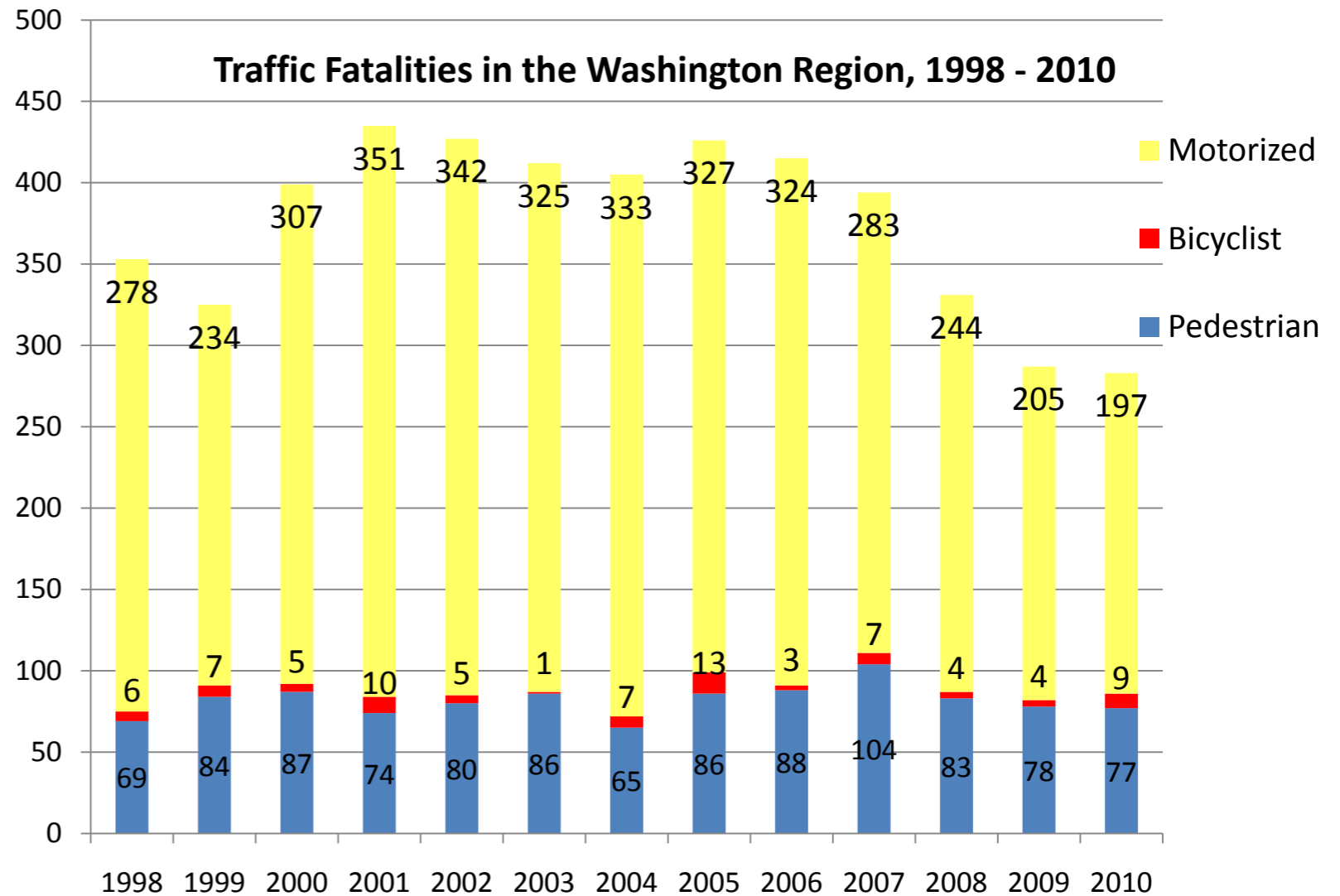
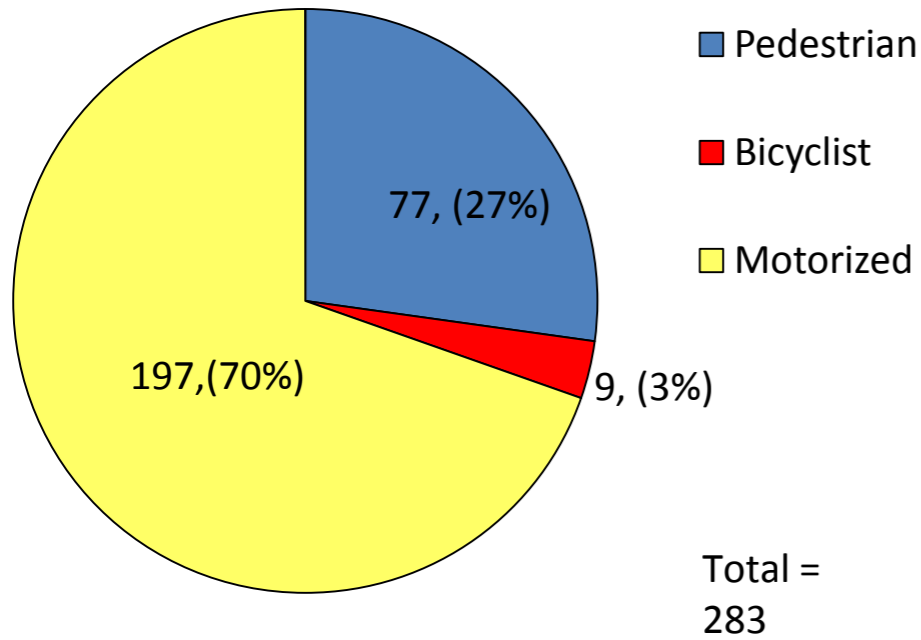
STREET **SMART**

Fall 2010 Spring 2011 Review

Best Practices In Pedestrian and Bicyclist Enforcement
10/18/2011

Regional Traffic Fatalities

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



The Three E's of Safety

- Engineering, Enforcement, Education

- Engineering

- Necessary but expensive, and slow to implement compared to enforcement and education
- Even perfect engineering needs law enforcement and education

- Enforcement is more effective when combined with Education

- Examples:

- Drunk Driving
- Click it or Ticket
- Safe Routes to School

- Education

- Mass media
- Classroom based
- Community based*



- Creating/executing mass media campaigns is not cost-effective for a single jurisdiction

- One media market, one campaign

*Photo credit:

www.pedbikeimages.org/MikeCyneki



What is Street Smart?

- Street Smart focuses on Education through Mass Media
- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Funded by Federal Funds with voluntary matching contributions from WMATA, TPB Member Governments, since Fall 2002
- Run twice annually since 2007
 - Fall and Spring waves
 - November 2010 and March-April 2011
 - November wave used Spring 2010 materials
- FY 2011 budget was \$597,800
 - Likely FY 2012 budget of \$630,000
- Complements local Engineering – Enforcement – Education Safety Efforts
- Details at <http://BeStreetSmart.net>

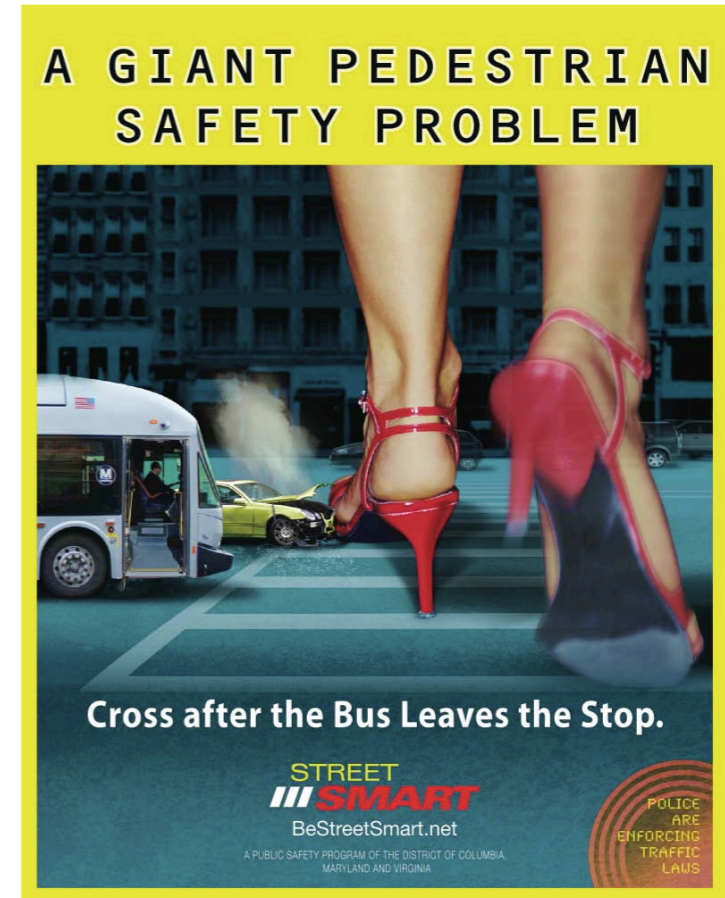
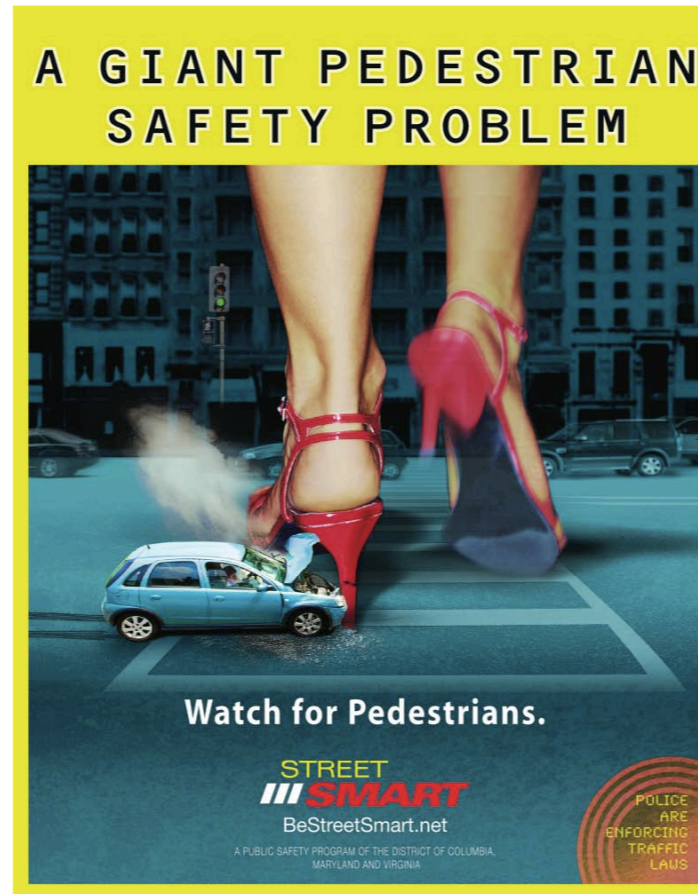
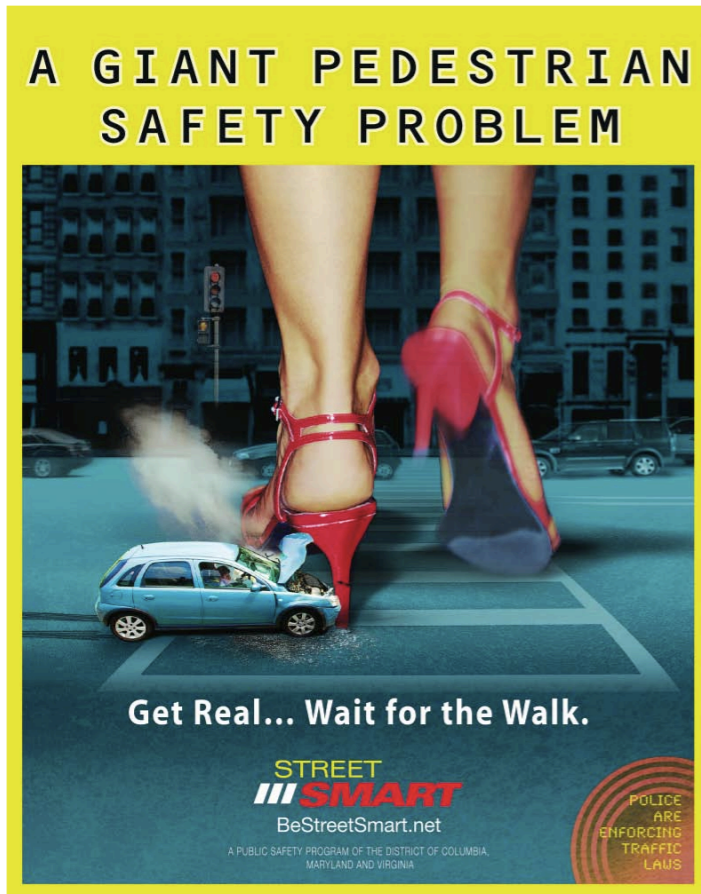
Fall 2010 Campaign



November 9th Press Event - Arlington

- Live enforcement at Rosslyn
- 2.9 million people hear about it





March 29th Press Event - DC

- Victims tell their stories
- 1.3 million people reached



CAMPAIGN SUMMARY

Fall 2010 Campaign:

- 671 radio spots
- 30 transit shelters
- Posters and handouts from Spring 2010

Spring 2011 Campaign:

- 1249 English radio spots
- 136 Spanish radio spots
- 68 Spanish Cable TV spots
- 25 transit shelter messages
- 100 bus backs
- 100 bus sides
- 100 Metrorail car cards
- 1,155 interior bus cards
- Mobile billboard ran at 261 stops
- Posters / handouts
- <http://bestreetmart.net>

Value Added

Total Earned Media Value: \$157,267

Total Value of PSA's: \$1,070,080

The value of PSA messages, donated media space, free media messages and earned publicity was approximately \$1,227,347 – almost *four times* the actual paid media and public relations budget (\$318,000).

ENFORCEMENT

4,220* citations and 3,785 warnings were issued to motorists, pedestrians and cyclists.

Information came from Arlington County, City of Alexandria, District of Columbia, Montgomery County, Prince William County, and the City of Rockville



*

* Actual numbers may be higher. This statistic was based on the actual number of Enforcement Reports received at the conclusion of the campaign.

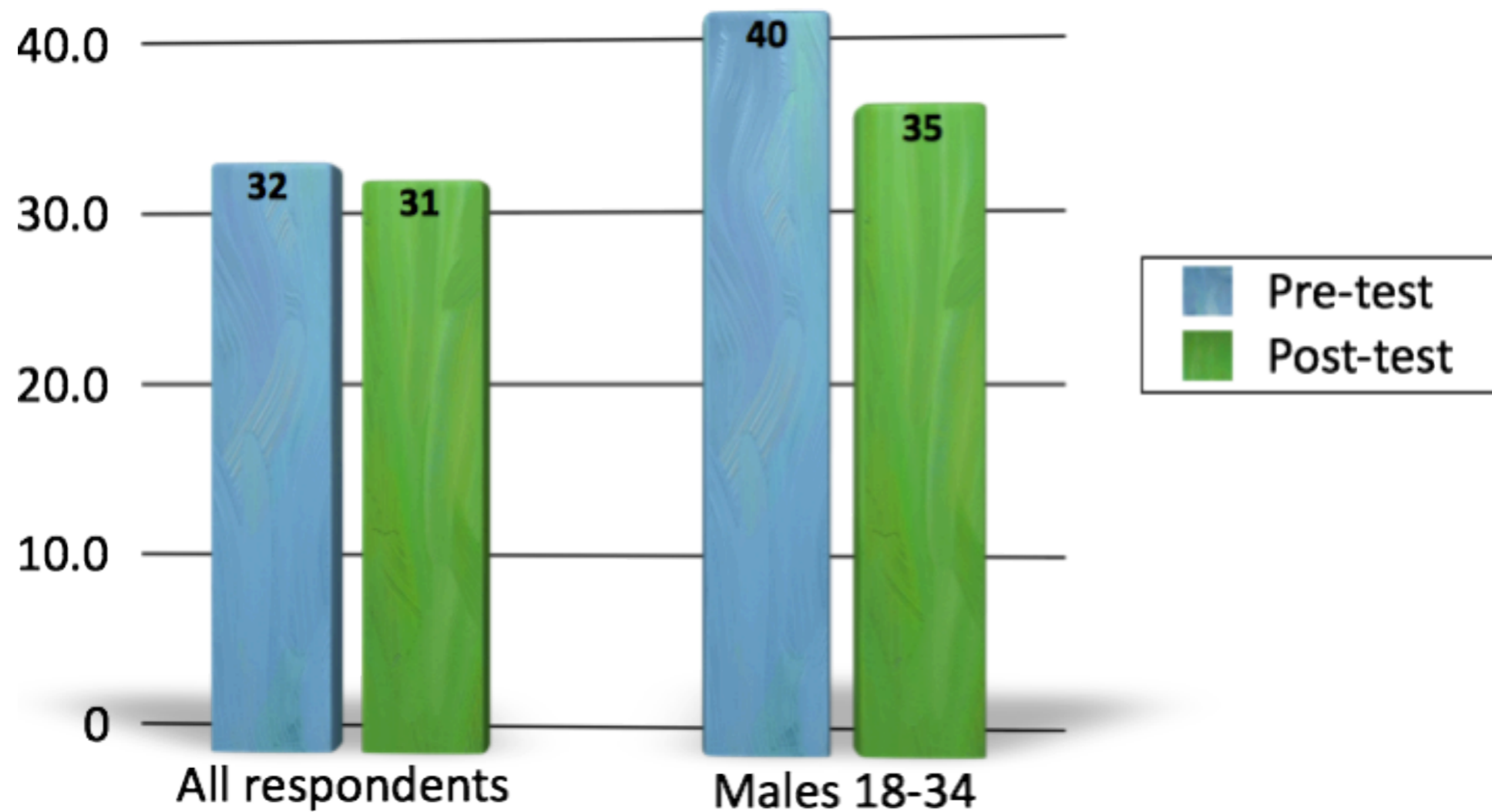
Evaluation Survey: Traditional Methodology



- Web-based, pre-defined questionnaire used for both waves
 - 50/50 male/female
- Proportionate geographic distribution by population
 - 18-34 Male oversample

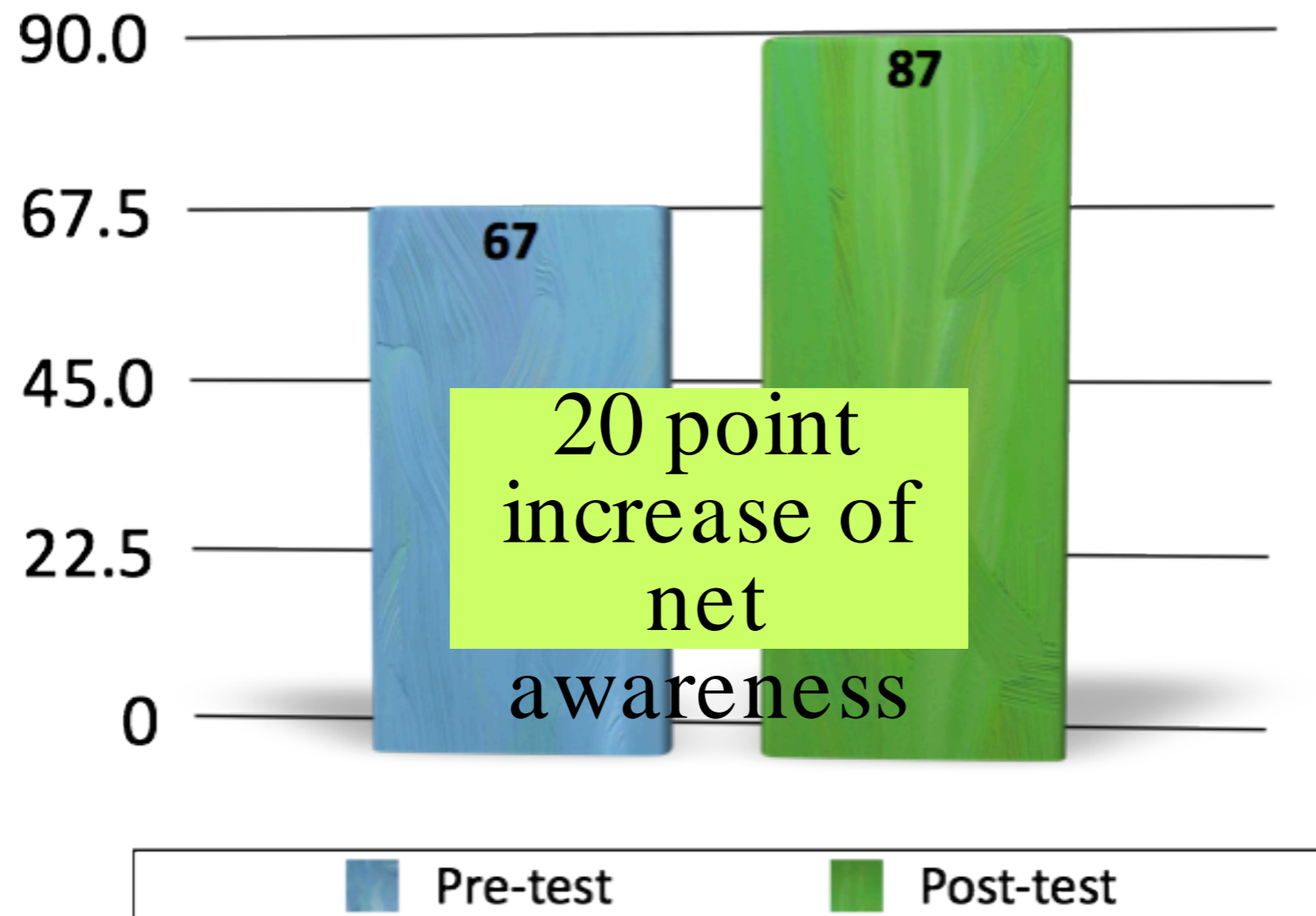
Enforcement

Have you recently seen or heard about police efforts to enforce pedestrian safety traffic laws?



Campaign Net Awareness

Net awareness combines all campaign messages
(anyone who has seen/heard any single message at least once.)



Evaluation Results

- The new “Giant Pedestrian...” theme demonstrated significant increases in awareness in the post-test. Especially among 18-34 males.
- Survey Limitations:
 - In English Only
 - Survey is of motorists – messages aimed at transit riders would not show up
- Enforcement and awareness of enforcement have room for improvement.
 - DDOT study, Montgomery County show reductions in dangerous behaviors, crashes after combined enforcement/education
 - More details in Annual Report

FY 2012 Campaign

- Greater effort to engage law enforcement
 - “Best Practices in Pedestrian Enforcement” Seminar – October 18th
- November Campaign Wave
 - Media, Enforcement, Public Relations – November 6th to December 3rd
 - Will use existing materials
 - November 14th Press Event - Montgomery County, State of Maryland will host at Piney Branch & Flower, at 2 p.m.
- Spring 2012
 - New materials needed
 - Will use focus groups
 - Likely March-April time frame

STREET
/// SMART