

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

## Fall 2016 Recap and Spring 2017 Plan

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Item 11  
TPB Technical Committee  
March 3, 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.



Metropolitan Washington  
Council of Governments

# 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.**

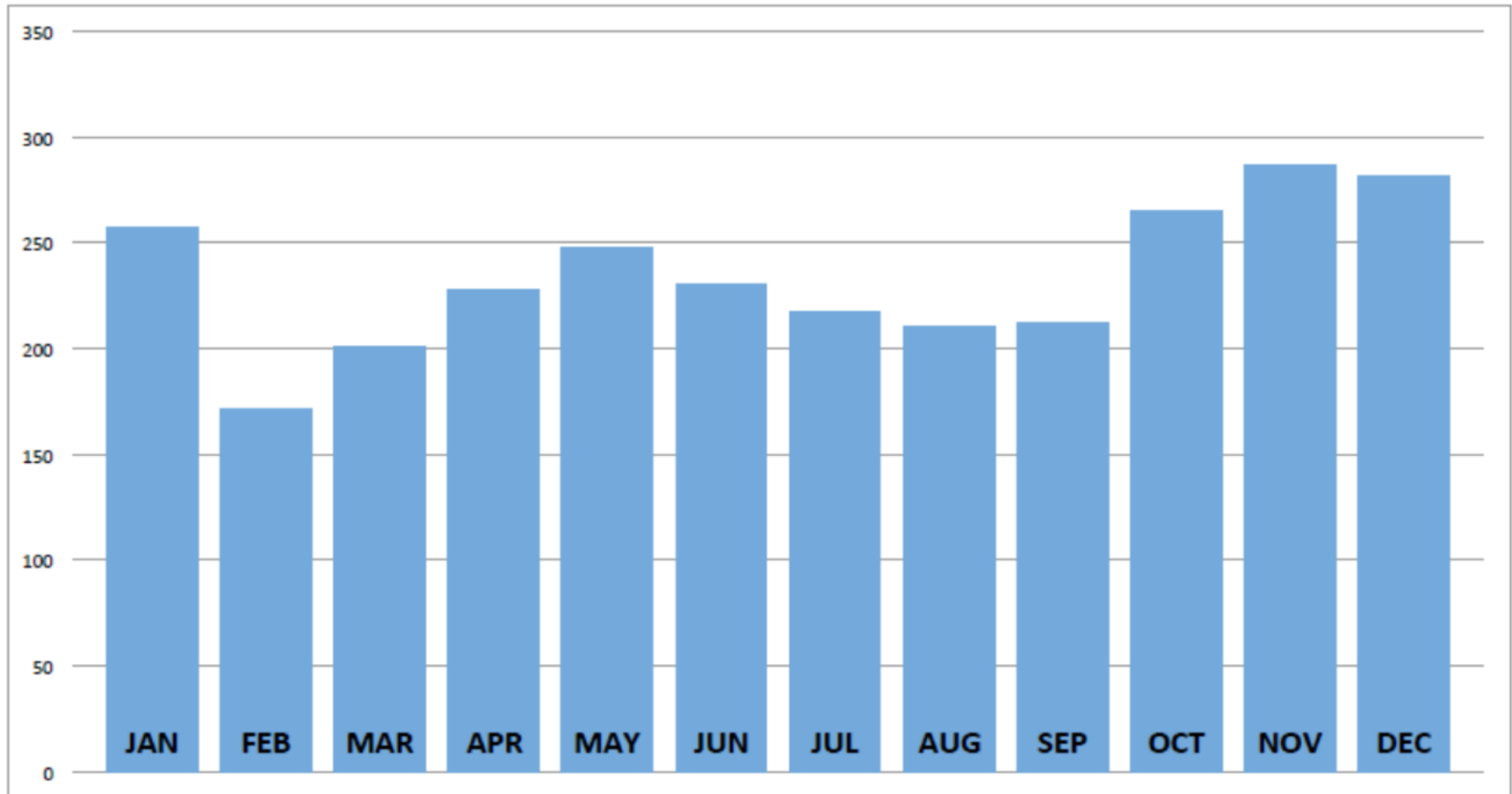
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NHTSA Traffic Safety Facts - Pedestrians, May 2016



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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
<b>Public Relations</b>									
Press Event <b>11/4</b>									
Media Tour									
Suggested Enforcement Dates <b>10/31-11/27</b>									
Enforcement Activations									
<b>Paid Media</b>									
TV :15 Spots									
Pumptoppers									
Exterior Bus Ads									
Digital (YouTube/Pandora/Facebook/Twitter)									
<b>Outreach/Partnerships</b>									
Street Teams									
Digital/Social Media									



# Fall Press Event

- Friday, November 4<sup>th</sup>  
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													
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.

En 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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**Push the button.  
Not your luck.**  
Use the walk button. Cross with the signal.

bright or reflective.

	SIZE	QTY		SIZE	QTY
<p><b>Chase a bus and you might catch a car.</b> Don't run for the bus.</p> <p>Chase a bus and you might catch a car. Don't run for the bus.</p>	11x17		<p><b>No persigas el autobús. Podría pegarte un carro.</b> No corras tras el autobús.</p> <p>SPANISH: Chase a bus and you might catch a car. Don't run for the bus.</p>	11x17	
	11x28			11x28	
	Other			Other	
<p><b>The penalties for jaywalking vary.</b> Use crosswalks. Wait for the walk signal.</p> <p>Penalties for jaywalking vary.</p>	11x17		<p><b>Cruzar a mitad de calle puede costarte mucho.</b> Usa los cruces de peatones. Espera la señal.</p> <p>SPANISH: Penalties for jaywalking vary.</p>	11x17	
	11x28			11x28	
	Other			Other	
<p><b>It wouldn't hurt to use the crosswalk.</b> Cross where drivers expect to see you.</p> <p>It wouldn't hurt to use the crosswalk. Cross where drivers expect to see you.</p>	11x17		<p><b>Don't be caught dead wearing black.</b> When it's dark, wear something bright or reflective.</p> <p>Don't be caught dead wearing black. Wear something bright or reflective.</p>	11x17	
	11x28			11x28	
	Other			Other	
<p><b>Why it's called the dead of night.</b> When it's dark, wear something bright or reflective.</p> <p><b>NEW!</b> Why it's called the dead of night. When it's dark, wear something bright or reflective.</p>	11x17		<p><b>Push the button. Not your luck.</b> Use the walk button. Cross with the signal.</p> <p><b>NEW!</b> 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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