

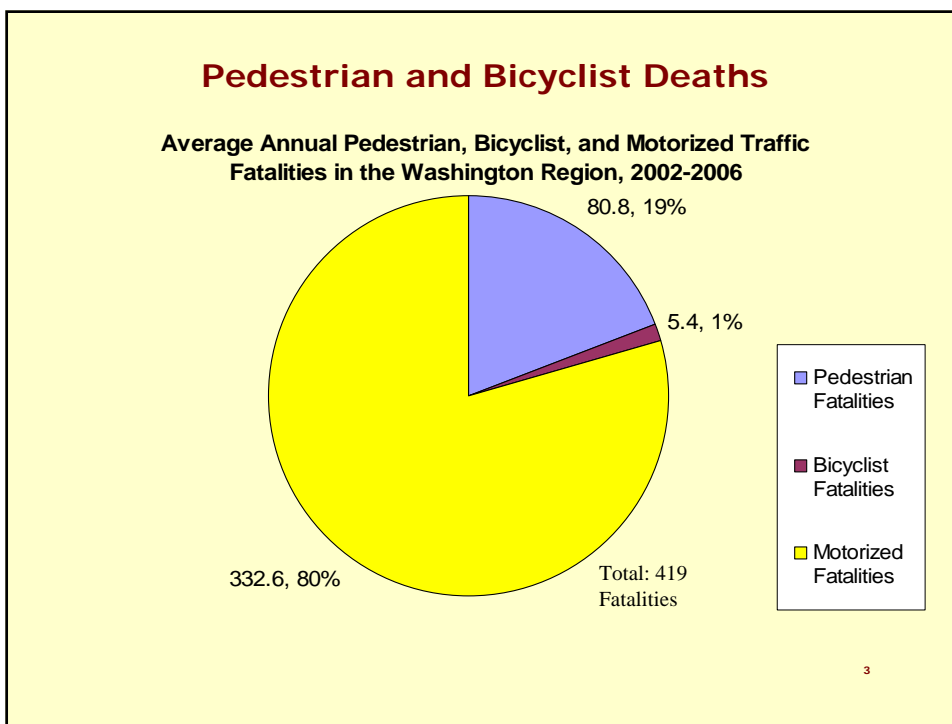
## **Street Smart Pedestrian and Bicycle Safety Campaign**

Briefing to the Transportation Safety Subcommittee  
June 23, 2008

Michael Farrell, TPB Staff

### **The "Street Smart" Campaign**

- Concentrated waves of Radio, Transit, and Internet advertising designed to change driver and pedestrian behavior
- Supported by concurrent law enforcement
- Funded by Federal Funds with matching contributions from WMATA, TPB Member Governments
- Now done twice per year, in the Spring and Fall, around the change to daylight savings time
- Details at <http://streetsmart.mwcog.org>



- ### Why have a Media Campaign?
- Three E's of Safety: Engineering, Education, and Enforcement
  - "Street Smart" Educates through mass media
    - Drive-time radio reaches drivers while they drive
    - Transit ad for pedestrians while they walk
    - Highly publicized law enforcement
    - Simple messages
    - A single campaign for a single media market
  - Other programs for other aspects of Pedestrian Safety
    - School-Based Education
      - Safe Routes to School
    - Driver Education/Licensing
    - Design/Build Safe Streets and Communities
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## March 2008 Media Campaign

• Radio	450 spots	\$93,000
• Transit		117,000
– Transit Shelters	22	
– Bus Sides	115	
– Interior Cards	400	
– Mobile Billboard	1	
• Collateral Materials		21,000
– Posters	4,500	
– Handouts	100,000	
• Internet	2.4 million impressions	28,000
• Newspaper		31,000
• Web Site <a href="http://streetsmart.mwcog.org">http://streetsmart.mwcog.org</a>		5,000
• Public Relations		16,000
• Campaign Creation/Production		78,000
Total:		\$389,000


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## Kick-Off Press Event

- Friday, March 7
- Hosted by Supervisor Penny Gross in the Baileys Crossroads area of Fairfax County
- Board Members, Regional Officials, and Police Chiefs Spoke
- Over two dozen police officers were present
- Most press coverage ever
  - Television
  - Radio
  - Post, Examiner, AP



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**Cross like your life depends on it.**

*Use crosswalks. Obey signals. Look left, right, left.*

STREET  
**SMART**  
streetsmart.mwcog.org

Police are enforcing safety laws!

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**Be alert around Buses.**


- Stay out of blind spots. If you can't see the driver, they can't see you.
- Cross after the bus leaves the stop.
- Stay alert. Buses make wide turns.



**STREET *IN* SMART**  
streetsmart.mwcoog.org  
A public safety program of the District of Columbia, Maryland, Virginia and Metro

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**Internet Ad**



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## Radio



# SAFETY TIPS

For Drivers, Pedestrians, and Bicyclists

### FOR DRIVERS:

- Stop for pedestrians at crosswalks.
- Slow down and obey the posted speed limit.
- Look before opening your door.
- Be careful when passing stopped vehicles.
- Allow 3 feet when passing bicyclists.

### FOR PEDESTRIANS:

- Cross the street at marked crosswalks and intersections.
- Before crossing, look left, right, then left again.
- Use pedestrian pushbuttons.
- Begin crossing the street on "Walk" signal.
- Stay visible after dark and in bad weather.
- Watch out for trucks and buses backing out of parking spaces and driveways.

### FOR BICYCLISTS:

- Obey all regulatory signs and traffic lights.
- Never ride against traffic. Ride with traffic to avoid potential accidents.
- Use hand signals to tell motorists what you intend to do.
- Ride in a straight line to the right of traffic and about a car door width away from parked cars.
- Always wear a helmet. Helmets dramatically reduce the risk of head injury in a bicycle accident.
- Use lights at night and when visibility is poor.

**STREET SMART**  
A public safety program of the District of Columbia, Maryland and Virginia.

**PEDESTRIANS and CYCLISTS should WATCH for TURNING vehicles.  
MOTORISTS MUST YIELD to CYCLISTS and PEDESTRIANS when TURNING.**

## Coordination with Law Enforcement

- Enforcement is key
  - The press loves to report it
  - Ads get more attention if there is enforcement
  - Enforcement gets more attention if there are ads
- COG Police Chiefs Committee has been briefed regularly
- February 28 Pedestrian Enforcement Workshop at COG attended by more than 50 Police Officers
- DC MPD, Arlington, Montgomery County report significant enforcement activity



Arlington County Police enforcing speeding violations.  
Photo: ACPD

## Street Smart Funding, 2003-2008

Source	Annual Range FY 2003-2005	FY 2006	FY 2007	FY 2008 (Oct-07 to Sept-08)
District of Columbia Department of Transportation *	\$100,000	\$100,000	\$100,000	\$200,000
DC Metropolitan Police Department*	\$0 - \$80,000	-	\$30,000	-
Maryland SHA*	\$58,000 - \$115,000	\$50,000	\$100,100	\$130,300
Virginia DMV*	\$75,000 - \$100,000	\$100,000	\$75,000	\$100,000
WMATA	-	-	-	\$150,000
Local Contributions	\$80,000 – \$100,000	\$91,300	\$123,700	\$168,800
<b>Grand Total</b>	<b>\$398,332</b>	<b>\$341,300</b>	<b>\$428,800</b>	<b>\$749,100</b>
* Federal pass-through				

## Outlook & Next Steps

- Evaluation: Pre and post-campaign surveys of 300 area motorists
  - Message retention
  - Heard on which Media
  - Long-run reported behavior change
- Fall campaign for November using the same ads
- Funding for FY 2009
  - Letters requesting voluntary contributions at a level of Five cents per capita have been sent to the TPB member governments
- Sustained effort over years is needed to reinforce the campaign messages and ensure long-run impact on Safety