

HANDOUTS

from previous meeting



April 4, 2006

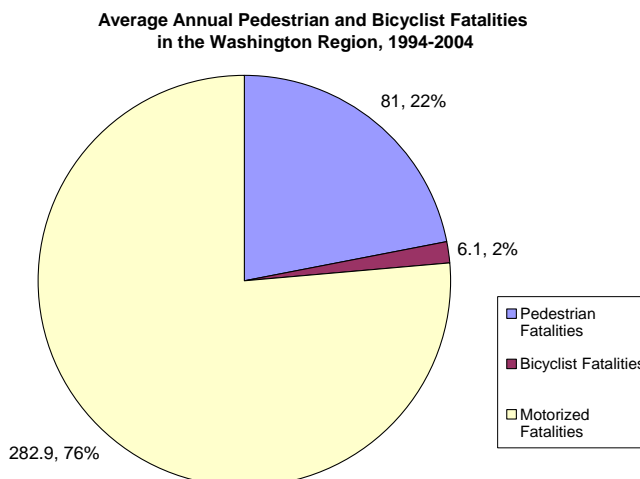


Brief Summary of “Street Smart” Safety Campaign

Overview: The “Street Smart” pedestrian and bicyclist safety outreach campaign is now an annual one-month radio and print media campaign, coordinated by the Transportation Planning Board, supported by federal funds made available through state governments, with local funds matching and supplementing the federal funds. The campaign uses radio, metro, bus, and outdoor transit advertising aimed at changing driver and pedestrian behavior. The prime target audience is male drivers age 18 to 34. Campaigns have been held in October 2002, April 2004, and June 2005, with budgets in the range of \$300,000 to \$400,000 for each. The 2006 Street Smart campaign runs from March 20 – April 19. The kick-off press conference was held on March 21 in Alexandria, VA. A fifth wave of the campaign is being planned for Spring 2007. This briefing paper describes the background of the pedestrian and bicyclist safety situation, shows Street Smart activities in the context of other safety efforts, and gives the outlook for the 2007 campaign.

Scope of the Problem:

Pedestrian Safety is a major problem both nationally and in the Metropolitan Washington Region. Of 42,643 traffic fatalities in the United States in 2003, 4,749 were pedestrians, about 11%. The Washington-Baltimore region ranks 22nd out of the 50 largest metropolitan areas in terms of pedestrian deaths per capita. Pedestrians and bicyclists account for nearly a quarter of those killed on



the roads in the Washington region. Over 2600 pedestrians and bicyclists are injured every year, and out of an average of 370 people killed on the roads every year in the Washington region, 87 are pedestrians or bicyclists.

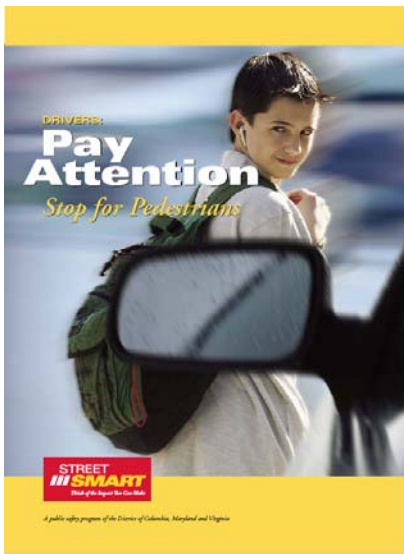
Street Smart and the “3 E’s” of Safety: Traffic safety has traditionally been addressed through the three E’s: Engineering, Enforcement, and Education. The Street Smart media campaign is meant to complement the efforts of state and local governments and agencies to improve facilities, enforce laws, and train better drivers, cyclists, and pedestrians.

Why Target Male Drivers 18 to 34?: Motorists are at fault as often as pedestrians and bicyclists, and the motorist often has some ability to avoid the collision even when the pedestrian is at fault. Male motorists aged 18 to 34 are disproportionately involved in collisions with pedestrians. Alcohol involvement in pedestrian crashes is similar to that in crashes overall. Motorist behavior, and young male motorist behavior in particular, is

a significant part of the problem. The young male driver demographic can be targeted cost-effectively, through radio advertising on selected stations.

Getting the Message Out: Young motorists can be reached cost-effectively through radio advertising. Evaluations of the first three years of Street Smart indicate that young male drivers are hearing the messages. Street Smart also tries to reach pedestrians and bicyclists as near as possible to the times and locations they are walking and bicycling, through transit shelter and bus ads. High-crash locations were targeted for transit shelter ads. A television campaign, over and above the limited cable television presence to date, would also be effective, and could be considered if significantly more funds become available for Street Smart in comparison to budgets of previous years. A campaign of the minimum size needed for effectiveness would cost \$100,000 per week.

Campaign Materials: Mass media elements for previous campaigns included radio spots, cable television spots, and print media. These were supported by media relations activities, and collateral materials such as posters and flyers that could be given away.



The poster at left was used in the most recent campaign. Visit www.mwcog.org/transportation/streetsmart to view additional materials.

Coordination with Law Enforcement: Coordination of media campaigns with law enforcement is desirable. Fear of legal consequences is a motivator that can be mentioned in advertising. Experience with anti-drunk driving, seatbelt campaigns shows that people are more afraid of getting fined than of being injured. Enforcement can also help get free media attention, which enhances the public perception that there is

enforcement.

TPB staff coordinates with the region's Police Chiefs on complementary enforcement efforts. During the June, 2005 campaign eight police departments participated. . More than 50,000 hand-outs were distributed to police departments and other agencies, and several agencies continued to request additional copies after supplies were exhausted. TPB staff is coordinating enforcement with the Police Chiefs for the March-April 2006 campaign as well.

TPB Local Funding Request: The National Capital Region Transportation Planning Board (TPB) in October, 2005 asked each of its local government member jurisdictions to consider providing funding for the 2006 Street Smart campaign. The suggested level was five cents per capita per year, consistent with previous contributions pledged through a less formal process. In March 2006 the TPB asked its local government member jurisdictions to contribute at the same five cents per capita level for the 2007 campaign. TPB undertakes Street Smart in service to the region, complementing the work that individual agencies and jurisdictions accomplish for safety. Only 8% of program funds need to be retained for administrative expenses, so the contributions are very cost-effective in supporting media and other outreach.

April 2006

TDM Marketing Group
April 4, 2006

Street Smart Funding History

(in thousands of dollars)

Source	2006 (Est. to date)	Jun-05	Apr-04	Oct-02	Total
District of Columbia Department of Transportation*	\$100.0	\$100.0	\$100.0	\$100.0	\$400.0
DC Metropolitan Police Department*	TBD	\$80.0			\$80.0
Maryland SHA*	\$50.0	\$58.0	\$100.0	\$115.0	\$323.0
Virginia DMV*	\$100.0	\$75.0	\$100.0	\$100.0	\$375.0
Total Federal	\$250.0	\$313.0	\$300.0	\$315.0	\$1,178.0
City of Alexandria	\$5.0	\$5.0	\$5.0	\$5.0	\$20.0
Arlington County	\$10.1	\$10.0	\$10.0		\$30.1
City of Fairfax	\$1.1				\$1.1
Fairfax County	\$52.8	\$50.0	\$50.0	\$50.0	\$202.8
City of Greenbelt	\$0.5				\$0.5
City of Manassas Park	\$0.7				\$0.7
Montgomery County	\$10.0	\$10.0	\$10.0	\$45.0	\$75.0
Prince George's County	\$5.0	\$5.0	\$15.0		\$25.0
City of Rockville	\$2.9				\$2.9
City of Takoma Park	\$0.9				
Total Local	\$79	\$80.0	\$90.0	\$100.0	\$348.1
Grand Total	\$339	\$393.0	\$390.0	\$415.0	\$1,539