



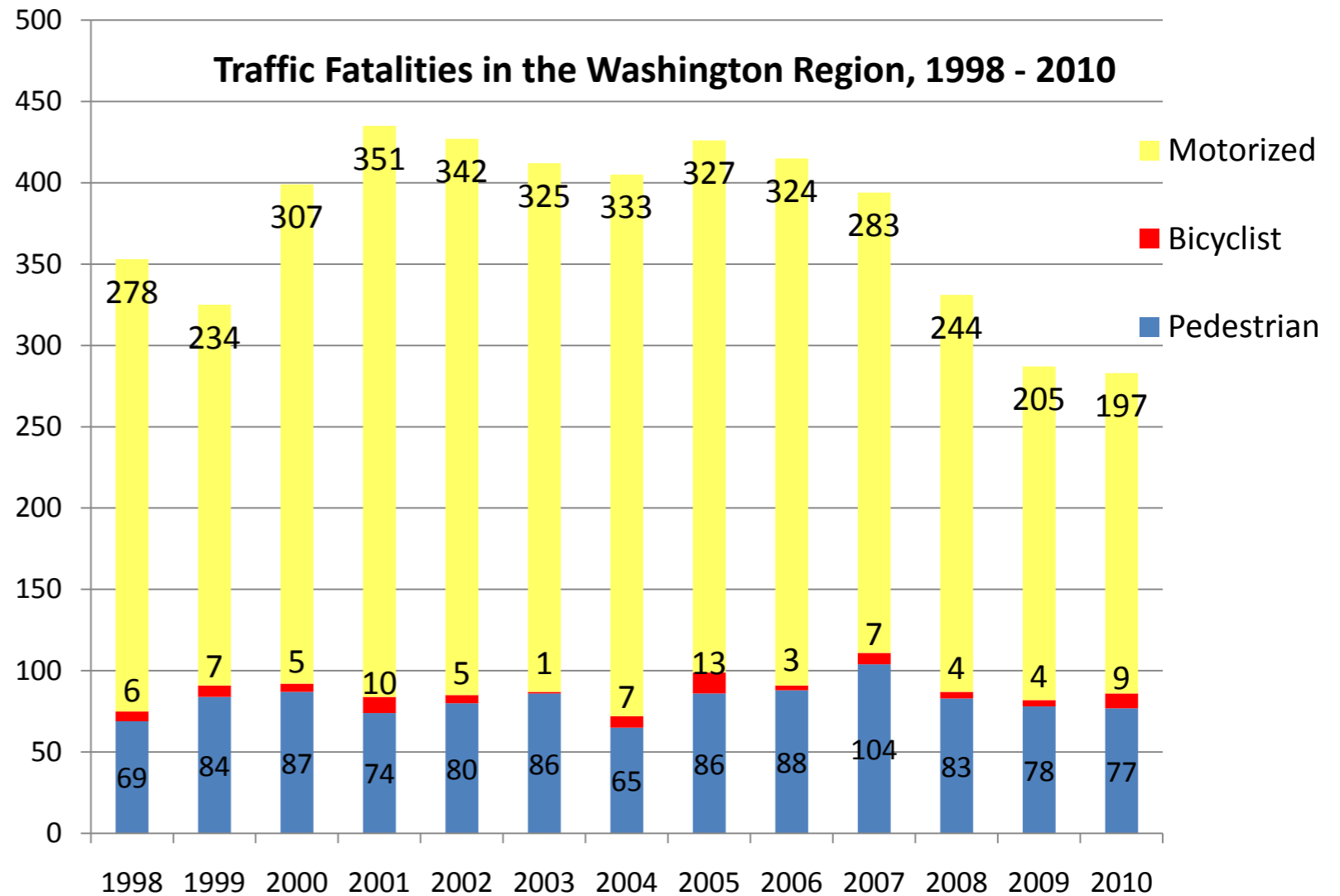
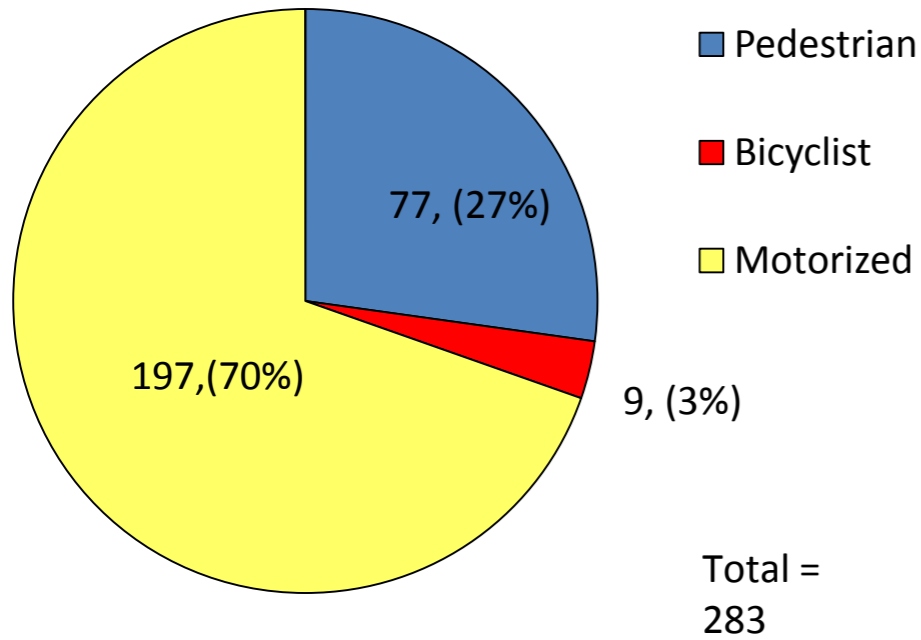
# Pedestrian and Bicycle Safety Education Campaign

National Capital Region Transportation Planning Board  
March 21st, 2012  
Item 12

Jeff Dunckel  
Pedestrian Safety Coordinator, Montgomery County  
Chair, Bicycle and Pedestrian Subcommittee

# Regional Traffic Fatalities

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





# Pedestrian & Bicyclist Fatalities by Jurisdiction

Jurisdiction	2006	2007	2008	2009	2010	Total
District of Columbia	17	27	15	16	16	<b>91</b>
Charles County	2	6	1	3	3	<b>15</b>
Frederick County	4	1	0	1	4	<b>10</b>
Montgomery County	18	18	19	15	14	<b>84</b>
Prince George's County	20	29	41	23	23	<b>136</b>
Arlington County	1	1	1	4	1	<b>8</b>
City of Alexandria	1	2	0	0	2	<b>5</b>
Fairfax County	20	17	4	11	13	<b>65</b>
City of Fairfax	0	1	0	2	0	<b>3</b>
City of Falls Church	0	0	0	0	2	<b>2</b>
Loudoun County	1	3	0	1	2	<b>7</b>
City of Manassas	0	1	0	0	0	<b>1</b>
City of Manassas Park	0	0	0	0	0	<b>0</b>
Prince William County	7	5	6	6	6	<b>30</b>
<b>Total</b>	<b>91</b>	<b>111</b>	<b>87</b>	<b>82</b>	<b>86</b>	<b>457</b>



# What is Street Smart?

- Street Smart focuses on Education through Mass Media
  - One media campaign for one media market
  - <http://bestreetsmart.net>
- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Since Fall 2002
- Funded by:
  - Federal Funds administered by the States
  - WMATA
  - TPB Member Governments
- Total Budget \$634,000
  - TPB member government contributions have ranged from \$38,000 to \$158,000
- FY 2013: \$63k will come from COG dues



# Street Smart Funding, 2002-2012 (in thousands)

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009	Fall 2009 & Spring 2010	Fall 2010 & Spring 2011	Fall 2011 & Spring 2012 (to date)
DDOT	\$100	\$100	\$100	\$100	\$100	\$200	\$200	\$200	\$200	\$200
DC MPD			\$80		\$30					
Maryland SHA	\$115	\$100	\$58	\$50	\$100.1	\$130.3	\$130	\$143	\$100	\$120
Virginia SHSO	\$100	\$100	\$75	\$100	\$75	\$100	\$100	\$100	\$110	\$116.616
WMATA						\$150	\$150	\$150	\$150	\$150
Local Gov't	\$100	\$90	\$80	\$91.3	\$113.7	\$158.5	\$120.6	\$54.8	\$37.8	\$47.3
Private					\$10					
<b>Grand Total</b>	<b>\$415</b>	<b>\$390</b>	<b>\$393</b>	<b>\$341.3</b>	<b>\$428.8</b>	<b>\$738.8</b>	<b>\$700.6</b>	<b>\$658.7</b>	<b>\$597.8</b>	<b>\$633.916</b>

## Street Smart Local Government Contributions, 2002-2012

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012
City of Alexandria	\$5	\$5	\$5	\$6.8	\$6.8	\$6.8	\$6.8	\$7	\$7	\$7.3
Arlington County		\$10	\$10	\$10.1	\$10.1	\$10.1	\$10.3	\$10.3	\$10.8	\$10.9
Charles County										
City of Bowie										\$2.8
City of College Park							\$0.6			\$1.3
City of Fairfax				\$1.1						
City of Frederick										
City of Falls Church				\$0.5	\$0.5			\$0.6		
Fairfax County	\$50	\$50	\$50	\$52.8	\$52.8	\$52.8	\$54.8	\$5		
Frederick County										
City of Gaithersburg						\$3.1	\$3.1			
City of Greenbelt				\$0.5						
Loudoun County										\$15
City of Manassas										
City of Manassas Park				\$0.7		\$0.7				
Montgomery County	\$45	\$10	\$10	\$10	\$40.6	\$45	\$45	\$42	\$20	\$10
Prince George's County		\$15	\$5	\$5		\$37.1				
Prince William County										
City of Rockville				\$2.9	\$2.9	\$2.9				
City of Takoma Park				\$0.9				\$0.8		
<b>Total Local</b>	<b>\$100</b>	<b>\$90</b>	<b>\$80</b>	<b>\$91.3</b>	<b>\$113.7</b>	<b>\$158.5</b>	<b>\$120.6</b>	<b>\$65.7</b>	<b>\$37.8</b>	<b>\$47.3</b>



- November 14 Press Event @ Piney Branch Road in Montgomery County
  - Coverage Reached 900,000 People
- November Media
  - “Giant Pedestrian Safety Problem”
  - 2 weeks radio
  - 1 month transit ads
- Law enforcement
  - October 18 Best Practices in Pedestrian Enforcement Workshop



# Spring 2012 Campaign

- March 18 – April 14
  - \$218,000 media budget
  - Four weeks Cable TV, Outdoor (half the budget)
  - Two weeks Radio
    - Weighted Wednesday – Sunday, 3 pm – 8 pm
  - Press Event
    - March 28<sup>th</sup>, 11:30 a.m., in District Heights, MD
    - Followed by live enforcement - Intersection of Silver Hill Road and Marlboro Pike
  - Request Law Enforcement in High-Incidence Areas
    - Distribute High-Incidence Area Local Response Guide
- New Materials



## Advisory Group

- Working group of the Bicycle and Pedestrian Subcommittee of the TPB Technical Committee
- Consists of funding agency representatives with safety expertise
- Worked with TPB Staff and consultant to shape campaign strategy, messaging, and materials

## Need for New Materials

- New materials increase the ability to achieve “earned” media (e.g. free news coverage) that furthers messaging and outreach
- 2011 “Giant Pedestrian Safety Problem” Materials
  - Reaching the end of ability to grab attention in some markets
  - Now wanted better law enforcement tie-in

## Focus Groups

- Two target demographic focus groups were conducted
- Examined storyboards for TV spot, headlines for outdoor ads

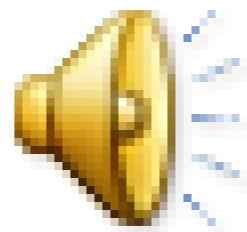


# 2012 Campaign

Example Ad (Bus Side):



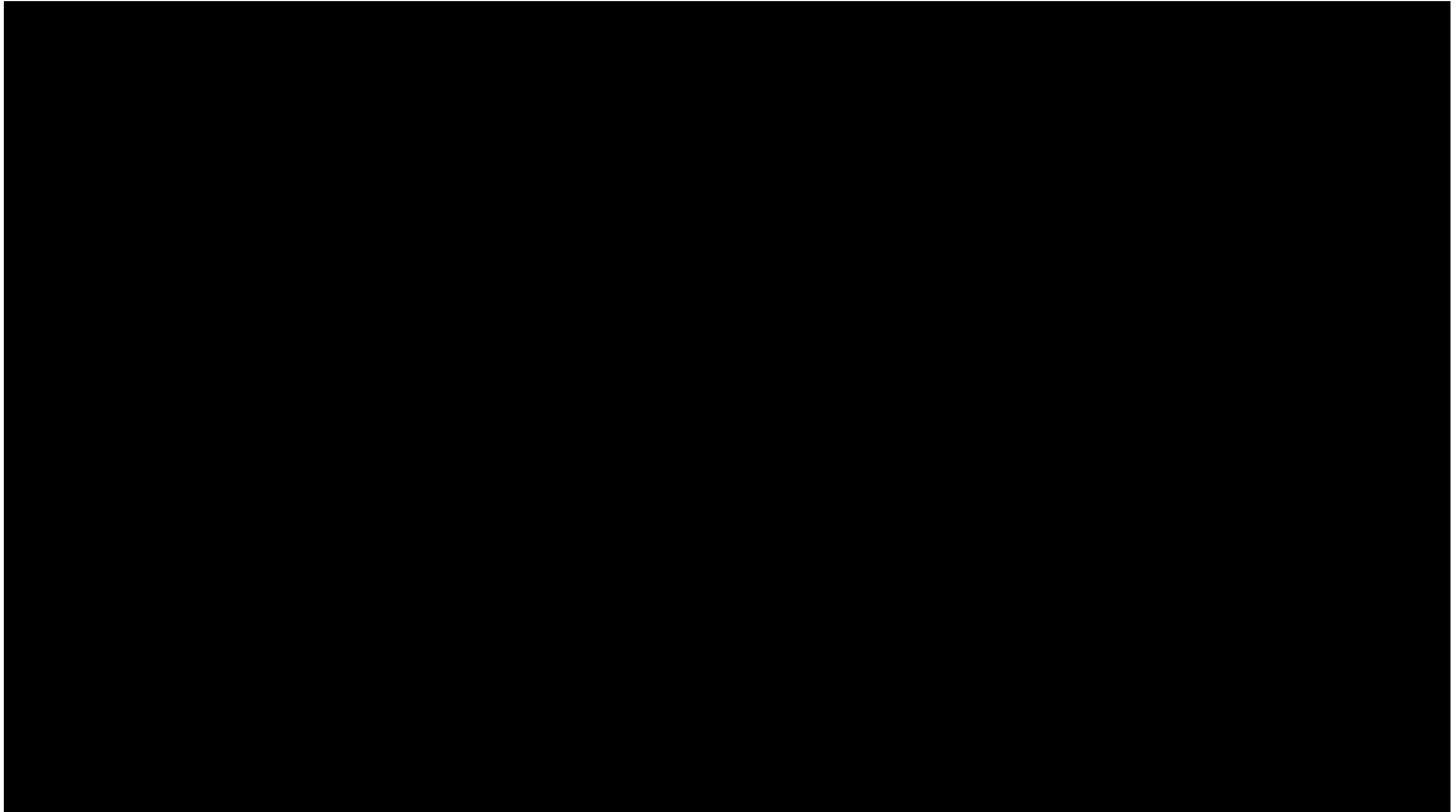
Radio Ad:



<http://www.bestreetsmart.net/>



# Television Ad



# Evaluation

- Pre and post-campaign web-based surveys of area motorists
  - Shows that people remember the messages, and where they heard them
- Outreach success measured in part by “earned media”
- Law enforcement agencies report citations and warnings issued during the campaign
- Annual Report, October 2012

# Planning for FY 2013

- Submit funding applications to States for FY 2013 (Fall 2012 – Spring 2013)
- COG Board has voted to incorporate \$63,444 into the COG dues for FY 2013 Street Smart
  - No letters will be sent this year requesting voluntary contributions
  - Voluntary contributions are still welcome
  - In-kind support (enforcement, host press event, local safety efforts) remains vital

**STREET**  
**/// SMART**