



Item 6: Update on the Spring 2014 "Street Smart" Pedestrian and Bicycle Safety Campaign

Bicycle and Pedestrian Subcommittee
March 18, 2014

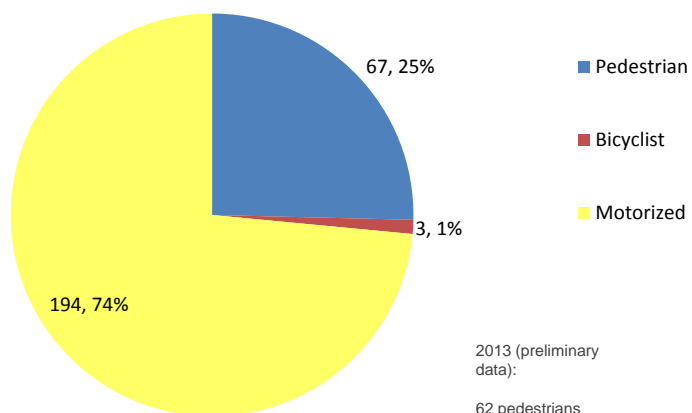
Michael Farrell
DTP

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Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2012



2013 (preliminary data):

62 pedestrians
7 bicyclists
202 motorized

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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, 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
 - Budget – \$663k

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FY 2014: “Tired Faces”


Pedestrians don't come with airbags.

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

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**Bicycles don't come
with bumpers.**

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Give cyclists room to ride.

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STREET
SMART
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**Kids don't come
with turn signals.**

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Slow down and watch for pedestrians.

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The penalties for jaywalking vary.

Use crosswalks. Wait for the walk signal.

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You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

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STREET SMART
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Los peatones no tienen bolsas de aire.

Al doblar, cede el paso a los peatones.

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Fall 2014 Campaign

- ★ October 24th – November 28th
- ★ Press Event October 22nd at Upper Senate Park
 - ★ Media relations: 64 news stories with \$215,785 in publicity value
- ★ Paid media:\$129,000
 - ★ Radio: Traffic sponsorships on 7 stations
 - ★ Outdoor: 55 kings, 70 tails, 488 pumptoppers at 122 gas stations
- ★ Donated media: 165 Shelters, 1800+ Bus Ads
- ★ Radio PSA network: 30 and 60-second spots on 11 stations

3/18/2014★ Three Outreach Events

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Spring 2014 – Campaign at a Glance

- ★ Kickoff event and media tour
- ★ Paid radio traffic sponsorships & outdoor media
- ★ Street level outreach
- ★ Social media & partnerships
- ★ Enforcement
- ★ Campaign evaluation – online surveys
- ★ Radio PSA network
- ★ \$283,500 budget

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Spring 2014: Campaign Evaluation

- ★ 2 waves of online surveys (pre/post)
- ★ 300 respondents ages 18-55
- ★ Distributed within MWCOG jurisdictions
- ★ Methodology mirrors FY 2013
- ★ Detailed analysis and year-end report
- ★ \$15,000 budget

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Spring 2014 Media Relations

- ★ Press Event April 14th
 - ★ Location: Woodbridge, Prince William County
 - ★ PR event support
 - ★ English/Spanish Media kit, including recut B-roll video package
 - ★ Pitching/local media tour April 7 – May 11
 - ★ \$39,500 budget
- ★ Suggested Enforcement Dates April 14 – May 11

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Spring 2014 Paid Media: Outdoor

- ★ Four weeks: April 14 – May 11
- ★ English & Spanish
- ★ \$83,000 budget



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Spring 2014 Paid Media: Outdoor



Bus Kings



Pumptoppers

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Spring 2014 Paid Media: Radio

- ★ Adults 18 – 49
- ★ Two weeks April 28 – May 11
- ★ Wed – Fri, 3 – 8 pm, Sat 6am – 8pm
- ★ 15-second spots, English and Spanish
- ★ Primary target: motorists
- ★ Primary messages: increased enforcement, watch for/yield to pedestrians
- ★ 100 GRPs
- ★ \$35,000 gross placement budget

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Spring 2014 Paid Media: Radio



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Outreach: Booth vs. Street Teams



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Outreach: Booth vs. Street Teams



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Outreach: Booth vs. Street Teams



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Spring 2014 – Donated Media

- ★ Appeal to Bus Subcommittee for interior bus cards
- ★ Other jurisdiction-based media (bus ads/shelters/billboards)
- ★ **\$200,000 worth pledged so far**



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Spring 2014 – Donated Media

- ★ **At least \$200,000 worth of PSA's pledged**
- ★ **Status:**
 - Metro: in addition to the CBS Outdoor buy (100 kings, 200 bonus interior bus cards), WMATA secured 20 bus tails
 - The Bus (Prince Georges County): 93 interior bus cards
 - PRTC: 250 interior bus cards
 - Frederick County/Direct Media: 6 exterior bus kings, 25 interior cards
 - Montgomery County/Direct Media: ~150 kings, 50 junior kings; 31 of the fall ads are still up as well as ~330 interior bus cards.
 - Circulator (DC) - still has fall interior bus cards up in all buses and has agreed to keep them through May 11.
 - Fairfax City – At least 20 interior bus cards, potentially exterior bus ads too, qty TBD
 - ART: No order confirmation yet. Last fall and spring they ordered 93 bus cards.
 - DASH: No order confirmation yet. Last fall and spring they ordered 150 bus cards.
 - No word from Fairfax County. Last fall they did not participate.

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Fall 2013 – Digital

- ★ 90-day editorial calendars for Twitter
- ★ Monitor and tweet campaign coverage
- ★ Update digital toolkit for partners (web banners, tweets, Facebook posts)
- ★ Minor web updates
- ★ \$4,900 budget

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Fall 2013 – Overall Budget


Media relations/press event	\$ 39,500
Media placement/promo costs	\$ 118,000
Outreach	\$ 12,000
Production/collateral	\$ 51,600
Account management/strategy	\$ 42,500
Campaign evaluation	\$ 15,000
<u>Digital/social media</u>	<u>\$ 4,900</u>
TOTAL	\$ 283,500


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 Spring 2014 – Overall Schedule																
SPRING – SUMMER	March				April				May				June			
	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23
PUBLIC RELATIONS																
Press Event																
Media Tour																
Suggested Enforcement Dates																
MEDIA																
Radio :15 Traffic Sponsorships																
Pumptoppers																
Exterior Bus Ads																
OUTREACH/PARTNERSHIPS																
Street Teams/Safety Zones																
Digital/Social Media																
Capital Region Radio Network																
CAMPAIGN EVALUATION																

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Pedestrians don't come with airbags.

Yield to pedestrians when turning.

Needs:

- *PSA's*
- *Enforcement*
- *Signed funding agreement with DDOT*

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Street Smart Advisory Group Membership List		
November 2013		
Agency	Representative	Title
State and Regional		
District of Columbia Department of Transportation	George Branyan	Pedestrian Program Manager
Maryland Office of Highway Safety	Kate Elkins	Regional Traffic Safety Manager, District 3
Virginia Department of Motor Vehicles	Bob Weakley	Grants Manager
Virginia Department of Transportation/NOVA District	Cindy Engelhart	District Bicycle and Pedestrian Coordinator
WMATA	Kristin Haldeman	Manager, Access Planning and Policy Analysis
MWCOG	Jeanne Saddler	Director, Office of Public Affairs
Citizens Advisory Committee (TPB)	Tracey Hadden Loh	CAC Representative to Street Smart Advisory Group
Local - MD		
Bladensburg		
Bowie	Todd Turner	Mayor, City of Bowie
Charles County		
College Park		
Frederick		
Frederick County	Keju Dial	Transportation Planner
Gaithersburg		
Greenbelt		
Montgomery County	Jeff Dunkel	Pedestrian Safety Coordinator
Prince George's County DPW&T	Victor Weissberg	Special Assistant to the Director
		Rockville City Police Department Administrative Services Bureau Commander
Rockville	Robert J. Rappoport	
Takoma Park		
Local - VA		
Alexandria	Carrie Sanders	Principal Transportation Planner
Arlington County	David Goodman	Bicycle & Pedestrian Programs Manager
Fairfax City	Wendy Block Sanford	Transportation Director
Fairfax County	Chris Wells	Pedestrian Program Manager
Falls Church		
Loudoun County	Bill King	Transportation Planner
Manassas		
Manassas Park		
Prince William County	George Phillips	Regional Planner

THANK YOU

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