

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2021 Campaign Plan, and Results from FY 2021

Michael J. Farrell Senior Transportation Planner

Community Advisory Committee Item #2

November 10, 2021



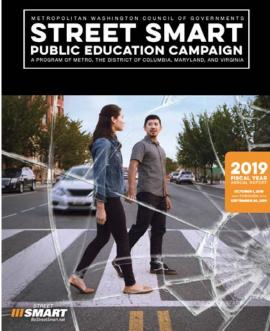


What is Street Smart?



- Education through Mass Media
 - One media campaign for one media market
 - http://bestreetsmart.net
- Concentrated waves of Gas Station, Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Advisory Group
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - TPB Member Governments COG dues (63k)
 - FY 2021 Budget \$820k for consultant, ad placement







- In 2020, there were 94 pedestrian and 5 bicyclist fatalities, compared to 92 pedestrian and 7 bicycle fatalities in 2019
- 31.5% of the region's traffic fatalities were bicyclist or pedestrian
- Long run trend is increased ped/bike fatalities

2020	Alexa ndria City	Arlingto n Co.	Fairfa x City	Fairfa x Co.	Falls Churc h City	Loudou n Co.	Manass as City	Manass as Park City	Princ e Willia m Co.	Charl es Co.	Frederi ck Co.	Montgom ery Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	2	2	0	15	0	1	0	0	5	4	2	17	36	10	94
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	2	2	1	5
All traffic	7	4	1	37	0	12	1	0	18	25	23	44	106	36	314
	CRASHES														
Pedestrian	51	77	5	130	6	41	12	3	50	NA	NA	NA	NA	626	NA
Bicyclist	9	33	4	52	6	27	9	0	14	NA	NA	NA	NA	360	NA



Fall 2021 – Press Event



Date: Thursday, November 4th Location: 5410 MD-210, Oxon Hill, MD

Speakers:

- Chrissy Nizer, Maryland Motor Vehicle Administrator
- Everett Lott, District Department of Transportation Acting Director
- John Saunders, DMV's Virginia Highway Safety Office Director
- Major Nickie Smith, Prince George's County Police Department Special Operations Division Commander
- Martin L. Harris, Acting Director, Prince George's County Department of Public Works and Transportation
- Kenniss Henry, mother of Natasha Pettigrew, who was killed while biking in Prince George's County



Media Coverage: :

- o WJLA-TV (ABC)
- o WUSA-TV (CBS)
- o Telemudo/WRC-TV (NBC)
- o WTOP Radio <u>link to story</u>
- CTV (Prince George's Community TV)
- o WTTG-TV (Fox)
- o WDVM (CW) <u>link to story</u>
- o <u>ARLnow.com</u>



Enforcement Activations



Date	Jurisdiction	Event/Location	Event Time	Status
Nov 4	MD	Prince George's County PD	Post-Kick-Off Event	Complete
Thursday		Route 210 (N & S) & Livingston Road		
	Route 210 (S) & Talbert Rd			
		Route 210 (N) & Salisbury Dr.		
		Route 210 (N & S) & Audrey Lane		
		Route 210 (N & S) prior to the DC line (This is a		
		marked midblock crossing from the shopping		
		center)		
Nov 5	DC	Metropolitan PD	4:00p - 10:00p	Confirmed
Friday		Multiple locations along Georgia Ave		
Nov 9	VA	Arlington County PD	2:00p – 4:00p	Confirmed
Tuesday		2500 block Washington Blvd		
Nov 9	VA	Alexandria PD	7:00a-9:00a	Confirmed
Tuesday		5100 block of Duke Street		
Nov 9	DC	Metropolitan PD	4:00p - 10:00p	Confirmed
Tuesday		Southern Ave and 9th St., SE		
Nov 17	VA	Arlington County PD	7:00a - 9:00a	Confirmed
Wednesday		4100 to 4300 block, Fairfax Dr.		
Nov 17	DC	Metropolitan PD	4:00p - 10:00p	Location
Wednesday		TBD, Near Union Station		Pending
Nov 26	DC	Metropolitan PD	4:00p - 10:00p	Confirmed
Friday		Multiple locations along Minnesota Ave		
Nov 29	VA	Alexandria PD	12:00p - 2:00p	Confirmed
Friday		Duke Street / N. Jordan Street		



Testimonial Wall



1410

SMART

The Testimonial Wall engages visitors with stories of how those affected by a serious or deadly crash have managed the impact on their lives.

- Ren Werbin, survivor, Alexandria, VA
- Gwen Ward, family member,
 Germantown, MD
- Nicholas Clarke, family member, Washington DC
- <u>Additional videos</u>:
- Helen Harris, survivor, Rosslyn, VA
- Angelo Brown, family member, Oxon Hill, MD
- Kenniss Henry, family member, Cheverly, MD



Testimonial Wall Tour



- 6 Metrorail Station locations
- 10/28: George Mason University
- 11/15-11/19 or 11/21: Union Station; Partnership with DC Families for Safe Streets
- 11/20-21: Prince George's Mall
- 12/3-5: DCUSA (Columbia Heights)
- 12/11-12 and 12/18-19: Westfield Wheaton









Outdoor	\$	66,302	Onl	ine Video	\$	75,089
Exterior Bus Ads	YouTube, Google Video Display Network, Twitter					
4 weeks starting 11/1 200 bus tails (175 paid, 25 bonus as spac	3 weeks starting 11/8 Estimated 5 million served impressions					
350 interior cards (bonus)						
Over the Ten/Connected TV/OTT		Δ			ځ	00.020
Over-the-Top/ Connected TV (OTT/ 3 weeks starting 11/8	CI	/)			Ş	90,039
Selected Option: With one-question surv	vey					
1,875,635 estimated video impressions + 1 million survey impressions						
				TOTAL	\$	231,430



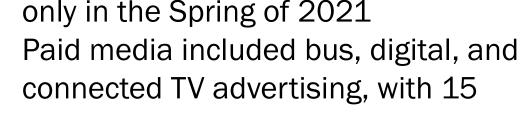
9

FY 2021 Summary

- No in-person press events were held
 - Virtual Press Room, b-roll and media tour
- Three new testimonial videos were added
- The testimonial wall was deployed as a contactless installation at shopping malls and Metro stations
- Enforcement activations took place only in the Spring of 2021
- Paid media included bus, digital, and connected TV advertising, with 15 and 30 second testimonial videos

Metropolitan Washington

ouncil of Governments











CAMPAIGN VALUE:

- Street Smart nearly quadrupled its annual campaign budget.
- Combining added value with earned and donated media and services, the fiscal year 2021 Street Smart program garnered more than \$3.1 million in overall campaign value on a budget of \$820,000.

EFFORT	VALUE			
Earned Media Publicity Value	\$1,414,566			
Paid Media Added Value	\$192,063			
Donated Media Value	\$ 708,329			
Campaign Budget	\$820,000			
TOTAL CAMPAIGN VALUE	\$3,134,958			

See the Annual Report at BeStreetSmart.net for more details.







Michael Farrell Senior Transportation Planner <u>mfarrell@mwcog.org</u> 202-550-1783

Kenna Swift Senior Associate Sherry Matthews Advocacy Marketing 1912 Sunderland Place NW, Washington, DC 20036 <u>KennaW@sherrymatthews.com</u> 202-416-0110

