

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

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## Spring 2024 Campaign Plan

Item #7, Bike/Ped Subcommittee  
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# Spring Bus Ad Campaign

## April 22 – May 19

- \$66,000 buy
- “Shattered Lives” ads
- English and Spanish ads running on transit where pedestrians, bicyclists and drivers often intersect.

## Strengths

- Focus group tested, reported as compelling and communicating clearly.
- 41% of the general public recall seeing at least one of these ads.



# “Shattered Lives”



**SPEEDING  
SHATTERS  
LIVES.**

Stop for people crossing.

A program of Metro, the District of Columbia, Maryland, and Virginia.

**STREET  
SMART**  
BeStreetSmart.net

**HER LIFE  
IS FRAGILE.**

Yield to pedestrians when turning.



A program of Metro, the District of Columbia, Maryland, and Virginia.

**STREET  
SMART**  
BeStreetSmart.net



**LIVES ARE  
EASILY  
BROKEN.**

Look before you turn.

A program of Metro, the District of Columbia, Maryland, and Virginia.

**STREET  
SMART**  
BeStreetSmart.net



# Virtual Reality Challenge



# Virtual Reality Challenge

- Highly visible and engaging Virtual Reality educational activation
- Retired during Covid, revived for Spring 2024
- “Spot the pedestrian/cyclists” with head tracking in a headset
  - Features common high-risk scenarios
    - Unprotected left turn at signal
    - Right hook across bike lane
    - Multiple threat at unsignalized crosswalk
- Experience projected on large screen
- Survey conducted with participants after they complete the activity.
- Signage with Safety Tips and Testimonial Wall with stories of displayed alongside the activity
- Three events – one in each State
  - \$47,000
- Will use to drive media coverage

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# What is Street Smart?



- Education through Mass Media
  - One media campaign for one media market
  - <http://bestreetsmart.net>
  - Paid and Earned Media
- Waves of Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist behavior
  - Fall and Spring Waves
  - Direct Outreach
- Since Fall 2002
  - Advisory Group
- Direct Outreach Events
- Concurrent law enforcement
- Funded by:
  - Federal funds administered by DC, Maryland, and Virginia
  - WMATA, DC local funds
  - FY 2024 Budget – \$850k for consultant, ad placement

