

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Spring 2024 Campaign Plan

Item #7, Bike/Ped Subcommittee March 19, 2024

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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.



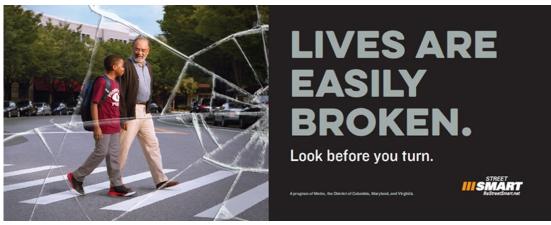


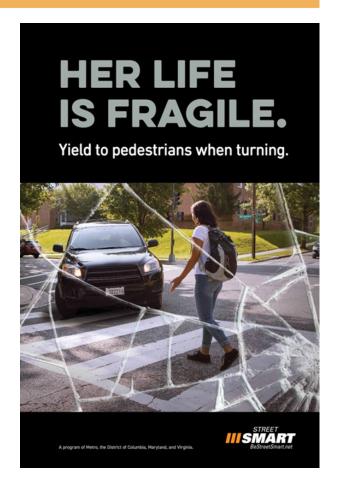


"Shattered Lives"











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



