

**ITEM 12 – Action**  
November 16, 2011

Update on the Regional “Street Smart” Pedestrian and Bicycle  
Safety Education Campaign

**Staff Recommendation:** Authorize the TPB chair to send a letter to the COG Board supporting the inclusion of the local government contribution to the Street Smart program in the FY 2013 COG dues.

**Issues:** None

**Background:** At the October 19 meeting, the Board discussed sending a letter to the COG Board supporting the proposal to include the local government contribution to the Street Smart campaign in the COG annual dues, rather than keeping them as a separately requested and billed item. The Board will be briefed on the recommendation of the COG Budget and Finance Committee regarding the proposal for the FY 2013 COG dues.

# National Capital Region Transportation Planning Board

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DRAFT

Honorable Andrea Harrison  
Chair, Board of Directors  
Metropolitan Washington Council of Governments  
777 North Capitol Street, N.E., Suite 300  
Washington, DC 20002-4290

November 16, 2010

Dear Chair Harrison:

The National Capital Region Transportation Planning Board (TPB) is pleased to support the recommendation of the COG Budget and Finance Committee to incorporate \$63,000 in contributions for the Street Smart program into the FY 2013 COG dues, rather than keeping them as a separately requested item. Street Smart is a valuable program, which the TPB has managed since 2002. A modest level of local contribution matches over \$400,000 in federal funding. Moreover, the program leverages earned media and PSA's worth in excess of \$1 million annually, or nearly four times its paid media budget.

Under the Budget and Finance Committee proposal, Street Smart will be planned and executed with a greater level of certainty, with a reliable source of local match for federal funds. Opportunities for focus on and participation in the program will be extended to all the jurisdictions in the region. The program will be administratively simpler, both for the TPB and for the member jurisdictions.

The TPB appreciates your support for incorporating the local funding for this important regional program into the COG annual dues.

Sincerely,

Muriel Bowser  
Chair, National Capital Region  
Transportation Planning Board