

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

FY 2018 Recap and Fall 2018 Plan

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Transportation Safety Subcommittee
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The Problem

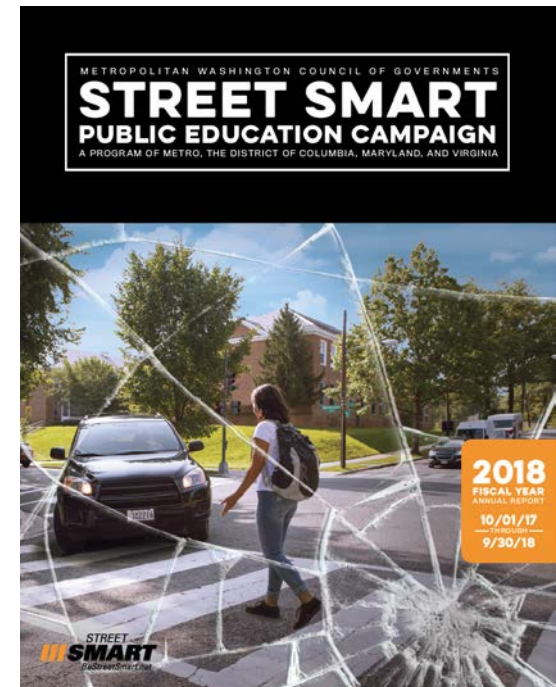
- In 2017, there were 77 pedestrian and 5 bicyclist fatalities in the Washington region
- 26% of the 313 total traffic fatalities were pedestrians or bicyclists
- Disadvantaged, inner-suburban communities were disproportionately affected

2017 Fatalities	District of Columbia	Charles County, MD	Frederick County, MD	Montgomery County, MD	Prince George's County, MD	Arlington County, VA	Fairfax County, VA	Fauquier County, VA (urbanized area)	Loudoun County, VA	Prince William County, VA	Alexandria, VA	Fairfax City, VA	Falls Church, VA	Manassas, VA	Manassas Park, VA	Total
Pedestrian	11	6	2	14	25	2	9	0	2	3	2	0	0	1	0	77
Bicyclist	2	1	1	0	0	0	0	0	0	0	0	0	0	1	0	5
All Traffic	31	35	27	33	99	5	34	0	21	22	4	0	0	2	0	313

What is Street Smart?



- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - New “Shattered Lives” Creative
 - <http://bestreetsmart.net>
- Concentrated waves of Gas Station, Transit, Radio 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, DC local funds
 - Advisory Group Includes Funding Agencies
 - TPB Member Governments - COG dues (63k)
 - Covers project administration
 - FY 2019 Budget – \$792k for consultant, ad placement
 - Increase from 775k for FY 2018



Press Events



City of Fairfax



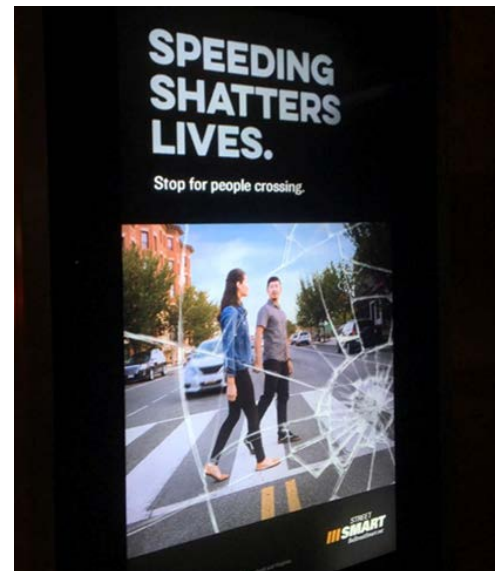
Ridge Road SE, DC

Paid Media

- Outdoor
 - Bus Tails
 - Shelters
 - Pumptoppers



- Digital
 - Facebook
 - Twitter
 - Instagram
 - Pandora





SPEEDING SHATTERS LIVES.

Stop for people crossing.



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



**DRIVER
TARGETED
EXTERIOR
BUS ADS**

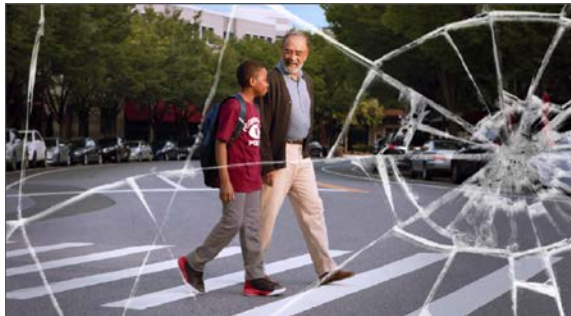


HER LIFE IS FRAGILE.

Yield to pedestrians when turning.



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



LIVES ARE EASILY BROKEN.

Look before you turn.



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



LIVES SHATTER ON IMPACT.

Give 3 feet when passing bikes.



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

English and Spanish

**YOUR LIFE
IS FRAGILE.**

Use the crosswalk.



**SU VIDA
ES FRÁGIL.**

Use el cruce de peatones.



Donated Media



MORE THAN
\$1 MILLION
IN DONATED
MEDIA



Street Teams



Enforcement Activations



Evaluation Survey

- Pre and post Spring 2018 campaign wave
 - Pre: March 24 – March 31
 - Post: May 12 – May 25
- On-line survey
- Drivers and Pedestrians
- 300 respondents
- Representative Sample (DC, MD, VA)
- 95% Confidence Interval

Survey Results

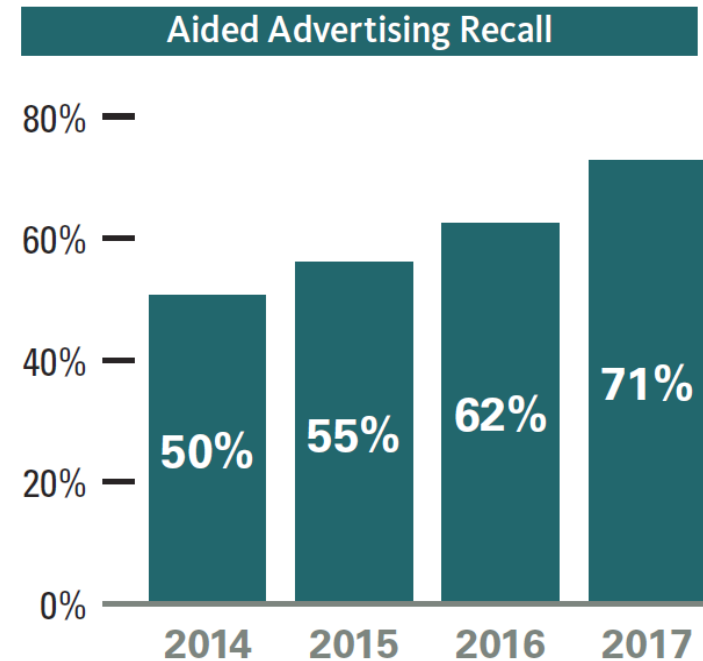
Spring 2018 Survey Results:

- Unaided awareness: 19%, pre and post
- Aided awareness: 34%, pre and post

Context:

- Bonus paid media overrides and donated media, including bus ads and junior billboards, were present in market during the first survey wave.
- The previous “Tired Faces” series of advertisements had similar recall in its first year (39%).
- Significant advertising recall gains for the Street Smart program are typically seen year-over-year.

“Tired Faces” Year over Year Results:



While aided recall did not increase between the two spring survey waves, pre-campaign awareness started at an all-time high.

Campaign Value

- Earned Media
 - Added Value
 - Donated Media
- 
- \$2.9 million in overall campaign value on a budget of \$775,000

TOTAL CAMPAIGN VALUE	
Earned Media Publicity Value	\$559,286
Paid Media Added Value	\$501,243
Donated Media Value	\$1,068,405
Campaign Budget	\$775,000
CAMPAIGN VALUE	\$2,903,934

FY 2019 Budget

District Department of Transportation (projected)		25%	\$200,000.00
Maryland Highway Safety Office		32%	\$250,000.00
Virginia Highway Safety Office		24%	\$192,000.00
WMATA		19%	\$150,000.00

Total: \$792,000

Fall 2018 Schedule

	October					November				December			
	1	8	15	22	29	5	12	19	26	3	10	17	24
PAID MEDIA													
Pumptoppers													
Exterior Bus Ads													
Digital (YouTube, Twitter, Facebook, Mobile)													
Digital Shelters													
MEDIA RELATIONS													
Kickoff Press Event													
Media Tour/VR Events													
ENFORCEMENT COORDINATION													
Suggested Enforcement Dates													
Enforcement Activations													
OUTREACH/PARTNERSHIPS													
Partnership Development/Donated Media													
Digital/Social Media													
Street Teams													

Press Event

- Launch: 11/8 at 10:30am
- Location: Veterans Plaza
1 Veterans Pl, Silver Spring, MD 20910
- Speakers
- Media tour
- Enforcement: 11/6 – 12/2
- NEW!: *Street Smart* Virtual Reality Challenge



Next Steps

- Carry Out the Fall Media Campaign
- Multiple VR Events
- Enforcement Activations
- Street Teams
- Spring 2019 Planning (April)



SAFETY TIPS FOR WALKING

Wait for the walk signal.

Cross the street at crosswalks and intersections.

Watch for turning vehicles.

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