

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

FY 2018 Recap and Fall 2018 Campaign

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Item 3
Access for All
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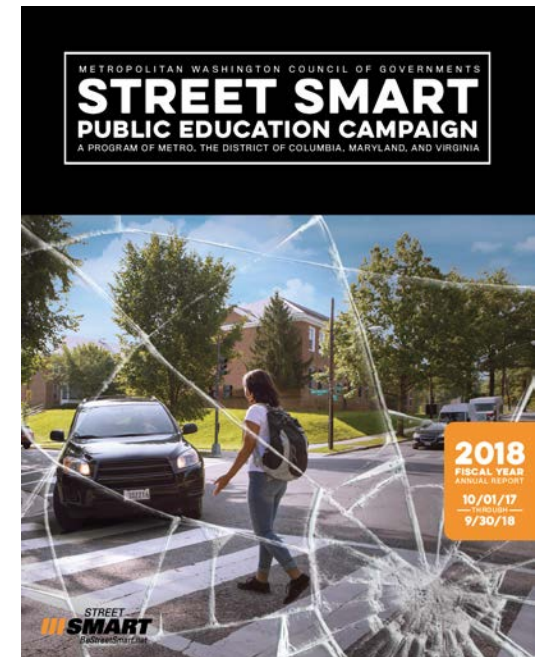
Too Many Pedestrian Deaths

- 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
- Advisory Group
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - TPB Member Governments - COG dues (63k)
 - FY 2019 Budget – \$792k for consultant, ad placement
 - Increase from 775k for FY 2018



Press Events



City of Fairfax



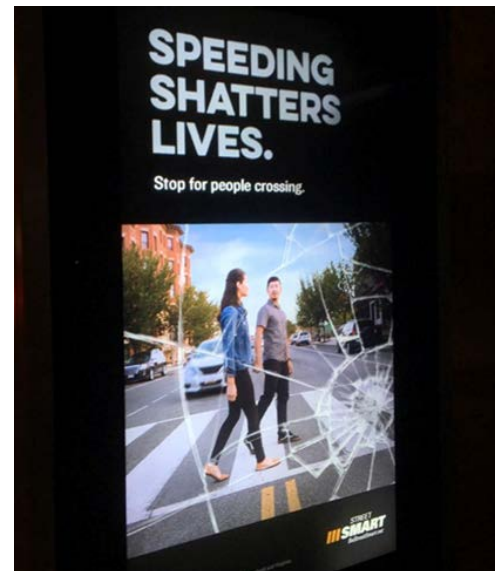
Ridge Road SE, DC

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**

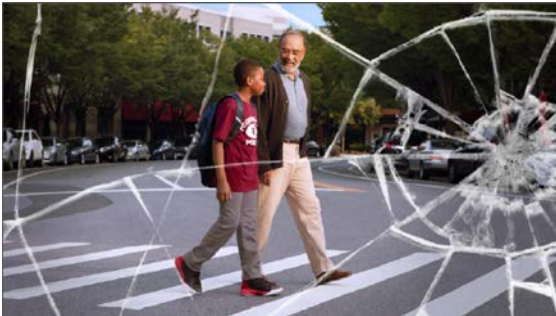


HER LIFE IS FRAGILE.

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



Measuring Effectiveness

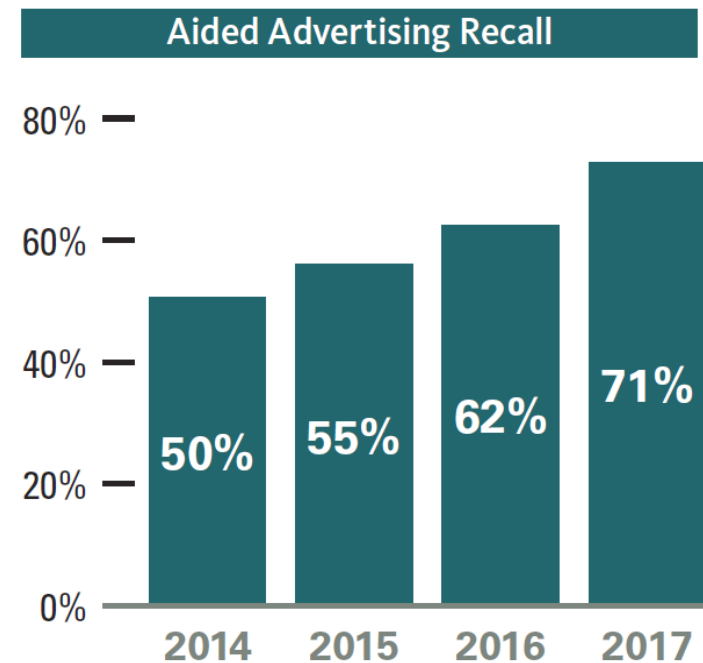
Spring 2018 Survey Results:

- 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.

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 (VR)
Challenge



**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
FALL 2018 DRAFT EARNED MEDIA COVERAGE LIST**



TELEVISION COVERAGE						
DATE	TIME	RUN TIME	CHANNEL	PROGRAM	PR VALUE	RATINGS
Nov 16 2018	7:00 AM ET	00:05:40	NC8	Morning Report at 7AM	\$0	0
Nov 11 2018	6:00 PM ET	00:01:07	WTTG	Fox 5 News Edge at 6PM Sunday	\$3,350	12,892
Nov 9 2018	5:00 AM ET	00:00:34	WTTG	Fox 5 Morning News at 5AM	\$5,565	42,149
Nov 8 2018	11:00 PM ET	00:00:55	WZDC	Telenoticias Washington at 11PM	\$4,585	10,802
Nov 8 2018	5:00 PM ET	00:00:22	WJLA	ABC 7 News at 5PM	\$9,165	48,768
Nov 8 2018	5:00 PM ET	00:00:53	WUSA	9 News Now at 5PM	\$5,080	23,802
Nov 8 2018	5:00 PM ET	00:00:30	WRC	News 4 at 5PM	\$9,000	70,087
Nov 8 2018	5:00 PM ET	00:01:00	WTTG	Fox 5 News at 5PM	\$7,500	80,435
TELEVISION TOTAL					\$44,245	288,935

ONLINE COVERAGE			
DATE	SOURCE	PR VALUE	RATINGS ESTIMATE/ IMPRESSIONS
11/16/18	WJLA.com	\$23,027	497,885
11/9/18	AlexandriaNews.org	\$218	4,716
11/9/18	Virginia Patch.com	\$3,716	80,356
11/9/18	Archy Worldys	\$2,118	45,800
11/9/18	The Washington Post	\$1,458,825	31,542,172
11/8/18	MyMCMedia	\$549	11,879
11/8/18	Bethesda Magazine	\$2,625	56,766
11/8/18	Maryland Patch.com	\$680	14,712
11/8/18	MyMCMedia	\$549	11,879
11/2/18	LocalDVM	\$1,762	38,099
11/2/18	LocalDVM	\$1,762	38,099
10/31/18	alingtonva.us	\$236	5,100
ONLINE TOTAL		\$ 1,496,070	32,347,463

Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources.

Total PR Value: \$1,540,315
Total Audience Ratings: 32,636,398

Other Actions

- Carried 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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