

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

FY 2017 Recap and Fall 2017 Plan

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Item 14
TPB Technical Committee
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The Problem

- In 2016, there were 71 pedestrian and 10 bicyclist fatalities in the Washington region
- 29% of the 279 total traffic fatalities were pedestrians or bicyclists
- Disadvantaged, inner-suburban communities were disproportionately affected

2016 Fatalities	Alexandria City	Arlington Co.	Charles Co.	Fairfax City	Fairfax Co.	Falls Church City	Frederick Co.	Loudoun Co.	Manassas City	Manassas Park City	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	TOTAL
<i>Pedestrian</i>	2	0	4	1	16	0	0	4	0	0	9	22	4	9	71
<i>Bicyclist</i>	0	0	3	0	0	0	0	0	0	0	2	3	1	1	10
<i>All Traffic</i>	4	1	29	4	35	0	16	12	0	0	40	80	30	28	279

What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - Multi-year “Tired Faces” Creative
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Television, Gas Station, Transit, 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
 - TPB Member Governments - COG dues (63k)
 - Covers project administration
 - FY 2018 Budget – \$775k for consultant, ad placement
 - Increase from 760k for FY 2017



Press Events



Paid Media

- Outdoor
 - Bus Tails
 - Pumptoppers
- Television
- Digital





**Some mistakes
you can't take back.**

Look twice for people crossing.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

STREET
SMART
BeStreetSmart.net



**You can't fix a pedestrian
at a body shop.**

Slow down and watch for pedestrians.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

STREET
SMART
BeStreetSmart.net



**You never know
who you'll run into.**

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

STREET
SMART
BeStreetSmart.net



**Los peatones no
tienen bolsas de aire.**

Reduce la velocidad. Atento a los peatones.

Programa de seguridad pública de Metro, Distrito de Columbia, Maryland y Virginia.

STREET
SMART
BeStreetSmart.net

DRIVER
TARGETED
EXTERIOR
BUS ADS



**Bicycles don't come
with bumpers.**

Give cyclists room to ride.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

STREET
SMART
BeStreetSmart.net

Street Teams



Pedestrian Alert Zones/ Enforcement Activations



Yard Signs



Street Team



Enforcement Activation

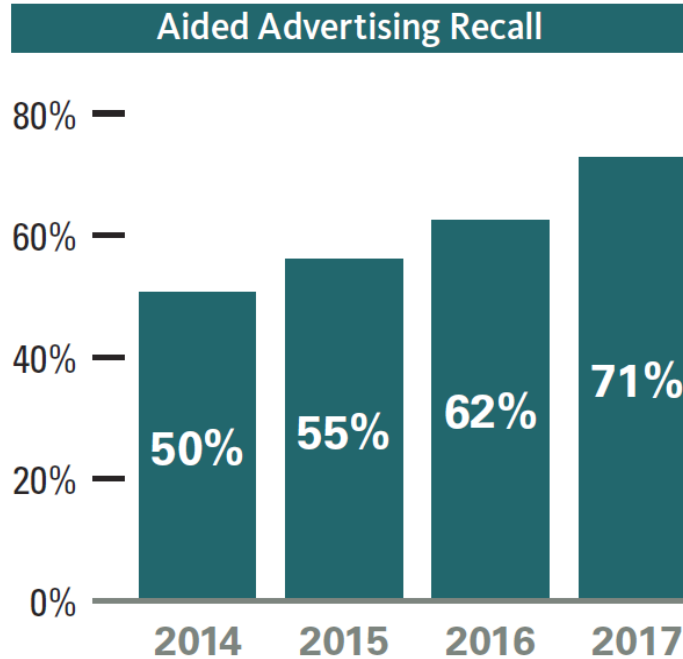


Sidewalk Graphics
8/zone

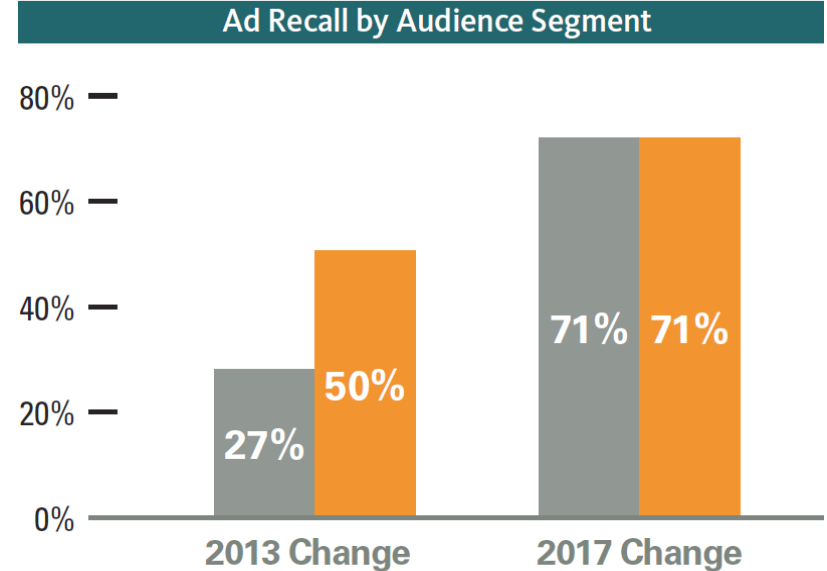
Evaluation Survey

- Pre and post Spring 2017 campaign wave
 - Pre: March 28 – March 31
 - Post: May 16 – May 22
- On-line survey
- Drivers and Pedestrians
- 300 respondents
- Representative Sample (DC, MD, VA)
- 95% Confidence Interval

Survey Results



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



The gap between driver and pedestrian advertising recall has been incrementally closing since 2013.

- Driver recall
- Pedestrian recall

Campaign Value

- Earned Media
 - Added Value
 - Donated Media
- 
- \$3 million in overall campaign value on a budget of \$840,000*

TOTAL CAMPAIGN VALUE	
Earned Media Publicity Value	\$1,057,422
Paid Media Added Value	\$452,682
Donated Media Value	\$675,126
Campaign Budget	\$840,000
CAMPAIGN VALUE	
	\$3,025,230

New Ads for FY 2018



**SPEEDING
SHATTERS
LIVES.**

Stop for people crossing.

“Shattered Lives”



**LIVES
SHATTER
ON IMPACT.**

Give 3 feet when passing bikes.

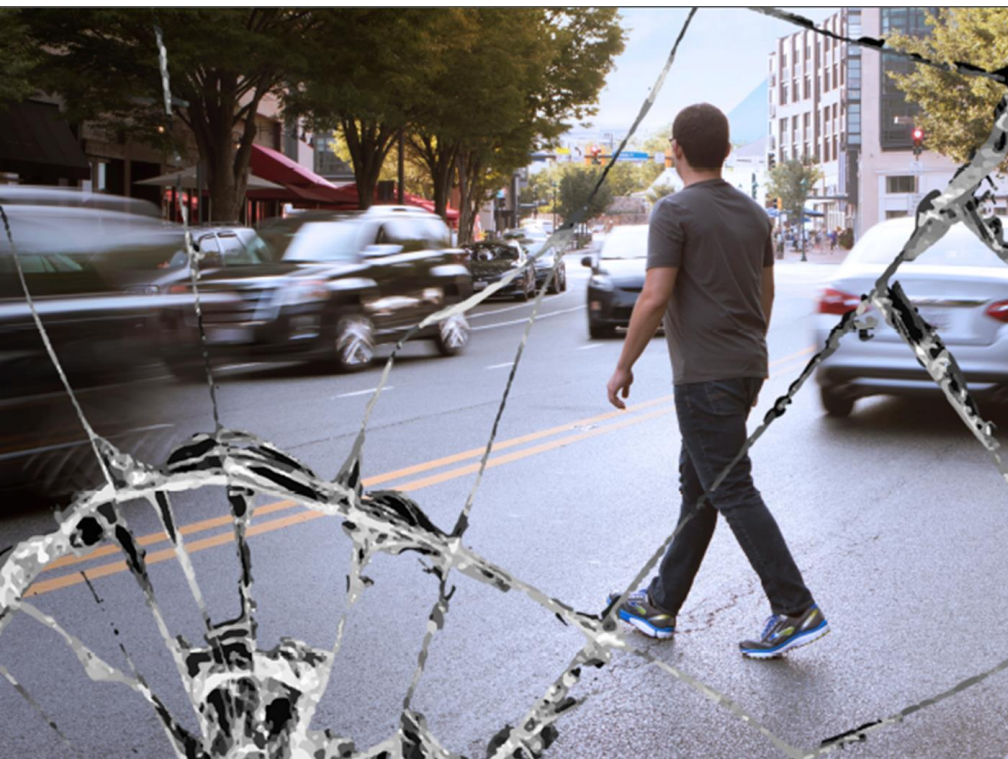
“Shattered Lives”



**LIVES ARE
EASILY
BROKEN.**

Look before you turn.

“Shattered Lives”



**YOUR
LIFE IS
FRAGILE.**

Use the crosswalk.

English and Spanish

**YOUR LIFE
IS FRAGILE.**

Use the crosswalk.



**SU VIDA
ES FRÁGIL.**

Use el cruce de peatones.



FY 2018 Budget



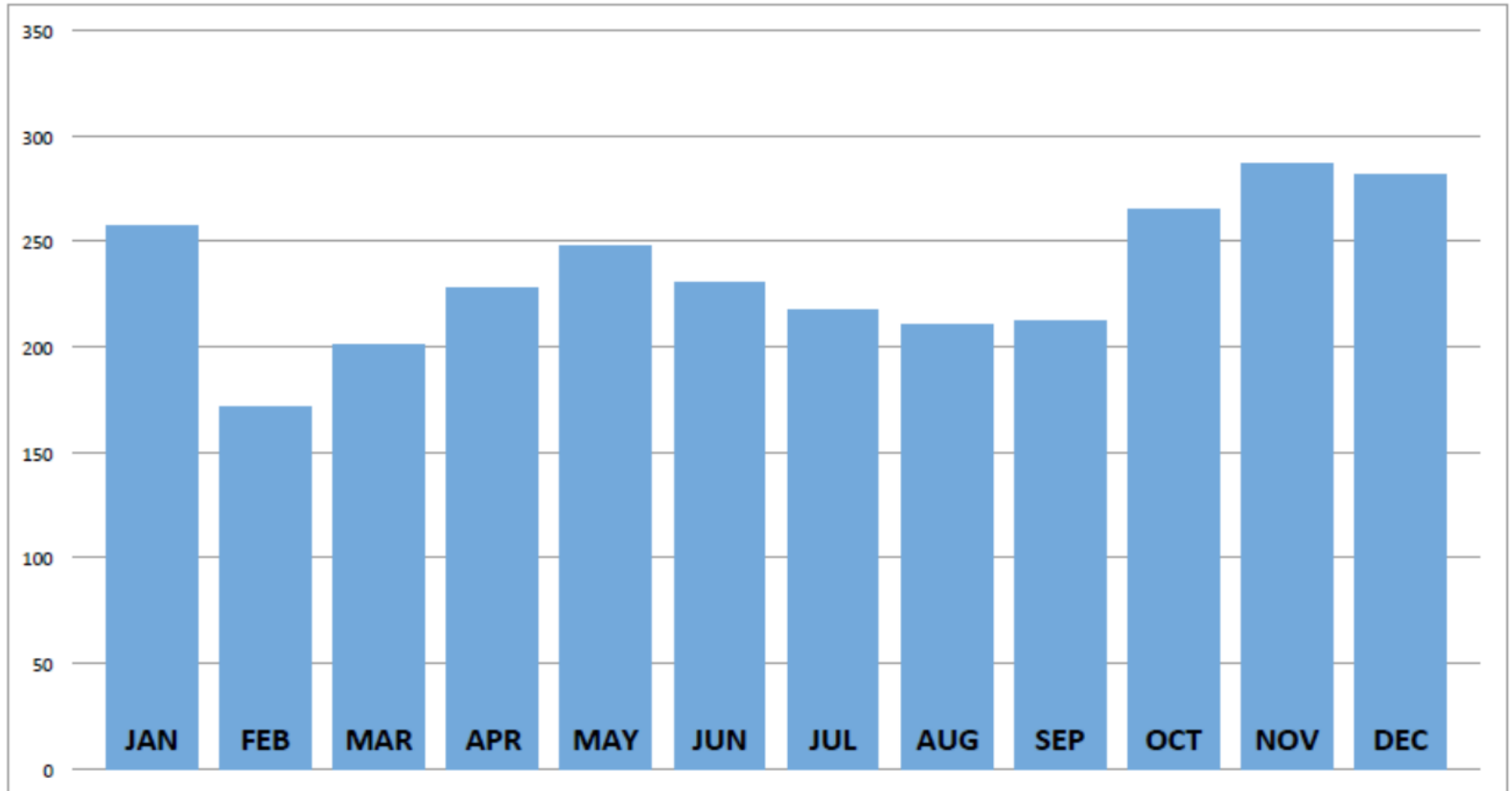
District Department of Transportation (projected)		26%	\$200,000.00
Maryland Highway Safety Office		32%	\$250,000.00
Virginia Highway Safety Office		23%	\$175,000.00
WMATA		19%	\$150,000.00

Total: \$775,000

Fall 2017 Schedule

	October					November				December			
	2	9	16	23	30	7	14	21	28	5	12	19	26
PAID MEDIA													
Pumptoppers													
Exterior Bus Ads													
Digital (YouTube, Twitter, Facebook, Mobile)													
Digital Shelters													
Radio													
MEDIA RELATIONS													
Kickoff Press Event													
Media Tour													
ENFORCEMENT COORDINATION													
Suggested Enforcement Dates													
Enforcement Activations													
OUTREACH/PARTNERSHIPS													
Partnership Development/Donated Media													
Digital/Social Media													
Street Teams													

Pedestrian Crashes By Month, 2015



Press Event

- Launch: 11/3 at 10:30am
- Location: Old Town Square in City of Fairfax, VA
- Speakers
- Media tour
- Enforcement: 11/6 – 12/3



Next Steps

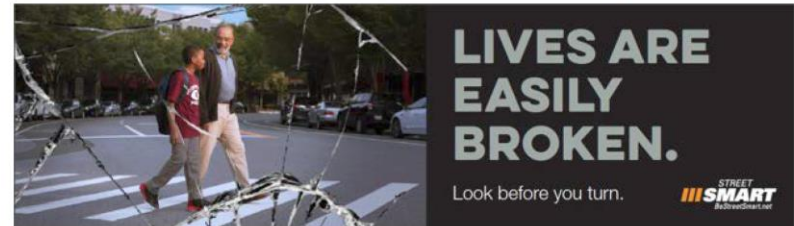
- Launch a new, mobile-friendly web site
- Request Pro Bono Transit Ad Placement
- Carry Out the Fall Media Campaign

AGENCY:		
CONTACT:		
DELIVERY ADDRESS:		
PHONE:		

The Street Smart 2017 fall campaign begins November 6. To order **free printed materials** for donated media, please send requested quantities, media sizes, printing specs, and shipping/delivery instructions to kennas@sherrymatthews.com by **October 11**. Materials can be resized or cobranded. Please call Kenna Swift with any questions at 202-416-0110.

INTERIOR BUS CARDS	VERSION	QTY
	ENGLISH 28x11	
	ENGLISH 17x11	90
	ENGLISH Other	
	SPANISH 28x11	
	SPANISH 17x11	90
	SPANISH Other	

NEW! EXTERIOR BUS ADS AND TRANSIT SHELTERS ALSO AVAILABLE IN ENGLISH & SPANISH, EXAMPLES BELOW; INQUIRE FOR OPTIONS. ADDITIONAL MESSAGES INCLUDE SPEED, TURNING, AND PASSING BIKES.



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