



Metropolitan Washington
Council of Governments

STREET **/// SMART**

FY 2016 Recap and Fall 2016 Campaign Plan

Pedestrian Enforcement Workshop

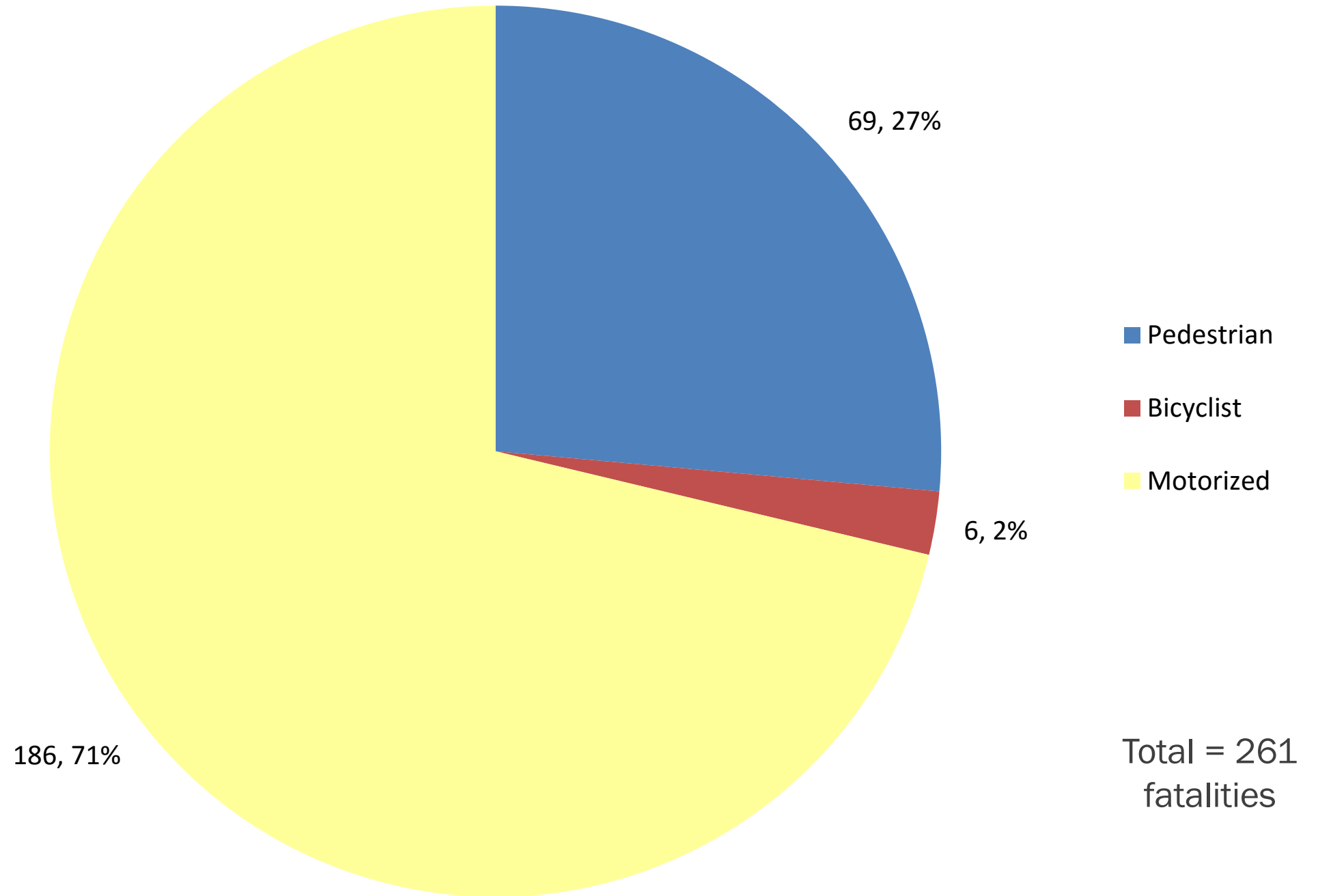
10/3/2016

Item #2

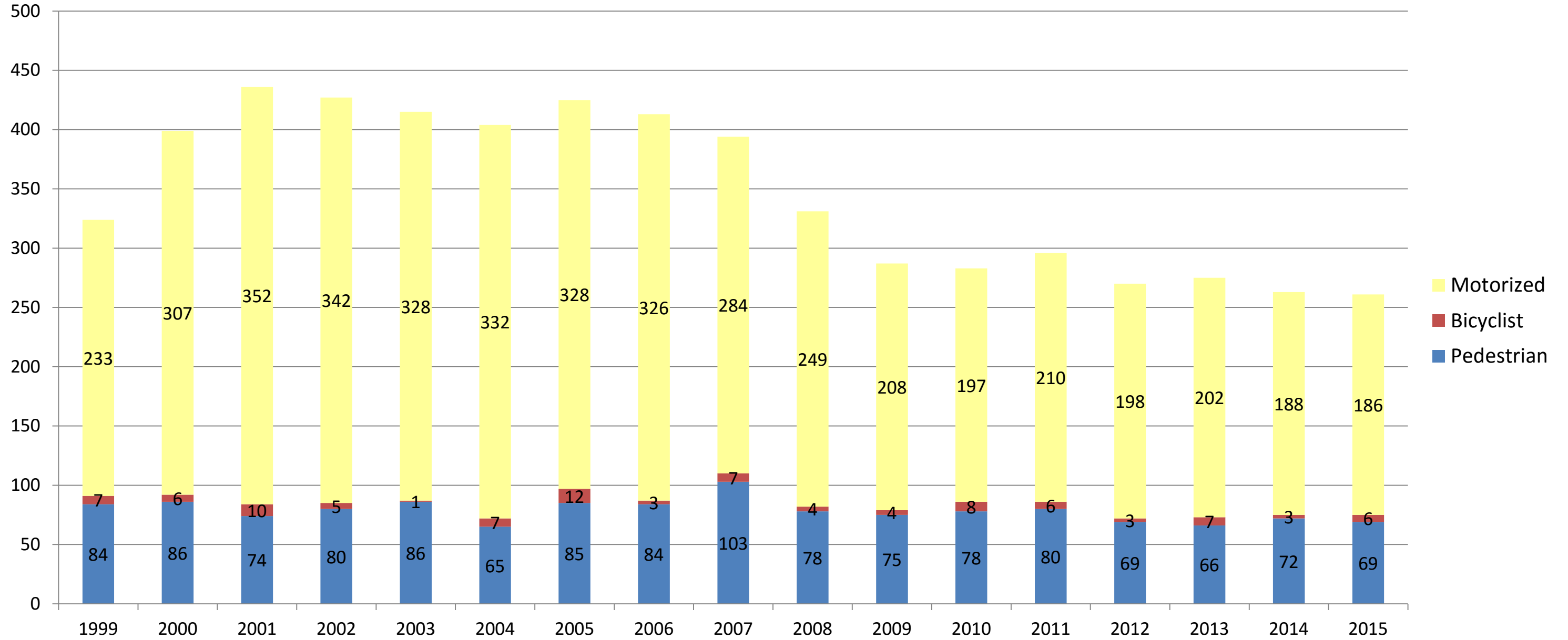
Michael J. Farrell, DTP



Pedestrian, Bicyclist, and Motorized Fatalities in the Washington Region in 2015



Pedestrian, Bicyclist, & Motorized Fatalities by Year



Pedestrian Fatalities by Jurisdiction

Jurisdiction	2009	2010	2011	2012	2013	2014	2015	Average
District of Columbia	16	14	11	8	12	10	15	12
Charles County	3	3	8	4	3	2	1	3
Frederick County	1	3	0	4	4	1	1	2
Montgomery County	11	14	10	7	12	9	13	11
Prince George's County	22	23	31	24	17	29	20	24
Arlington County	3	1	4	4	1	2	1	2
City of Alexandria	0	2	2	2	2	0	1	1
Fairfax County	11	8	10	6	8	9	13	9
City of Fairfax	2	0	1	1	0	0	0	1
City of Falls Church	0	2	0	0	0	0	0	0
Loudoun County	1	2	2	3	1	5	2	2
City of Manassas	0	0	0	0	0	0	0	0
City of Manassas Park	0	0	0	0	0	0	0	0
Prince William County	5	6	1	7	6	5	2	5
Total Washington	75	78	80	70	66	72	69	73
Total NOVA	22	21	20	23	18	21	19	21



2014 Crashes and Fatalities by Jurisdiction

2014	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	TOTALS
<i>Crashes involving pedestrians</i>	56	143	40	17	188	4	42	53	10	3	424	397	56	1,171	2,064
<i>Crashes involving bicyclists</i>	19	39	13	5	102	3	23	30	5	0	129	87	25	842	1,322
<i>Pedestrian fatalities</i>	0	2	2	0	9	0	1	5	0	0	9	29	5	10	72
<i>Bicyclist fatalities</i>	0	0	0	0	0	0	0	0	0	0	1	1	0	1	3
<i>All traffic fatalities</i>	0	5	8	0	32	1	18	12	0	0	40	98	23	26	263

**Preliminary data compiled from DDOT, MHSO, and VHSO; Maryland crash data are derived from the State Highway Administration, based on reports submitted and processed by the Maryland State Police Central Records Division (MSP CRD) and through the Automated Crash Reporting System (ACRS). Includes preliminary data reported to MSP. Data as of March 3, 2015. Subject to change.*



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, 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
 - TPB Member Governments - COG dues (63k)
 - Covers project administration
 - FY 2016 Budget – \$760k for consultant, ad placement
 - Increase from 750k for FY 2015





**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.



FY2016 RECAP



PAID MEDIA: OUTDOOR

EXTERIOR BUS ADS

- **Fall:** 60 kings, 60 tails, 200 bonus bus cards
4 weeks paid + up to 8 weeks overrides for at least 30 ads.
- **Spring:** 120 Tails, 300 bonus bus cards
4 weeks paid + 4 weeks overrides for 60 ads
- \$107,959 paid/\$90,878 added value



Bus Tail



Bus King



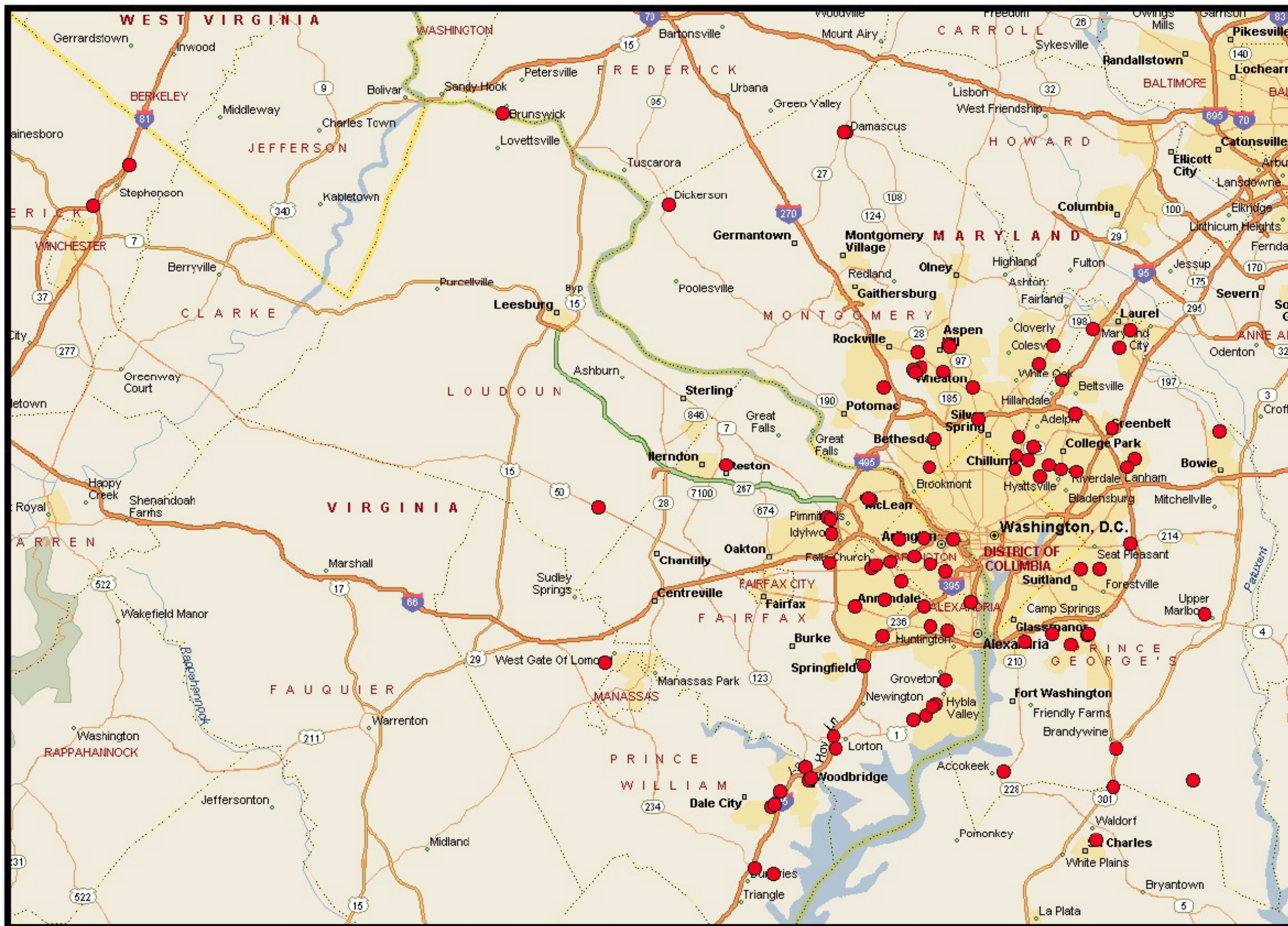
PAID MEDIA: OUTDOOR

PUMPTOPPERS

- **Fall:** 4 weeks paid + 4 weeks overrides of 540 cards and 135 bonus clings at 135 gas stations (7 bonus stations)
- **Spring:** 4 weeks paid + 4 weeks overrides of 388 cards and 97 bonus clings at 97 gas stations (5 bonus)
- \$70,876 paid/\$233,067 added value



Pumptopper Locations



PAID MEDIA: RADIO

Fall Only: 2 weeks

- 15-second English & Spanish liners
- Targeted mainly drivers
- Focused during key drive times
- 224 paid and 276 bonus spots
- 182 GRPs/4.74 million impressions (includes bonus spots)
- \$36,130 paid/\$36,700 added value



PAID MEDIA: TELEVISION

- 15-second English & Spanish spots
- **Fall: 3 weeks**
 - 262 paid spots/260 bonus spots
 - 438.2 GRPs/12.38 million impressions
- **Spring: 3 weeks**
 - 307 paid spots/308 bonus spots
 - 417.4 GRPs/11.79 million impressions
- \$212,046 paid/\$169,800 added value



PAID MEDIA: DIGITAL

- **Fall:** 6 weeks, \$37,647 paid
 - 3.78 million impressions
 - 302,780 video views
 - 9,932 clicks
- **Spring:** 4 weeks, \$22,023 paid
 - 6.33 million impressions
 - 205,453 video views
 - 8,824 clicks



facebook



PANDORA
internet radio



MEDIA RELATIONS: FALL LAUNCH EVENT

- October 27th at Alexandria City Hall
- Speakers from City of Alexandria, DDOT, Virginia DMV, MHSO, TPB, and Alexandria PD.



MEDIA RELATIONS: FALL RESULTS

- ★ **5+ TV and 13+ radio news segments** reaching more than 350,000 people tuning in, and garnering more than \$100,000 in publicity value.
- ★ **9+ news stories on websites** with a combined circulation of more than 1 million daily page views.
- ★ **3 stories in ran in print media**, reaching 36,000 readers, with nearly \$2000 in publicity value.



MEDIA RELATIONS: SPRING LAUNCH EVENT

- April 11th at the Silver Spring Transit Center, hosted by WMATA.
- Speakers from Metro, Maryland DOT, Virginia DMV, DDOT, MCDOT, MCPD, and Montgomery County Council.
- Isabel Ricker, crash survivor, shared a personal story.
- Visuals included a wrapped bus, crashed bike, and street teamers with walking billboards.
- Live enforcement “crosswalk sting” demo by MCPD.



SPRING PRESS EVENT



- Silver Spring Transit Center – April 11
- Speakers from
 - Montgomery County
 - DDOT
 - WMATA
 - Maryland Highway Safety Office
 - Virginia Highway Safety Office
- Crash Victim Isabel Ricker
- Visuals included a wrapped bus, crashed bike, and street teamers with walking billboards.
- Police from Montgomery County, Prince George’s County, Arlington County, DC, and Metro Transit
- Live enforcement “crosswalk sting” demo by MCPD.



ENFORCEMENT ACTIVATIONS

- 4/11: Montgomery County PD (MD)
- 4/25: Metropolitan PD (DC)
- 4/26: Arlington County PD (VA)
- 4/27: Prince George's County PD (MD)
- 4/28: Arlington County PD (VA)
- 5/3: Fairfax County PD (VA)



MEDIA RELATIONS: SPRING RESULTS

- ★ **13+ TV and 4+ radio news segments** reaching more than 612,000 viewers, garnering nearly \$50,000 in publicity value.
- ★ **3 print articles** in the Washington Post and Washington Hispanic, reaching more than 893,000 reader circulation, valued at \$547,000+.
- ★ **10+ news stories on websites**, including 6 on WashingtonPost.com



STREET SMART FALL STREET TEAMS

- 10/27: Alexandria Market Square (VA)
- 10/27: Wiehle/Reston Metrorail area (VA)
- 10/29: Bethesda Metrorail Station (MD)
- 10/30: Union Station/Columbus Circle (DC)
- 10/31: Route 1/Longview Drive, Prince William County (VA)
- 11/2: Rhode Island Ave NE, (DC)
- 11/3: Branch Avenue/Naylor Road Metrorail Station (MD)
- 11/4: Silver Spring Transit Center (MD)



STREET SMART SPRING STREET TEAMS

- 04/11/16 Silver Spring (MD)
- 04/18/16 U Street NW (DC)
- 04/19/16 Addison Rd,
Prince George's County (MD)
- 04/20/16 Wheaton (MD)
- 04/21/16 Wiehle/Reston (VA)
- 04/25/16 Courthouse, Arlington (VA)
- 04/26/16 Anacostia (DC)
- 04/29/16 Adams Morgan (DC)



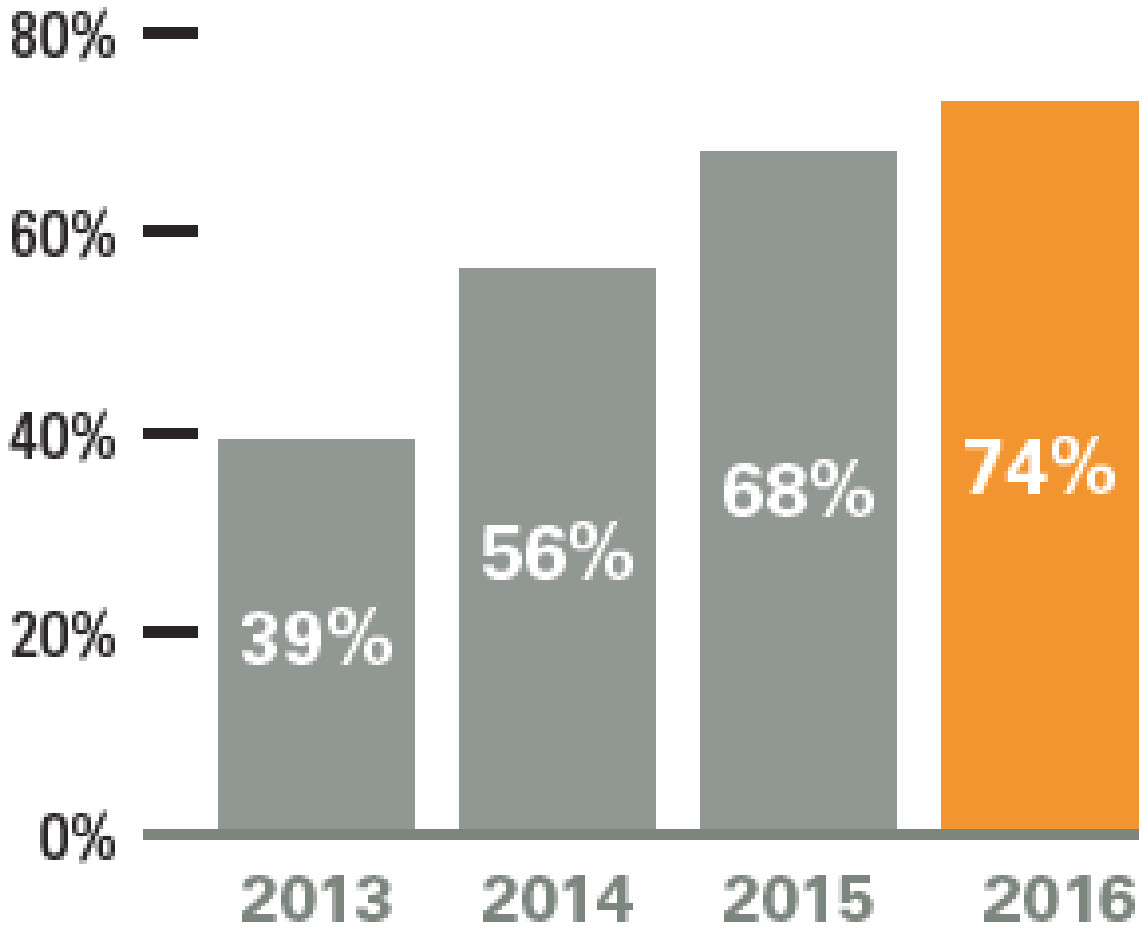
CAMPAIGN EVALUATION METHODOLOGY

- 300 respondents for pre-campaign benchmark survey during March 24 – March 29, 2016
- 302 post-campaign respondents for follow-up survey during May 3 – May 11, 2016
- Geographically and demographically representative
- Driver and pedestrian segments
- 95% confidence level



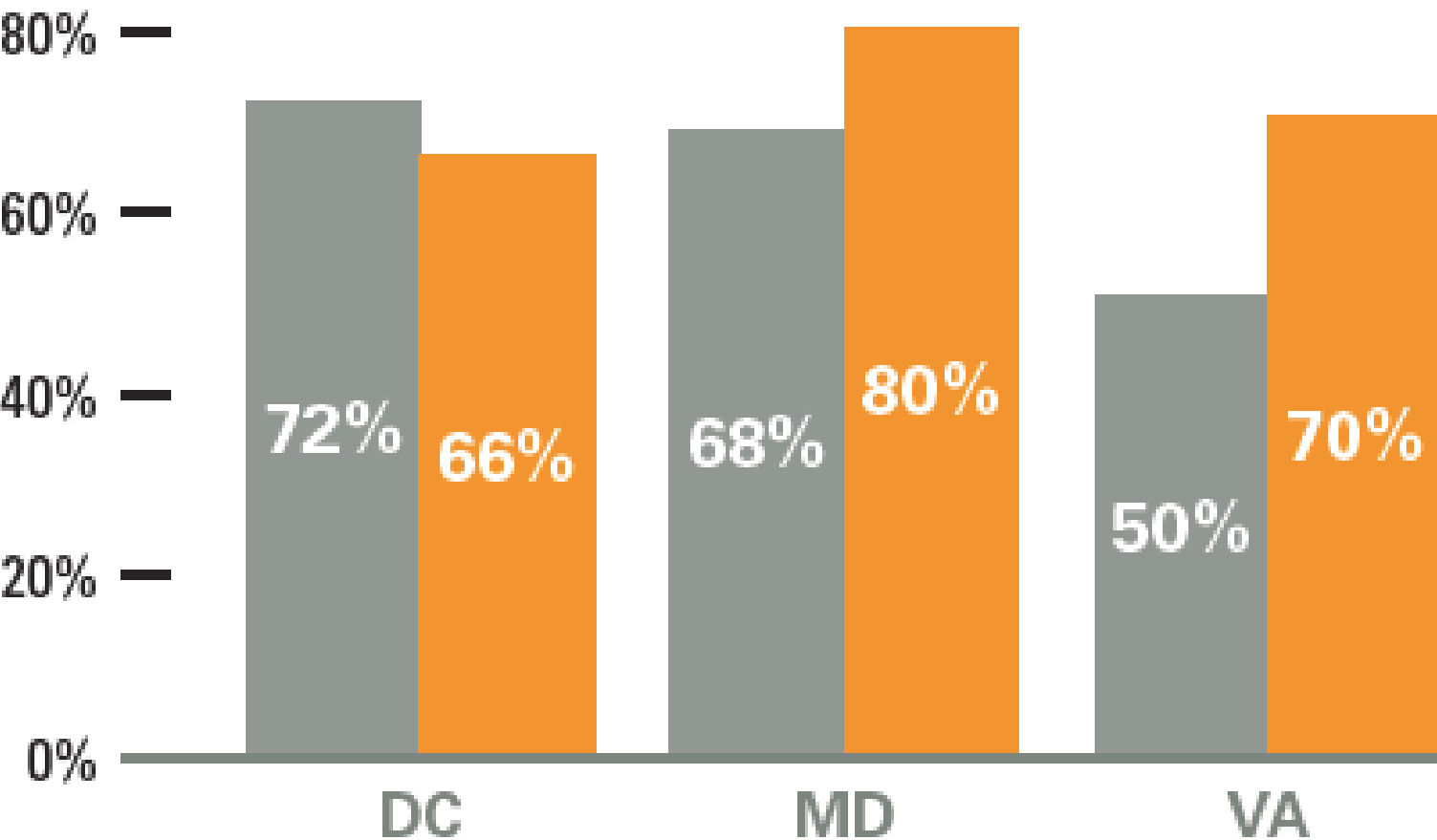
Evaluation Results

Advertising Awareness



Street Smart continues to build on past momentum.

Ad Recall by Jurisdiction



Overall aided awareness increased from 62% in Wave 1 to 74% in Wave 2.



CAMPAIGN EVALUATION RESULTS

GENERAL AWARENESS

- General awareness for the *Street Smart* advertising program increased from 33% to 42%).
- About one in four respondents said they had heard of police efforts to enforce pedestrian traffic laws.
- In general, the respondents do not perceive the authorities to be very strict in enforcing laws for pedestrians, drivers, or bicyclists.





METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA



2016
FISCAL YEAR
ANNUAL REPORT
10/01/15
THROUGH
9/30/16

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 NORTH CAPITOL STREET NE, SUITE 300
WASHINGTON, DC 20002
MWCOG.ORG



PREPARED BY
SHERRY MATTHEWS, INC.



**Don't be caught
dead wearing black.**

**When it's dark, wear something
bright or reflective.**

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



Fall 2016 Campaign



FALL BUDGET/PLAN AT A GLANCE

- **MEDIA RELATIONS/PRESS EVENT \$42,500**
- **ENFORCEMENT ACTIVATIONS: \$10,000**
- **MEDIA PLACEMENT \$188,453**
 - Broadcast \$73,000
 - Outdoor \$81,765
 - Digital \$33,688
- **STREET TEAMS \$8,047**
- **ACCOUNT STRATEGY/PARTNERSHIPS \$34,500**
- **CREATIVE/COLLATERAL PRODUCTION: \$36,500**

TOTAL FALL BUDGET \$320,000



FALL SCHEDULE

FALL CAMPAIGN SCHEDULE	October				November				
	10	17	24	31	7	14	21	28	30
Public Relations									
Press Event			■						
Media Tour			■						
Suggested Enforcement Dates 10/31-11/27				■	■				
Enforcement Activations					■				
Paid Media									
TV :15 Spots					■				
Pumptoppers				■					
Exterior Bus Ads					■				
Digital (YouTube/Pandora/Facebook/Twitter)			■						
Outreach/Partnerships									
Street Teams				■	■				
Digital/Social Media		■			■				

Halloween is Monday 10/31
Daylight Savings is Sunday 11/6
Election is Tuesday 11/8
Thanksgiving is Thursday 11/24



Fall 2016 Enforcement Reporting Form



Fall 2016 (Oct. 31 – November 27) Regional Street Smart Enforcement Report

****Please submit enforcement reports by December 31st, 2016 ****

Date Submitted:			
Law Enforcement Agency:			
Contact Person:			
Telephone:			
Contacts E-Mail Address:			
Enforcement Dates:			
Motorist Violations	Citations	Warnings	Total Contacts
1. Speeding			
2. Speeding (<i>School Zone</i>)			
3. Reckless Driving (<i>General</i>)			
4. Failure To Stop for Pedestrian at Crosswalk (marked or unmarked)			
5. Failure Yield to cyclist or pedestrian when turning			
6. Passing Loading/Unloading School Bus			
Alcohol Related			
7. DWI/ DUI		X	
Other Violations			
8. All Other Violations			
TOTALS			
Arrests			Total
1. DWI/DUI			
2. No permit			
3. Suspended/Restricted license			
4. All other Arrests			
Total Arrests			

Pedestrian Violations	Citations	Warnings	Total Contacts
1. Walking against the Don't Walk signal or Red Light			
2. Walking into the path of vehicle while outside marked or unmarked crosswalk			
3. Sitting or standing in the vehicular travel lane			
4. Walking in the vehicular travel lane where a shoulder or sidewalk is provided.			
5. Other violations			
TOTALS			
Arrests			Total
All Arrests			

Bicyclist Violations	Citations	Warnings	Total Contacts
1. Disregard Traffic Signals (<i>Lights, etc</i>)			
2. Disregard Traffic Signs (<i>Stop, Yield, etc</i>)			
3. Riding against traffic			
4. Riding on sidewalk where prohibited			
Occupant Protection			
5. No helmet if helmet is required			
6. No front white light at night/no rear reflector			
Other Violations			
7. All Other Violations			
TOTALS			
Arrests			Total
All Arrests			

FALL CAMPAIGN PR

- Tentative launch: TBD
- Location – Southern Ave. SE, United Medical Center
- Speakers
- Media tour
- Enforcement activations





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