

## **ITEM 9 – Information**

November 16, 2018

### Review of Street Smart and Other TPB Safety Activities

**Staff Recommendation:** Briefing on Street Smart and Other TPB Safety Activities

**Issues:** None

**Background:** The board will be briefed on the TPB's safety activities, the role of the Safety Subcommittee, the Street Smart Advisory Group, and other subcommittees. The board will also be briefed on the Street Smart Annual Report, the outcomes of the Fall 2017 and Spring 2018 campaigns, and plans for the Fall 2018 and Spring 2019 campaigns.





## **MEMORANDUM**

**TO:** Transportation Planning Board  
**FROM:** Jon Schermann, TPB Transportation Planner  
**SUBJECT:** Review of TPB Highway Safety Efforts  
**DATE:** November 8, 2018

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This memorandum provides a summary of the TPB's efforts to ensure that region's roadways are safe for residents and visitors, whether motorists, bicyclists, or pedestrians. The most visible of the TPB's activities is its involvement in with COG in the regional Street Smart educational effort, which promotes safety awareness messages and sponsors twice yearly campaigns efforts. While the Street Smart campaign is the most significant component of the TPB's highway safety effort, the TPB and COG are also active in many other safety-related activities.

### **TPB SAFETY POLICY**

The TPB has supported efforts to improve transportation safety through the endorsement of several high-profile policy documents including the TPB Vision (1998), the Regional Transportation Priorities Plan (2014), and the Unified Planning Work Program for Transportation Planning (every year).

#### **TPB Vision**

The TPB Vision is a short, but influential, policy document that lays out eight broad goals to guide the region's transportation investments into the 21st century. The Vision was unanimously approved in October 1998 by the Transportation Planning Board after an extensive public outreach effort that lasted three years.

Goal 3 of the TPB Vision is: The Washington metropolitan region's transportation system will **give priority to** management, performance, maintenance, and **safety of all modes and facilities**.

#### **The Regional Transportation Priorities Plan (RTPP)**

The Regional Transportation Priorities Plan builds on the TPB Vision and identifies strategies with the greatest potential to respond to the region's most significant transportation challenges. It also identifies those strategies that are "within reach" both financially and politically.

Goal 3 of the RTPP is: **Ensure adequate system** maintenance, preservation, and **safety**.

Goal 4 of the RTPP is: **Maximize** operational effectiveness and **safety of the transportation system**.

### **Unified Planning Work Program (UPWP)**

The UPWP describes the regional transportation planning and special technical assistance projects to be undertaken each fiscal year. Each year, the TPB approves a UPWP with numerous safety components. The safety planning task of the most recent UPWP identifies several areas of work including:

- Supporting strategies to reduce fatalities, serious injuries, and crashes;
- Coordinating with member state Strategic Highway Safety Plan (SHSP) processes;
- Providing a forum for collaborative enhancement of safety in the region;
- Addressing federal FAST Act safety performance measures requirements; and
- Encouraging the consideration of safety in all aspects of metropolitan transportation planning.

### **TPB TRANSPORTATION SAFETY PROGRAM AREAS**

Many TPB and COG program areas address the topic of highway safety to varying degrees. Three program areas/committees for which safety is the primary concern are 1) the transportation safety subcommittee, 2) the Street Smart safety campaign, and 3) the annual effort to set federally-required PBPP<sup>1</sup> regional highway safety targets.

#### **Transportation Safety Subcommittee**

The Transportation Safety Subcommittee is a forum to exchange information on best practices in transportation safety planning among member states, local jurisdictions, and outside experts. The subcommittee serves as a point of coordination among the TPB and the highway safety improvement efforts in Maryland, Virginia, and the District of Columbia; advises the Technical Committee on matters of highway safety in the region (including the setting of PBPP highway safety targets); and maintains the Safety Element of the Long-Range Plan.

#### **Street Smart Safety Campaign**

Street Smart is an educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of two month-long waves of transit, gas station, and digital advertising, in English and Spanish, with supporting law enforcement carried out by partner agencies. A press event is held at the beginning of each wave. Street Smart is funded by a combination of grants and local funding and coordinated by COG and the TPB.

#### **PBPP Regional Highway Safety Targets**

Federal regulations require MPOs to set regional highway safety targets for the following five performance measures<sup>2</sup> each year:

- Total number of fatalities;
- Number of fatalities per 100 million VMT;
- Total number of serious injuries;
- Serious injuries per 100 million VMT; and
- Total number of nonmotorized fatalities and serious injuries.

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<sup>1</sup> PBPP: Performance-Based Planning and Programming

<sup>2</sup> Each performance measure is a 5-year rolling average.

TPB staff under the supervision of the transportation safety subcommittee and the technical committee and in coordination with highway safety officials in Maryland, Virginia, and the District of Columbia, develop a set of proposed targets for these five performance measures each year. These proposed targets are then reviewed by the TPB and either approved as is or modified and then approved based on Board member feedback.

In addition to the areas described above, several other TPB committees and program areas frequently work on safety issues, even though safety is not their primary focus. These include:

- Bicycle & Pedestrian Subcommittee;
- Systems Performance, Operations, and Technology Subcommittee (SPOTS);
- Regional Public Safety Subcommittee; and
- Transportation Land-Use Connections Program.

Finally, highway safety is also addressed by committees and programs in COG, including:

- COG-Urban Land Institute Technical Assistance Panels;
- Police Chiefs Committee;
- Transportation Emergency Preparedness Committees;
- Street Smart Advisory Committee;
- Metropolitan Area Transportation Operations Coordination (MATOC); and currently
- The Traffic Incident Management Enhancement (TIME) initiative task force.

## **GOING FURTHER**

While there are significant highway safety improvement efforts underway at the state level in Maryland, Virginia, and the District of Columbia in addition to the TPB efforts described in this memo, the number of fatalities and serious injuries on the region's roadways is increasing. In CY 2017, 313 fatalities occurred on the region's roadways, a 14 percent increase over the 275 fatalities that occurred in 2016. Clearly, more needs to be done.

### **Regional Safety Study**

TPB staff are working to finalize a request for proposals (RFP) to be funded with FY2019 and FY2020 UPWP funds for a consultant led study to help us move forward. This proposed study will seek to explore the factors behind the safety outcomes experienced across the multi-state National Capital Region (NCR). It will also include identifying ways to improve safety outcomes throughout the NCR, especially for our local jurisdictions, and will be used by staff to generate recommendations for the TPB's consideration. The study will also include a review of the safety situation of other large multi-state MPOs across the United States and provide a summary of where the region stands relative to its peers. It is anticipated that the findings will help to improve both the overall TPB safety program as well as the Street Smart Campaign.



# REVIEW OF STREET SMART OTHER TPB SAFETY ACTIVITIES

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TPB Transportation Planner

Michael J. Farrell  
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Metropolitan Washington  
Council of Governments

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## TPB Safety Context

- TPB Vision
- Regional Transportation Priorities Plan
- Complete Streets Policy for the National Capital Region
- TPB Approval of UPWP with Numerous Safety Components (Annual)



# TPB Transportation Safety Planning Task

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- Support strategies to reduce fatalities, serious injuries, and crashes
- Coordinate with member state Strategic Highway Safety Plan development & implementation
- Provide a forum for collaborative enhancement of safety in the region
- Address FAST Act safety performance measures requirements
- Encourage the consideration of safety in all aspects of metropolitan transportation planning

# TPB Transportation Safety Program Areas

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- Several TPB committees, including the Transportation Safety Subcommittee and Street Smart among others, address safety
- In addition, a few COG committees, such as the Police Chiefs and Transportation Emergency Preparedness also address safety



- Analysis of Regional Highway Safety Outcomes (proposed)
  - Identify the factors that most contribute to observed safety outcomes in the region
  - Improve safety outcomes (applicable to TPB and/or local jurisdictions)
  - Inform efforts to improve the TPB safety program
  - Inform Street Smart Advisory Committee

## STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

### FY 2018 Recap and Fall 2018 Plan

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Senior Transportation Planner

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# Too Many Pedestrian Deaths

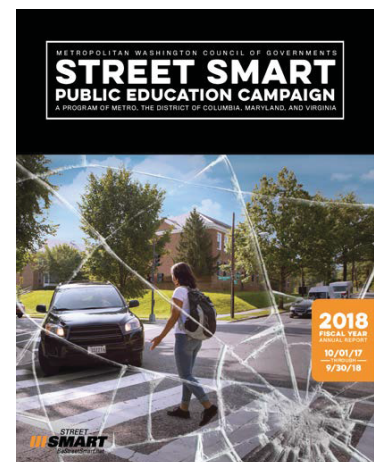
- In 2017, there were 77 pedestrian and 5 bicyclist fatalities in the Washington region
- 26% of the 313 total traffic fatalities were pedestrians or bicyclists
- Disadvantaged, inner-suburban communities were disproportionately affected

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

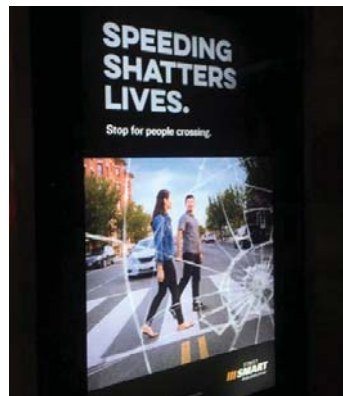


Ridge Road SE, DC

# Paid Media



- Outdoor
  - Bus Tails
  - Shelters
  - Pumptoppers
  
- Digital
  - Facebook
  - Twitter
  - Instagram
  - Pandora





**SPEEDING SHATTERS LIVES.**

Stop for people crossing.



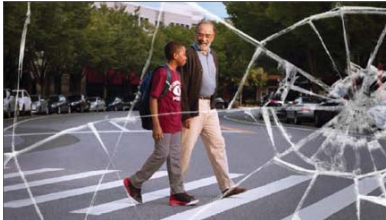
**STREET SMART**  
BeStreetSmart.net

**DRIVER  
TARGETED  
EXTERIOR  
BUS ADS**



**HER LIFE IS FRAGILE.**

Yield to pedestrians when turning.



**LIVES ARE EASILY BROKEN.**

Look before you turn.



**LIVES SHATTER ON IMPACT.**

Give 3 feet when passing bikes.



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## English and Spanish

**STREET SMART**  
BeStreetSmart.net

**YOUR LIFE IS FRAGILE.**

Use the crosswalk.



**SU VIDA ES FRÁGIL.**

Use el cruce de peatones.



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# Donated Media



MORE THAN  
\$1 MILLION  
IN DONATED  
MEDIA



# Street Teams



# Enforcement Activations



# Measuring Effectiveness

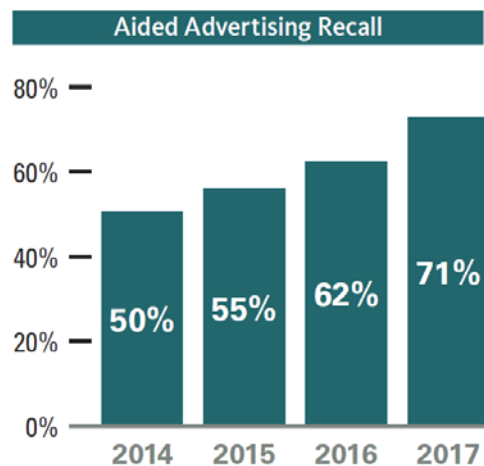
## Spring 2018 Survey Results:

- 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



# 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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