**Metropolitan Washington Council of Governments**

**Fall 2012 *Street Smart* Campaign Launch**

*11:00 am, November 14, 2012*

*Belmont Ridge Road and the W&OD Trail*

*ASHBURN, VA*

**SPEAKER OVERVIEW AND SUGGESTED MESSAGE POINTS**

**Chairman Todd Turner, Metropolitan Washington Council of Governments**

Emcee of event – will introduce each speaker throughout the press event

* Welcoming remarks
* Thanks to supporting agencies (Mike to provide list)
* Brief overview of tenth annual fall *Street Smart* campaign
  + Timing – Daylight Savings Time change
  + Multi-regional effort

**Ralph Buona, Loudoun County Board of Supervisors**

Host County – Provide Loudoun County/Leesburg perspective

* Growth in Loudoun County population and development
* How Loudoun County is addressing the challenges of cyclist/pedestrian safety in typically rural environments
* Loudoun County role in the multi-regional activities
* Support for Bicycling/Pedestrian safety activities at the policy level

**Jeff Dunkel, Department of Transportation, Montgomery County Maryland**

Transportation Perspective – Street Smart Campaign specifics

* 3 E’s – Engineering, Enforcement, Education – focus on Education
* Importance of campaign – previous year’s stats
* Paid media – where will we see the campaign messaging? How long will it run?
* Other education activities

**Steve Friedman, Montgomery County Pedestrian Traffic and Safety Advisory Committee**

Importance of the campaign from victim perspective

* Introduce Self
* Brief Narrative of personal story
* Reminder to drivers, pedestrians, cyclists to obey traffic laws

**Sherriff Mike Chapman, Loudoun County Sherriff’s Department**

Law Enforcement Perspective

* As first responders – see the damage of car on pedestrian/cyclist crashes
* Increased enforcement across the region includes warning and citations
  + Loudoun County specifics
* Fines for violating pedestrian safety laws can range from $40 to $500

**Pat Turner, Bike Loudoun**

Bicycling Safety Advocacy

* Focus of bicycling advocacy organizations
* Role of *Bike Loudoun* in the Street Smart campaign
* Safety message for cyclists

**Paul Gilbert, Executive Director, Northern Virginia Regional Park Authority**

Engineering Activities to improve bicycle/pedestrian safety

* Discussion of challenging intersections in Loudoun County
* Location specific information about event intersection trail improvements
* Future plans and projects for the trail
* Other engineering success stories

**[Speaker TBD], Virginia Department of Transportation**

V-DOT perspective

* Enforcement Activities
* New engineering activities to improve pedestrian/bicycling conditions
* Success stories

**Chairman Turner**

* Importance of Education, Engineering and Enforcement in comprehensive campaign
* Closing Remarks
* Thank you for attending
* We’ll be available for questions following the event