



Pedestrian and Bicycle Safety Education Campaign

Review of the FY 2012 Campaign and Planning for FY 2013

Bicycle and Pedestrian Subcommittee

Item #5

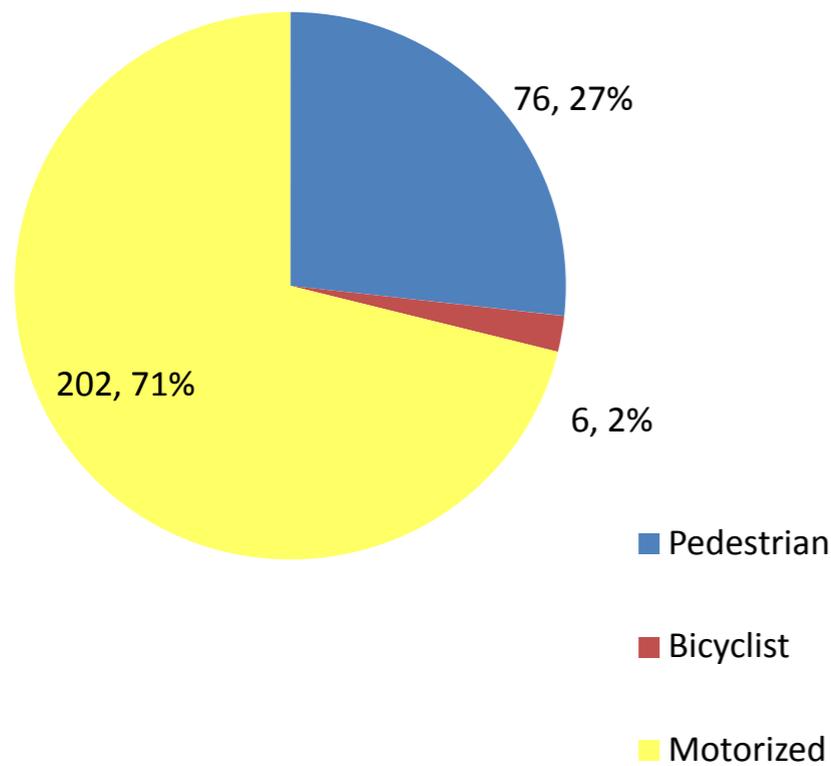
September 18th, 2012

Michael Farrell

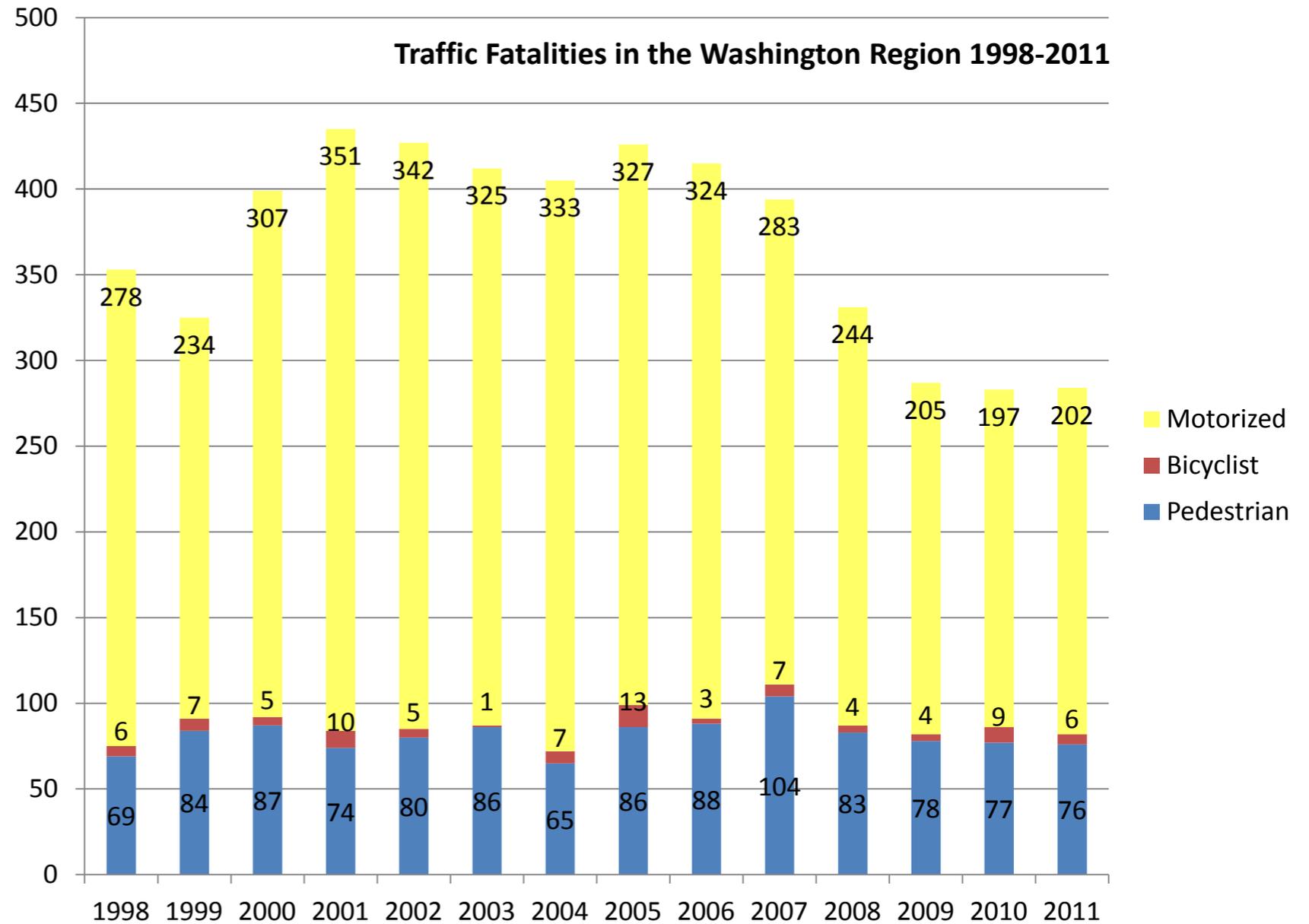
MWCOG

Regional Traffic Fatalities*

Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2011



Total = 284



*2011 Preliminary data – MHSO, VDMV, DDOT



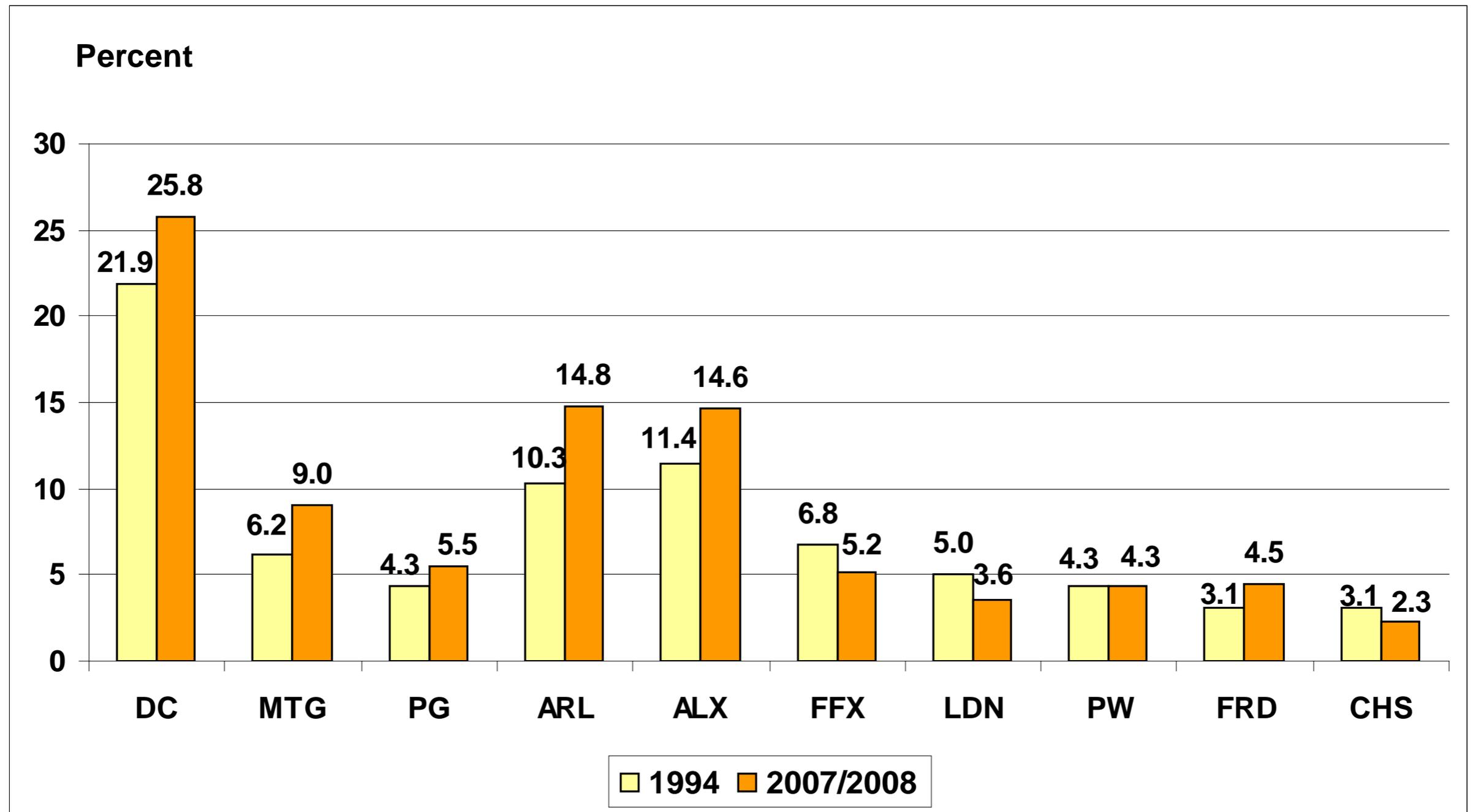
Pedestrian & Bicyclist Fatalities by Jurisdiction

Jurisdiction	2006	2007	2008	2009	2010	2011*	TOTAL
District of Columbia	17	27	15	16	16	13	95
Charles County	2	6	1	3	3	9	24
Frederick County	4	1	0	1	4	0	10
Montgomery County	18	18	19	15	14	8	92
Prince George's County	20	29	41	23	23	30	166
Arlington County	1	1	1	4	1	5	13
City of Alexandria	1	2	0	0	2	2	7
Fairfax County	20	17	4	11	13	10	75
City of Fairfax	0	1	0	2	0	1	4
City of Falls Church	0	0	0	0	2	0	2
Loudoun County	1	3	0	1	2	3	10
City of Manassas	0	1	0	0	0	0	1
City of Manassas Park	0	0	0	0	0	0	0
Prince William County	7	5	6	6	6	1	31
Total	91	111	87	82	86	82	530

*2011 Preliminary data – MHSO, VDMV, DDOT

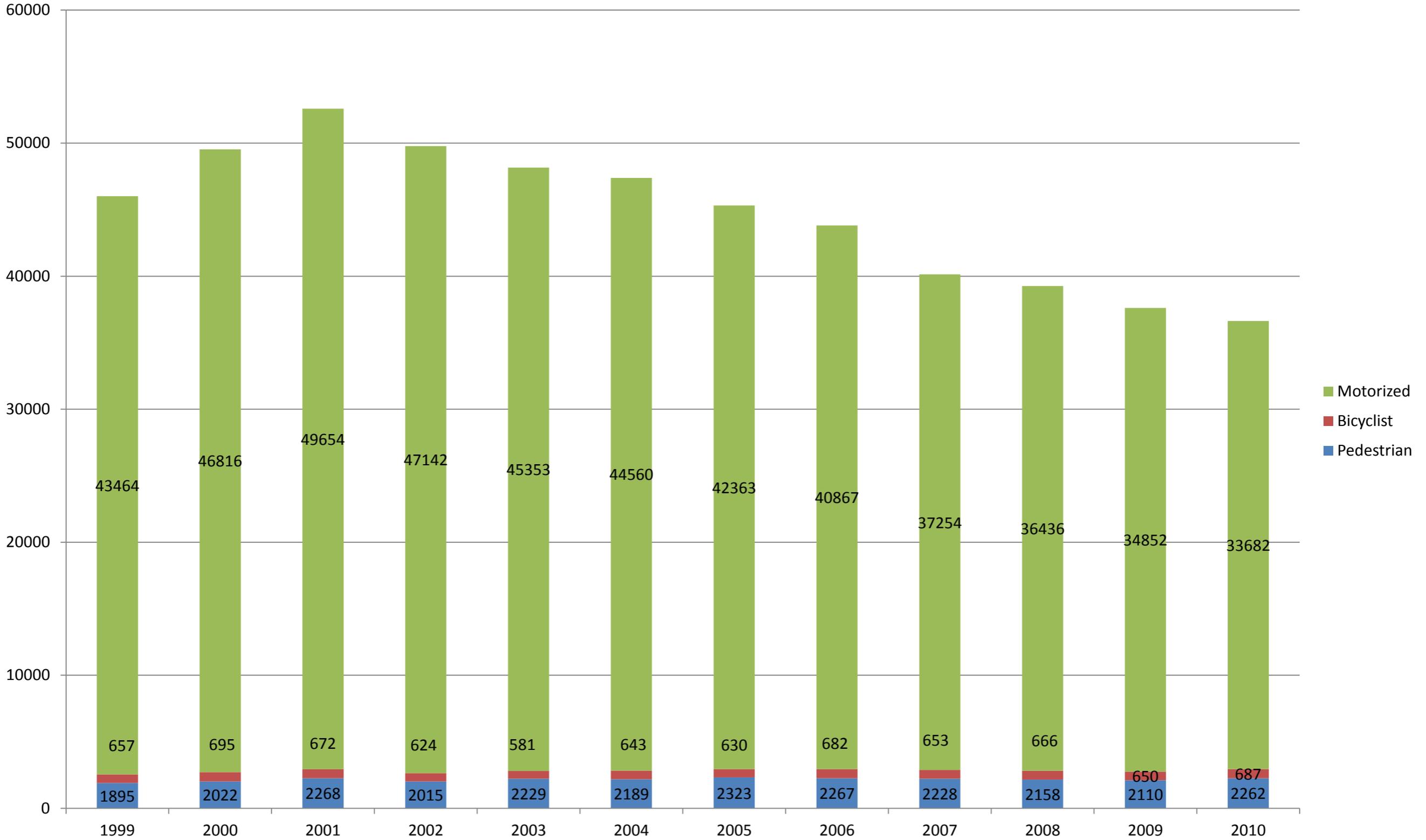
Daily Walk Trip Share by Jurisdiction

(1994 – 2007/2008)



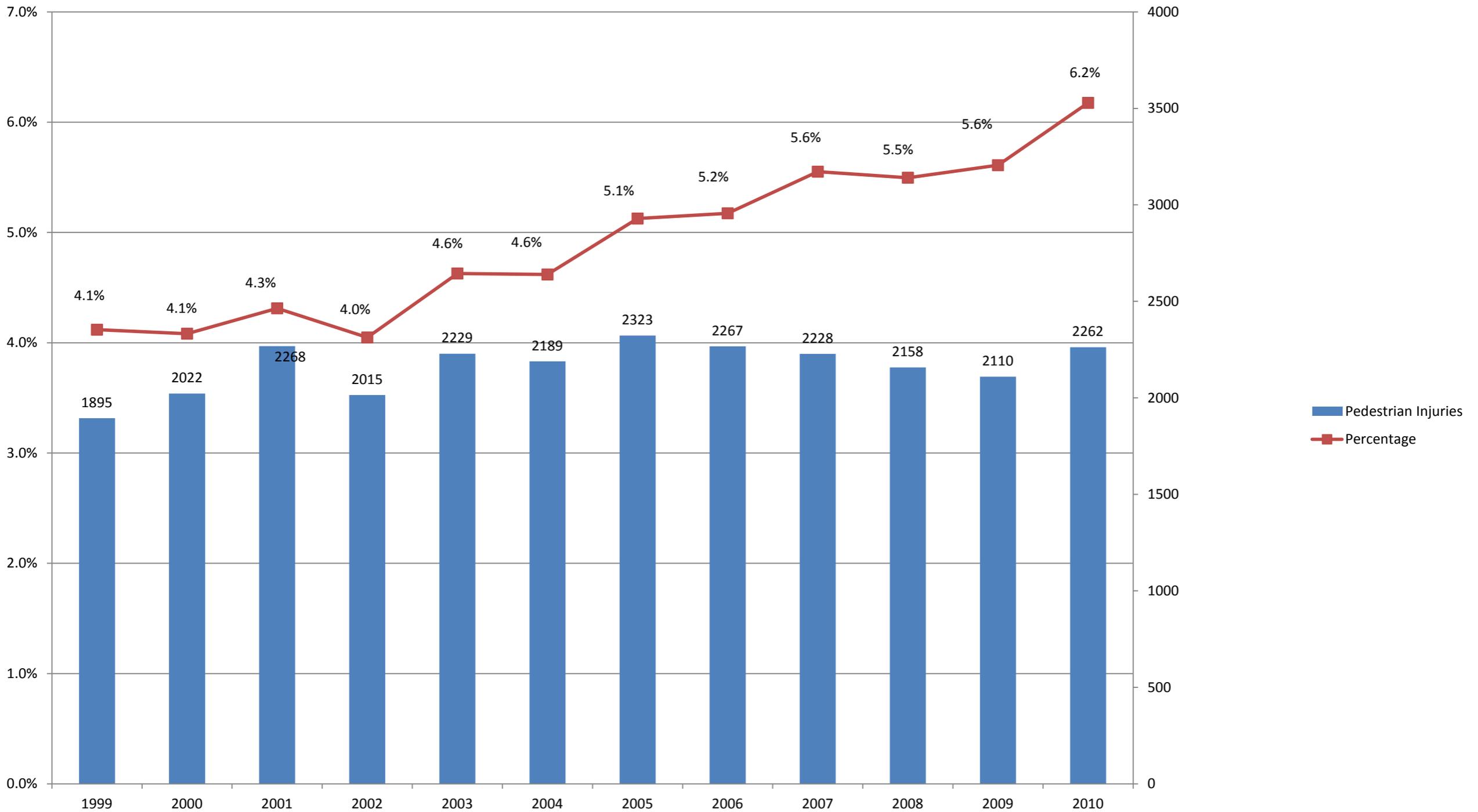
Source: 1994 and 2007/2008 TPB Household Travel Survey

Injury Trends: 1999-2010



Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

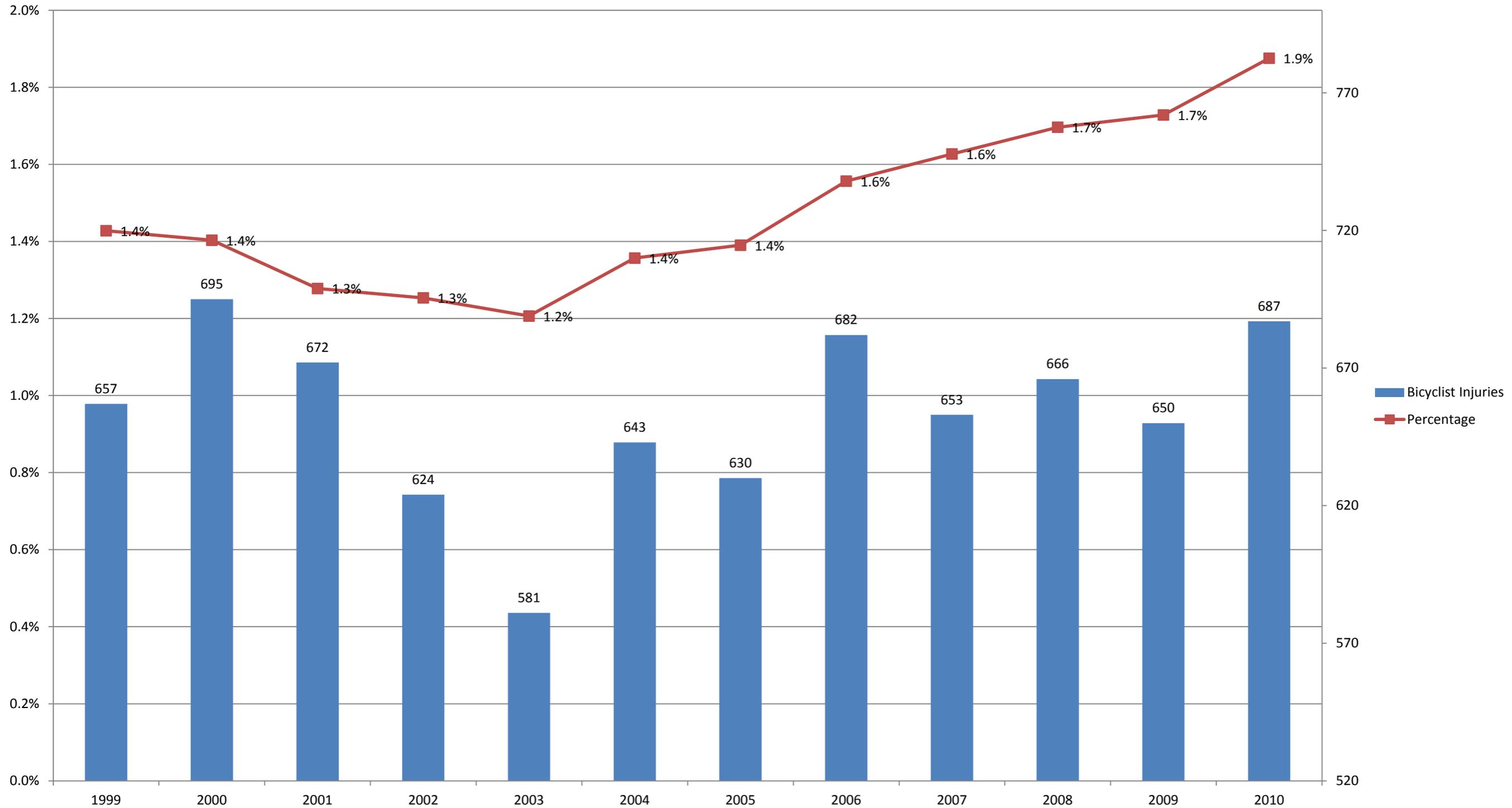
Pedestrian Injuries in the Washington Region



Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

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Bicyclist Injuries in the Washington Region



Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

DRAFT

What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Since Fall 2002
- Funded by:
 - Federal Funds administered by the States
 - WMATA
 - TPB Member Governments
- Total Budget \$623,000, down from \$634,000 in FY 2012
 - TPB member government contributions have ranged from \$38,000 to \$158,000
- FY 2013: \$63k from COG dues, replaces local gov't contributions
 - 1.5 cents per capita from all vs. 5 cent per capita from some
 - More inclusive



Suggested FY 2012 Contributions

Jurisdiction	FY 2012 Adjusted Population	Suggested Contribution at five cents per capita
Fairfax County	1,059,211	\$53,000
Montgomery County	857,350	\$42,900
Prince George's County	752,117	\$37,600
Prince William County	407,735	\$20,400
Loudoun County	299,366	\$15,000
Frederick County	173,383	\$8,700
Arlington County	218,000	\$10,900
Alexandria, City of	146,000	\$7,300
Charles County (St. Charles)	85,594	\$4,300
Rockville, City of	62,476	\$3,100
Gaithersburg, City of	57,875	\$2,900
Frederick, City of	63,200	\$3,200
Bowie, City of	55,958	\$2,800
Manassas, City of	35,648	\$1,800
College Park, City of	26,392	\$1,300
Fairfax, City of	24,665	\$1,200
Greenbelt, City of	20,903	\$1,000
Takoma Park, City of	17,299	\$900
Manassas Park, City of	14,050	\$700
Falls Church, City of	11,900	\$600
Total	4,389,122	\$219,000



Street Smart Funding, 2002-2013 (in thousands)

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
DDOT	\$100	\$100	\$100	\$100	\$100	\$200	\$200	\$200	\$200	\$200	\$200?
DCMPD			\$80		\$30						
Maryland SHA	\$115	\$100	\$58	\$50	\$100.1	\$130.3	\$130	\$143	\$100	\$120	\$120
Virginia SHSO	\$100	\$100	\$75	\$100	\$75	\$100	\$100	\$100	\$110	\$116.616	\$90
WMATA						\$150	\$150	\$150	\$150	\$150	\$150
Local Gov't	\$100	\$90	\$80	\$91.3	\$113.7	\$158.5	\$120.6	\$54.8	\$37.8	\$47.3	\$63.444*
Private					\$10						
Grand Total	\$415	\$390	\$393	\$341.3	\$428.8	\$738.8	\$700.6	\$658.7	\$597.8	\$633.916	\$623.444
	*COG dues										



- November 14 Press Event @ Piney Branch Road in Montgomery County
 - Coverage Reached 900,000 People
- November Media
 - “Giant Pedestrian Safety Problem”
 - 2 weeks radio
 - 1 month transit ads
- Law enforcement
 - October 18 Best Practices in Pedestrian Enforcement Workshop



Spring 2012 Campaign

- March 18 – April 14
 - \$218,000 media budget
 - Four weeks Cable TV, Outdoor
 - Two weeks Radio
 - Weighted Wednesday – Sunday, 3 pm – 8
 - Press Event
 - March 28th, 11:30 a.m., in District Heights, MD
 - Followed by live enforcement - Intersection of Silver Hill Road and Marlboro Pike
 - Covered on WJLA 7, WUSA 9, WTOP
 - Law Enforcement in High-Incidence Areas
 - Prince Georges, Montgomery, Capitol Heights, District of Columbia, Arlington, City of Fairfax, Prince William, others



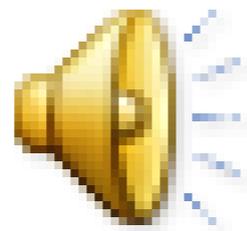


2012 Campaign

Example Ad (Bus Side):

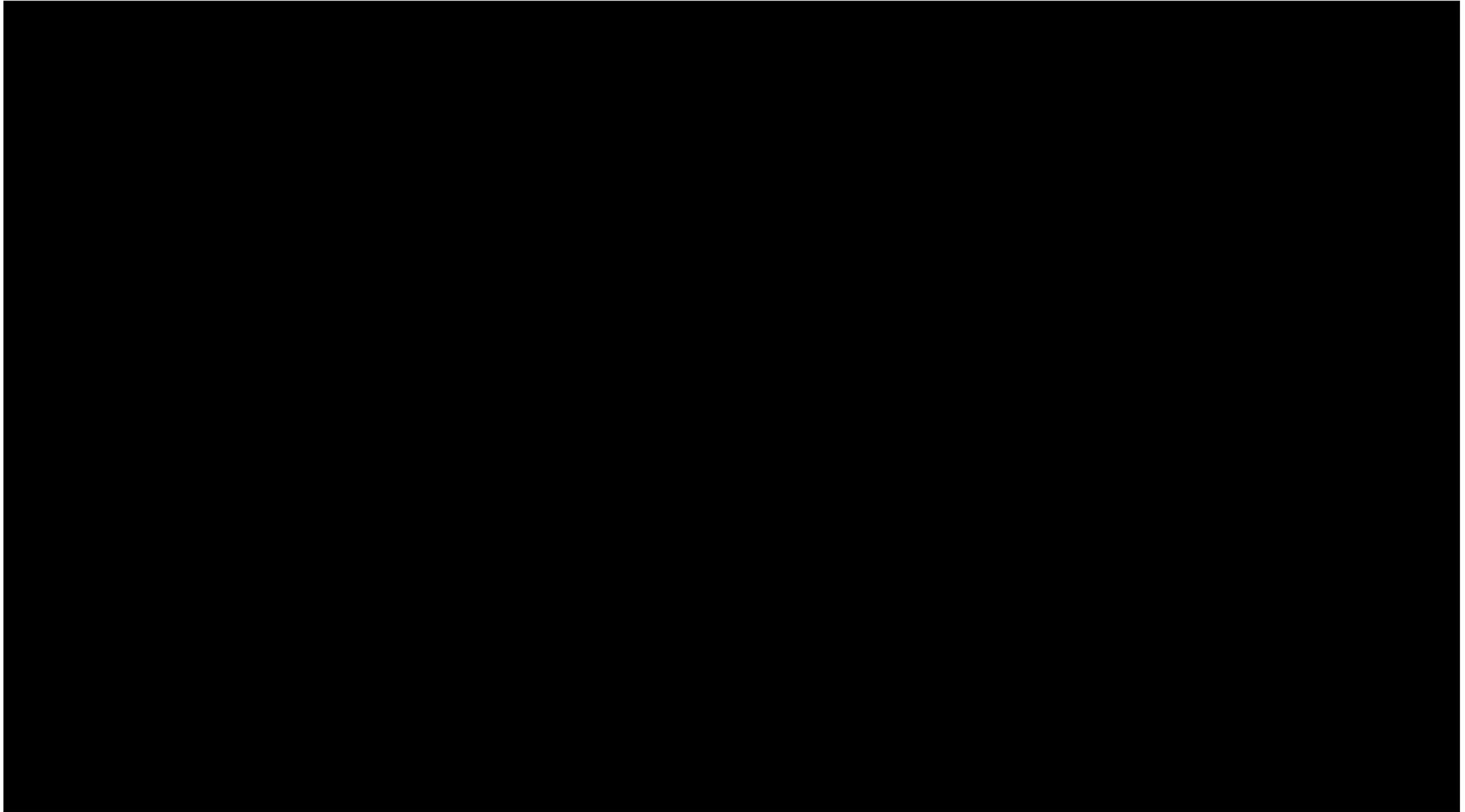


Radio Ad:



<http://www.bestreetsmart.net/>

Television Ad



Evaluation

- Pre and post-campaign web-based surveys of area motorists
 - Shows that people remember the messages, and where they heard them
- Outreach success
 - Estimated \$1 million value in PSA's, donated media space, "earned media"
- Law enforcement
 - 3933 Citations and 2088 warnings issued during the campaign
- See FY 2012 Annual Report for more details
- Complementary Local "Three E" program results
 - Example: Montgomery County Pedestrian Safety Initiative



Spring 2012 Campaign Survey Evaluation

Prepared for the
Metropolitan Washington Council of Governments
June 2012



About This Survey

- The purpose of this survey is to measure awareness of the Spring 2012 Street Smart pedestrian safety campaign. The survey measures pre- and post-campaign observations about perception of risk, behaviors, awareness of law enforcement activities and awareness of campaign messages.

Methodology

- This was a web-based standard pre/post-test survey with a sample size of $N = 500$ per survey. The pre-survey was administered on the week of March 19, 2012. The post-survey was administered the week of May 6, 2012. The gender of the participants was divided 50-50 between males and females. The sample was pulled from the Metropolitan Washington geographic area in relation to the COG membership footprint. All participants are active drivers. The standard demographic considerations of race, ethnic city, educational level, marital status and household income were collected and found to be reflective

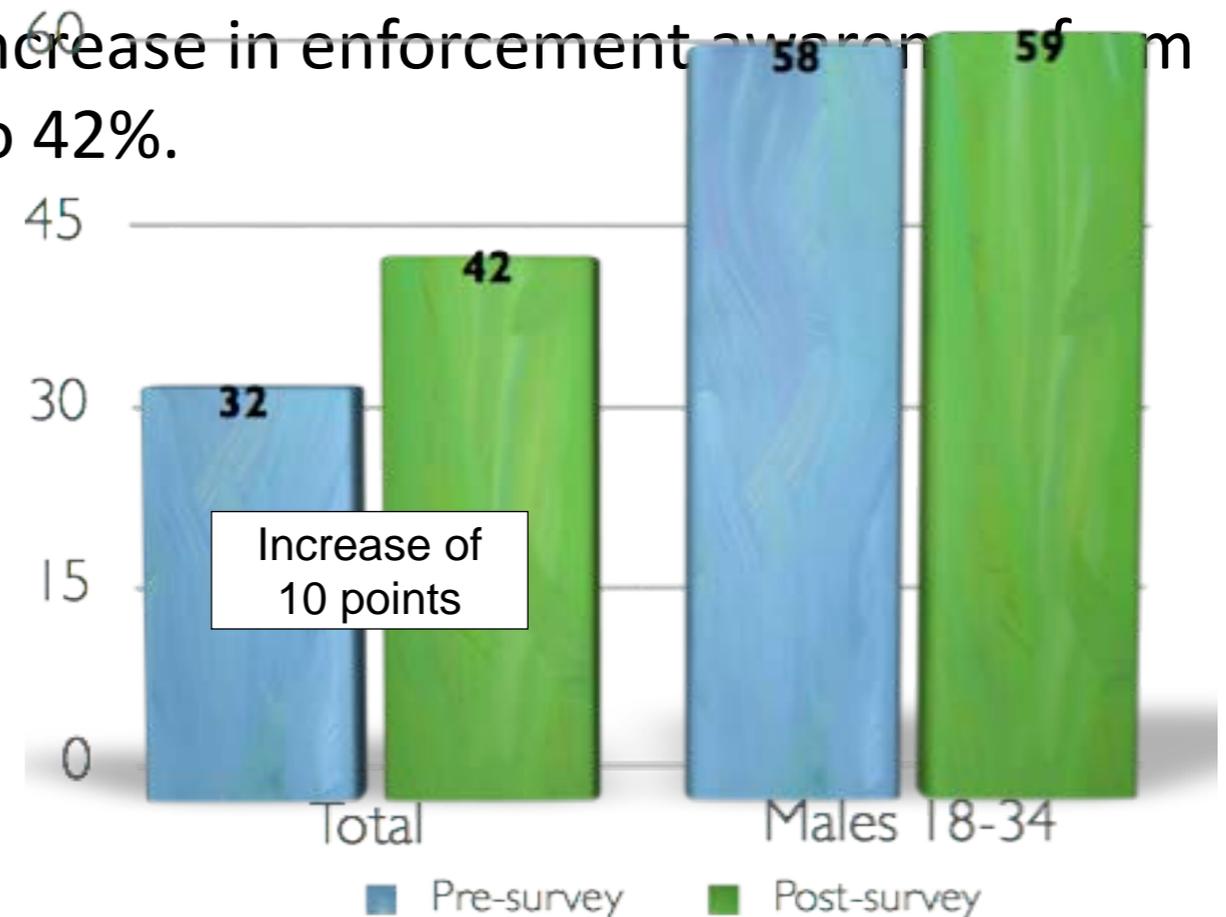
Perception of Risk

- Respondents were asked to rate the most serious traffic safety behaviors:
 - Texting while driving (89%), Aggressive Driving (85%) and Drivers Using Cell Phones (83%) were the top three serious traffic safety issues and remained the same from pre- to post-surveys.
 - Of note, pedestrian-related risky behaviors were rated higher in the post-survey indicating campaign efforts raised perception of risk on these behaviors.

Behavior	Pre-Survey		Post-Survey	
	Total	Males 18-34	Total	Males 18-34
Pedestrians Crossing Against Signal	64%	55%	57%	63%
Pedestrians Jaywalking/Crossing Mid-Block	63%	61%	67%	67%
Pedestrians Using Cell Phones	54%	53%	62%	55%
Pedestrians Texting While Walking	55%	56%	60%	58%

Enforcement

- Respondents were asked: “Have you recently seen or heard about police efforts to enforce pedestrian safety laws?”
 - The general audience showed a 10% increase in enforcement awareness from pre- to post-surveys going from 32% to 42%.
 - Males 18-34 showed sustained high awareness from pre- to post-surveys. The high pre-number indicates the long-term effect of a consistent enforcement message over several campaigns.

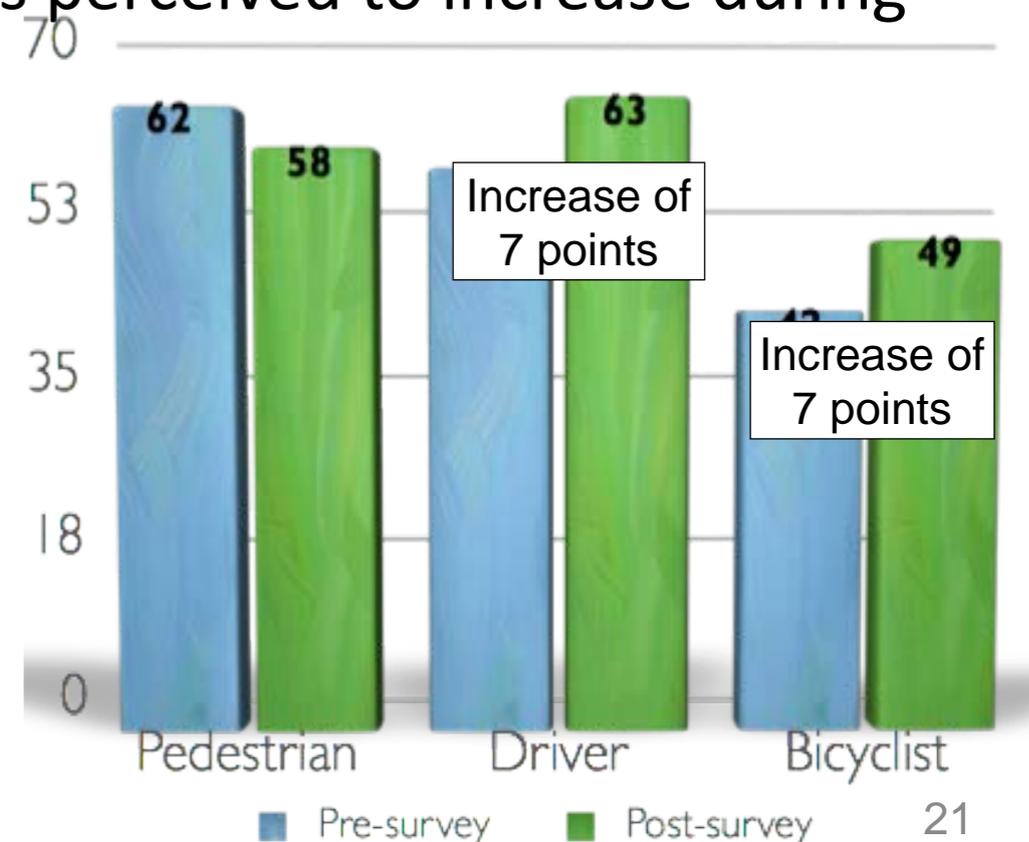


Enforcement

- When asked if pedestrian, driver and bicycle related safety laws were strictly enforced, males 18-34 noted high awareness of specific enforcement activities.

- While enforcement of pedestrians showed a decline within the margin of error, driver and bicyclist enforcement was perceived to increase during the campaign.

- Pedestrian related: Pre 62% - Post 58%
- Driver related: Pre 56% - Post 63%
- Bicyclist related: Pre 42% - Post 49%



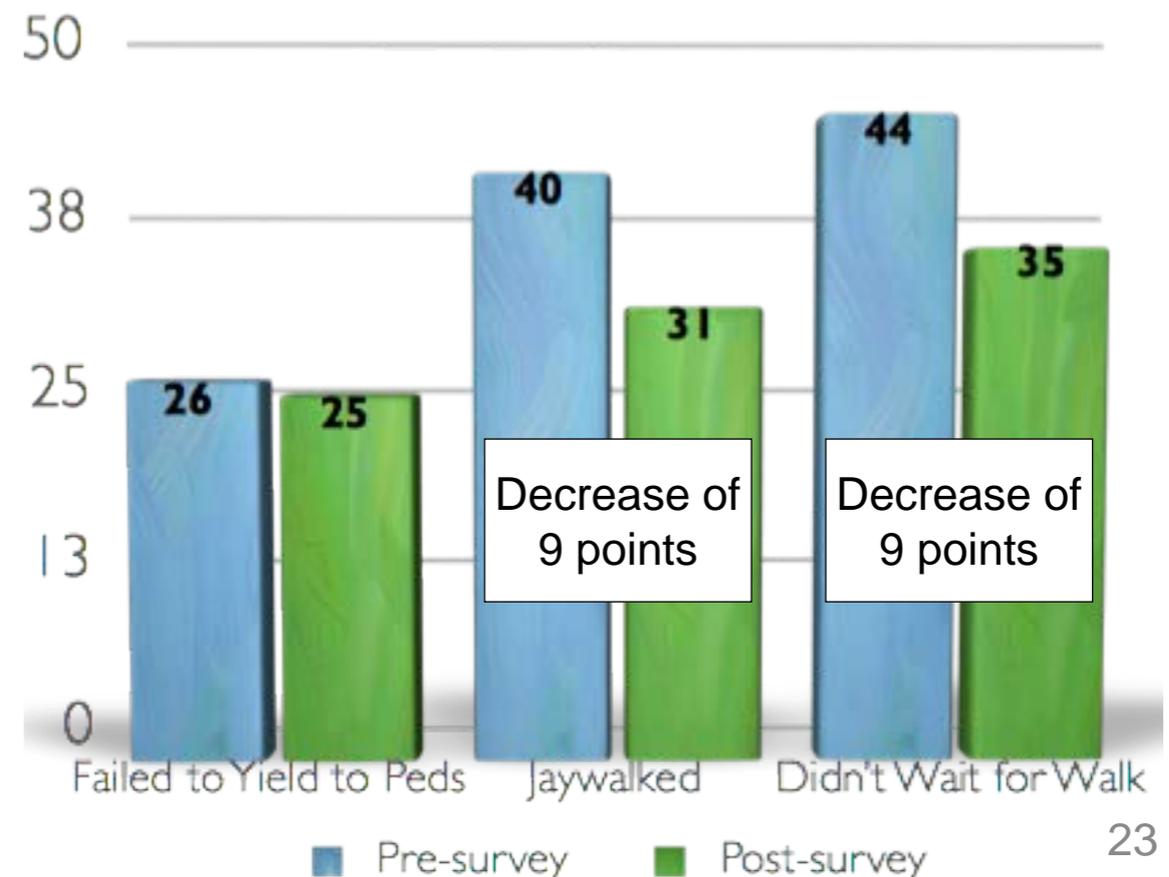
Behaviors

- Awareness of observed risky behavior of pedestrians and bicyclists increased in the post survey among males 18-34. This indicates that the target audience was more aware of these behaviors at the conclusion of the campaign. While driver behaviors remained flat, the audience shows sustained high awareness of these behaviors.
 - Pedestrian jaywalking: Pre 70% - Post 75%
 - Drivers don't yield to pedestrians: Pre 69% - Post 69%
 - Drivers around bicycles: Pre 64% - Post 61%
 - Bicyclists don't observe laws: Pre 58% - post 69%

Behaviors

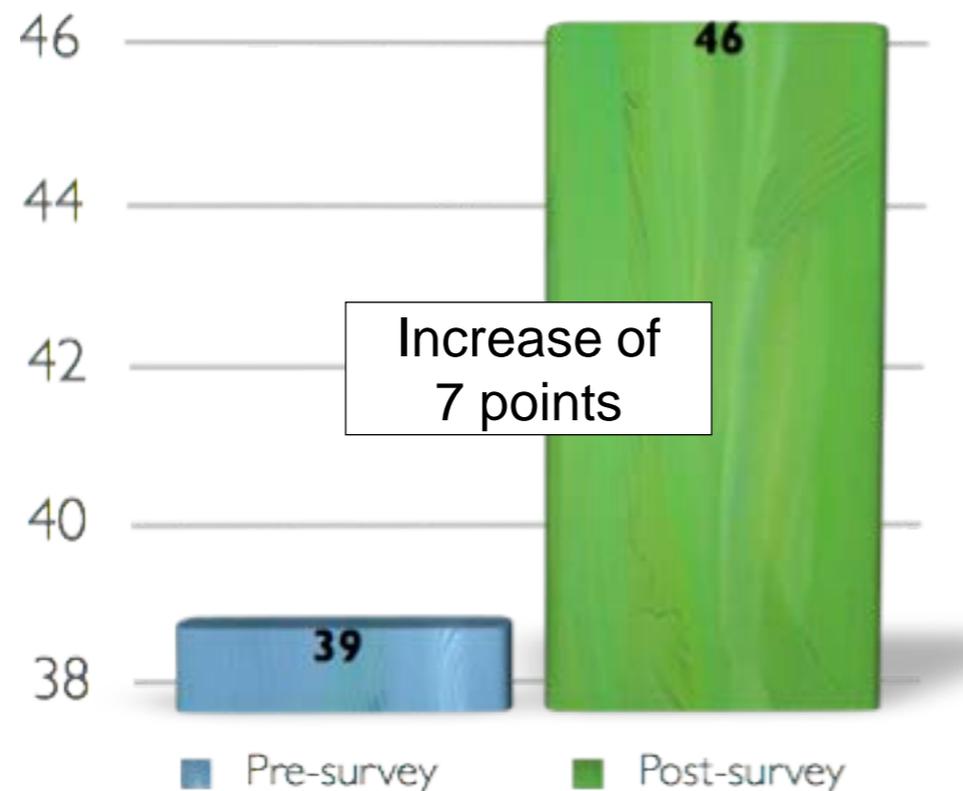
- Self-reported risky behaviors show improvement of pedestrian behaviors in the post-survey among 18-34 males while driver behavior remained flat. The audience believes they've improved pedestrian behavior over the course of the campaign.
(These questions are phrased in the negative, therefore a decrease in responses is the preferred response.)

- Failed to yield to pedestrians:
Pre 26% - Post 25%
- Jaywalked:
Pre 40% - Post 31%
- Did not wait for walk sign:
Pre 44% - post 35%



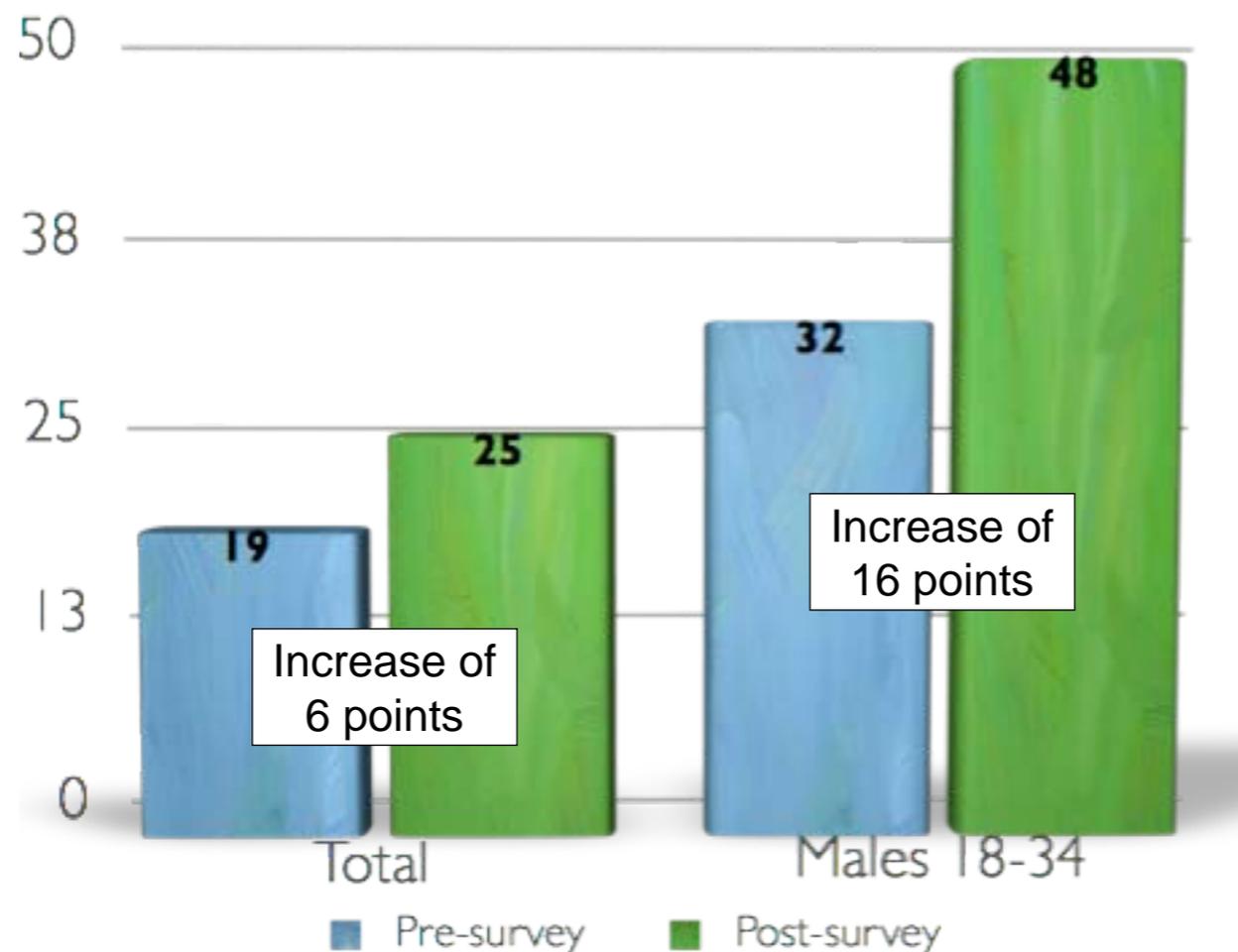
Message Awareness

- When asked if you have recently seen or heard any advertising or news stories about pedestrian safety, 18-34 males showed increased awareness in the post survey.
 - Aware of pedestrian messages in media: Pre 39% - Post 46%



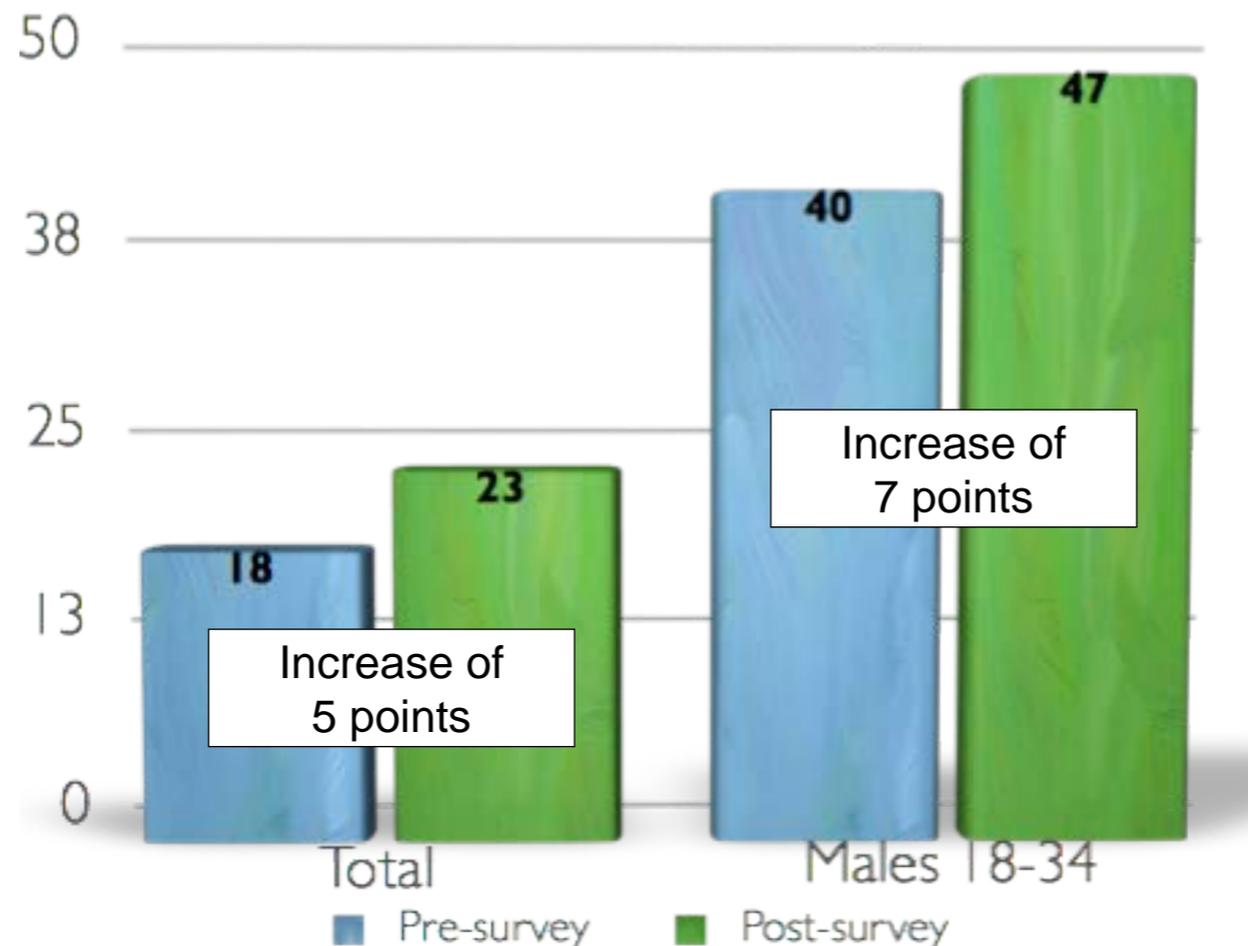
Message Awareness

- Brand awareness of Street Smart related to pedestrian safety showed a significant increase of 16 points among males 18-34.



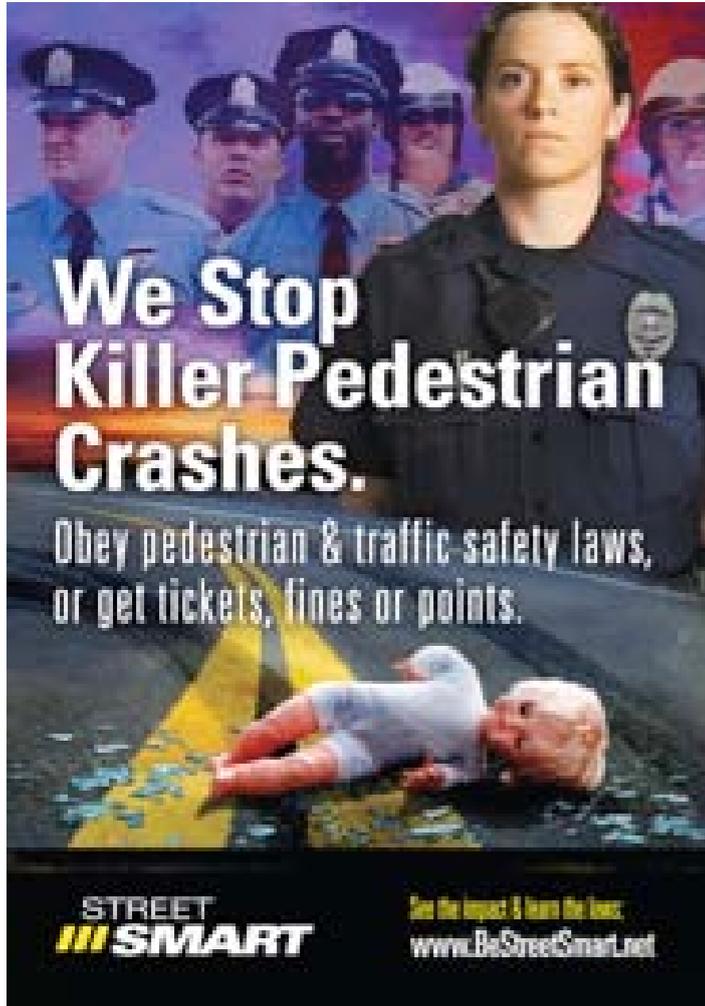
Message Awareness

- Awareness of the primary enforcement message “Obey pedestrian and traffic safety laws or get tickets, fines or points” increased among the target audience in the post survey.

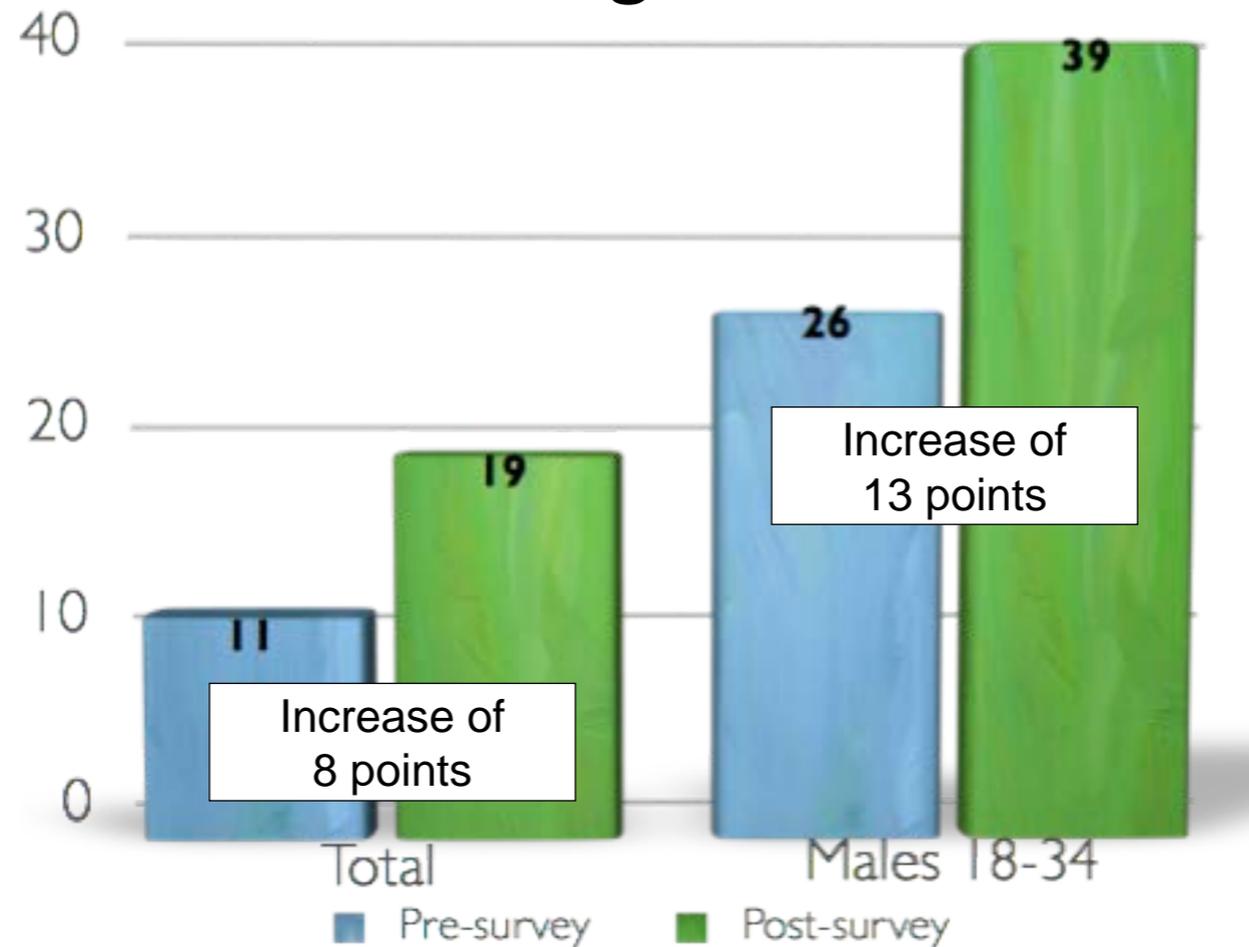


In 2010 the enforcement message showed a 21% awareness when shared with 4 pedestrian safety tips as primary themes. Results support continuing use of a more singular focused message.

Message Awareness



- When asked have you seen this ad, respondents showed significant recall in the post-survey indicating awareness of the outdoor advertising.



Message Awareness

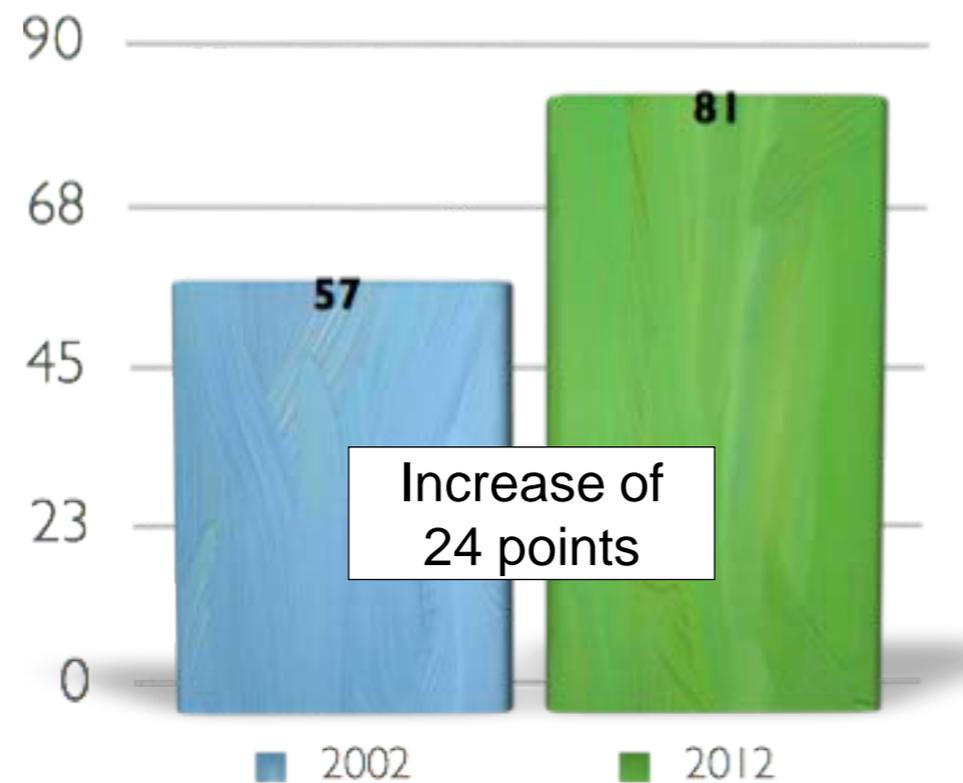
- Net campaign message awareness of 81% shows significant message recall and retention of the pedestrian enforcement message among the general and target audiences.

Progress over time

- The Street Smart Program has been conducting pre- and post-surveys since 2002. During the past 10 years, some questions have been consistently asked in the same manner so we've been able to do some comparisons.
 - Overall campaign awareness has increased significantly.
 - Observed dangerous behaviors has decreased significantly.
 - Awareness of enforcement efforts has increased significantly.

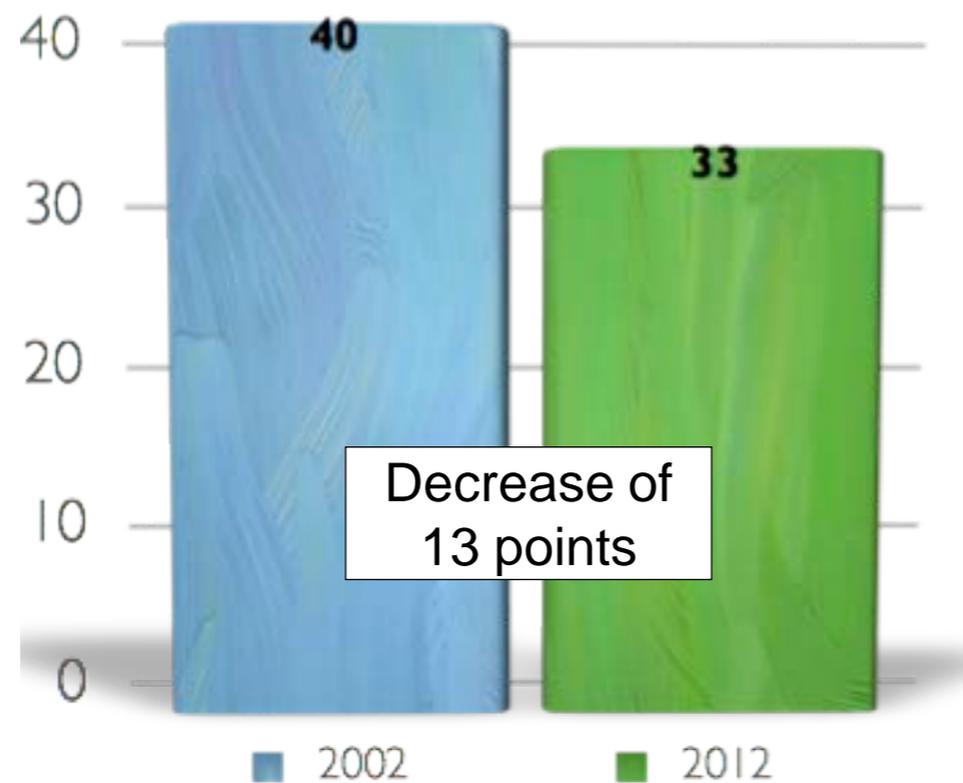
Progress over time

- Total Net Awareness (combined awareness of all campaign messaging):



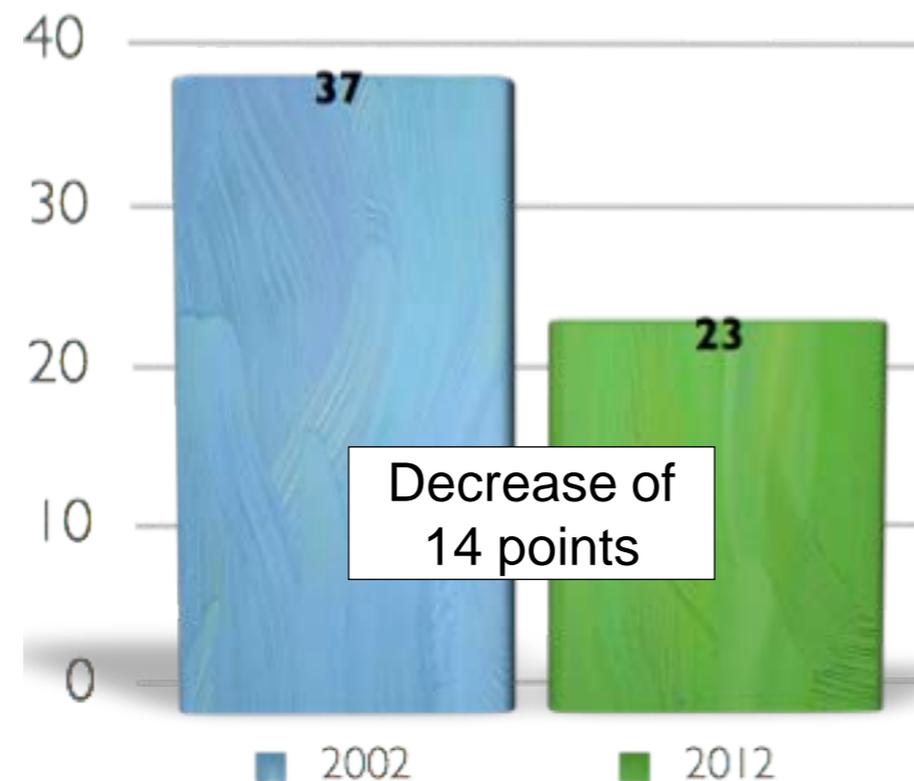
Progress over time

- Observations of pedestrians who “frequently” jaywalk:



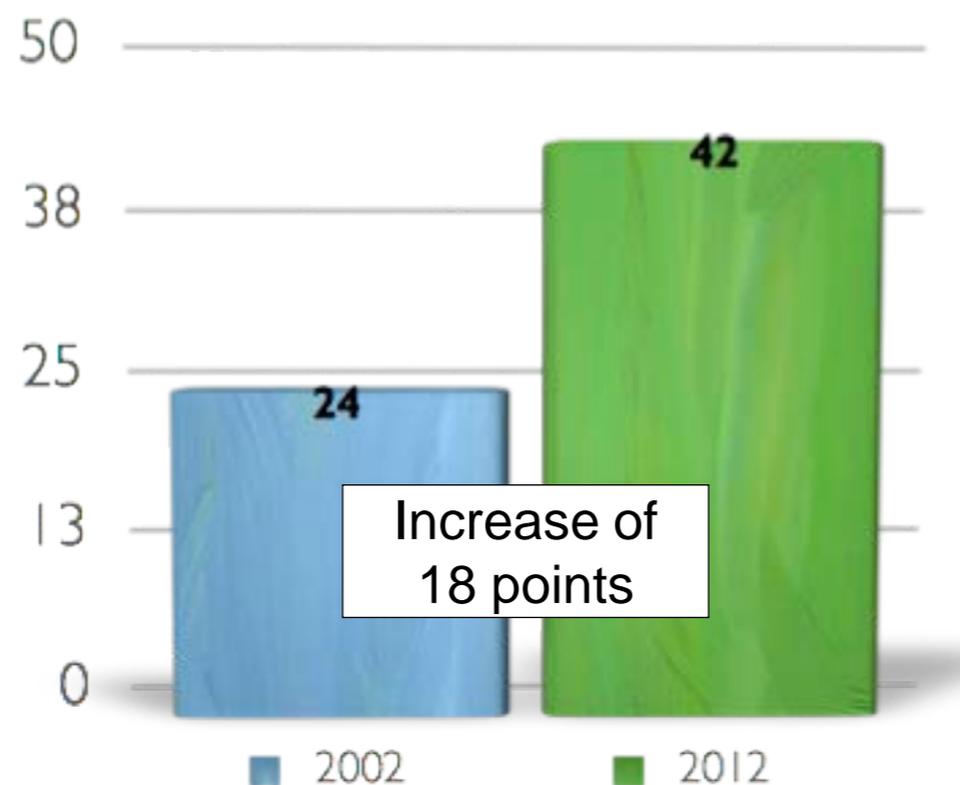
Progress over time

- Observations of drivers who “frequently” do not yield to pedestrians:



Progress over time

- Awareness of police efforts to enforce pedestrian traffic safety laws:



Conclusion

- Progress over time
 - Message Awareness
 - Perceived Law Enforcement
 - Reported observed behavior
- Lack of progress over time
 - Pedestrian and Bicyclist Fatalities and Injuries are not decreasing
 - Pedestrian and Bicyclist Safety has not kept up with motorized traffic safety

Next Steps

- **New Project Consultant – Sherry Matthews**
 - Submitted the most highly rated among eight proposals
 - Long history of public safety campaigns for TX DOT
 - Meet with Advisory Group
 - Developing proposal for FY 2013
 - Fresh data on target demographic in the Washington Region
 - Fresh creative and media approach
 - Promote partnership with local three “E” efforts
- **Fall Campaign: November 2012**
 - Loudoun County has volunteered to host Fall 2012 Press Event
 - Spring 2013 in DC

STREET
 **SMART**