

ITEM 12- Information

November 15, 2006

Report on the Regional “Street Smart” Pedestrian and Bicycle Safety Education Campaign

Staff

Recommendation: Receive briefing on

- results of the 2006 safety campaign, and on the committed funding and activities for the fifth campaign, which is being planned for launch in April 2007;
- a proposed strategy for obtaining some private sponsorship for the 2007 campaign and desirable enhancements for the 2008 campaign.

Issues: None

Background: At the January 18, 2006 meeting, the Board was briefed on the proposed budget and activities for the fourth safety education campaign entitled: “Street Smart,” a regional public education and outreach campaign to reduce pedestrian and bicyclist deaths and injuries. The first campaign was in Fall 2002, the second in Spring 2003, the third in Spring 2005, and the fourth in Spring 2006. The campaigns consisted of three to four weeks of radio announcements, busbacks, bus cards, newspaper ads, transit shelter signs, and radio interviews.

For the 2007 campaign, federal safety funds have been committed by the Maryland Office of Highway Safety, the Virginia Department of

Motor Vehicles, and the District of Columbia Department of Transportation and Metropolitan Police Department. To date, local matching funds have been committed by Arlington County, Fairfax County, Alexandria, City of Fairfax, City of Falls Church, and City of Rockville.

National Capital Region Transportation Planning Board

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MEMORANDUM

TO: Transportation Planning Board

FROM: Michael Farrell, Transportation Planner
Department of Transportation Planning

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety Campaign:
Results of the 2006 Campaign, Proposed Activities and Funding for 2007,
and Proposed Activities and Funding for 2008

DATE: November 7, 2006

Background

The Washington region has an average of approximately 2,800 pedestrian injuries and 85 fatalities per year. To help raise public awareness of pedestrian safety, in 2002 the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety campaign known as Street Smart. Street Smart is an annual media campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of a 3-4 week wave of radio, newspaper, and transit advertising, plus hand-outs and brochures. A press conference is held at the beginning of each wave. All materials are translated into Spanish including the radio spots which run on Spanish-language radio.

Previous waves ran in October 2002, April 2004, June 2005, and March-April 2006. With the support of the COG Police Chiefs Committee and the member jurisdictions, pedestrian-related law enforcement was increased during the 2005 and 2006 campaigns. Extra law enforcement helped reinforce the campaign message and increased media attention to the issue of pedestrian safety.

I. Results of the 2006 Campaign

Campaign evaluation, based on pre- and post- campaign telephone surveys of drivers, shows a high level of campaign recognition in the primary campaign target audience (male drivers aged 18 to 34), a reduction in pedestrians crossing the street without regard to traffic, and a notable improvement in motorists yielding to pedestrians in the crosswalk.

Law enforcement participation was greatly enhanced, with fourteen law enforcement agencies distributing 30,000 pedestrian safety hand-outs, and at least 1800 pedestrian-related citations issued.

Due to rising advertising costs and a smaller budget than in some previous years, the radio advertising had to be reduced to three weeks in 2006, compared to four weeks in previous years, the purchase of bus side advertising was eliminated, and the number of newspaper ads was reduced.

Details on the campaign activities and results can be found in the Annual Report and Campaign Summary, which is available at <http://www.mwcog.org/transportation/tpb/>, under upcoming meeting documents.

II. Proposed Activities and Funding for 2007

- **Activities**

We anticipate running the campaign in April, to coincide with the Cherry Blossom Festival and the start of tourist season. Staff, an advisory committee with representatives of the funding agencies, and the media consultant will work together to make revisions to the campaign materials, and develop a media strategy based on the experience of the previous campaigns. As in previous years all material will be run in both English and Spanish. Transit advertising will be placed in areas with high pedestrian crash rates. Due to the disproportionate representation of Hispanics among people hospitalized for pedestrian injuries, significant resources will continue to be put into Hispanic media. Staff will work with the COG Police Chiefs Committee to coordinate the campaign with law enforcement.

- **Committed Funding for 2007**

In April 2005 the TPB approved a process to send letters to its member local government jurisdictions requesting contributions for the next year's Street Smart campaign, at a suggested level of five cents per capita. Accordingly, letters were sent to the TPB local government member jurisdictions on March 6, 2006 requesting funding for the 2007 campaign. A response was requested by July 1, 2006.

As of November 7, 2006, \$74,200 in local funds have been committed for 2007 campaign. The minimum required to match the available federal funds is \$69,000. It is still possible for additional funds to be devoted to the April 2007 campaign if funds become available. The attached Street Smart Funding History table shows (in thousands of dollars) what each jurisdiction has provided in each year.

Few jurisdictions met the 5 cents per capita goal for 2007. Unfortunately, the funding trend is not keeping pace with rising advertising costs, limiting the scope of the campaign.

- **A Proposed Strategy for Private Sponsorship of the 2007 Campaign**

TPB staff is investigating the possibility of supplementing local and federal funds with sponsorships from appropriate corporate or nonprofit sponsors, such as has been done in recent years for the Commuter Connections Bike-to-Work Day event. More funds would allow for

bigger media buys and more people hearing the campaign messages, as well as diversifying the funding sources for the program.

Based on the size of the past Street Smart Campaign ad buys and the Bike-to-Work Day experience, staff estimates that it is possible to raise \$30,000 - \$60,000 through private-sector sponsorships. Sponsors would be mentioned in the radio, transit, newspaper, or flyers based on the level of contribution. Sponsors would benefit from name recognition and association with a good cause.

It is recommended that staff compile a list of potential private-sector sponsors, for review by the TPB. Potential sponsors would receive letters from the TPB Chair requesting funds. Staff would then undertake follow-up contacts.

III. Proposed Activities and Funding for 2008

- **Desirable Campaign Enhancement**

The media consultant that has worked on the campaign from the beginning, Design House, has indicated that the impact could be greatly enhanced if the campaign were expanded to two, high-intensity two-week waves, one in the Spring to coincide with the onset of tourist season, and one in the Fall for back-to-school. Cost for a two-wave campaign would be approximately \$500,000, which is the amount currently being requested for FY 2007.

- **Process for Requesting Local Funds**

In April 2005 the TPB approved a process to send letters each year to its member local government jurisdictions requesting contributions for the next year's Street Smart campaign, at a suggested level of five cents per capita. In order to better inform the annual budget process of its member jurisdictions, it is recommended that the TPB send letters requesting contributions for the 2008 campaign in December 2006, three months earlier than for the 2007 campaign.

**Table I:
Street Smart Funding History**

Street Smart Funding History, 2002-2007

As of 11/07/2007

Source	Oct-02	Apr-04	Jun-05	Mar-06	Spring 2007 (Est. to date)
District of Columbia Department of Transportation	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
DC Metropolitan Police Department*			\$80,000		\$32,000
Maryland Office of Highway Safety*	\$115,000	\$100,000	\$58,000	\$50,000	\$100,100
Virginia DMV*	\$100,000	\$100,000	\$75,000	\$100,000	\$75,000
Total Federal	\$315,000	\$300,000	\$313,000	\$250,000	\$307,100
City of Alexandria	\$5,000	\$5,000	\$5,000	\$6,800	\$6,800
Arlington County		\$10,000	\$10,000	\$10,100	\$10,100
City of Bowie					
Charles County, urbanized area					
City of College Park					
City of Fairfax				\$1,100	\$1,100
City of Falls Church				\$500	\$500
Fairfax County	\$50,000	\$50,000	\$50,000	\$52,800	\$52,800
Frederick County					
City of Gaithersburg					
City of Greenbelt				\$500	
Loudoun County					
City of Manassas					
City of Manassas Park				\$700	
Montgomery County	\$45,000	\$10,000	\$10,000	\$10,000	
Prince George's County		\$15,000	\$5,000	\$5,000	
Prince William County					
City of Rockville				\$2,900	\$2,900
City of Takoma Park				\$900	
Total Local	\$100,000	\$90,000	\$80,000	\$91,300	\$74,200
Grand Total	\$415,000	\$390,000	\$393,000	\$341,300	\$381,300

* Federal pass-through

Table II:

Suggested 2007 and 2008 Local Contribution to Annual Street Smart Safety Campaign

Jurisdiction	COG FY 2006 Estimated Population	At Five Cents Per Capita
Fairfax County	1,055,167	\$52,800
Montgomery County	811,411	\$40,600
Prince George's County	741,218	\$37,100
Prince William County	336,820	\$16,800
Loudoun County	255,616	\$12,800
Frederick County	218,830	\$10,900
Arlington County	201,900	\$10,100
Alexandria, City of	136,500	\$6,800
Charles County, Urbanized Area	74,765	\$3,700
Gaithersburg, City of	61,641	\$3,100
Rockville, City of	57,619	\$2,900
Bowie, City of	55,240	\$2,800
Manassas, City of	36,500	\$1,800
College Park, City of	26,392	\$1,300
Fairfax, City of	22,031	\$1,100
Greenbelt, City of	21,340	\$1,100
Takoma Park, City of	17,229	\$900
Manassas Park	13,225	\$700
Falls Church, City of	10,700	\$500
Total	4,154,144	\$207,800
District of Columbia Est. Federal Funds		\$100,000
Maryland Est. Federal Funds		\$100,000
Virginia Est. Federal Funds		\$100,000
Total Projected Federal Funds		\$300,000
Estimated Grand Total		\$507,800