

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

New in FY 2020

Michael J. Farrell
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TPB Technical Committee
Item 2

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Too Many Pedestrian Deaths



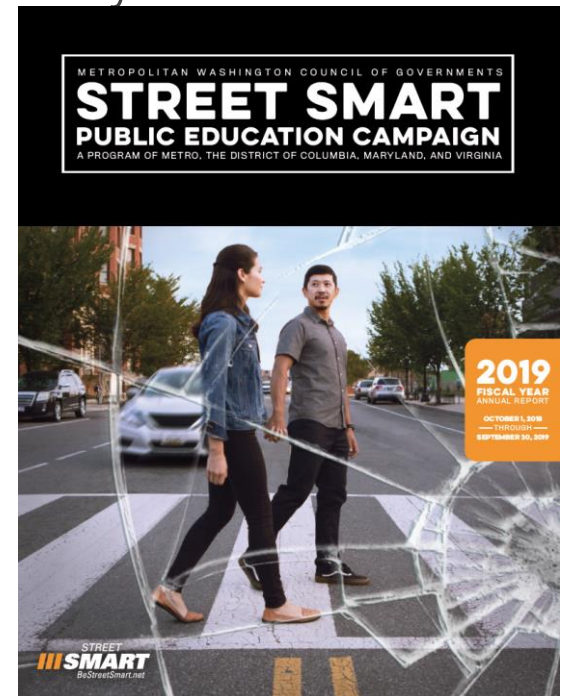
- In 2018, there were 88 pedestrian and 5 bicyclist fatalities in the Washington region
 - 32% of the 290 total traffic fatalities were ped/bike
- MD consistently has more fatalities than NOVA
- Pedestrian fatalities increased by 14% since 2017

2018 FATALITIES	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	3	1	2	17	0	0	1	0	6	3	4	14	26	11	88
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	1	1	3	5
All traffic	5	2	2	47	0	11	4	0	24	21	17	31	95	31	290

What is Street Smart?



- Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
- Concentrated waves of Gas Station, Transit, TV 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 2020 Budget – \$800k for consultant, ad placement



New in FY 2019: VR Events



Fall Campaign

- Launch Event: Monday, October 28 at 10:30 a.m.
- Florida Avenue NE @ 12th Street NE, Washington, DC
- Enforcement: Month of November
- Media Tour
- Enforcement Activations: November-December
- Paid media: outdoor, online, television
- Outreach – VR Events



<https://www.sherrymatthews.com/pr/streetsmart/>

New: Testimonial Videos

- Nicholas / Georgette: <https://www.youtube.com/watch?v=2Mz3tX5BoRk>
- Ren: <https://www.youtube.com/watch?v=-asIK1T6oDM>
- Gwen / Christina: <https://www.youtube.com/watch?v=ym3MLqBabzk>

LIVES SHATTER ON IMPACT.

More than **4,000** PEDESTRIAN AND BICYCLE CRASHES occur in the DC metro region each year.

STREET SMART
BeStreetSmart.net

Georgette Jones
WASHINGTON, DC

“The connection we had—that takes a lifetime to find.”
— Nicholas Clarke, fiancé

“Georgette went to the convenience store across the street from our house. On her way back home she was struck by a speeding SUV driver. When I got to the hospital, the doctor told me she had passed. I just couldn't believe that when I came home that day and kissed her on the forehead that it was the last time I was going to see her and touch her. Our son—no never got to know her.”

Ren Werbin
ARLINGTON, VA

“My world completely changed. It will never be like it was before the crash.”
— Ren Werbin, crash survivor

“I remember walking across the street, in a crosswalk. And then the next thing I know, I woke up on the ground. It was very unsettling to go from being healthy and athletic to being completely dependent on others. I'm fighting the anger, fear, and anxiety that came with it. You look at a cup of coffee differently, you look at your relationships, you look at each morning in a very different way.”

Christina Morris-Ward
GERMANTOWN, MD

“She didn't get to go to college, to live her life. It's not okay.”
— Gwen Ward, mother

“My 15-year old baby was struck and killed as she crossed the street on her way to school. I got to the hospital, I went over to kiss her, but she had already passed. Parents should not have to worry about whether their children will make it home safely. No family should have to bear that kind of pain. I'm going to miss her smile forever.”

Available on <http://www.bestreetsmart.net/> and on Youtube

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