

National Capital Region Transportation Planning Board

777 North Capitol Street, N.E., Suite 300, Washington, D.C. 20002-4290 (202) 962-3310 Fax: (202) 962-3202

Honorable Kwame Brown
Chairman
Budget and Finance Committee
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300
Washington, DC 20002-4290

November 8, 2010

Dear Chairman Brown:

At its October 20 meeting, the National Capital Region Transportation Planning Board (TPB) was briefed on a proposal to incorporate the local contributions for the Street Smart program into the COG dues, rather than keeping them as a separately requested and billed item. The TPB was informed that this idea was discussed by the COG Budget and Finance Committee at its meeting on October 13, and that the Committee had asked that COG Executive Director David Robertson bring some options back to the Committee for consideration at its November 10 meeting.

The TPB voted to support the inclusion of the local government contribution to the Street Smart program in the FY 2012 COG dues. The Prince William County representative voted against the proposal, and the Loudoun County representative abstained.

As we are all too painfully aware, hardly a week goes by without a pedestrian or bicyclist death in the region. The Street Smart program is vitally important for the safety of our people. While overall traffic fatalities have declined to the lowest levels since the 1950's, pedestrian fatalities have remained stubbornly high. Attached are a Washington Post article on a recent spate of pedestrian fatalities, and a media report from the Spring 2010 campaign.

To match federal funding for the Street Smart program, since 2002 the TPB has requested voluntary contributions from the COG member governments at a level of \$0.05 multiplied by the member government population estimates used in the COG Fiscal Year Work Program and Budget. Over the years, that approach has yielded varying levels of local funding support, ranging from \$65,700 to \$158,500 per year, to match federal funds available to support this program. In FY 2010, COG members provided \$65,700 in local funds, and WMATA provided \$150,000, to match \$393,000 in federal funds; these investments leveraged an estimated further total of more than \$500,000 in added or earned media value through radio and television news reports and donated additional advertisement placement on transit shelters and vehicles. The TPB believes that the Street Smart program is effective and a good value given the amount of federal funding and earned media attention it leverages.

I understand that several COG members have expressed frustration with supplemental or voluntary fees, and have asked for one all-inclusive payment request from COG. In June 2010, Alexandria Mayor William Euille specifically requested that COG include the

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Street Smart program in the COG Fiscal Year Work Program and Budget (letter attached).

We appreciate your consideration of incorporating the local funding for this important regional program into the COG annual dues.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Snyder", with a long horizontal line extending to the right.

David Snyder
Chair, National Capital Region
Transportation Planning Board



Spring 2010 Street Smart Media Report

April 13, 2010

On Tuesday, March 23, 2010, the *Street Smart* campaign kicked off its spring initiative with a bang ... literally. The theme "Speed Kills" was clear as a dramatic demonstration of the effects of speed on pedestrian and cyclist safety was conducted on a neighborhood street in Silver Spring. The demonstration on the distance required for a vehicle to stop featured "Bobby", a wire frame model of a ten-year-old boy attempting to cross the street and encountering a vehicle bearing down at speeds of 25, 35 and 40 miles per hour. Bobby discovered, along with local elected officials and law enforcement, that when placed at a fixed distance from where a vehicle brakes, he is safe crossing in front of the vehicle going 25 miles per hour but not so lucky crossing in front of the vehicle at higher speeds. At 35 miles per hour, Bobby was struck hard, hurling his body forward and sustaining severe injuries. At 40 miles per hour, Bobby was almost surely killed.



The event garnered some of the most significant media coverage in campaign history. Notable highlights include:

- Reaching **nearly 2.5 million people** across the region, specifically:
 - Nine print and online articles reaching **nearly 1 million readers**
 - 24 television stories reaching at least **1,497,770 area viewers**
 - Print and broadcast coverage with a publicity value of **at least \$126,347.42.**
- Coverage by all four local broadcast outlets: WRC (NBC-4), WTTG (FOX-5), WJLA (ABC-7) and WUSA (CBS-9) and a piece on WJLA (NewsChannel 8)
- WTOP coverage of the event on March 23
- Major pickup in social media outlets, including video footage of demonstration posted on YouTube by a DCist blogger and linked to by Greater Greater Washington and The Wash Cycle blogs. DCist, Greater Greater Washington and The Wash Cycle are in the top 10 of most widely trafficked blogs focusing on Washington, DC
- A print story in *The Washington Post*
- A front page story in *The Washington Hispanic*



Television Coverage

WJLA.com

VIDEO: [Pedestrian Safety Campaign Shows Dangers of Speeding](#)

March 23, 2010

By Markham Evans

NBCWashington.com

VIDEO: [Alexandria Safety Initiative Spreads Rules of the Road](#)

March 23, 2010

By Megan McGrath



Radio Coverage

WTOP FM

Audio: [Pedestrian Safety](#)

March 23, 2010

By Adam Tuss



Print and Online Coverage

The Washington Post

[Dr. G's safety, commuting tips for the week ahead](#)

March 28, 2010

By Robert Thomson (Dr. Gridlock)

The Washington Hispanic

[Lanzan campaña contra "la velocidad asesina"](#)

March 26, 2010

By Victor Caycho

GreaterGreaterWashington.org

[Breakfast links: Videos and Lanes](#)

March 24, 2010

By David Alpert

WashCycle.com

[Street Smart Spring 2010](#)

March 24, 2010

WTOP.com

[New Program Aims to Improve Pedestrian Safety](#)

March 23, 2010

By Justin Karp

DCist.com

[Watch: Following Speed Limits Helps Save Lives](#)

March 23, 2010

By Joe Danielewicz

CommuterPageBlog

[Street Smart Campaign Spring 2010 Kicks Off Today!](#)

March 23, 2010

Washington Examiner

[Alexandria Police Begin Increased Pedestrian Safety Law Enforcement](#)

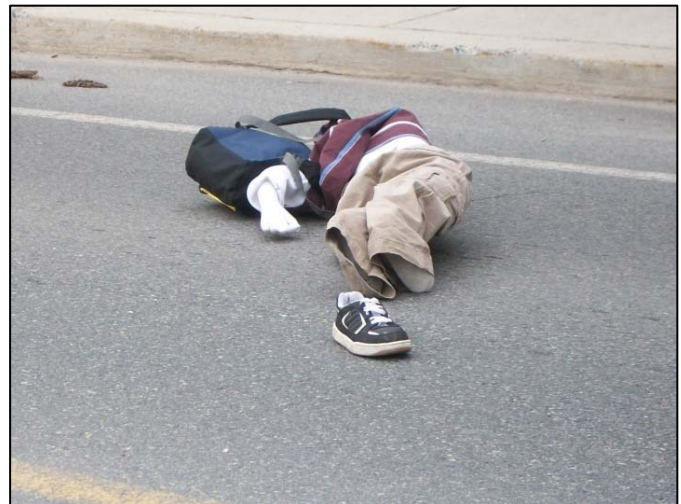
March 22, 2010

By Barbara Maxwell

Montgomery Sideways

["Street Smart" Dummies](#)

March 19, 2010



Few common links in spate of pedestrian fatalities

Advertisement

By Ashley Halsey III
Washington Post Staff Writer
Wednesday, October 13, 2010; B1

One was waiting for the light to change, two were crossing a six-lane highway, another was headed to a post office, one walked beside the interstate, another wandered into the path of a vehicle.

In the Washington region in the past month, half a dozen people have died after walking into the paths of cars, sport-utility vehicles and a bus, bumping up the number of pedestrian deaths in an area that has averaged almost 93 pedestrian fatalities in each of the past five years.

Although overall roadway fatalities have declined to their [lowest level since 1950](#), the number of pedestrian-car fatalities has inched down stubbornly. Nationally, the [fatality count dropped](#) last year by 322, to 4,092. In the Washington region, it declined by one to 85.

There are few common themes in the past month's Washington area fatalities. The victims were 62 and 15; three were 26; the age of one was not known. They were a postal employee headed to work, a high school kid who had just been to a concert, a couple of guys heading home after a late night, a woman standing on a traffic island until the light changed and a woman who inexplicably ended up in the middle of Interstate 270.

The accidents happened about 20 minutes before dawn, eight minutes before midnight, 3:20 a.m. and, in two cases, 8:30 p.m.

Daylight provides scant immunity. Although neither ended in fatality, there have been two Montgomery County accidents in the past week involving strollers - one containing a 3-year-old, the other a 16-month-old - in the middle of the afternoon. On Tuesday afternoon, a man who witnesses said had just emerged from a market carrying diapers was rushed off in an ambulance after being hit on Glebe Road in Arlington County.

There is no mystery about the cause of pedestrian fatalities: speeding cars, distracted drivers and pedestrians, and alcohol are common factors.

"Regionally, we have had a real epidemic of incidents involving drivers and pedestrians and [cyclists](#)," said [Gabe Klein](#), director of the [District Department of Transportation](#). "As we become more urbanized, there's more tension with [distracted drivers](#), pedestrians and cyclists."

Klein said that 11 of the 20 traffic fatalities in the District this year have been pedestrian deaths.

The difference that speed makes was demonstrated Tuesday at an event in Southeast Washington hosted by Klein and U.S. Transportation [Secretary Ray LaHood](#). The event was held near the scene of recent pedestrian accidents, including one in which a U.S. Department of Transportation employee died.

A test driver was able to brake successfully from 20 mph to stop short of a crash-test dummy dressed as a small boy in a [Washington Nationals](#) cap. When the driver tried to brake in the same distance from 35 mph, the car shattered the dummy.

"When someone is hit at 20 miles an hour, he has an 80 percent chance of surviving," said George Brayan of [DDOT](#). "When it's 40 mph, there's a 20 percent chance."

Brayan said about 160 people are hit each year by cars turning at D.C. intersections. LaHood said that although pedestrians have the right of way in most situations, the driver isn't always at fault.

"When you're trying to cross a busy street," he said, "you might be better off if you stopped talking on the phone or texting."

The Washington region ranked in the middle of the pack in [a study of pedestrian risk](#) issued last year by the advocacy group the [Surface Transportation Policy Partnership](#). The researchers developed a "pedestrian danger index" by dividing the average fatality rate for each metropolitan area by the percentage of people who walk to work.

Under that formula, cities with relatively compact core areas fared better than more sprawling, less walkable places. Orlando and Tampa-St. Petersburg ranked the worst; New York, Boston and Minneapolis-St. Paul were the best of the 52 ranked. The Washington region came in at 32.

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William D. Euille
Mayor

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June 15, 2010

Mr. Ron Kirby
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E. Suite 300
Washington, DC 20002-4290

Dear Mr. Kirby:

The City of Alexandria is providing this letter to outline our financial commitment to the FY 2011 (fall 2010 and spring 2011) Street Smart Safety Campaign. We are pleased to inform you that Alexandria will once again contribute \$7,000 to the Street Smart Safety Campaign. We are pleased to partner with other local jurisdictions on this important annual effort and pleased to learn of the program's effectiveness. However, we believe that this annual contribution should be worked into the Council of Governments' regular budget and not be a separate requested and billed item.

Please forward the invoice to:

Mr. Yon Lambert
Principal Transportation Planner
Transportation & Environmental Services
301 King Street, Room 3200
Alexandria, Va. 22314

Should you have any questions about Alexandria's efforts, please contact Mr. Lambert at yon.lambert@alexandriava.gov or 703.746-4081.

Thank you for your efforts on this program that addresses pedestrian and bicyclist safety, one of our region's most critical needs.

Sincerely,


William D. Euille
Mayor

cc: David Robertson, Executive Director, Metropolitan Washington Council of Governments

"Home Town of George Washington and Robert E. Lee"