

HANDOUTS

from previous meeting



February 3, 2004

ITEM 11 - Information

January 21, 2004

Report on the Regional Pedestrian and Bicycle Safety Education Campaign

Staff

Recommendation: Receive briefing on the funding and proposed activities for the second pedestrian and bicycle safety campaign, which is directed at motorists, pedestrians, and bicyclists throughout the Washington Region, and is planned for launch in April 2004.

Issues: None.

Background: At the July 16, 2003 meeting, the Board was briefed on the proposed budget and activities for the second 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, and consisted of four weeks of radio, busbacks, billboards, Metro station posters, transit shelter signs, radio interviews, and inserts in drivers license renewal packets.

For the second campaign, federal safety funds have been committed by the Maryland Office of Highway Safety, the Virginia Department of Motor Vehicles, and the District Department of Transportation. Local matching funds have been committed by Arlington County, Fairfax County, Prince George's County, and Montgomery County.

The Bicycle and Pedestrian Subcommittee of the
TPB Technical Subcommittee provides technical
oversight of this regional campaign.



Local governments working together for a better metropolitan region

MEMORANDUM

District of Columbia

Bowie

College Park

Frederick County

Gaithersburg

Greenbelt

Montgomery County

Prince George's County

Rockville

Takoma Park

Alexandria

Arlington County

Fairfax

Fairfax County

Falls Church

Loudoun County

Manassas

Prince William County

TO: Transportation Planning Board

FROM: Michael Farrell, Transportation Planner
Department of Transportation Planning

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety
Campaign: Status and Prospects for FY 2004

DATE: January 14, 2004

Background

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 educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicycle injuries and deaths. The Washington region has an average of 2,610 pedestrian injuries and 85 fatalities per year. The TPB was briefed on the development of the campaign at its June 19 and October 16, 2002 meetings, and received a report on the results of the first campaign at its January 15, 2003 meeting. Delegate William Bronrott of the Maryland General Assembly briefed the TPB at the July 18, 2003 meeting on the status and prospects of the program for FY 2004. The funding goal at that time was \$300,000 in federal safety funds, plus at least \$75,000 in local matching funds.

Funding Status for FY 2004

The funding goals for FY 2004 have been met. To date the District of Columbia, Virginia, and Maryland have committed \$300,000 in federal safety funds for FY2004, the second year of the program. Fairfax County has committed \$50,000, Prince George's County \$15,000, Arlington County \$10,000, and Montgomery County \$7,500.

The budget for FY 2004 is as follows:

Street Smart FY 2004	
DDOT	\$100,000
Maryland Office of Highway Safety	100,000
Virginia DMV	100,000

Arlington County	10,000
Fairfax County	50,000
Prince George's County	15,000
Montgomery County	7,500
Total	\$382,500

This budget is an increase of \$62,700 over the \$319,800 for the first campaign.

Proposed Activities for FY 2004

As with the first campaign, the bulk of funds will be spent on radio advertising during a four-week period, starting in April 2004. Posters on transit shelters, bus cards, bus backs, metro station posters, brochures, and video public service announcements will complement the radio campaign. Since we have a larger budget, we may run some paid PSA's on cable television. Street Smart will benefit from the experience of last Fall's Think of the Impact pedestrian safety campaign, a separate effort funded primarily by the Federal Highway Administration. We intend to borrow some materials and tactics from that campaign, specifically the brochures and the use of a public relations firm to improve media coverage of the kick-off press conference.

An important goal for the Spring 2004 effort is better coordination with pedestrian-related law enforcement efforts, which research shows will enhance the effectiveness of the media campaign. We will also target media more at the Spanish-speaking population, which is disproportionately affected by pedestrian collisions.

A stack of papers, slightly blurred, with a purple and blue color cast, located in the top-left quadrant of the slide.A blurred image of a clock face, with a pink and purple color cast, located in the top-right quadrant of the slide.

WMATA Marketing

A stack of papers, slightly blurred, with a green and cyan color cast, located in the bottom-left quadrant of the slide.A sharp image of a clock face, with a yellow and orange color cast, located in the bottom-right quadrant of the slide.

November 2003 – March 2004
Plans

Information Anytime

❖ Print: Nov 2003 – March 2004

❖ Publications:

- Washington Express
- Washington Post
- City Paper
- El Tiempo Latino
- La Nacion

- Washington Hispanic

❖ Online:


- OnTapOnline.com
- WashingtonPost.com

❖ In-System:

- Tails, Queens, Interior Bus, Car Cards and Two-Sheets





Sample “Info Anytime” Tail




Information Anytime

Plan your bus or rail trip by calling 202-637-7000 (TTY 202-638-3780) or visit MetroOpensDoors.com.



How, When & Where To Ride  **opens doors** 

Sample – Info Anytime Tail



Information Anytime

Plan your bus or rail trip by calling 202-637-7000 (TTY 202-638-3780) or visit MetroOpensDoors.com.

How, When & Where To Ride  **opens doors** 



Information Anytime - Radio

- ❖ Radio – Dec.30, 2003 – March, 2004
- ❖ Stations include following formats:
 - 60's & 70's
 - Progressive
 - Young Urban
 - Urban
 - Sports
 - Rock
 - News
 - Hot AC

Off-Peak Campaign

- ❖ Print Ads will convey various places that Bus & Rail can take you “off-peak.”
- ❖ Goal is to create campaign with “legs”.
- ❖ Ads will be B/W with Spot color on the Rail and Bus seats.
- ❖ Print ads will start in March and run through June.



Pre-Ad Picture for Off-Peak



Additional Marketing Items

- ❖ New 30s promotion
- ❖ Bi-lingual Bus Schedules
- ❖ Bus-stop Information
- ❖ Bus Map coming soon

