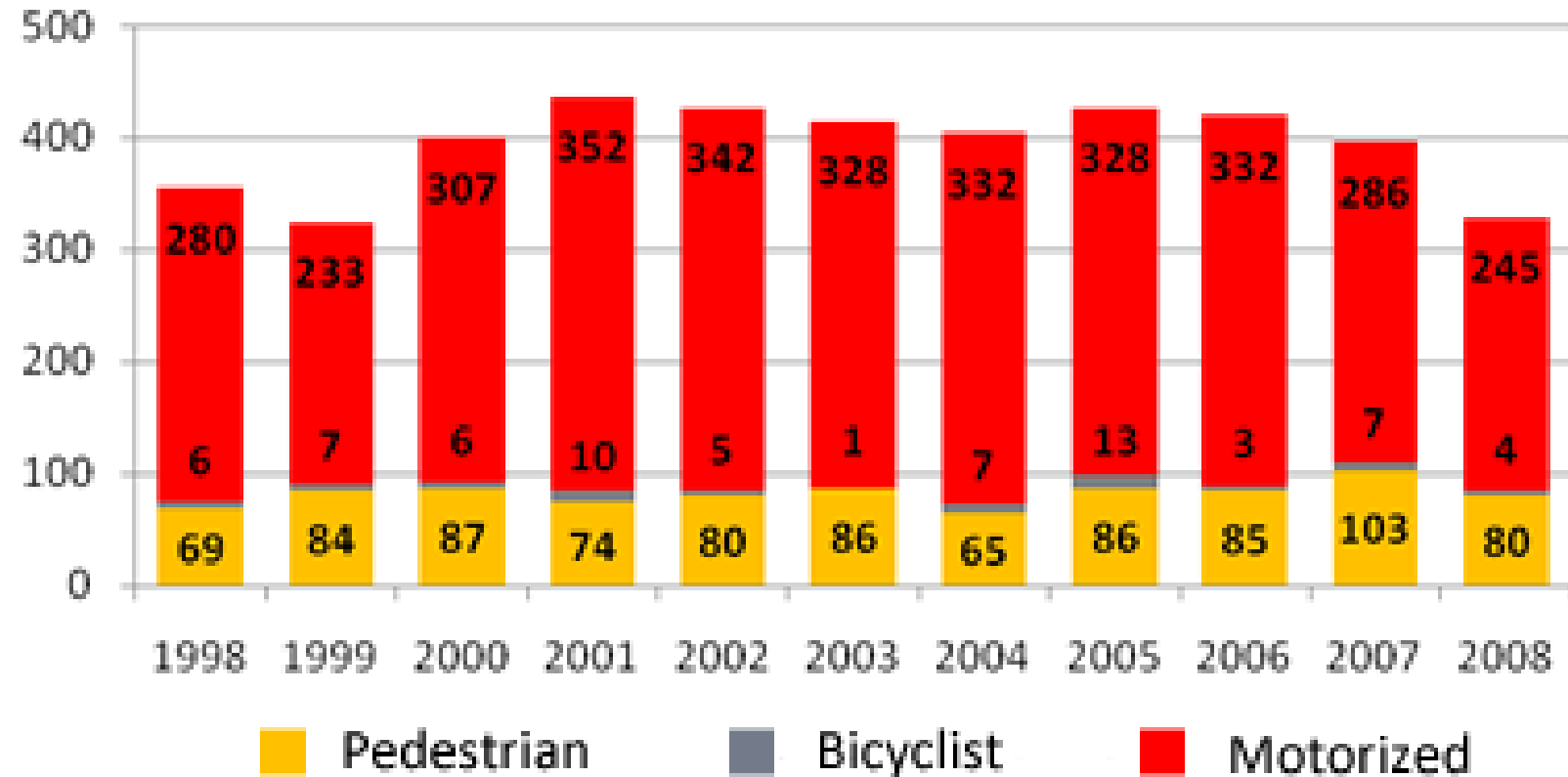


STREET **SMART**

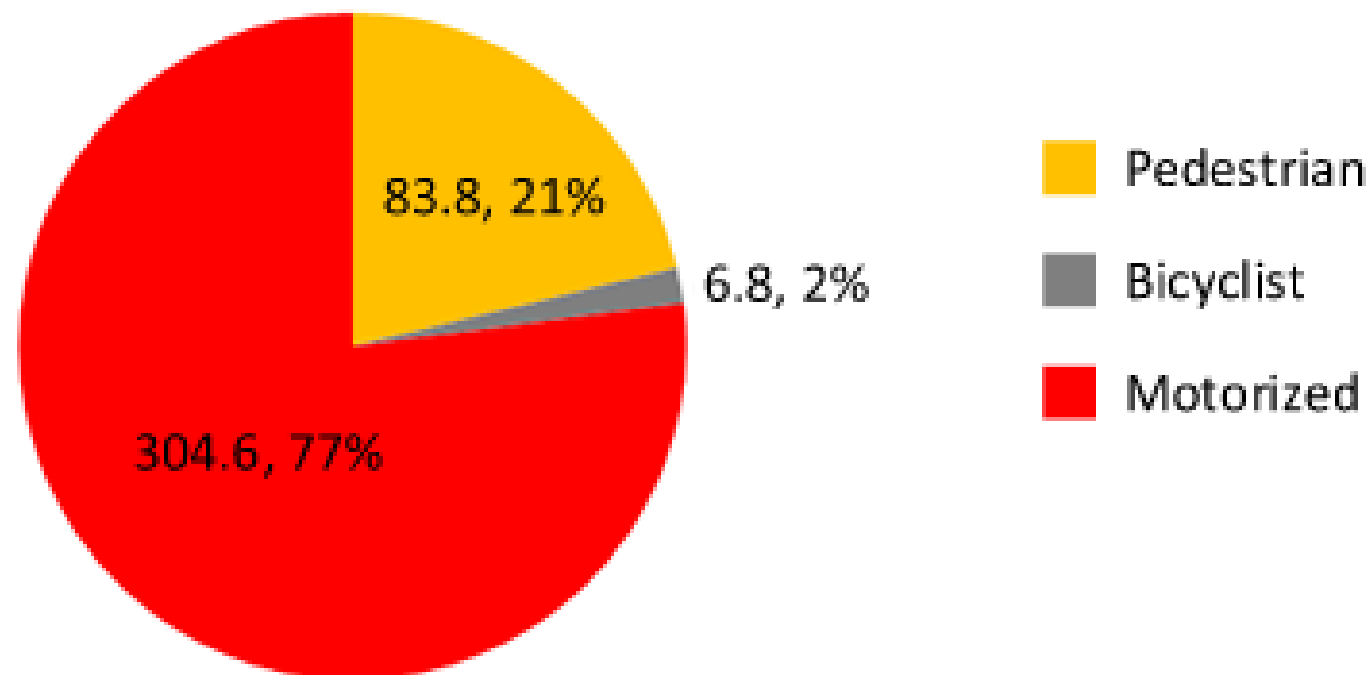
Spring 2010 Campaign Briefing

Bicycle and Pedestrian Subcommittee
3/17/2010, Item #4

Traffic Fatalities in the Washington Region



Annual Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2004-2008



Spring 2010 Campaign

- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Funded by Federal Funds with voluntary matching contributions from WMATA, TPB Member Governments, since Fall 2002
- Run twice annually since 2007
 - Fall and Spring waves
 - November 2009 and March-April 2010
 - November 2009 repeat Spring 2009 materials
- FY 2010 budget \$658,000
 - Spring 2010 \$500,000
- Details at <http://BeStreetSmart.net>

Campaign Dates

March 14 – April 14

Media Objectives

- Educate the audiences (drivers, pedestrians, bicyclists) of pedestrian and bicycle safety and pedestrian safety around buses.
- Inform the audience about *increased law enforcement* enforcing pedestrian and bicycle traffic safety laws.

Spring 2010 Campaign




Be Alert. Be StreetSmart.

Every 8 minutes a life comes to a screeching halt.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia



OBEY Signs and Signals

Ride with Traffic.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia



Cross after the Bus leaves the stop.

Stay alert. Cross safely. Be sure drivers can see you and watch for buses making wide turns.

STREET
SMART
BeStreetSmart.net

Police are enforcing traffic laws!

A public safety program of the District of Columbia, Maryland and Virginia



**USE THE
CROSSWALKS**

CRUCE POR EL PASO DE PEATONES

請走斑馬線過街

건널목을사용하십시오

HÃY ĐI TRONG ĐƯỜNG LẶN
DÀNH CHO NGƯỜI ĐI BỘ

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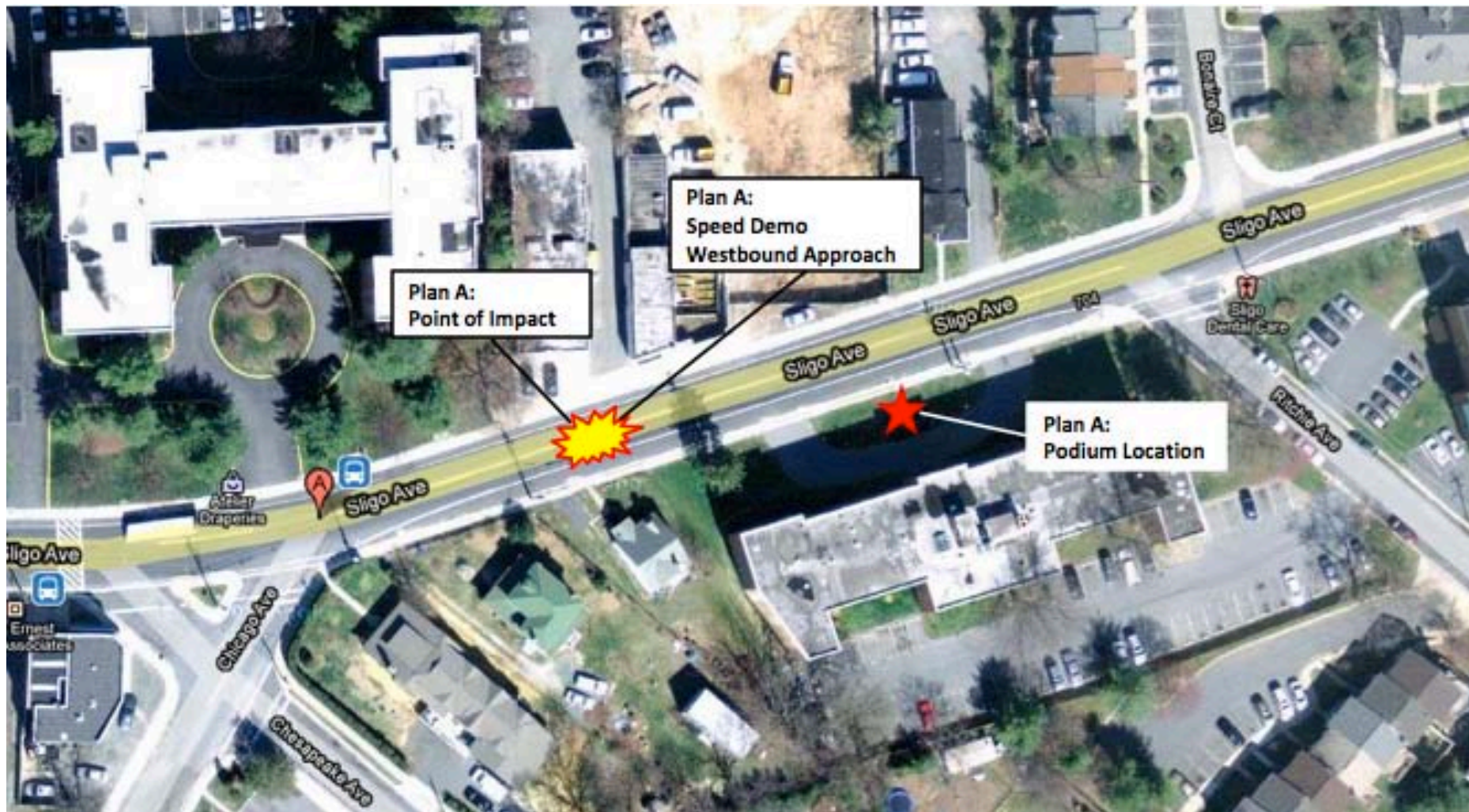
Spring 2010 Media Plan

Press Event / Speed Demo

Date: March 23, 2010

Time: 12:00 p.m.

Location: Sligo Avenue between Ritchie Avenue & Chicago Avenue



What Do We Need Now?

- **Enforcement:** March 14 – April 14
 - Press loves to report it
 - Publicity makes enforcement more effective
 - Funding agencies look for it
- **Enforcement Reporting Form**
 - Funding agencies want data
 - Due May 15th

How Can TPB Member Jurisdictions Help in the Future?

- Financial Support
 - Matches federal money
 - State funding agencies see it as a sign of local commitment
 - We are still accepting voluntary contributions
- Technical Support & Advice
 - Financial contributors serve on the Advisory Group
 - Shape the messages
 - Provide information
- Concurrent Law Enforcement
- Host press event
- Distribute/post materials
- Carry out their own 3 “E” Safety Programs



Funding, 2002-2010

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009	Fall 2009 & Spring 2010 (to date)
DDOT*	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$200,000	\$200,000	\$200,000
DC MPD*			\$80,000		\$30,000			
Maryland SHA*	\$115,000	\$100,000	\$58,000	\$50,000	\$100,100	\$130,300	\$130,000	\$143,000
Virginia DMV*	\$100,000	\$100,000	\$75,000	\$100,000	\$75,000	\$100,000	\$100,000	\$100,000
WMATA						\$150,000	\$150,000	\$150,000
Local Government Contributions	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$65,100
Private Sponsorship					\$10,000			
Grand Total	\$415,000	\$390,000	\$393,000	\$341,300	\$428,800	\$738,800	\$700,600	\$658,100

* Federal pass-through



Local Government Contributions

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010 (to date)
City of Alexandria	\$5,000	\$5,000	\$5,000	\$6,800	\$6,800	\$6,800	\$6,800	\$7,000
Arlington County		\$10,000	\$10,000	\$10,100	\$10,100	\$10,100	\$10,300	\$10,300
City of Bowie								
Charles County, urbanized area								
City of College Park							\$600	
City of Fairfax				\$1,100				
City of Frederick								
City of Falls Church				\$500	\$500			
Fairfax County	\$50,000	\$50,000	\$50,000	\$52,800	\$52,800	\$52,800	\$54,800	\$5,000
Frederick County								
City of Gaithersburg						\$3,100	\$3,100	
City of Greenbelt				\$500				
Loudoun County								
City of Manassas								
City of Manassas Park				\$700		\$700		
Montgomery County	\$45,000	\$10,000	\$10,000	\$10,000	\$40,600	\$45,000	\$45,000	\$42,000
Prince George's County		\$15,000	\$5,000	\$5,000		\$37,100		
Prince William County								
City of Rockville				\$2,900	\$2,900	\$2,900		
City of Takoma Park				\$900				\$800
Total Local	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$65,100



Suggested FY 2011 Contributions

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/// SMART