

ITEM 11 - Information

September 19, 2007

Update on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

Staff

Recommendation: Receive briefing on the evaluation of the 2007 Spring campaign and the status of the funding and planning for the Fall 2007 and Spring 2008 campaigns.

Issues: None

Background: At the May 16 meeting, the Board was briefed on the Spring 2007 Street Smart campaign and on a proposal for funding the FY 2008 campaign, which would include two phases, one in the Fall 2007 and one in the Spring 2008.

National Capital Region Transportation Planning Board

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Item 11

MEMORANDUM

TO: Transportation Planning Board

FROM: Michael Farrell, Transportation Planner
Department of Transportation Planning

DATE: September 12, 2007

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety Campaign: Results of the Spring 2007 Campaign, and Funding Status for FY 2008

Introduction

This memorandum will review the background of the Street Smart campaign, describe the activities and results of the Spring 2007 campaign, and discuss the funding status and proposed activities for the FY 2008 campaign.

Background

The Washington region has an average of approximately 2,800 pedestrian injuries and 85 fatalities per year, about one-quarter of all traffic fatalities in the region. To change motorist and pedestrian behavior, and ultimately reduce pedestrian and bicyclist deaths and injuries, the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety campaign known as Street Smart in 2002. The campaigns have consisted of waves of radio, transit, and Internet advertising directed at motorists and pedestrians, with concurrent pedestrian-related law enforcement to reinforce the message. Previous waves ran in October 2002, April 2004, June 2005, March-April 2006, and March-April 2007.

Funding for the campaign has come from TPB member contributions, federal funding provided through the states, and private sponsorship.

The Spring 2007 Campaign

The Spring 2007 campaign ran from March 18 to April 14, and included transit advertising directed at pedestrians, radio advertising directed at motorists, safety hand-outs and posters for all audiences, Web advertising (new in 2007) directed at young male drivers, and an improved Web site, <http://streetsmart.mwcog.org>. Sample materials from the campaign are attached.

Continued...

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A kick-off media event for the Spring 2007 Street Smart campaign was held on March 20 at Thomas Circle in Washington, D.C. The location provided an opportunity to examine recent improvements to Thomas Circle to enhance pedestrian safety. A number of regional leaders spoke, including:

- Hon. Adrian M. Fenty, Mayor, District of Columbia
- Hon. Catherine M. Hudgins, Supervisor, Fairfax County Board of Supervisors
- Hon. Isiah "Ike" Leggett, County Executive, Montgomery County
- Hon. Christopher Zimmerman, Board Member, Arlington County Board
- Edward B. Cohen, Vice President Government and Industry Affairs, Honda North America, Inc.
- Cathy L. Lanier, Chief, Metropolitan Police Department, District of Columbia
- Emeka C. Moneme, Director, District Department of Transportation
- Jack Requa, Chief Operating Officer for Bus, Washington Metropolitan Area Transit Authority

Media, including live television news crews, provided extensive coverage of the speakers and law enforcement activities conducted at Thomas Circle during the kickoff event.

Concentrated law enforcement activities were also conducted during the course of the campaign. Fifteen of the region's law enforcement agencies distributed 50,000 pedestrian safety hand-outs. Hundreds of pedestrian-related citations and warnings were issued by area police departments during the campaign period.

In addition to paid media, the estimated value of free advertising and media attention earned through public relations efforts came to \$367,000. Television, print, and radio outlets covered the campaign extensively.

Campaign Results

Pre and post-campaign surveys of 300 area motorists showed that:

- Recognition of the campaign slogan "Flesh vs. Steel: It's No Contest" increased from 5% to 14%
- Fewer respondents reported having to "swerve to avoid a pedestrian in the last 7 days", down to 14% from 32% in 2002
- Fewer respondents reported frequently observing motorists failing to yield to pedestrians, down to 52% from 76%.

Survey results have demonstrated that the public is hearing and remembering campaign messages. Since the campaign started in 2002, reported levels of behaviors such as walking into the street without regard to traffic, and failing to yield to pedestrians at crosswalks, have decreased.

Further details on the campaign activities, press coverage, and results are included in the Annual Report and Campaign Summary.

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Funding Status FY 2008 (Fall 2007 and Spring 2008)

When the TPB was last briefed on the campaign at the May 16, 2007 meeting, the Board asked staff to explore expanding the campaign to twice per year, to coincide with the changes between Standard Time and Daylight Savings Time. At least \$600,000 is needed for such a biannual campaign, in comparison to the \$428,800 for the single Spring 2007 campaign. Previously, Arlington County offered to double its contribution for FY 2008 to \$20,200 (see attached letter), provided other TPB members also increased their contributions.

As of now, the region is on track to exceed the funding goal of \$600,000. This goal has been achieved by new, sustained, or increased pledges from the following sources:

- TPB Member Governments: \$169,500 in local government funding has been projected to date for FY 2008, up from \$113,700 in FY 2007.
- Washington Metropolitan Area Transit Authority: WMATA has pledged to contribute direct funding for the first time, a total of \$150,000.
- Federal Funds Passed through the States: Federal funding from the States is projected to increase by \$30,000 to \$335,100.
- Private Sector Contributions: For FY 2008, TPB staff, with the expert advice of the project consultant team, will work to increase private sector contributions to the program. In FY 2007, Street Smart received its first-ever private sector contribution, \$10,000 from Honda North America, Inc.

The current total projected budget for FY 2008 is \$654,600, in comparison to \$428,800 for FY 2007.

Next Steps

It is proposed to run two separate 2-3 week media waves in FY 2008. A Fall 2007 wave would take place in November, in conjunction with the change to Standard Time. It would once again use the theme and materials developed for the Spring 2007 campaign. A second media wave would take place in Spring 2008, developing and using a new theme and materials to convey a fresh message.

Outlook

The success of campaigns such as Street Smart depends upon the reinforcement of campaign messages over many years. It is hoped that the Street Smart campaign can be sustained in future years to ensure long-run impacts on safety.

Attachments:

- Arlington County Letter
- Sample Campaign Materials



TONI COPELAND
CLERK TO THE
COUNTY BOARD

ARLINGTON COUNTY, VIRGINIA

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March 27, 2007

Ms. Catherine Hudgins
National Capital Region Transportation Planning Board
777 North Capitol Street NE Suite 300
Washington, D.C. 20002

Dear Ms. Hudgins:

Thank you for your letter requesting a contribution from Arlington for the 2008 Street Smart program. I agree that the program has been successful and Arlington has been a strong supporter of the program since its inception. Arlington feels that it is time to expand the program, with all jurisdictions not only meeting the current level of suggested contribution, but significantly increasing local contributions to the program.

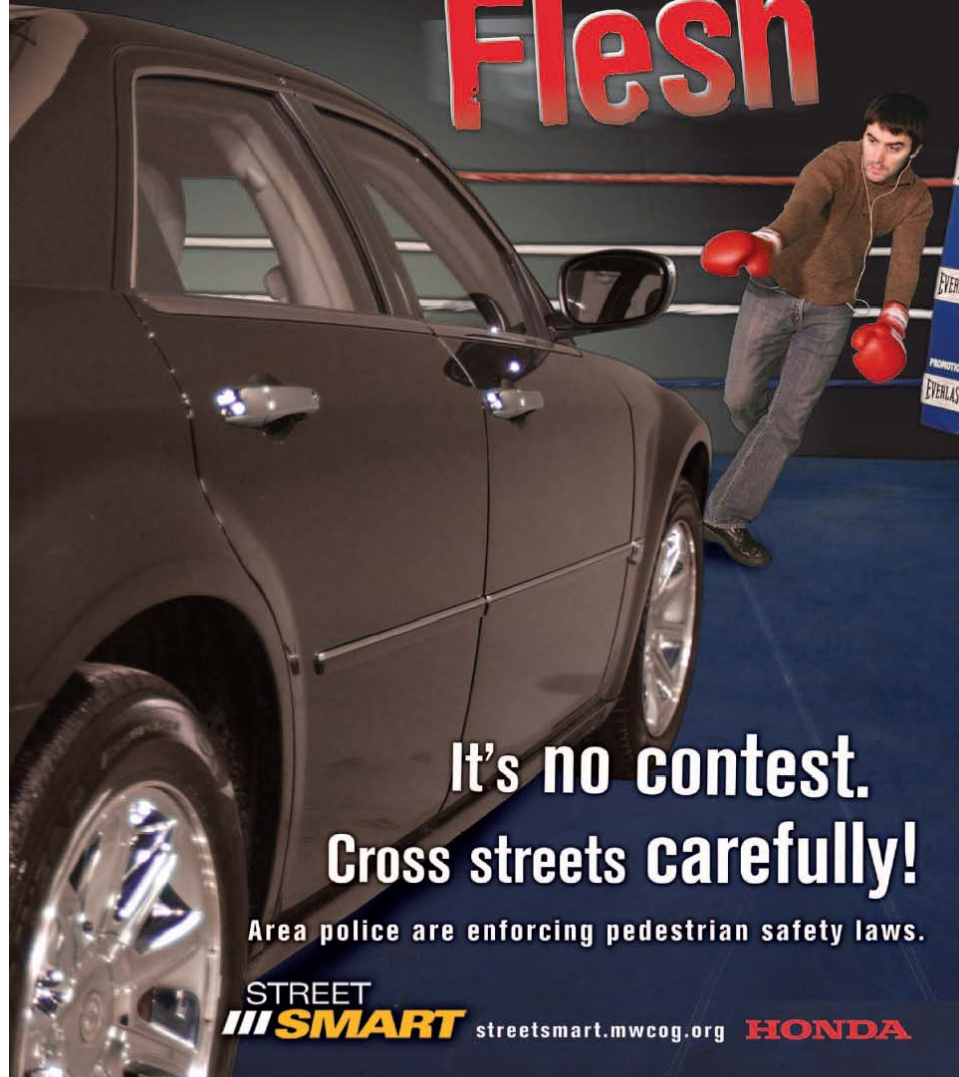
Arlington is willing to double our contribution to the Street Smart program to \$20,200 if other jurisdictions in the region will also increase their contributions. Conversely, if other jurisdictions are not willing to meet the minimal per capita contributions of the current program, Arlington will have to review our willingness to participate in the program.

If we are going to improve the safety of pedestrians and bicyclists in the region a significant expansion of the Street Smart program is needed. Arlington's representative to the Transportation Planning Board (TPB), Chris Zimmerman, is planning to raise this matter at a future TPB meeting and I hope that others in the region will share Arlington's commitment to creating a safer region.

Sincerely,

Paul Ferguson
Chairman

Steel vs Flesh



It's no contest.
Cross streets carefully!

Area police are enforcing pedestrian safety laws.

STREET
/// **SMART** streetsmart.mwcog.org **HONDA**



**USE THE
CROSSWALKS**

**CRUCE POR
EL PASO
DE PEATONES**

**DON'T GAMBLE WITH YOUR LIFE
LOOK BEFORE CROSSING**

**NO JUEGUE CON SU VIDA
MIRE ANTES DE CRUZAR**

LOOK LEFT, RIGHT, LEFT.



PRIMERO MIRE
A LA IZQUIERDA

DEPUÉS A LA
DERECHA



Y OTRA VEZ
A LA IZQUIERDA

STREET
SMART
www.streetsmart.mwcog.org

HONDA

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

SAFETY TIPS

For Drivers, Pedestrians, and Bicyclists

FOR DRIVERS:



- /// Stop for pedestrians at crosswalks.



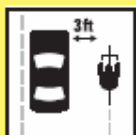
- /// Slow down and obey the posted speed limit.



- /// Look before opening your door.



- /// Be careful when passing stopped vehicles.



- /// Allow 3 feet when passing bicyclists.

**STREET
SMART**

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

FOR PEDESTRIANS:



- /// Cross the street at marked crosswalks and intersections.



- /// Before crossing, look left, right, then left again.



- /// Use pedestrian pushbuttons.



- /// Begin crossing the street on "Walk" signal.



- /// Stay visible after dark and in bad weather.



- /// Watch out for trucks and buses backing out of parking spaces and driveways.

FOR BICYCLISTS:



- /// Obey all regulatory signs and traffic lights.



- /// Never ride against traffic. Ride with traffic to avoid potential accidents.



- /// Use hand signals to tell motorists what you intend to do.



- /// Ride in a straight line to the right of traffic and about a car door width away from parked cars.



- /// Always wear a helmet. Helmets dramatically reduce the risk of head injury in a bicycle accident.



- /// Use lights at night and when visibility is poor.

**PEDESTRIANS and CYCLISTS should WATCH for TURNING vehicles.
MOTORISTS MUST YIELD to CYCLISTS and PEDESTRIANS when TURNING.**