

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2022 Campaign

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Transportation Safety Subcommittee
Item 3

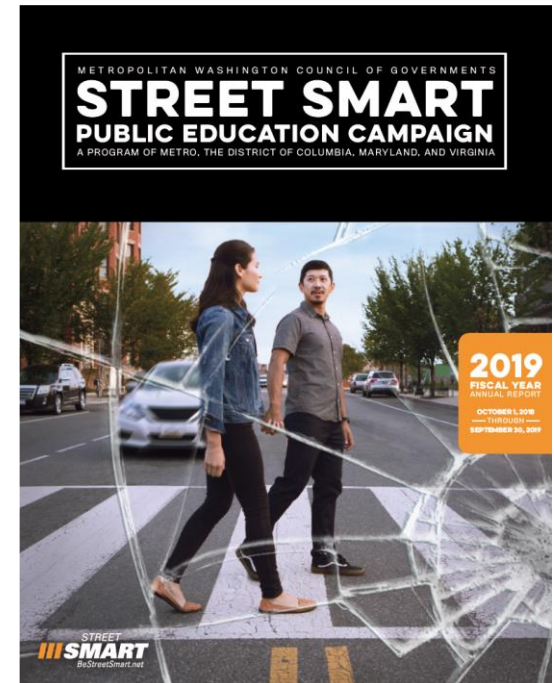
February 14, 2023



What is Street Smart?



- Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
 - Paid and Earned Media
- Waves of Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
 - Direct Outreach
- Since Fall 2002
 - Advisory Group
- Direct Outreach Events
- Concurrent law enforcement
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - FY 2023 Budget – \$840k for consultant, ad placement



Too Many Pedestrian Deaths

- In 2021, there were 93 pedestrian and 7 bicyclist fatalities, compared to 94 pedestrian and 5 bicycle fatalities in 2020, 88 and 5 in 2018
- 28% of the region's traffic fatalities were bicyclist or pedestrian

2021	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	5	0	1	14	0	0	0	1	7	2	1	10	35	17	93
Bicyclist	0	0	0	3	0	0	0	0	1	0	0	0	0	3	7
All traffic	7	4	1	50	0	8	1	1	32	18	23	43	130	40	358
CRASHES															
Pedestrian	46	91	9	144	7	41	7	1	70	41	46	311	448	732	1,994
Bicyclist	14	33	2	53	2	31	3	1	27	18	18	124	92	413	831

Press Event

Washington, DC

November 17, 2022

SPEAKERS:

Mayor Muriel Bowser, Washington, D.C.
Everett Lott, Director, District Department
of Transportation

Aiden Wilkes, Eagle Academy Student
Chuck Bean Executive Director,
Metropolitan Washington Council of
Governments

Helen Harris, Personal Story, Crash Survivor
Assistant Chief Jeffery Carroll, Metropolitan
Police Department of Washington, D.C

John Saunders, Director, DMV's Virginia
Highway Safety Office

Chrissy Nizer, Maryland Motor Vehicle
Administrator



Press Event



Testimonial Wall Tour



Testimonial Wall Tour



Date	Venue	City
Nov. 17	Street Smart Launch Event	Washington, DC
Nov. 18-19	DC DMV Southwest Service Center	Washington, DC
Nov. 20	Mall at Prince George's County	Hyattsville, MD
Nov. 29	George Mason University	Fairfax, VA
Dec. 3-4	Westfield Wheaton Mall	Wheaton, MD
Dec. 17-18	Westfield Montgomery Mall	Bethesda, MD

The testimonial wall spread our message and engaged a broad audience, generating:

- **50,961** impressions
- **21,990** engagements

While visiting, 86 people took our survey:

- **90%** reported the activation made them more aware of local pedestrian safety issues.
- **92%** said they will be more careful to stop for pedestrians if driving after engaging at the event.

Enforcement Activations



LAW ENFORCEMENT ACTIVATIONS

Enforcement Activations

Date	Venue	Jurisdiction
Nov. 10	Arlington County PD <i>12th Street S and S. Rolfe Street</i>	Virginia
Nov. 14	Montgomery County PD <i>Georgia Ave and Price Road</i>	Maryland
Nov. 15	Metropolitan PD <i>Martin Luther King, Jr. Ave and V Street, SE</i>	Washington, DC
Nov. 16	Metropolitan PD <i>1200 Bladensburg Road, NE</i>	Virginia
Nov. 17	Metropolitan PD <i>Wheeler and Varney Streets</i>	Washington, DC
Nov. 22	Alexandria PD <i>3100 - 3900 Potomac Ave</i>	Virginia
Nov. 22	Montgomery County PD <i>Briggs Chaney and Robey Road</i>	Maryland
Nov. 29	Alexandria PD <i>4600 - 5000 Seminary Road</i>	Virginia

Enforcement Activations

Date	Venue	Jurisdiction
Dec. 1	Arlington County PD <i>5900 Block of Little Falls Road</i>	Virginia
Nov. 7 – Dec. 4 (various dates)	Prince William County PD <i>Sudley Road between I-66 and Rixlew Ave.</i> <i>Prince William Parkway between I-95 and Minnieville Road</i> <i>Richmond Highway between Mary's Way and Powell's Creek Blvd.</i>	Virginia
Dec. 6	Fairfax County PD <i>Route 1 and Lockheed Blvd.</i>	Virginia

Fall Enforcement Results



More than 99.6% of enforcement actions aimed to correct driver behavior.

	Citations	Warnings	Arrests	TOTAL
TOTAL	3,499	1,461	925	5,885

Reported by Montgomery County PD, Prince William County PD, Metropolitan PD, Arlington PD, Alexandria PD and Fairfax County PD.

Earned Media Results



EARNED MEDIA RESULTS



Earned Media Results

	News Stories	Publicity Value	Estimated Potential Reach / Ratings
Broadcast	37	\$691,911	1,622,007
Online	10	\$389,063	8,412,179
TOTAL	47	\$1,080,974	10,034,186

Coverage Highlights

WUSA 9 News Weather Sports VERIFY WUSA 9+ WUSA 9

ADVERTISE WITH US GET UP DC CONTESTS ENVIRONMENT WASHINGTON CO

DC mayor discusses plans with Street Smart campaign

Bowser was joined by other city officials to speak on the new campaign that comes as a result of the DC Build Back Better Infrastructure Task Force report.

- Connecticut Ave NW
- New York Ave NE
- North Capitol Street
- Blair Road NW
- Wheeler Road SE

abc7 NEWS ON YOUR SIDE NEWS WEATHER CHIME IN I TEAM SPORTS WATCH

District Street Safety Campaign

by 7NewsDC | Wednesday, December 14th 2022

LOCAL WOMAN JOINS CAMPAIGN TO SPREAD AWARENESS ABOUT STREET SAFETY

Streetsmart

Washington ABC7 — Recent data shows 93 pedestrians, and 7 bicyclists were killed in traffic crashes last year on DC Roadways. Helen Harris, Campaign Spokesperson for Street Smart shared how

Coverage Highlights

The screenshot shows the WUSA9 website header with navigation links for News, Weather, Sports, and VERIFY. Below the header, there are links for ADVERTISE WITH US, GET UP DC, CONTESTS, ENVIRONMENT, and WASHINGTON CO. The main article is titled "Safety advocates beg drivers to slow down as pedestrian deaths rise" under the TRAFFIC category. The text states: "There have been at least nine pedestrian deaths in the region in the month of November." Below the text is a video player showing a memorial scene with flowers, a candle, a coffee cup, and a pumpkin on a sidewalk. A play button is overlaid on the video.

The screenshot shows the wtopnews website header with navigation links for News, Traffic, and Weather, and a Login button. The main article is titled "Fall safety tips for pedestrians, drivers, cyclists as daylight wanes". Below the title, the author is listed as Kristi King with the email kking@wtop.com and the date November 17, 2022, 8:01 PM.

Paid Media





Campaign Details

- 175 bus tails + 25 bonus tails; 350 bonus interior cards on Metrobus
- DC Metro Region
- 11/14 through 12/11

Estimated Impressions for 4 weeks

- 175 bus tails: 5,923,654
- 25 bonus bus tails: 846,236
- 350 interior cards: 1,242,500

As of 1/31 there were still 57 bus tails up and 48 interior cards still posted.



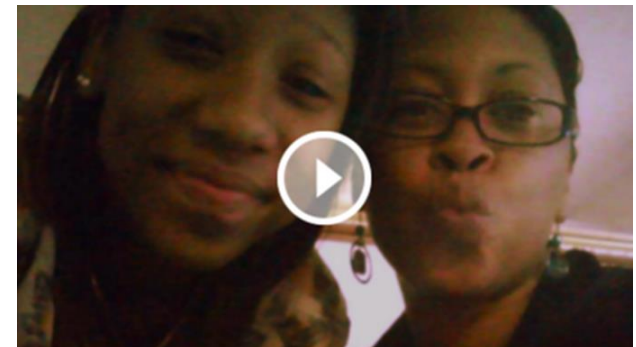
Digital Ads

Campaign Details

- 15- and 30-second TV spots on YouTube and Google Display Network
- DC Metro Region
- 11/21 through 12/11

Performance

- 6,271,534 impressions served (skippable)
- 4,327,073 completed video views
- 3,031,777 involvements (*the combination of active engagements [likes, retweets, etc.], 70% skippable video completions, and 50% clicks*)
- 68% view rate, up from 35.64% in FY21
- 48% involvement rate, up from 25.02%



Over the Top/Connected TV

- Targeted ads on streaming services and connected devices
- DC Metro Region
- 11/21 through 12/11
- 2,688,768 impressions
- 2,544,272 video views (95% completion rate)

A one-question survey was delivered to those who previously viewed a Street Smart Ad.

“When driving, are you more careful to stop for pedestrians than you were a month ago?”

- 309 total responses
 - 48 responded “Yes”
 - 8 responded “No”
 - 253 responded with “No change”

Donated Media

- 24 bus cards and 5 bus tails – City of Fairfax CUE
- 156 bus cards – Arlington’s ART
- 220 bus cards – Alexandria’s DASH
- 700 bus cards - Fairfax County
- 13 shelters, 12 digital shelters, 8 Junior Posters – DDOT/Clear Channel
- 116 bus cards and 1 tail – DC Circulator
- 120 bus cards – OmniRide/PRTC
- 6 bikeshare kiosk posters – Prince George’s County
- 30 bus cards – TransIT Frederick Co.



Evaluation Survey

- 601 respondents for benchmark survey during December 7 - 17, 2021
- 600 respondents for post-campaign survey during December 12 - 23, 2022
- Geographically and demographically representative
- Driver and pedestrian segments

Survey Results

The #1 source for pedestrian, driver and cyclist safety information/messages was **news stories**.

Base: Aware of Ads/News Stories	Total Dec 2022 N=349 % (B)
News Story	49 ^A
Television commercial	27
YouTube	23
Ad at a bus stop or bus shelter	19
Facebook	18
Website	18
Inside a bus or Metro car	17
Ad on the back of a bus	17
Ad on the side of a bus	16
Internet ad	16
Twitter	11
School	7
Brochure	4

Aided Awareness

The respondents were shown the ads one at a time and asked if they recalled seeing each one in the past month. **50%** of the respondents recalled seeing at least one of the print and/or video ads. This was an **increase from 46%** reported in 2021.

Base: Total Respondents	Total Dec 2021 N=601 % (A)	Total Dec 2022 N=600 % (B)	Driver Dec 2021 N=522 % (C)	Driver Dec 2022 N=473 % (D)	Pedestrian Dec 2021 N=79 % (E)	Pedestrian Dec 2022 N=127 % (F)
NET (Saw at least one OUTDOOR or VIDEO ad)	46	50	46	48	48	55
NET (Saw at least one OUTDOOR ad)	42	43	42	41	41	53
NET (Saw at least one VIDEO ad)	34	29	35	30	29	25

By Jurisdiction	MD Dec 2021 N=252 % (A)	MD Dec 2022 N=228 % (B)	VA Dec 2021 N=249 % (C)	VA Dec 2022 N=222 % (D)	DC Dec 2021 N=100 % (E)	DC Dec 2022 N=150 % (F)
NET – Saw at least one OUTDOOR or VIDEO ad	52	48	34	42	61	64
NET – Saw at least one OUTDOOR ad	48	43	29	34	59	58
NET – Saw at least one VIDEO ad	40 ^B	30	24	22	45	38

Q.19D) Have you seen this ad in the past month?

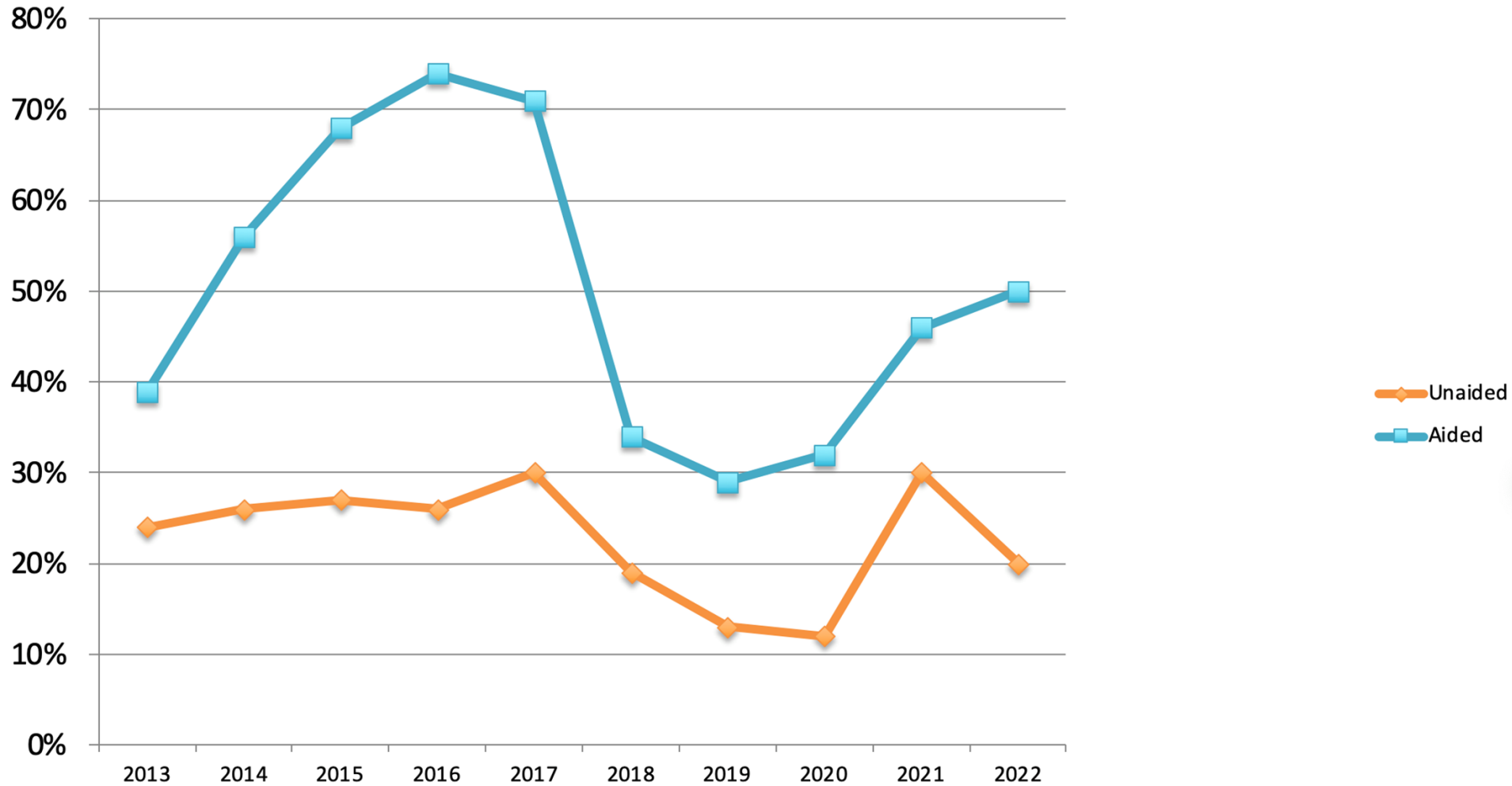
Unaided Awareness

Asked without any visual aid, **20%** of respondents said they recalled seeing “Street Smart” advertising in 2022. This was significantly lower than the **30%** reported in 2021 due to a decrease in Driver recall.

Base: Total Respondents	Total Dec 2021 N=601 % (A)	Total Dec 2022 N=600 % (B)	Driver Dec 2021 N=522 % (C)	Driver Dec 2022 N=473 % (D)	Pedestrian Dec 2021 N=79 % (E)	Pedestrian Dec 2022 N=127 % (F)
Yes	30 ^B	20	32 ^D	19	19	22
No	46	54 ^A	46	56 ^C	47	46
Not sure	24	26	22	25	34	31

Q.19A) Do you recall seeing any advertising for the Street Smart pedestrian or bicycle safety campaign in the past few months?

Long Run Trend



Conclusions

- Overall, people recalling at least one of Street Smart's ads slightly increased.
- News stories and outdoor (bus/transit) ads were determined as important sources for pedestrian safety information/messaging.
- People self-reported better driving and crossing behaviors.

Next Steps

- Carry out Spring 2023 Campaign (April 24-May 21) Using the Existing Creative
- Consider developing new campaign creative for FY 2024
- Carry out a literature review of available non-copyrighted creative

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