

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

## FY 2017 Recap and Fall 2017 Plan

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Item 2  
Access for All Advisory Committee  
September 28, 2017



# The Problem

- In 2016, there were 71 pedestrian and 10 bicyclist fatalities in the Washington region
- 29% of the 279 total traffic fatalities were pedestrians or bicyclists
- Disadvantaged, inner-suburban communities were disproportionately affected

<b>2016 Fatalities</b>	Alexandria City	Arlington Co.	Charles Co.	Fairfax City	Fairfax Co.	Falls Church City	Frederick Co.	Loudoun Co.	Manassas City	Manassas Park City	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	TOTAL
<i>Pedestrian</i>	2	0	4	1	16	0	0	4	0	0	9	22	4	9	<b>71</b>
<i>Bicyclist</i>	0	0	3	0	0	0	0	0	0	0	2	3	1	1	<b>10</b>
<i>All Traffic</i>	4	1	29	4	35	0	16	12	0	0	40	80	30	28	<b>279</b>

# What is Street Smart?

- Street Smart focuses on Education through Mass Media

- One media campaign for one media market
- Multi-year “Tired Faces” Creative
- <http://bestreetsmart.net>

- Concentrated waves of Radio, Television, Gas Station, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior

- Fall and Spring Waves

- Since Fall 2002

- Supported by concurrent law enforcement

- Funded by:

- Federal Funds administered by DC, Maryland, and Virginia
- WMATA
- TPB Member Governments - COG dues (63k)
  - Covers project administration
- FY 2017 Budget – \$775k for consultant, ad placement
  - Increase from 760k for FY 2017



STREET  
**SMART**  
BeStreetSmart.net

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

# STREET SMART PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET NE, SUITE 300  
WASHINGTON, DC 20002

MWCOG.ORG

STREET  
**SMART**  
BeStreetSmart.net

**2016**  
FISCAL YEAR  
ANNUAL REPORT

10/01/15  
— THROUGH —  
9/30/16



PREPARED BY  
SHERRY MATTHEWS, INC.



Metropolitan Washington  
Council of Governments

# Press Events



# Paid Media

- Outdoor
  - Bus Tails
  - Pumptoppers
- Television
- Digital





**Some mistakes  
you can't take back.**

Look twice for people crossing.

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

STREET  
SMART  
BeStreetSmart.net



**You can't fix a pedestrian  
at a body shop.**

Slow down and watch for pedestrians.

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

STREET  
SMART  
BeStreetSmart.net



**You never know  
who you'll run into.**

Yield to pedestrians when turning.

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

STREET  
SMART  
BeStreetSmart.net



**Los peatones no  
tienen bolsas de aire.**

Reduce la velocidad. Atento a los peatones.

Programa de seguridad pública de Metro, Distrito de Columbia, Maryland y Virginia.

STREET  
SMART  
BeStreetSmart.net

DRIVER  
TARGETED  
EXTERIOR  
BUS ADS



**Bicycles don't come  
with bumpers.**

Give cyclists room to ride.

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

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BeStreetSmart.net

# Street Teams





# Pedestrian Alert Zones/ Enforcement Activations



Yard Signs



Street Team



Enforcement Activation

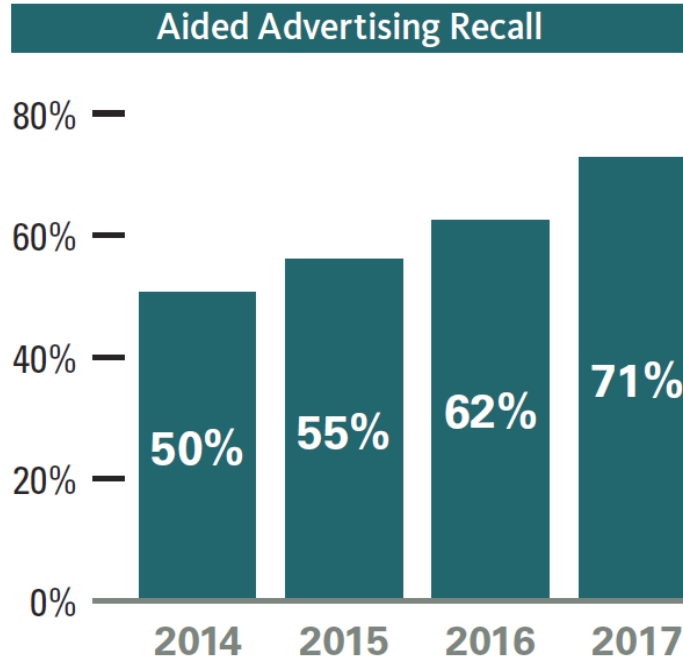


Sidewalk Graphics  
8/zone

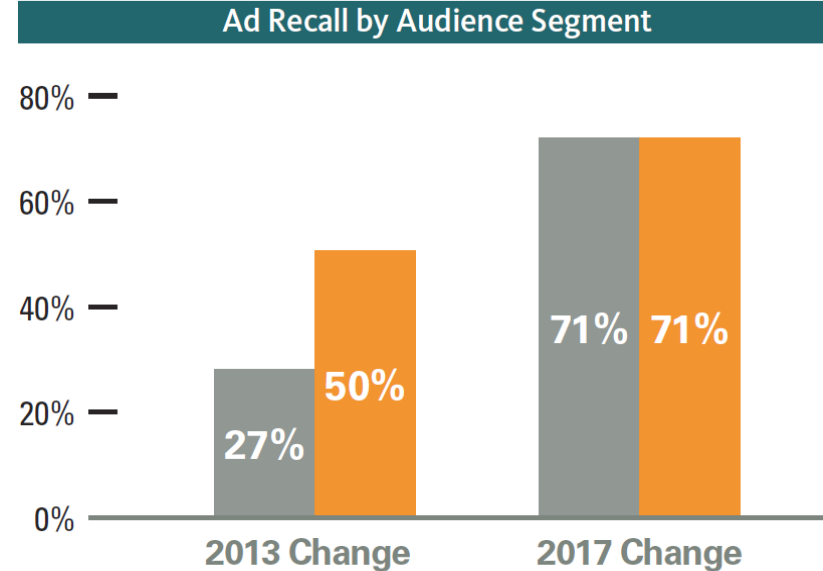
# Evaluation Survey

- Pre and post Spring 2017 campaign wave
  - Pre: March 28 – March 31
  - Post: May 16 – May 22
- On-line survey
- Drivers and Pedestrians
- 300 respondents
- Representative Sample (DC, MD, VA)
- Results:
  - 71% baseline awareness was unchanged pre and post
  - After 5 years of advertising a high baseline awareness
  - Low Spring 2017 budget (due to new ad development cost)
  - Unaided awareness increased from 23% to 30%
  - No difference between drivers and pedestrians (closed gap)

# Evaluation Survey



*While aided recall did not increase between the two spring survey waves, pre-campaign awareness started at an all-time high.*



*The gap between driver and pedestrian advertising recall has been incrementally closing since 2013.*

- Driver recall
- Pedestrian recall

# Campaign Value

- Earned Media
  - Added Value
  - Donated Media
- 
- \$3 million in overall campaign value on a budget of \$840,000\*

<b>TOTAL CAMPAIGN VALUE</b>	
Earned Media Publicity Value	\$1,057,422
Paid Media Added Value	\$452,682
Donated Media Value	\$675,126
Campaign Budget	\$840,000
<b>CAMPAIGN VALUE</b>	
	<b>\$3,025,230</b>

# New Ads: "Shattered Lives"



**SPEEDING  
SHATTERS  
LIVES.**

Stop for people crossing.

# “Shattered Lives”



**LIVES  
SHATTER  
ON IMPACT.**

Give 3 feet when passing bikes.

# “Shattered Lives”



**LIVES ARE  
EASILY  
BROKEN.**

Look before you turn.

# “Shattered Lives”



**YOUR  
LIFE IS  
FRAGILE.**

Use the crosswalk.



# English and Spanish

**YOUR LIFE  
IS FRAGILE.**

Use the crosswalk.



**SU VIDA  
ES FRÁGIL.**

Use el cruce de peatones.



# English and Spanish

**SPEEDING  
SHATTERS  
LIVES.**

Stop for people crossing.



**LA VELOCIDAD  
DESTROZA  
VIDAS.**

Pare para los peatones.



# English and Spanish

**LIVES  
SHATTER  
ON IMPACT.**

Give 3 feet when passing bikes.



**EL IMPACTO  
DETRUYE  
VIDAS.**

Rebase con 3 pies de distancia.



# English and Spanish

**LIVES ARE  
EASILY  
BROKEN.**

Look before you turn.



**STREET  
SMART**  
BeStreetSmart.net

**UNA VIDA SE  
DESTROZA  
FÁCILMENTE.**

Ceda el paso a los peatones al dar vuelta.



**STREET  
SMART**  
BeStreetSmart.net

# Fall 2017 Schedule

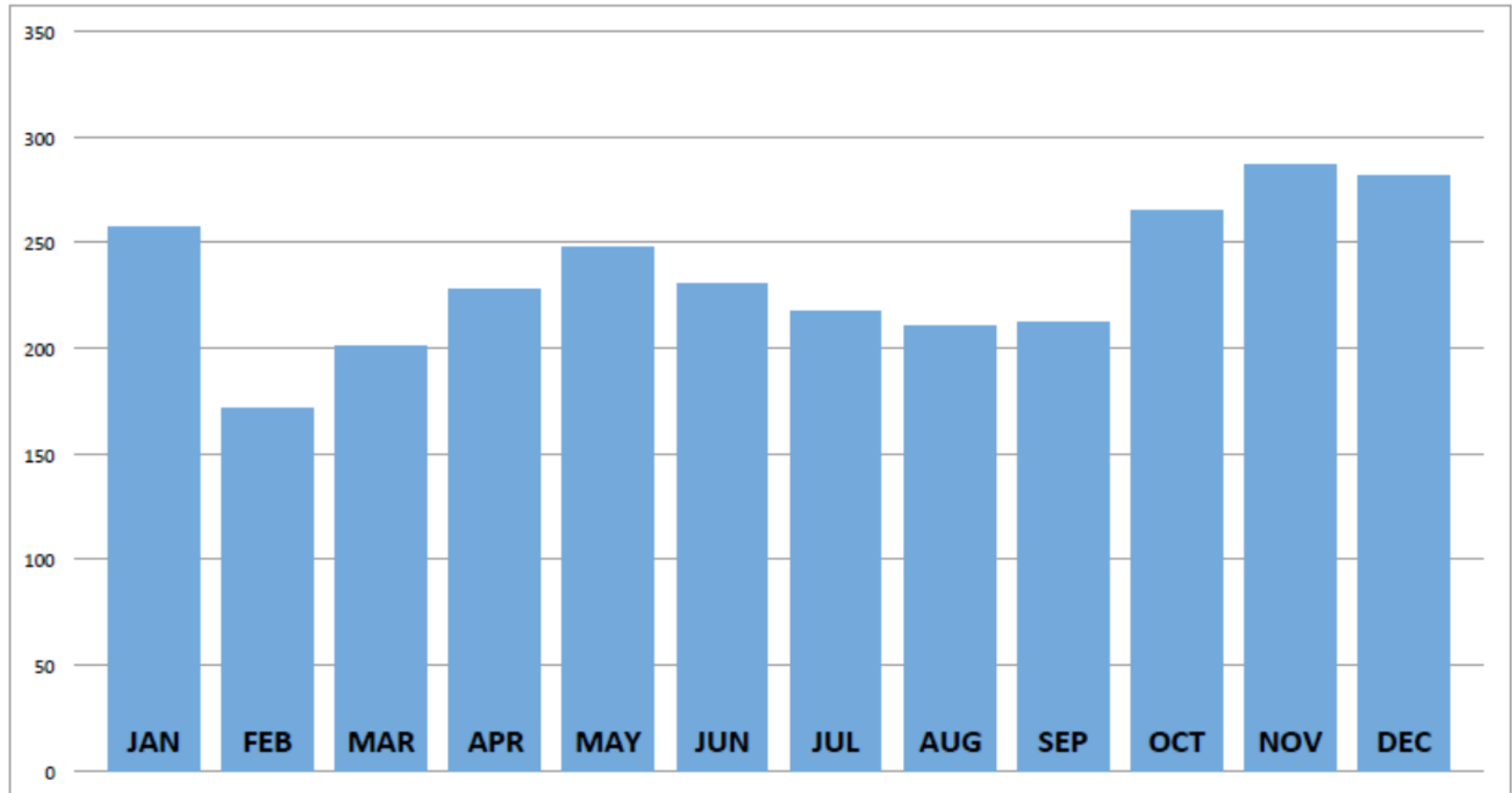
	October					November				December			
	2	9	16	23	30	7	14	21	28	5	12	19	26
<b>PAID MEDIA</b>													
Pumptoppers													
Exterior Bus Ads													
Digital (YouTube, Twitter, Facebook, Mobile)													
Digital Shelters													
Radio													
<b>MEDIA RELATIONS</b>													
Kickoff Press Event													
Media Tour													
<b>ENFORCEMENT COORDINATION</b>													
Suggested Enforcement Dates													
Enforcement Activations													
<b>OUTREACH/PARTNERSHIPS</b>													
Partnership Development/Donated Media													
Digital/Social Media													
Street Teams													

# Press Event

- Launch: 11/3 at 10:30am
- Location: Old Town Square in City of Fairfax, VA
- Speakers
- Media tour
- Enforcement: 11/6 – 12/3



# Pedestrian Crashes By Month, 2015



# Next Steps

- Complete New Creative for FY 2018
- Launch a new, mobile-friendly web site
- Carry Out the Fall Media Campaign



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