

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

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## Fall 2017 Recap

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# 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>

# Ped/Bike Fatalities

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	AVG
District of Columbia	18	20	15	9	18	14	19	17	27	15	16	16	13	8	9	11	16	15
Charles County	6	3	2	5	3	1	6	2	6	1	3	3	9	4	3	2	1	4
Frederick County	6	4	0	2	4	2	2	4	1	0	1	3	0	4	5	1	1	2
Montgomery County	20	17	11	16	12	15	11	15	17	16	12	15	10	8	13	10	16	14
Prince George's County	19	16	30	28	30	19	35	19	29	39	23	23	32	24	18	30	21	26
Arlington County	2	5	4	2	3	2	3	1	1	1	4	1	5	4	1	2	1	2
City of Alexandria	3	2	2	3	2	1	2	1	2	0	0	2	2	2	2	0	1	2
Fairfax County	13	20	18	12	7	16	11	20	17	4	11	13	10	7	8	9	14	12
City of Fairfax	0	0	0	1	1	0	1	0	1	0	2	0	1	1	0	0	0	0
City of Falls Church	0	1	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0
Loudoun County	1	1	1	3	3	2	3	1	3	0	1	2	3	3	1	5	2	2
City of Manassas	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0
City of Manassas Park	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prince William County	2	3	1	3	4	0	4	7	5	6	6	6	1	7	7	5	2	4
Total Washington	91	92	84	85	87	72	97	87	110	82	79	86	86	72	67	75	75	84

# What is Street Smart?

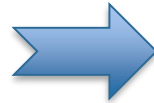
- Street Smart focuses on Education through Mass Media
  - One media campaign for one media market
  - Multi-year “Tired Faces” Creative
  - Fall 2017 launched the “Shattered Lives” Creative
  - <http://bestreetsmart.net>
- Concentrated waves of Radio, Gas Station, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
  - Fall and Spring Waves
  - Guided by Advisory Group of COG/TPB member agencies
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
  - Federal Funds administered by DC, Maryland, and Virginia
  - WMATA, DC local funds
  - COG Member Governments - COG dues (63k)
    - Covers project administration
  - FY 2018 Budget – \$775k for consultant, ad placement
    - Increase from 760k for FY 2017



# Campaign Value (FY 2017)



- Earned Media
- Added Value
- Donated Media



\$3 million in overall campaign value on a budget of \$825,000\*

<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>

\*includes \$63,344 in COG dues for administration



## Advisory Group Functions

The advisory group works closely with TPB staff and the consultant on:

1. The design of new ads and modification of existing ads
  - Each iteration of a new campaign is vetted with the advisory group, which meets to review, discuss, and give the consultant unified direction for changes.
  - The advisory group approves the final product before it is released to the public
2. Planning of the Fall and Spring campaign waves, including:
  - Campaign schedule, budget, and media plan
  - Press event locations and timing
  - Enforcement activation and Street Team event locations

## Membership

1. Major funding agencies, as follows:
  - DDOT
  - Maryland Highway Safety Office
  - Virginia Highway Safety Office
  - WMATA
2. All COG/TPB member agencies are invited and encouraged to participate.

# A Regional Partnership



# “Shattered Lives”

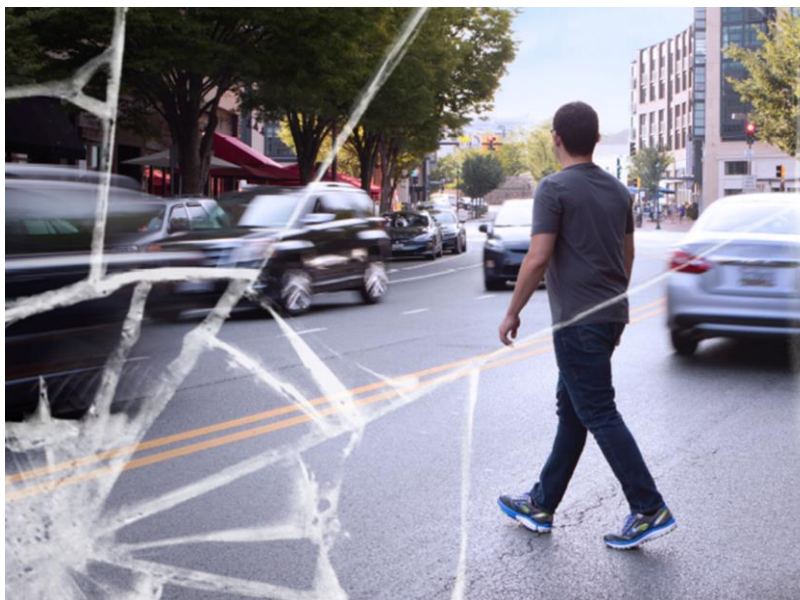


**SPEEDING  
SHATTERS  
LIVES.**

Stop for people crossing.



A program of Metro, the District of Columbia, Maryland, and Virginia.



**YOUR  
LIFE IS  
FRAGILE.**

Use the crosswalk.



A program of Metro, the District of Columbia, Maryland, and Virginia.



# “Shattered Lives”



**HER LIFE  
IS FRAGILE.**

Yield to pedestrians when turning.



**LIVES ARE  
EASILY  
BROKEN.**

Look before you turn.

# “Shattered Lives”



**LIVES  
SHATTER  
ON IMPACT.**

Give 3 feet when passing bikes.

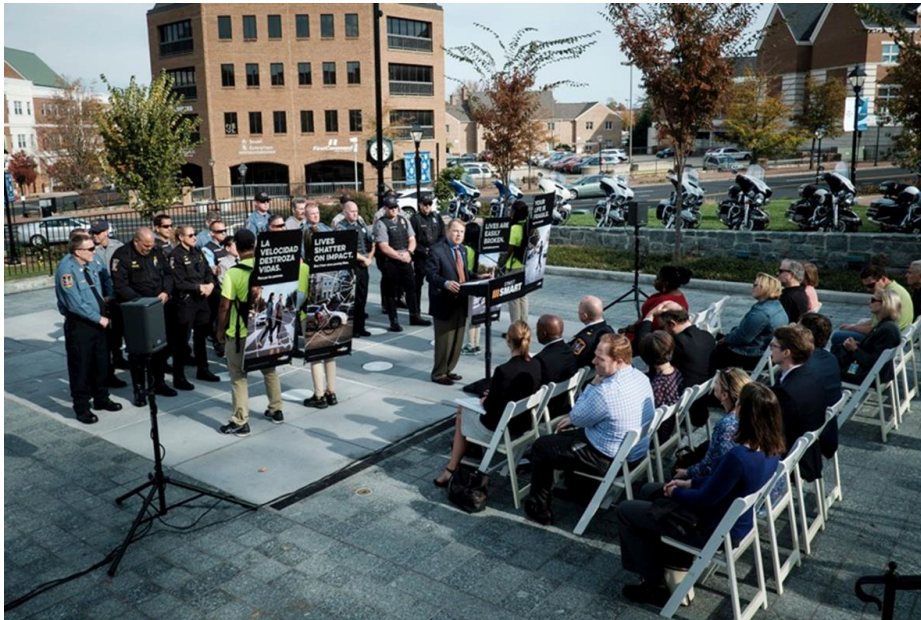
A program of Metro, the District of Columbia, Maryland, and Virginia.

# Fall 2018 Campaign

	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													

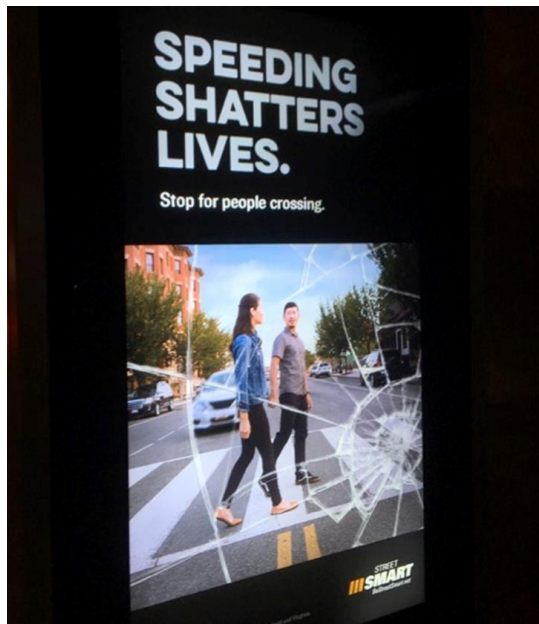
# Fall 2017 Press Event

- Kickoff event in City of Fairfax, VA, 11/3/17
- Speakers from DDOT, MDOT, VaDMV, City of Fairfax, City of Fairfax PD, and WABA



# Paid Media

- 15-second radio liners for 2 weeks
- 175 bus tails & 350 bonus cards for 4 weeks
- 404 pumptoppers/101 stations for 4 weeks
- 55 digital shelter rotations for 2 weeks
- Facebook, Instagram, Pandora, and Twitter for one month



# Donated Media

- 2 King Kongs, 20 kings, 30 queens, and 40 tails on Montgomery County Ride On
- 10 Shelters and 23 Junior Posters with DDOT
- 20 Queens from WMATA
- 20 transit shelters in Prince George's County
- 3 King Kongs and 115 bus cards on Prince George's County The BUS
- 5 tails and 50 bus cards on City of Fairfax CUE



# Donated Media



# Donated Media

- 750 bus cards on Fairfax Connector
- 120 bus cards on Arlington's ART
- 26 bus cards on DC Circulator
- 60 bus cards on PRTC (Prince William Co.)
- 180 bus cards on Alexandria's DASH
- 30 bus cards on University of Maryland Shuttle
- 50 bus cards and 1 transit shelter at American University
- 4 bike shelters at George Mason University
- 1 transit shelter at Howard University





# Street Teams

11/3: Old Town Square, City of Fairfax, VA

11/3: King Street Metro to Janeys Rd.,  
Alexandria, VA

11/6: MD 197 and MD 198, Laurel, MD

11/8: Gallows Rd. and Prosperity Ave. near  
Dunn Loring Metro, Fairfax, VA

11/9: Maine Ave. SW near The Wharf,  
Washington, DC

11/10: First St. near NoMA Metro,  
Washington, DC

11/13: Wheaton Triangle, Wheaton, MD

11/19: World Day of Remembrance event,  
Grant Circle/Petworth Metrorail station,  
Washington, DC



# Enforcement Activations

11/13: Fairfax Co. PD, Gallows Rd. and Prosperity Ave. (near Dunn Loring Metro), Fairfax VA

11/14: Alexandria PD, King St. between Janneys Ln. and 395, Alexandria, VA

11/14: Arlington Co. PD, Washington Blvd. and North 4th St., Arlington, VA

11/21: Prince William Co. PD Potomac Mills Mall area, Woodbridge, VA

11/21: Metropolitan PD, 6th St. and Florida Ave., NE (Union Market), Washington, DC

11/22: Alexandria PD, N. Quaker Ln., Alexandria VA

11/25: Prince William Co. PD, Powell's Creek and Rt.1, Woodbridge, VA

11/28: Montgomery Co. PD, Wisconsin Ave at Commerce Ln, Bethesda, MD

12/7: Arlington Co. PD, Columbia Pike and South Oakland St, Arlington, VA



# Next Steps

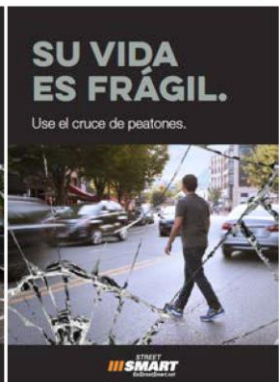
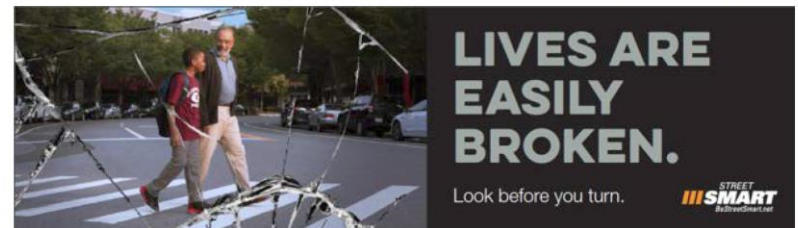
- Spring Campaign
  - Budget: ~\$340,000
  - Launch: April 18
  - Suggested Campaign Enforcement Dates: April 16 – May 11
  - Location/Host: Washington, DC
  - Pre/post survey
  - Partner with BMC?
- Apply for FY 2019 funds

AGENCY:		 BeStreetSmart.net
CONTACT:		
DELIVERY ADDRESS:		
PHONE:		

The Street Smart 2017 fall campaign begins November 6. To order **free printed materials** for donated media, please send requested quantities, media sizes, printing specs, and shipping/delivery instructions to [kennas@sherrymatthews.com](mailto:kennas@sherrymatthews.com) by **October 11**. Materials can be resized or cobranded. Please call Kenna Swift with any questions at 202-416-0110.

INTERIOR BUS CARDS	VERSION	QTY
	ENGLISH 28x11	
	ENGLISH 17x11	90
	ENGLISH Other	
	SPANISH 28x11	
	SPANISH 17x11	90
	SPANISH Other	

**NEW! EXTERIOR BUS ADS AND TRANSIT SHELTERS** ALSO AVAILABLE IN ENGLISH & SPANISH, EXAMPLES BELOW; INQUIRE FOR OPTIONS. ADDITIONAL MESSAGES INCLUDE SPEED, TURNING, AND PASSING BIKES.



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# Pedestrian Crashes By Month, 2015

