



# Pedestrian and Bicycle Safety Education Campaign

Review of the FY 2012 Campaign and Planning for FY 2013

Transportation Planning Board

Item #11

October 17th, 2012

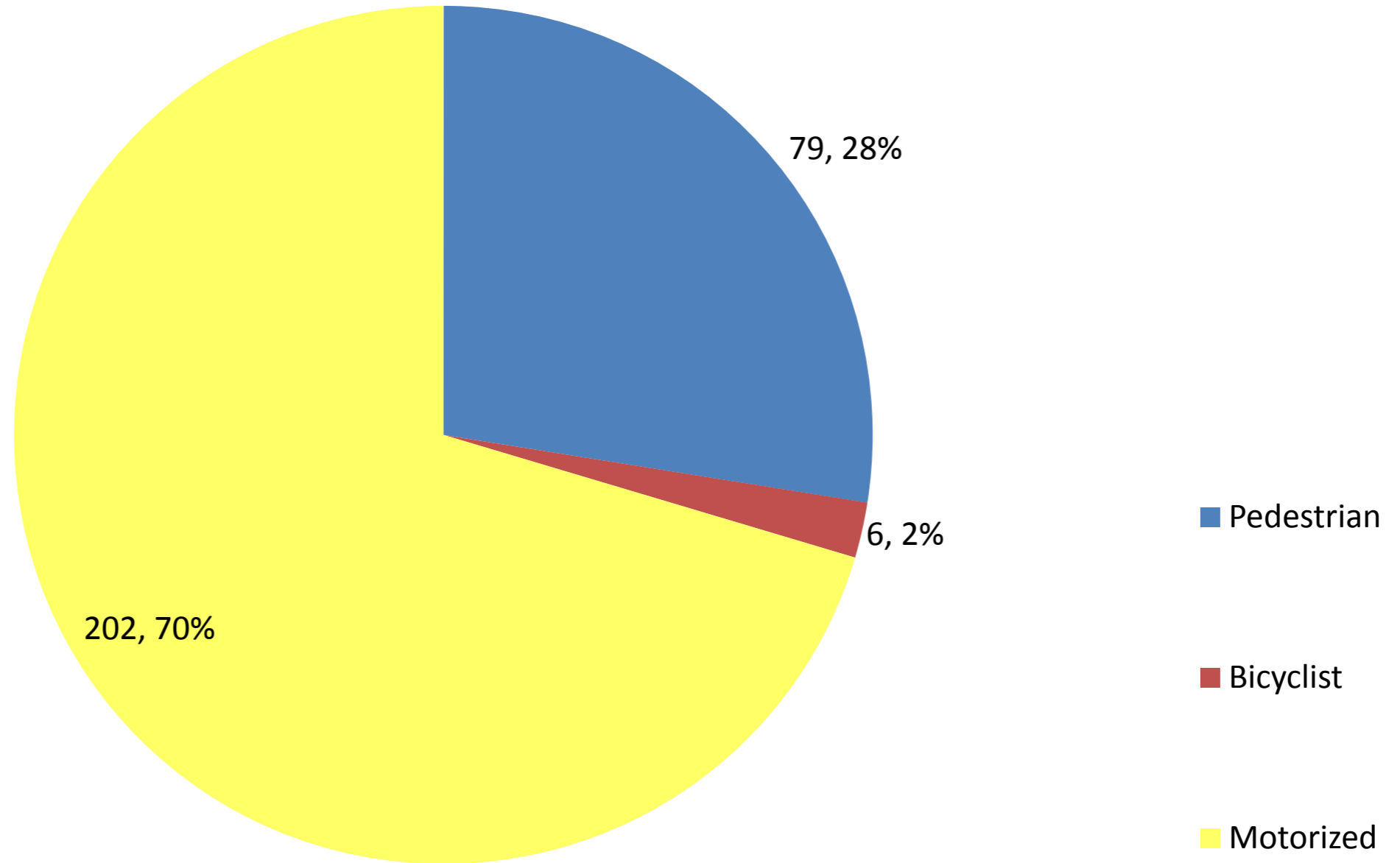
Jeff Dunckel

Pedestrian Safety Coordinator, Montgomery County

Chair, Bicycle and Pedestrian Subcommittee

# Regional Traffic Fatalities

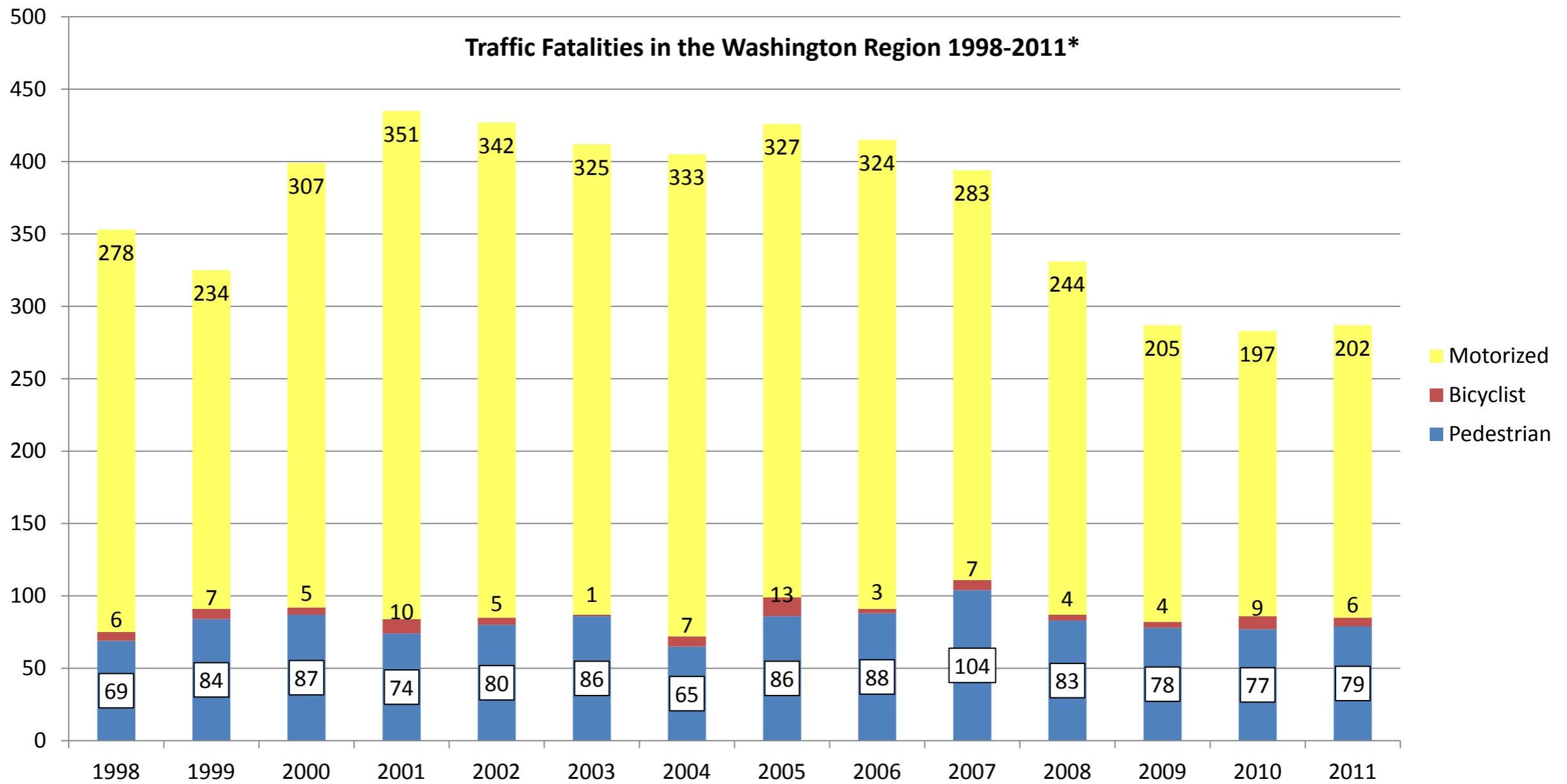
Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2011\*



Total = 287

\*2011 Preliminary data – MHSO, VDMV, DDOT, Montgomery County

# Traffic Fatality Trends



\*2011 Preliminary data – MHSO, VDMV, DDOT, Montgomery County



# Pedestrian & Bicyclist Fatalities by Jurisdiction

Jurisdiction	2006	2007	2008	2009	2010	2011*	TOTAL
District of Columbia	17	27	15	16	16	13	<b>95</b>
Charles County	2	6	1	3	3	9	<b>24</b>
Frederick County	4	1	0	1	4	0	<b>10</b>
Montgomery County	18	18	19	15	14	11	<b>95</b>
Prince George's County	20	29	41	23	23	30	<b>166</b>
Arlington County	1	1	1	4	1	5	<b>13</b>
City of Alexandria	1	2	0	0	2	2	<b>7</b>
Fairfax County	20	17	4	11	13	10	<b>75</b>
City of Fairfax	0	1	0	2	0	1	<b>4</b>
City of Falls Church	0	0	0	0	2	0	<b>2</b>
Loudoun County	1	3	0	1	2	3	<b>10</b>
City of Manassas	0	1	0	0	0	0	<b>1</b>
City of Manassas Park	0	0	0	0	0	0	<b>0</b>
Prince William County	7	5	6	6	6	1	<b>31</b>
<b>Total</b>	<b>91</b>	<b>111</b>	<b>87</b>	<b>82</b>	<b>86</b>	<b>85</b>	<b>533</b>

\*2011 Preliminary data – MHSO, VDMV, DDOT

# What is Street Smart?

- Street Smart focuses on Education through Mass Media
  - One media campaign for one media market
  - <http://bestreetsmart.net>
- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
  - Federal Funds administered by the States
  - WMATA
  - TPB Member Governments
- FY 2013: \$63k from COG dues, replaces local gov't contributions
  - 1.2 cents per capita from all vs. 5 cents per capita from some
- Total Budget \$623k, compared to \$634k in FY 2012



# Street Smart Funding, 2002-2013 (in thousands)

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
DDOT	\$100	\$100	\$100	\$100	\$100	\$200	\$200	\$200	\$200	\$200	\$200?
DCMPD			\$80		\$30						
Maryland SHA	\$115	\$100	\$58	\$50	\$100.1	\$130.3	\$130	\$143	\$100	\$120	\$120
Virginia SHSO	\$100	\$100	\$75	\$100	\$75	\$100	\$100	\$100	\$110	\$116.616	\$90
WMATA						\$150	\$150	\$150	\$150	\$150	\$150
Local Gov't	\$100	\$90	\$80	\$91.3	\$113.7	\$158.5	\$120.6	\$54.8	\$37.8	\$47.3	\$63.344*
Private					\$10						
Grand Total	\$415	\$390	\$393	\$341.3	\$428.8	\$738.8	\$700.6	\$658.7	\$597.8	\$633.916	<b>\$623.344</b>
	*COG dues										

# Street Smart Advisory Group

- Works with consultant, TPB staff to plan campaign timing, strategy
- Reviews and approves all creative materials
- Coordinates with local law enforcement
- Membership
  - Previously consisted of representatives of funding agencies – States, WMATA, some TPB Member Jurisdictions
  - Now also open to all agencies paying COG dues
  - Letters inviting all jurisdictions to participate went out in May

## Street Smart Advisory Group Membership List

October-12

Agency	Representative	Title
<b>State and Regional</b>		
District of Columbia Department of Transportation	George Branyan	Pedestrian Program Manager
Maryland Office of Highway Safety	Cristina Sinz	CTSP - State Highway Administration District 3
Virginia Department of Motor Vehicles	Bob Weakley	Grants Manager
Virginia Department of Transportation/NOVA District	Cindy Engelhart	District Bicycle and Pedestrian Coordinator
WMATA	Kristin Haldeman	Manager, Access Planning and Policy Analysis
MWCOG	Jeanne Saddler	Director, Office of Public Affairs
<b>Local - MD</b>		
Bladensburg		
Bowie	Todd Turner	Mayor, City of Bowie
Charles County		
College Park		
Frederick		
Frederick County		
Gaithersburg		
Greenbelt		
Montgomery County	Jeff Dunckel	Pedestrian Safety Coordinator
Prince George's County DPW&T	Victor Weissberg	Special Assistant to the Director
Rockville		
Takoma Park		
<b>Local - VA</b>		
Alexandria	Carrie Sanders	Principal Transportation Planner
Arlington County	David Goodman	Bicycle & Pedestrian Programs Manager
Fairfax		
Fairfax County	Chris Wells	Pedestrian Program Manager
Falls Church	Wendy Block Sanford	Transportation Program Manager / Principal Planner
Loudoun County	Arkopal Goswami	Senior Transportation Planner
Manassas		
Manassas Park		
Prince William County	Monica Backmon	Regional Planner





- November 14 Press Event @ Piney Branch Road in Montgomery County
  - Coverage Reached 900,000 People
- November Media
  - “Giant Pedestrian Safety Problem”
  - 2 weeks radio
  - 1 month transit ads
- Law enforcement
  - October 18 Best Practices in Pedestrian Enforcement Workshop



# Spring 2012 Campaign

- March 18 – April 14
  - \$218,000 media budget
  - Four weeks Cable TV, Outdoor
  - Two weeks Radio
    - Weighted Wednesday – Sunday, 3 pm – 8 pm
  - Press Event
    - March 28<sup>th</sup>, 11:30 a.m., in District Heights, MD
    - Followed by live enforcement - Intersection of Silver Hill Road and Marlboro Pike
    - Covered on WJLA 7, WUSA 9, WTOP
  - Law Enforcement in High-Incidence Areas
    - Prince George's, Montgomery, Capitol Heights, District of Columbia, Arlington, City of Fairfax, Prince William, others

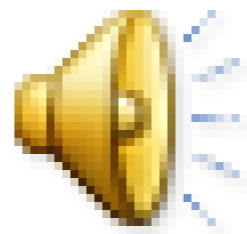


# Spring 2012 Ads

Example Ad (Bus Side):



Radio Ad:



<http://www.bestreetsmart.net/>

# Evaluation

- Outreach success
  - Estimated \$1 million value in PSA's, donated media space, “earned media”
- Law enforcement
  - 3933 Citations and 2088 warnings issued during the campaign
  - See Annual Report for more details
- Pre and post-campaign web-based surveys of area motorists
  - Awareness of messages, law enforcement, self-reported behaviors
  - Shows that people remember the messages, and where they heard them
- Regional Fatalities and Injuries
  - Pedestrian & Bicyclist
- Complementary Local “Three E” program results
  - Example: Montgomery County Pedestrian Safety Initiative

# Long Term Results

- Surveys show improvement over past ten years
  - Message Awareness
    - ↑ 24 percentage point increase
  - Perceived Law Enforcement
    - ↑ 18 percentage point increase
  - Reported dangerous driver, pedestrian behavior
    - ↓ 14 percentage point reduction in observed failure to yield to pedestrians
    - ↓ 7 percentage point reduction in observed jaywalking
- Safety Data Results are Mixed
  - Pedestrian and Bicyclist fatalities and injuries are stable
  - Motorized fatalities and injuries are falling
  - Proportion of Pedestrian & Bicyclist fatalities and injuries is rising
  - Some jurisdictions have seen improvement. For example,
- Montgomery County Pedestrian Safety Initiative
  - Comprehensive Engineering, Enforcement & Education Program
  - Uses the Street Smart materials, hosts press event
  - \$4 million/year budget, mostly engineering at high-crash locations
  - Reduced pedestrian fatalities, serious injuries

# Montgomery County

## Enforcement - Pedestrian Crash Data

Source: Montgomery County Police Department (10-9-2012)



	2006	2007	2008	2009	2010	2011	2012
January	31	32	48	34	34	28	39
February	28	33	30	37	39	27	34
March	28	34	37	31	33	38	27
April	25	35	34	28	33	36	26
May	36	34	47	46	33	28	36
June	33	29	24	41	33	17	32
July	29	20	37	36	33	24	23
August	37	26	36	32	26	33	(30)
September	39	38	35	30	41	32	
October	42	37	31	41	44	43	
November	49	60	38	46	43	42	
December	52	34	47	52	44	51	
<b>Total Collisions</b>	<b>429</b>	<b>412</b>	<b>444</b>	<b>454</b>	<b>436</b>	<b>399</b>	<b>(249)</b>
Per 100,000	45.9	43.8	46.6	46.8	44.9	40.5	
Level 4 & 5 Collisions as % of all Collisions	33%	29%	26%	29%	26%	26%	22%
<b>Total Fatalities</b>	<b>18</b>	<b>17</b>	<b>19</b>	<b>14</b>	<b>13</b>	<b>11</b>	<b>(3)</b>
Per 100,000	1.9	1.8	2.0	1.4	1.3	1.1	

# Next Steps

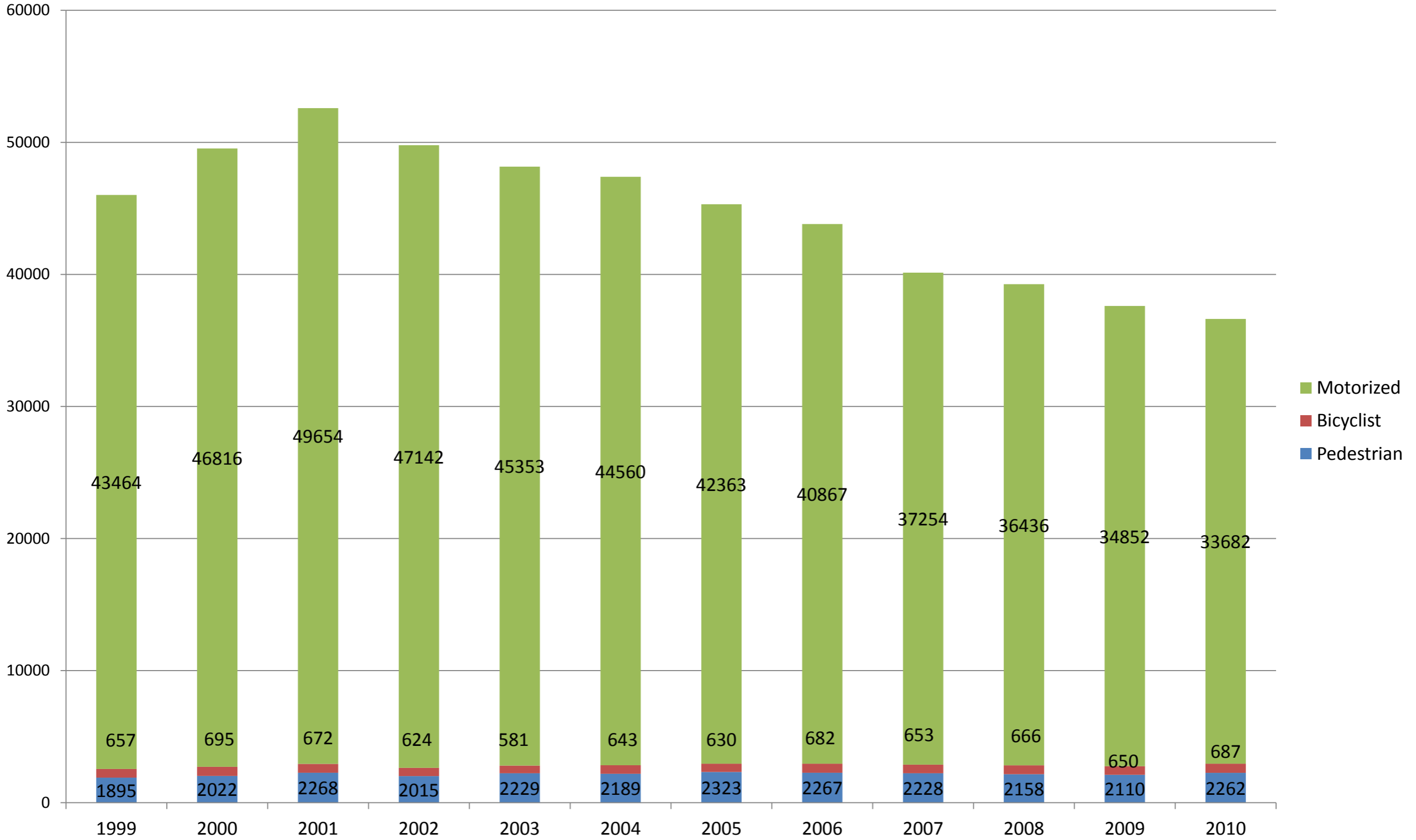
- **New Project Consultant – Sherry Matthews, Inc.**
  - Submitted the most highly rated among eight proposals
  - Long history of public safety campaigns for Texas DOT, others
  - Working with Advisory Group to Develop proposal for FY 2013
    - Fresh data on target demographic in the Washington Region
    - Fresh creative and media approach
    - Promote partnership with local three “E” efforts
- **Fall Campaign: November 2012**
  - Loudoun County has volunteered to host Fall 2012 Press Event
    - November 14



## Appendix - Data Slides

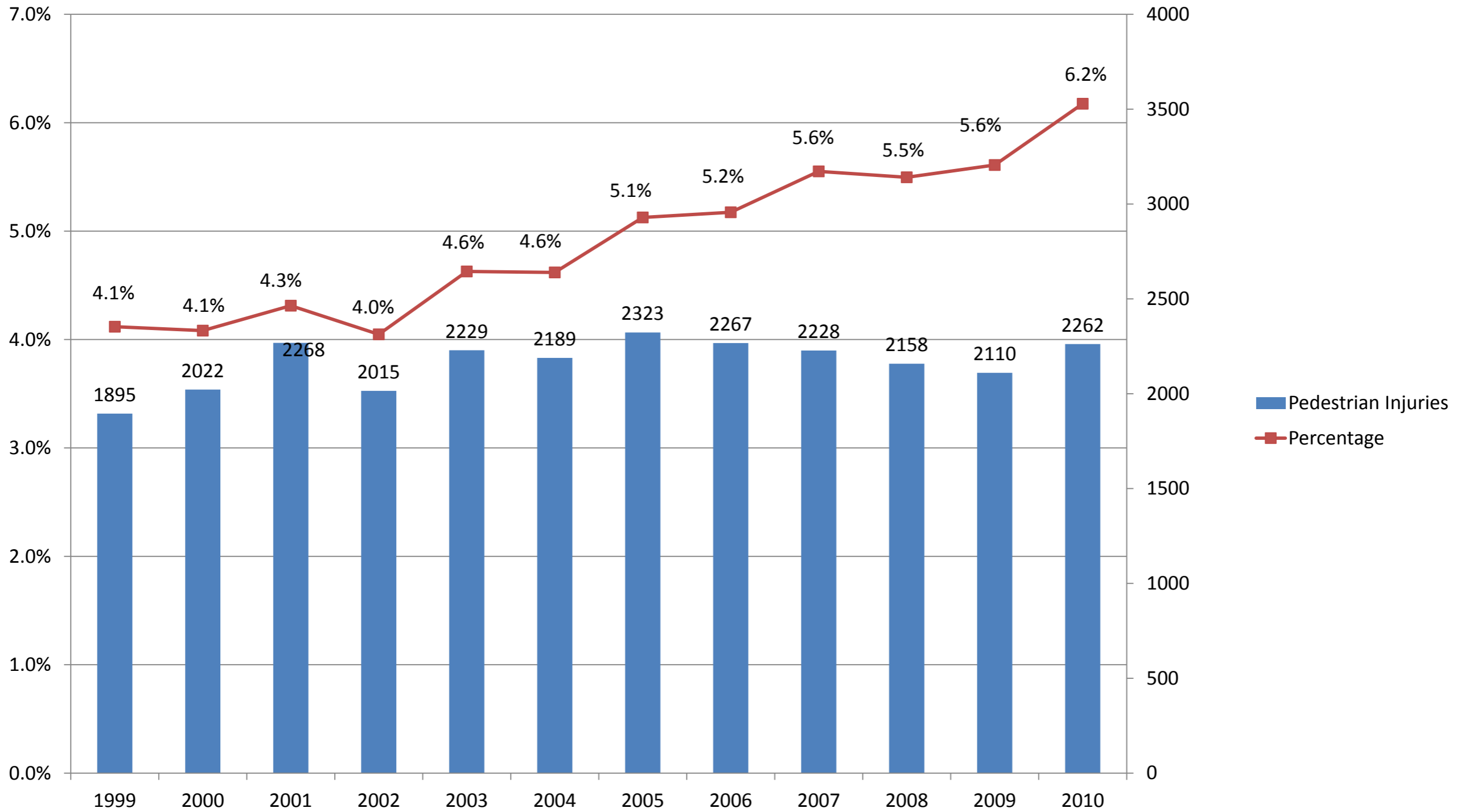


# Injury Trends: 1999-2010



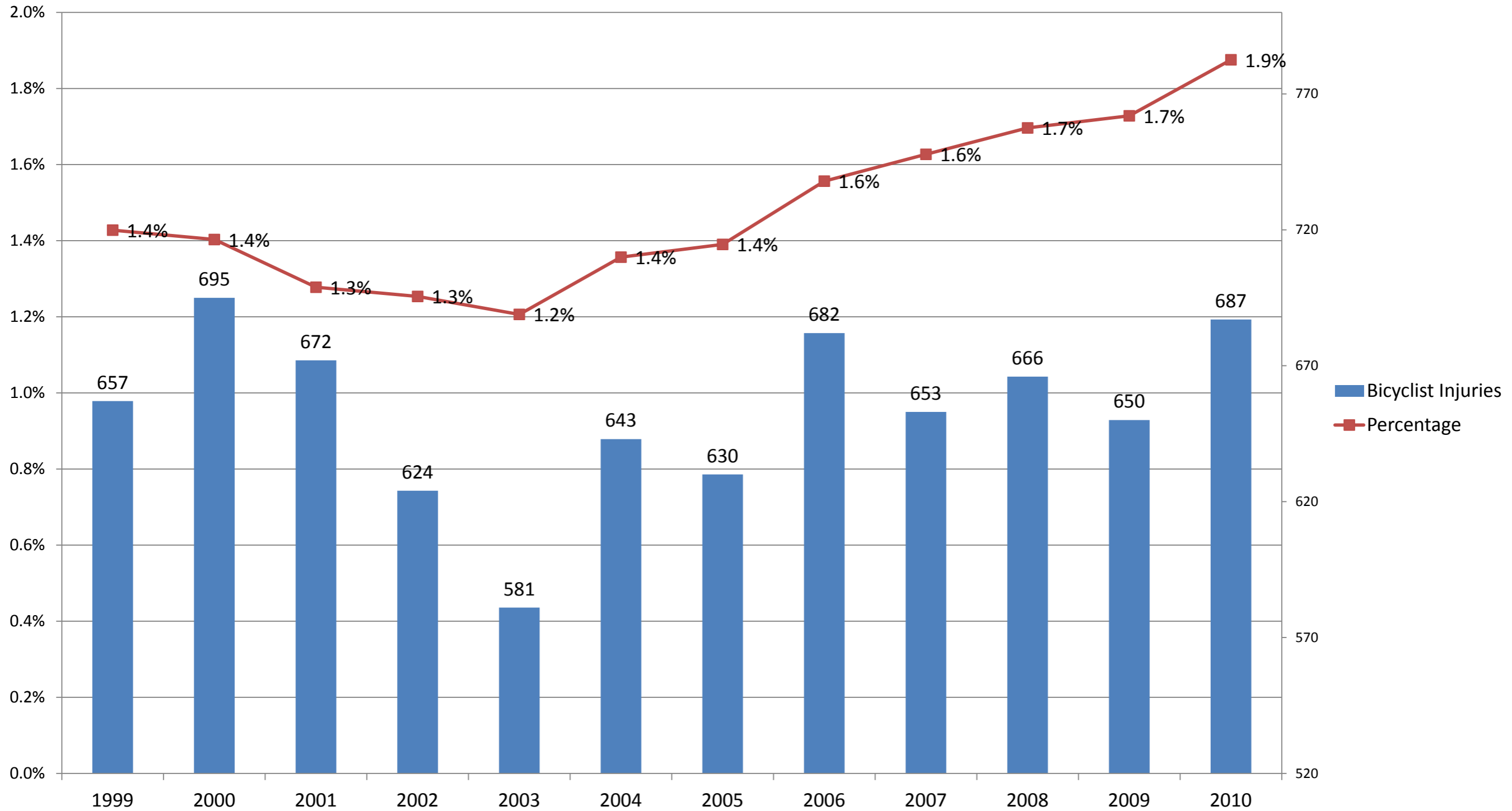
Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

# Pedestrian Injuries in the Washington Region



Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

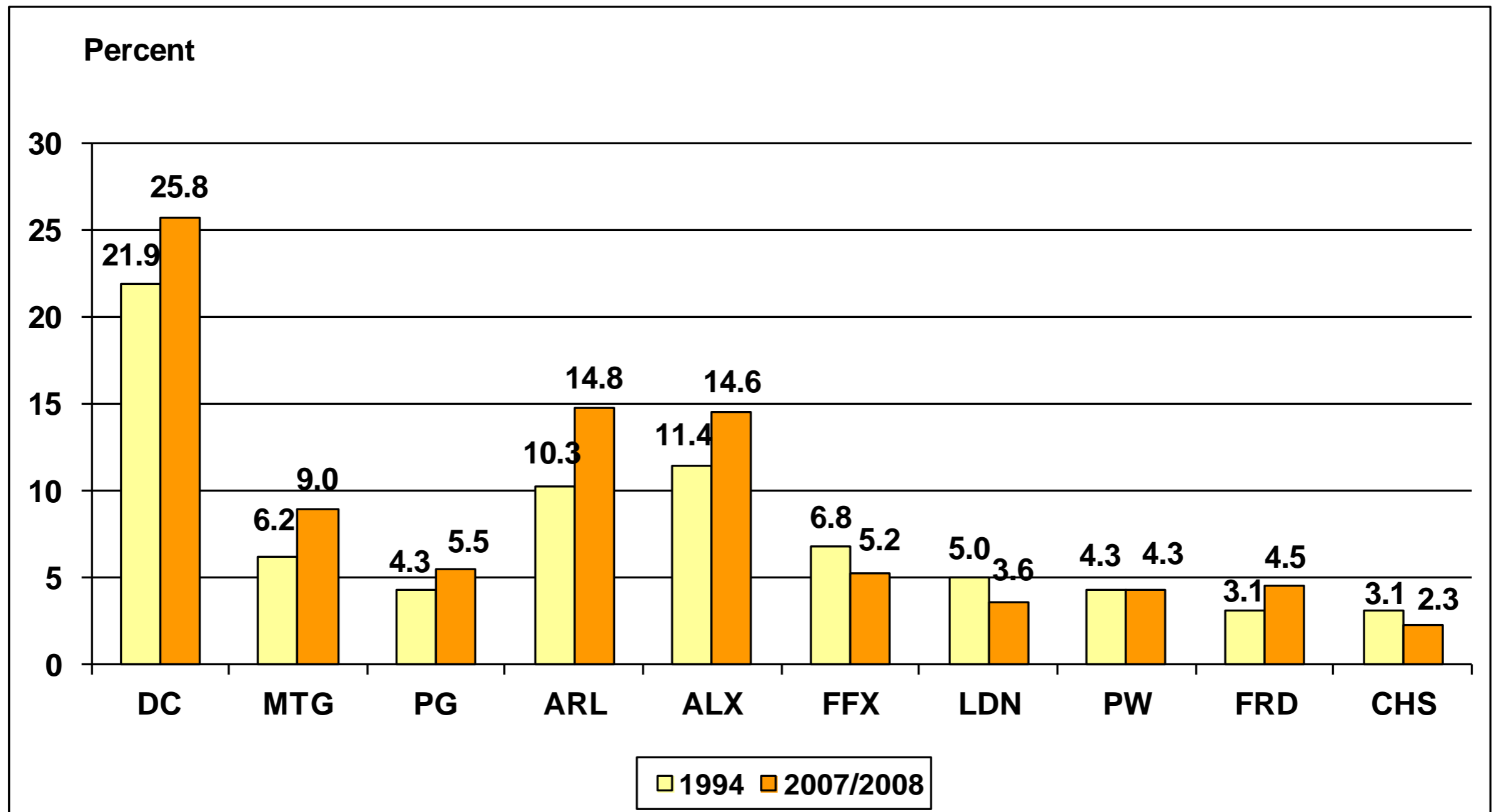
# Bicyclist Injuries in the Washington Region



Sources: MDSHA Maryland Highway Safety Office; DDOT 2010 Safety Facts, Virginia Department of Motor Vehicles CAP (Centralized Accident Processing) System

# Daily Walk Trip Share by Jurisdiction (All trips)

(1994 – 2007/2008)



Source: 1994 and 2007/2008 TPB Household Travel Survey



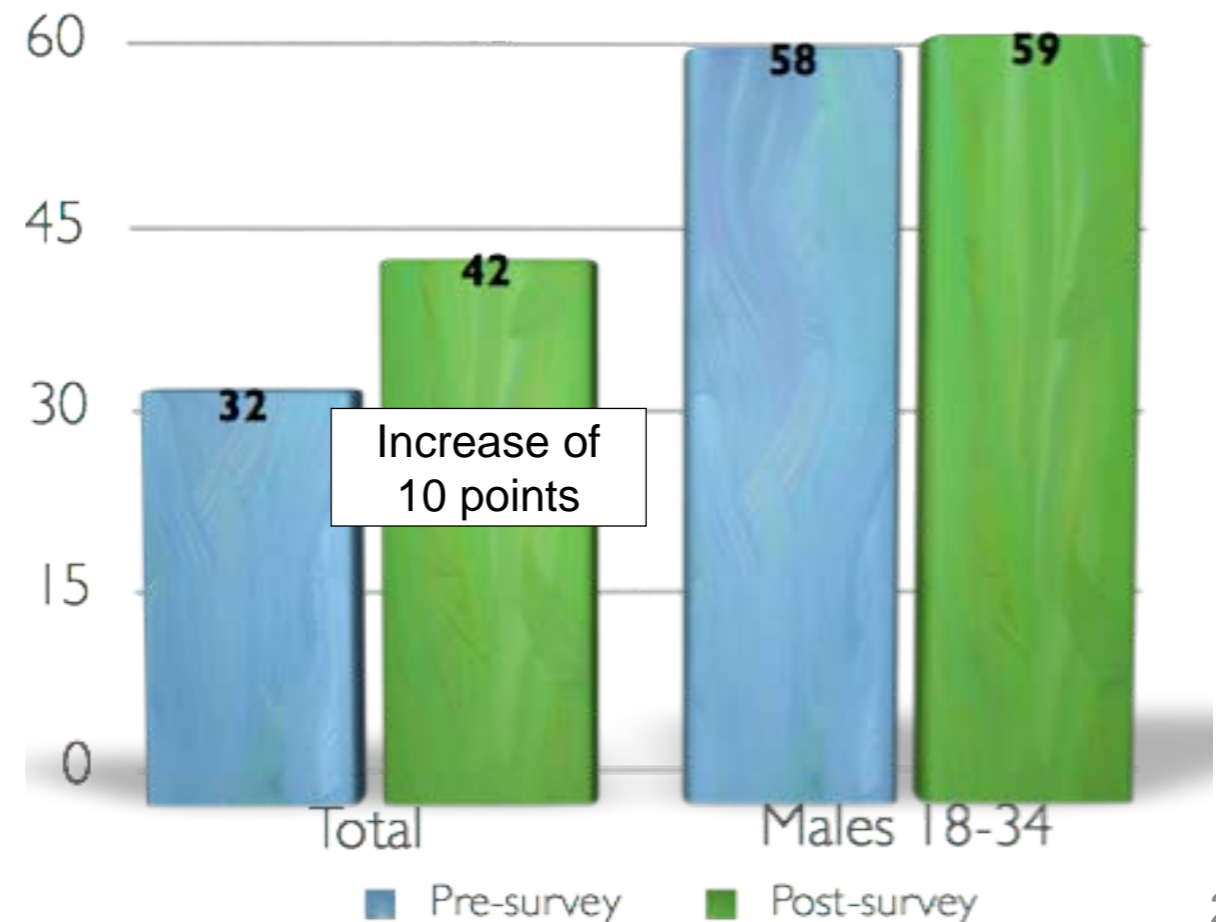
Evaluation Results:  
Spring 2012 Campaign Survey

# Survey Methodology

- Web-based standard pre/post-test survey with a sample size of N = 500 per survey.
- Pre-survey week of March 19, 2012.
- Post-survey week of May 6, 2012.
- 50-50 males–females
- Sampled from COG membership footprint
- All participants are active drivers.
- Margin of error is +/- 4%.

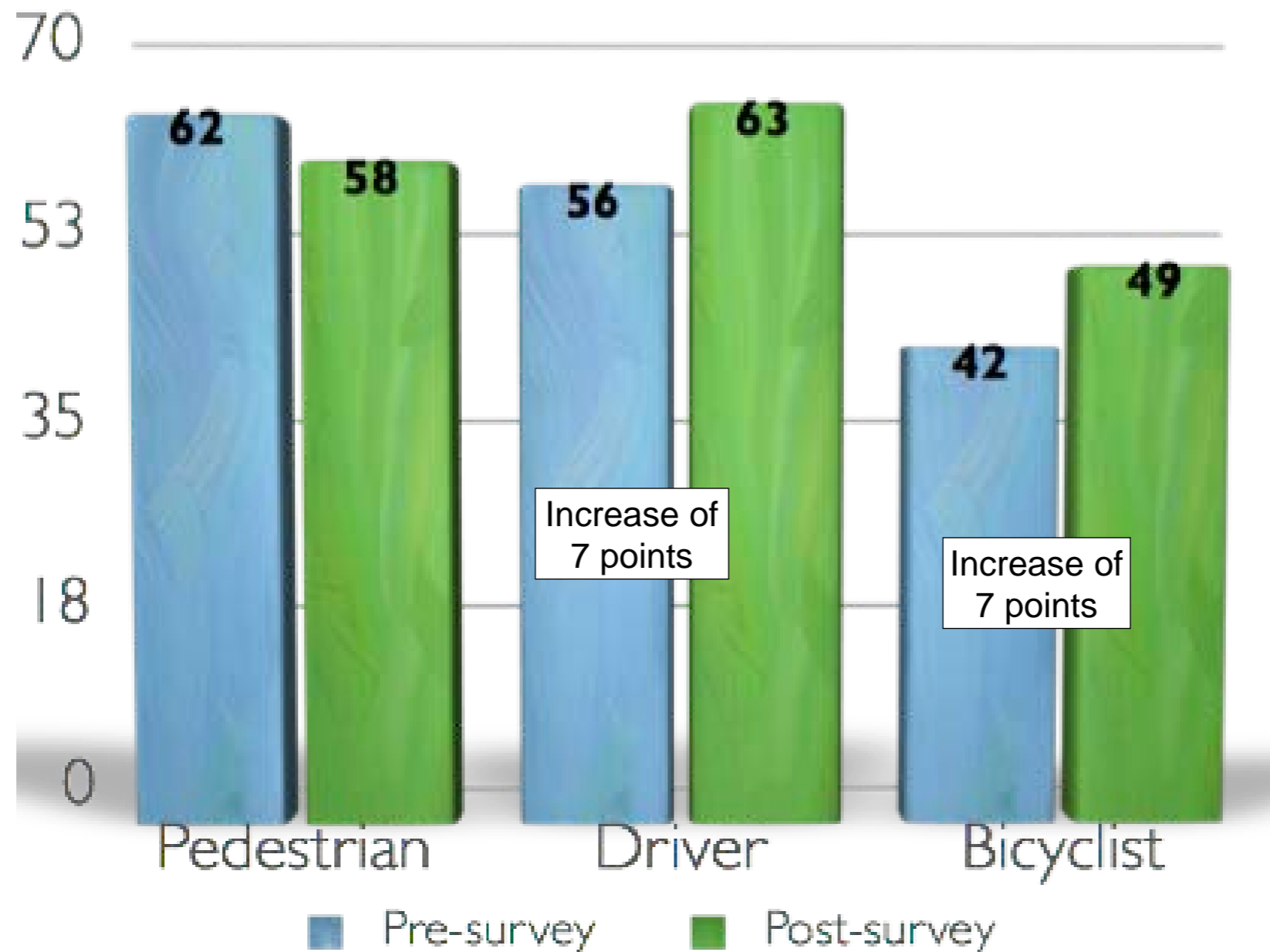
# Enforcement

- Respondents were asked: “Have you recently seen or heard about police efforts to enforce pedestrian safety laws?”
  - The general audience showed a 10% increase in enforcement awareness from pre- to post-surveys going from 32% to 42%.
  - Males 18-34 showed sustained high awareness from pre- to post-surveys.



# Enforcement

- Target audience of males aged 18-34 believed driver, bicyclist enforcement increased

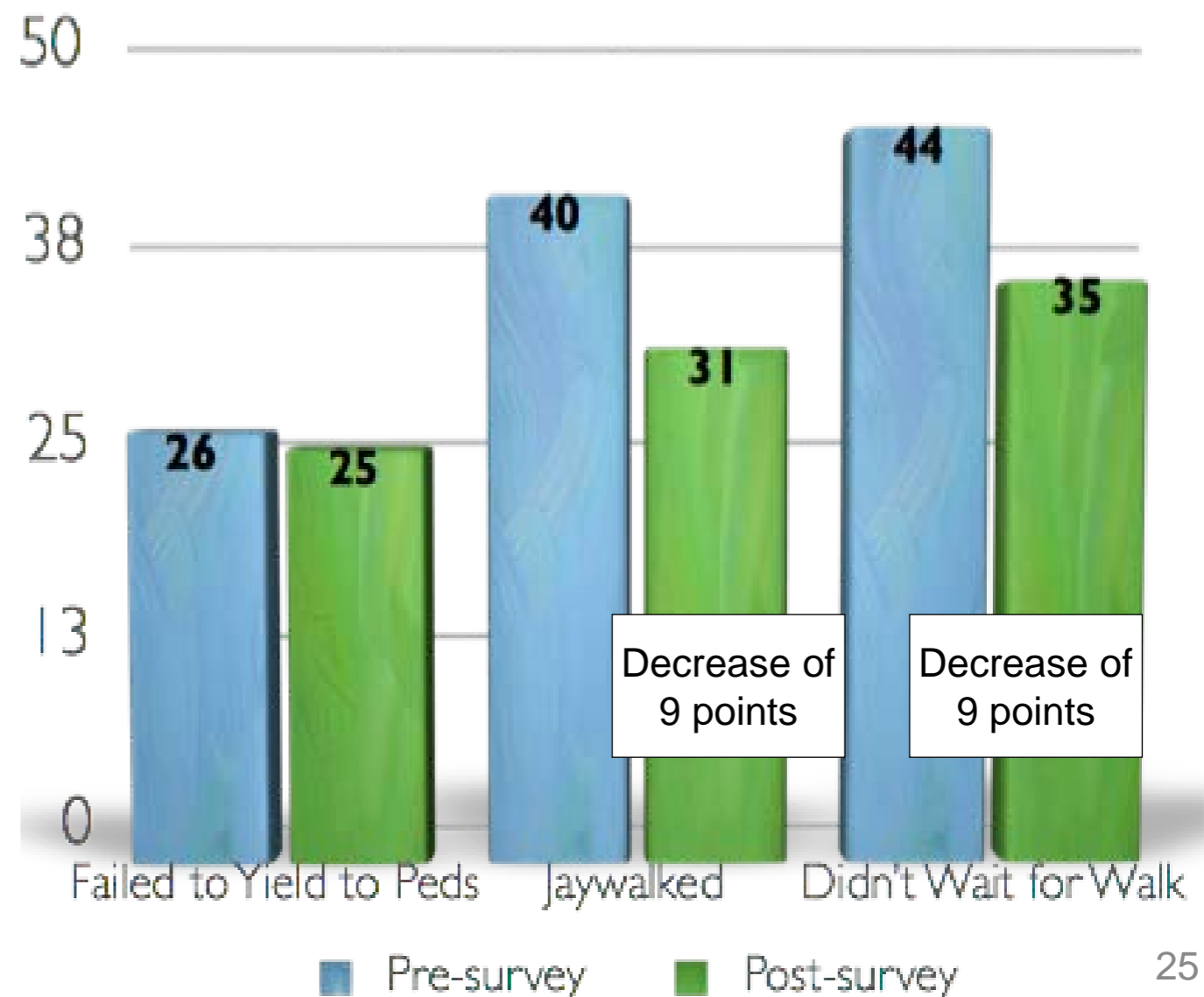




# Behaviors

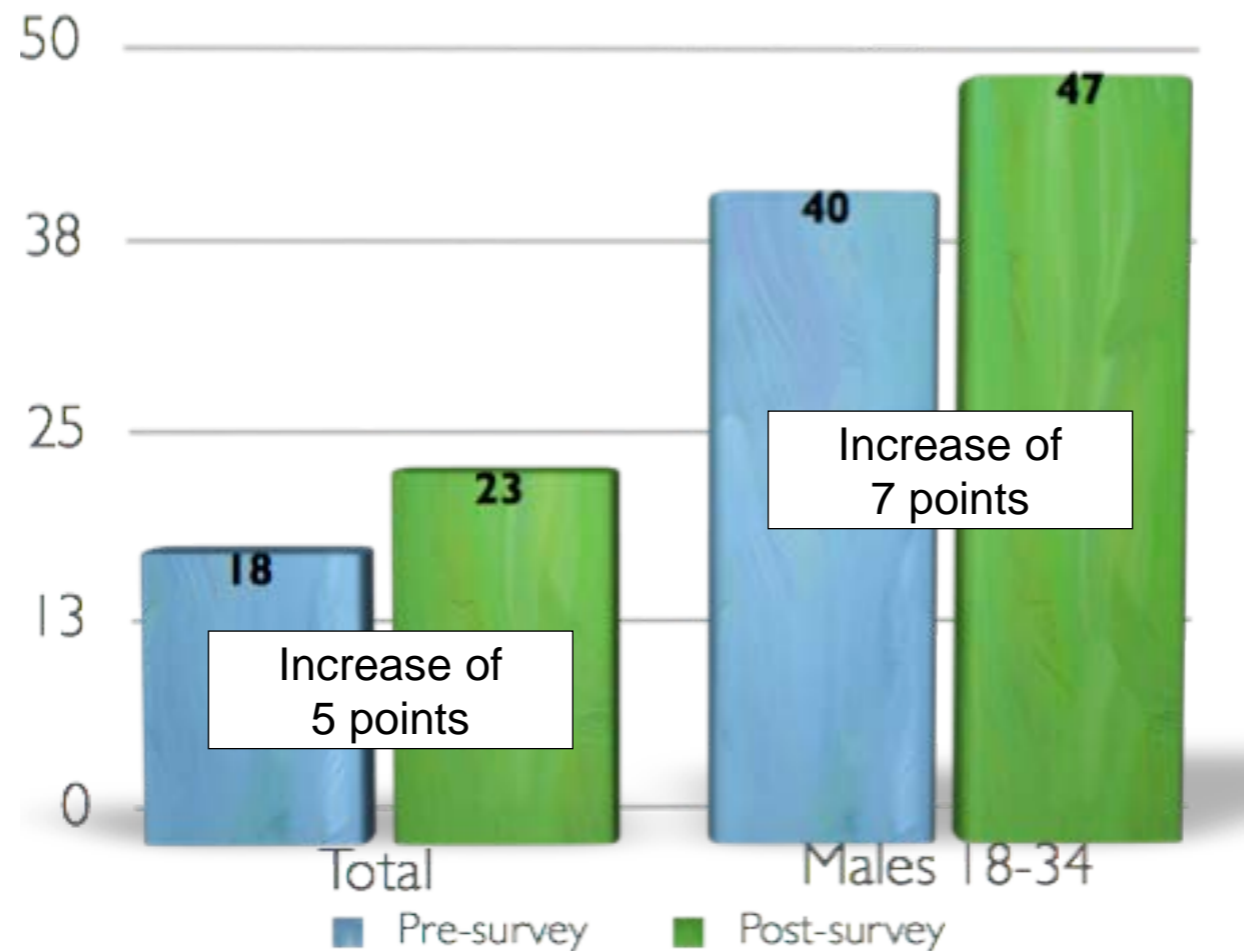
- Self-reported risky behaviors show improvement of pedestrian behaviors among 18-34 males while driver behavior remained flat.

- Failed to yield to pedestrians:  
Pre 26% - Post 25%
- Jaywalked:  
Pre 40% - Post 31%
- Did not wait for walk sign:  
Pre 44% - post 35%

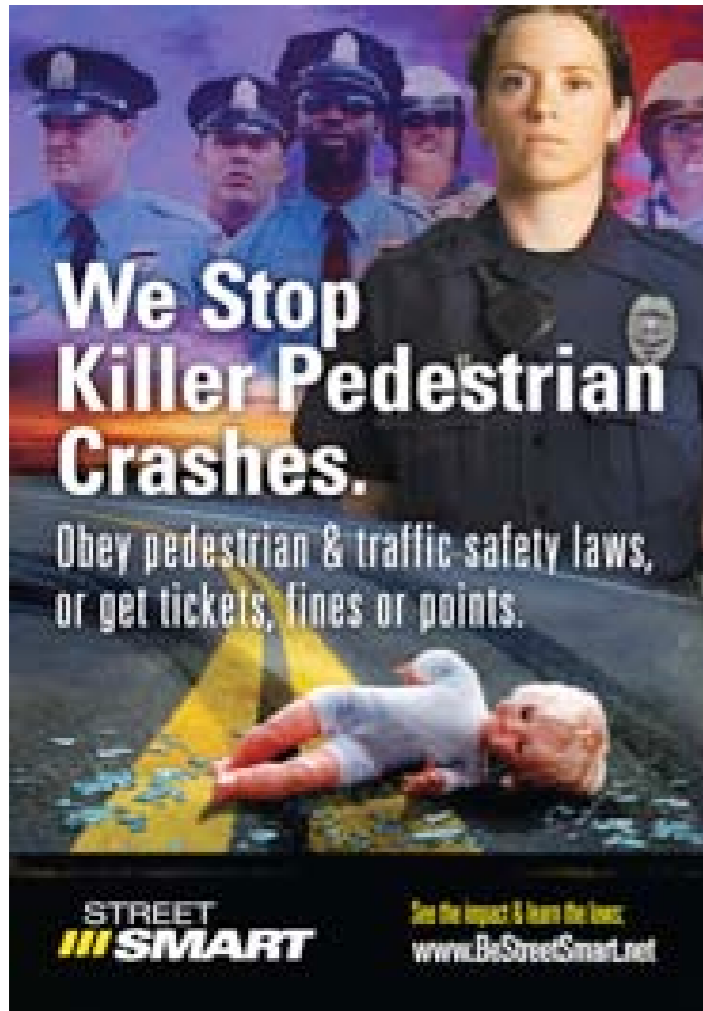


# Message Awareness

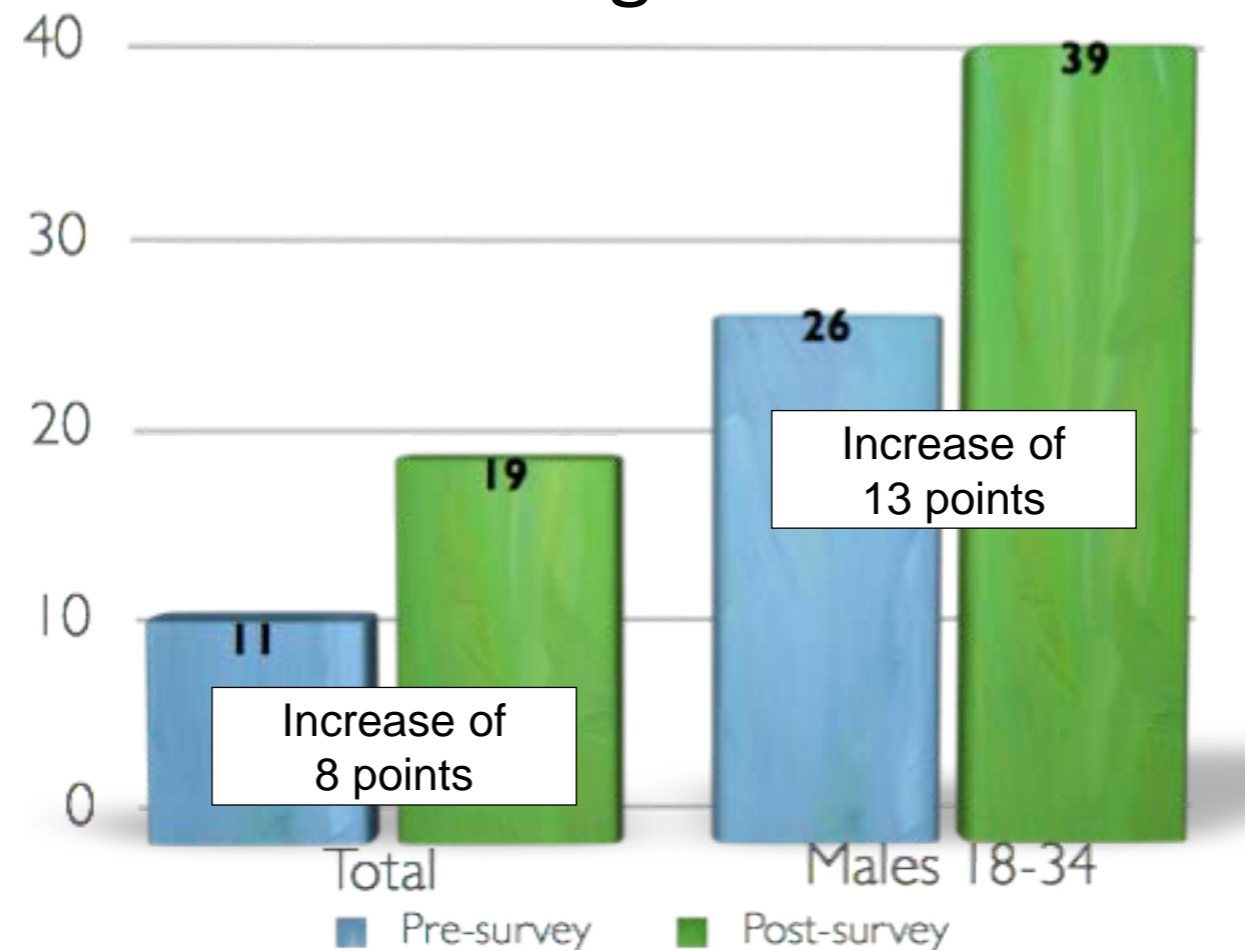
- Awareness of the primary enforcement message “Obey pedestrian and traffic safety laws or get tickets, fines or points” increased among the target audience in the post survey.



# Message Awareness

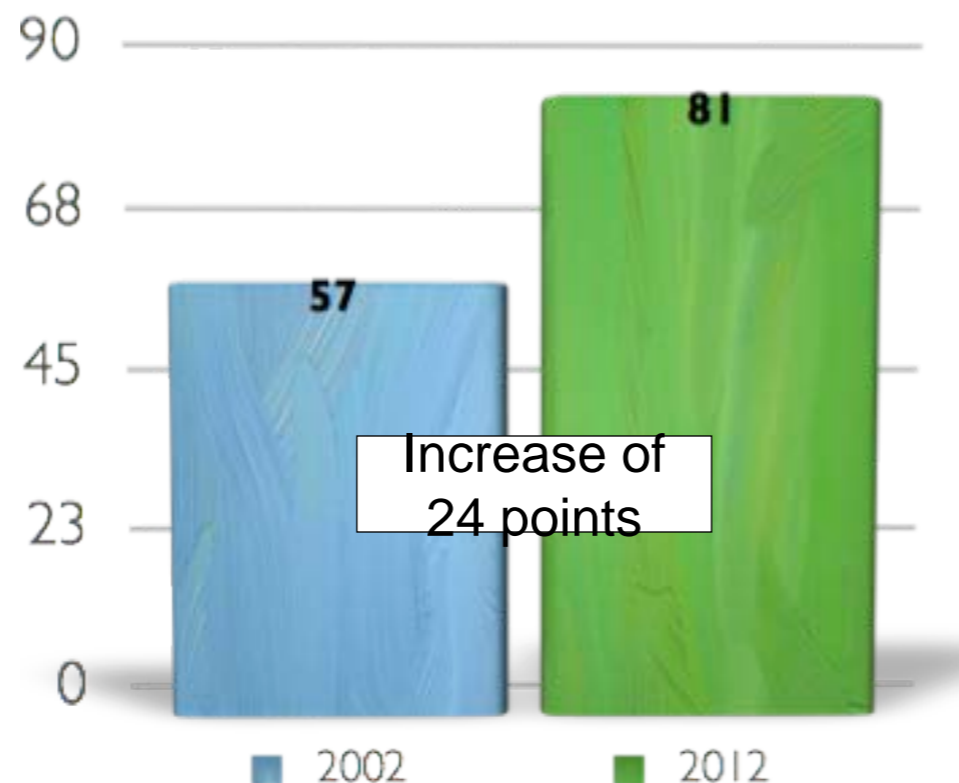


- When asked have you seen this ad, respondents showed significant recall in the post-survey indicating awareness of the outdoor advertising.



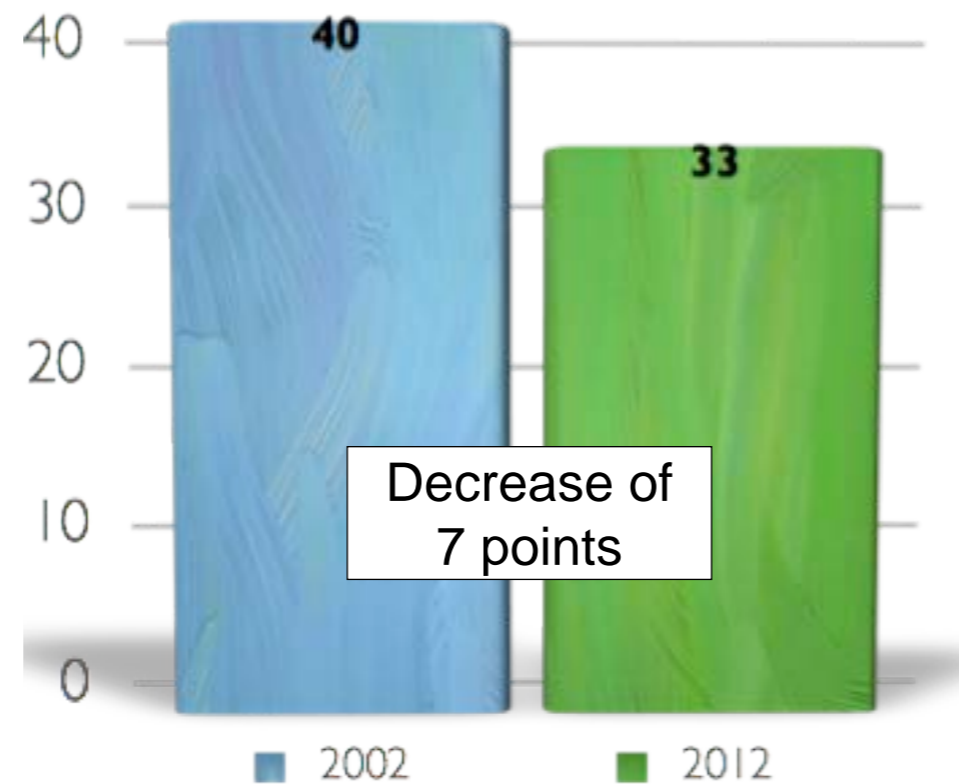
# Progress over time

- The Street Smart Program has been conducting pre- and post-surveys since 2002. During the past 10 years, some questions have been consistently asked in the same manner so we've been able to do some comparisons.
- Total Net Awareness (combined awareness of all campaign messaging):



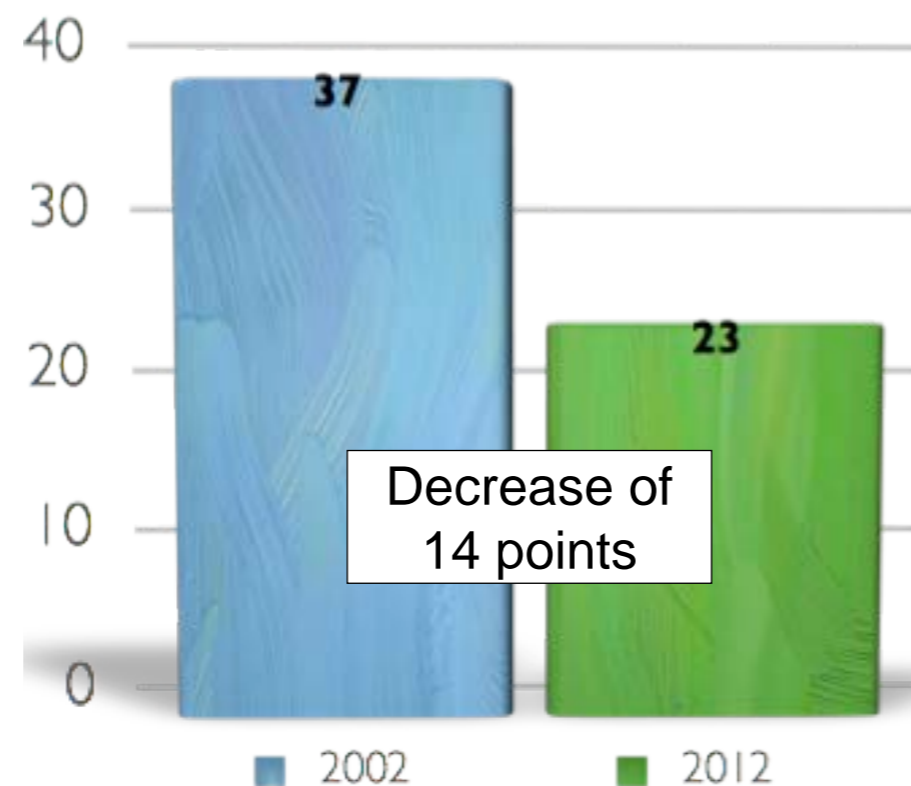
# Progress over time

- Observations of pedestrians who “frequently” jaywalk:



# Progress over time

- Observations of drivers who “frequently” do not yield to pedestrians:



# Progress over Time

- Awareness of police efforts to enforce pedestrian traffic safety laws:

