

## **ITEM 12- Information**

March 21, 2012

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

#### **Staff**

**Recommendation:** Receive briefing on the Spring 2012 Street Smart campaign, and on the status of funding and planning for the Fall 2012 and Spring 2013 campaigns.

**Issues:** None

**Background:** Street Smart is an educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of waves of radio, transit, internet, and outdoor advertising, which since 2007 have run twice annually. A press conference is held at the beginning of each wave. All materials are translated into Spanish including the radio spots which run on Spanish-language radio. Pedestrian-related law enforcement efforts occur concurrently.

## **MEMORANDUM**

**TO:** Transportation Planning Board

**FROM:** Michael Farrell, Transportation Planner  
Department of Transportation Planning

**SUBJECT:** Street Smart Regional Pedestrian and Bicycle Safety Campaign: the Spring 2012 campaign and Planning for FY 2013 (Fall 2012 and Spring 2013) campaigns

**DATE:** March 14, 2012

### **Background**

The Washington region has an average of approximately 2,700 pedestrian injuries and 80 fatalities per year. To help raise public awareness of pedestrian and bicycle safety, in 2002 the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety campaign known as Street Smart. Street Smart is an educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of waves of radio, television, transit, internet, and outdoor advertising, which since 2007 have run twice annually. A press conference is held at the beginning of each wave. All materials are translated into Spanish including the radio spots which run on Spanish-language radio. Pedestrian-related law enforcement efforts occur concurrently.

Major funding for the program comes from federal safety funds administered by the States, with voluntary local contributions from WMATA and some of the TPB member jurisdictions.

The TPB was briefed on the results of the FY 2011 campaign at its October 2011 meeting.

### **Spring 2012 Campaign: March 18-April 14**

The Spring campaign wave will include cable television, radio, transit, internet advertising and a web site, [www.beststreetsmart.net](http://www.beststreetsmart.net). New ads, with the theme "We Stop Killer Pedestrian Crashes" were developed for Spring 2012. An advisory committee, consisting of representatives of the funding agencies, worked with the project consultant to develop the new campaign materials. The campaign theme and draft materials were vetted by a professionally managed focus group representing the target demographic.

The TPB Technical Committee was briefed on a draft of the new campaign materials at its February meeting.

As in previous campaigns, a before and after survey of area motorists will measure public recognition of the campaign themes.

Total budget for FY 2012 was \$633,916, of which \$412,000 is going to the Spring 2012 wave. A number of law enforcement agencies have pledged to carry out pedestrian safety enforcement during the campaign. However, the Street Smart program does not fund law enforcement.

**A kick-off press conference will be held at 11:30 a.m. on Wednesday, March 28<sup>th</sup> at 5922 Marlboro Pike, District Heights, MD. Prince George's Police will carry out live enforcement.**

A full evaluation of the FY 2012 campaign and further details on campaign activities will be included in the Annual Report and Campaign Summary, which will be available in October. The TPB will be briefed on the Annual Report at that time.

### **Planning for FY 2013 (Fall 2012 and Spring 2013)**

In previous years the TPB sent letters to its members requesting voluntary contributions for the Street Smart campaign. In response to requests from COG and TPB members for consolidation of voluntary or supplemental fees into the regular COG dues, for FY 2013 \$63,444 in local funding has been incorporated into the regular COG dues. Therefore no letters will be sent requesting additional voluntary contributions for FY 2013, though partner agencies are welcome to contribute additional funds if they wish. Applications for funding are also being submitted to the States and WMATA. At this point it appears likely that sufficient funds will be available for both a Fall and a Spring campaign wave.

In-kind support is as important as financial support. In addition to providing funds, TPB member jurisdictions can provide technical support and help shape the messages through the Advisory Group, carry out concurrent pedestrian safety enforcement, host the press event, distribute campaign materials, and last but not least, carry out their own engineering, enforcement, and education – based traffic safety programs.