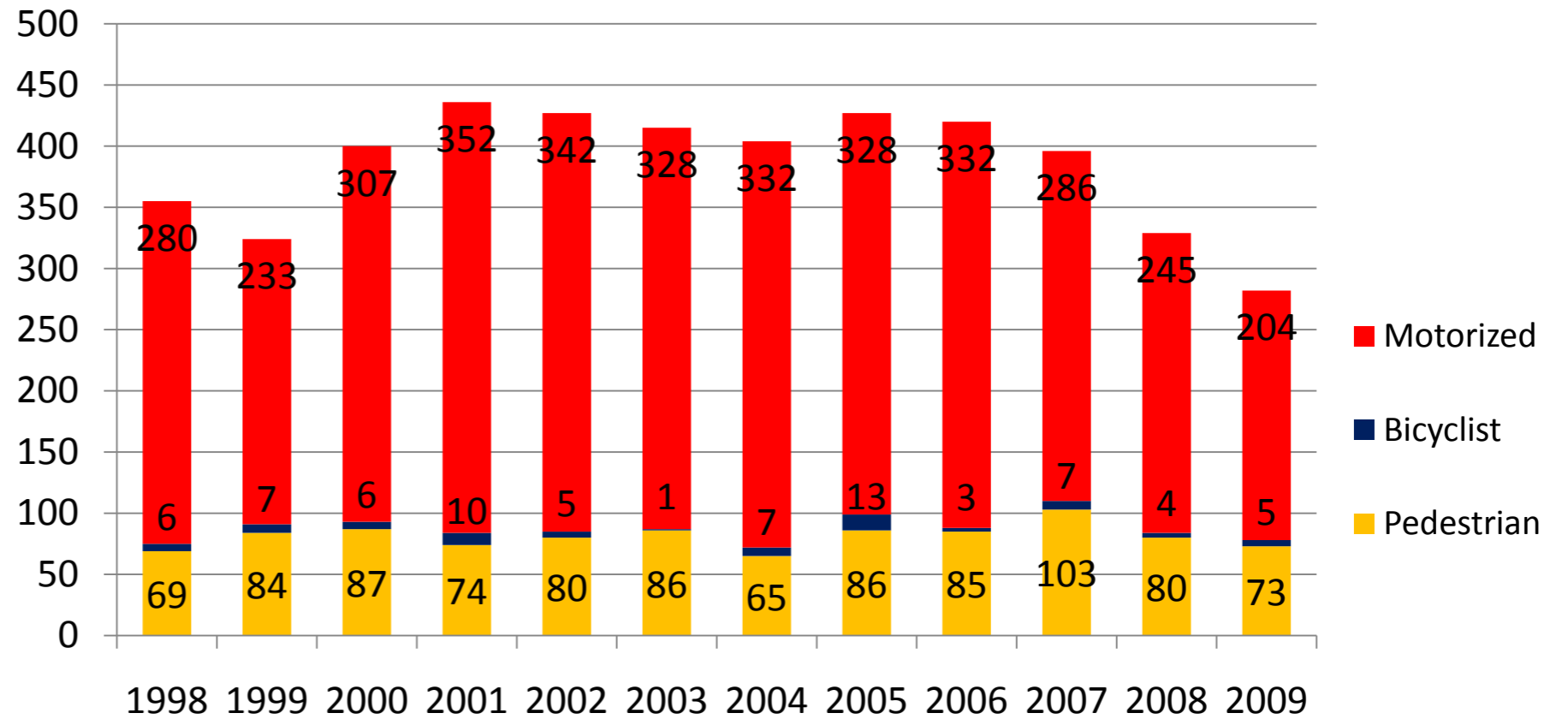


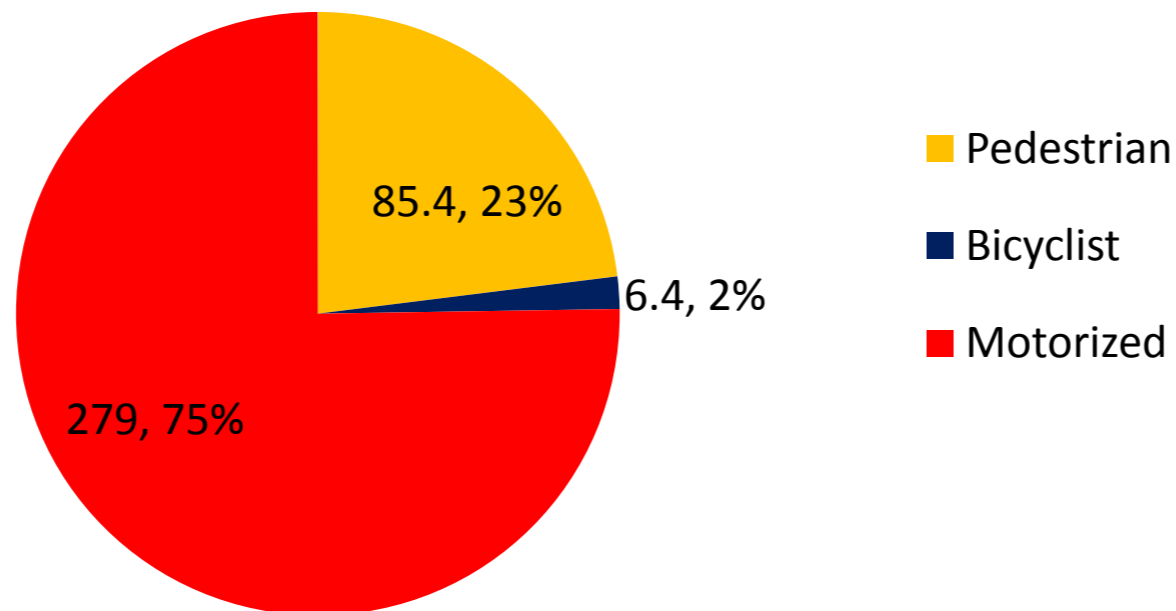
STREET
 ***SMART***
Spring 2011 Campaign
Briefing

Michael Farrell
DTP

Traffic Fatalities in the Washington Region



Annual Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2005-2009



- Concentrated waves of Radio, Transit, Cable, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by concurrent law enforcement
- Funded by Federal Funds with voluntary matching contributions from WMATA, TPB Member Governments, since Fall 2002
- Run twice annually since 2007
 - Fall and Spring waves
 - November 2010 and March-April 2011
 - November wave used Spring 2010 materials
- FY 2011 budget \$597,800
 - Spring 2011 \$430,000
 - DDOT is separately funding a \$60,000 observational study
- Details at <http://BeStreetSmart.net>

Campaign Dates

March 20 – April 16

Media Objectives

- Educate the audiences (drivers, pedestrians, bicyclists) on pedestrian and bicycle safety and pedestrian safety around buses.
- Inform the audience about *increased law enforcement* enforcing pedestrian and bicycle traffic safety laws.

Spring 2011 Campaign

WATCH FOR PEDESTRIANS .



WATCH FOR BICYCLISTS WHEN TURNING .



CROSS AFTER THE BUS LEAVES THE STOP .





USE THE CROSSWALKS

CRUCE POR EL PASO DE PEATONES

請走斑馬線過街
건널목을 사용하십시오

HÃY ĐI TRONG ĐƯỜNG LĂN
DÀNH CHO NGƯỜI ĐI BỘ

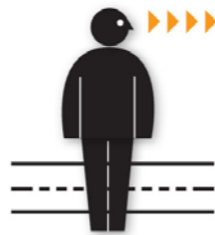
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ይጠቀሙ

LOOK LEFT, RIGHT, LEFT.



PRIMERO MIRE A LA
IZQUIERDA
先朝左邊看
먼저 왼 쪽을 보고
HÃY NHÌN BÊN TRÁI TRƯỚC
መኛመሪያ ወደ ግራ

DEPUÉS A LA DERECHA
再朝右邊看
오른 쪽을 본 다음
RỒI NHÌN QUA BÊN PHẢI
ከዚያ ወደ ቀኝ



Y OTRA VEZ A LA
IZQUIERDA
再看一次左邊
다시 왼 쪽을
보십시오
SAU ĐÓ NHÌN LẠI BÊN TRÁI
MỘT LẦN NỮA
ከዚያም እንደገና
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**STREET
SMART**
streetsmart.mwcog.org

A public safety program of the District of Columbia, Maryland and Virginia

CONSEJOS PARA LA SEGURIDAD

de los conductores, peatones y ciclistas

CONDUCTORES:



Deténganse en los cruces peatonales y CEDAN EL PASO A LOS PEATONES y tengan cuidado cuando pasen a los vehículos estacionados.



DISMINUYAN LA VELOCIDAD Y OBEDEZCAN los límites de velocidad.



LOS CONDUCTORES DEBEN CEDER EL PASO A PEATONES Y CICLISTA cuando doblan.



MIREN ANTES DE ABRIR LA PUERTA.



MANTÉNGANSE A TRES PIES DE DISTANCIA cuando se adelantan a un ciclista.

**STREET
SMART**
streetsmart.mwcog.org

Un programa de seguridad pública del Distrito de Columbia, Maryland y Virginia

PEATONES:



CRUCEN LA CALLE POR LAS LÍNEAS PEATONALES e intersecciones.



ANTES DE CRUZAR, MIREN hacia la izquierda, a la derecha y otra vez a la izquierda.



UTILICEN EL BOTÓN PARA CRUCE DE PEATONES.



Comiencen a cruzar la calle CUANDO LA SEÑAL LO INDIQUE (Walk).



MANTÉNGANSE VISIBLES cuando es de noche y durante el mal tiempo.

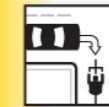


ESTÉN ATENTOS A LOS CAMIONES Y AUTOBUSES QUE SALEN EN MARCHA ATRÁS de estacionamientos y caminos de entrada a las viviendas.

CICLISTAS:



OBEDEZCAN TODAS LAS SEÑALES y semáforos.



NUNCA VAYAN EN CONTRA DEL TRÁFICO. Vayan en el sentido del tráfico para evitar accidentes.



HAGAN SEÑAS CON LAS MANOS para indicar a los conductores lo que piensan hacer.



DESPLÁCENSE EN LÍNEA RECTA A LA DERECHA DEL TRÁFICO y a una distancia de los automóviles estacionados, equivalente al ancho de la puerta del automóvil.



USE SIEMPRE EL CASCO. El riesgo de heridas a la cabeza en accidentes de bicicletas disminuye significativamente con el uso del casco.



USE LUCES DURANTE LA NOCHE y cuando haya poca visibilidad.

Los peatones y ciclistas deben estar atentos a los vehículos que doblan. Los conductores deben ceder el paso a peatones y ciclista cuando doblan.

Spring 2011 Schedule

March

April

Enforcement

Radio

TV

Out of Home

- Transit Shelters
- Busbacks/Sides
- Rail Cards
- Interior Cards

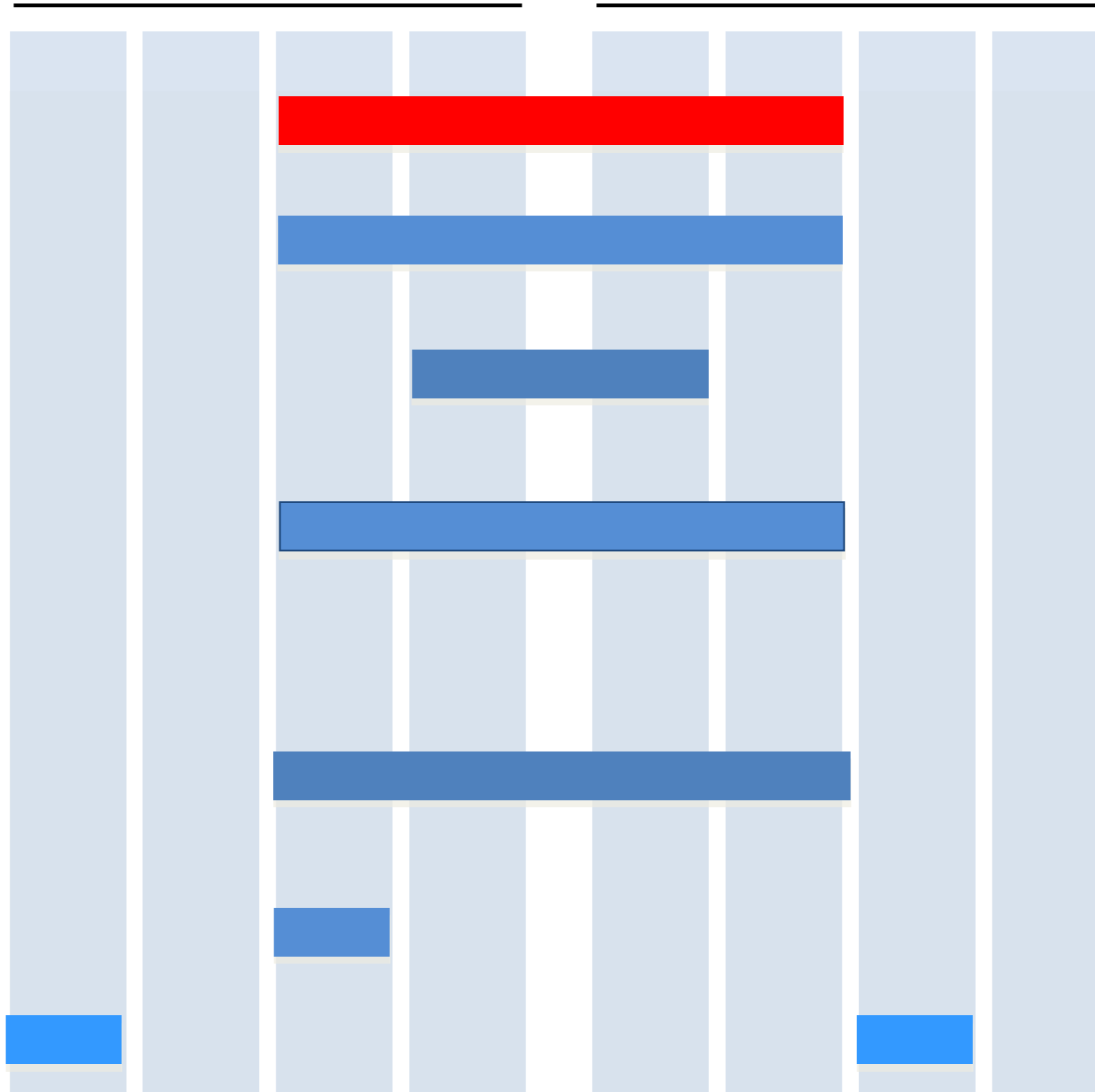
Mobile Billboard

Earned Media

(Press Event)

Evaluation

3/04/2011



Evaluation

- Pre and post-campaign web-based surveys of area motorists
 - Shows that people remember the messages, and where they heard them
- Before and after observational study
 - Selected locations in DC with Traffic Cameras
- PR success measured by “earned media”
- Law enforcement agencies report citations and warnings issued during the campaign
- Annual Report, October 2011



Street Smart Funding, 2002-2011

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	Fall 2007 & Spring 2008	Fall 2008 & Spring 2009	Fall 2009 & Spring 2010	Fall 2010 & Spring 2011
DDOT*	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$200,000	\$200,000	\$200,000	\$200,000**
DC MPD*			\$80,000		\$30,000				
Maryland SHA*	\$115,000	\$100,000	\$58,000	\$50,000	\$100,100	\$130,300	\$130,000	\$143,000	\$100,000
Virginia SHSO	\$100,000	\$100,000	\$75,000	\$100,000	\$75,000	\$100,000	\$100,000	\$100,000	\$110,000
WMATA						\$150,000	\$150,000	\$150,000	\$150,000
Local Government	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$54,800	\$37,800
Private					\$10,000				
Grand Total	\$415,000	\$390,000	\$393,000	\$341,300	\$428,800	\$738,800	\$700,600	\$658,700	\$597,800**

* Federal pass-through

3/04/2011

**DDOT is separately funding a \$60,000 observational study, not included in the total.

Local Government Contributions

Source	Oct-02	Apr-04	Jun-05	Mar-06	Mar-07	FY 2008	FY 2009	FY 2010	FY 2011
City of Alexandria	\$5,000	\$5,000	\$5,000	\$6,800	\$6,800	\$6,800	\$6,800	\$7,000	\$7,000
Arlington County		\$10,000	\$10,000	\$10,100	\$10,100	\$10,100	\$10,300	\$10,300	\$10,800
City of Bowie									
Charles County, urbanized									
City of College Park							\$600		
City of Fairfax				\$1,100					
City of Frederick									
City of Falls Church				\$500	\$500			\$600	
Fairfax County	\$50,000	\$50,000	\$50,000	\$52,800	\$52,800	\$52,800	\$54,800	\$5,000	
Frederick County									
City of Gaithersburg						\$3,100	\$3,100		
City of Greenbelt				\$500					
Loudoun County									
City of Manassas									
City of Manassas Park				\$700		\$700			
Montgomery County	\$45,000	\$10,000	\$10,000	\$10,000	\$40,600	\$45,000	\$45,000	\$42,000	\$20,000
Prince George's County		\$15,000	\$5,000	\$5,000		\$37,100			
Prince William County									
City of Rockville				\$2,900	\$2,900	\$2,900			
City of Takoma Park				\$900				\$800	
Total Local	\$100,000	\$90,000	\$80,000	\$91,300	\$113,700	\$158,500	\$120,600	\$65,700	\$37,800

Suggested FY 2012 Contributions

Jurisdiction	FY 2012 Adjusted Population	Suggested Contribution at five cents per capita
Fairfax County	1,059,211	\$53,000
Montgomery County	857,350	\$42,900
Prince George's County	752,117	\$37,600
Prince William County	407,735	\$20,400
Loudoun County	299,366	\$15,000
Frederick County	173,383	\$8,700
Arlington County	218,000	\$10,900
Alexandria, City of	146,000	\$7,300
Charles County (St. Charles)	85,594	\$4,300
Rockville, City of	62,476	\$3,100
Gaithersburg, City of	57,875	\$2,900
Frederick, City of	63,200	\$3,200
Bowie, City of	55,958	\$2,800
Manassas, City of	35,648	\$1,800
College Park, City of	26,392	\$1,300
Fairfax, City of	24,665	\$1,200
Greenbelt, City of	20,903	\$1,000
Takoma Park, City of	17,299	\$900
Manassas Park, City of	14,050	\$700
Falls Church, City of	11,900	\$600
Total	4,389,122	\$219,000

How Can TPB Member Jurisdictions Help?

- Financial Support
 - Matches federal money
 - State funding agencies see it as a sign of local commitment
 - Letters requesting funding for FY 2012 will be mailed soon
 - Suggested contribution of 5 cents per capita, as per TPB resolution R20-2005
- Technical Support & Advice
 - Financial contributors serve on the Advisory Group
 - Shape the messages
 - Provide information
- Concurrent law enforcement
- Host press event
- Distribute/post materials
- Carry out their own 3 “E” (Engineering, Enforcement, Education) Safety Programs

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