

REVIEW OF STREET SMART OTHER TPB SAFETY ACTIVITIES

Jon Schermann
TPB Transportation Planner

Michael J. Farrell
Senior Transportation Planner

Item 9
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TPB Safety Context

- TPB Vision
- Regional Transportation Priorities Plan
- Complete Streets Policy for the National Capital Region
- TPB Approval of UPWP with Numerous Safety Components (Annual)

TPB Transportation Safety Planning Task

- Support strategies to reduce fatalities, serious injuries, and crashes
- Coordinate with member state Strategic Highway Safety Plan development & implementation
- Provide a forum for collaborative enhancement of safety in the region
- Address FAST Act safety performance measures requirements
- Encourage the consideration of safety in all aspects of metropolitan transportation planning



TPB Transportation Safety Program Areas

- Several TPB committees, including the Transportation Safety Subcommittee and Street Smart among others, address safety
- In addition, a few COG committees, such as the Police Chiefs and Transportation Emergency Preparedness also address safety



- **Analysis of Regional Highway Safety Outcomes (proposed)**
 - Identify the factors that most contribute to observed safety outcomes in the region
 - Improve safety outcomes (applicable to TPB and/or local jurisdictions)
 - Inform efforts to improve the TPB safety program
 - Inform Street Smart Advisory Committee

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

FY 2018 Recap and Fall 2018 Plan

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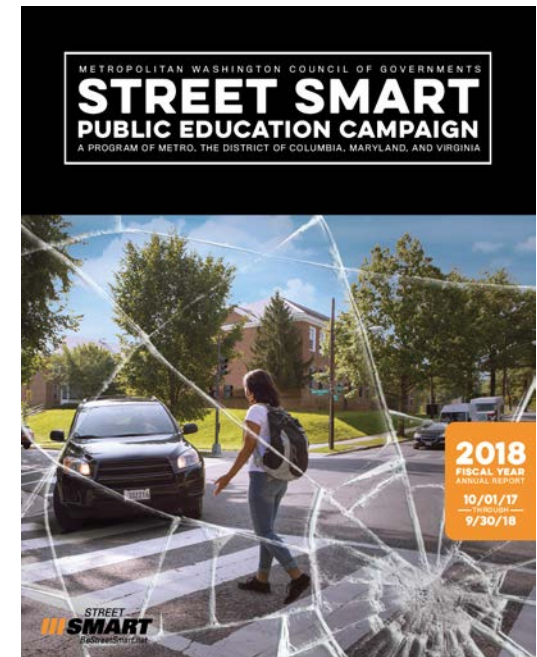
Too Many Pedestrian Deaths

- In 2017, there were 77 pedestrian and 5 bicyclist fatalities in the Washington region
- 26% of the 313 total traffic fatalities were pedestrians or bicyclists
- Disadvantaged, inner-suburban communities were disproportionately affected

| 2017 Fatalities | District of Columbia | Charles County, MD | Frederick County, MD | Montgomery County, MD | Prince George's County, MD | Arlington County, VA | Fairfax County, VA | Fauquier County, VA (urbanized area) | Loudoun County, VA | Prince William County, VA | Alexandria, VA | Fairfax City, VA | Falls Church, VA | Manassas, VA | Manassas Park, VA | Total |
|-----------------|----------------------|--------------------|----------------------|-----------------------|----------------------------|----------------------|--------------------|--------------------------------------|--------------------|---------------------------|----------------|------------------|------------------|--------------|-------------------|-------|
| Pedestrian | 11 | 6 | 2 | 14 | 25 | 2 | 9 | 0 | 2 | 3 | 2 | 0 | 0 | 1 | 0 | 77 |
| Bicyclist | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 5 |
| All Traffic | 31 | 35 | 27 | 33 | 99 | 5 | 34 | 0 | 21 | 22 | 4 | 0 | 0 | 2 | 0 | 313 |

What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - New “Shattered Lives” Creative
 - <http://bestreetsmart.net>
- Concentrated waves of Gas Station, Transit, Radio and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Advisory Group
- Funded by:
 - Federal funds administered by DC, Maryland, and Virginia
 - WMATA, DC local funds
 - TPB Member Governments - COG dues (63k)
 - FY 2019 Budget – \$792k for consultant, ad placement
 - Increase from 775k for FY 2018



Press Events



City of Fairfax



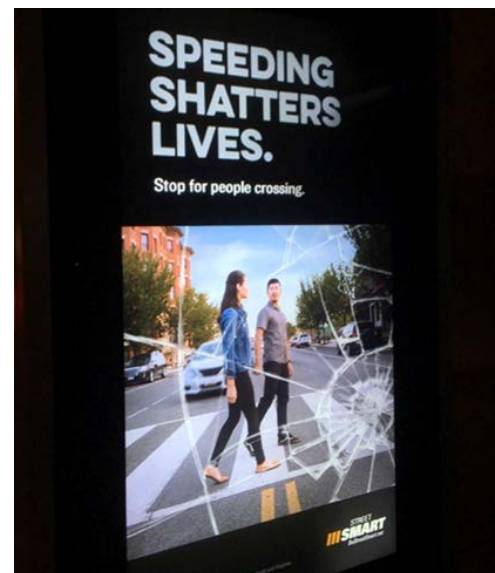
Ridge Road SE, DC

Paid Media

- **Outdoor**
 - Bus Tails
 - Shelters
 - Pumptoppers



- **Digital**
 - Facebook
 - Twitter
 - Instagram
 - Pandora





SPEEDING SHATTERS LIVES.

Stop for people crossing.



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



**DRIVER
TARGETED
EXTERIOR
BUS ADS**



HER LIFE IS FRAGILE.

Yield to pedestrians when turning.



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



LIVES ARE EASILY BROKEN.

Look before you turn.



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



LIVES SHATTER ON IMPACT.

Give 3 feet when passing bikes.



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

English and Spanish

**YOUR LIFE
IS FRAGILE.**

Use the crosswalk.



**SU VIDA
ES FRÁGIL.**

Use el cruce de peatones.



Donated Media



MORE THAN
\$1 MILLION
IN DONATED
MEDIA



Street Teams



Enforcement Activations



Measuring Effectiveness

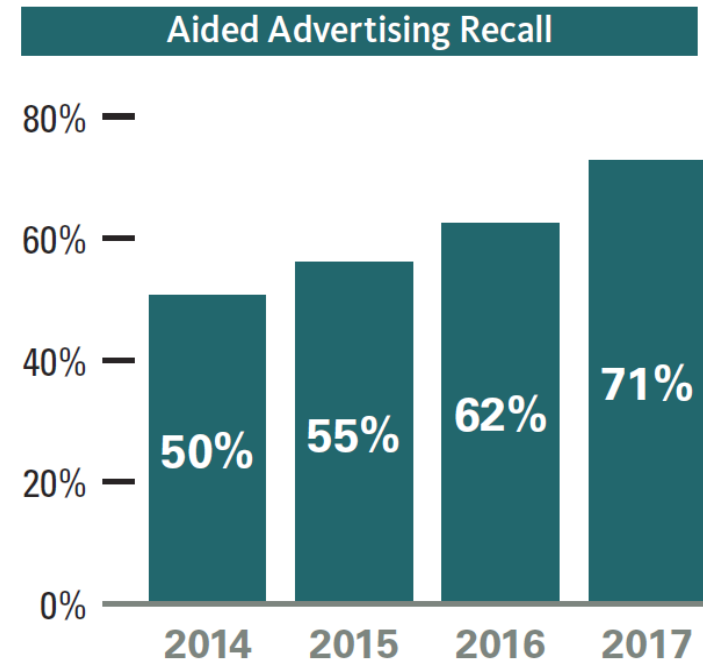
Spring 2018 Survey Results:

- Unaided awareness: 19%, pre and post
- Aided awareness: 34%, pre and post

Context:

- Bonus paid media overrides and donated media, including bus ads and junior billboards, were present in market during the first survey wave.
- The previous “Tired Faces” series of advertisements had similar recall in its first year (39%).
- Significant advertising recall gains for the Street Smart program are typically seen year-over-year.

“Tired Faces” Year over Year Results:



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

Press Event

- Launch: 11/8 at 10:30am
- Location:
Veterans Plaza
1 Veterans Pl
Silver Spring, MD 20910
- Speakers
- Media tour
- Enforcement: 11/6 - 12/2
- NEW!: *Street Smart*
Virtual Reality (VR)
Challenge



Next Steps

- Carry Out the Fall Media Campaign
- Multiple VR Events
- Enforcement Activations
- Street Teams
- Spring 2019 Planning (April)



SAFETY TIPS FOR WALKING

Wait for the walk signal.

Cross the street at crosswalks and intersections.

Watch for turning vehicles.

Contacts:

Michael Farrell
Senior Transportation Planner
mfarrell@mwkog.org
202-962-3760

Jon Schermann
TPB Transportation Planner
jschermann@mwkog.org
202-962-3317

Kenna W. Swift
Senior Associate
kennas@sherrymatthews.com
Sherry Matthews Advocacy Marketing
1912 Sunderland Place NW, Washington, DC 20036
202-416-0110 (office)