

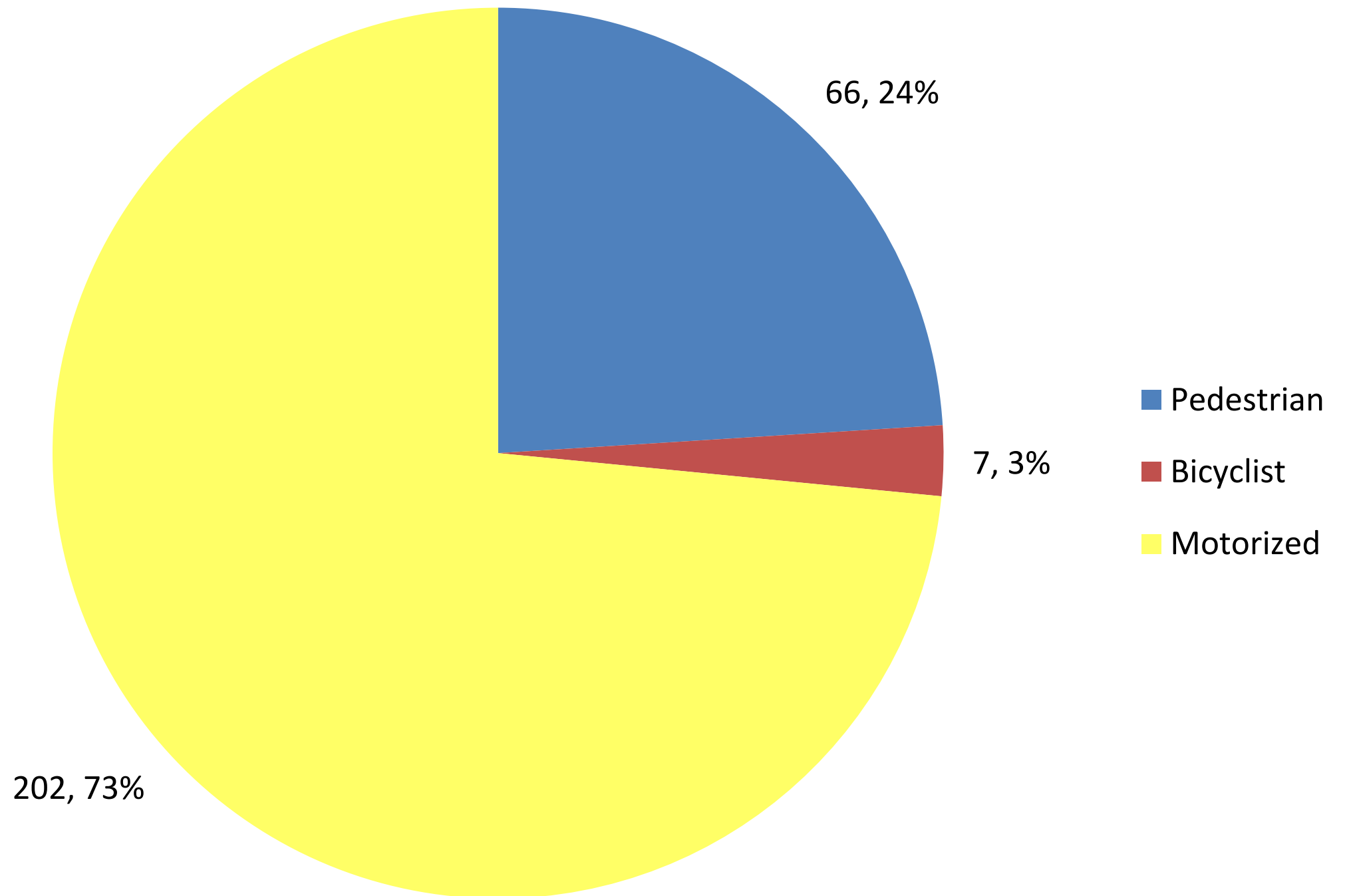


Pedestrian and Bicycle Safety Program

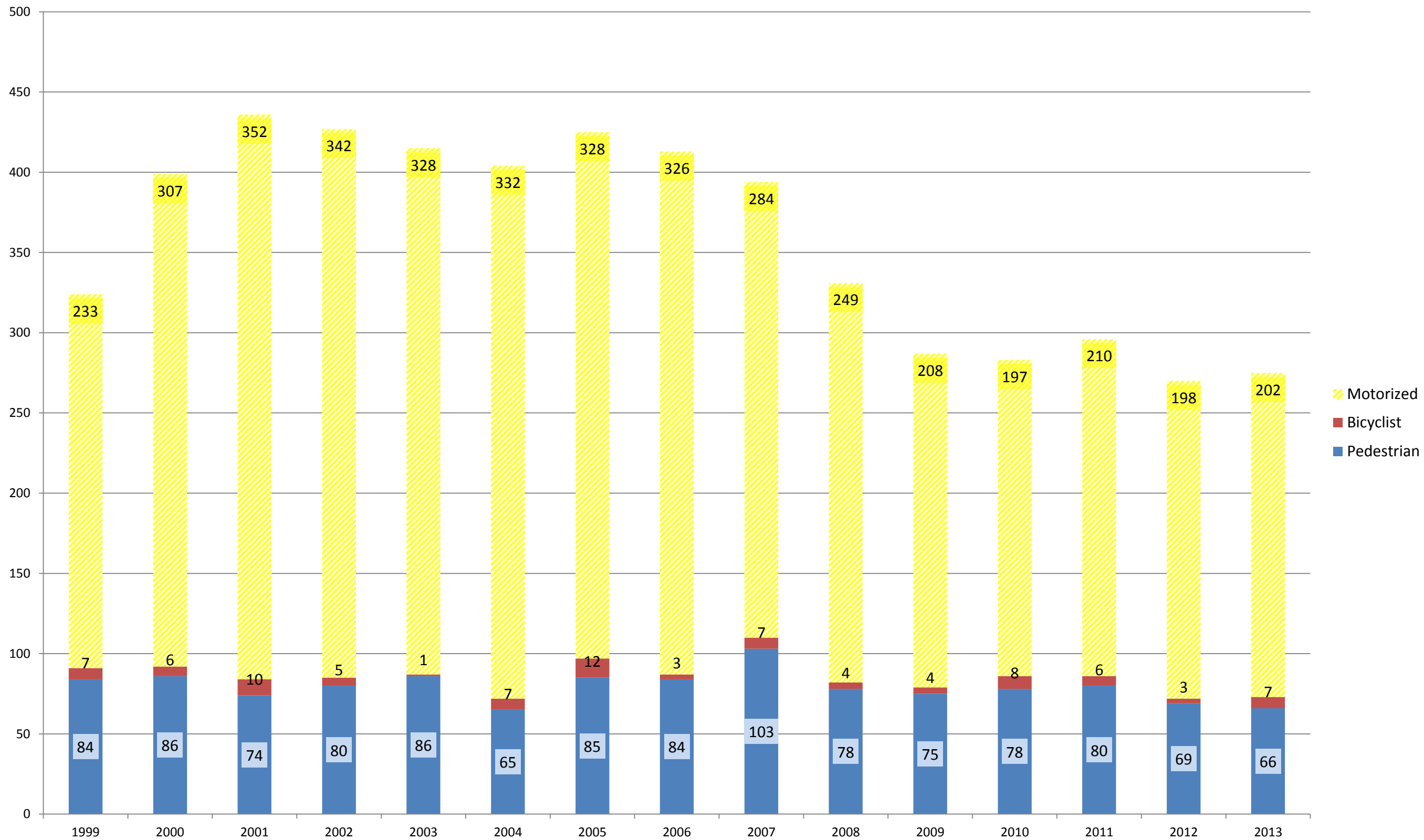
The Problem

- Pedestrian fatalities have increased nationally since 2009
 - The Washington Metropolitan Area ranks 24th out of the 51 largest metro areas in terms of pedestrian fatalities per capita.
- Pedestrian and bicyclist fatalities account for more than ¼ of the region's traffic fatalities
 - That proportion has been rising as other types of fatalities have decreased

Pedestrian, Bicyclist, and Motorized Fatalities in the Washington Region in 2013



Traffic Fatalities in the Washington Region, 1999-2013



The Three E's of Safety

- Engineering, Enforcement, Education

- Engineering

- Necessary but expensive, and slow to implement compared to enforcement and education
- Even perfect engineering needs law enforcement and education

- Enforcement is more effective when combined with Education

- Examples:

- Drunk Driving
- Click it or Ticket
- Safe Routes to School

- Education

- Mass media
- Classroom based
- Community based*



- Creating/executing mass media campaigns is not cost-effective for a single jurisdiction

- One media market, one campaign

*Photo credit:

www.pedbikeimages.org/MikeCyneki



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, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
 - Federal Funds administered by DC, Maryland, and Virginia
 - WMATA
 - TPB Member Governments - COG dues (63k)
 - Covers project administration
 - FY 2014 Budget – \$665k

“Tired Faces”



**Pedestrians don't
come with airbags.**

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



PREPARED BY
SHERRY MATTHEWS, INC.

STREET
SMART
BeStreetSmart.net

2014
FISCAL YEAR
ANNUAL REPORT

10/01/13

THROUGH

9/30/14

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC SAFETY CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA

10/3/2014

FY14 Paid Media: Bus Ads



- 4 weeks in fall; 4 weeks in spring
- Fall: 50 kings, 65 tails, 200 bus cards
- Spring: 100 kings, 200 bus cards
- 35.9 million impressions (includes overrides)



FY14 Paid Media: Pumptoppers



- Fall: 4 weeks
488 cards at
122 gas stations
- Spring: 4 weeks
444 cards at
111 gas stations
- **110.6 million total impressions**



FY14 Paid Media: Radio



- 15-second English and Spanish radio liners
- Drive time radio
- 2 weeks in fall; 2 weeks in spring
- 7 radio stations
- 6.3 million impressions (includes added value spots)





PAID MEDIA

- 152.8 million impressions
- **\$376,578** in negotiated added value

CAPITAL REGION RADIO NETWORK

- 15 partner stations aired 677 spots
- 3.42 million free impressions valued at **\$58,500**

DONATED MEDIA

- Through the goodwill of jurisdictional partners and media outlets -
 - More than 100 exterior bus ads, 270 transit shelters, 2000 interior bus cards
 - **\$1.3 million** value



October 22, 2013
Upper Senate Park
Washington, DC

*Special "BAND TOGETHER" performance by James
Hubert Blake High School's Roaring Bengal
Marching Band from Montgomery County, MD*



Spring Press Event



April 17, 2014

Opitz Boulevard at
Montgomery Avenue,
Woodbridge, VA



Media Relations: Media Tours



FY14 Media Relations: Results



- **39 television broadcast stories** reaching nearly 1.7 million viewers, valued at more than \$250,000.
- **21 radio broadcast news stories** reaching more than 4.37 million listeners, valued at nearly \$66,000 in publicity value.
- **48 online articles** in publications with a combined circulation of more than 62 million.
- **2 print articles**, including the Washington Post, reaching more than 585,000 readers, worth nearly \$65,000 in publicity value.

Street Teams/Safety Zones



Street Teams:

- Thursday, 4/17, 7:30-11:30am: Prince William County
- Thursday, 4/17, 4-7pm: Fairfax City, VA
- Monday 4/21, 4-7pm: DC - U Street NW Corridor
- Tuesday 4/22, 4-7pm: DC - Columbia Heights
- Wednesday 4/23, 4-7pm: DC - Anacostia Metro
- Thursday 4/24, 4-7pm: DC - Minnesota Ave. & Benning Rd NE
- Friday 4/25, 4-7pm: Silver Spring, MD
- Saturday 4/26, 11a-2pm: College Park, MD
- Monday 4/28, 4-7pm: Arlington, VA, Columbia Pike
- Tuesday 4/29, 4-7pm: Bethesda, MD
- Wednesday 5/7, 3-6pm: Suitland, MD
- Thursday 5/8, 4-7pm: Langley Park, MD
- Friday 5/9, 4-7pm: Falls Church, VA

Street Smart Safety Zones:

- 10/23/13: Langley Park, MD
- 10/24/13: King Street Metro, Alexandria, VA
- 10/28/13: Columbia Heights, Washington, DC

Street Smart Enforcement



- Partner agencies reported 4,701 citations and 1,423 warnings issued to motorists, pedestrians and cyclists in FY 2014.
- Information came from the District of Columbia, Arlington County, Montgomery County, Prince William County, Fairfax City, the City of Alexandria, and the City of Rockville.



Spring 2014 Survey Results

- 56% said they saw at least one of the three advertising executions.
 - Up from 39% in the Spring 2013 Survey
 - Recalled elements such as “treads on a face,” “exercise caution,” “Street Smart,” “can’t fix a pedestrian at a body shop,” and “dangers of jaywalking.”
- Awareness was higher for Pedestrians (62%) than for Drivers (51%)
 - Smaller gap than in Spring 2013 Survey (50%/27%)
 - » Shows success in reaching motorists
- 24% were aware of enforcement after, up from 18% before the campaign
 - Virginia respondents’ awareness of enforcement increased from 12% to 23%.
- Most saw ads on buses and other public transportation
 - Pro bono ads were critical – worth 4-5X the paid media budget

FY15 Street Smart Fall Schedule



FALL – WINTER	October				November				December				January				February			
	7	14	21	28	3	10	17	24	1	8	15	22	5	12	19	26	2	9	16	23
PUBLIC RELATIONS																				
Press Event																				
Media Tour																				
Suggested Enforcement Dates																				
MEDIA																				
Radio :15 Traffic Sponsorships																				
Pumptoppers																				
Exterior Bus Ads																				
OUTREACH/PARTNERSHIPS																				
Driver-specific Outreach																				
Digital/Social Media																				
PSA Radio Network																				

TPB is Wednesday 9/17, 10/15
Bicycle and Pedestrian Subcommittee is 9/16
TPB Technical Committee is Friday 10/4, 11/1
COG Board of Directors is Wednesday 10/8, 11/12
Halloween is Thursday 10/31
Daylight Savings is Sunday 11/2
Election is Tuesday 11/4
Thanksgiving is Thursday 11/27

Fall 2014 Paid Media: Radio





**Pedestrians
don't come
with airbags.**

Yield to pedestrians when turning.

**STREET
SMART**
BeStreetSmart.net

A public safety message of Metro, the District of Columbia, Maryland and Virginia.

800.525.4762 Audi AT&T www.AllOverMedia.com

**Kids don't
come with
turn signals.**

Slow down and watch for pedestrians.

**STREET
SMART**
BeStreetSmart.net

A public safety message of Metro, the District of Columbia, Maryland and Virginia.

800.525.4762 Audi AT&T www.AllOverMedia.com

**Los peatones
no tienen
bolsas de aire.**

Al doblar, cede el paso a los peatones.

**STREET
SMART**
BeStreetSmart.net

A public safety message of Metro, the District of Columbia, Maryland and Virginia.

800.525.4762 Audi AT&T www.AllOverMedia.com

**You can't fix a
pedestrian at
a body shop.**

Slow down and watch for pedestrians.

**STREET
SMART**
BeStreetSmart.net

A public safety message of Metro, the District of Columbia, Maryland and Virginia.

800.525.4762 Audi AT&T www.AllOverMedia.com



**STREET
SMART**
BeStreetSmart.net

You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

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**STREET
SMART**
BeStreetSmart.net

Los peatones no tienen bolsas de aire.

Al doblar, cede el paso a los peatones.

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Pedestrians don't come with airbags.

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Donated Bus Card and Bus Shelter Placement

- Bus Subcommittee was briefed on 9/23/2014
- Four week campaign period: 10/28 – 11/24
- Bus Cards (any size) in English and Spanish
- Two Concepts: Jaywalking & Bus Safety

Concurrent Pedestrian Safety Enforcement

- Work through Street Smart Advisory Group
- Brief Police Chiefs Committee October 22nd
- Best Practices in Pedestrian and Bicyclist Enforcement Seminar held at COG on August 28th
- Distribute enforcement reporting form
- Publicity about Enforcement during the campaign



Fall Press Event

- Likely November 6th, in DC
- Exact Time and Location, TBD
- Speakers TBD



THANK YOU

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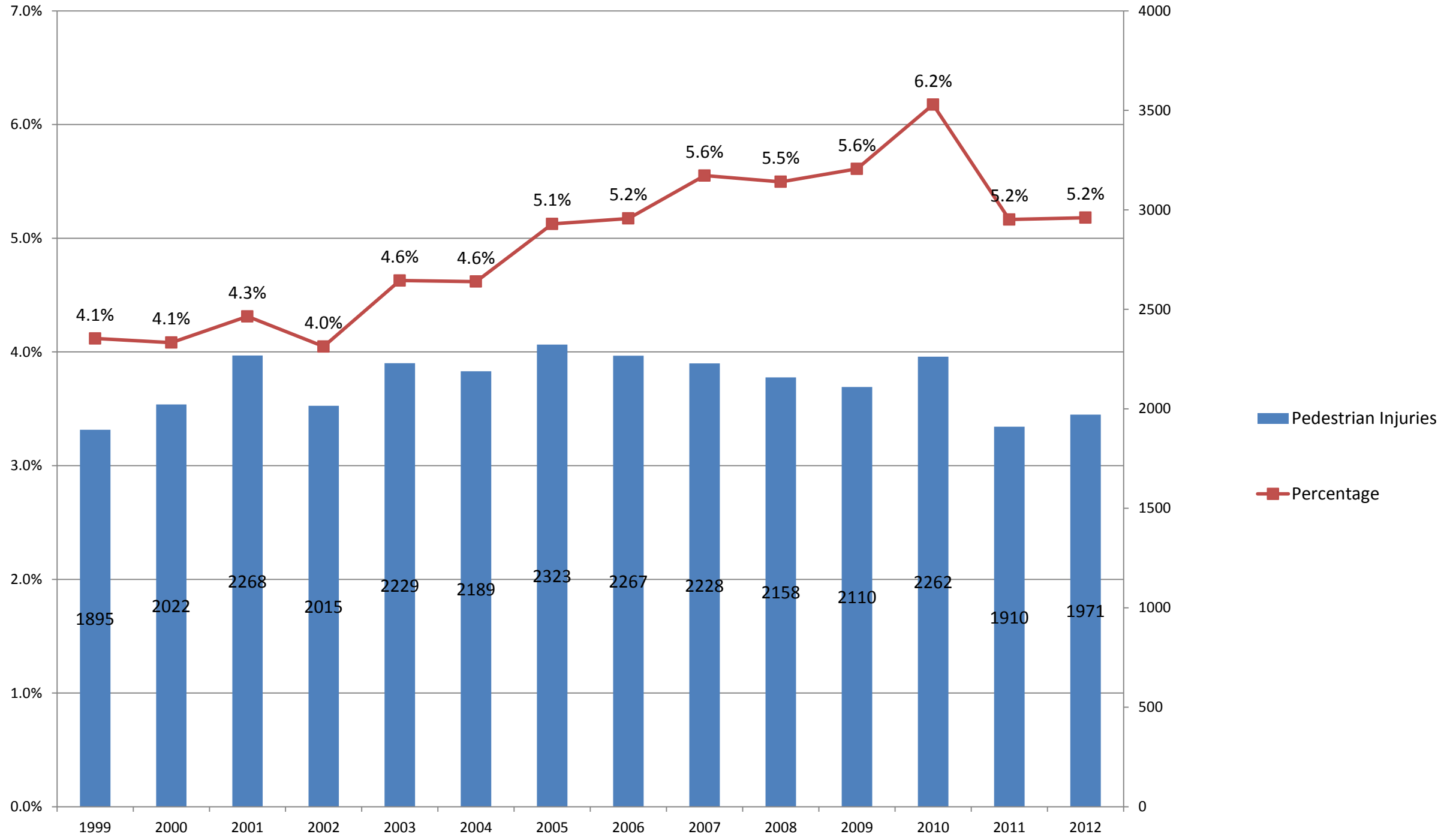
Appendix Slides

Pedestrian and Bicyclist Fatalities by Jurisdiction

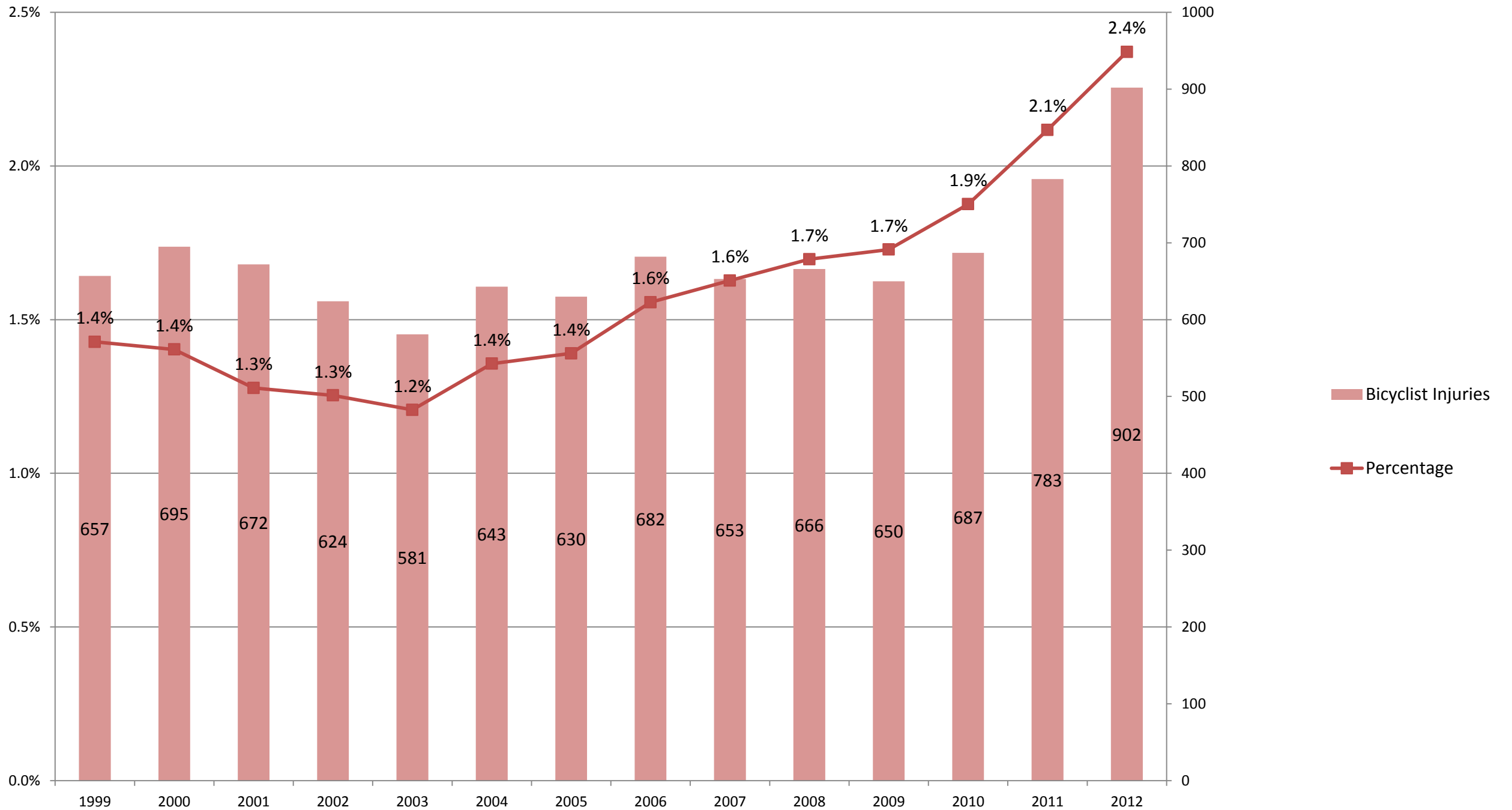
Jurisdiction	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Avg
District of Columbia	18	20	15	9	18	14	19	17	27	15	16	16	13	8	14	16
Charles County	6	3	2	5	3	1	6	2	6	1	3	3	9	4	3	4
Frederick County	6	4	0	2	4	2	2	4	1	0	1	3	0	4	4	2
Montgomery County	20	17	11	16	12	15	11	15	17	16	12	15	10	8	14	14
Prince George's County	19	16	30	28	30	19	35	19	29	39	23	23	32	24	18	26
Arlington County	2	5	4	2	3	2	3	1	1	1	4	1	5	4	1	3
City of Alexandria	3	2	2	3	2	1	2	1	2	0	0	2	2	2	2	2
Fairfax County	13	20	18	12	7	16	11	20	17	4	11	13	10	7	8	12
City of Fairfax	0	0	0	1	1	0	1	0	1	0	2	0	1	1	0	1
City of Falls Church	0	1	0	1	0	0	0	0	0	0	0	2	0	0	1	0
Loudoun County	1	1	1	3	3	2	3	1	3	0	1	2	3	3	1	2
City of Manassas	1	0	0	0	0	0	0	0	1	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
Prince William County	2	3	1	3	4	0	4	7	5	6	6	6	1	7	7	4
Total Washington	91	92	84	85	87	72	97	87	110	82	79	86	86	72	73	86

Sources – Maryland Highway Safety Office, Virginia DMV, DDOT

Pedestrian Injuries in the Washington Region, 1999-2012



Bicyclist Injuries in the Washington Region, 1999-2012



Pedestrian and Bicyclist Injuries by Jurisdiction

Jurisdiction	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Avg
District of Columbia	718	851	935	779	844	962	998	953	850	776	833	1074	1122	1283	881
Charles County	31	34	60	35	44	53	57	34	50	43	40	49	37	38	44
Frederick County	61	71	62	72	71	55	55	52	59	67	83	68	40	53	65
Montgomery County	482	499	514	477	539	524	532	560	641	632	618	617	401	530	553
Prince George's County	444	469	517	486	505	456	510	479	540	558	493	457	375	386	493
Arlington County	170	185	180	160	154	167	140	178	151	145	137	151	184	210	160
City of Alexandria	107	78	105	90	81	67	104	81	87	75	47	85	68	87	84
Fairfax County	376	379	372	368	388	373	374	402	361	402	341	270	270	311	367
City of Fairfax	21	20	22	22	30	22	16	25	18	13	15	14	20	17	20
City of Falls Church	11	14	13	13	6	9	9	5	4	10	8	4	5	11	9
Loudoun County	42	36	52	47	52	48	49	52	45	48	40	71	93	75	49
City of Manassas	11	13	22	15	19	21	28	20	17	9	21	22	13	27	18
City of Manassas Park	2	7	8	6	2	3	2	5	3	0	2	0	0	1	3
Prince William County	76	61	78	69	75	72	79	103	55	46	82	67	65	78	72
Total	2552	2717	2940	2639	2810	2832	2953	2949	2881	2824	2760	2949	2693	3107	2817

Evaluation Survey: Traditional Methodology



- Web-based, pre-defined questionnaire used for the Spring wave
- 50/50 male/female
- Proportionate geographic distribution by population
- Half drivers, half pedestrians
- 300 respondents
- English only