

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Overview and Funding Update

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Street Smart Advisory Group
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What is Street Smart?

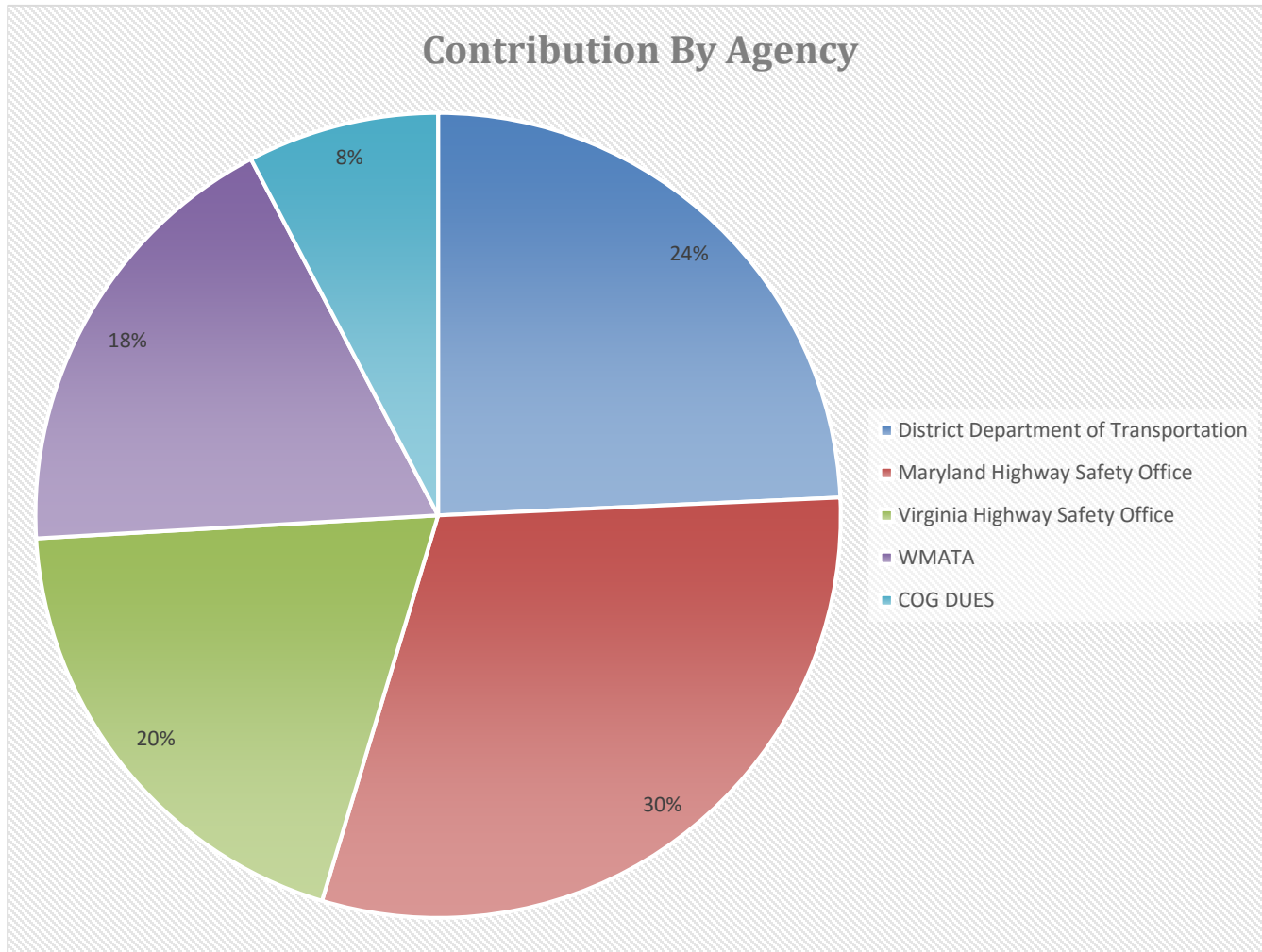
- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - Multi-year “Tired Faces” Creative
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Television, Gas Station, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist 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 2017 Budget – \$760k for consultant, ad placement
 - Increase from 750k for FY 2016



FY 2017 Budget

Agency	Amount	Percentage	Both Signed?
District Department of Transportation	\$200,000.00	24%	
Maryland Highway Safety Office	\$250,000.00	30%	Y
Virginia Highway Safety Office	\$160,000.00	19%	Y
WMATA	\$150,000.00	18%	Y
COG DUES	\$63,344.00	8%	N/A
Total	\$823,344.00		
For Consultant	\$760,000.00		

FY 2017 Budget





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