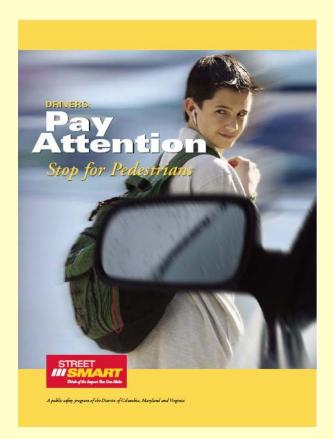
Outcomes of Regional "Street Smart" Pedestrian Safety Campaign

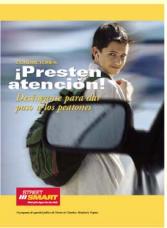
Briefing to the COG Board of Directors May 10, 2006

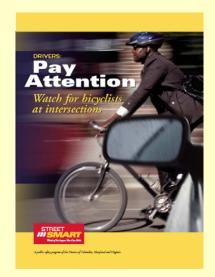
Michael Farrell
COG Department of Transportation Planning Staff

The "Street Smart" Media Campaign

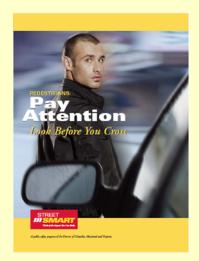
- A multi-week media campaign coordinated by the TPB
- Radio, newspaper, bus, and outdoor transit advertising for changing driver and pedestrian behavior (All media in Spanish and English)
- Four waves: October 2002, April 2004, June 2005, March-April 2006
- Supported by state-allocated federal transportation safety funds matched by voluntary contributions from local governments
 - Total campaign \$339,000 for 2006
- Next Steps:
 - 2005 Annual Report has campaign details, 2006 Annual Report available in September
 - Next campaign March-April 2007, requests for local contributions already sent













2006 Street Smart Media Events

- Four media events took place for the 2006 campaign earned extensive coverage
- Events with safety messages and law enforcement "stings"
 - Alexandria March 21 kickoff
 - District of Columbia March 27 at 14th & Shepherd Sts. NW
 - Montgomery County March 29 in Silver Spring
- April 26 wrap-up event at Inova Fairfax Hospital
 - Fairfax County Supervisor Penelope Gross, Inova injury expert Dr. Samir Fakhry, Honda Motors Safety Manager Chuck Thomas







Fairfax Inova Pedestrian Injury Report

- Funded as part of the Street Smart program with Federal Motor Carrier Funds allocated by the D.C. Metropolitan Police Department
- Data used to better focus the Street Smart media campaign
- Dr. Samir Fakhry of Inova Fairfax Hospital will speak about the pedestrian injury report