

**Outcomes of Regional "Street Smart"
Pedestrian Safety Campaign**

Briefing to the COG Board of Directors
May 10, 2006

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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

DRIVERS:
Pay Attention
Stop for Pedestrians

**STREET
 // SMART**
 Think of the Impact the Car Make

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

DRIVERS:
Pay Attention
Watch for bicyclists at intersections

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PEDESTRIANS:
Pay Attention
Look Before You Cross

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CONDUCTORES:
¡Presten atención!
Deséngense para dar paso a los peatones

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CONDUCTORES:
¡Presten atención!
Estén atentos al cruce de ciclistas en las intersecciones

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PEATONES:
¡Presten atención!
Miren antes de cruzar la calle

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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