

ITEM 7 – Information

November 20, 2019

Street Smart Annual Report

Background:

The board will see a video of the Street Smart Annual Report and view the testimonial videos for the Fall 2019 campaign.



MEMORANDUM

TO: Transportation Planning Board
FROM: Michael Farrell, Transportation Planner
SUBJECT: Street Smart: FY 2019 Annual Report and Plans for FY 2020
DATE: November 14, 2019

OVERVIEW

Since 2002, the Metropolitan Washington Council of Governments' Street Smart program has worked to protect vulnerable road users by raising awareness about pedestrian and bicycle safety. The regionwide public safety campaign educates drivers, pedestrians, and bicyclists about the safe use of roadways. The campaign integrates several components, including broadcast and outdoor advertising, media relations, digital media, and outreach events. The campaign runs on the federal fiscal year, beginning October 1.

Street Smart's FY 2019 program, covering October 2018 to September 2019, was recently completed. Copies of the FY 2019 Street Smart Annual Report will be provided to the TPB, and the Board is anticipated to view a video summary of the Annual Report/FY 2019 campaign at the November 20 meeting. The FY 2019 campaign used the "Shattered Lives" theme, while introducing a new "Virtual Reality Challenge" educational component.

The FY 2020 campaign also features fall and spring campaign waves, and uses the "Shattered Lives" ads. The October 28 kick-off event for the fall 2019 campaign wave introduced new components: testimonial videos.

NEW FOR FY 2020 – TESTIMONIAL VIDEOS

New [Street Smart](#) testimonial videos show the aftermath of pedestrian crashes as told by those affected firsthand. The testimonial videos will appear as 15 and 30 second paid television spots that will run initially November 11 – December 1. These videos, plus longer (2+ minutes) versions, will be used on digital media such as Facebook, Instagram, Twitter, and YouTube. The videos will also be used at public outreach events in D.C, Maryland, and Virginia.



As in previous waves, the Street Smart campaign fall wave is also running transit ads and gas station pumptopper ads directed and pedestrians and motorists, holding additional “Virtual Reality Challenge” events, and deploying outreach “Street Teams.” Law enforcement will issue citations and carry out scheduled “enforcement activation” events through November and December.

FALL 2019 CAMPAIGN LAUNCH

The Fall 2019 Street Smart launch event took place on Monday, October 28 at the corner of Florida Avenue and 12th Street NE, near the site of two fatal crashes in recent years. DDOT Director Jeff Marootian welcomed a slate of speakers that included persons from the new testimonial videos, as well as, for first time ever, senior officials from the U.S. Department of Transportation. Federal Highway Administrator Nicole Nason and Acting National Highway Traffic Safety Administrator James Owens welcomed their partnership with our states and region on safety through Street Smart. Also speaking were representatives of the Maryland and Virginia Highway Safety Offices, and the D.C. Metropolitan Police. Speakers discussed the increase in pedestrian fatalities and warned of the danger to pedestrians associated with reduced daylight.



October 28 Press Event

OUTLOOK

The FY 2020 Street Smart campaign continues, with the next campaign “wave” anticipated in spring 2020. Activities also continue in the meantime, advised by the Street Smart Advisory Group of funding agencies and COG members. The campaign can take advantage of opportunities that may arise in the meantime before spring campaign, such as additional Virtual Reality Challenge events.



Testimonial Wall

All the videos and other materials are available for use as part of the digital toolkit, which can be found at www.bestreetsmart.net. Partner agencies and the public are encouraged to share and make use of these resources.



Virtual Reality Challenge



NEWS RELEASE

Fewer daylight hours spell danger for pedestrians, bicyclists, and drivers

Oct 28, 2019



Jeff Marootian, District Department of Transportation Director

Her son was only two months old when Georgette Jones was killed while crossing the street on the way to the convenience store across from her house in Washington, D.C. Now 6 years old, he has no memories of his mother. Fifteen-year-old Christina Ward was walking to school on Halloween morning seven years ago when she was struck by an SUV driver and died on Maryland Route 118 in Germantown, Maryland. It has been seven months since a driver crashed into Ren Werbin in an intersection in Arlington, Virginia. The crash shattered 19 vertebrae in her spine, broke her leg, collarbone, and shoulder, and landed her in the hospital for three months.

These gripping stories are the cornerstone of the new [Street Smart campaign](#) launched today by the Metropolitan Washington Council of Governments (COG) in the wake of a 14 percent spike in pedestrian fatalities between 2017 and 2018 in the metropolitan Washington area.

Each of the aforementioned crashes happened after dark when the National Highway Traffic Safety Administration reports that 76 percent of all pedestrian fatalities occur. Campaign partners warn that the Fall brings an increase in the number of pedestrians injured or killed when the end of Daylight Saving Time means it gets dark an hour earlier. Reports indicate pedestrian crashes in the metropolitan Washington region totaled 292 during November last year, the highest of any month.

“It’s important to realize that crashes have far-reaching consequences when someone is killed or seriously injured,” said Jeff Marootian, District Department of Transportation Director. “That’s why we’re urging people driving, walking, and biking to make safety a top priority and to look out for each other — especially as the daylight gets shorter this time of year. One careless mistake can make the difference between life and death.”

Today’s event at 12th Street and Florida Avenue NE, near the site of two fatal crashes in recent years, featured the unveiling of the new *Street Smart* testimonial wall that reveals the aftermath of pedestrian crashes as told by those affected firsthand. Visitors can watch videos to learn about the tragic repercussions of deadly and serious injury incidents. The wall will appear at outreach events in D.C., Maryland, and Virginia in the coming weeks.

[View the Street Smart testimonial videos.](http://bestreetsmart.net/testimonials) (bestreetsmart.net/testimonials)

The *Street Smart* campaign offers safety tips for drivers, pedestrians, and bicyclists. The campaign’s key safety tips include reminders for drivers to obey the speed limit, be on the lookout for people walking and biking, stop for people crossing, and yield to pedestrians and bicyclists when turning. People walking are urged to cross with caution, use crosswalks where available, and wait for the walk signal. Bicyclists are reminded to follow the rules of the road and always use lights at night.

In conjunction with the campaign, area residents can expect increased enforcement of traffic safety laws that protect people walking and biking. Police departments across the region will be ticketing drivers who fail to obey the speed limit or don’t stop for people in crosswalks.

MORE: Learn more about *Street Smart* at BeStreetSmart.net and follow the program on Twitter at twitter.com/COGStreetSmart.

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