



MEMORANDUM

TO: Transportation Planning Board Technical Committee
FROM: Michael Farrell, Senior Transportation Planner
SUBJECT: Item 11: Update on the TPB's Street Smart Program
DATE: February 25th, 2016

BACKGROUND

To help raise public awareness of pedestrian safety the National Capital Region Transportation Planning Board (TPB) runs a regional pedestrian and bicycle safety campaign known as Street Smart. Street Smart is an educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of a one-month wave of radio, tv, transit, and outdoor advertising, with supporting law enforcement carried out by partner agencies. A press conference is held at the beginning of each wave.

The most recent wave ran October 26 – November 30, 2015.

SPRING 2016 STREET SMART CAMPAIGN WAVE

The Spring 2016 Street Smart campaign is planned to run April 11 – May 8. The press event is slated to be held at the Silver Spring transit center the week of April 11th (date to be determined), followed by a “media tour”, with various spokespeople getting the message out. There will be seven “Street Team” walking billboard outreach events across the region, and three “Enforcement Activation” events, in which the press will be encouraged to observe the police carrying out pedestrian safety enforcement.

Major media buys include 4 weeks of bus backs, two weeks of television advertising, and 4 weeks of digital advertising, including Youtube, Twitter, and Facebook. Working through the Public Transportation Subcommittee, we have requested free placement on interior bus cards.

HOW TPB MEMBER AGENCIES CAN HELP

Bus cards. The deadline to order bus cards for free placement is March 4th. Order forms have been distributed to the members of the Public Transportation Subcommittee.

Enforcement. The requested enforcement dates are April 11 – May 8th. One enforcement activation event will be held in each State. Participating agencies are requested to report the pedestrian safety-related citations and warnings that they issue during the Spring campaign. Though the Street Smart campaign is unable to fund enforcement directly, enforcement is important to the success of the campaign.