

# **Street Smart Pedestrian and Bicycle Safety Campaign: A Regional Media and Enforcement Effort**

Briefing to the Transportation Safety Subcommittee

Thursday, June 18, 2009

Item #5

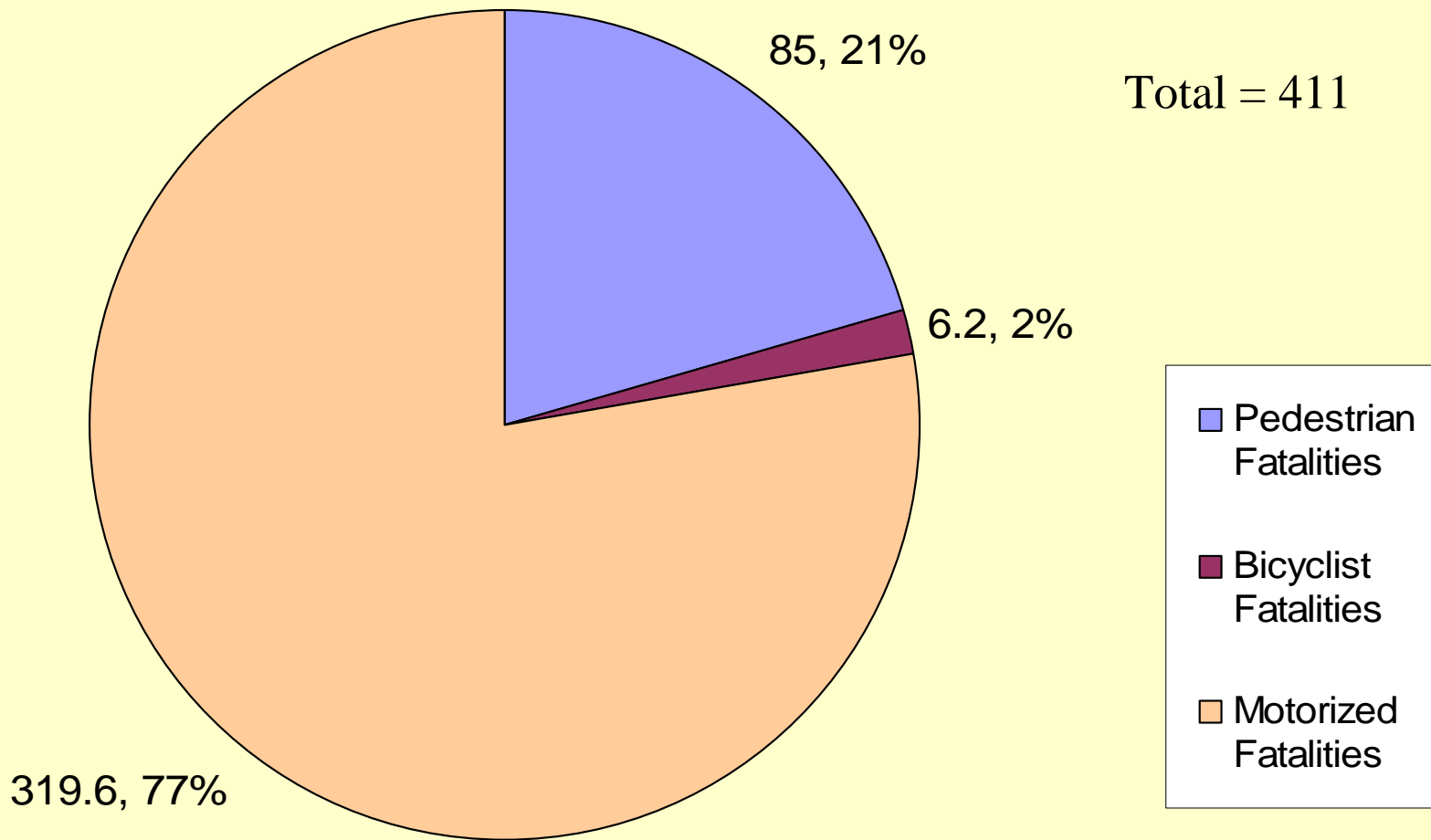
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202-962-3760

# Average Annual Pedestrian, Bicyclist, & Motorized Fatalities in the Washington Region, 2003-2007



# The “Street Smart” Campaign

- Concentrated waves of Radio, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Supported by voluntary, concurrent law enforcement
- Started in 2002, in response to local government demand.
- Funded by Federal Funds with voluntary matching contributions from WMATA, local governments
- Fall and Spring waves, in November 2008 and March 23-April 18, 2009
- Total FY 2009 budget is \$700,600
- Administered through the Metropolitan Washington Council of Governments and the National Capital Region Transportation Planning Board
  - An Advisory Group of funding agency representatives oversees the campaign
- Details at <http://streetsmart.mwcog.org>

# Why have a Regional Media Campaign?

- Three E's of Safety: Engineering, Education, and Enforcement
- “Street Smart” Educates through mass media
  - Drive-time radio reaches drivers while they drive
  - Transit ads for pedestrians while they walk, cyclists while they ride
  - Publicize law enforcement
  - Simple messages
  - A single campaign for a single media market
- Complements other programs for other aspects of Pedestrian Safety
  - School-Based Education
    - Safe Routes to School
  - Driver Education/Licensing
  - Design/Build Safe Streets and Communities

# The Advisory Group and Partner Agencies

## State and Agency

- District Department of Transportation
- Maryland Highway Safety Office
- Virginia Department of Motor Vehicles
- Washington Metropolitan Area Transit Authority

## Local

- Alexandria
- Arlington
- Fairfax County
- Montgomery County

## Law Enforcement

- Arlington Police
- Alexandria Police
- District of Columbia Metropolitan Police Department
- Fairfax County Police
- Montgomery County Police













## Non-governmental

- Virginia Bicycling Federation
- Washington Area Bicyclist Association

# SPRING 2009 MESSAGES

Messages produced in English and Spanish

Data-driven messaging

|                       | Radio   | Transit Shelter   | Bus Back  | Bus interior  | Internet  |
|-----------------------|---|---|---|---|---|
| <b>PEDESTRIAN</b>     |   |   |   |   |   |
| <b>Peds</b>           |   |    |   |   |    |
|                       |   | "Wait for walk and use crosswalks"  |   |   |   |
| <b>Driver/Ped</b>     |    |   |    |   |    |
|                       | "Yield to pedestrians when turning and stop for them at crosswalks"                 |   |   |   |   |
| <b>BICYCLE</b>        |   |   |   |   |   |
| <b>Cyclist</b>        |   |    |   |   |    |
|                       | "Ride with traffic and obey signals, signs and laws"                                |   |   |   | Blast email   |
| <b>Driver/Cyclist</b> |  |   |  |   |  |
|                       | "Yield to bikes when turning and give them room to ride"                            |   |   |   |   |
| <b>BUS</b>            |   |   |   |   |   |
| <b>Ped/Bus</b>        |   |  |   |  |   |
|                       | "Cross after the bus leaves the stop and be sure the driver can see you"            |   |   |   | 6   |

# Drivers and Pedestrians



# Transit and Bikes





# BI-LINGUAL

**OBEY**  
Signs and Signals

*Ride with Traffic.*

STREET  
**/// SMART**  
streetsmart.mwcoo.org

**Police are enforcing traffic laws!**

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

**OBEDEZCA**  
las señales y señas

*Circule en el sentido  
del tráfico*

STREET  
**/// SMART**  
streetsmart.mwcoo.org

**La policía controla estrictamente el cumplimiento  
de las leyes de tránsito**

Un programa de seguridad pública del Distrito de Columbia,  
Maryland y Virginia

# Tips Cards

## SAFETY TIPS

For Drivers, Pedestrians, and Bicyclists

### FOR DRIVERS:



- STOP FOR PEDESTRIANS at crosswalks and be careful when passing stopped vehicles.



- SLOW DOWN and obey the posted speed limit.



- YIELD TO PEDESTRIANS & CYCLISTS when turning.



- LOOK before opening your door.



- ALLOW 3 FEET when passing bicyclists.

### FOR PEDESTRIANS:



- CROSS THE STREET AT MARKED CROSSWALKS and intersections.



- BEFORE CROSSING, LOOK left, right, then left again.



- USE PEDESTRIAN PUSHBUTTONS.



- BEGIN CROSSING THE STREET ON "WALK" signal.



- STAY VISIBLE AFTER DARK and in bad weather.



- WATCH OUT FOR TRUCKS AND BUSES backing out of parking spaces and driveways.

### FOR BICYCLISTS:



- OBEY ALL REGULATORY SIGNS and traffic lights.



- NEVER RIDE AGAINST TRAFFIC. Ride with traffic to avoid potential accidents.



- USE HAND SIGNALS to tell motorists what you intend to do.



- RIDE IN A STRAIGHT LINE to the right of traffic and about a car door width away from parked cars.



- ALWAYS WEAR A HELMET. Helmets dramatically reduce the risk of head injury in a bicycle accident.



- USE LIGHTS AT NIGHT and when visibility is poor.

STREET  
**SMART**  
streetsmart.mwcog.org

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

- Pedestrians and cyclists should watch for turning vehicles. Motorists must yield to cyclists and pedestrians when turning.**

# Crosswalks Cards



**USE THE  
CROSSWALKS**

**CRUCE POR EL PASO DE PEATONES**

**請走斑馬線過街**

**건널목을사용하십시오**

**HÃY ĐI TRONG ĐƯỜNG LẶN  
DÀNH CHO NGƯỜI ĐI BỘ**

**የአገረኛ ማረጋገጫ ዎችን  
ይጠቀሙ**

# Radio



# Law Enforcement

- Enforcement is key
  - The press loves to report it
  - Ads get more attention if there is enforcement
  - Enforcement gets more attention if there are ads
- COG Police Chiefs Committee has been briefed regularly
- March 10 Pedestrian Enforcement Workshop at COG
- Standard Enforcement reporting form
  - More than 31,000 citations issued in Spring 2009
  - Mostly motorists, speeding
- Safety tips cards



Arlington County Police enforcing speeding violations.

Photo: ACPD



Spring 2009 (March 23-April 18) Regional Street Smart Enforcement Report

\*\*Please submit enforcement reports by May 15, 2009 \*\*

|   |  |
|---|--|
| <b>Date Submitted:</b>  |  |
| <b>Law Enforcement Agency:</b>                                      |  |
| <b>Contact Person:</b>  |  |
| <b>Telephone:</b>   |  |
| <b>FAX #:</b>   |  |
| <b>Contacts E-Mail Address:</b>                                     |  |
| <b>Enforcement Dates:</b>   |  |
| <b>Motorist Violations</b>  | <b>Citations Warnings Total Contacts</b> |
| 1. Speeding   |  |
| 2. Speeding ( <i>School Zone</i> )                                  |  |
| 3. Reckless Driving ( <i>General</i> )                              |  |
| 4. Failure To Stop for Pedestrian at Crosswalk (marked or unmarked) |  |
| 5. Failure Yield to cyclist or pedestrian when turning              |  |
| 6. Passing Loading/Unloading School Bus                             |  |
| <b>Alcohol Related</b>  |  |
| 7. DWI / DUI  | <b>X</b>                                 |
| <b>Other Violations</b>   |  |
| 8. All Other Violations   |  |
| <b>TOTALS</b>   |  |
| <b>Arrests</b>  | <b>Total</b>                             |
| 1. DWI/DUI  |  |
| 2. No permit  |  |
| 3. Suspended/Restricted license                                     |  |
| 4. All other Arrests  |  |
| <b>Total Arrests</b>  |  |

|   |  |
|---|--|
| <b>Pedestrian Violations</b>  | <b>Citations Warnings Total Contacts</b> |
| 1. Walking against the Don't Walk signal or Red Light                             |  |
| 2. Walking into the path of vehicle while outside marked or unmarked crosswalk    |  |
| 3. Sitting or standing in the vehicular travel lane                               |  |
| 4. Walking in the vehicular travel lane where a shoulder or sidewalk is provided. |  |

|                     |  |  |              |
|---------------------|--|--|--------------|
| 5. Other violations |  |  |              |
| <b>TOTALS</b>       |  |  |              |
| <b>Arrests</b>      |  |  | <b>Total</b> |
| All Arrests         |  |  |              |

|  |  |
|--|--|
| <b>Bicyclist Violations</b>                            | <b>Citations Warnings Total Contacts</b> |
| 1. Disregard Traffic Signals ( <i>Lights, etc</i> )    |  |
| 2. Disregard Traffic Signs ( <i>Stop, Yield, etc</i> ) |  |
| 3. Riding against traffic                              |  |
| 4. Riding on sidewalk where prohibited                 |  |
| <b>Occupant Protection</b>                             |  |
| 5. No helmet if helmet is required                     |  |
| 6. No front white light at night/no rear reflector     |  |
| <b>Other Violations</b>                                |  |
| 7. All Other Violations                                |  |
| <b>TOTALS</b>  |  |
| <b>Arrests</b>   | <b>Total</b>                             |
| All Arrests  |  |

All enforcement wave statistics should be forwarded either by **E-Mail** or **FAX** to  
 Michael Farrell, MWCOC, Fairfax County @ E-Mail: mfarrell@mwcog.org or **FAX (202) 962-3202** by May 15, 2009. Office # 202-962-3760

# Kick-Off Press Event March 25

## Reeves Center. District of Columbia

### Speakers:

- Patrick Burke, Assistant Chief of Police, DC MPD
- Penny Gross, COG Chair
- William Euille, Mayor, City of Alexandria
- Gabe Klein, Director, DDOT
- J. Walter Tejada, Arlington County Board
- Tom Didone, Captain, Montgomery County Police Department
- Peter Moe, Maryland Highway Safety Office
- Eric Gilliland, Executive Director, Washington Area Bicyclist Association



# Themes: Law Enforcement





# Safe Bicycling



# Outlook and Challenges

- A Comprehensive Approach to Safety
  - Street Smart supports but does not replace State and Local pedestrian safety efforts
- Sustained Efforts are needed
  - Drunk Driving, Seatbelt initiatives show that behavior can be changed
  - Survey results show that the public is hearing the messages
- Law Enforcement participation needs to be strengthened
  - Media without enforcement is not effective
  - But enforcement is expensive
    - No funds for overtime, depend on voluntary efforts
  - Need better institutional links with law enforcement