

## **ITEM 14- Information**

March 16, 2011

Briefing on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

### **Staff**

**Recommendation:** Receive briefing on the Spring 2011 campaign, and the status of funding and planning for the Fall 2011 and Spring 2012 campaigns.

**Issues:** None

**Background:** 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 waves of radio, transit, internet, and outdoor advertising, which since 2007 have run twice annually. A press conference is held at the beginning of each wave. All materials are translated into Spanish including the radio spots which run on Spanish-language radio. Pedestrian-related law enforcement efforts occur concurrently.

# National Capital Region Transportation Planning Board

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## **MEMORANDUM**

**TO:** Transportation Planning Board

**FROM:** Michael Farrell, Transportation Planner  
Department of Transportation Planning

**SUBJECT:** Street Smart Regional Pedestrian and Bicycle Safety Campaign: the Spring 2011 campaign, and Planning for FY 2012

**DATE:** March 8, 2011

### **Background**

The Washington region has an average of approximately 2,700 pedestrian injuries and 84 fatalities per year. To help raise public awareness of pedestrian and bicycle safety, in 2002 the National Capital Region Transportation Planning Board (TPB) initiated 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 waves of radio, transit, internet, and outdoor advertising, which since 2007 have run twice annually. A press conference is held at the beginning of each wave. All materials are translated into Spanish including the radio spots which run on Spanish-language radio. Pedestrian-related law enforcement efforts occur concurrently.

Major funding for the program comes from federal safety funds administered by the States, with voluntary local contributions from WMATA and some of the TPB member jurisdictions.

The TPB was briefed on the results of the FY 2010 campaign at its October 2010 meeting.

### **Spring 2011 Campaign: March 20-April 16**

The Spring campaign wave will include radio, transit, internet advertising and an improved web site, [www.bestreetsmart.net](http://www.bestreetsmart.net), as well as Spanish-language cable television ads. New ads, with the theme “Giant Pedestrian Safety Problem” were developed for Spring 2011. An advisory committee, consisting of representatives of the funding agencies, worked with the project consultant to develop the new campaign materials.

The TPB Technical Committee was briefed on the new campaign materials at its March meeting, and offered a number of comments and suggestions. In response to these comments, changes were made to

the text of the materials to clarify the campaign message. Due to the shortness of time, changing the images themselves was not feasible.

As in previous campaigns, a before and after survey of area motorists will measure public recognition of the campaign themes. In addition, a behavioral study is being carried out at selected locations in the District of Columbia, where traffic cameras will be used to observe motorist, pedestrian, and bicyclist behavior.

Total budget for FY 2011 was \$597,800, of which \$430,000 is going to the Spring 2011 wave. A number of law enforcement agencies have pledged to carry out pedestrian safety enforcement during the campaign, however, the Street Smart program does not fund law enforcement.

A kick-off press conference will be held in the District of Columbia.

A full evaluation of the FY 2011 campaign and further details on campaign activities will be included in the Annual Report and Campaign Summary, which will be available in October. The TPB will be briefed on the Annual Report at that time.

### **Planning for FY 2012 (Fall 2011 and Spring 2012)**

Letters requesting voluntary local contributions at a suggested level of five cents per capita will be sent to the TPB member jurisdictions. Applications for funding are also being submitted to the States and WMATA. At this point it appears likely that sufficient funds will be available for both a Fall and a Spring campaign wave.

In-kind support is as important as financial support. In addition to providing funds, TPB member jurisdictions can provide technical support and help shape the messages through the Advisory Group, carry out concurrent pedestrian safety enforcement, host the press event, distribute campaign materials, and last but not least, carry out their own engineering, enforcement, and education – based traffic safety programs.