



BeStreetSmart.net

Pedestrian and Bicycle Safety
Program

Spring 2015 Campaign
March 23 – April 19

Baltimore Regional Safety Subcommittee
Item 2
March 19, 2015

What is Street Smart?

- Street Smart focuses on Education through Mass Media
 - One media campaign for one media market
 - <http://bestreetsmart.net>
- Concentrated waves of Radio, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
 - Fall and Spring Waves
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
 - Federal Funds administered by DC, Maryland, and Virginia
 - WMATA
 - TPB Member Governments - COG dues (63k)
 - Covers project administration





Spring 2015 Campaign Summary

March 23 – April 19

- Kickoff event in Maryland 3/25; region-wide media tour
- 2 weeks of paid TV and radio (plus extended radio PSAs)
- 4 weeks of paid outdoor
 - 116 gas stations (4 ads each)
 - 115 WMATA bus kings
- 4 weeks of paid YouTube and Pandora
- Digital/social media
- Donated bus cards/bus shelters/bus ads
- 7 street teams

Spring 2015 Campaign Schedule

SPRING – SUMMER	March					April				May				June			
	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
PUBLIC RELATIONS																	
Press Event																	
Media Tour																	
Suggested Enforcement Dates																	
MEDIA																	
Radio :15 Traffic Sponsorships																	
Pumptoppers																	
Exterior Bus Ads																	
TV																	
YouTube																	
Pandora																	
OUTREACH/PARTNERSHIPS																	
Street Teams/Safety Zones																	
Digital/Social Media																	
Capital Region Radio Network																	
CAMPAIGN EVALUATION																	

The Problem

- Pedestrian fatalities have increased nationally since 2009
 - The Washington Metropolitan Area ranks 24th out of the 51 largest metro areas in terms of pedestrian fatalities per capita.
- Pedestrian and bicyclist fatalities account for more than ¼ of the region's traffic fatalities
 - That proportion has been rising as other types of fatalities have decreased

Press Event



Metropolitan Washington Council of Governments

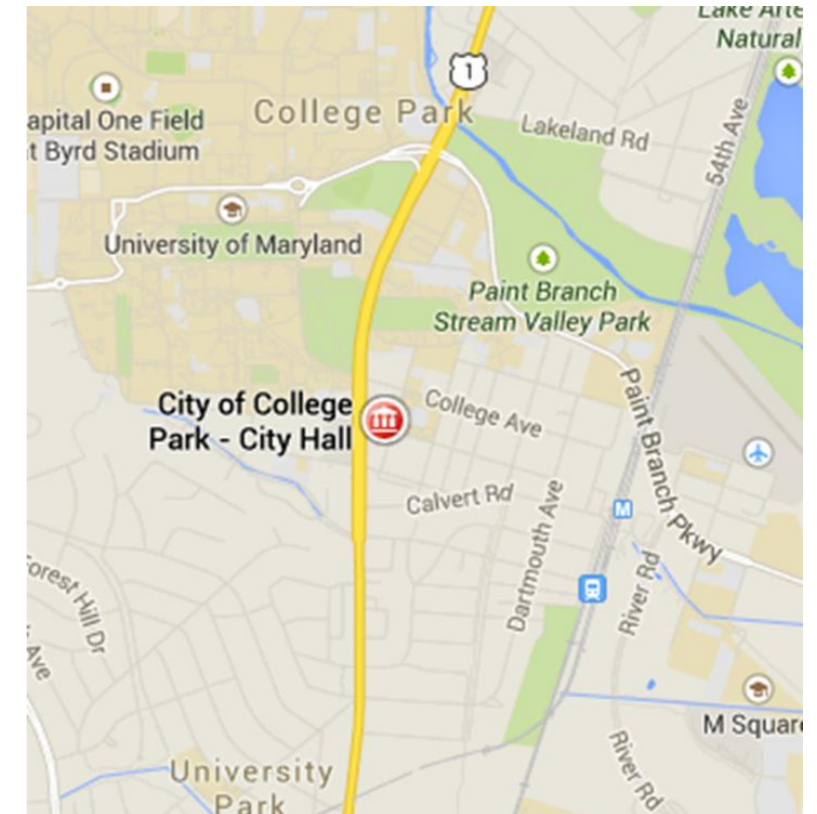
Spring 2015 Regional Street Smart Kickoff Event

11:00am on Wednesday, March 25th

College Park City Hall

4500 Knox Road

College Park, Maryland 20740



- Speakers:
 - County Executive Rushern Baker
 - Others TBA
- Law enforcement is welcome.



Donated Bus Card and Bus Shelter Placement

- Work through the regional Public Transportation Subcommittee (formerly the Bus Subcommittee)
- Bus Cards in English and Spanish
- Two Concepts: Jaywalking & Bus Safety

Concurrent Pedestrian Safety Enforcement

- Held August 28th workshop on [Pedestrian and Bicyclist Safety Enforcement](#).
- Work through Street Smart Advisory Group
- Briefed Police Chiefs Committee October 22nd, 2014.
- Distributed Fall and Spring enforcement reporting forms.
- Publicity about Enforcement during the campaign
 - Press Event, Media Tour



“Tired Faces”



**Pedestrians don't
come with airbags.**

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

Pumptoppers



**Pedestrians
don't come
with airbags.**

Yield to pedestrians when turning.

**STREET
SMART**
BeStreetSmart.net

A public safety message of the Georgia Department of Transportation. Be Street Smart. Buckle up, Georgia!

888.575.4762 AOL Mail www.AllOverMedia.com

**Kids don't
come with
turn signals.**

Slow down and watch for pedestrians.

**STREET
SMART**
BeStreetSmart.net

A public safety message of the Georgia Department of Transportation. Be Street Smart. Buckle up, Georgia!

888.575.4762 AOL Mail www.AllOverMedia.com

**Los peatones
no tienen
bolsas de aire.**

Al doblar, cede el paso a los peatones.

**STREET
SMART**
BeStreetSmart.net

A public safety message of the Georgia Department of Transportation. Be Street Smart. Buckle up, Georgia!

888.575.4762 AOL Mail www.AllOverMedia.com

**You can't fix a
pedestrian at
a body shop.**

Slow down and watch for pedestrians.

**STREET
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BUS CARDS

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

**STREET
SMART**
BeStreetSmart.net




**Chase a bus and you
might catch a car.**

Don't run for the bus.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

**STREET
SMART**
BeStreetSmart.net



**The penalties for
jaywalking vary.**

Use crosswalks. Wait for the walk signal.

BUS ADS (DRIVER)



STREET SMART
BeStreetSmart.net

You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

Pedestrians don't come with airbags.

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

Bicycles don't come with bumpers.

Give cyclists room to ride.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

NEW BUS SHELTER MESSAGES



STREET SMART
BeStreetSmart.net

**Don't be caught
dead wearing black.**

When it's dark, wear something
bright or reflective.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

**Make eye contact,
not body contact.**

Be sure drivers see you before
crossing the street.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

**It wouldn't hurt to
use the crosswalk.**

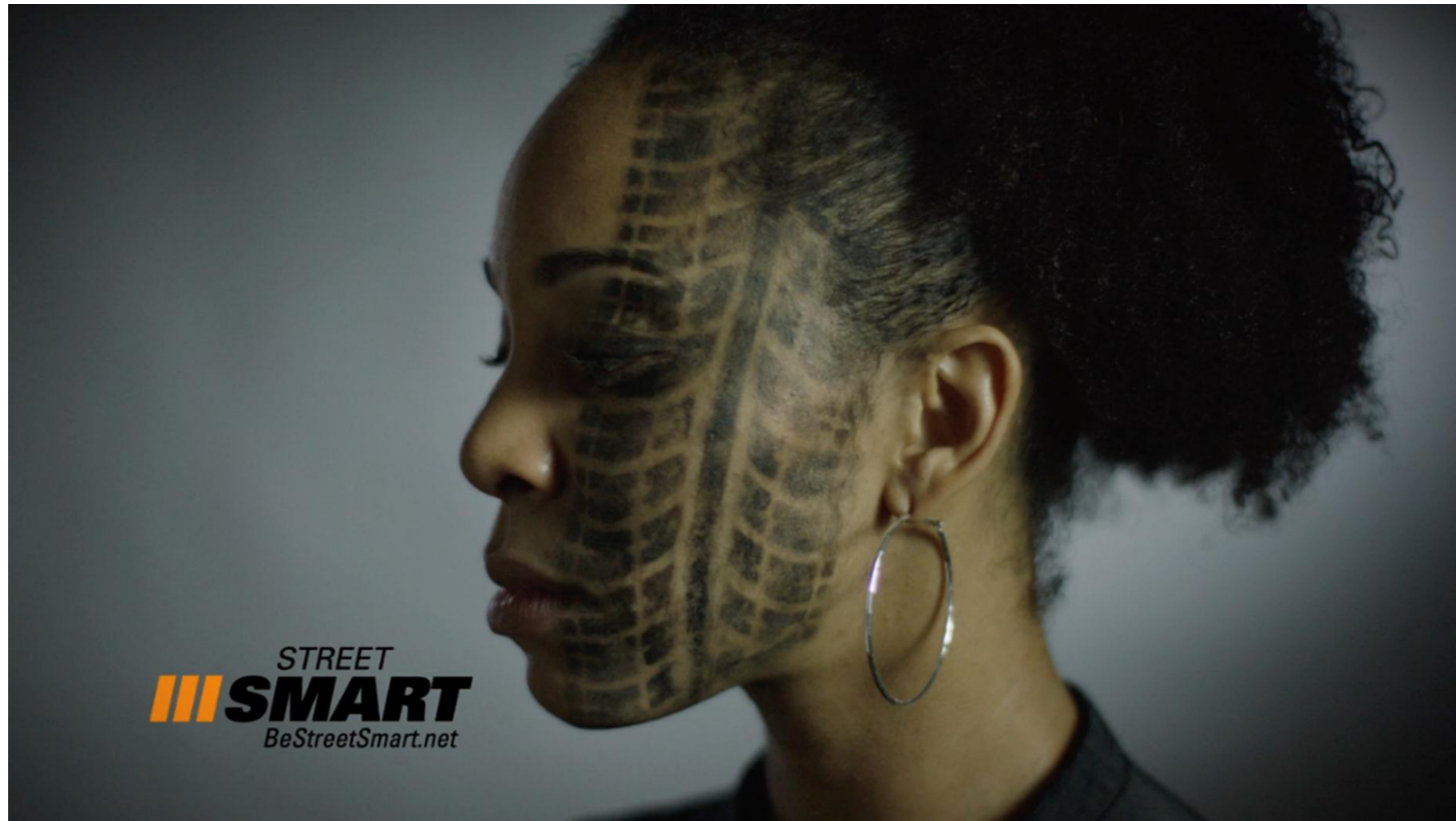
Cross where drivers expect to see you.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

Radio Spots

- **:15 Airbags**
- Pedestrians don't come with airbags. That's why drivers need to pay extra attention and look out for others on the road. Look twice for people in crosswalks, especially when turning, and stop for pedestrians and cyclists. Be alert. Be street smart. Brought to you by Council of Governments.
- **:15 Crackdown**
- Police are enforcing pedestrian and bicycle safety laws. Want to avoid an expensive fine? If you're driving, yield to pedestrians in crosswalks. If you're biking, obey signs and signals. And if you're walking, use crosswalks and wait for the light. Be street smart. Brought to you by the Council of Governments.
- **:15 Distraction**
- Pedestrians don't come with airbags. When you're on the road or crossing the street, put your phone away and watch out for people and vehicles around you. Be alert. Be street smart. Brought to you by the Council of Governments.

Video



- [English: https://vimeo.com/beefandpie/review/121175395/ae5d1a9c65](https://vimeo.com/beefandpie/review/121175395/ae5d1a9c65)
- password: smart
- [Spanish: https://vimeo.com/beefandpie/review/121175396/3aab2e0a15](https://vimeo.com/beefandpie/review/121175396/3aab2e0a15)

Street Teams



Fall 2014 Street Teams:

- 10/23, Langley Park, MD193 Wednesday
- 10/29, Georgia and Colesville Rd., Silver Spring
- 11/10 Silver Hill at Suitland Pkwy, Suitland
- 10/28 Loudoun County
- 11/8: Alexandria, King St, between Washington and Union
- 11/11 George Mason University
- 10/13, Wisconsin and M St NW, Georgetown
- 10/21, Minnesota Ave Metro Station
- 11/7, 7th and H NW, Gallery Place/Chinatown

Spring 2015: 7 locations, TBD



Enforcement

- Pedestrian Safety Enforcement is helpful.
 - Press Event emphasizes enforcement
 - Press loves to report it
 - Publicity makes enforcement more effective
 - “Enforcement, Enforcement, and Publicity about Enforcement”
 - Needed March 23 – April 19
 - Report citations and warnings issued using the reporting form
 - Form shows the relevant violations
 - Reporting form and examples of enforcement programs are posted at <http://bestreetsmart.net/resources.php>



THANK YOU

Contacts:

Kenna Williams

KennaW@sherrymatthews.com

Sherry Matthews Advocacy Marketing

1912 Sunderland Place NW, Washington, DC 20036

202-416-0110 (office)

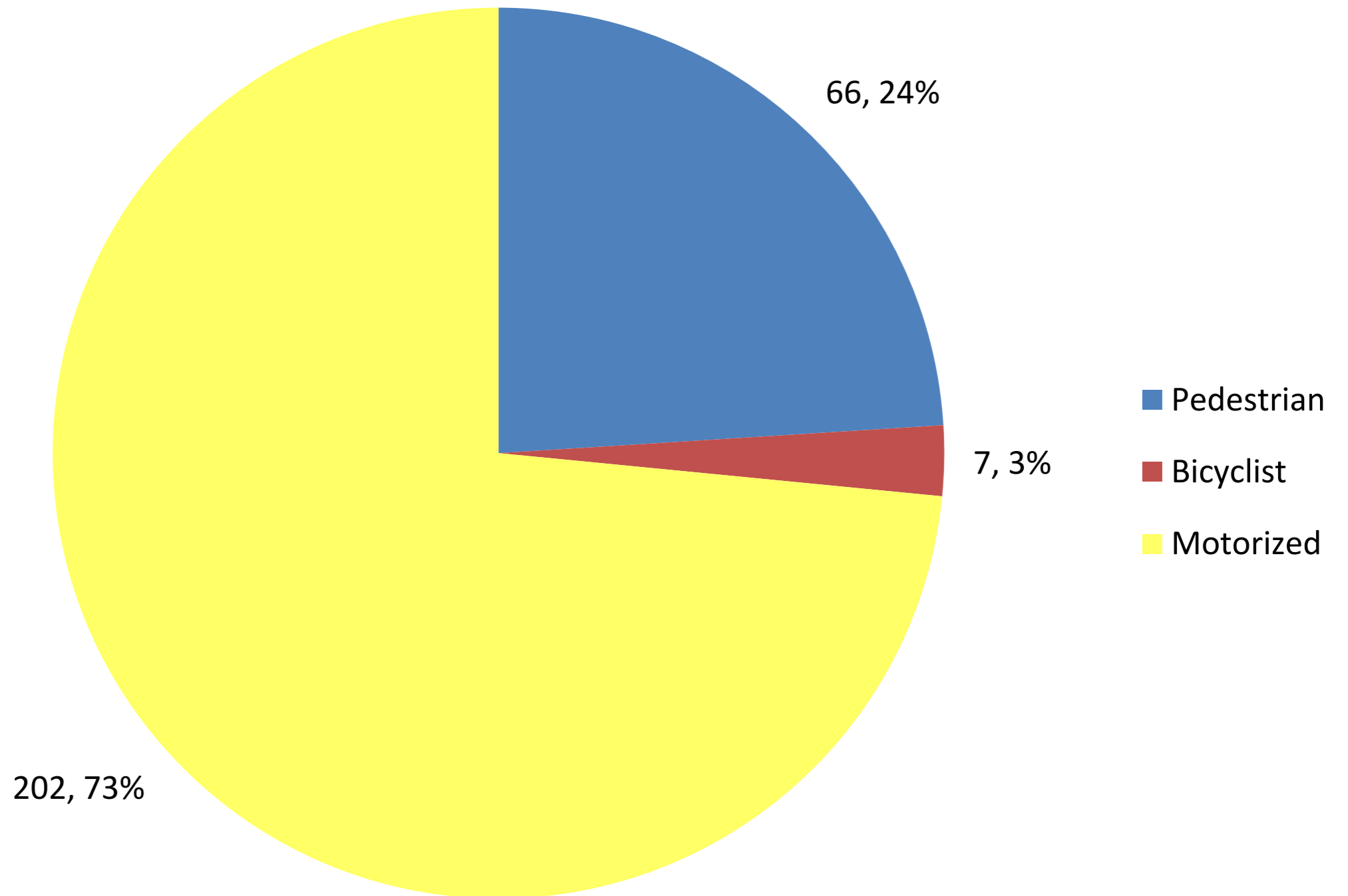
Michael Farrell

mfarrell@mwcog.org

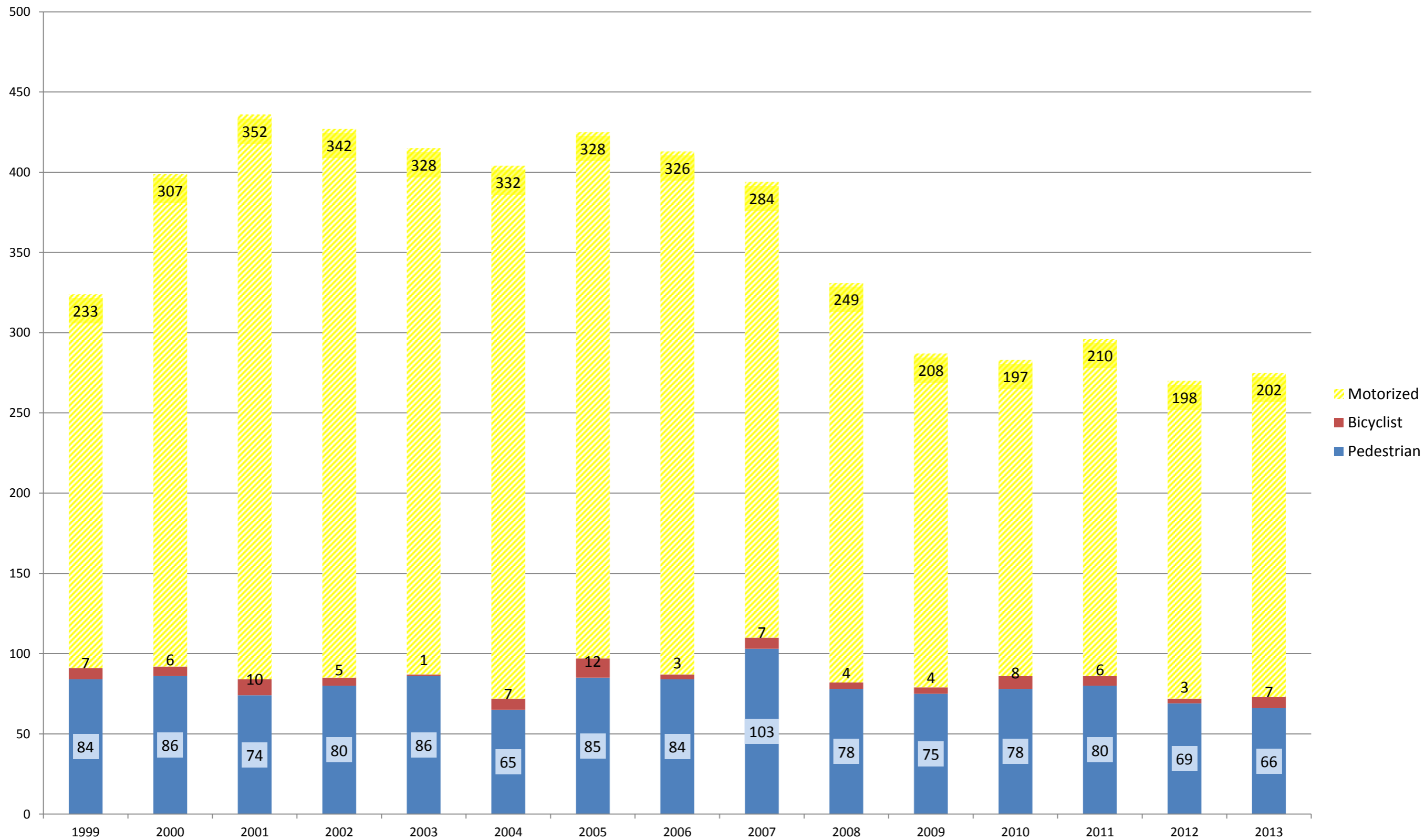
202-962-3760

Appendix Slides

Pedestrian, Bicyclist, and Motorized Fatalities in the Washington Region in 2013



Traffic Fatalities in the Washington Region, 1999-2013

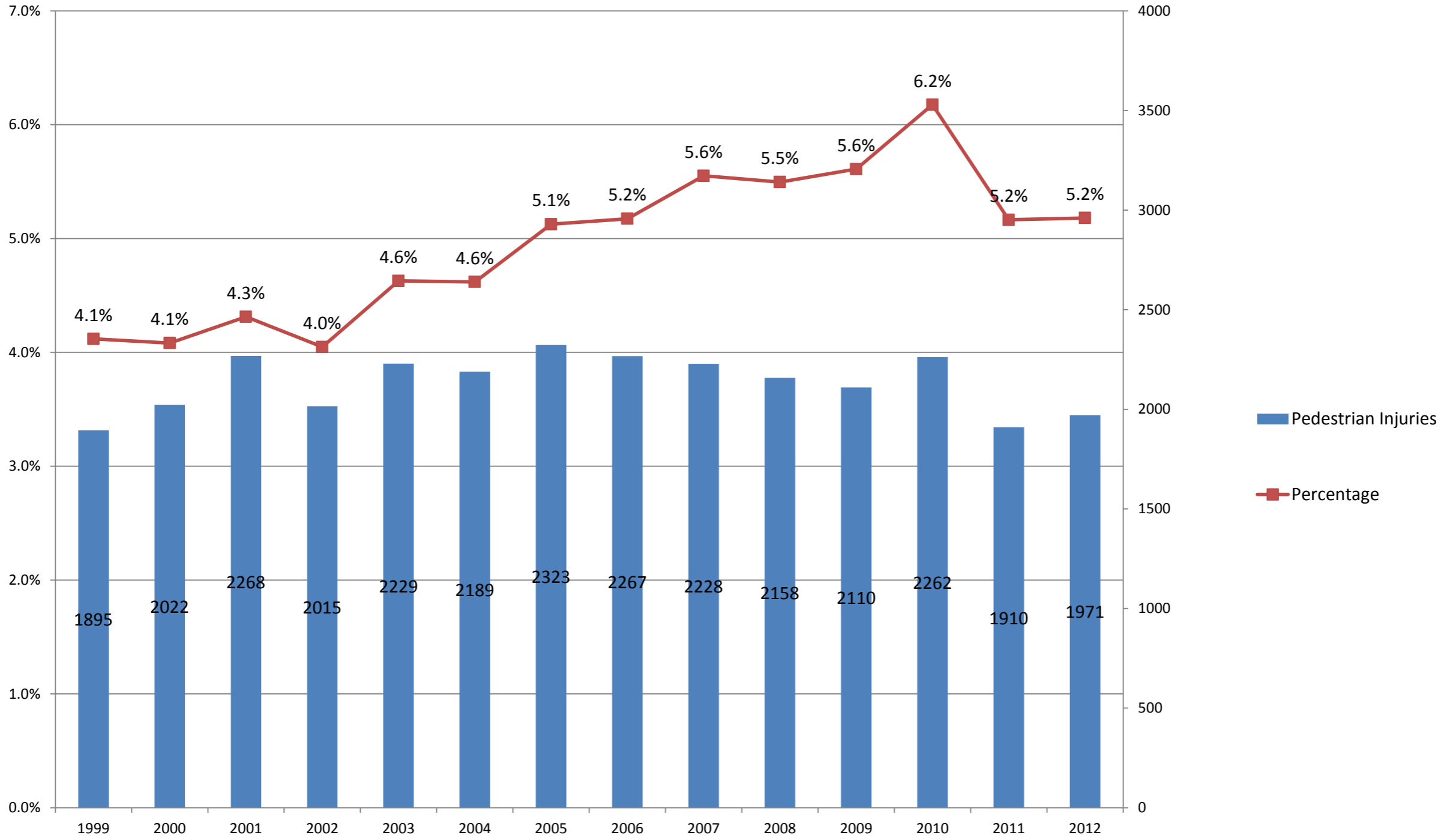


Pedestrian and Bicyclist Fatalities by Jurisdiction

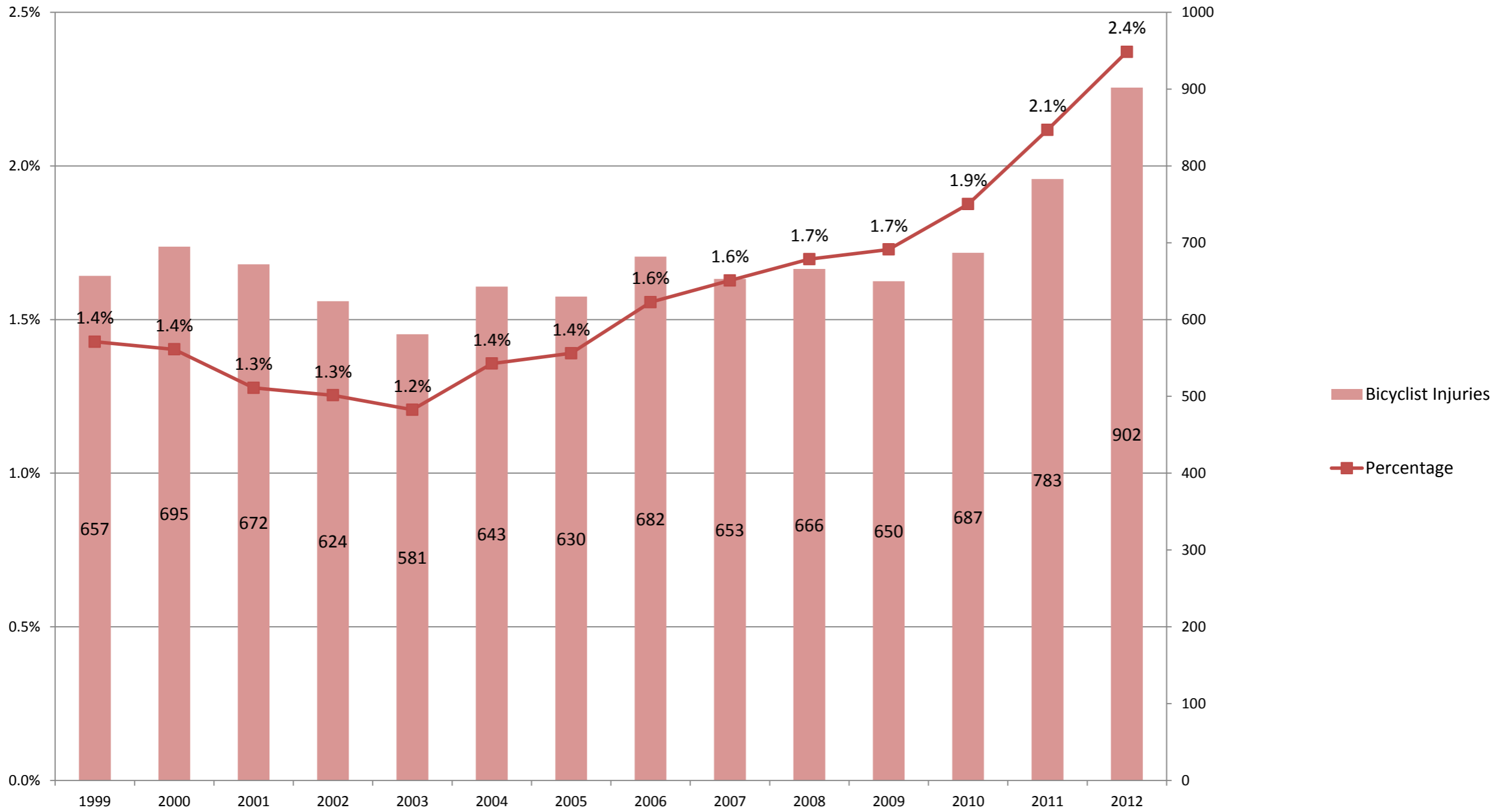
Jurisdiction	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	Avg
District of Columbia	18	20	15	9	18	14	19	17	27	15	16	16	13	8	14	16
Charles County	6	3	2	5	3	1	6	2	6	1	3	3	9	4	3	4
Frederick County	6	4	0	2	4	2	2	4	1	0	1	3	0	4	4	2
Montgomery County	20	17	11	16	12	15	11	15	17	16	12	15	10	8	14	14
Prince George's County	19	16	30	28	30	19	35	19	29	39	23	23	32	24	18	26
Arlington County	2	5	4	2	3	2	3	1	1	1	4	1	5	4	1	3
City of Alexandria	3	2	2	3	2	1	2	1	2	0	0	2	2	2	2	2
Fairfax County	13	20	18	12	7	16	11	20	17	4	11	13	10	7	8	12
City of Fairfax	0	0	0	1	1	0	1	0	1	0	2	0	1	1	0	1
City of Falls Church	0	1	0	1	0	0	0	0	0	0	0	2	0	0	1	0
Loudoun County	1	1	1	3	3	2	3	1	3	0	1	2	3	3	1	2
City of Manassas	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
City of Manassas Park	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prince William County	2	3	1	3	4	0	4	7	5	6	6	6	1	7	7	4
Total Washington	91	92	84	85	87	72	97	87	110	82	79	86	86	72	73	86

Sources – Maryland Highway Safety Office, Virginia DMV, DDOT

Pedestrian Injuries in the Washington Region, 1999-2012



Bicyclist Injuries in the Washington Region, 1999-2012



Pedestrian and Bicyclist Injuries by Jurisdiction

Jurisdiction	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Avg
District of Columbia	718	851	935	779	844	962	998	953	850	776	833	1074	1122	1283	881
Charles County	31	34	60	35	44	53	57	34	50	43	40	49	37	38	44
Frederick County	61	71	62	72	71	55	55	52	59	67	83	68	40	53	65
Montgomery County	482	499	514	477	539	524	532	560	641	632	618	617	401	530	553
Prince George's County	444	469	517	486	505	456	510	479	540	558	493	457	375	386	493
Arlington County	170	185	180	160	154	167	140	178	151	145	137	151	184	210	160
City of Alexandria	107	78	105	90	81	67	104	81	87	75	47	85	68	87	84
Fairfax County	376	379	372	368	388	373	374	402	361	402	341	270	270	311	367
City of Fairfax	21	20	22	22	30	22	16	25	18	13	15	14	20	17	20
City of Falls Church	11	14	13	13	6	9	9	5	4	10	8	4	5	11	9
Loudoun County	42	36	52	47	52	48	49	52	45	48	40	71	93	75	49
City of Manassas	11	13	22	15	19	21	28	20	17	9	21	22	13	27	18
City of Manassas Park	2	7	8	6	2	3	2	5	3	0	2	0	0	1	3
Prince William County	76	61	78	69	75	72	79	103	55	46	82	67	65	78	72
Total	2552	2717	2940	2639	2810	2832	2953	2949	2881	2824	2760	2949	2693	3107	2817

Annual Evaluation Survey: Traditional Methodology



- Web-based, pre-defined questionnaire used for the Spring wave
- 50/50 male/female
- Proportionate geographic distribution by population
- Half drivers, half pedestrians
- 300 respondents
- English only

Spring 2014 Survey Results

- 56% said they saw at least one of the three advertising executions.
 - Up from 39% in the Spring 2013 Survey
 - Recalled elements such as “treads on a face,” “exercise caution,” “Street Smart,” “can’t fix a pedestrian at a body shop,” and “dangers of jaywalking.”
- Awareness was higher for Pedestrians (62%) than for Drivers (51%)
 - Smaller gap than in Spring 2013 Survey (50%/27%)
 - » Shows success in reaching motorists
- 24% were aware of enforcement after, up from 18% before the campaign
 - Virginia respondents’ awareness of enforcement increased from 12% to 23%.
- Most saw ads on buses and other public transportation
 - Pro bono ads were critical – worth 4-5X the paid media budget