

ANNUAL REPORT & CAMPAIGN RESULTS

THE STREET SMART PEDESTRIAN AND BICYCLE SAFETY PUBLIC AWARENESS CAMPAIGN

FALL 2009 & SPRING 2010



CHANGING DRIVER, PEDESTRIAN & BICYCLIST BEHAVIOR

THE STREET SMART CAMPAIGN FOR PUBLIC SAFETY

Street Smart is an ongoing public safety campaign conducted across the greater metropolitan Washington, DC area.

For the past nine years, the campaign has worked to promote awareness of the consequences of motor vehicle, pedestrian and bicycle crashes, raising awareness of law enforcement targeting pedestrians, cyclists and motorists, and recommending ways to reduce risks. Street Smart incorporates specific goals and campaign elements. Each year, the campaign reviews results and refines messages and techniques for the following year.

Created in 2002, the campaign targets drivers, pedestrians and cyclists in the District of Columbia, suburban Maryland and Northern Virginia. The multi-pronged initiative blends elements such as news and advertising media messages, public awareness efforts, increased law enforcement, and a variety of earned media.

BEHIND THE STREET SMART INITIATIVE

Thanks to These Funding Organizations & porters

Street Smart is directed and funded by several state, county and local agencies all concerned about pedestrian and motorist safety issues. Working together through Street Smart, these agencies are making a difference in public safety.

Funding organizations include:

- City of Alexandria, Office of Transit
- Arlington County, Department of Environmental Services
- District of Columbia, District Department of Transportation
- Fairfax County, Department of Transportation
- City of Falls Church, Virginia
- Montgomery County, Maryland
- Maryland State Highway Administration, Highway Safety Office
- City of Takoma Park, Maryland
- Virginia Highway Safety Office
- Washington Metropolitan Area Transit Authority

The National Capital Region Transportation Planning Board gratefully acknowledges technical support and comments of staff from the following organizations:

- Arlington County, Department of Environmental Services
- City of Alexandria, Office of Transit
- Commonwealth of Virginia, Department of Transportation
- District of Columbia, District Department of Transportation
- Fairfax County, Department of Transportation
- Maryland Department of Transportation
- Maryland State Highway Administration, Highway Safety Office
- Montgomery County, Maryland
- United States Department of the Interior
- Virginia Highway Safety Office
- The Washington Area Bicyclist Association
- Washington Metropolitan Area Transit Authority

STREET SMART responds to the challenges of pedestrian and cyclist safety on our roads today.

THE PROBLEM – UNSAFE STREETS

THE SOLUTION? EVERYONE MUST BECOME MORE STREET SMART



A livable community provides safe and convenient transportation choices for all citizens, whether it's walking, bicycling, transit, or driving. But too many citizens are being hurt and killed on our roadways today. When motor vehicles mix with pedestrians and cyclists, and someone is being too aggressive or not paying attention, the pedestrian or cyclist loses.

A glance at the statistics shows that something needs to be done to change the situation:

- In the DC metro area in 2008 and 2009 alone, 180 pedestrians and cyclists died in collisions with vehicles. More than 2,700 more were injured.
- A recent Coalition for Smarter Growth study of the region's traffic fatalities showed that pedestrians comprised over 21 percent of traffic fatalities.
- On average, pedestrians account for 30 percent of DC's traffic fatalities, according to the District Department of Transportation and the Metropolitan Police Department.
- Nationwide, a pedestrian is struck by a vehicle every eight minutes.



Statistics show that a pedestrian is killed every four days in our region, and at least five are injured every day. Data show a distinct decrease in fatalities in the DC metro area in the past few years, but there are still too many people dying and getting hurt.

Examination of Pedestrian Crash Patterns:

- 95 percent of pedestrian crashes involved passenger vehicles.
- Most pedestrian injuries occur around the afternoon rush hour on weekdays.
- In urban locations, most pedestrians are hit at intersections, but in suburban locations most pedestrians are struck at locations other than an intersection.

- The majority of pedestrians struck had no evidence of drug or alcohol use and the majority of drivers in striking vehicles had no evidence of drug or alcohol use.

Both Driver & Pedestrian Behavior are at Fault:

- Pedestrians, cyclists and drivers don't pay enough attention to local traffic rules and each other.
- Pedestrians, cyclists and drivers are preoccupied with cell phones, music players, conversations and more.
- Pedestrians often fail to look both ways while crossing – or fail to cross in crosswalks and with traffic signals.
- Drivers often ignore crosswalk laws, and drive too fast and too carelessly.
- Pedestrians come into a road from behind parked cars, or stand in a roadway.

SPECIFIC CHALLENGES

Unique Characteristics of the Metro Area Add to the Problem

- 1) The Washington, DC metro area is renowned for its traffic – the city is listed at the top of most congested cities lists.
- 2) The area is diverse, growing, and populated by many immigrants and tourists who are often unfamiliar with roads, local traffic rules and risky behavior.
- 3) Pedestrians and bicyclists today use roadways and areas that were not designed for walkers and cyclists.



GETTING STREET SMART

A HIGHLY TARGETED PUBLIC SAFETY & AWARENESS CAMPAIGN

Driving, walking and bicycling are important modes of transportation throughout the metro region, and everyone must share the roads – as well as the burdens of looking out for each other.

Together with safe street design and upkeep, motorist, pedestrian and bicyclist behavior must change to allow everyone to travel more safely. Enter Street Smart.

Sponsored by the Metropolitan Washington Council of Governments (COG) and the National Capital Region Transportation Planning Board (TPB), Street Smart is a groundbreaking public awareness and enforcement campaign. The Street Smart program raises awareness of pedestrian and bicycle safety issues throughout the District of Columbia, suburban Maryland and Northern Virginia.

Launched in October 2002, Street Smart is aimed at reducing the number of pedestrian and cyclist injuries and deaths in the Washington metropolitan area. The campaign uses creative radio and television advertising in English and Spanish to reach drivers, pedestrians and cyclists, while targeting them through outdoor and transit advertising on bus shelters and bus sides. In addition, law enforcement and local, county and state agencies distribute information and literature to further spread awareness and educate drivers and pedestrians.

The campaign focuses on drivers and pedestrians throughout the metropolitan Washington area as the primary audience, and bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.

It takes between 8 to 12 years to change behavior patterns in a population, according to the National Highway Traffic Safety Administration. Street Smart is working hard for positive change across the DC metro area.

Campaign Goals:

- 1) Educate drivers, pedestrians, and bicyclists about safe usage of roadways.
- 2) Increase enforcement of pedestrian and bicycle traffic safety laws – and make drivers, pedestrians and cyclists aware of enforcement.
- 3) Build on awareness of pedestrian/bicycle traffic safety issues that have been established in prior campaigns in order to change behaviors.
- 4) Develop a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.

Media Objectives

Campaign strategies are based on careful research, and designed to maximize the reach and effectiveness of all media. Particular emphasis was placed on reaching male drivers 18-49 years of age, as they have been shown to engage in more risky behaviors.

In Fall 2009:

- Create awareness of pedestrian and bicycle safety with pedestrians, bicyclists and drivers in the target demographics throughout the metropolitan Washington Area (DC, Northern Virginia, and Suburban Maryland).
- Emphasis placed in areas with a high number of pedestrian involved crashes, fatalities and/or injuries.



In Spring 2010:

- Educate drivers about the dangers of speeding, especially related to the amount of time it takes to stop at higher speeds.
- Inform drivers and pedestrians to be more alert and aware of distractions such as cell phone use while traveling.
- Inform these audiences about increased law enforcement enforcing pedestrian and bicycle traffic safety laws.
- Build on awareness of pedestrian/bicycle/bus traffic safety issues that have been established in prior campaigns in order to change behaviors.
- Educate drivers, pedestrians, bicyclists of pedestrian and bicycle safety and pedestrian safety around buses.

Elements of the Recent Street Smart Campaign Included:

- 1) Paid advertising on radio and TV stations, produced in both English and Spanish
- 2) Increased law enforcement
- 3) Outdoor transit advertising
- 4) Internet advertising
- 5) Concentrated value-added media advertising and public relations
- 6) Posters, brochures, and safety tips in multiple languages
- 7) Pre- and post-campaign measurement and evaluation.



THE FALL 2009 CAMPAIGN

Targeting Five Specific & Dangerous Behaviors

Capitalizing on momentum from a previous campaign in which specific behaviors were identified and targeted for change, the fall campaign was aimed these specific actions of drivers, pedestrians and cyclists:

- 1) **USE** crosswalks.
- 2) **STOP** for pedestrians at crosswalks and yield to them when turning.
- 3) **OBEY** signs and signals (cyclists) and ride with traffic.
- 4) **CROSS** after a bus leaves the stop and make sure drivers can see you.
- 5) **YIELD** to cyclists when turning and give them room to ride.

Street Smart is a research-based initiative, and studies showed that inattention and neglect of these common sense behaviors lead to most of the incidents, injuries and deaths on area roadways. The fall campaign, which ran over the two-week period from November 1 to November 15, 2009, again focused on these five behaviors.

Demographics

Though the Street Smart message is universal for anyone using the roads, the campaign was designed to reach men from 18-49. Research shows that they are the people most often involved in crashes and require most of the behavioral change – as drivers, pedestrians and cyclists.

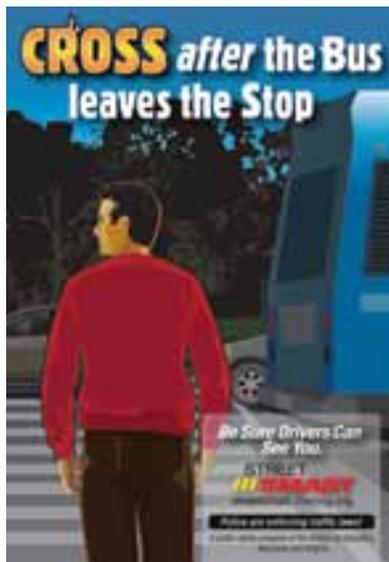
Radio Spots

Radio media purchases supported increased law enforcement efforts. These messages were concentrated in the afternoon/evening time frames, mainly from Wednesdays through Sundays. In order to increase media reach, some spots also ran in morning and midday slots and on weekends.

Spanish radio spot versions further spread message reach to Hispanic audiences. In order to increase frequency, 15- and 30-second long versions were used.

Spots ran on the following area stations:

- WASH-FM.....Adult Contemporary
- WITH-FMCHR/Pop
- WKYS-FM.....Urban Contemporary
- WLZL-FM.....Spanish Tropical
- WPGC-FMUrban Contemporary
- WTOP-FM.....All News
- WWDC-FM.....Alternative Rock



There were a total of 260 spots that ran, adding up to 2,105,480 total impressions. * Total reach was 55% and frequency 7.5**

* Total impressions are the total number of times a message was heard or seen in a given schedule.

** Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.

PSA Radio Messages

Because of the public safety message and aggressive cultivation of the campaign as a Public Service Announcement (PSA), 123 of the spots that ran were free. These dramatically increased the value of the campaign and its total reach.



“DRIVERS AND CYCLISTS share our roads.

They have equal rights. But when it comes to crashes between bikes and cars it's not so equal. Rules of the road... too much to remember? Here's what matters most: Drivers. Yield to cyclists when turning and give bikes room to ride. Cyclists? Obey signals & signs and ride with traffic. Simple. Police are strictly enforcing traffic laws. It's Street Smart of DC, Maryland and Virginia – streetsmart.mwcog.org. 🗣️

*Sample 30 Second Radio Spot Script:
This spot and others were also created in Spanish.*



Outdoor Advertising

An ideal site for messages to reach the commuting public is the transit facilities across the area, such as in buses and transit shelters. Street Smart messages were created in both English and Spanish versions and concentrated in transit areas in high-risk, high-incidence locations:

- 24 transit shelter messages
- 74 bus backs
- 450 interior bus cards

The net result of impressions from these placements was 12,968,857.

Note: All interior bus cards were free to the campaign, run as PSAs by the transit organizations.

Internet Advertising

Because the greater metro area has such a high concentration of regular and intensive Internet users, pedestrians, drivers and bicyclists were further targeted with Internet advertising.

Ads ran either at the top of web pages under the masthead (Leaderboard) or along the right side of the web page (Big Block). Video ads* and banner ads ran on a variety of web sites through advertising.com and wtopnews.com. Placement was geographically targeted to reach only people who live in the metro Washington, DC area.

* Video ad: When a web site visitor selects a video such as a news story to view, the ad plays while the video is being loaded. Viewers cannot opt-out of viewing the ad, as it is part of the entire video selection.



Campaign Kickoff Event

"Don't Be a Zombie: Walk and Drive Alive"

On October 29, 2009 (two days before Halloween and the end of Daylight Savings time), the Street Smart campaign made headlines with a group of "zombies" who staged a "lurch" across K Street in Washington, DC with PDAs in their hands to emphasize distracted pedestrian behavior. While doing so, they distributed Street Smart safety tips to the throngs of onlookers.

The theme of the event was "Don't Be a Zombie: Walk and Drive Alive." Another group of "zombies" carried the message through the streets of Georgetown.

The event was picked up by various media across the region. Results show that the stories reached more than one million people with:

- Five print and online articles reaching nearly 600,000 area readers.
- Six television stories reaching at least 225,399 area viewers.
- Broadcast coverage with a publicity value of at least \$42,782.81*.
- Coverage by all four local broadcast outlets: WRC (NBC-4), WTTG (FOX-5), WJLA (ABC-7) and WUSA (CBS-9) and a piece on WJLA (NewsChannel 8).

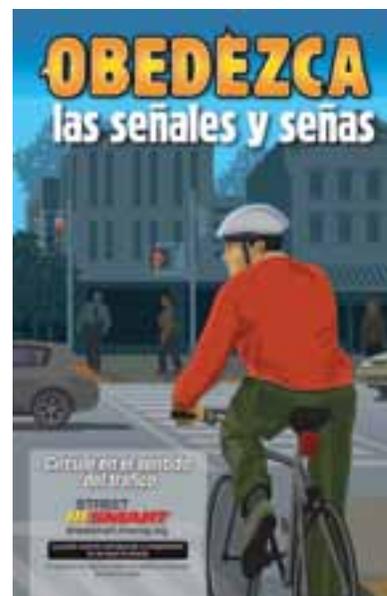
CHILDREN UNDER THE AGE of 14 are four times as likely to be killed while walking on Halloween night than during the rest of the year, so it's really important that we're looking out for children on Halloween. 🗣️

Deputy D.C. Police Chief
Patrick Burke

An advance interview with Metropolitan Police Assistant Chief Patrick Burke on WTOP-FM, which aired the morning of the event and ran throughout the day.

- WAMU-AM (NPR) coverage of the event on October 29 and 30.
- A print story in The Washington Post.

* Note: TV message value is based on approximately a three-time multiplier of actual ad rates for the stations and at the times the stories aired. The TV message value was calculated by a Cision monitoring service. Complete audience and dollar value estimates are unavailable for certain stations. Therefore, the total audience and dollar values are likely greater. Note: The TV message value does not include value estimates for print or radio placements.



THE SPRING 2010 CAMPAIGN

An All-New Initiative – “Be Alert. Be Street Smart.”

The Spring Street Smart campaign ran from March 14 to April 11, 2010, with a strong, simple message about speed and safety. The campaign objectives were similar to previous efforts:

- 1) Educate drivers about the dangers of speeding, especially related to the amount of time it takes to stop at higher speeds.
- 2) Inform drivers and pedestrians to be more alert and aware of distractions such as cell phone use while traveling.
- 3) Inform them about increased law enforcement enforcing pedestrian and bicycle traffic safety laws.
- 4) Build on awareness of pedestrian/bicycle/bus traffic safety issues that have been established in prior campaigns.
- 5) Educate drivers, pedestrians, and cyclists about pedestrian and bicycle safety and pedestrian safety around buses.

New graphics were developed of a pedestrian being hit by a driver, right at the moment of impact. The headline read “Be Alert. Be Street Smart.” Other messages were created for cyclists as well as pedestrians around buses.

Among other campaign elements, this campaign featured an extraordinarily successful kickoff event in Silver Spring, as well as a media buy of high-impact television spots.

Demographics

Because excess speed is implicated in so many traffic crashes, injuries and deaths, the campaign focused on speeding, and was again aimed at men, this time from 18-54. Research shows these are the drivers causing most of the problems in crashes and injuries. Research also showed this is

the narrowest focus of pedestrian and bicyclist victims in the Washington, DC region.

Radio Spots

The media buys were weighted from Wednesday to Sunday from 3 pm to 8 pm. Research showed these are the time frames when the greatest numbers of pedestrian/bicyclist incidents occur.

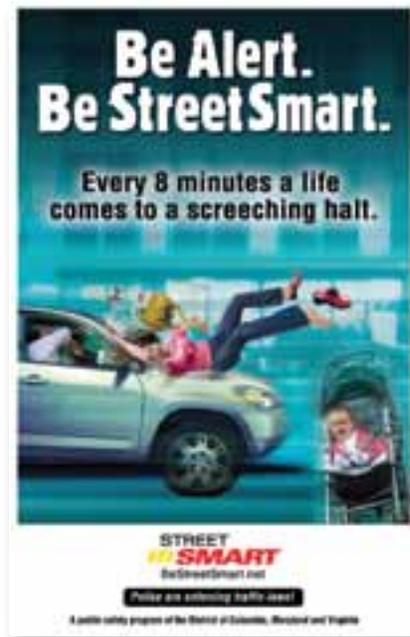
Spots cited the statistic that every eight minutes, someone dies. They ended with the particular message of being alert and being Street Smart. As in every campaign, the sub-message emphasized that area police are enforcing pedestrian safety laws.

Spanish radio spot versions further spread message reach to Hispanic audiences. Special emphasis was given to areas that have a high number of pedestrian and bicycle fatalities and injuries and in high-density Hispanic areas. To increase



“**THE FASTER YOUR vehicle’s traveling, the longer it takes to come to a stop, and the harder it is to make any kind of driving correction safely.**”

Montgomery County Police Chief
Thomas Manger



frequency, 15- and 30-second long versions were used.

Spots ran on the following area stations:

- WITH-FMCHR/Pop
- WBIG.....Oldies
- WMZQ..... Country
- WLZL-FM.....Spanish Tropical
- WVRX.....Classic Rock
- WPGC-FMUrban Contemporary
- WWDC-FM.....Alternative Rock

A total of 943 spots ran during the more than three-week period, adding up to 7,636,000 total impressions.* Total reach was 67% and frequency 5.0**

* Total impressions are the total number of times a message was heard or seen in a given schedule.

** Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.



PSA Radio Messages

Street Smart is a public safety initiative and 383 of the spots that ran were free as Public Service Announcements (PSAs). As always, these dramatically increased the value of the campaign and its total reach.

Television Spots

One high-impact, 30-second television spot was produced and placed on area stations and YouTube. On broadcast stations, 168 spots ran during the campaign, with a 56.4% reach and 3.6 frequency and total impressions of 5,474,000. Another 91 spots ran on area cable TV stations for a 45% reach and 3.6 frequency and total impressions of 2,965,000.



“ IF ONLY the statistics were always about crash-test dummies. In 2008, 84 pedestrians and cyclists were killed in the D.C. area. ”

The Washington Post columnist Robert Thomson (Dr. Gridlock)

Television was added to the media mix for these reasons:

- 1) Broadcast TV has the strongest reach and impact of any media available and reaches the expanded older demographic effectively.
- 2) Purchasing news-only programs keeps costs relatively in line while supporting the prime time cable buy.
- 3) Over the last few years, DIRECT TV and satellite TV have eroded cable's impact in households by 30-35%. The use of broadcast TV cuts through that decline, as all systems must carry local broadcast messages.
- 4) Combining broadcast and cable TV allows for cost containment while expanding reach to the target demographic.

Spots were purchased in early morning, early news, and late news on broadcast stations WUSA 9, WJLA7, and FOX 5. Spots were also run on network prime-time rotations on cable TV through Comcast's Interconnect, which covers all areas of the greater metro area.

Outdoor Advertising

As in previous campaigns, messages were placed in bus and transit shelter facilities across the area. Street Smart messages were created in both English and Spanish versions and concentrated in transit areas in high-risk, high-incidence locations:

- 85 transit shelter messages
- 123 bus backs
- 105 bus sides
- 110 Metrorail car cards
- 1,730 interior bus cards, on Metro, Ride On, Fairfax Connector, Arlington ART and Alexandria DASH buses.

The net result of impressions from these placements was **102,970,224**.



Internet Advertising

Usage of Internet ads adds to the power of the campaign. This is especially effective in this region, where there is a high concentration of regular and intensive Internet users.

Internet ads ran on popular area sites that included washingtonpost.com and wtop.com and placement was geographically targeted to reach only people who live in the metro Washington, DC area.

Campaign Kickoff Event

Just after the spring 2010 Street Smart campaign began, an extremely successful event to highlight and gain media coverage for the issue was held on March 23, 2010.

Officials, law enforcement and lawmakers and the media were invited to a neighborhood street in Silver Spring where there was a dramatic demonstration of the effects of speed on pedestrian and cyclist safety.





The demonstration graphically showed the distance required for a vehicle to stop, featuring "Bobby," a wire frame model of a 10-year-old boy attempting to cross the street and encountering a vehicle bearing down at speeds of 25, 35 and 40 miles per hour.

The event garnered some of the most significant media coverage in campaign history:

- Nine print and online articles reaching nearly 1 million readers.
- 24 television stories reaching at least 1,497,770 area viewers.
- Print and broadcast coverage with a publicity value of at least \$126,347.42.
- Coverage by all four local broadcast outlets: WRC (NBC-4), WTTG (FOX-5), WJLA (ABC-7) and WUSA (CBS-9) and a piece on WJLA (NewsChannel 8).
- WTOP coverage of the event on March 23.
- Social media outlets, including video footage of demonstration posted on YouTube by a DCist blogger and linked

to by Greater Washington and The Wash Cycle blogs. These are in the top 10 of most widely trafficked blogs focusing on Washington, DC.

- A print story in The Washington Post.
- A front-page story in The Washington Hispanic.
- Coverage reached nearly 2.5 million people across the region.

“ DRIVING WHILE *texting, distracted driving generally, to a lesser degree distracted walking, they’re all big issues.* ”

Mike Farrell, the Metropolitan Washington Council of Governments



Added Value Media Notes:

- ▲ **70 of the 85 bus shelter messages cited above were free to the campaign, thanks to the largesse of Montgomery County. Many of these shelter messages stayed in place after the campaign ended, as well, compounding the effectiveness of messages.**
- ▲ **4 of the 123 bus back placements were donated by Metro and 30 were donated by Montgomery County on their Ride On buses.**
- ▲ **4 bus side messages were donated by Metro and 12 were donated by Montgomery County for use on their Ride On buses.**
- ▲ **All of the 1,730 interior bus cards were donated for use as PSAs and placed in area buses.**





FALL 2009 & SPRING 2010 COMBINED ADDED & EARNED MEDIA

Multiplying the Campaign's Efficiency & Effectiveness

Public awareness and public safety campaigns can often gain from the goodwill of media outlets and other organizations in which paid media is being used.

Street Smart has been fortunate to enjoy excellent relationships with media companies. As a result, the fall 2009 and spring 2010 campaigns gained from a variety of free media. Much of this added campaign value is not so easily quantifiable in dollar values. For example:

- Radio stations distributing campaign literature at events.
- Law enforcement personnel repeating messages and talking points in interviews and public affairs programming.
- Banner ads and clickable Internet links that take web users to the Street Smart web site.
- Outdoor messaging that was left in place longer than was promised.

What was quantifiable is the value of PSA messages, donated media space and free media. Experts from Stratacomm, a strategic communications organization, estimate the total added and earned media message value to be approximately **\$724,902**.

Total Added Media Value = \$555,773

This includes **\$88,332** in free radio spots and **\$467,441** in free outdoor messages including transit shelters, interior bus cards, bus backs and bus sides. It also includes the 70 free transit shelter messages throughout the County that Montgomery County obtained for the campaign, plus the donated bus backs and bus sides on Ride On buses.

Total Earned Broadcast, Print and Online Value = \$169,129

This amount includes 3.5 million media impressions resulting from the 30 broadcast stories on all four local broadcast networks and from the (at least) 14 print and online articles about the campaign and messages.

(Note: Earned media value total is derived by calculating the cost of advertisements of like size and duration in the covering media outlets multiplied by 1.875 to reflect the additional value of news versus ads.)



A REDESIGNED & DEDICATED WEBSITE

www.beststreetsmart.net is Created

In the past year, a new web site was created for Street Smart. The campaign now has its own URL address and information is reorganized for more effective functionality and usability.

"Be Alert. Be Street Smart" is one of the key messages in recent campaigns so it only makes sense that the new website URL reflect this statement. The new site reinforces the campaign messages and provides information for pedestrians, drivers and cyclists, campaign materials, and a variety of resources.

LAW ENFORCEMENT RESULTS Through the Police, Street Smart Also Touched More than 38,000 People

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement "waves," in which police put an added emphasis on enforcing their presence and the existing laws regarding roadway safety. This multi-pronged strategy that has been shown to compound public safety campaign results and positively affect behavior.

During the fall and spring campaigns, 30,221 citations and 7,804 warnings were issued to motorists, pedestrians and cyclists. This information was reported from participating agencies in Fairfax County, City of Rockville, City of Fairfax, Pentagon Force Protection Agency, Arlington County, Greenbelt, Manassas City, City of Alexandria, Prince William County, and Hyattsville City.

“ TO SPEEDING DRIVERS, I ask: What is your hurry? Is your next appointment more important than the safety of pedestrians and cyclists? Slowing down is absolutely essential to saving lives and reducing injuries. ”

Montgomery County Executive *Isaiah Leggett*

CAMPAIGN EVALUATION 2010

MEASURABLE RESULTS IN BEHAVIORS, AWARENESS AND CURRENT CAMPAIGN MESSAGING

Street Smart conducts pre- and post-campaign surveys measuring issue awareness and attitudes among drivers, cyclists and pedestrians. It also surveys awareness of the Street Smart campaign and its messages. In order to do so effectively, measurements were taken pre-campaign 2010 and then post-campaign, as well.

For research methodology, surveys were used of drivers, pedestrians and cyclists in a broad geographic area around the metro region. Research concentrated on the particular target of 18 to 34 year old males, as this group is particularly high risk in their driving and pedestrian behaviors.

Street Smart has conducted pre- and post-campaign surveys on all campaigns since 2002.



“ STREET SMART FORCES *people* to take responsibility for their actions. ”

*Gabe Klein, Director,
District Department of Transportation*

RESEARCH RESULTS AT A GLANCE:

- **Driver** behavior is perceived to be more dangerous than pedestrian behavior.
- **Texting** while driving is perceived as more dangerous than talking on a cell phone.
- **The current** Street Smart enforcement message is working especially well with males 18-34.
- **Surveys** showed that the image recall of the 2010 campaign, with the woman being hit by a car and the baby in the stroller – was much more likely to be recalled.
- **All audiences** remember messages about police enforcement and the harsh statistic that every eight minutes someone is struck by a vehicle on the roadways.
- **Comparison** of the post-test with the pre-test in the category of males 18-34 is generally positive in almost every category.



Opinions About Dangers

Dangers Tested	Driver Behaviors		Pedestrian Behaviors	
	Pre	Post	Pre	Post
Drivers texting while driving	92%	93%	48%	50%
Pedestrians texting while walking				
Drivers using cell phone while driving	81%	81%		
Pedestrians using cell phone while walking			48%	48%
Drivers who run red lights and stop signs	86%	82%		
Pedestrians crossing against the signal			57%	60%
Drivers who pass bicyclists in an unsafe manner	70%	73%		
Bicyclists who don't allow room for cars to pass			69%	70%
Average responses	82.5%	83.3%	55.5%	57%

*based on responses of all participants of "extremely serious" or "serious"

FOUR SPECIFIC FINDINGS

1) Drivers are More Dangerous Than Pedestrians

In the survey, specific dangers, such as texting, cell phone use and ignoring traffic signals, were identified. Across all categories, groups surveyed believed that if a driver was demonstrating one of these dangers, it was more serious than if a pedestrian demonstrated that same behavior. Driver behaviors were shown to be about 25% more dangerous than pedestrian or cyclist behaviors.

Note that 92% of groups surveyed considered texting behind the wheel to be the most dangerous activity.

Note, too, that texting dangers are considered to be as serious by males 18-34.

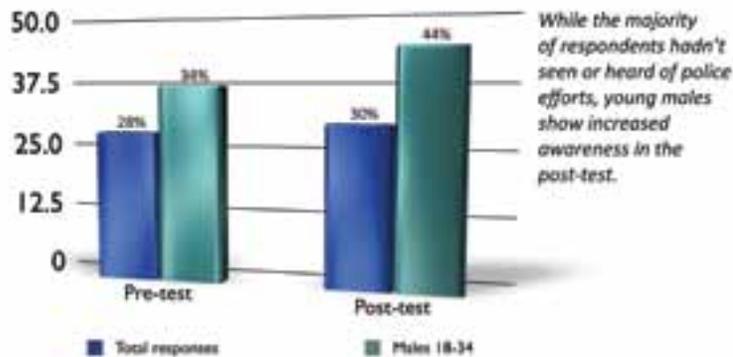
In other results, opinions about texting while walking, using cell phones, running red lights and stop signs and cyclists who don't allow room for cars to pass were almost unchanged from pre-campaign to post-campaign.

2) Messaging About Enforcement Is Effective Among Males 18-34

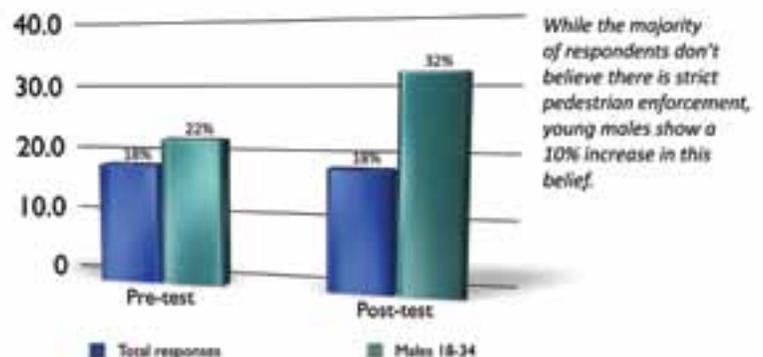
When questioned about strict police enforcement of pedestrian crossing laws, the majority did not believe there was strict enforcement. But respondents 18-34 showed a 10% increase in this belief from the beginning to the end of the campaign.

Belief that police enforce yield or stop for pedestrians laws declined slightly

Have You Recently Seen or Heard About Police Efforts to Enforce Pedestrians Traffic Safety Laws?



How Strictly Do You Think Police in Your Area Enforce "Crossing Against the Signal" and Other Pedestrian Crossing Laws?



among all drivers, pedestrians and cyclists as well as 18-34 year old males.

Belief that police enforced traffic laws for cyclists increased slightly, but surveys showed that overall; there is not a strong belief that police enforce these laws.

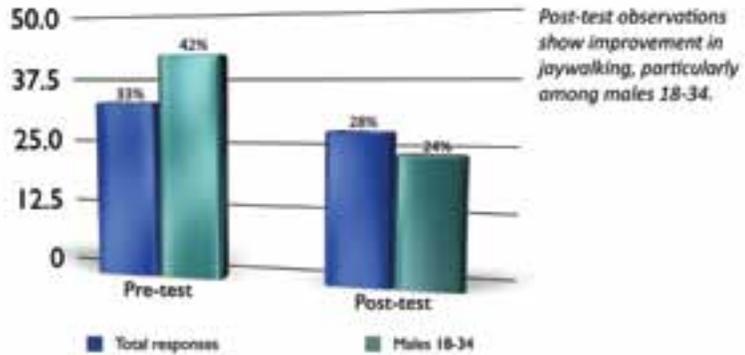
3) Behavior Among Males 18-34 Showed Improvement

There was improvement reported by respondents in observed incidences of jaywalking, particularly among males 18-34. When asked about their observances of drivers who do not yield to pedestrians, responses were virtually unchanged from the beginning to the end of the campaign.

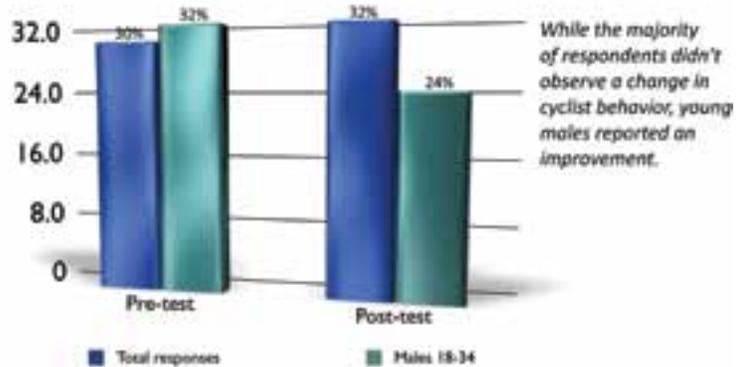
The majority of respondents did not observe a change in driver behavior around cyclists, but younger males reported a 10% improvement over the course of the campaign. This group also reported an improvement in cyclists obeying traffic laws over the campaign.



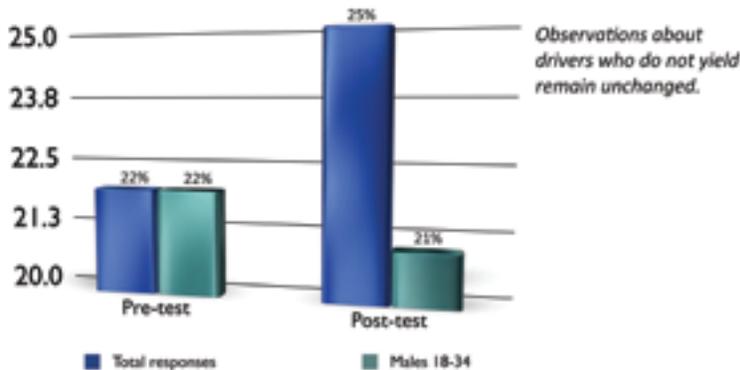
How Often in the Last 30 Days Have You Observed Pedestrians Who Walk out into the Road or Jaywalk Without Any Concern for Vehicles?



How Often in the Last 30 Days Have you Observed Cyclists Who Don't Observe Traffic Laws?



How Often in the Last 30 Days Have You Observed Drivers Who Do Not Yield to Pedestrians?



4) Awareness of the Campaign was Significant

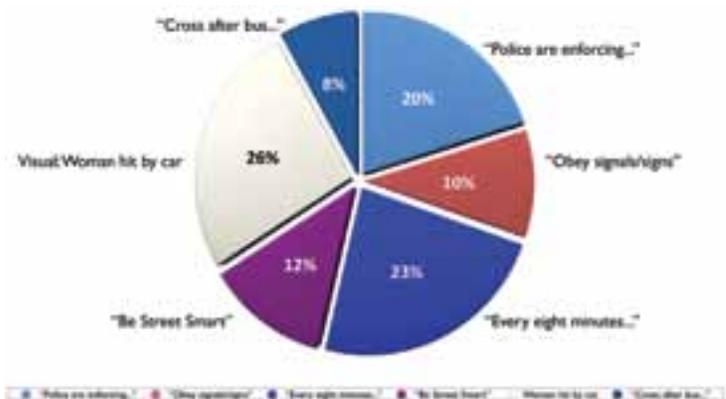
Pre-campaign results showed a sustained awareness of Street Smart messages while the 11% increase in the post-campaign net awareness of 85% demonstrates increased awareness within the target audience of 18-34 year old males.

Thirty-one percent of the target respondents remembered the key campaign element of the woman being struck by the car in campaign materials. Twenty one percent remembered the message that "Police are enforcing the laws..."

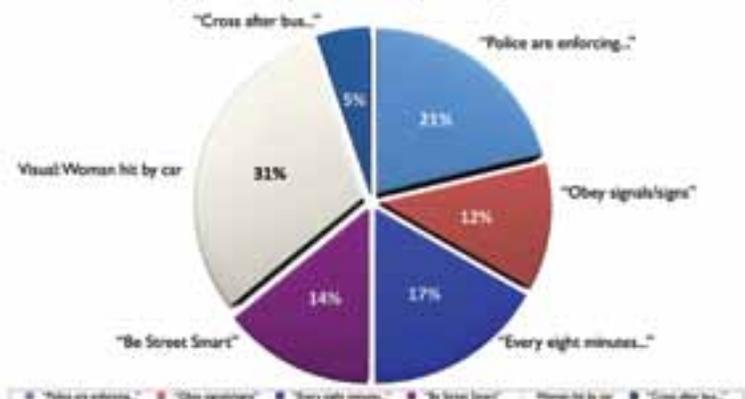
Among all respondents, 26% remembered the graphic depiction of the woman being hit by the car, 23% remembered the key statistic that someone is hit by a car every eight minutes, and 20% remembered the message that "Police are enforcing the laws."



Message Component Awareness – Total Audience A Weighted Comparison of Key Message Elements



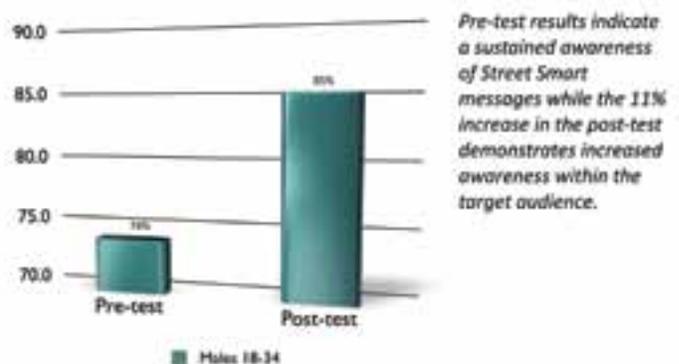
Message Component Awareness – Males 18-34 A Weighted Comparison of Key Message Elements



Note: Message component awareness is based on respondents positively recalling individual campaign message elements.

Net Campaign Awareness

18 to 34 year Old Males Awareness of Street Smart Messages



“ WE NEED TO *cross the street*
like our life depends on it –
because it does. We need to
drive like our family and
friends’ lives depend on it –
because they do. ”

Montgomery County Executive
Isaiah Leggett



STREET
/// SMART
BeStreetSmart.net



FOR MORE INFORMATION CONTACT:

National Capital Region Transportation Planning Board

Metropolitan Washington Council of Governments

777 North Capitol Street, NW, Suite 300

Washington, DC 20002

www.mwcog.org

202-962-3760