

**ANNUAL REPORT**  
and  
**CAMPAIGN**  
**RESULTS**

The Street Smart  
Pedestrian and  
Bicycle Safety  
Public Awareness  
Campaign



**FALL 2011 and SPRING 2012**



## **ABOUT THIS REPORT**

*The following is the annual report of activities and results of the Street Smart public awareness and enforcement campaign for the fall of 2011 and the spring of 2012. The campaign is a long-term, successful public safety effort conducted across the greater metropolitan Washington, DC area, targeting drivers, pedestrians and cyclists in the District of Columbia, suburban Maryland and Northern Virginia. It works to promote awareness of the consequences of motor vehicle, pedestrian and bicycle crashes and draws attention to law enforcement efforts that target behaviors by pedestrians, cyclists and motorists.*

*Since 2002, the Street Smart campaign has worked to change driver, pedestrian and bicyclist behavior.*



## **FUNDING ORGANIZATIONS AND SUPPORTERS**

### **Making a Difference in Public Safety**

Street Smart is directed and funded by several state, county and local agencies, all concerned about pedestrian and motorist safety issues:

Funding organizations include:

- City of Alexandria, Office of Transit
- Arlington County, Department of Environmental Services
- City of Bowie, Maryland
- City of College Park, Maryland
- District of Columbia, District Department of Transportation
- Loudoun County, Virginia
- Montgomery County, Maryland
- Maryland State Highway Administration, Highway Safety Office
- 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
- 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

## THE ORIGINS OF STREET SMART

More than 4,900 people died in the year 2002 while walking down the street in the United States. An estimated 35,000 pedestrians were injured in traffic crashes during that year. In the Washington metropolitan region, 20% percent of those who were killed in traffic fatalities in 2002 were pedestrians.

The streets were a dangerous place concluded the “Mean Streets Report,” a nationwide study released by the Surface Transportation Policy Project.

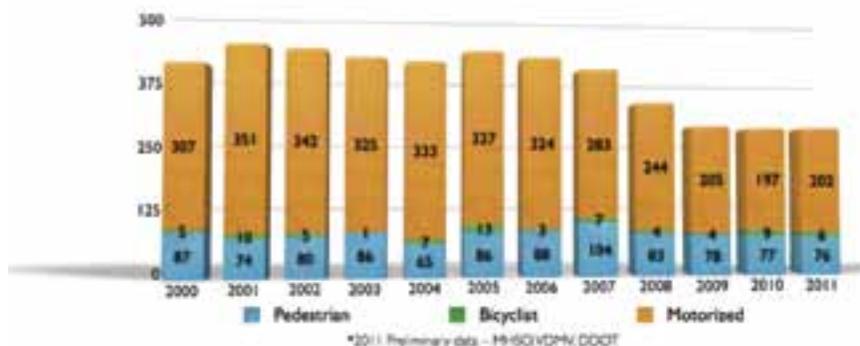
So in 2002, after these data came out and a number of high-profile pedestrian deaths occurred, Street Smart was born – a campaign to make roads safer for walkers, cyclists, transit riders and drivers and create a more sustainable, livable community.

### THE PROBLEM IN THE GREATER METRO AREA:

- On average, over 2,600 pedestrians and bicyclists are injured in this region every year and 89 are killed.
- Motorized fatalities have dropped more than a one-third from 307 in 2000 to 202 in 2011.
- In this same time period, the percentage of pedestrian fatalities in relation to total traffic fatalities has increased. In 2000, there were 87 pedestrian and 5 bicyclist fatalities out of 399 total traffic fatalities (23% of the total). In 2011, there were 76 pedestrian and 6 bicyclist fatalities out of 284 total traffic fatalities (29% of the total) according to the Metropolitan Washington Council of Governments.



Traffic Fatalities in the Washington Region, 2000-2011\*



### ACROSS THE NATION:

- In 2010, 4,280 pedestrians were killed and an estimated 70,000 were injured in traffic crashes in the United States, according to the National Highway Traffic Safety Administration (NHTSA).
- The 4,280 pedestrian fatalities in 2010 were an increase of 4 percent from 2009, but a decrease of 13 percent from 2001.
- Nationally, in 2002, there were 43,005 total traffic fatalities with 4,851 of those involving pedestrians (11%). In 2010, there were 32,885 total traffic fatalities with 4,280 of those involving pedestrians (13%).
- More than 688,000 pedestrians were injured from 2000 to 2009 – that’s one pedestrian being struck by a car or truck every 7 minutes.
- Only 21 percent of pedestrians killed in traffic incidents died at intersections, and the overwhelming majority – 68 percent – died after dark, according to NHTSA.
- Alcohol involvement – either for the driver or for the pedestrian – was reported in 47 percent of the traffic crashes that resulted in pedestrian fatalities, according to NHTSA.

### In 2012:

Official numbers aren’t yet available for the year, but just look at the news for evidence that pedestrians are at risk in the area. Several pedestrians have been struck and killed in the region in 2012, most of them dying in the hours between dusk and dawn. From *The Washington Post*:

- Prince George’s County police said a woman was killed just before 5:30 a.m. on June 27 when a vehicle struck her in the 6100 block of Baltimore Avenue in the Riverdale Park neighborhood.
- A man who walked into an Arlington intersection where street lights had been darkened by a storm on July 1 was killed by a driver who did not heed police advice to treat intersections where traffic lights were out as four-way stop signs.
- A 62-year-old visitor from Boston died about 5:30 a.m. near the Pentagon on July 9, apparently after his vehicle broke down near the Interstate 395 exit ramp at Route 110.
- A Takoma Park woman was killed when she was struck by two vehicles – a tow truck and a Toyota – in Langley Park on July 14 at 8:40 p.m.
- Prince William County police said a car killed a man at 5:49 a.m. on July 29 as he crossed Lee Highway near the intersection with Old Carolina Road.

*On average, over 2,600 pedestrians and bicyclists are injured in this region every year and 89 are killed. Pedestrians and bicyclists account for 29 percent of the region’s traffic fatalities.*

*The Street Smart campaign puts a dent in pedestrian and cyclist casualties by educating the public on the tragic consequences of not looking out for each other.*

The Street Smart campaign puts a dent in pedestrian and cyclist casualties by educating the public on the tragic consequences of not looking out for each other.

### **REGIONAL CHALLENGES and RISKY BEHAVIORS:**

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



*Montgomery County has identified High Incident Areas throughout the county for engineering, enforcement and education efforts.*

Roadways must deliver safe and convenient transportation choices for all citizens, whether they are walking, bicycling, riding transit, or driving. But motor vehicle vs. pedestrian or cyclist crashes are a physical mismatch, and the pedestrian or cyclist will always receive the worst of the consequences.

Risky behaviors among pedestrians, cyclists and drivers include:

- Not paying enough attention to local traffic rules and each other.
- Preoccupation with cell phones, music players, conversations and more.
- Pedestrians failing to look both ways while crossing – or failing to cross in crosswalks and with traffic signals.
- Drivers ignoring crosswalk laws, and driving too fast and too carelessly.
- Pedestrians entering a road from behind parked cars, or standing in a roadway.



*The Street Smart spring event, held in Prince George's county, focused on enforcement efforts.*



# THE STREET SMART CAMPAIGN

## For Public Safety & Awareness

This public awareness and enforcement campaign is raising awareness of pedestrian and bicycle safety issues throughout the District of Columbia, suburban Maryland and Northern Virginia.

Goals of the campaign include reducing the number of pedestrian and cyclist injuries and deaths in the Washington metro area. The campaign employs three elements:

- 1. Education** targets pedestrians and drivers, and uses recurring waves of radio, outdoor advertising, Internet ads, cable TV, handouts and posters to get the message out. A strong focus of the campaign is to reach the area's Hispanic residents through Spanish-language brochures and advertising outreach.
- 2. Enforcement** by the law provides an incentive for residents to heed the campaign messages, and a focus for media attention.
- 3. Evaluation** is vital to understanding the awareness level for the message and the future direction of the campaign.

Advertising messages are created in English and Spanish and placed on various media to reach specific audiences at specific times. Messages aimed at drivers are placed on the radio during peak drive times and on bus backs to reach them while they are in their cars. Pedestrians and bicyclist messages are placed on bus shelters, interior bus cards, and bus sides so they can be seen while people are walking or riding. Television spots reach all three audiences in their home reinforcing the messages they've seen out-of-home.

In addition, law enforcement and local, county and state agencies distribute in-

formation and literature to further spread awareness and educate drivers and pedestrians. This is the primary audience, with bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.

Lastly, the campaign for 10 years has constantly evaluated itself to sharpen messages and best practices.

The Street Smart program is funded by federal monies that are administered through the District of Columbia, Maryland and Virginia as well as by the Washington Metropolitan Area Transit Authority and local contributions. The Metropolitan Washington Council of Governments (COG) and the National Capital Region Transportation Planning Board (TPB) manage the program.

### STREET SMART MEDIA Objectives:

- 1.** Educate the audiences (drivers, pedestrians, bicyclists) of pedestrian and bicycle safety and pedestrian safety around buses.
- 2.** Inform the audience about increased law enforcement enforcing pedestrian and bicycle traffic safety laws.
- 3.** Build on awareness of pedestrian/bicycle/bus traffic safety issues that have been established in prior campaigns in order to change behaviors.

### STREET SMART CAMPAIGN Targets:

- 1.** Drivers: Adults, 18 – 49; with a special emphasis on male drivers, as they are the highest risk segment of the driving public.
- 2.** Pedestrians and bicyclists of all ages in the Washington, DC region.
- 3.** Special emphasis in areas that have a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.

The campaign and its messages change year to year, reflecting previous successes and challenges, current research and specific behavioral issues. Each is designed to maximize the reach and effectiveness of all media. This report discusses Street Smart efforts from the fall of 2011 and spring of 2012.



Montgomery County Executive  
Isiah Leggett

*“Montgomery County led the effort to create the regional Street Smart campaign that has made a real difference in raising awareness and educating residents about pedestrian safety.”*

*In addition to Street Smart, our focus [in Montgomery County has been implementing my Pedestrian Safety Initiative, which outlined a blueprint for reducing pedestrian collisions. I'm proud to say that plan is working. Through engineering, education and enforcement, as well as a broad partnership between residents, County departments and agencies, the State Highway Administration, the number of pedestrian collisions and their severity are trending downward, particularly in the areas that need the most help.*

*We are proving that targeted interventions really can reduce the number of pedestrians who are injured or killed.”*

- Montgomery County Executive  
**Isiah Leggett**

## THE FALL 2011 PUBLIC AWARENESS CAMPAIGN “A Giant Pedestrian Safety Problem”

The fall campaign echoed the previous spring 2011 campaign and focused on specific risky behaviors by drivers and pedestrians. Distinctive graphics depicted huge pedestrian feet, or a huge bicycle, with cars and buses crashing into them. They were produced in both English and Spanish with specific tips – “Watch for Pedestrians.” and “Cross After the Bus Leaves the Stop.” (etc.) and were effective at-a-glance in transit shelters, on buses, and in campaign literature.

### FALL CAMPAIGN DATES:

The campaign ran from November 6, 2011 to December 3, 2011. Efforts were weighted from Wednesday – Sunday, 3 pm – 8 pm, when data show that the greatest numbers of pedestrian/bicyclist incidents occur. Radio and outdoor advertising were concentrated during that time period.

Special emphasis was also given in metro areas that had a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.



The Fall 2012 creative messages towards drivers, pedestrians and cyclists in both English and Spanish on transit shelters, bus sides, bus backs, interior bus cards, interior rail cards.

### CAMPAIGN ELEMENTS

#### Radio Messages

As it is with many public campaigns directed at road safety, radio was the workhorse of the fall campaign. Spots were created in both English and Spanish featuring a “news report” about a giant pedestrian... problem, followed with specific safety tips for drivers, pedestrians and cyclists. Spots ran on the following area stations:

- WJFK-FM The Fan
- WIHT-FM Contemporary Hits
- WKYS-FM Urban Contemporary
- WTEM AM
- WTOP-FM All News
- WLZL FM Spanish (Tropical)

The Street Smart Campaign takes advantage of its position as a public service message, and every effort is made to extend media dollars to include bonus placements, interviews and other added value opportunities, some of which include public affairs interviews, news/weather/traffic/ sports update sponsorships and brochure distribution at station events.

#### Radio Buy Details:

- Radio time was purchased from November 6 – 19. :30 spots and :15 spots were rotated in a 70/30 mix to maximize the budget and increase message frequency.
- Spots were concentrated in peak drive times for targeted exposure.

- The campaign ran 20 – 30 spots per station, per week/ 5 – 6 stations per week.
- A total of 639 spots ran over the radio component's two-week period. Spots were produced in :30, :15 and :10-second lengths to provide as much flexibility in placements as possible. Most ran in the prime time/sports period, from 2pm to 9pm, during high-risk afternoon and evening drive times.
- The radio buy had a total of 5,999,000 media impressions.\* Total reach was 53.4% and frequency 4.8.\*\*

\* 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.

### Outdoor Advertising

Besides radio messages, the target market was also reached on the streets through bus tail messages, bus sides, rail car cards, bus interior cards and transit shelters across the region.

These high-impact, out-of-home messages reached walkers, cyclists, bus riders as well as drivers while they were on the roads. They were created in both English and Spanish versions and concentrated in transit areas in high-risk, high-incidence locations:

- 9 transit shelter messages ran over the four weeks from November 8 through November 29.

### STREET SMART EVANGELISTS on THE RADIO

Three on-air radio talents highlighted the pedestrian safety message in the fall of 2011. Thanks to HOT 99.5's Toby Knapp, WJFK's LaVar Arrington, and WKYS's EZ Street for their efforts as pedestrian safety ambassadors in the afternoon drive time period (3-7pm). Live spots and social media were included in their efforts, as well.

Bus side.



Maryland MVA Administrator John Kuo spoke at the fall event.

- 50 bus taillight displays ran over the same time period.
- 75 bus king displays were run.
- 200 rail car cards and bus interior messages were run.
- The net result of from these placements was **40,197,769 impressions** for the campaign.

### PSA Out-of-Home Signage

Many of the outdoor advertising messages were placed as public service announcements (PSAs) – at no extra cost to the Street Smart campaign. This garnered an additional **14,326,724 impressions** for the Street Smart messages. The value for these is estimated to be more than **\$32,000** in advertising costs.

These extra placements often stayed in view more than a month after the official campaign ended, adding even more value.

### Digital Media

During the fall campaign, Twitter was used to provide instant updates to followers, forwarding relevant news, events, regional fatalities, enforcement activity, community involvement, and other topics. Several Tweets per week were posted, and

relevant Tweets were re-Tweeted, such as those from the Metropolitan Police Department, who have an active Twitter following. Key influencers among traffic safety professionals, social marketing advocates and local residents were targeted in order that they would disseminate that message to their own audiences.

A Street Smart Facebook page was created to give the program a presence on the highly popular social networking site and extend Street Smart's reach to the Facebook community.

The website, BeStreetSmart.net, is always kept updated with current materials, news, pedestrian safety information, new technologies, resources, and more.

### THE FALL KICKOFF EVENT

On November 14, 2011, a kickoff event hailed the success of previous Street Smart efforts and announced the new campaign. Montgomery County Executive Ike Leggett was joined by Maryland Governor's Highway Safety Representative John Kuo, Washington Metropolitan Area Transit Authority Assistant General Manager Nat Bottigheimer and other regional leaders.

Held in Silver Spring, MD, the event was used to debut the installation of new curb markings that indicate where it is and isn't safe for pedestrians to cross along Piney Branch Road in Montgomery County, MD. The markings are the first of their kind in Maryland and are one of many safety engineering improvements being made to high-pedestrian collision areas throughout the greater Washington, D.C. region.

### NEW ENGINEERING ELEMENTS

Crossing busy streets in the wrong places is as common as it is dangerous. In a pilot program, Montgomery County and the Maryland Department of Transportation are installing bright yellow and green curb markings in high-pedestrian collision areas to warn walkers not to

cross mid-block. Engineering design changes like these are proven to significantly reduce pedestrian fatalities and injuries.



Stories were seen and heard on WUSA 9 News, TBD, WAMU radio, The Washington Post, and other media outlets. News coverage of this event reached more than 900,000 people across the region through print and online articles, a TV story and radio coverage for a total estimated publicity value of **\$19,305.25.\***

*Note: Publicity value is based on approximately a three-time multiplier of actual ad rates for the media outlets and at the times the stories aired. A Cision monitoring service calculated the TV message value. Complete audience and dollar value estimates are unavailable for certain stations. Therefore, the total audience and dollar values are likely greater.*



*“When a car and pedestrian try to occupy the same place, the car will always win. Of the 14 crashes that happened along Piney Branch Road, 11 were from pedestrians*

*crossing mid-block. Pedestrians and drivers both have a responsibility to stay alert, and we in the County are trying our best to make sure this doesn't continue to happen.”*

**–Thomas Didone,**

*Captain of the Montgomery County Police Department, in remarks at the fall kickoff event.*

**THE  
SPRING 2012  
PUBLIC  
AWARENESS  
CAMPAIGN**  
“We Stop Killer  
Pedestrian Crashes.”

The spring campaign focused heavily on enforcement, with photos of police officers and a large headline emphasizing the words “killer,” “pedestrian,” and “crashes.” A broken doll lies among glass shards in the road, and the subhead, “Obey pedestrian and traffic safety laws, or get tickets, fines and points” rejoins the posters, bus tails, and other media elements. Readers are directed to [www.BeStreetSmart.net](http://www.BeStreetSmart.net) for information.

This creative work evolved from evaluation of other traffic safety campaigns, which showed that a strong enforcement message created more impact. It implied more actual enforcement. Post-campaign surveys showed that people thought there was more enforcement occurring when that may not have been the case. Street Smart committee input reinforced the direction of the stronger enforcement message and the creative was tested with focus groups with positive results.



The Spring 2012 creative focused on an enforcement message and was seen on posters, bill boards, rail cards and bus kings in both English and Spanish.

The creative was produced in both English and Spanish and designed to be effective at-a-glance in transit shelters, on buses, and in campaign literature.

**PRINCE GEORGE’S COUNTY  
STEPS UP**

The spring campaign welcomed the participation of Prince George’s County, MD law enforcement, fire and rescue, and county administration. A series of incidents highlighted the need for a Street Smart campaign in the area and the county was welcomed in its participation and support of the Street Smart campaign.

**SPRING CAMPAIGN DATES:**

The spring campaign ran from March 18, 2012 to April 14, 2012. Efforts were weighted from Wednesday – Sunday, 3 pm – 8 pm, when data show that the greatest numbers of pedestrian/bicyclist incidents occur. Radio and outdoor advertising were concentrated during that time period.

Special emphasis was also given in metro areas that had a high number of pedestrian/bicycle fatalities and/or injuries and in high-density Hispanic areas.

**CAMPAIGN ELEMENTS**

**Research & Focus Group Testing**

The Spring 2012 Street Smart campaign featured new creative work, emphasizing the enforcement aspect of pedestrian safety. In order to identify

and shape messaging, market research was conducted on local crash trends, FARS data, Scarborough, Arbitron, Nielson, Census Bureau statistics and more.

After multiple campaign concepts were developed, two focus groups were held, composed of the campaign’s audience demographic characteristics. Results and feedback from these and the Street Smart committee shaped the final creative work.

**Radio Messages**

As it is with many public campaigns directed at road safety, radio was a key component of the spring campaign. New spots were created in both English and Spanish, followed with specific safety tips for drivers, pedestrians and cyclists. Spots ran on the following area stations:

- WASH FM Lite Rock
- WIAD FM Adult Contemporary
- WIHT-FM Contemporary Hits
- WKYS-FM Urban Contemporary
- WPGC AM Urban Contemporary
- WRQX FM Adult Hits
- WTOP-FM All News

“The county has a lot of wide, high-speed roadways and spread-out land uses where you might have an apartment on one side and a store that people need to get to on the other. So when you mix high-speed traffic and big, wide roads to cross, you’re creating a dangerous situation.”

– Cheryl Cort,  
Policy director with the Coalition  
for Smarter Growth



- WWDC FM Rock
- WLZL FM Spanish (Tropical)

The Street Smart Campaign takes advantage of its position as a public service message, and every effort is made to extend media dollars to include bonus placements, interviews and other added value opportunities, some of which include public affairs interviews, news/weather/traffic/sports update sponsorships and brochure distribution at station events.

### Radio Buy Details:

- The campaign ran 20 – 30 spots per station, per week/ 5 – 6 stations per week.
- Spots were concentrated in peak drive times for targeted exposure.
- Radio was purchased over the entire campaign period and :30 spots and :15 spots were rotated in a 70/30 mix to maximize the budget and increase message frequency.

A total of 657 spots ran over the radio component's two-week period. Spots were produced in :30, :15 and :10-second lengths to provide as much flexibility in placements as possible. Most ran in the prime time/sports period, from 2pm to 9pm, during high-risk afternoon and evening drive times.

The radio buy had a total of **6,625,000 media impressions**. \* Total reach was **70.7%** and frequency **4.0**.\*\*

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

Television spot for the spring 2012 campaign.



\*\* 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.

### Outdoor Advertising

Besides radio messages, the target market was also reached on the streets through bus tail messages, bus sides, rail car cards, bus interior cards and transit shelters across the region.

These high-impact, out-of-home messages reached walkers, cyclists, bus riders as well as drivers while they were on the roads. They were created in both English and Spanish versions and concentrated in transit areas in high-risk, high-incidence locations. The schedule included:

- 19 transit shelters
- 8 Ultra Super King messages
- 50 Taillight Bus Displays
- 100 King Bus Displays
- 500 bus interior messages

The net result from these placements was **40,750,909 impressions for the campaign**.

### PSA Out-of-Home Signage

Many of the outdoor advertising messages were placed as public service announcements (PSAs) – at no extra cost to the Street Smart campaign. These PSAs were often left in place for several weeks after the campaign ended. This garnered an additional **5,569,240 impressions for the Street Smart messages**. The value for these is

estimated to be more than **\$122,000** in advertising costs.

### Cable TV Ads

Street Smart creative included :30 TV advertising run on cable TV stations with high-impact video followed with the simple message, “Be Alert, Be Street Smart.” 364 of these spots ran during the course of the campaign. The ads can be found at [www.BeStreetSmart.net](http://www.BeStreetSmart.net).

### Digital Media

During the Spring campaign, just as it was used in the fall, Twitter provided instant updates to followers, forwarding relevant news, events, regional fatalities, enforcement activity, community involve-

## THANKS TOBY & EZ STREET!

As in the previous fall campaign, spring Street Smart efforts continued to work with two on-air radio talents to highlight the message of pedestrian safety on the air. HOT 99.5's (WIHT) Toby and WKYS's EZ Street were pedestrian safety ambassadors in the afternoon drive time period (3-7 pm). Live spots, blogs, tweets and Facebook posts were included in their efforts reaching a combined 19,000 followers. This type of “beyond the air” partnership resulted in tremendous added value to the campaign.



## OUTREACH, EDUCATION & ENFORCEMENT EFFORTS from THE METROPOLITAN POLICE DEPARTMENT (MPD)

During the spring Street Smart campaign, Washington, DC's MPD conducted pedestrian-focused outreach, education and enforcement at several different locations throughout the city. Teams of officers worked specific locations during morning rush hours conducting primarily pedestrian operations, and also addressed cyclist and motorist issues as necessary.

High-use and high-risk intersections were targeted for these efforts on many main arteries across the city, such as Connecticut Avenue, 14th Street, 15th Street, U Street and Benning Road. Officers conducted outreach, education and enforcement with a focus on pedestrian, cyclist and driver-related violations such as walking against a light, failure to yield to pedestrians in crosswalks, wrong way riding, red light running, and riding on the sidewalk. More than 1,500 pedestrians, cyclists and motorists received warnings, citations and safety flyers.

In addition, activity officers wrote a number of collateral citations for distracted driving, failure to provide proof of insurance, and no right turn on red. The overt presence of officers at intersections deterred some but not all risky behavior.

The Metropolitan Police Department is remarkably connected with social media, with almost 10,000 citizens following police force individuals and officers through Twitter and Facebook, among other social media tools.

During the campaign, the force made a concerted effort to tweet photos of officers conducting Street Smart enforcement and disseminated information about the campaign and pedestrian safety issues in the Washington, DC area. Their message was clear: "We're out here enforcing the law, look for us..." etc.



ment, and other topics. Tweets were posted weekly during the campaign, and relevant Tweets were re-Tweeted, including many from the Metropolitan Police Department, who have 10,000 Twitter followers. Key influencers among traffic safety professionals, social marketing advocates and local residents were targeted in order that they would disseminate that message to own audiences.

The Street Smart Facebook page provided a presence on the highly popular social networking site and extended the campaign's reach to the Facebook community.

BeStreetSmart.net was updated with current materials, news, pedestrian safety information, new technologies, resources, and more.

### The Spring Kickoff Event in Prince George's County

On March 28, 2012, area leaders gathered at a busy intersection in Prince George's County, MD to kick off the Street Smart campaign. At the event, Chairman Todd Turner of the National Capital Region Transportation Planning Board reported the latest pedestrian and bicyclist fatality data for the metro region and emphasized the need to remain vigilant in light of progress made over the past year.

Chief Mark Magaw of the Prince George's County Police and Chief Marc S. Bashoor of the Fire/EMS Departments stressed the heightened enforcement for motorists, pedestrians and cyclists alike that would be taking place over the spring and summer months. Additional remarks were made by medics Stephanie Buffum and Amy Gunn of the Prince George's County Fire/EMS Department who both vividly shared personal experiences of being first-responders to the scene of a vehicle vs. pedestrian collision.

These speakers were followed by an hour of live enforcement at the intersection of Silver Hill Road and Marlboro Pike in which Prince George's County police officers issued warnings and citations to drivers and pedestrians who were not adhering to traffic safety laws.

**The event garnered media coverage that reached more than 2.4 million people across the region through print and online articles, TV stories and radio coverage. The total estimated publicity value of this to the campaign was \$82,062.22.**

*Note: Publicity value is based on approximately a three-time multiplier of actual ad rates for the media outlets and at the times the stories aired. A Cision monitoring service calculated the TV message value. Complete audience and dollar value estimates are unavailable for certain stations. Therefore, the total audience and dollar values are likely greater.*



Representatives from across the region gathered in support of the Street Smart program.

**FALL 2011  
and SPRING 2012  
COMBINED ADDED  
and EARNED MEDIA**

**PSAs Multiply  
Campaign Efficiency  
and Effectiveness**

Street Smart took advantage of many opportunities to multiply coverage and effectiveness of messages in 2011 and 2012. With the goodwill of various media outlets, paid media was supplemented with donated radio time, out-of-home message placements, and public relations vehicles.

Street Smart campaign messages can be regarded as public service announcements (PSAs), and these add to the value of the entire campaign budget. Therefore, every year, Street Smart endeavors to receive as much added value as possible, and the fall 2011 and spring 2012 campaigns were no exception. **The value of PSA messages, donated media space, free media messages and earned publicity was approximately \$1,011,444 – more than tripling the actual paid media and public relations budget.** This figure includes free radio messages run as PSAs, donated out-of-home media in transit shelters and bus displays, and additional cable TV spots.

Much of the added campaign value was not quantifiable, as well. For example, the figures do not include the value of radio stations distributing Street Smart collateral literature at various events. It does not put a number to the value of law enforcement spokespeople and personnel repeating the campaign messages and talking points in interviews and on public affairs programming. It also doesn't include the value of the radio personalities who took on Street Smart as their own personal crusade. For instance, in the spring, Mike Jones from DC101 and Toby Knapp from HOT 99.5

recorded radio spots in their own voices, wrote blogs about the issue, Tweeted messages, and posted messages to their Facebook pages. Between them, they have a combined total of almost 19,000 followers.

This kind of one-on-one personalized outreach is invaluable, particularly to the campaign's target demographic.

**TOTAL EARNED MEDIA and PUBLICITY VALUE**

A public safety campaign generates new stories and coverage in various media, as well. Media coverage of the campaign generated millions of impressions from broadcast, print and online coverage of the kick-off events and campaign announcements. **The total value for this media and publicity is estimated to be \$101,367.\***



This value 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.

**Total Added Media Value**

**The total campaign added value in the fall and spring included \$130,974 in free radio spots and streaming PSAs; \$22,215 in free cable TV spots; and \$155,219 in free outdoor messages in the Washington, DC metro area.**

Additionally, thanks to the generosity of Montgomery County, Street Smart efforts were boosted over the spring campaign

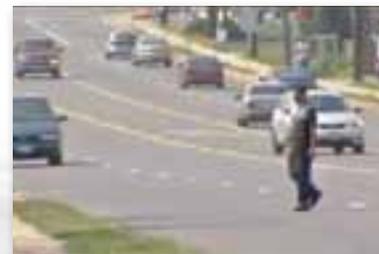
*The value of PSA messages, donated media space, free media messages and earned publicity was approximately \$1,011,444 – more than tripling the actual paid media and public relations budget.*

with the donation of 70 transit shelter messages, 600 bus interior cards and 90 bus sides – many of which continued to remain in place for weeks and months after the campaign ended for the season.

The City of Alexandria, Arlington County and Frederick County donated 130, 80 and 25 interior cards respectively on their local bus systems. **The total number of impressions from these no-cost message placements adds up to 289,446,351, with a value of \$601,669.**

**Added Value Media Notes:**

- 1,848 outdoor messages of various types were donated as PSAs to the campaign, in transit shelters, tail light bus displays, king displays and rail car and interior bus cards.
- Many of the out-of-home messages stayed in place after the campaign ended, multiplying their effectiveness.
- 856 radio spots and 152 cable TV spots were donated to the campaign.
- Radio personalities adopted the campaign, talking about it on air, in various blogs, and in their own social media efforts with Twitter and Facebook.



## THE ADDED BENEFIT of LAW ENFORCEMENT EFFORTS

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, 3,933 citations and 2,088 warnings were issued to motorists, pedestrians and cyclists, according to reports from



### A NEW STREET SMART CAMPAIGN GUIDE

In 2012, the campaign produced an in-depth High-Incidence Area (HIA) Guide for any metropolitan area county or jurisdiction wishing to conduct pedestrian safety education and enforcement outreach. Street Smart funds the larger regional campaign and outreach, and local jurisdictions can use the guide to plan activities in their own HIAs. The grassroots effort gives anyone the best practices and guidance they need to start their own Street Smart campaign on a local level.

The Guide offers valuable information that includes identifying areas for outreach, partnering, enforcement and outreach activities, as well as specific guidance on enforcement and public awareness activities. Activities include HIA identification, law enforcement activities, and education and visibility tactics.

Find the High Incidence Area Guide at [www.BeStreetSmart.net](http://www.BeStreetSmart.net) under “Resources.”



participating agencies in the District of Columbia, Arlington County, Prince William County, the City of Alexandria and the City of Rockville alone.

*During the fall of 2011 and spring of 2012 Street Smart campaign periods, 3,933 citations and 2,088 warnings were issued to motorists, pedestrians and cyclists for risky behaviors in Washington, DC, Rockville, MD, Prince William County, Arlington County and Alexandria, VA.*

## CAMPAIGN EVALUATION

Street Smart has conducted pre- and post-campaign surveys on all campaigns since 2002. This research is used to measure issue awareness and attitudes among drivers, cyclists and pedestrians. It also surveys awareness of the Street Smart campaign and its messages. Measurements were taken pre- and post-campaign in order to gauge the effectiveness of the spring 2012 campaign.

For evaluation, surveys were used of drivers, pedestrians and cyclists in a broad geographic area around the metro region. Surveys measured pre- and post-campaign observations about perception of risk, behaviors, awareness of law enforcement activities and awareness of campaign messages. 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.

The pre-campaign survey was administered on the week of March 19, 2012. The post-campaign survey was administered the week of May 6, 2012.

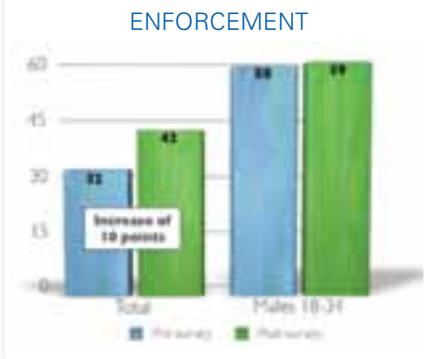
Data over previous campaigns clearly demonstrate the stability of the campaign and sustained awareness among the target audiences.

### ABOUT SURVEY PARTICIPANTS:

- Gender of the participants was divided 50-50 between males and females.
- Participants were pulled from the Metropolitan Washington geographic area.
- All participants were active drivers.

## SELECTED SURVEY RESULTS

- 1) For dangerous traffic behaviors: Respondents rated texting while driving the most dangerous (89%), and then aggressive driving (85%) and driving while using a cell phone (83%). These issues remained the same from pre- to post-surveys.
- 2) Pedestrian-related risky behaviors were rated higher in the post-survey indicating campaign efforts raised perception of risk on these behaviors.
- 3) There was a **10% increase in enforcement awareness** from pre- to post-surveys – from 32% to 42%. Males 18-34 showed sustained high awareness from pre- to post-surveys, indicating the long-term effect of a consistent enforcement message over several campaigns.



- 4) When asked about enforcement of pedestrian, driver and bicycle related safety laws, males 18-34 noted high awareness of specific enforcement activities.



- 5) Males 18-34 increased their awareness of observed risky behavior of pedestrians and bicyclists over the time of the campaign. Self-reported pedestrian behaviors such as jaywalking and not waiting for the Walk signal improved over the course of the campaign.

- 6) Media message awareness increased **7% over the campaign**, and the brand awareness of Street Smart related to pedestrian safety showed a significant increase of 16 points among males 18-34.



- 7) **81% of survey respondents among the general and target audiences recalled and retained the pedestrian enforcement message.**

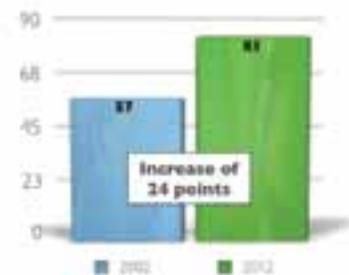


## Campaign Results Since 2002 – At-a-Glance:

The Street Smart Program has been conducting pre- and post surveys since 2002. Over the past 10 years, comparison results have found:

- Overall campaign awareness has increased **24 points**.
- Reported observations of pedestrians who “frequently” jaywalk have decreased **13 points**.
- Reported observations of drivers who “frequently” do not yield to pedestrians have decreased **14 points**.
- Awareness of police efforts to enforce pedestrian traffic safety laws has increased **18 points**.

## PROGRESS OVERTIME



## INNOVATIVE PEDESTRIAN and CYCLIST SAFETY INITIATIVES ACROSS THE REGION

All Data  
Provided by  
Individual  
Jurisdictions.

### District of Columbia

- Significant traffic calming and pedestrian safety and access improvements are being developed and built across the city.
- New work began on Connecticut Avenue NW on new streetlights, new signal timing, and a new mid-block pedestrian signal.
- DDOT has implemented Leading Pedestrian Intervals (LPI) at 84 intersections throughout the city, a signal timing technique that gives pedestrians a head start and reduces conflicts with turning vehicles.
- New Rectangular Rapid Flashing Beacon crosswalks were installed.
- The DC Safe Routes to School program provides assistance to many schools, improving the safety and convenience of walking and bicycling to school.
- The extremely popular Capital Bike-share program recorded 1 million bike trips in its first year and has new stations planned around the region.
- DC now has 54 miles of marked on-street bike lanes.

### Maryland Department of Transportation

- 16 law enforcement agencies in Prince George's and Montgomery Counties conducted pedestrian safety outreach and enforcement efforts in April, 2012.
- The Washington Regional Traffic Safety Program conducts a pedestrian safety outreach program to at-risk pedestrians in Prince George's County.
- The Maryland Highway Safety Office implemented a Street Smart program in Baltimore, and extended the program to Ocean City during peak tourism months.
- In Maryland law, failing to yield right of way to a cyclist, resulting in a crash in which the bicyclist is seriously injured, can result in a \$1,000 fine and three points on the driver's record.
- The Maryland Department of Transportation is completing a Law Enforcement Bicycle Traffic Safety Training Video for law enforcement officers.
- Maryland has 48 Safe Routes to School initiatives covering 41 jurisdictions with over \$13 million in grants.

### Virginia Department of Transportation (VDOT)

- VDOT hired a new Statewide Bicycle and Pedestrian Coordinator.
- VDOT completed the Virginia State Bicycle Plan to advance bike mobility.
- Two percent of VDOT's paving program budget is dedicated to widening shoulders to improve bike safety.
- I-495 HOT Lanes include plans to improve bicycle and pedestrian access and enhance safety.
- Countdown signals continue to be installed to enhance pedestrian crossing safety.

### Fairfax County, Virginia

- Fairfax County Police Department (FCPD) conducts pedestrian safety enforcement in high pedestrian crash areas countywide.
- The County has designated \$58 million in funding to construct pedestrian improvements in high-priority areas. More than 300 pedestrian projects and bus stop improvements are planned.
- The County installed over 1,000 modern LED countdown signals.
- Fairfax County developed a countywide network of preferred bike routes and produced their first bike map.
- Roadways are being retrofitted with on-road bike lanes.
- A 5' sidewalk and a 10' trail are included in construction of roadway projects.
- Several roads have designated bike lanes.
- The County is partnering with Prince William organizations to support the Safe Routes to School Program.

### Montgomery County, Maryland

- The Pedestrian Safety Initiative shows pedestrian collisions have declined 15%, with speed cameras, traffic calming measures and other initiatives.
- Traffic calming projects – bulb-outs, pedestrian refuge islands, lane narrowing, and enhanced pedestrian crossings – continued to be installed. Pedestrian collisions in these locations have dropped dramatically.
- Montgomery County's Speed Camera Enforcement Program has been highly effective, reducing speeding by over 70 percent.





- A bilingual (Spanish/English) pedestrian safety campaign continues in a “High Incidence Area,” with Spanish-speaking educators informing people about ways to stay safe.
- The County’s Safe Routes to School Program implemented improvements at many elementary and middle schools.

### **Arlington County, Virginia**

- Registration fees provide funds for bicycle and pedestrian safety initiatives.
- The County continues its “Neighborhood 25” initiative, reminding motorists to slow down in residential neighborhoods.
- In April 2011, Arlington was designated as a Gold-Level “Walk Friendly Community,” one of only four communities to be recognized nationwide.
- Arlington builds approximately 1.25 miles of new sidewalks each year through its locally funded Neighborhood Conservation program.
- Bicycle signals, “Rectangular Rapid Flash Beacons” and “HAWK” signals are installed or planned for risky arterial road crossings.
- Twelve automated, 24/7 bicycle and pedestrian counting devices operate on trail systems, the largest base of automated counters in the country.

- The “National Pedestrian and Bicyclist Documentation Project” feeds information about bicycle and pedestrian travel behavior into a nationwide database.
- User-friendly, bilingual flyers offer safety tips for cyclists and pedestrians.
- The County participates in Capital Bikeshare, the largest bike-sharing program in the nation.
- BikeArlington continues employer outreach with 10 awarded businesses and the popular Arlington County Bike Map. Their annual “Lights for Bikes” distributed 900 lights to cyclists and pedestrians at an event in 2011.
- Safe cycling education classes were taught to beginners and experienced cyclists, with classroom, open lot and road instruction.
- “WalkArlington Works” offers resources and technical support for employers and businesses to promote Walking Workplaces.
- The County distributes large quantities of bike and pedestrian safety guides.

### **City of Alexandria, Virginia**

- Among many traffic and pedestrian safety improvements, four rapid flash beacons are installed at locations across the City.
- The City installed the first bicycle signal in Virginia on the popular Mount Vernon Trail, and an underpass at Eisenhower Avenue and Cameron Run Regional Park.
- A trail overpass along Telegraph Road links the County to the Alexandria Eisenhower Trail.
- As part of the Potomac Yard development, new trails are being completed, and pedestrian and bicycle safety improvements at intersections throughout the City.

- The City joined the Capital Bikeshare program, with stations in Old Town and Carlyle areas.
- Bicycle safety education classes are taught for citizens who want to improve their urban bike riding skills and include classroom, open lot and road instruction.
- Safe Bicycling in the Washington Area booklets are distributed in both English and Spanish.

### **City of Rockville, Maryland**

- New sidewalks and 92 handicapped-accessible ramps have been built.
- Rapid Flash Beacon Crosswalk Enhancers were installed at locations with heavy volumes of pedestrian activity.
- 110 signalized intersections within the City limits were assessed for pedestrian safety improvements.
- City staff implemented a Safe Routes to School educational program and designed pedestrian safety improvements.
- A Complete Streets Policy was adopted that makes streets more accessible to pedestrians and bicyclists.
- A Pedestrian and Bicycle Safety Committee aired public service announcements on the City’s local cable channel, website, and in schools, as well as safety tip cards for pedestrians, bicyclists, and motorists.
- The City received a grant to evaluate pedestrian and bicycle access around the Twinbrook Metrorail station and implement improvements.

### **Washington Metropolitan Area Transit Authority (WMATA)**

- Metro incorporated pedestrian and bicycle safety training into its ongoing new bus operator training program.



**STREET  
/// SMART**



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**See The Impact & Learn The Laws**