

**Street Smart Pedestrian and Bicycle Safety
Campaign: Results and Funding Status**

Briefing to the TPB Technical Committee, December 2, 2005

Item 6

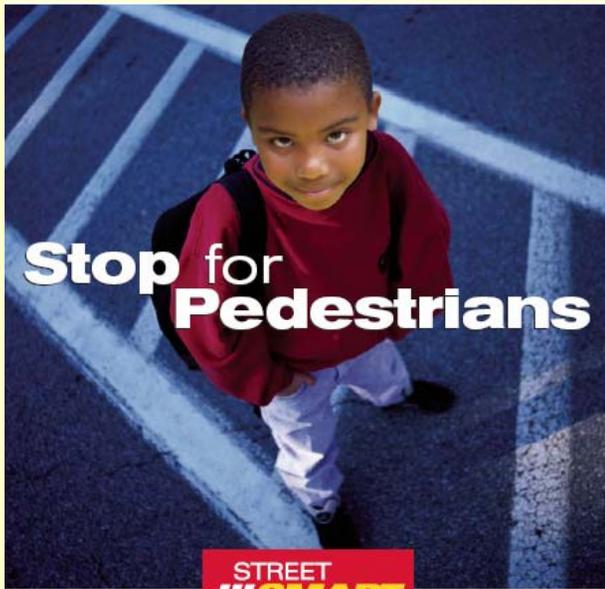
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The “Street Smart” Outreach Program

- Month-long media campaigns coordinated by the Transportation Planning Board, supported by federal funds through the states plus local funds
- Radio, Metro, bus, and outdoor transit advertising for changing driver and pedestrian behavior, aimed at male drivers age 18 to 34
- All materials ran in English and Spanish
- Three previous waves: October 2002, April 2004, and June 2005

Most Recent Media Campaign: June 2005

• Radio (targeted stations)	713 spots	\$109,000
• Print	12 insertions	\$17,000
• Transit (targeted locations)		\$93,000
– Bus Sides	50	
– Bus Backs	164	
– Interior Cards	500	
• Collateral Materials		\$27,000
– Posters	3,400	
– Handouts	60,000	
• Public Relations		\$10,000
• Campaign Creation/Production		\$62,000
• Evaluation/Administration		\$75,000
Total:		\$393,000

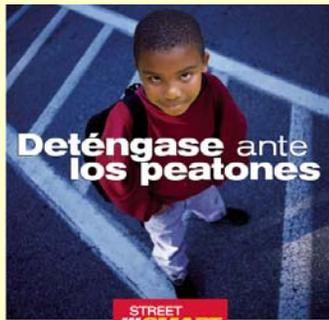


Stop for Pedestrians



Drive safely. Stop for pedestrians at intersections and crosswalks.

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

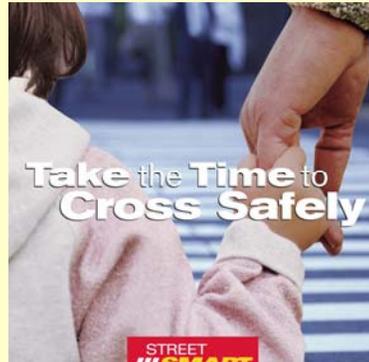


Deténgase ante los peatones



Conduzca con precaución – tómese el tiempo para prestar atención a las personas en la senda peatonal y espere a que crucen.

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



Take the Time to Cross Safely



Use crosswalks or other appropriate crossings. Be sure drivers can see you.

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

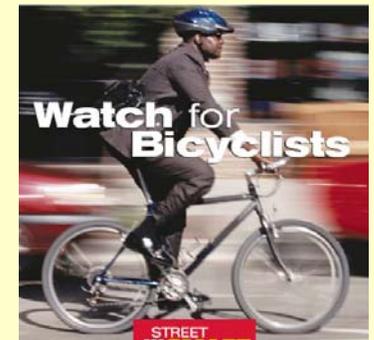


Tómese el Tiempo para Cruzar con Precaución



Use las sendas peatonales y siga las señales en los cruces. Asegúrese de que los conductores lo puedan ver.

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



Watch for Bicyclists



Bicycles are vehicles too. Cyclists and drivers have to share the road.

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



Cuidado con los ciclistas



Las bicicletas también son vehículos. Ciclistas y conductores deben de compartir la carretera.

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

Coordination with Law Enforcement

- COG Police Chiefs Committee agreed at its April 27, 2005 meeting to coordinate law enforcement efforts with June 2005 campaign, and in future years
- Eight Police Departments distributed 21,000 pedestrian safety hand-outs, many as warnings to motorists or pedestrians
- DC Metropolitan Police Department issued 2700 pedestrian and bicycle-related citations as part of the campaign
- Distributed 60,000 safety hand-outs to police and other agencies, and received requests for more

Evaluation

- Pre and post-campaign surveys of 300 area motorists
- Recognition of the campaign messages increased by twelve percentage points in the prime target audience, male drivers aged 18-34
- Encouraging trends 2002 to 2005:
 - Fewer respondents reported having to “swerve to avoid a pedestrian in the last 7 days”, down to 17% from 32% in 2002
 - Fewer respondents reported frequently observing motorists failing to yield to pedestrians, down to 60% from 76%
 - Fatalities fell. Pedestrian and bicyclist fatalities in the Washington region averaged 80 per year from 2002-2004, as compared to 90 deaths per year from 1994-2001
- Next campaign anticipated to take place in April, 2006

2006 Funding

- TPB has requested voluntary annual funding its member jurisdictions for the campaign
- Suggested level of 5 cents per capita
- 8% of funds retained to cover administrative expenses
- Federal funds require a 20% local match
- The following table of suggested contributions was sent to the members of the TPB on October 25, with a cover letter and a program summary

Table 1. Suggested 2006 Local Contribution to Annual Street Smart Safety Campaign

Jurisdiction	COG FY 2006	
	Estimated Population	At five cents per capita
Fairfax County	1,055,167	\$52,800
Montgomery County	811,411	\$40,600
Prince George's County	741,218	\$37,100
Prince William County	336,820	\$16,800
Loudoun County	255,616	\$12,800
Frederick County	218,830	\$10,900
Arlington County	201,900	\$10,100
Alexandria, City of	136,500	\$6,800
Charles County, Urbanized Area	74,765	\$3,700
Gaithersburg, City of	61,641	\$3,100
Rockville, City of	57,619	\$2,900
Bowie, City of	55,240	\$2,800
Manassas, City of	36,500	\$1,800
College Park, City of	26,392	\$1,300
Fairfax, City of	22,031	\$1,100
Greenbelt, City of	21,340	\$1,100
Takoma Park, City of	17,229	\$900
Manassas Park	13,225	\$700
Falls Church, City of	10,700	\$500
Total Local Contributions	4,154,144	\$207,800
District of Columbia Est. Federal Funds		\$100,000
Maryland Est. Federal Funds		\$100,000
Virginia Est. Federal Funds		\$100,000
Total Projected Federal Funds		\$300,000
Estimated Grand Total		\$507,800

Funding History

(in thousands of dollars)

Source	Oct-02	Apr-04	Jun-05	2006 (Est. to date)	Total
District of Columbia Department of Transportation *	\$100	\$100	\$100	\$100	\$400
DC Metropolitan Police Department*			\$80	TBD	\$80
Maryland SHA*	\$115	\$100	\$58	\$50	\$323
Virginia DMV*	\$100	\$100	\$75	\$100	\$375
Total Federal	\$315	\$300	\$313	\$250	\$1,178
City of Alexandria	\$5	\$5	\$5	\$5	\$20
Arlington County		\$10	\$10	\$10	\$30
City of Fairfax				\$1	\$1
Fairfax County	\$50	\$50	\$50	\$50	\$200
Montgomery County	\$45	\$10	\$10	TBD	\$65
Prince Georges County		\$15	\$5	TBD	\$20
City of Rockville				\$3	\$3
Total Local	\$100	\$90	\$80	\$69	\$339
Grand Total	\$415	\$390	\$393	\$319	\$1,517

* Federal pass-through

The Media Campaign Under Three Funding Scenarios*

	Past campaigns: \$390,000	Requested for 2006: \$538,000	Enhanced: \$775,000, two months
Radio	600 spots	850 spots	1,200 spots
Transit	150 tail-light 84 bus sides 350 interior cards	150 tail-light 84 bus sides 350 interior cards	150 tail-light 84 bus sides 350 interior cards
Print	24 ads	36 ads	48 ads
Collateral Materials	3,400 posters 80,000 hand-outs	3,400 posters 100,000 hand-outs	4,600 posters 120,000 hand-outs
Press Conferences	1	1	2

*Source: Design House Consultants

Acknowledgements and Outlook

- Thanks to the agencies that have been able to provide funding
- Indications are that that the program will succeed and continue to be funded
- Continued and enhanced law enforcement participation is important for the program's success.
 - TPB staff expect to meet with the COG Police Chiefs Committee in January 2006
- TPB staff is exploring the possibility of corporate sponsorship
- Suggest that the TPB solicit local funds for the 2007 campaign in February 2006, to give funding agencies more lead time