

The 2006 STREET SMART
Pedestrian and
Bicycle Safety
Public Awareness Campaign

Annual Report & Campaign Summary



ABOUT
This Report

This report describes the 2006 Street Smart Campaign, a public safety program of the District of Columbia, suburban Maryland and northern Virginia that is aimed at drivers, pedestrians and cyclists.

Since its inception in 2002, Street Smart's goal has been to save lives by educating the public about the severity of pedestrian and bicycle safety



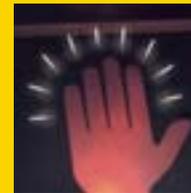
Honda created the first pedestrian crash test dummy in order to gain insight into engineering and design.

directed and funded by several participating federal, state, county and local agencies concerned about these safety issues.

The past year saw notable successes because of the program's efforts, and this annual report details both the Street Smart Program and its results.

issues and increasing awareness about pedestrian and bicycle safety laws in the greater Washington, DC metro area.

The five-year program is



FUNDING Organizations:

- /// Arlington County, Department of Public Works
- /// City of Alexandria, Office of Transit
- /// Commonwealth of Virginia, Department of Motor Vehicles
- /// District of Columbia, District Department of Transportation
- /// Fairfax County, Department of Transportation
- /// Montgomery County, Maryland
- /// Maryland Department of Transportation's State Highway Administration, Highway Safety Office
- /// District of Columbia Metropolitan Police Department
- /// Prince George's County, Maryland

The National Capital Region Transportation Planning Board gratefully acknowledges technical support and comments of staff from the following organizations: Arlington County, Department of Public Works; City of Alexandria, Office of Transit; City of Gaithersburg; Commonwealth of Virginia, Department of Motor Vehicles; District of Columbia, District Department of Transportation; Fairfax County, Department of Transportation; Maryland Department of Transportation's State Highway Administration, Highway Safety Office; Montgomery County, Maryland; Prince George's County, Department of Public Works and Transportation; United States Department of the Interior; and the Washington Area Bicyclist Association.



In the District of Columbia, children aged 5 to 9 were the third most likely to be involved in pedestrian crashes accounting for 13% of all the total.

The PEDESTRIAN Safety Problem

Approximately 3,000 pedestrians are involved in crashes with motor vehicles every year in the DC Metro region.

The majority – more than 90% – of these pedestrians sustain injuries and about 80 of these pedestrians die each year.

The National Highway Transportation Safety Administration estimates that a pedestrian is killed almost every 2 hours and injured every 8 minutes on our nation’s roadways. Nationally, pedestrians account for 11% of motor vehicle deaths with urban areas having higher fatality rates than rural areas.

In fact, in 2005 there were 4,881 pedestrian fatalities nationally, up 4.4% from 4,675 fatalities in 2004.

Pedestrian safety is an especially big challenge in the greater Washington, DC metro area for several reasons.

To start, walking and bicycle riding are important modes of transportation for many people in the area. In addition, the area has the nation’s 3rd worst traffic congestion and is the 8th most popular tourist destination.

Too many cars and careless drivers combined with too little roadway and too many unfamiliar pedestrians all add up to a major pedestrian safety challenge. And that’s exactly what we face today.

The April 2003 Pedestrian Roadway Fatalities published by the National Center for Statistics and Analysis ranking cities with populations of over 100,000 placed Washington, DC in the top 20% for pedestrian fatalities. Based on average motor vehicle traffic fatalities from 1998-2000, pedestrian fatalities accounted for 1/3 of DC’s crash-related fatalities. There are similar numbers in the surrounding areas in Maryland and Northern Virginia.

Pedestrian fatalities accounted for 22% of the total traffic fatalities the District of Columbia, suburban Maryland and northern Virginia from 1994-2003 based on regional average motor vehicle traffic fatalities.

For the last nine years, **Dr. Samir Fakhry** has studied what happens when metal hits flesh at even relatively low speeds. His conclusion is that things are getting worse for flesh. Fakhry, **chief of trauma services at Inova Fairfax Hospital and co-author of a recent report on pedestrian traffic injuries** in the Washington area, is intimately acquainted with the injured brains, fractured skulls, lacerated organs and shattered pelvises and legs that come through his doors from the region’s roads.



“The peril is everyone’s issue,” Fakhry said. ‘All of us are pedestrians at some point in

the day. All of us are in danger.’”

From the Washington Post. April 27, 2006. By Bill Turque.

From the Washington Post. April 27, 2006. By Bill Turque



Across the greater metro area, deadly behavior among drivers, cyclists and pedestrians is the leading contributor to the problem:

- ▶ Drivers are ignorant of, or ignoring, crosswalk laws.
- ▶ Pedestrians and cyclists act impulsively, crossing streets randomly and challenging traffic.

The result has become an enormous public safety challenge in our area today. Education, awareness and enforcement of laws are critical to combat the problem and make the public more Street Smart.

The Solution

Local, state and federal agencies are understandably concerned about pedestrian safety in our area. Many agencies have teamed up on initiatives, including campaigns such as Street Smart, to combat the problem.

Pedestrian fatalities outnumber homicides in many of Street Smart’s participating jurisdictions. Officials realize that most injuries and deaths can be prevented. Methods include measures such as changing road designs and improving signage.

The Street Smart message was translated into Spanish and strategically placed on transit shelters in predominately Hispanic communities.

Changing the behavior of pedestrians and drivers is a more difficult process, but it is essential to improve pedestrian safety. However, it will take time.

While driver and pedestrian behavior changes have been seen when the Street Smart campaign is running, studies show that it takes between 8 to 12 years to permanently change behavior patterns. This is why the Street Smart campaign is imperative to increasing the safety of pedestrians.

The “4 Es”

Experts call education, enforcement, evaluation, and engineering the “4 Es” of pedestrian safety. All are essential for combating the problem.

Education targets pedestrians, cyclists and drivers. It includes information about devices designed to enhance pedestrian safety, such as important points for the use of crosswalks, pedestrian warning signs, pedestrian signals and reflective materials for nighttime safety.

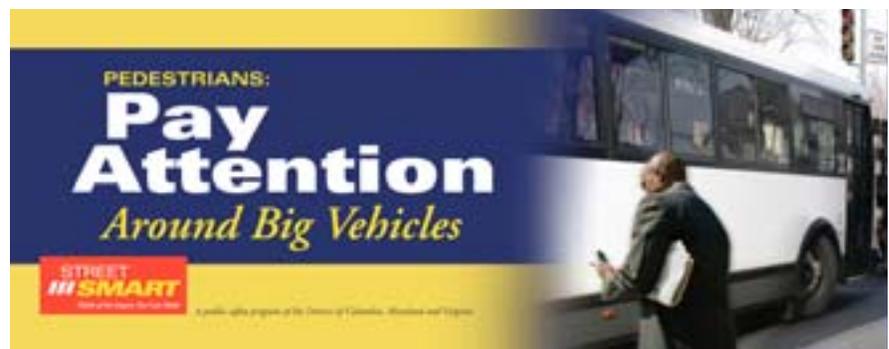
Complementing education and awareness is a stepped-up, region-wide enforcement initiative:

- ▶ The number of law enforcement agencies participating in the program more than doubled this year.

- ▶ The Metropolitan Police Department handed out more than 1,700 citations and distributed more than 10,000 brochures during the campaign.
- ▶ The Metropolitan Police Department conducted two targeted crosswalk enforcement events during the campaign.
- ▶ The District Department of Transportation conducted a pedestrian/bicyclist enforcement training for 65 Metropolitan Police Department officers as part of the program.

Evaluation goals were to discover if public awareness of pedestrian and bicycle safety issues was increased. In order to validate the campaign and judge effectiveness of the efforts, as in the past years of Street Smart, longitudinal tracking studies were conducted both before and after the campaign.

Engineering includes improved sightlines, signals and markings and the use of technology, such as the laser detector and the “runway” lighting for crosswalks. New roads and upgrades to current streets will include building sidewalks, bike lanes, timed crosswalk signs, audible cross signals for the blind, pedestrian islands and other traffic calming measures to ensure the safety of drivers and pedestrians.



Metro bus cards promoting the street Smart message resulted in 738,000 total impressions during the one month campaign.



Speaking Tuesday, March 21, 2006, in front of an \$11 million pedestrian tunnel built to give pedestrians a safe crossing at a busy intersection in suburban Alexandria, VA, D.C. Police Chief Charles Ramsey and officials from nearby Virginia and Maryland convened near the King Street Metrorail station to discuss plans to prevent deaths like the five that occurred over eight days in January and February.

The STREET SMART Campaign

Street Smart is a public education, awareness and behavioral change campaign in the Washington, DC, suburban Maryland and northern Virginia area. Since its beginning in 2002, the campaign has used news and advertising media, public awareness efforts, and, in some jurisdictions, increased law enforcement activity, to respond to the challenges of pedestrian and cyclist safety.

Campaign Goals:

- ▶ Increase public awareness of pedestrian and bicycle safety issues.
- ▶ Reduce the incidence of pedestrian and bicyclist fatalities and injuries.
- ▶ Support an intensive region-wide education and enforcement effort.
- ▶ Improve all drivers' perceived behavior to help decrease the incidence of pedestrian and bicycle injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.

The 2006 campaign furthered these goals in several ways and carried on the work begun over the past several years.

A strong focus of the campaign is reaching Hispanics through Spanish-language brochures and advertising outreach.

Campaign Approach and Methods:

- ▶ Use media advertising (radio, print, metro and outdoor transit advertising) to continue to increase public awareness of pedestrian and bicycle safety issues including specific messaging about walking safely around trucks and buses.
- ▶ In conjunction with increased law enforcement, use media advertising and other public relations activities to continue to target behaviors such as distracted driving, speeding, slowing or stopping at crosswalks, etc.

In Northern Virginia, where a burgeoning immigrant population copes with wide roads and long walks between traffic signals, Hispanics had the highest rates of pedestrian injuries.

*From The Washington Post. April 27, 2006.
By Bill Turque.*

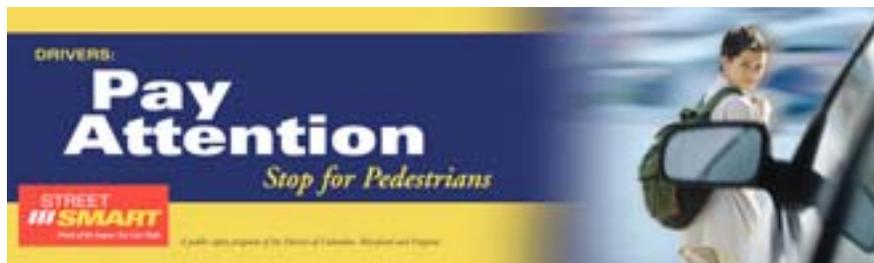
- ▶ Create collateral materials such as posters and brochures that help increase public awareness of pedestrian and bicycle safety issues and educate the driving, walking and cycling public concerning the "rules of the road."
- ▶ Evaluate the campaign by conducting pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure the change in awareness and attitudes as well as driving behavior that may result from the campaign.



The 2006 Campaign

The Street Smart 2006 Pedestrian Safety Public Education and Awareness Campaign carried on the work from previous years. It augmented news media efforts and reinforced the efforts of increased law enforcement activity.

- ▶ The 2006 campaign's main theme focused on the importance of paying attention.
- ▶ The 2005 Inova Regional Trauma Center Study found that failure by drivers to pay proper attention and pedestrians use of improper crossing areas resulted in the highest number of pedestrian incidents.



Busbacks were placed on buses travelling along routes with a high incidence of pedestrian and bicycle injuries and fatalities.

- 52% – Pedestrian crashes where the pedestrian violated the traffic rules

The media was important in reinforcing the public perception of the personal risk of detection and penalties for driving unsafely in and around crosswalks.

The 2006 campaign kicked off March 21 and ran until April 16, for a four-week period. Since the greatest number of pedestrian incidents occurs Monday through Friday from 4p.m. until 8p.m., advertising was concentrated during that time period.

Target Audience:

The outreach campaign was targeted specifically to adult, male drivers 18-49 years old and pedestrians/bicyclists of all ages in the District of Columbia, Maryland and Virginia. However, media placement was weighted heavily to male drivers 18-34 years old. Special emphasis was also given to high density Hispanic areas, as well as areas with a particularly high number of incidents involving pedestrians.

Campaign Strategy:

Street Smart concentrated paid media efforts for a four-week period between March 20 and April 16, 2006.

Combined with stepped-up law enforcement efforts, the media campaign consisted of radio spots, print ads, outdoor media, and collateral materials including posters and handouts. Public relations activities were conducted, as well.

Radio spots on popular stations were used to reach the driving audience of adult males 18-49, with more emphasis given to male drivers 18-34 years old. All area drivers were targeted with ads on the back of metro buses. These were concentrated on routes in high-risk areas for pedestrian accidents. For extra coverage in Northern Virginia, ads were placed on the backs of 25 Fairfax Connector buses.

Pedestrians were targeted with transit shelters in key locations including high-density Hispanic and African-American locations.

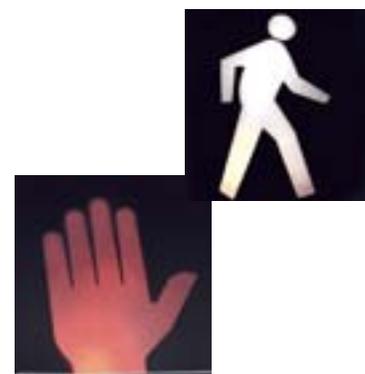
Selected print vehicles were used:

1. *El Tiempo Latino* provided added frequency against the high-risk Hispanic market
2. *The Afro-American* reached the African American community
3. *The Washington Post Express* was included to reach subway riders before they reached the street again and became pedestrians in high-traffic areas.

Pedestrians need to remember a few of the rules they were taught in school: Sharing the road with cars means they must use crosswalks, obey signals and take the time to cross safely.

*D.C. Police Chief Charles Ramsey
The Washington Examiner, March 21, 2006.
By Mike Rupert.*

- ▶ In fact, the most common traffic violation associated with pedestrian crashes was driver inattention, accounting for 13%. In Northern Virginia, 8% of pedestrian crashes occurred when drivers did not yield right-of-way.
- ▶ The responsibility appears to be shared almost equally between drivers and pedestrians.
- 48% – Pedestrian crashes where the drivers violated the traffic rules





2006 CAMPAIGN Elements

As in previous years, the 2006 campaign consisted of a one-month, \$210,065 blitz of local media outlets and transit services:

Media advertising (radio, print and outdoor transit advertising) increased public awareness of pedestrian and bicycle safety issues.

In conjunction with increased law enforcement, media advertising and other public relations activities continued to target behaviors such as speeding or stopping at crosswalks, etc.

Collateral materials, such as posters and handouts, helped increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the “rules of the road.”

Evaluation through pre- and post-campaign surveys determined public awareness and attitudes toward pedestrian and bicycle safety. Research measured the change in awareness and attitudes as well as driving behavior that resulted from the campaign.

Many Honda car models include features like breakaway windshield wipers, collapsible hood hinges, and crushable fenders to minimize injuries to pedestrians.



1) Radio Advertising

Radio advertising was produced in both English and Spanish versions. Four new spots were produced to enhance passenger vehicle /pedestrian awareness of walking around trucks and buses. Each spot was created in English and Spanish, and used to reach a drive-time audience of males 18-49, with the main focus on males 18-34 years old. Spots were run in and around the Washington, DC metro area on stations that targeted drivers and pedestrians.

Radio spots ran primarily Monday through Friday, 3pm to 7pm. Some spots ran in the morning, evening and weekend day parts to increase reach for the message. The total impressions for radio was 8,525,000.*

*The total net reach of the radio spots that ran was 1,103,748, for a reach of 57.9%, and a frequency of 7.9.***

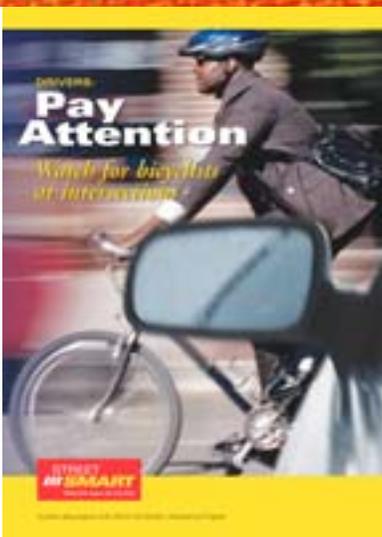
In addition to the paid advertising schedule of pre-produced spots, stations gave public service announcements, sponsorships of news/weather/traffic reports, several on-air and taped interviews, and website exposure.

The total added value of these messages was \$100,025.

**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.*

Police officers handed out flyers when a pedestrian was observed jaywalking.



“Pay Attention” was this year’s theme for the campaign. It served well for pedestrians, bicyclists and drivers.

2) Outdoor Media

Drivers and pedestrians were targeted with a variety of outdoor media messages. Transit shelter displays, bus cards, and taillight displays, or bus backs, were created.

- ▶ One hundred and seventy-five taillight displays were created and placed on buses along corridors where there was a high incidence of pedestrian and bicycle injuries and fatalities. They were targeted to reach pedestrians running to catch buses, as well as drivers in traffic. These resulted in 15,839,600 total impressions.*
- ▶ Three hundred and seventy-five interior cards were displayed in Metro buses resulting in 738,000 total impressions.*
- ▶ Twenty-five transit shelter displays were placed in general markets resulting in 276,710 total impressions and 10 transit shelter displays were placed in primarily Hispanic neighborhoods resulting in 28,784 total impressions.*

Together, all outdoor media produced 18,693,334 total impressions for the Street Smart campaign.*

The total earned media for outdoor media was \$11,300.

3) Newspaper Advertising

Newspaper ads ran in El Tiempo Latino, targeting the Hispanic market; the Afro-American, to reach the African American community and the Washington Post Express, to target subway riders before they reach the street again and become pedestrians.

Two ads were created; one aimed at general pedestrian awareness and one for specific pedestrian awareness of walking around trucks and buses.

- ▶ Three ads ran in El Tiempo Latino for total impressions of 115,788.
- ▶ Four ads ran in Afro-American for total impressions of 56,000.
- ▶ Four ads ran in Washington Post Express for total impressions of 714,824.*

In all, 11 ads ran (220 total column inches) for total impressions of 886,612.*

4) Literature

The campaign utilized brochures and posters that were based on previous year information, as well as a tip card that was updated specifically for this year’s campaign. These handouts discuss safe ways for pedestrians to cross the street (by using the crosswalks and using pedestrian traffic signals), as well as giving tips to pedestrians, bicyclists and drivers for sharing the road.

To meet bilingual needs, they were printed in English and Spanish. In 2006, they were distributed to participating organizations and in government buildings, schools, libraries, parking garages, and grocery stores, as well as at various public events throughout the year.

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

The education component targets pedestrians, cyclists and drivers, and includes information about devices designed to enhance pedestrian safety, such as the use of crosswalks, pedestrian warning signs and reflective materials for night time safety.

For Drivers:

- ▶ Stop for pedestrians at crosswalks and intersections - it's the law.
- ▶ Do not block crosswalks when stopped at intersections.
- ▶ Slow down and obey the posted speed limit.
- ▶ Take extra care around schools, playgrounds and neighborhoods.
- ▶ Always look out for pedestrians, especially before turning at a green light or making a "right turn on red."
- ▶ Never run red lights.
- ▶ Be careful when passing stopped vehicles. They might be stopping for pedestrians.
- ▶ Allow 3 feet when passing bicyclists.
- ▶ Share the road. It's your responsibility to look out for others.

For Pedestrians:

- ▶ Cross the street at marked crosswalks and intersections whenever possible.
- ▶ Before crossing, look left, right, then left again, and over your shoulder for turning vehicles.
- ▶ Begin crossing the street on "Walk" signals - never on a solid or flashing "Don't Walk."
- ▶ Use pedestrian pushbuttons to activate/timed the walk signal.
- ▶ Use sidewalks. If there are none, walk facing traffic so you see vehicles, and drivers see you.
- ▶ Make eye contact with drivers so they see you. Never assume they do.
- ▶ Stay visible after dark and in bad weather with light colored or reflective clothing.
- ▶ Don't stop suddenly in front of buses and trucks. They take longer to stop than a car.
- ▶ Pay attention to turning vehicles - especially trucks and buses making a "right turn on red." Be aware that truck/bus drivers often have to swing wide to negotiate turns.
- ▶ Watch out for trucks and buses backing out of parking spaces and alleyways.

For Bicyclists:

- ▶ Obey all regulatory signs and traffic lights. Bicyclists must drive like other vehicles if they are to be taken seriously by motorists.
- ▶ Never ride against traffic. Motorists aren't looking for bicyclists riding on the wrong side of the road. Ride with traffic to avoid potential accidents.
- ▶ Use hand signals. Hand signals tell motorists what you intend to do. Signal as a matter of law, courtesy and self protection.
- ▶ Ride in a straight line. Whenever possible, ride in a straight line in the right of traffic and about a car door width away from parked cars.
- ▶ Wear a helmet. Always wear a helmet whenever you ride a bicycle. Helmets dramatically reduce the risk of head injury in a bicycle accident.
- ▶ Use lights at night. Always use a strong head light and tail light at night and when visibility is poor.

Take the Time to Cross Safely.

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



Earned media attention coverage of the Street Smart campaign totaled \$197,850.

5) Public Relations Events

The Street Smart Task Force kicked off the 2006 campaign with a news conference at Alexandria's King Street Metro on March 21. The event resulted in a tremendous amount of coverage in various media, print, radio and web:

Print Coverage

March 21, 2006

- Associated Press
(Online sites: WUSA, WJLA, Daily Press, WAVY.com, WVEC.com, NBC4, WTOPNews, Richmond Times-Dispatch, Roanoke Times, Access News and Kansas City infoZine)
- The Washington Examiner
"Area leaders to push for pedestrian safety"
By Mike Rupert
- The Washington Examiner
"The Pedestrian Problem"
By Steve Eldridge

March 22, 2006

- The Washington Times
"Program aims to curb pedestrian accidents"
By Arlo Wagner
- Scripps Howard Foundation Wire
"Walk, Don't Walk – A Matter of Life and Death"
By LaRue Cook

INOVA Hospital and Trauma Center, site of April 26, 2006 press event.

As of September 2006, including free spots, distribution of information and Internet advertising, the total added value plus the total earned media from public relations activities for the entire campaign added up to \$309,175.

• El Tiempo Latino

"Uno de cada cuatro muertos en las carreteras de la region son peatones ..."
By Milagros Melendez-Vela

Washington Hispanic

"Hay ochenta victimas fatales cada ano en la region ..."
By Victor Caycho

March 23, 2006

• Mount Vernon Gazette

"A Different Take on 'Street Smart.' Drivers, pedestrians and cyclists all share the blame for pedestrian deaths and injuries"
By Chuck Hagee

**Also ran in the Alexandria Gazette Packet on April 13, 2006

March 24, 2006

• Express – A Washington Post Co. Publication

Letter to Editor
By Washington Resident

April 12, 2006

• Washington Afro-American

"Studies assert pedestrian accountable for safety"
By Valencia Mohammed

April 27, 2006

- The Fairfax County Times
"Pedestrians in peril"
By Frank Mustac

• Washington Post

"Minorities, Young, Old Most at Risk, COG Finds"
By Bill Turque

• The Washington Examiner

"Despite precautions, pedestrian deaths rise"
By Mike Rupert

• The Baltimore Examiner

"New report cites 3,000 pedestrian accidents in Md."
By Megan McIlroy

Radio Coverage

March 21, 2006

- WPFW-FM (Washington, D.C.)
- WACA-AM (Wheaton, MD)
- WAMU
- WTOP Radio

April 26, 2006

- WTOP radio

April 27, 2006

- WPFW-FM (Washington, D.C.)





Representatives from ASPIRA, a national organization devoted to the education and leadership development of latino youth, helped promote the Street Smart message with in the Hispanic community.

Television Coverage Alexandria, VA Kick-Off Event

- Latenite Report – News Channel 8
- Primetime Report – News Channel 8
- Sports Talk – News Channel 8
- Maryland Report – News Channel 8
- News Talk Live – News Channel 8
- Afternoon Report – News Channel 8
- Morning Live – News Channel 8
- News at Noon – WJLA-TV CH7 (ABC) Washington, DC
- News 4 At 5:00 – WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 158,944)
- News 4 At 4:00 – WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 111,361)
- News 4 Today - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 145,106)
- Fox 5 News At 5 – WTTG-TV (FOX) Washington, DC (Estimated Audience: 94,723)

- Fox 5 News At Noon - WTTG-TV (FOX) Washington, DC (Estimated Audience: 73,337)
- Fox 5 Morning News At 5AM - WTTG-TV (FOX) Washington, DC (Estimated Audience: 47,095)
- Eyewitness News Tonight - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 160,304)
- Eyewitness News At 6 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 83,352)
- Eyewitness News At 5 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 50,567)
- Eyewitness News At Noon - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 104,146)
- Eyewitness News At 9 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 42,982)
- Eyewitness News This Morning At 6 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 58,010)
- Eyewitness News This Morning - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 47,433)
- Univision Channel 47 - Washington, DC
- Telemundo Channel 64 – Washington, DC

District of Columbia Enforcement Event

- Morning Live – News Channel 8
- Fox 5 Morning News – WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 139,270)

INOVA Fairfax Hospital Event

- Maryland Report – News Channel 8
- News Talk Live – News Channel 8
- Afternoon Report – News Channel 8
- News At 5 – WJLA-TV CH 7 (ABC) Washington, DC (Estimated Audience: 150,347)
- News At Noon - WJLA-TV CH 7 (ABC) Washington, DC (Estimated Audience: 42,126)
- News 4 At 5 – WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 158,944)
- Fox 5 News At 5 – WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 94,723)
- Fox 5 News At Noon – WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience 73,337)

These stories all ran during and just after the Street Smart campaign. The total earned media value for public relations efforts was \$197,850.



A car going as slowly as 15 miles an hour can do grave damage to a human body, sending it into the air or wrapping it around the vehicle's front end, where the head can slam against the hood or windshield with terrible force.

from the Washington Post. April 27, 2006.

By Bill Turque



In past years law enforcement focused mainly in vehicle infractions but this year's campaign focused on pedestrians as well with many participating agencies handing out warning and citations for pedestrian infractions such as jaywalking.

Media/Materials	Cost	Added Value
Radio (713 spots)	\$90,000	\$100,025
Print (12 insertions)	\$12,443	-
Outdoor Media:	\$107,622	\$11,300
Bus Sides (50)		
Busbacks (164)		
Interior Cards (500)		
Collateral Materials:	\$21,500	-
Posters (3,400)		
Handouts (60,000)		
Blowups (5)		
Public Relations	\$28,000	\$197,850

6) Additional Media Promotions

In a public awareness campaign such as Street Smart, media outlets recognize the public service value of promoting the message. The 2006 campaign benefited from this added value media and helped extend the coverage of the audience and message – and the campaign's annual budget. For instance:

Every one of the 10 radio stations Street Smart ran spots on gave free spots and/or free mentions or announcer read spots for the campaign – resulting in \$100,025 in free radio spot coverage.

Viacom Outdoor, who manages transit advertising in many areas in the region, gave the campaign \$11,300 in free interior card displays and tail light displays, along with the paid placements.

The multiple public relations events of this campaign generated a lot of additional coverage, which resulted in \$197,850 in earned media.

As of September 2006, including free spots, distribution of information and Internet advertising, the total added value plus the total earned media from public relations activities for the entire campaign added up to \$309,175.

“Driver should keep focused on the road and not be distracted. Pedestrians should use the crosswalks more often and be more cognizant of the traffic around them. Both the driver and the pedestrian should be more aware of the dangers of talking on cell phones (and) not paying attention to their surroundings.”

Sgt. Robert Taylor from the Washington Afro American. April 12, 2006. By Valencia Mohammed.

STREET SMART 2006 Campaign Evaluation

A critical element of the campaign is measuring the results of its effectiveness.

To that end, Riter Research, Inc. of Edgewater, Maryland was engaged to conduct evaluation of Street Smart. The 2006 campaign was evaluated in terms of:

- ▶ Increasing public awareness of pedestrian safety, in general, and regarding pedestrian laws in crosswalks in particular.
- ▶ Increasing public awareness of police enforcement regarding yielding to pedestrians in crosswalks.
- ▶ Measuring changes in beliefs, behavior regarding pedestrian safety in crosswalks and on roadways since the launch of the 2002 Street Smart initiative.

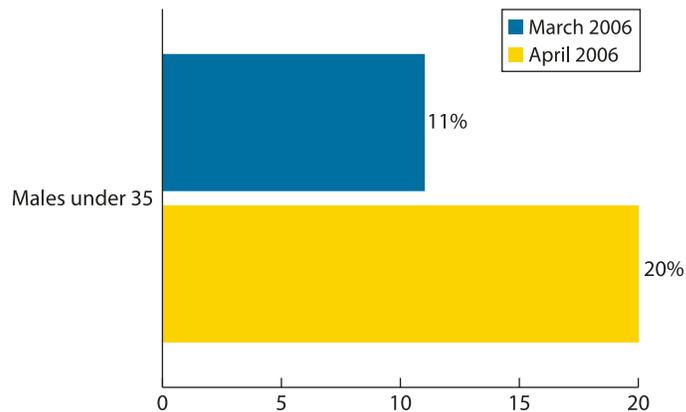
Study Methodology

The study was conducted using a traditional pre/post awareness methodology:

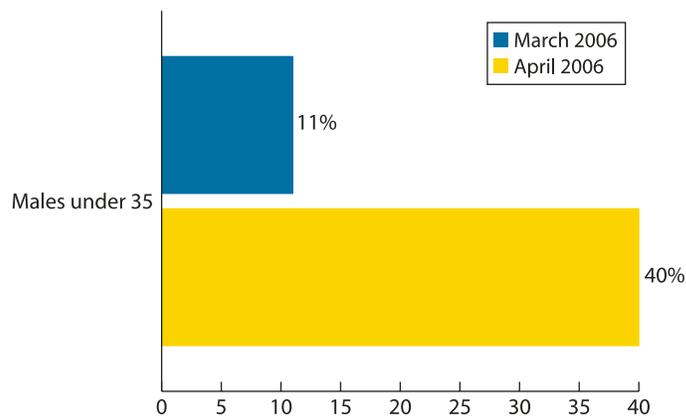
- ▶ 300 interviews conducted prior to Street Smart Campaign and 300 conducted at end of campaign.
- ▶ Motorists selected at random from DC, Maryland, and Virginia that comprise the DC metropolitan area.
- ▶ Sample is in proportion to the population that resides in DC metropolitan area included in the study.

Benchmark interviews were conducted March 15 – March 17. The Street Smart Media Campaign ran from March 20 - April 16. Post campaign interviews were conducted April 21- April 25.

Have Seen / Heard About Police Efforts to Crack Down on Drivers Who Do Not Yield to Pedestrians



% Aware of Street Smart Program



Major Conclusions:

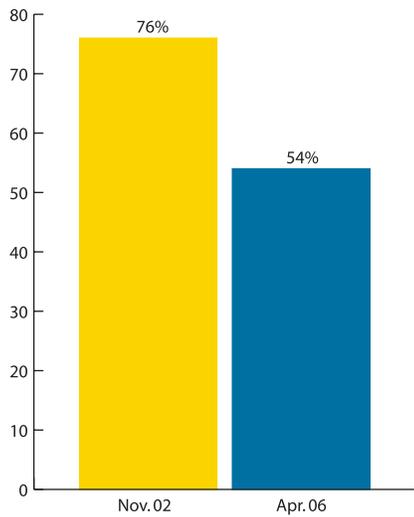
There was a significant increase in awareness of the Street Smart campaign that talks about the need for drivers to watch out for pedestrians.

- ▶ The awareness of males under 35 years old increased from 11% in March to 40% in April 2006. This is a net increase of 29%.
- ▶ The general audience increased awareness from 15% in March to 26% in April 2006. This is a net increase of 11%.

While the campaign could not be correlated with short-term changes in behavior, long-term change in driver and pedestrian behavior have surfaced, specifically:

- ▶ The frequency of drivers observing pedestrians who jaywalk or walk into the roadway without concern for motor vehicles has improved.
 - In 2002, 40% of motorists frequently observed pedestrians either jaywalking or walking into the roadway without concern for motor vehicles. In 2006, 30% of motorists observed this.

Report 'Frequently/ Occasionally' Observing Drivers Not Yielding to Pedestrians in Crosswalk

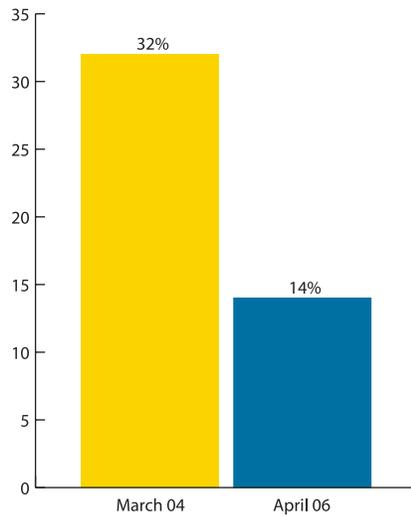


- Observing drivers who do not yield to pedestrians in crosswalks has also improved. In 2002, 76% of motorists reported they 'frequently/occasionally' observed drivers who did not yield to pedestrians in crosswalks. That number dropped to 54% in 2006.
- Motorists in 2006 were less likely to have had to swerve to avoid a pedestrian who was jaywalking or walking on the roadway without concern for vehicle traffic in 2006 than in 2004 – 32% vs. 14%.

Highlights of Evaluation Findings

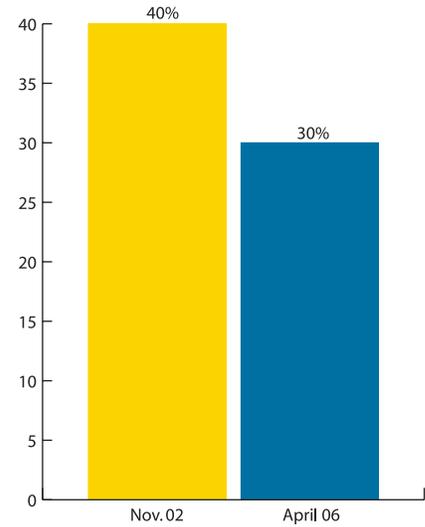
- ▶ While the public is very aware of laws pertaining to yielding to pedestrians in crosswalks, motorists still readily report it is not likely that drivers will be issued a ticket for a law violation.
- ▶ Since Street Smart's inception in 2002, awareness of laws regarding yielding to pedestrians in crosswalks is unchanged and is at a plateau where nearly all motorists are aware of laws relating to drivers needing to yield to pedestrians in crosswalks.

Reported Had to Swerve to Avoid Pedestrian



- ▶ The reported incidence of drivers reporting they had to swerve to avoid a pedestrian declined in 2006 to 14% from 19% in May 2005 – an improvement of 5 points.
- ▶ Overall awareness of police efforts to crack down on motorists who do not yield to pedestrians in crosswalks increased from 12% in March 2006 to 14% in April 2006. The increase in awareness between the pre and post waves is consistent with findings from 2005 i.e. awareness increased during the campaign period regarding police enforcement.
- ▶ Among male drivers under 35 years of age, awareness of police efforts to crack down on drivers who did not yield to pedestrians increased 9 points from 11% to 20%.
- ▶ Between the March and April period, overall awareness of hearing about the Street Smart Program or about cracking down enforcement on drivers who do not yield to pedestrians in crosswalks increased from 15% to 26%.

Frequently Observe Pedestrians Jaywalking



- ▶ Among target drivers – males under 35 – awareness increased 29 percent from 11% to 40%.

Note: The maximum expected sampling error at the 95% level of confidence is plus or minus 5.8%. For sub-groups, the maximum error will be larger than the total sample.



While driver and pedestrian behavior changes have been seen when the Street Smart campaign is running, studies show that it takes between 8 to 12 years to permanently change behavior patterns. This is why the Street Smart campaign is imperative to increasing the safety of pedestrians.



Pedestrian and Bicycle Safety and Public Awareness Campaign

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