

The **2005 Pedestrian** and **Bicycle Safety...**

ANNUAL REPORT & CAMPAIGN SUMMARY



STREET
/// SMART

Think of the Impact You Can Make

...Public Awareness Campaign

*A public safety program of the District of Columbia, Maryland and Virginia
Developed by: Washington Regional Bicycle & Pedestrian Subcommittee, Metropolitan Washington Council of Governments*

About This Report

This report describes the 2005 Street Smart Campaign, a public safety program of the District of Columbia, Maryland and Virginia that is aimed at drivers, pedestrians and cyclists.

First implemented in 2002, Street Smart's goal is save lives and to educate the public on the severity of pedestrian and bicycle safety issues and to promote pedestrian and bicycle safety laws in the greater Washington, DC metro area. The multi-year program is directed by several participating organizations concerned about these safety issues. It is funded by various District, state, county and local agencies. 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.

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
- /// Metropolitan Police Department

Participating Organizations

Street Smart members include:

- /// 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
- /// Washington Area Bicyclist Association



Engineering improvements in the metro area include improved sightlines, signals and the use of technology, as well as the addition of bike lanes to ensure the safety of pedestrians, cyclists and drivers.

The Pedestrian Safety Problem

About 3,000 pedestrians are involved in crashes with motor vehicles every year in the DC Metro region. More than 90% of these people sustain injuries – and many die.

Nationally, one pedestrian is hit every seven minutes, and a pedestrian is killed in a traffic crash every 108 minutes, according to the National Highway Traffic Safety Administration.

Who's Getting Hit – and When?

- Male pedestrians were more likely to be involved in crashes, more likely to be hospitalized and more likely to sustain fatal injuries than females.
- Most crashes occurred during weekdays with the peak on Fridays.
- Most pedestrian crashes occurred during peak commute hours i.e., 6-9 AM and 5-7 PM.
- The vast majority of pedestrian crashes involve passenger vehicles, but when the crash is with a bus or a truck, it is more than twice as likely to result in pedestrian death.

Source: The 2005 Inova Regional Trauma Center Study

Pedestrian safety is an especially big challenge in the greater Washington, DC metro area. First, walking and bicycle riding are important modes of transportation for many people, during both work and leisure time. We have the nation's 3rd worst traffic congestion and we are the 8th most popular tourist destination. Put too many cars and careless drivers together with too little roadway and too many unfamiliar pedestrians and the result is the major pedestrian safety challenge 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.

Based on regional average motor vehicle traffic fatalities from 1994-2003, pedestrian fatalities accounted for 22% of the total traffic fatalities the District of Columbia, Maryland and Virginia

Deadly behavior among drivers, pedestrians and cyclists 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.

2005 INOVA Regional Trauma Center Study:

Washington, DC Metropolitan Region Pedestrian Status Report

Inova is a healthcare leader in the area. In a recent study, they looked at years of data on crashes, injuries and deaths in the District of Columbia, Northern Virginia, and Central Maryland. The study's purpose was to provide a comprehensive status report on pedestrian injury in the Washington, DC metropolitan area and to assess the quality of available data to answer future questions related to pedestrian crashes.

The study collected a tremendous amount of useful information for vehicle crash profiles, pedestrian and driver profiles, pedestrian injuries by vehicle type, and hospitalization and health care cost data in crashes involving pedestrians.

Among the conclusions:

- /// Pedestrian injuries are a significant source of morbidity, mortality, and disability in Washington, DC, Central Maryland and Northern Virginia.
- /// Pedestrian crashes appear to be more prevalent in the middle of the week and during busy commuting hours. They occur more frequently in densely populated areas such as business districts.
- /// Underserved and minority populations are at higher risk for pedestrian injury. This includes seniors, school age children and new immigrants.
- /// In DC, persons of races other than Black or White had pedestrian injury hospitalization rates of 33/100,000 population, many times higher than other groups and other jurisdictions. In Central Maryland, the pedestrian injury hospitalization rate

for persons of race other than Black or White was 14/100,000. African Americans were the second highest racial group to be hospitalized due to pedestrian injuries at a rate of 21/100,000 in DC and 11/100,000 in Central Maryland.

- /// Although most pedestrian crashes involve a passenger vehicle, pedestrians struck by buses or trucks are much more likely to suffer serious injury and/or death.
- /// Responsibility for crashes appears to be shared almost equally between drivers and pedestrians. In 52% of the crashes in the area, the driver of the vehicle was cited for an infraction.
- /// Most pedestrian crashes occurred while pedestrians were crossing at a location different from an intersection.
- /// Locations of most frequent crashes by passenger vehicles in the areas were Fairfax County, Prince George's County and the Northwest quadrant of Washington, DC.

The study breaks down data from recent years in many ways and presents specific problems and conclusions for each of the three areas examined, Northern Virginia, Central Maryland and Washington, DC.

For more information, or a copy of "Pedestrian Injury in the Washington, DC Metropolitan Region," visit the Metropolitan Washington Council of Governments website at www.mwcog.org/committee/documents.asp?COMMITTEE_IED=103.

Nationally, almost 175,000 pedestrians died in all motor vehicle crashes, with more than 162,000 pedestrians killed in single vehicle crashes between 1975 and 2000.

Although most pedestrian crashes involve a passenger vehicle, pedestrians struck by buses or trucks are much more likely to suffer serious injury and/or death.



The Solution

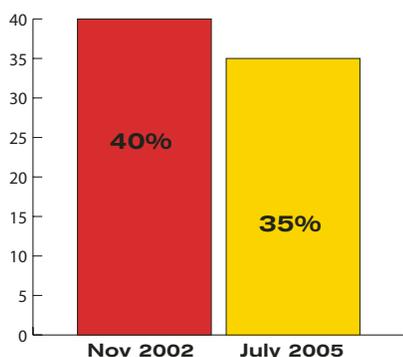
Local, state and federal agencies are justifiably concerned about pedestrian safety in our area. Many have teamed up on initiatives to combat the problem, as they have with Street Smart.

Pedestrian fatalities outnumber homicides in many of Street Smart's participating jurisdictions. Officials realize that most injuries and deaths can be prevented. Methods include changing road designs and improving signage, for instance. Another effective way to improve pedestrian safety is to change the behavior of the pedestrian and/or the driver.



Street Smart uses bilingual media and collateral materials to reach the Hispanic and other ethnic audiences.

Frequently Observe Pedestrians Jaywalking



Drivers in 2005 are less likely to observe a pedestrian walking out into the road or jay-walking without concern for motor vehicles than in 2002.

Experts call education, engineering, and enforcement “The 3 Es Solution” of pedestrian safety:

/// **Education** targets both pedestrians, cyclists and drivers, and 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:

- Montgomery County, Prince George’s County and the City of Takoma Park committed more than 60 law enforcement officials to write citations.

In the *Washington, DC* region, pedestrians and bicyclists accounted for nearly a quarter of annual traffic fatalities in 2003, with nearly 90 deaths and almost 2,500 injuries.

- Fairfax County targeted speeding on streets with high numbers of pedestrian incidents.
- The District of Columbia handed out more than 2,500 citations and distributed 9,000 safety handouts during 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.

Pedestrian safety is a serious problem in our area. New education, awareness, and enforcement of laws are critical.

The public needs to become more Street Smart.

The Street Smart Campaign

Street Smart is a public education, awareness and behavioral change campaign in the Washington, DC, Maryland and Northern Virginia area. Begun in 2002, the campaign utilizes news and advertising media, public awareness efforts, and, in some jurisdictions, increased law enforcement activity, to meet the challenges of pedestrian and cyclist safety.

Campaign Goals:

- /// Reduce the incidence of pedestrian and bicyclist fatalities and injuries.
- /// Increase public awareness of pedestrian and bicycle safety issues.
- /// Improve all drivers, pedestrians and bicyclists behavior to help reduce the incidence of pedestrian and bicycle injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.

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.
 - Stopping for pedestrians
 - Watching for bicyclists
 - Taking the time to cross safely
 - Watching for trucks and buses
- /// 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.”



3,400 posters were distributed to governments buildings, schools, libraries, parking garages and grocery stores, as well as at various public events throughout DC, Maryland & Virginia.

- /// 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 2005 campaign furthered these goals in several ways and carried on the work begun over the past three years.

The 2005 Campaign

The Street Smart 2005 Pedestrian Safety Public Education and Awareness Campaign carried on the work of the previous years. It augmented news media efforts and reinforced the efforts of increased law enforcement activity. 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 2005 campaign kicked off June 1, and ran from June 6 to July 3, 2005, for a four-week period.



Metropolitan Police Department distributed over 9,000 handouts during the campaign.

Core Messages:

- /// Take the time to cross safely
- /// Stop for pedestrians
- /// Watch for bicyclists
- /// Big vehicles have bigger blind spots
- /// Every seven minutes, every day, a pedestrian or cyclist is hit, injured or killed on our roads

Target Audience:

The outreach campaign was targeted specifically to male drivers, 18-34, in the District of Columbia, Maryland and Virginia because they are the primary offenders in pedestrian safety issues. Special emphasis was also given to high density Hispanic areas as well as areas with a particularly high number of incidents. Pedestrians, cyclists, employers, driver education providers, judicial agencies, law enforcement and tourists were secondary audiences.

Campaign Strategy:

Street Smart concentrated paid media efforts for a four-week period between June 6 and July 3, 2005. This is the beginning of the summer season in the area, and a peak time for pedestrian injuries and fatalities.

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

One difference in 2005 was that the campaign began incorporating an awareness message for pedestrians around trucks, buses, and other large vehicles.

Radio spots on popular stations were used to reach the driving audience of males 18-34.

All area drivers were targeted with messages on bus backs 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 50 Fairfax Connector buses.

Pedestrians were targeted with messages on bus sides. These were concentrated in areas where there are more pedestrian injuries and fatalities and corridors that are heavily used by trucks and buses. These messages reached high-risk Hispanics with messages in Spanish.

Selected print vehicles were used:

1. *Washington Hispanic* provided added frequency for the high risk Hispanic group.
2. The *Washington Post Express* reached subway riders before they reach the street and become pedestrians.

Helping to extend the message was a variety of added value media. See details further on in the report.



Most pedestrian crashes occurred while pedestrians were crossing at a location different from an intersection.

“It goes to show you when *enforcement is up*, crashes are *down*.”

Sgt. Rob Moroney

2005 Campaign Elements

As in previous years, the 2005 campaign consisted of a one-month, \$219,750 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.”

The number of times the **Street Smart message** was heard on the radio during the 2005 campaign totaled **3,308,000.**

/// 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.

1) Radio Advertising

Radio advertising was produced in both English and Spanish versions. Two new spots were produced, to create passenger vehicle /pedestrian awareness of walking around trucks and buses. The spots were created in English and Spanish, and used to reach a drive-time audience of males 18-34. 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, 4 pm to 12 Midnight – with most spots concentrated from 4 pm to 8 pm. Spots ran on Tuesday, Thursday and Friday since data from DC, Maryland and Virginia showed these days had highest number of pedestrian/bicyclists accidents.

The total net reach of the radio spots that ran was 387,710, for a reach of 69%, and a frequency of 6.9. **

In addition to the paid advertising schedule of pre-produced spots, stations gave public service announcements, sponsorships of news/weather/traffic reports, several

Media/Materials	Cost	Added Value
Radio (713 spots)	\$109,200	\$90,075
Print (12 insertions)	\$17,296	–
Outdoor Media: Bus Kings (50) Busbacks (164) Interior Cards (500)	\$93,254	\$11,500
Collateral Materials: Posters (3,400) Handouts (60,000) Blowups (5)	\$27,169	–
Public Relations	\$10,000	\$80,310



"More people are killed simply by crossing the street than by homicide in many communities in the region," said Del. Bill Bronrott, D-Bethesda

on-air and taped interviews, and website exposure. See the value of these "Added Value" messages later in this report.

**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.*

2) Outdoor Media

Drivers and pedestrians were targeted with a variety of outdoor media messages. Bus kings, bus cards, and bus backs were revised and updated from previous campaigns. In the Washington, DC area:

- /// Fifty bus kings were placed on buses along corridors where there was a high incidence of pedestrian and bicycle injuries and fatalities. These gained total impressions of 5,087,000.
- /// Five hundred interior cards were displayed in Metro buses for a total impression of 984,000. These were placed at no cost to the campaign beyond manufacturing – an \$11,500 value.
- /// One hundred sixty four taillight displays, or bus backs, were created and placed on area buses. They were targeted to reach pedestrians running to catch buses as well as drivers in traffic. These resulted in total impressions of 14,844,000.
- /// Together, all outdoor media produced 20,915,000 impressions for the Street Smart campaign.

3) Newspaper Advertising

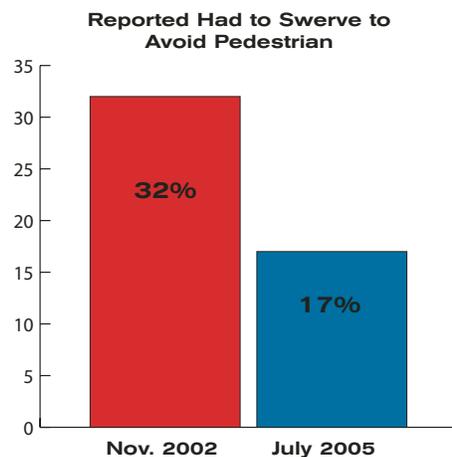
Newspaper ads ran in *The Washington Post Express*, as well as *Washington Hispanic*, targeted at the Hispanic market. Two ads were created; one aimed at general pedestrian awareness and one for specific pedestrian awareness of walking around trucks and buses.

- /// Sixteen ads ran in *The Washington Post Express* for total impressions of 2,800,000.
- /// Eight ads ran in *Washington Hispanic* for total impressions of 273,696.
- /// In all, 24 ads ran (480 total column inches) for total impressions of 3,073,696.

4) Literature

The 2005 campaign utilized handout brochures that were created in previous year's campaign as well as a tip card that was created 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 are printed in English and Spanish. In 2005, they were distributed to participating organizations and in government buildings, schools, libraries, parking garages, and grocery stores, as well as at various public events.



The number of drivers reporting they had to 'suddenly swerve' to avoid hitting a pedestrian who was jaywalking or walking without concern has dropped 15% since 2002.



Earned media attention coverage of the Street Smart campaign totaled \$80,310.

5) Public Relations Events

The Street Smart Task Force kicked off the 2005 campaign with a news conference in Silver Spring, Maryland on June 1. The event resulted in a tremendous amount of coverage in various media, print, radio and web:

/// June 2, 2005

The Examiner — Washington and Virginia editions
(Front-page story in the VA edition)

'We just don't want to see you get hurt'
Officials, police push for better pedestrian safety
By Christy Goodman

/// June 2, 2005

nbc4.com

*Area Officials Kick Off Street Safety Campaign
'Street Smart' Targets Safety For Pedestrians,
Bicyclists, Motorists*

Interviews with 3 radio stations:

- AAA – Clear Channel Radio (Silver Spring, MD)
- WTOP Radio
- WAMU

Many websites posted the press release, including:

- Drive and Stay Alive
- mysan.de (Pressemitteilung), Germany
- DallasNews.com

- KRON 4, California
- TXCN.com - New Products & Services
- Yahoo!

Many TV stations covered the campaign kick off and event, including:

- Maryland Report - News Channel 8
- News Talk Live - News Channel 8
- Good Morning Washington - WJLA-TV CH 7 (ABC) Washington, DC
- News 4 At 11:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 247,016)
- News 4 At 5:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 214,348)

- News 4 At 10:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 104,506)
- News 4 Today - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 126,580)
- News 4 At 10:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 104,506)
- Fox 5 News @ 5 - WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 143,437)
- Fox5 Morning News - WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 110,341)
- Eyewitness News At 5 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 70,354)
- Eyewitness News At Noon - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 99,230)
- Univision Channel 47 - Washington, DC
- Telemundo Channel 64 – Washington, DC

These stories all ran during and just after the Street Smart campaign began in June. The total added value for public relations efforts was \$80,310.

Note: All monitoring services miss stories. Therefore, in addition to these stories, there are more that ran numerous times on various channels.

6) Added Value Media

In a public awareness campaign such as Street Smart, media outlets recognize the public service value of promoting the message. The 2005 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 **\$63,800 in free radio spot coverage**.
- /// Viacom Outdoor, who manages transit advertising in many areas in the region, gave the campaign **\$11,500 in free interior card displays**, along with the paid placements.
- /// Clear Channel Outdoor, the company that manages bus shelters in the area, provided some bonus distribution as availability permitted.

As of September of 2005, including free spots, distribution of information and Internet advertising, the total added value for the entire campaign added up to \$181,855.

7) Evaluation

In order to validate the campaign and judge effectiveness of the efforts, as in the past years of Street Smart, a longitudinal tracking study was conducted both before and after the campaign. Evaluation goals were to discover if public awareness of pedestrian and bicycle safety issues was increased. Specifically, the 2005 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.

A **Closer Look** at Street Smart **Added Value** with Radio Stations

Through **donated** public service announcements, literature handed out at various events, and placements of information on station websites, Street Smart 2005 received tens of thousands of dollars in added value media from local radio stations.

- 240 sixty-second PSAs
- 40 fifteen-second PSAs
- 20 ten-second sponsorships
- 7,500 brochures were distributed at station events like Celebrate Fairfax, Hoop Dreams, community parties, Splashdown Water Park, a Judas Priest concert at Nissan Pavilion, the “War of the Worlds” movie premiere and at various events held at Wolf Trap Farm Park
- Links on three station websites
- Of note, WLZL, a contemporary Hispanic station, researched, on their own time, areas in suburban Maryland and Washington, DC where there were higher incidences of pedestrian and bicycle injuries and fatalities among Hispanic people and the times of days these occurred. Brochures were distributed at these locations, at the specific times of day during the campaign.

*Total added value: As of September of 2005, including free spots, distribution of information and Internet advertising, the **added value** for the entire campaign totaled \$181,855.*

Street Smart 2005 Campaign Evaluation

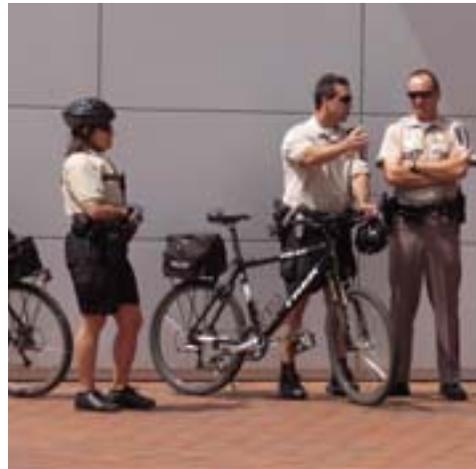
A critical element in the campaign is measuring the results of its effectiveness.

To that end, Riter Research of Edgewater, Maryland was engaged to conduct evaluation of Street Smart 2005, measuring attitudes and awareness before the campaign began as well as after the campaign ended.

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.
- /// Half of the study participants were male, half female, median age 35. Forty-four percent from Maryland, 42% from Virginia, and 14% from Washington, DC. Two-thirds were white, 18% African American, and 3% were Hispanic.
- /// Benchmark Interviews were conducted May 19 - June 4. The Street Smart Media Campaign ran from June 6 - July 3. Post campaign interviews were conducted July 3 - July 5.



Some long-term positive changes were reported.

Law enforcement officials from the District of Columbia as well as Fairfax, Montgomery and Prince Georges's counties all participated in the Street Smart enforcement effort.

Major Conclusions:

- /// The public is very aware of laws pertaining to yielding to pedestrians in crosswalks; however, in spite of this knowledge, they readily report it is not likely that drivers will get a ticket for the infraction or law violation.
- /// There is an increase in awareness of the Street Smart Campaign and police efforts to crack down on motorists who do not yield to pedestrians in crosswalks. But this did not translate into any short-term reported changes in behavior or beliefs or consequences if they violate the law.

Street Smart aims to
 “change the behavior of
 individuals to be safer.”

Doug Noble,
 District's Department of Transportation.

The **primary** campaign target group – males under 35 – now recognize **Street Smart**:

- **44%** recognized/have seen/have heard “Every seven minutes, every day...”
- **33%** recognized/have seen/have heard “Bigger vehicles have bigger blind spots”
- **33%** recognized/have seen/have heard “Take time to cross safely”
- **37%** recognized/have seen/have heard “Stop for pedestrians”
- **48%** recognized/have seen/have heard “Watch for bicyclists”

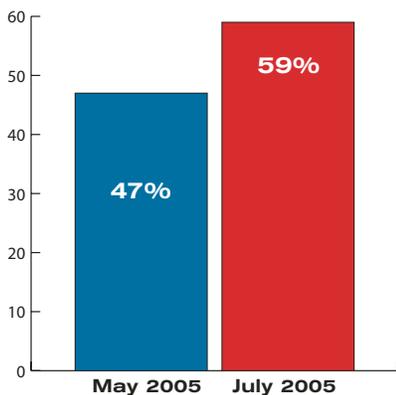
The campaign showed no short-term changes in behavior. But four specific long-term changes in behavior have emerged:

1. The frequency of observing pedestrians who jaywalk or walk into the roadway without concern for motor vehicles has improved.
2. In 2002, 40% of motorists frequently observed pedestrians either jaywalking or walking into the roadway without concern for motor vehicles vs. 35% in 2005.
3. Observing drivers who do not yield to pedestrians in crosswalks has improved. In 2002, 76% of motorists reported they “frequently / occasionally” observed drivers who did not yield to pedestrians in crosswalks vs. 60% in 2005.
4. Drivers in 2005 were less likely to have had to swerve to avoid a pedestrian who was jaywalking or walking on the highway without concern for vehicle traffic in 2005 than in 2004 – 32% to 17%.

Highlights of Evaluation Findings:

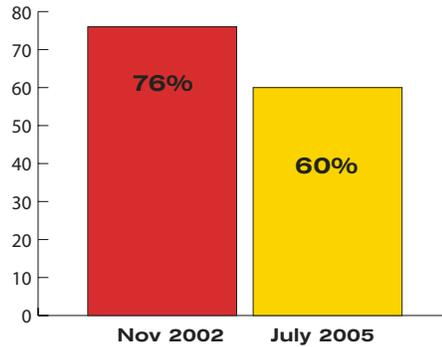
- /// Since the campaign’s inception in 2002, awareness of laws is almost unchanged. About 86% of all motorists are aware of laws regarding yielding to pedestrians in crosswalks.
- /// Among male drivers under 35, awareness increased about the Street Smart Program and about cracking down on enforcement of drivers who do not yield to pedestrians in crosswalks 12 points, from 47% to 59%.

% Aware of Street Smart Program



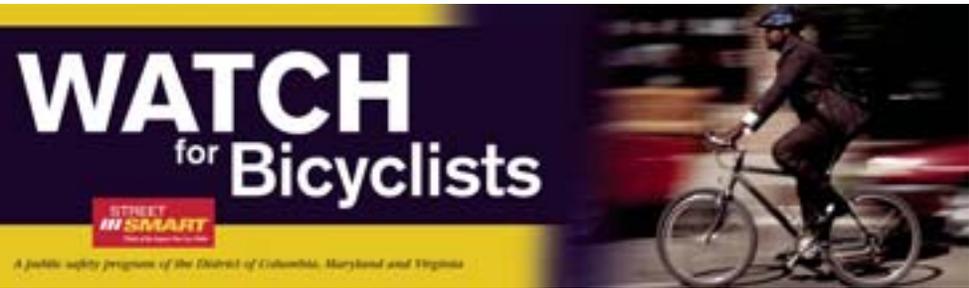
Among target drivers – males under 35 – awareness of the Street Smart Program increased 12 points from May to July 2005.

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



Reporting of drivers not yielding to pedestrians in crosswalks has decreased 16% since 2002.

- /// Drivers in 2005 are less likely to observe a pedestrian walking out into the road or jaywalking without concern for motor vehicles than in 2004. This represents the first significant drop in pedestrian behavior regarding jaywalking, etc., since 2002.
- /// At the end of the campaign, motorists reported they were just as likely to frequently observe drivers who did not yield to pedestrians in crosswalks during the past 30 days, as reported prior to the campaign launch. Levels in 2005 are unchanged from observations reported in 2004 and down from levels reported in November 2002.
- /// The reported incidence of drivers reporting they had to swerve to avoid a pedestrian declined in 2005 to 17% from 32% in 2004.
- /// Awareness of police efforts to crack down on drivers who do not yield to pedestrians in crosswalks increased significantly between the benchmark and post wave, from 16% to 23%. (Awareness also increased during the 2004 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 from 22% before the campaign to 26% after the campaign ran.



164 bus backs, 50 bus kings and 500 interior bus cards were placed on buses along corridors where there was a high incidence of pedestrian and bicycle injuries and fatalities.



Over 7,500 handouts were distributed by the radio stations that ran the Street Smart spots.

/// Among drivers, the belief that one would get a ticket for failure to yield to a pedestrian in a crosswalk is unchanged from when Street Smart first began in May 2002. Among male drivers under 35, there was no change in beliefs about getting a ticket for not yielding to a pedestrian in a crosswalk (50% vs. 52%).

/// Among male drivers under 35, beliefs about strict enforcement of the yield to pedestrian law increased 10 points from 42% to 52%.

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.

A woman made a *quick dash* across Georgia Avenue at Colesville Road in Silver Spring Wednesday when she saw there were no cars coming. A Montgomery County police officer **stopped her** because she did not cross with the *signal*. He gave her a pamphlet on pedestrian safety tips and said, “We just don’t want to see you get hurt.”

From the The Examiner - Washington and Virginia editions June 2, 2005. By Christy Goodman



**Pedestrian and Bicycle Safety and
Public Awareness Campaign**

For more information contact:

National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street, NW, Suite 300
Washington, DC 20002
www.mwcog.org • 202-962-3760