

B/P Subcommittee
11/21/06, Item #3

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

Briefing to the Bicycle and Pedestrian Subcommittee,
November 21, 2006

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Overview

Three Program Years: 2006, 2007, 2008

- 2006
 - Results of the Campaign

- 2007
 - Funding Status and Proposed Activities
 - Strategy for private sponsorship

- 2008
 - Potential campaign enhancements
 - Timing of funding requests

The “Street Smart” Campaign

- Month-long wave of Radio, Transit, and Newspaper advertising designed to change driver and pedestrian behavior
- Target audience is male drivers age 18 to 34
- Federal funds through the states plus local funds
- In English and Spanish
- March-April 2006 was the fourth campaign
- Fourteen law enforcement agencies
 - Distributed 30,000 hand-outs
 - Issued at least 1800 citations

Most Recent Media Campaign: March-April 2006

• Radio (targeted stations)	731 spots	\$90,000
• Print	11 insertions	\$12,000
• Transit (targeted locations)		\$88,000
– Transit Shelters	30	
– Bus Backs	195	
– Interior Cards	375	
• Collateral Materials		\$21,000
– Posters	3,400	
– Handouts	60,000	
• Public Relations		\$28,000
• Campaign Creation/Production		\$50,000
• Evaluation/Administration		\$52,000
Total:		\$341,000

DRIVERS:
Pay Attention
Stop for Pedestrians

**STREET
SMART**
Think of the People You Can Make

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

PEDESTRIANS:
Pay Attention
Look Before You Cross

**STREET
SMART**
Think of the People You Can Make

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

DRIVERS:
Pay Attention
Watch for bicyclists at intersections

**STREET
SMART**
Think of the People You Can Make

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CONDUCTORES:
¡Presten atención!
Deténganse para dar paso a los peatones

**STREET
SMART**
Think of the People You Can Make

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

PEATONES:
¡Presten atención!
Miren antes de cruzar la calle

**STREET
SMART**
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CONDUCTORES:
¡Presten atención!
Estén atentos al cruce de ciclistas en las intersecciones

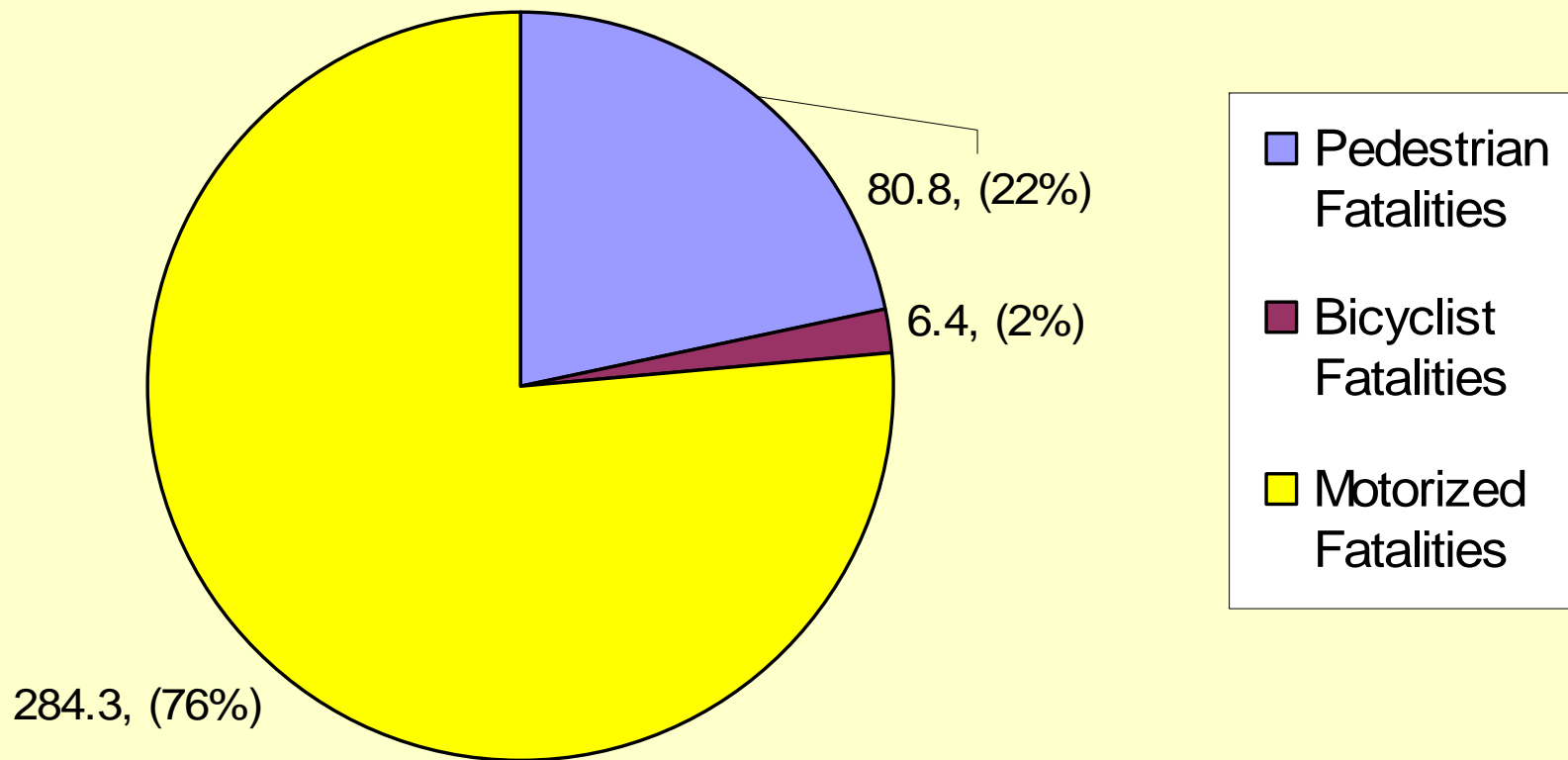
**STREET
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Think of the People You Can Make

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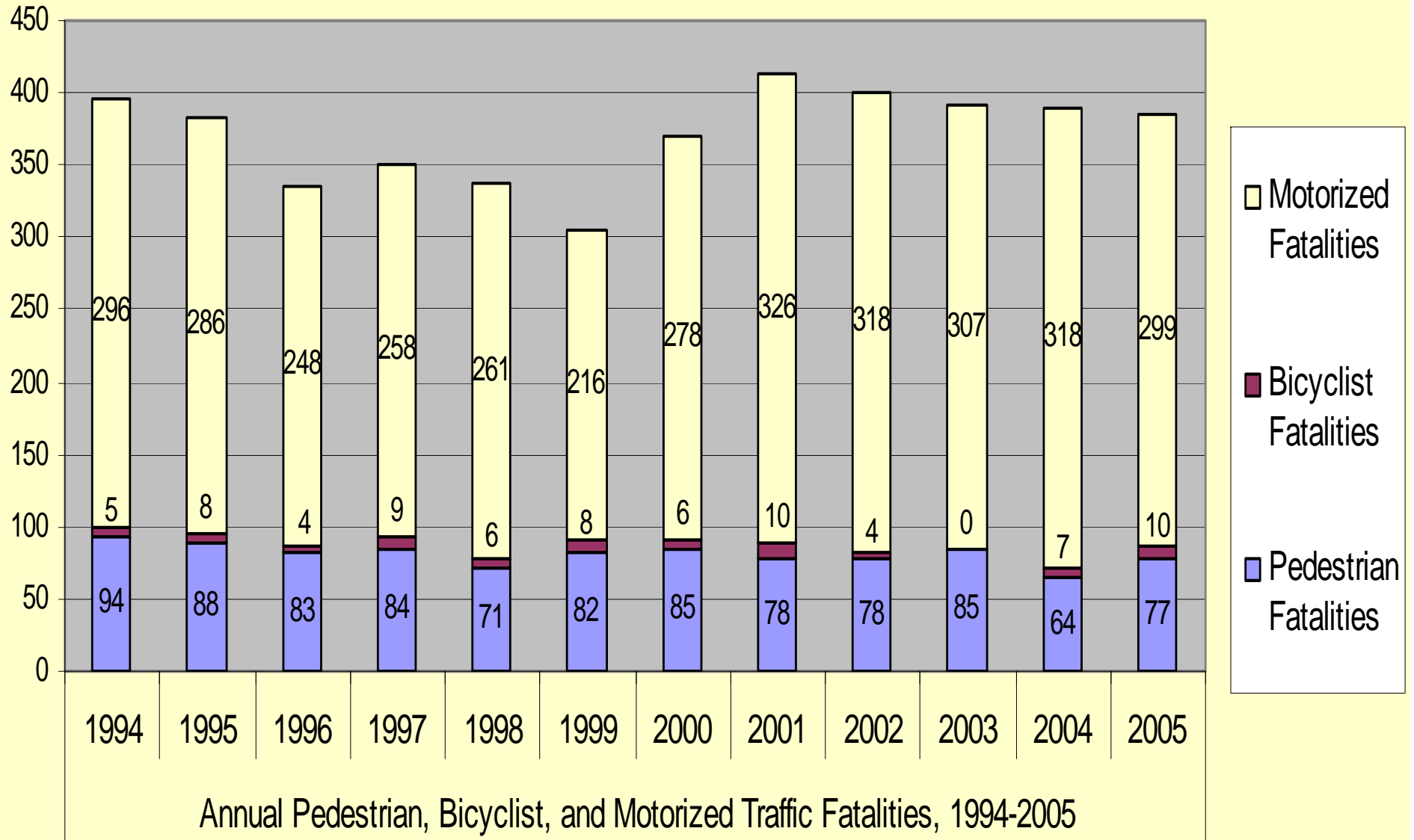
Evaluation

- Pre and post-campaign surveys of 300 area motorists
 - Recognition of campaign messages increased by 29% in the target audience
 - Driver, pedestrian behavior has improved since 2002
- Fatalities fell, despite growth in population & VMT
 - Region averaged 81 pedestrian and bicyclist fatalities per per year 2002-2005, as compared to 90 per year from 1994-2001
 - 87 fatalities in 2005, still lower than long-term average
- Fatalities per capita are down 20% since 1994

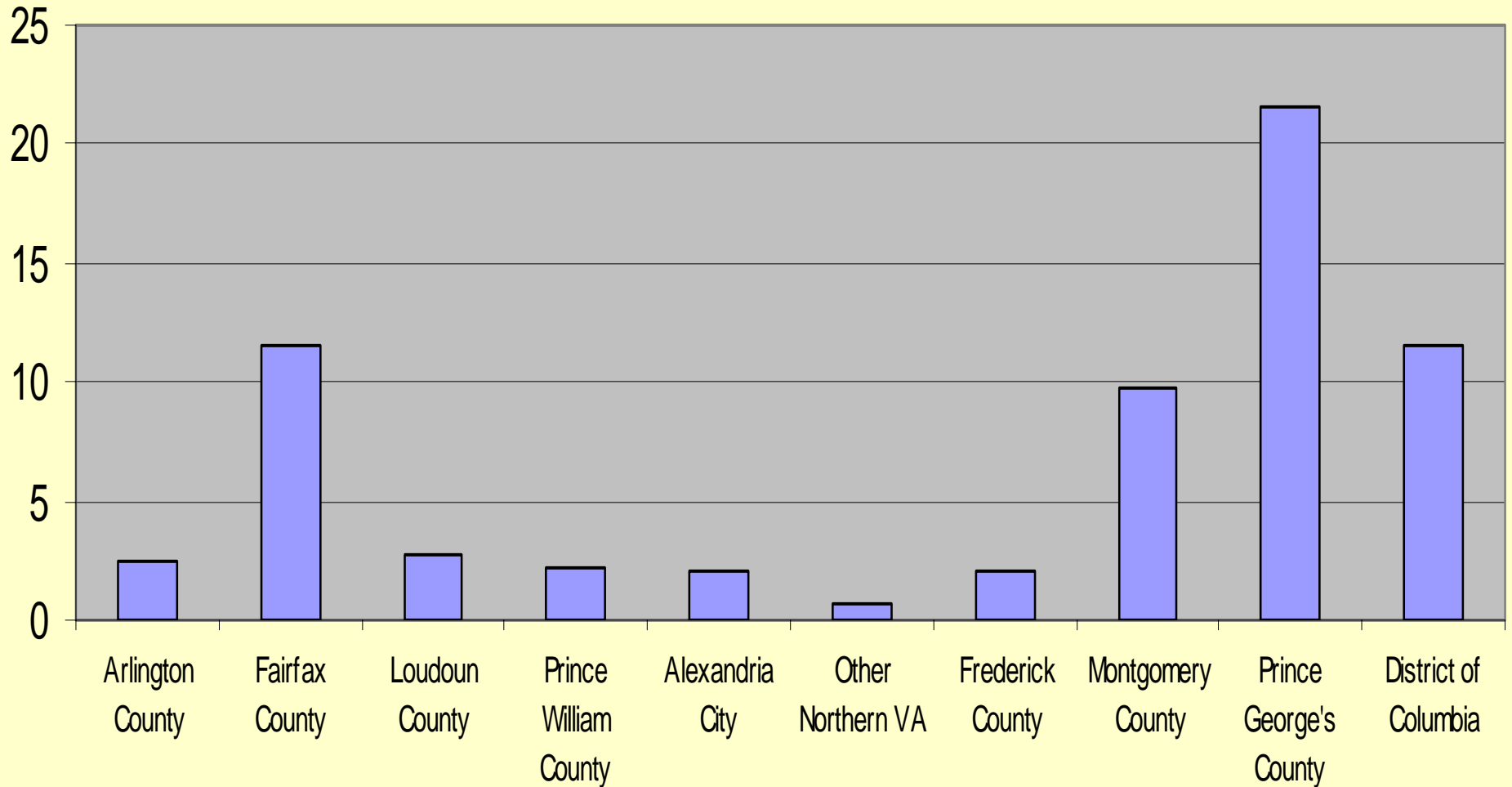
Average Annual Pedestrian, Bicyclist, & Motorized Fatalities, 1994-2005



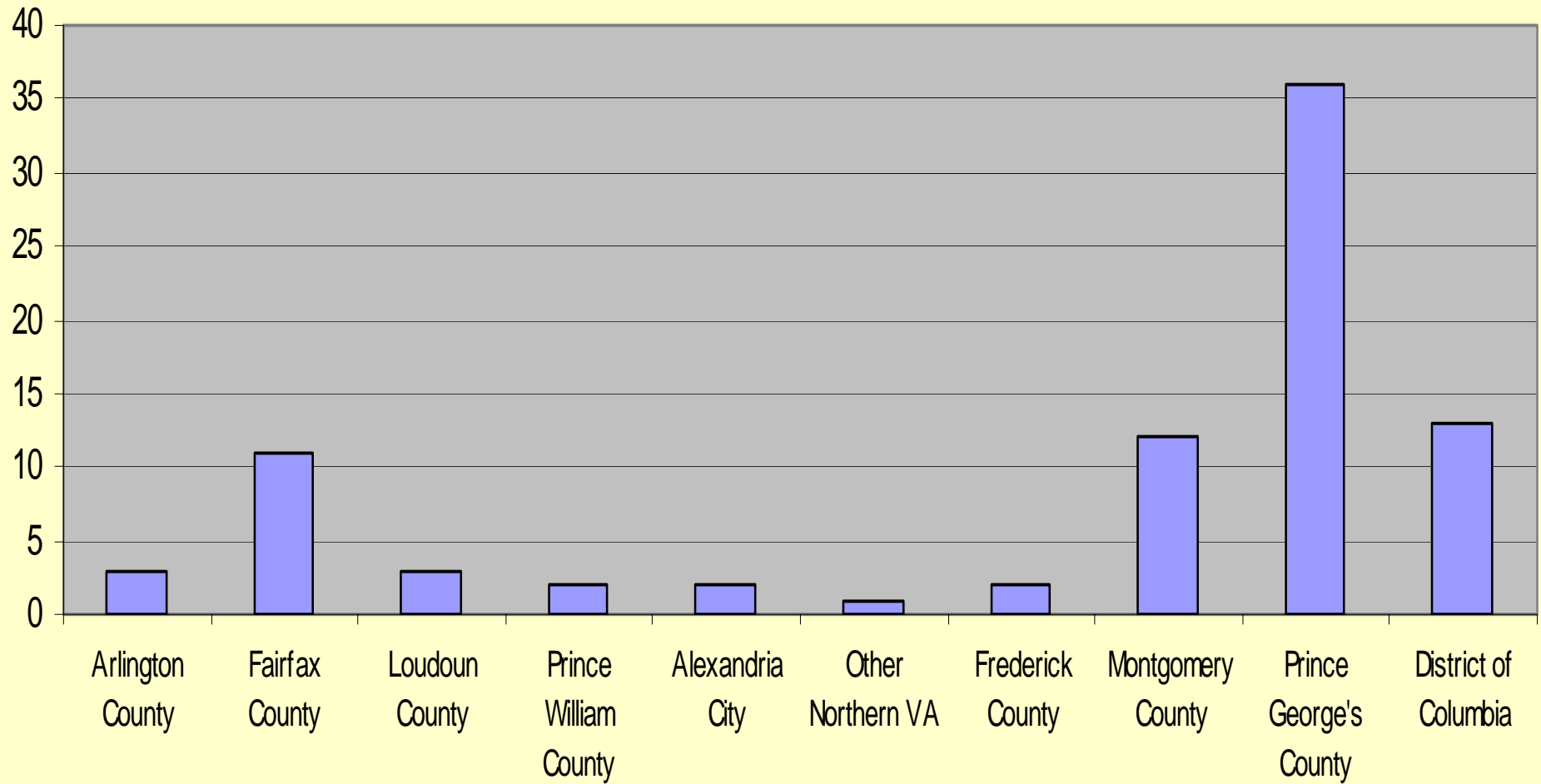
Total: 371



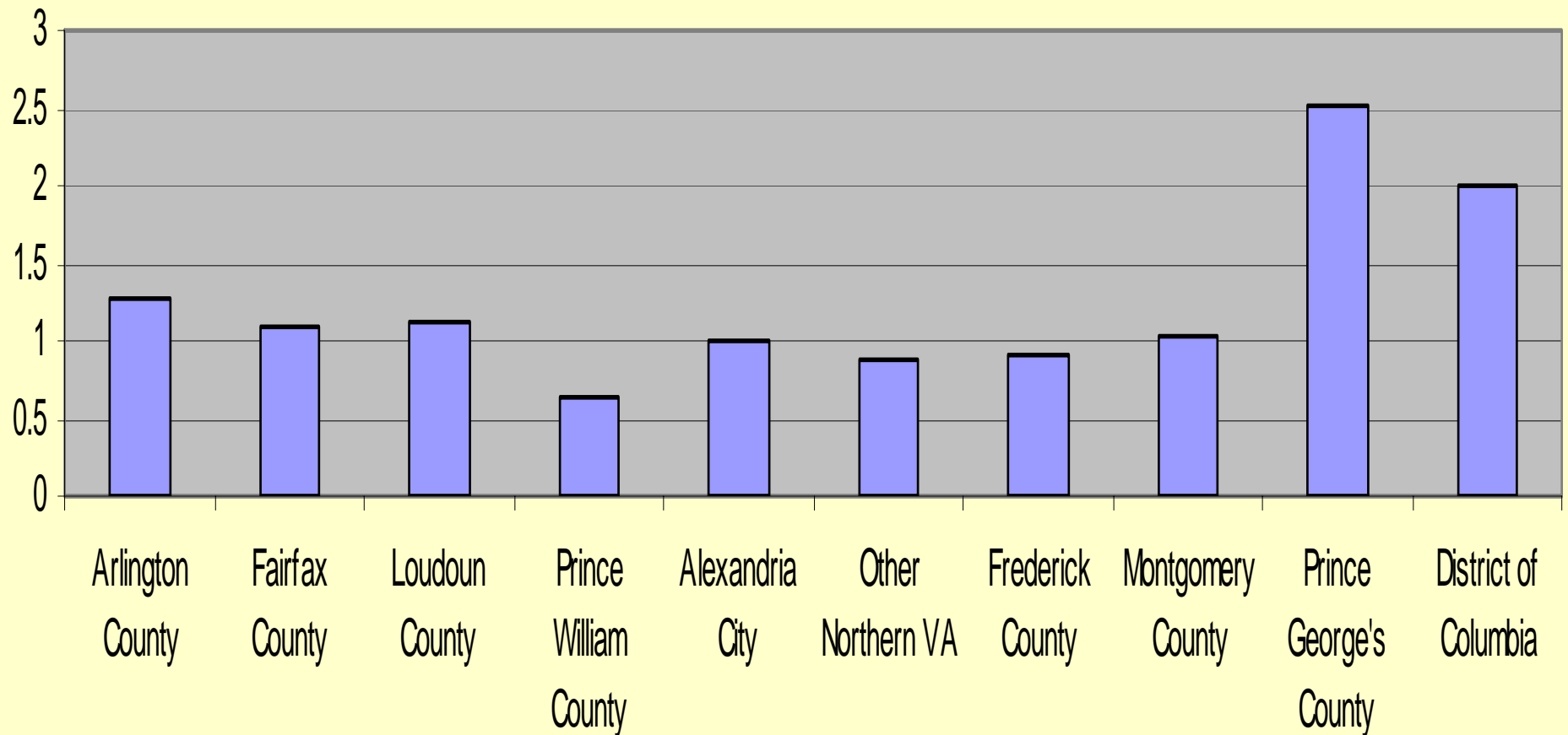
Average Annual Pedestrian and Bicyclist Fatalities, by City and County, 2002-2005



Pedestrian and Bicyclist Fatalities, by City and County, 2005



Average Annual Pedestrian and Bicyclist Fatalities per 100,000 Population, by City and County, 2002-2005



Proposed Activities for 2007

- Scheduled for April 2007
 - Cherry Blossom festival, start of tourist season
- Advisory committee to meet November 28, December 13
- Kick-off press conference early April
- Radio, transit, print, and collateral materials similar to 2006, plus internet advertising
- Continued focus on Spanish-language advertising
- Continued coordination with Law Enforcement through the COG Police Chiefs Committee

2007 Funding

- TPB has requested voluntary annual funding from its local government 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
- A table of suggested contributions was sent to the members of the TPB on March 4, 2006, with a cover letter and a program summary
- Estimated \$420,000 budget for FY 2007

Suggested Annual Local Contribution to
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	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

Street Smart Funding History, 2002-2007

As of 11/21/2007

Source	Oct-02	Apr-04	Jun-05	Mar-06	Spring 2007 (Est. to date)
District of Columbia Department of Transportation *	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
DC Metropolitan Police Department*			\$80,000		\$32,000
Maryland SHA*	\$115,000	\$100,000	\$58,000	\$50,000	\$100,100
Virginia DMV*	\$100,000	\$100,000	\$75,000	\$100,000	\$75,000
Total Federal	\$315,000	\$300,000	\$313,000	\$250,000	\$307,100
City of Alexandria	\$5,000	\$5,000	\$5,000	\$6,800	\$6,800
Arlington County		\$10,000	\$10,000	\$10,100	\$10,100
City of Bowie					
Charles County, urbanized area					
City of College Park					
City of Fairfax				\$1,100	\$1,100
City of Falls Church				\$500	\$500
Fairfax County	\$50,000	\$50,000	\$50,000	\$52,800	\$52,800
Frederick County					
City of Gaithersburg					
City of Greenbelt				\$500	
Loudoun County					
City of Manassas					
City of Manassas Park				\$700	
Montgomery County	\$45,000	\$10,000	\$10,000	\$10,000	\$40,600
Prince George's County		\$15,000	\$5,000	\$5,000	
Prince William County					
City of Rockville				\$2,900	\$2,900
City of Takoma Park				\$900	
Total Local	\$100,000	\$90,000	\$80,000	\$91,300	\$114,800
Grand Total	\$415,000	\$390,000	\$393,000	\$341,300	\$421,900

* Federal pass-through

Supplementary Funding: Private Sponsorship

- Commuter Connections/Bike to Work Day uses corporate sponsorship funds
- TPB Staff estimates, based on Bike to Work Day experience, that \$30,000 - \$60,000 could be raised
- Staff will put together a list of appropriate sponsors, to receive letters from the TPB Chair
- Staff will then undertake follow-up contacts

Desirable Program Enhancements

- Not all jurisdictions met the five cents per capita goal for 2007
- Will send letters requesting funds for 2008 three months earlier, in December 2006
- Current funding trend is not keeping pace with rising advertising costs, limiting the scope of the program
- Two media waves, one Spring and one Fall, would be more effective than one
 - Two intense two-week waves would cost \$500,000
 - Consistent with funding goals laid out in TPB Resolution R20-2005
- Overall, there is widespread support for continuing this successful program