

# STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

## FY 2020 Recap and Plans for Fall 2000

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Best Practice in Pedestrian Enforcement Workshop  
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# Too Many Pedestrian Deaths

- In 2019, there were 92 pedestrian and 7 bicyclist fatalities, nearly **one third** of the 305 total traffic fatalities in the Washington region.
- Pedestrian crashes **peaked in October**.
- Pedestrian deaths **increased more than 19 percent** in the last two years, from 77 in 2017 to 92 in 2019.

2019	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	TOTAL
<b>FATALITIES</b>															
Pedestrian	3	4	1	17	0	2	0	0	4	4	1	14	30	12	<b>92</b>
Bicyclist	0	0	0	0	0	1	0	0	0	0	1	1	2	2	<b>7</b>
All traffic	5	6	2	45	0	13	1	0	14	19	24	37	112	27	<b>305</b>
<b>CRASHES</b>															
Pedestrian	61	120	6	184	4	53	9	5	62	46	43	481	480	1071	<b>2625</b>
Bicyclists	9	69	4	65	4	21	3	0	22	17	25	121	104	647	<b>1127</b>

# What is Street Smart?

- **Education through Mass Media**
  - One media campaign for one media market
  - <http://bestreetsmart.net>
- **Concentrated waves of Gas Station, Transit, TV and Internet advertising designed to change driver, pedestrian, and cyclist behavior**
  - Fall and Spring Waves
- **Since Fall 2002**
- **Supported by concurrent law enforcement**
- **Advisory Group**
- **Funded by:**
  - Federal funds administered by DC, Maryland, and Virginia
  - WMATA, DC local funds
  - TPB Member Governments - COG dues (63k)
  - FY 2020 Budget – \$800k for consultant, ad placement



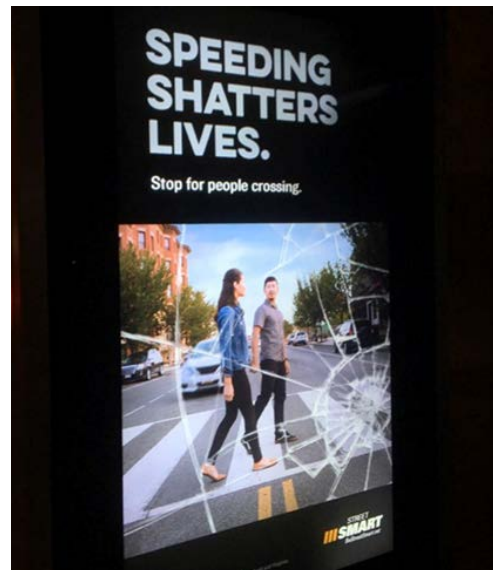
# Press Events



Florida Avenue NE  
DC  
October 28, 2019

# Paid Media

- Outdoor
  - Bus Tails
  - Shelters
  - Pumptoppers
- TV
- Digital
  - Facebook
  - Twitter
  - Instagram
  - Pandora





**SPEEDING  
SHATTERS  
LIVES.**

Stop for people crossing.



A program of Metro, the District of Columbia, Maryland, and Virginia.



**HER LIFE  
IS FRAGILE.**

Yield to pedestrians when turning.



A program of Metro, the District of Columbia, Maryland, and Virginia.



**LIVES ARE  
EASILY  
BROKEN.**

Look before you turn.



A program of Metro, the District of Columbia, Maryland, and Virginia.



**LIVES  
SHATTER  
ON IMPACT.**

Give 3 feet when passing bikes.



A program of Metro, the District of Columbia, Maryland, and Virginia.

**DRIVER  
TARGETED  
EXTERIOR  
BUS ADS**

# English and Spanish

**YOUR LIFE  
IS FRAGILE.**

Use the crosswalk.



**SU VIDA  
ES FRÁGIL.**

Use el cruce de peatones.



# Donated Media



MORE THAN  
\$1 MILLION  
IN DONATED  
MEDIA IN FY  
2019





# Direct Outreach



# Enforcement Activations



## LIVES SHATTER ON IMPACT.

More than  
**4,000**  
PEDESTRIAN  
AND BICYCLE  
CRASHES  
occur in the DC  
metro region  
each year.

**STREET  
SMART**  
BeStreetSmart.net



Georgette Jones  
WASHINGTON, DC

"The connection we had—that takes a lifetime to find."

— Nicholas Clarke, fiancé

"Georgette went to the convenience store across the street from our house. On her way back home she was struck by a speeding SUV driver. When I got to the hospital, the doctor told me she had passed. I just couldn't believe that when I came home that day and kissed her on the forehead that it was the last time I was going to see her and touch her. Our son—he never got to know her."



Ren Werbin  
ARLINGTON, VA

"My world completely changed. It will never be like it was before the crash."

— Ren Werbin, crash survivor

"I remember walking across the street, in a crosswalk. And then the next thing I knew, I woke up on the ground. It was very unsettling to go from being healthy and athletic to being completely dependent on others. I'm fighting the anger, fear, and anxiety that came with it. You look at a cup of coffee differently, you look at your relationships, you look at each morning in a very different way."



Christina Morris-Ward  
GERMANTOWN, MD

"She didn't get to go to college, to live her life. It's not okay."

— Gwen Ward, mother

"My 15-year old baby was struck and killed as she crossed the street on her way to school. I got to the hospital, I went over to kiss her, but she had already passed. Parents should not have to worry about whether their children will make it home safely. No family should have to bear that kind of pain. I'm going to miss her smile forever."



<http://www.bestreetsmart.net/testimonials/>

# Spring 2020 – COVID!

**Be Street Smart**  
Sponsored · 🌐

If you're unable to use a sidewalk, keep close to the edge of the road and face traffic when possible. That way you can see cars coming. Stay safe out there.



BESTREETSMART.NET  
**Be Street Smart**  
Watch out for each other.

[Learn More](#)

👍 Like    💬 Comment    ➦ Share

**Be Street Smart**  
Sponsored · 🌐

A pandemic comes along and suddenly traffic's a lot lighter. Some drivers see it as an excuse for speeding or running stop signs. Just don't. Follow the rules of the road and watch for people walking.



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Watch out for each other.

[Learn More](#)

👍 Like    💬 Comment    ➦ Share

**Be Street Smart**  
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With so much open road, it's tempting to speed and maybe run a stop sign or red light. But it's a bad time to send someone to the emergency room. Follow the rules of the road and look out for one another.



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[Learn More](#)

👍 Like    💬 Comment    ➦ Share

## Facebook, Twitter ads

- 13.1 million impressions
- 12,273 clicks
- 4,450 active engagements (likes, reactions, shares)

## Earned Media: 26+ news stories

- 11 television news stories
- 7 radio stories
- 5 online news stories
- 535k+ ratings/daily circulation
- \$211,424+ publicity value

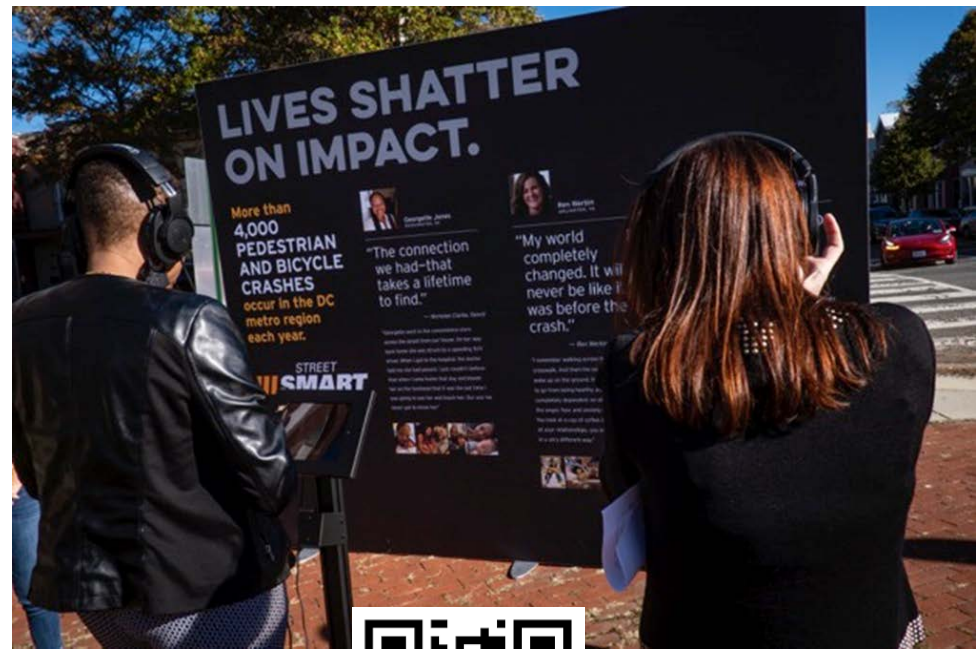


# Fall 2020 Campaign

- Launch: October 1 for Pedestrian Safety Month
- Virtual News Video Package
  - Pre-recorded soundbites of campaign spokespeople.
  - Personal stories - soundbites over photo montage.
  - B-roll of street activity around the region.
  - Online news room with media materials
- Media Tour – pitching safety tips and interviews
- Digital & On-Demand TV Ads, Transit Ads
- Law enforcement activations – based on individual PDs availability

# Pandemic-Proof Outreach

- “Lives Shatter” wall installation in target areas
- Touchless; no staff interaction
- Replace iPads with large screen TV with captioned video loop
- QR codes for visitors to scan to see more videos and share their own testimonials



*QR Code can be scanned with camera app and link to videos and website.*

- Post-campaign online surveys to determine campaign effectiveness.
- 600 respondents ages 18–54, limited to MWCOG jurisdictions.
- End-of-year analysis report to communicate the year’s efforts



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