

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

FY 2019 Recap & Outlook for FY 2020

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Best Practices in Pedestrian Enforcement Workshop
Item #2

September 27, 2019

Too Many Pedestrian Deaths



- In 2018, there were 94 pedestrian and 7 bicyclist fatalities in the Washington region
 - 33% of the 306 total traffic fatalities were ped/bike
- MD consistently has more fatalities than NOVA
- Ped/Bike fatalities increased by 19% since 2017

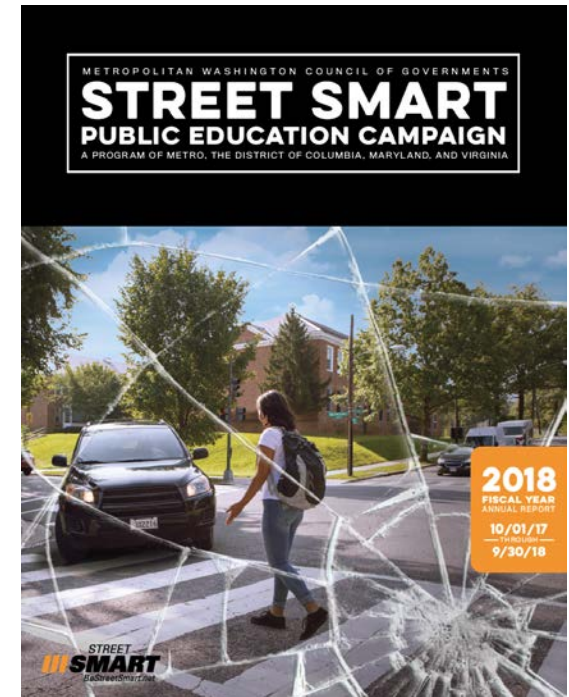
2018	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	3	1	2	17	0	0	1	0	6	3	4	15	28	14	94
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	1	2	4*	7
All traffic	5	2	2	47	0	11	4	0	24	21	17	36	101	36	306
CRASHES															
Pedestrian	62	113	12	194	6	53	16	3	68	59	75	484	557	1,280	2,982
Bicyclist	21	44	2	57	7	30	10	1	16	10	21	121	93	694**	1,127

*includes one e-scooter fatality; **includes 48 e-scooter crashes

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



Richmond
Highway, Fairfax



Veterans Plaza,
Silver Spring

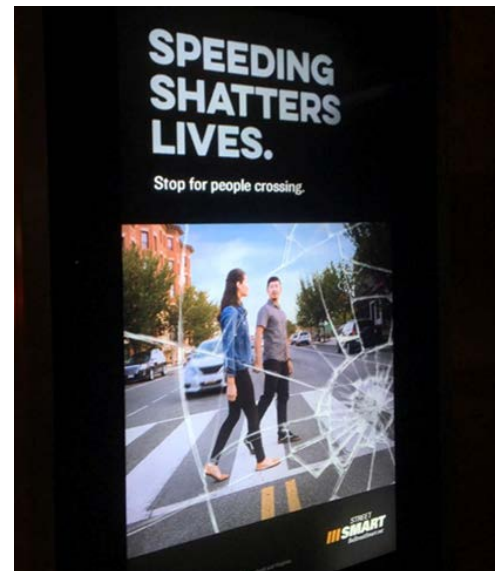


Paid Media

- Outdoor
 - Bus Tails
 - Shelters
 - Pumptoppers



- Digital
 - Facebook
 - Twitter
 - Instagram
 - Pandora





SPEEDING SHATTERS LIVES.

Stop for people crossing.



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



**DRIVER
TARGETED
EXTERIOR
BUS ADS**



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.



English and Spanish

**YOUR LIFE
IS FRAGILE.**

Use the crosswalk.



**STREET
SMART**
BeStreetSmart.net

**SU VIDA
ES FRÁGIL.**

Use el cruce de peatones.



**STREET
SMART**
BeStreetSmart.net



Donated Media



MORE THAN
\$1 MILLION
IN DONATED
MEDIA



Direct Outreach



Enforcement Activations



- 4/23: Fairfax County Police Department
 - Near Lockheed Blvd, Alexandria, VA
- 4/23: Metropolitan Police Department
 - MLK at Mellon St, SE, Lebaum St, SE, and Milwaukee Pl, SE
- 4/23: Montgomery County Police Department
 - Georgia Ave/University Blvd and Veirs Mill Rd., Wheaton-Glenmont, MD
- 4/24: Metropolitan Police Department
 - MLK at Mellon St, SE, Lebaum St, SE, and Milwaukee Pl, SE
- 4/24: Alexandria Police Department
 - Potomac Avenue, Alexandria, VA
- 4/29: Prince George’s County Police Department
 - University Boulevard and Riggs Road, Langley Park, MD
- 4/29: Arlington County Police Department
 - 3200 block of Washington Boulevard, Arlington, VA
- 04/30: Metropolitan Police Department
 - Alabama Ave SE, between 18th Street and 15th Place, Washington, DC
- 5/1: Alexandria Police Department
 - King St./Union St., Alexandria, VA
- 5/1: Prince William Police Department
 - Potomac Mills Mall area, Woodbridge, VA
- 5/07: Arlington County Police Department
 - 3100 block of Clarendon Boulevard, Arlington, VA
- 5/07: Montgomery County Police Department
 - Georgia Ave/University Blvd and Veirs Mill Rd., Wheaton-Glenmont, MD

Fall Campaign

- Launch Event:
Wednesday, October 30 at 10:30 a.m.
- Washington, DC
- Enforcement: Month of November
- Media Tour
- Enforcement Activations:
November-December
- Paid media: outdoor, online, television
- Outreach – VR Events



Testimonial Videos





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