

ITEM 15 - Information
December 21, 2005

Report on the Regional Pedestrian and Bicycle
Safety Education Campaign

Staff

Recommendation: Receive briefing on results of the 2005 safety campaign as presented in the enclosed summary, and on the committed funding and activities for the fourth campaign, which is being planned for launch in April 2006.

Issues: None.

Background: At the January 19, 2005 meeting, the Board was briefed on the proposed budget and activities for the third safety education campaign entitled: "Street Smart," a regional public education and outreach campaign to reduce pedestrian and bicyclist deaths and injuries. The first campaign was in Fall 2002, the second in Spring 2003 and the third in Spring 2005. The campaigns consisted of four weeks of radio, busbacks, billboards, bus cards newspaper ads, transit shelter signs, and radio interviews.

For the 2006 campaign, federal safety funds have been committed by the Maryland Office of Highway Safety, the Virginia Department of Motor Vehicles, and the District Department of Transportation. To date, local matching funds have been committed by Arlington County, Fairfax County, Alexandria, City of Fairfax, and City of Rockville.

National Capital Region Transportation Planning Board

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MEMORANDUM

TO: Transportation Planning Board

FROM: Michael Farrell, Transportation Planner
Department of Transportation Planning

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety Campaign:
Results of the 2005 Campaign and Proposed Activities and
Funding in 2006

DATE: December 14, 2005

Background

The Washington region has an average of 2,600 pedestrian injuries and 85 fatalities per year. To help raise public awareness of pedestrian safety, in 2002 the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety campaign known as Street Smart. Street Smart is an educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of a one-month wave of radio, print, transit, and outdoor advertising. A press conference is held at the beginning of each wave. All materials are translated into Spanish, including the radio spots which run on Spanish-language radio. The first wave of advertising ran in October, 2002, the second in April, 2004, and the most recent in June, 2005. Pedestrian-related law enforcement efforts were carried out concurrently.

The TPB received a report on the results of the 2004 campaign at its April 2005 meeting, and approved a process for the TPB each year to send a letter to its local government member jurisdictions asking them to contribute funds for the next year's campaign.

Results of the June 2005 Campaign

Campaign evaluation, based on pre- and post- campaign telephone surveys of drivers, shows a high level of campaign recognition in the primary campaign target audience, male drivers aged 18 to 34, a reduction in pedestrians crossing the street without regard to traffic, and a notable improvement in motorists yielding to pedestrians in the crosswalk.

Law enforcement participation was greatly enhanced, with eight police departments distributing 27,000 pedestrian safety hand-outs, and at least 2700 pedestrian-related citations issued.

Details on the campaign activities and results are available in the enclosed “2005 Annual Report and Campaign Summary.”

Proposed Activities for 2006

We anticipate running the same or slightly modified ads in 2006, probably in April. Staff, an advisory committee with representatives of the funding agencies, and the consultant will work together to make any revisions to the campaign materials, and develop a media strategy based on the experience of the previous campaigns. As in previous years all material will be run in both English and Spanish. Transit advertising will be placed in areas with high pedestrian crash rates. Due to the disproportionate representation of Hispanics among people hospitalized for pedestrian injuries, additional resources will likely be put into Hispanic media. Staff will work with the COG Police Chiefs Committee to coordinate the campaign with enhanced law enforcement activities.

Status of Funding for 2006

In April 2005 the TPB approved a process for the TPB each year to send letters to its local government member jurisdictions asking them to contribute to the next year’s Street Smart campaign at a suggested level of five cents per capita. Accordingly, letters were sent to the TPB local government member jurisdictions on October 25 requesting funding for the 2006 campaign. A response was requested by December 15, 2005.

As of December 13, 2005, \$71,900 in local funds had been committed for 2006 campaign. The minimum required to match the available federal funds is \$62,500. It is still possible for additional funds to be devoted to the June 2006 campaign. Table 1 below shows (in thousands of dollars) what each jurisdiction has provided in each year of the program.

Funding Commitments for 2007 and beyond

In order to maintain and expand a regional pedestrian and bicycle safety awareness campaign, a predictable local funding base is needed. Accordingly, TPB Resolution R20-2005 provides that the TPB is to send letters to its local government member jurisdictions on an annual basis asking them to contribute to the next year’s Street Smart campaign, with the suggested contribution level of five cents per capita. In order to match the annual budget process of its member jurisdictions, it is recommended that the TPB send letters for the 2007 campaign in February 2006.

TPB staff could also investigate the possibility of supplementing local and federal funds with corporate sponsorships during the 2007 campaign. More funds would allow bigger media buys and permit more people to hear the campaign messages.

| Table 1: Sources of Funds for Street Smart Pedestrian and Bicycle Safety Campaign | Oct-02 | Apr-04 | Jun-05 | 2006 (Est. to date) | Total |
|---|--------|--------|--------|---------------------|--------|
| District of Columbia Department of Transportation* | 100.0 | 100.0 | 100.0 | 100.0 | 400.0 |
| DC Metropolitan Police Department* | | | 80.0 | TBD | 80.0 |
| Maryland SHA* | 115.0 | 100.0 | 58.0 | 50.0 | 323.0 |
| Virginia DMV* | 100.0 | 100.0 | 75.0 | 100.0 | 375.0 |
| Total Federal | 315.0 | 300.0 | 313.0 | 250.0 | 1178.0 |
| | | | | | |
| City of Alexandria | 5.0 | 5.0 | 5.0 | 5.0 | 20.0 |
| Arlington County | | 10.0 | 10.0 | 10.1 | 30.1 |
| City of Fairfax | | | | 1.1 | 1.1 |
| Fairfax County | 50.0 | 50.0 | 50.0 | 52.8 | 202.8 |
| Montgomery County | 45.0 | 10.0 | 10.0 | TBD | 65.0 |
| Prince George's County | | 15.0 | 5.0 | TBD | 20.0 |
| City of Rockville | | | | 2.9 | 2.9 |
| Total Local | 100.0 | 90.0 | 80.0 | 71.9 | 341.9 |
| | | | | | |
| Grand Total | 415.0 | 390.0 | 393.0 | 321.9 | 1519.9 |
| * Federal pass-through | | | | | |