

STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2021 Campaign, and Result from FY 2021

Michael J. Farrell
Senior Transportation Planner

Virginia Highway Safety Summit
Getting the Word Out: Role of PIO's in Crash Prevention

May 5, 2022



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 2021 Budget – \$820k for consultant, ad placement



Too Many Pedestrian Deaths

- In 2021 there were 96 pedestrian fatalities and 7 bicyclist fatalities, compared to 94 pedestrian and 5 bicyclist fatalities in 2020.
- 29% of the region’s traffic fatalities were bicyclist or pedestrian
- NOVA jurisdictions averaged 34 pedestrian fatalities per year 2016-2021. This was 21% of total traffic fatalities.

2021	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	5	0	1	14	0	0	0	1	7	2	1	9	39	17	96
Bicyclist	0	0	0	3	0	0	0	0	1	0	0	0	0	3	7
All traffic	7	4	1	50	0	8	1	1	32	18	23	42	129	40	356
CRASHES															
Pedestrian	46	92	9	145	7	45	7	1	70	N/A	N/A	N/A	N/A	706	N/A
Bicyclist	14	33	2	53	2	31	3	1	27	N/A	N/A	N/A	N/A	413	N/A

Fall 2021 – Press Event

Date: Thursday, November 4th

Location: 5410 MD-210, Oxon Hill,
MD

Speakers:

- Chrissy Nizer, Maryland Motor Vehicle Administrator
- Everett Lott, District Department of Transportation Acting Director
- John Saunders, DMV's Virginia Highway Safety Office Director
- Major Nickie Smith, Prince George's County Police Department Special Operations Division Commander
- Martin L. Harris, Acting Director, Prince George's County Department of Public Works and Transportation
- Kenniss Henry, mother of Natasha Pettigrew, who was killed while biking in Prince George's County



Media Coverage: :

- WJLA-TV (ABC)
- WUSA-TV (CBS)
- Telemundo/WRC-TV (NBC)
- WTOP Radio – [link to story](#)
- CTV (Prince George's Community TV)
- WTTG-TV (Fox)
- WDVM (CW) – [link to story](#)
- [ARLnow.com](#)

Enforcement Activations

13 Enforcement Activations:

- Nov 4: Prince George's County PD – Route 210 between DC line and Livingston Road
- Nov 5: Metropolitan PD – Multiple locations along Georgia Ave
- Nov 5: Montgomery County PD – Willard Ave in Bethesda
- Nov 9: Arlington County PD – 2500 block Washington Blvd
- Nov 9: Alexandria PD – 5100 block of Duke Street
- Nov 9: Metropolitan PD – Southern Ave and 9th St. SE, DC
- Nov 12: Montgomery County PD – New Hampshire Ave in Silver Spring
- Nov 17: Arlington County PD – 4100 to 4300 block, Fairfax Dr.
- Nov 17: Montgomery County PD – Lost Knife Circle near Montgomery Village in Gaithersburg
- Nov 17 : Metropolitan PD – Multiple locations near Union Station
- Nov 24: Montgomery County PD – Great Seneca Hwy / Middlebrook in Germantown
- Nov 26: Metropolitan PD – Multiple Locations along Minnesota Ave, DC
- Nov 29: Alexandria PD – Duke Street / N. Jordan Street

Enforcement Activations



Testimonial Wall

The Testimonial Wall engages visitors with stories of how those affected by a serious or deadly crash have managed the impact on their lives.

- Ren Werbin, survivor, Alexandria, VA
- Gwen Ward, family member, Germantown, MD
- Nicholas Clarke, family member, Washington DC
- Additional videos:
- Helen Harris, survivor, Rosslyn, VA
- Angelo Brown, family member, Oxon Hill, MD
- Kenniss Henry, family member, Cheverly, MD



Testimonial Wall Tour

- October 28, George Mason University, VA
- November 5-6, Southwest MVA, Washington, DC
- November 15-21, Union Station, Washington, DC
- November 20-21: Mall at Prince George's County, Hyattsville, MD
- November 30: Ferlazzo Building, Manassas, VA
- December 3-5: DCUSA Shopping Center, Washington, DC
- December 4-5: Westfield Montgomery Mall, Bethesda, MD
- December 11-12, 18-19: Westfield Wheaton Mall, Wheaton, MD
- December 15, Springfield Metrorail Station, Springfield, VA
- December 16, Anacostia Metrorail Station, Washington, DC

10 Locations
24 Days



George Mason University

Paid Media

Outdoor	\$ 66,302	Online Video	\$ 75,089
Exterior Bus Ads		YouTube, Google Video Display Network, Twitter	
4 weeks starting 11/1		3 weeks starting 11/8	
200 bus tails (175 paid, 25 bonus as space is available)		Estimated 5 million served impressions	
350 interior cards (bonus)			
Over-the-Top/ Connected TV (OTT/CTV)			\$ 90,039
3 weeks starting 11/8			
Selected Option: With one-question survey			
1,875,635 estimated video impressions			
+ 1 million survey impressions			
		TOTAL	\$ 231,430

Evaluation Survey

- December 2021
- 601 respondents
- Demographically and Geographically Representative
- Motorists and Pedestrians
 - Unaided Recognition
 - Aided Recognition
 - Self-reported behaviors
- Compare results with December 2020 Survey

Spring 2022

- Spring Campaign Wave: April 25 – May 25
- Spring 2022 Press Event: April 26, in Arlington, VA



Photo: Tiffany Jennings, Prince George's County

Contacts:

Michael Farrell
Senior Transportation Planner
mfarrell@mwkog.org
202-550-1783

Kenna Swift
Senior Associate
Sherry Matthews Advocacy Marketing
1912 Sunderland Place NW, Washington, DC 20036
KennaW@sherrymatthews.com
202-416-0110

FY 2021 Summary

- No in-person press events were held
 - Virtual Press Room, b-roll and media tour
- Three new testimonial videos were added
- The testimonial wall was deployed as a contactless installation at shopping malls and Metro stations
- Enforcement activations took place only in the Spring of 2021
- Paid media included bus, digital, and connected TV advertising, with 15 and 30 second testimonial videos



FY 2021 Results



CAMPAIGN VALUE:

- Street Smart nearly quadrupled its annual campaign budget.
- Combining added value with earned and donated media and services, the fiscal year 2021 Street Smart program garnered more than \$3.1 million in overall campaign value on a budget of \$820,000.

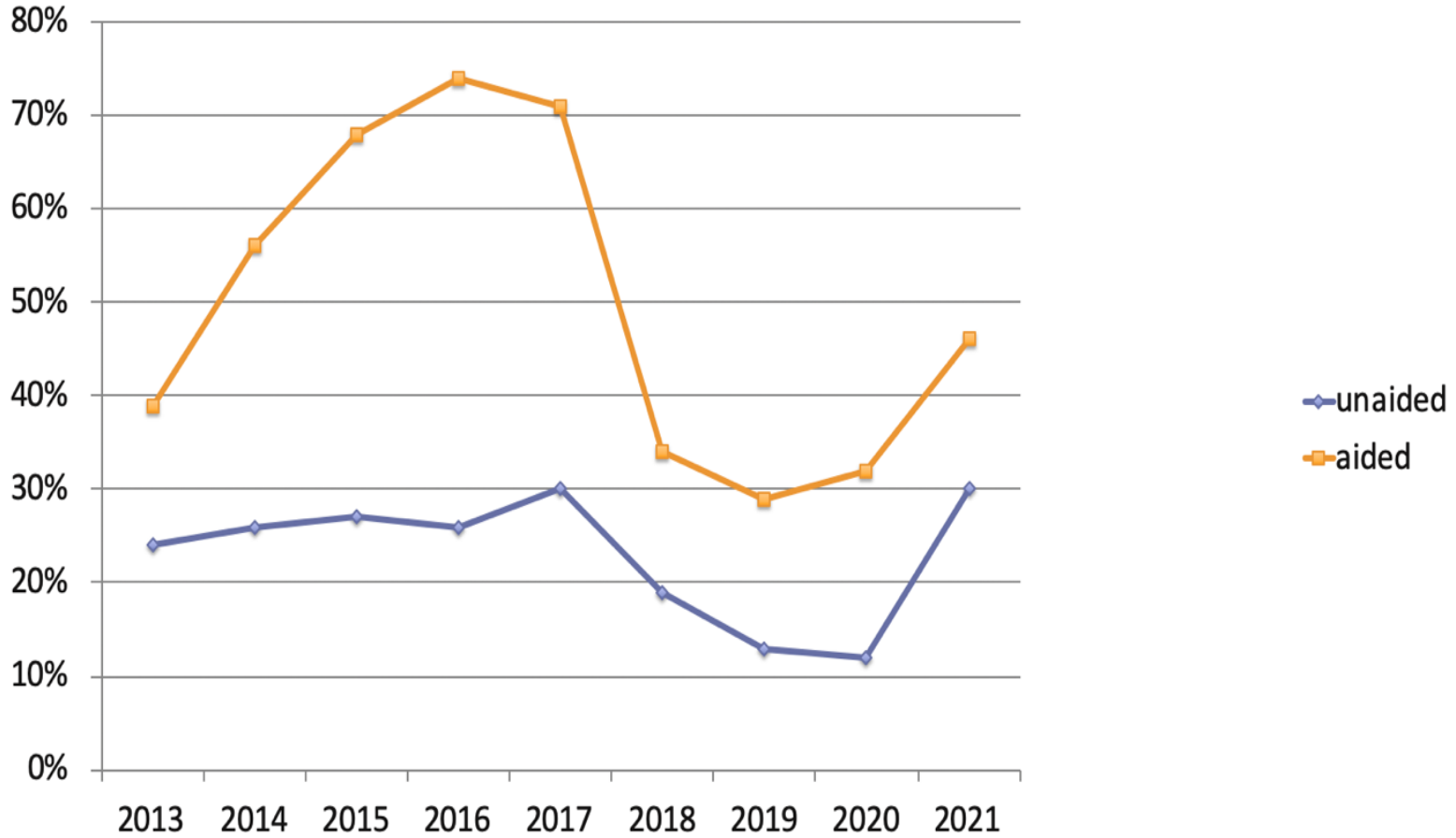
EFFORT	VALUE
Earned Media Publicity Value	\$1,414,566
Paid Media Added Value	\$192,063
Donated Media Value	\$ 708,329
Campaign Budget	\$820,000
TOTAL CAMPAIGN VALUE	\$3,134,958

See the Annual Report at BeStreetSmart.net for more details.

Survey Results - 12/2021

- Unaided Awareness: **31%** of the respondents said they recalled seeing advertising for Street Smart in 2021. This was significantly higher than the **12%** reported in 2020.
- Aided Awareness: **46%** of the respondents recalled seeing at least one of the print and/or video ads. This was a significant increase than **32%** reported in 2020.
- Dangerous Behaviors: **57%** of the respondents said they were happening “more often”. This was a significant increase from the **37%** reported in 2020.

Survey Results



“Tired Faces”

“Shattered Lives”

