



STREET
/// SMART
Look Out for Each Other!

The 2002 Pedestrian Safety
Awareness Campaign

From the Metropolitan Washington Council of Governments



ABOUT THIS REPORT

This report describes the 2002 Street Smart Campaign of the Metropolitan Washington Council of Governments.

Street Smart was a successful pedestrian and bicycle safety program implemented in 2002 to educate the public on the severity of this problem and to promote pedestrian and bicycle safety laws in the Washington, DC area. The program was directed by several participating organizations concerned about the public safety issue, and funded by several District, county and state agencies.

In October and November of 2002, Street Smart launched a public awareness campaign to endeavor to change pedestrian behavior in the Washington, DC metro area. This report describes the program and its results.

PARTICIPATING ORGANIZATIONS

Directed by the Metropolitan Area Council of Governments, members include:

- /// Arlington County Department of Public Works
- /// City of Alexandria, Office of Transit
- /// City of Gaithersburg
- /// Fairfax County Department of Transportation
- /// Maryland Highway Safety Office
- /// Montgomery County, Maryland
- /// Montgomery County Department of Parks And Planning
- /// Prince George's County Department of Public Works and Transportation
- /// US Department of The Interior
- /// Washington Area Bicyclist Association
- /// Washington, DC Department of Transportation
- /// Virginia Department of Transportation

FUNDING ORGANIZATIONS:

- /// District of Columbia Department of Transportation
- /// Fairfax County Department of Transportation
- /// Montgomery County, Maryland
- /// Maryland State Highway Administration
- /// Virginia Department of Transportation

WHY "STREETSMART?"

Deadly behavior among drivers, pedestrians and cyclists is leading to injuries and deaths among pedestrians today:

- /// One pedestrian is hit every seven minutes.
- /// Drivers are ignorant of or ignoring crosswalk laws.
- /// Pedestrian impulsiveness is getting them hurt and killed too often.
- /// Tens of thousands of pedestrians – many of them children and older adults – are hit, hurt and killed every year.
- /// In the Washington, DC metro area, there is an average of 2,610 injuries and 85 fatalities for pedestrians and bicyclists each year.

Obviously, a solution is needed. New education, awareness and enforcement of laws are critical. The public needs to become more Street Smart.



THE STREETSMART PLAN

The 2002 Street Smart Campaign responded to an issue of public concern through news media efforts, a public awareness campaign, and, in some jurisdictions, increased law enforcement activity.

Goals:

- /// To increase public awareness of pedestrian and bicycle safety issues and help reduce the number of pedestrian and bicycle injuries and deaths.
- /// To improve all driver behavior to reduce the incidence of pedestrian and bicycle injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.

Target:

The Campaign target was all drivers in the District, Maryland and Virginia as the primary audience. Pedestrians, cyclists, employers, driver education providers, judicial agencies, law enforcement and tourists were secondary audiences.

Because males, ages 18 to 44 are the primary offenders in pedestrian safety issues, they were targeted in particular. Additionally, special Campaign emphasis was given to high density Hispanic areas as well as areas with a high number of incidents.

Strategy:

The Campaign used media advertising and other public relations activities to target behaviors such as distracted driving, speeding, slowing or stopping at crosswalks. Then, public reaction and results were evaluated both before and after the Campaign.

Media is important in reinforcing the efforts of law enforcement, and reinforcing the public perception of the personal risk of detection and penalties for driving unsafely in and around crosswalks.

Campaign Elements:

- /// Radio, metro and outdoor transit advertising were used to increase public awareness of pedestrian and bicycle safety issues.
- /// Collateral materials such as posters and brochures were created to help increase public awareness of pedestrian and bicycle safety issues and educate the public on “rules of the road.”
- /// The Campaign was evaluated by conducting before and after surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure the change in awareness and attitudes as well as driving behavior that may result from the Campaign.

Desired Outcomes:

- /// Gain recognition of the Street Smart message in the Washington metro area.
- /// Increase motorist awareness and understanding of pedestrian and bicycle issues.
- /// Change driver behavior in the Washington metro area to reduce the incidence of pedestrian and bicycle injuries and deaths.
- /// Create a program to decrease pedestrian and bicycle injuries and deaths that can be easily replicated by other localities.

THE CAMPAIGN

The Campaign was a multi-pronged approach to educating the public and creating awareness. The media campaign objective was to create awareness of pedestrian and bicyclist safety with drivers as well as pedestrians and bicyclists.

A four-week long media campaign was conducted consisting of radio spots, busbacks, metro station posters, interior bus cards, transit shelter signs and more. Posters, brochures and a safety tip insert were distributed on the problem. Additionally, the radio spots, interior bus cards, transit shelter signs, posters, and brochures were translated into Spanish. Other public relations efforts were conducted, as well.

Because this was such a visible public safety issue, in several situations the Campaign was able to garner free media and placement for materials.

2002 CAMPAIGN LIMITATIONS

Street Smart was the first campaign of its kind in the Washington Metropolitan area. It was also a campaign that ran for a very short duration – just four weeks. Experience shows that changes in behavior, especially deep-rooted ones such as driving behaviors and attitudes, take 7-10 years to change.

The Campaign also ran during a period where almost complete media, public and law enforcement attention was focused on sniper attacks in the Washington, DC metro area. These incidents dominated all forms of media throughout the Campaign. The “sniper” effects on the Campaign results cannot be measured and are unknown.

1) Radio Advertising

Four total radio spots were run in and around the Washington, DC area on stations that catered to both targeted drivers and pedestrians. Radio was targeted to reach male motorists 18-44 and ran for three weeks of the month-long Campaign.

- /// Eleven stations ran spots.
- /// 941 total spots ran for 5,336,000 total number of times the message was heard/seen or Total Impressions.
- /// The total number of individuals who heard the message or Total Net Reach was 463,136.
- /// The percentage of different people reached in a given schedule or Reach was 82%.
- /// The average number of times a person is exposed to a radio spot schedule or Frequency was 12x.

Spots ran in all day parts with a slight skew toward late afternoon and evening when visibility is poor. Visibility of pedestrians is an issue in safety.

In addition to the paid advertising schedule of pre-produced spots, stations were also given shorter public service announcements to be announcer-read when possible. The Street Smart Campaign also received additional radio spots in the requested time slots, sponsorships of news/weather/traffic reports, several on-air and taped interviews and website exposure.

Two stations also agreed to extend the Campaign an additional week per our request after sniper incidents at no additional cost.

Total added value for this additional radio exposure was \$74,450.



2) Outdoor Media

Pedestrians were targeted with a variety of outdoor opportunities:

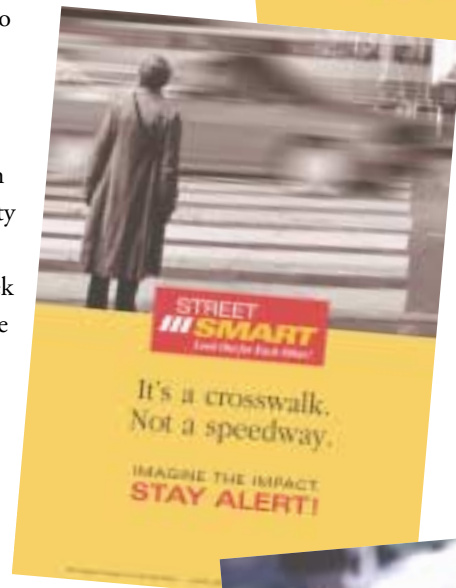
- /// 12 posters were placed in key Metro stations around the area.
- /// 65 busbacks were created and placed on Metro buses. They were targeted to reach pedestrians who running to catch buses as well as drivers in traffic. There are no exact figures for the reach of this number of displays, however, a 25 showing (125 displays) produces an 85.8% reach and a 5.9 frequency.
- /// 375 interior bus cards were displayed in Metro buses. (These were placed at no cost to the Campaign beyond manufacturing – a \$5,775 value.)
- /// 43 signs were placed in transit shelters in high risk areas. Thirteen were placed in high-density Hispanic areas, for 15,842,400 monthly impressions. (Five of these ran for 1 extra week and 1 ran for 3 extra weeks for an added value of \$1,650.)

Metro also agreed to keep some of the station posters and busbacks displayed beyond the length of the Campaign creating even more added value.

3) Posters:

Three posters were produced which dealt with pedestrian behaviors and safety issues. One side was printed in English, with the second side printed in Spanish. These were distributed for display in government buildings, schools, libraries, parking garages, grocery stores and various events.

The Campaign received an additional 750 posters from the printer at no additional cost.



4) Brochures

50,000 brochures were created which discussed pedestrian safety problems and solutions. To meet bilingual needs, they were in English and Spanish. They were distributed to participating organizations and in government buildings, schools, libraries, parking garages, grocery stores and at various events.

5) Safety Tips Inserts

250,000 of these Safety Tips Cards were created. The Maryland Motor Vehicle Administration agreed to insert 200,000 of them into all drivers' license renewal packets over a three-month period in the fall and winter of 2002.

The remaining 50,000 were distributed to members of the participating and funding organizations. They, in turn, distributed them in government buildings, schools, libraries, parking garages, grocery stores and at various events.

6) Stickers

10,000 Street Smart logo stickers were created. Rolls of stickers were distributed to members of the participating and funding organizations. They were used by various groups to kick off press conferences and distributed in government buildings, schools, libraries, parking garages, grocery stores and at various other events.



2002 Street Smart Media/Material Costs

Media/Materials	Cost	Added Value
Radio (941 spots)	\$181,250	\$74,450
Outdoor Media	\$90,250	\$7,425
Busbacks (65)		
Metro Station Posters (12)		
Bus Cards (350)		
Transit Shelters (43)		
Posters (2,250)	\$12,700	\$2,000
Brochures (50,000)	\$5,000	—
Safety Tips Inserts (250,000)	\$10,000	—
Stickers (10,000)	\$600	—



7) Evaluation

In order to validate the Campaign and judge effectiveness of the efforts, a longitudinal tracking study was conducted both before and after the Campaign. Evaluation goals were to discover if public awareness of pedestrian and bicycle safety issues was increased, and in particular, awareness of:

- /// Laws regarding yielding to pedestrians in crosswalks.
- /// Police efforts to enforce laws on drivers who don't yield to pedestrians.

Pre-Campaign benchmark interviews were conducted September 20 to September 26 with a sampling of 400 motorists between 18 and 44 selected at random from DC, Maryland, and Virginia.

After the media campaign ran from October 10 to November 3, 400 post-Campaign interviews were conducted from November 3 to November 9.

EVALUATION

Riter Research of Edgewater, Maryland was engaged to conduct evaluation of the Campaign, measuring attitudes and awareness before the Campaign began as well as after the Campaign ended.

MEASUREMENT METHODOLOGY

The 'pre' survey was conducted prior to the initiation of the Street Smart 2002 Campaign and provided benchmark measurements of awareness and attitudes across the Washington Metro area. This wave began prior to the start of the Campaign.

The second survey was conducted approximately one week after the Campaign concluded.

Information gathered during the telephone and motorist surveys provided information to assess how the target audience's knowledge, attitude, and actions were influenced by the Campaign message.

The Bottom Line

- /// Measuring results from studies conducted before and after the 2002 Street Smart Campaign showed that, even despite the short length of the Campaign and distraction caused by the sniper attacks in the area, awareness of the Campaign and issues increased significantly between the pre-Campaign survey and post-Campaign survey among motorists 18 to 44 years of age within the DC Metropolitan region.

EVALUATION RESULTS

/// Awareness of the advertising and public relations campaign for Street Smart increased significantly between the pre-campaign survey and post-campaign survey among motorists 18 to 44 years of age with in the DC Metropolitan region.

ADVERTISING SUMMARY RESULTS

	<u>Pre</u>	<u>Post</u>	<u>Difference</u>
Saw or heard any publicity on police efforts to crackdown on drivers failing to yield to pedestrians	20%	24%	+ 4
Aware of <i>Street Smart</i> Campaign*	33	43	+10
Total campaign awareness (net publicity + aware of advertising)	46	57	+11

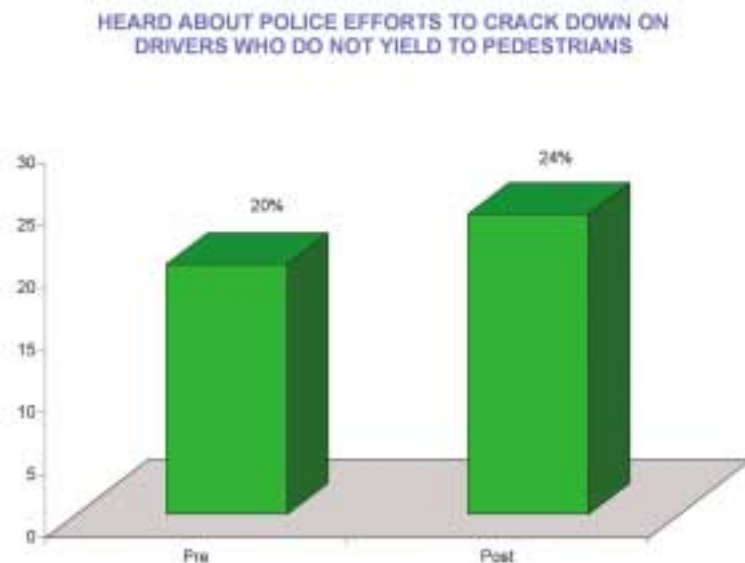
/// Although there was a significant increase in awareness of the Street Smart Campaign to make drivers aware of pedestrians and the laws to yield to them in crosswalks, this did not translate into reported changes in behavior or beliefs or consequences if they violate the law.

/// The public is very aware of laws pertaining to yielding to pedestrians in crosswalks; however, in spite of this knowledge, they readily report it is not likely that drivers will get a ticket for the infraction or law violation.

**It is common for there to be a certain level of awareness of campaign themes before the campaign begins for a variety of reasons. People hear messages from a diversity of sources and get confused or associate similar topics (such as pedestrian safety in general) with the current topic (Street Smart campaign).*

Unaided Awareness of Efforts

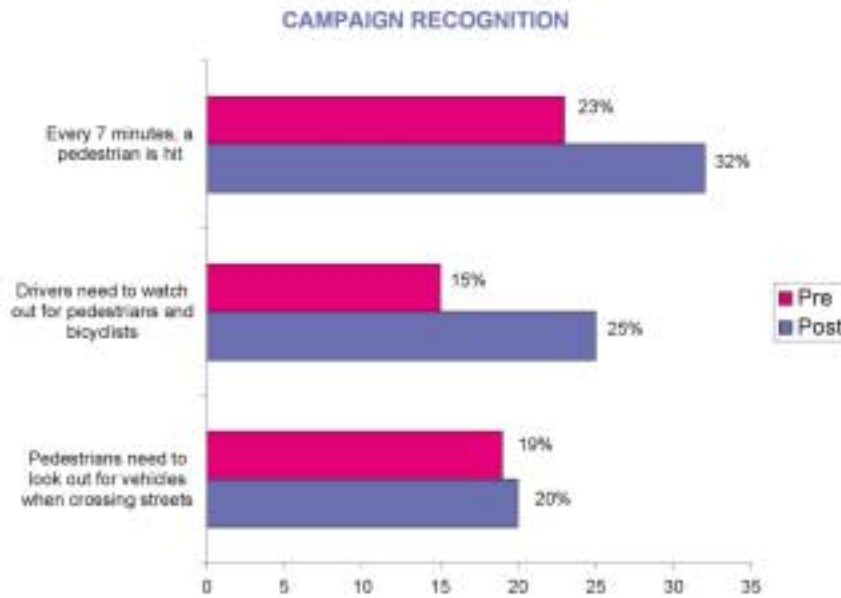
/// Comparison of baseline and post measurement indicates that unaided awareness of police efforts to crack down on drivers who do not yield to pedestrians increased 4 percentage points.





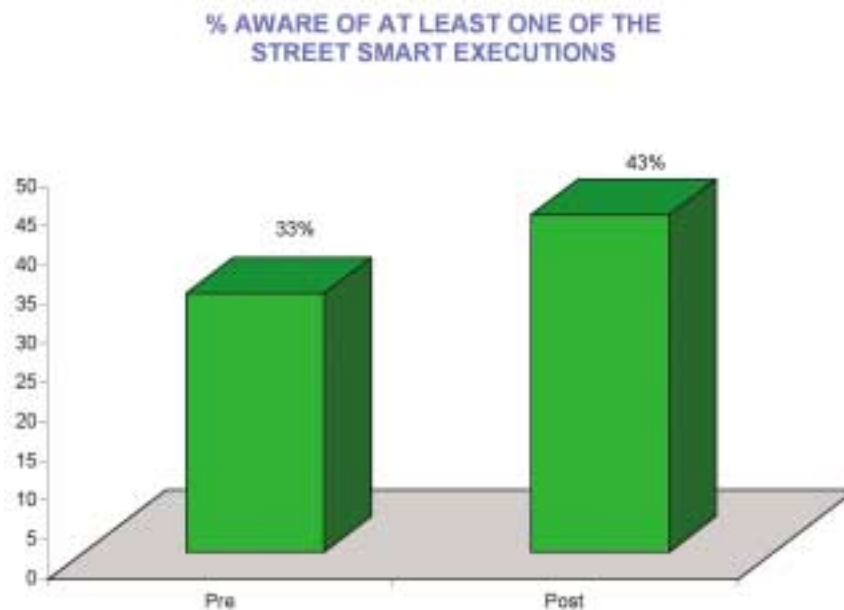
Aided Campaign Recognition

- /// The most significant increase in campaign recognition was for 'Every 7 minutes' and 'Drivers need to watch out for pedestrians and bicyclists.'



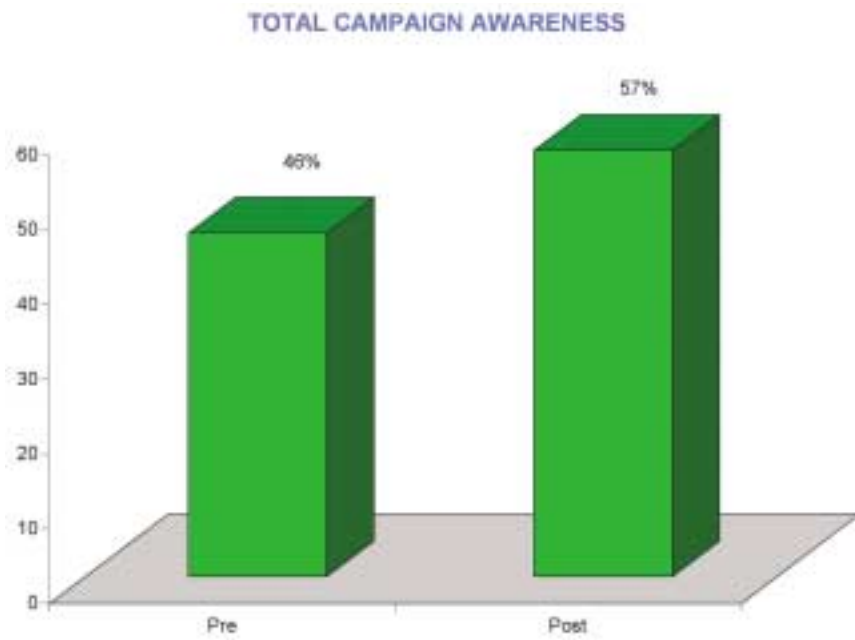
Campaign Recognition

- /// Overall aided awareness for the Street Smart Campaign increased from 33% to 43% based on the net recognition of seeing or hearing at least one of the three executions.



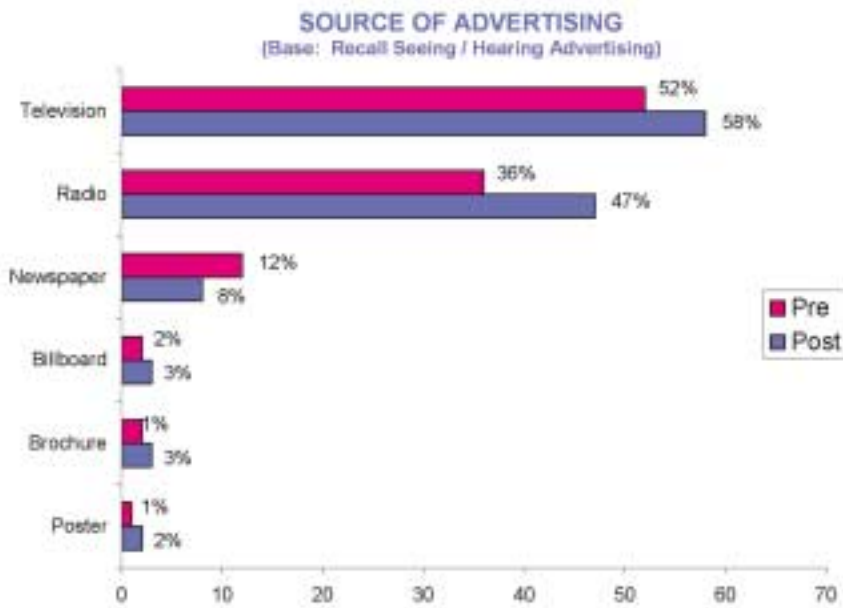
Total Campaign Awareness

The net unaided and aided measures of campaign awareness increased from 46% to 57%.



Source of Advertising

/// Awareness of the Street Smart Campaign on radio increased 11 points (36% to 47%).





Driver Behavior

- /// At the end of the Street Smart Campaign, motorists report they are less likely to observe motorists 'who do not yield to pedestrians in crosswalks.'

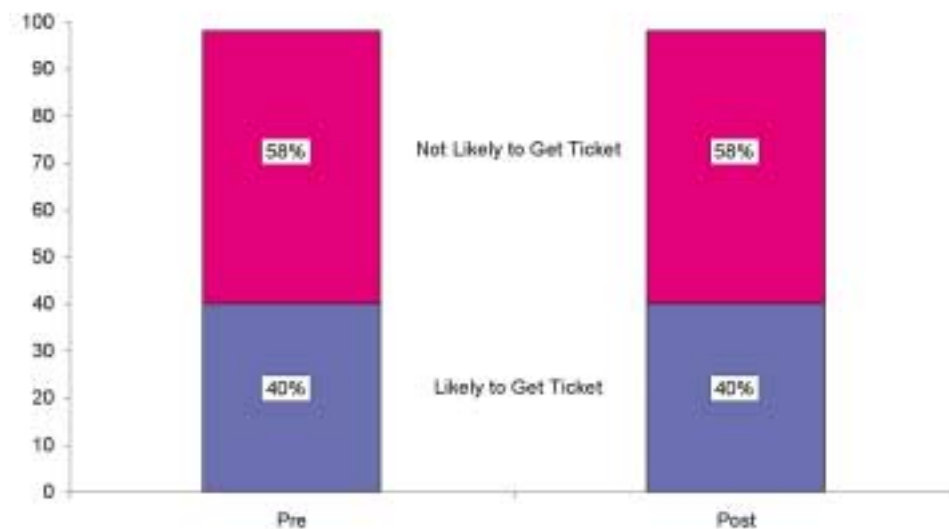
FREQUENCY OF OBSERVING DRIVERS WHO DO NOT YIELD / STOP FOR PEDESTRIANS

	<u>Pre</u>	<u>Post</u>
Frequently	46%	37%
Occasionally	33	39
Total Frequently/Occasionally	79	76
Rarely / Never	21%	24%

Enforcement

- /// Between the baseline and post measurement, the proportion of motorists who believe they would get a ticket for not yielding to a pedestrian in a crosswalk remained unchanged (40%).

% SAY CHANCE OF GETTING TICKET FOR FAILING TO YIELD TO PEDESTRIANS IN CROSSWALK



Who's at Fault

/// Most motorists believe that when a crash occurs between a motor vehicle and a pedestrian that the fault lies with the driver of the vehicle. This was unchanged between waves.

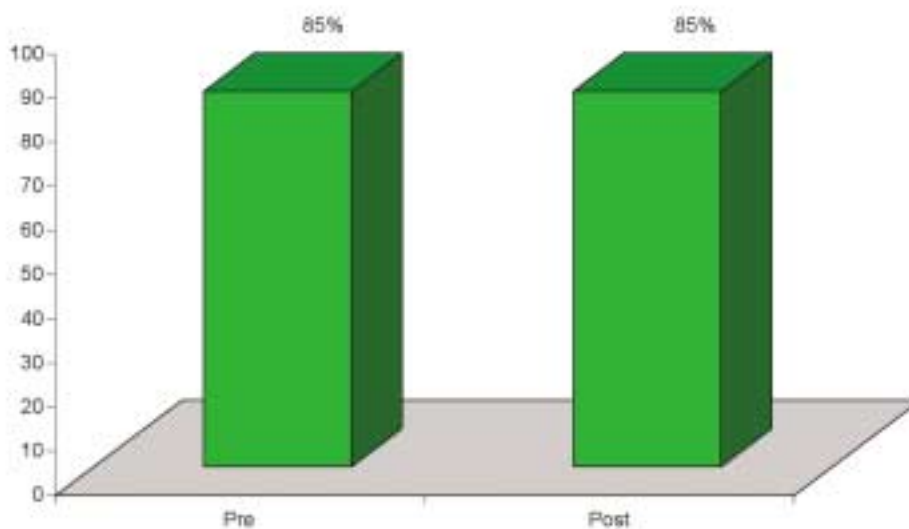
WHO'S AT FAULT

	<u>Pre</u>	<u>Post</u>
Driver	49%	45%
Pedestrian	24	21
Both	11	15
Not Sure	16	18

Awareness of Law

/// Awareness of laws regarding yielding to pedestrians in cross walks was extremely high before the campaign. At the conclusion of the campaign awareness is unchanged (85%).

AWARENESS OF PEDESTRIAN LAW





Awareness of Jaywalkers

- /// Drivers are just as likely to report observing pedestrians who walk in the street or jaywalk without concern for motor vehicles at the end of the campaign as they reported prior to it.

FREQUENCY OF OBSERVING PEDESTRIANS WHO JAYWALK / WALK ONTO ROAD WITHOUT LOOKING

	<u>Pre</u>	<u>Post</u>
Frequently	42%	40%
Occasionally	31	35
Total Frequently/Occasionally	73%	75%
Rarely / Never	27%	25%



STREET **/// SMART**

Pedestrian and Bicycle Safety Awareness Campaign

For More Information

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