



**THE 2007 STREET SMART
PEDESTRIAN AND BICYCLE SAFETY PUBLIC AWARENESS
CAMPAIGN**





WELCOME TO STREET SMART 2007

The Street Smart Campaign is an ongoing public safety program of the District of Columbia, suburban Maryland and Northern Virginia. The goal of the program is to change motorist and pedestrian behavior, by increasing awareness of the consequences of pedestrian and bicycle crashes, raising awareness of law enforcement against pedestrians and motorists, and recommending actions to reduce risks.

The program was created in 2002 with the goal of saving lives by educating the public about the severity of pedestrian and bicycle safety issues and increasing awareness about pedestrian and bicycle safety laws in the greater Washington, DC metro area.

Street Smart is directed and funded by several federal, state, county and local agencies all concerned about safety issues. Working together through Street Smart, they are making a difference in public safety in the area.

This report details both the Street Smart Program and its 2007 results.

STREET SMART IS FUNDED BY THESE ORGANIZATIONS:

- Arlington County, Department of Environmental Services
- City of Alexandria, Office of Transit
- City of Rockville, Maryland
- City of Takoma Park, Maryland
- Commonwealth of Virginia, Department of Motor Vehicles
- District of Columbia, District Department of Transportation
- Fairfax County, Department of Transportation
- Honda North America, Inc.
- Montgomery County, Maryland
- Maryland State Highway Administration, Highway Safety Office

The National Capital Region Transportation Planning Board gratefully acknowledges technical support and comments of staff from the following organizations:

- Arlington County, Department of Environmental Services
- City of Alexandria, Office of Transit
- Commonwealth of Virginia, Department of Motor Vehicles
- Commonwealth of Virginia, Department of Transportation
- District of Columbia, District Department of Transportation
- Fairfax County, Department of Transportation
- Maryland Department of Transportation
- Maryland State Highway Administration, Highway Safety Office
- Montgomery County, Maryland
- United States Department of the Interior
- The Washington Area Bicyclist Association



Too Many are Hit, Hurt & Killed on Our Streets

Just look at the constant stream of crashes, injuries and deaths from the beginning of 2007, which led up to the Street Smart campaign:

IN JANUARY:

- A car killed an 80-year-old woman in a parking garage at Arlington's Ballston Common Mall.
- A 6-year-old elementary school student was killed in north-east DC on the way to the school bus.
- A hit-and-run driver struck a man who stepped into the car's path on Annandale Road in Falls Church.

IN FEBRUARY:

- Four people were killed while crossing streets in Washington, DC in an eight-day stretch.
- A car killed a 29-year-old man who was jaywalking on Edsall Road in Alexandria.
- A 58-year old man was struck and killed by a bicyclist on New Hampshire Avenue Northwest, DC.
- A car killed a young woman who was walking against the light in a crosswalk on Algonkian Parkway in Sterling.

IN MARCH:

- An SUV ran a red light and hit two boys in a crosswalk on Georgia Avenue NW.
- A 23-year-old is killed crossing against a traffic signal in Rockville.
- A car fatally injured a woman who was jaywalking on South Van Dorn Street in Alexandria.
- A woman hit by a car while attempting to cross Old Georgetown Road at Greentree Road.
- A 13-year-old Kensington girl was seriously injured by a car crossing a four-lane Bethesda street.

In the metropolitan area, in 2006, there were 90 pedestrian and bicyclist deaths. In 2005 there were 2,864 pedestrian and bicyclist injuries. Children and the elderly are disproportionately impacted by pedestrian-vehicle crashes. Nearly 30 percent of pedestrian-vehicle collisions involve children under 16.

Pedestrians and cyclists account for 25 percent of those killed on Washington-area roads each year. In the District, 40 percent of all highway fatalities last year were pedestrians or cyclists.

Ninety-two percent of pedestrians that are struck by a car sustain one or more injuries. Seventeen percent require hospitalization of 24 hours or longer. Pedestrian injuries require the second longest average hospital stay of all injury categories.

The toll is even greater than physical, however. Think about this: Not only do pedestrians and cyclists get hit, hurt and killed, but the drivers involved are also impacted psychologically, emotionally, financially and even physically – even if it's not their fault.

Since January, nine pedestrians have been killed by vehicles on District streets, including two Alexandria women hit by a Metrobus while crossing Pennsylvania Avenue NW. The women had the "Walk" signal when they were struck.

*– From "Pedestrian Unfriendliness: Effort Will Include Targeting Drivers Who Don't Yield
By Allison Klein, The Washington Post, March 21, 2007*



Pedestrian Safety is Especially Challenging in the Metro Area

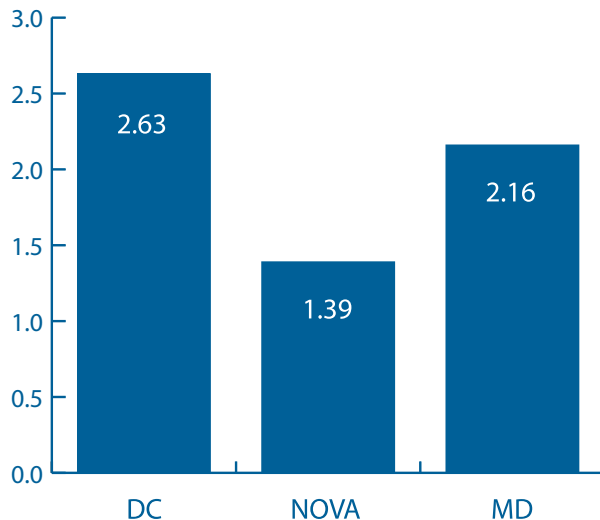
The Washington metropolitan area is a diverse and rapidly growing region, a major tourist destination, and a gateway for immigrants from all over the world. Growth has meant more people driving more miles and more people walking, especially in inner suburban areas where pedestrians were not common in years past. Tourists and newcomers may be unfamiliar with local traffic rules and dangers. Street design, motorist behavior, and pedestrian behavior need to change to allow people to walk more safely.

DEADLY BEHAVIOR

On any street or thoroughfare throughout our region, there is daily deadly behavior among drivers, cyclists and pedestrians. Drivers, pedestrians and bicyclists frequently fail to pay attention when traveling in our area.

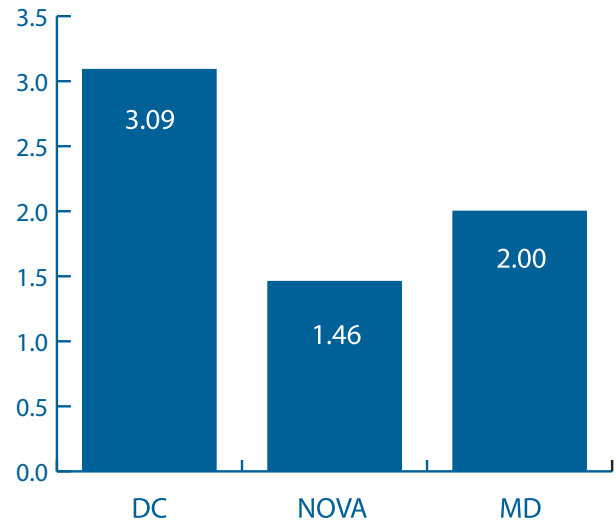
Pedestrians sometimes ignore crosswalks and step into the road at unsafe locations. Pedestrians and cyclists often fail to look both ways before crossing, and don't cross with traffic signals. They are distracted by cell phones, music players, conversation and more.

2001 Pedestrian/Bicyclist Fatalities per 100,000 People



Source: National Capital Region Transportation Planning Board

2006 Pedestrian/Bicyclist Fatalities per 100,000 People



Source: National Capital Region Transportation Planning Board

At the same time, drivers are more distracted, as well. Drivers often fail to share the road with pedestrians and cyclists and ignore crosswalk laws. Many times, they also drive too fast – especially around schools and busy intersections.

This is a dangerous situation as everyone is a pedestrian at some point – in a parking lot at a store, walking to school, or walking for exercise.

SO WHO'S AT FAULT?

Research shows the responsibility for pedestrian crashes is shared almost equally between both drivers and pedestrians.

According to a recent study of pedestrian crashes by the National Capital Region Transportation Planning Board, drivers fail to pay attention or yield the right-of-way. Additionally, most drivers were driving straight ahead when crashes occurred, apparently not taking evasive action to avoid the collision.

The study also looked at the last action of pedestrians before they were involved in a crash. Crossing at mid-block was the leading infraction by pedestrians, followed crossing the street without obeying signals. Other causes included coming into a road from behind parked cars, standing in a roadway, and crossing against signals at an intersection.



EVERYONE MUST BECOME MORE STREET SMART

Street Smart is a public education, awareness and behavioral change campaign in the Washington, DC, suburban Maryland and northern Virginia area. Under the sponsorship of the Metropolitan Washington Council of Governments and the National Capital Region Transportation Planning Board, the Street Smart outreach and enforcement campaign is designed to reduce pedestrian deaths and injuries throughout the Washington metropolitan area.

Since its beginning in 2002, when various local and state agencies teamed up to work collectively, the campaign has used news and advertising media, public awareness efforts, and increased law enforcement activity, to respond to the challenges of pedestrian and cyclist safety. Their goal was to prevent more injuries and deaths – and make the public more Street Smart.

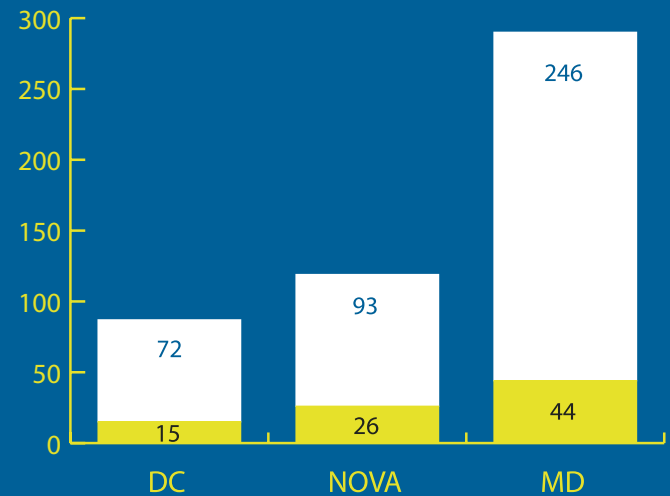
Driver and pedestrian behavioral changes have been seen already when the Street Smart campaign is running. But, according to the National Highway Traffic Safety Administration, studies show that it takes between 8 to 12 years to change behavior patterns in a population.

“One in four people killed on Washington-area roadways each year are not riding inside of vehicles. In the District, 40 percent of all highway fatalities last year were pedestrians or cyclists.”

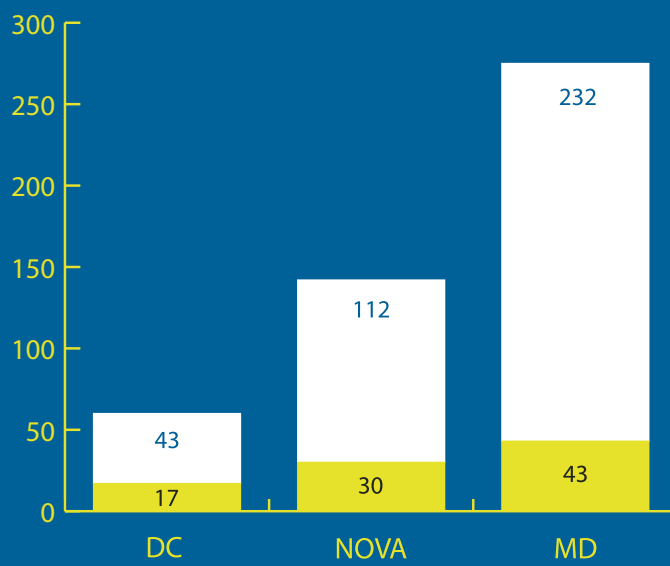
- National Capital Region Transportation Planning Board



2001 Pedestrian/Bicyclist Fatalities vs. Traffic Fatalities



2006 Pedestrian/Bicyclist Fatalities vs. Traffic Fatalities



Legend: Total Traffic Fatalities (white), Pedestrian/Bicycle Fatalities (yellow)

Source: National Capital Region Transportation Planning Board

STOP FOR
PEDESTRIANS



THE “4 Es” – Education, Enforcement, Evaluation & Engineering

Experts call education, enforcement, evaluation, and engineering the “4 Es” of pedestrian safety:

- Education targets pedestrians, cyclists and drivers with safety messages delivered through news and paid media, as with the Street Smart campaign, or through targeted activities, as with the school-based Safe Routes program.
- Enforcement is stepped up to bring a visible presence on the roads. This entails both handing out citations as well as educating the public with enforcement events and training.
- Evaluation is conducted to find out if the program works. Longitudinal tracking studies are conducted both before and after the campaign.
- Engineering includes improved sightlines, signals and markings and the use of technology, such as the laser detector and the “runway” lighting for crosswalks. New roads and upgrades to current streets includes building sidewalks, bike lanes, timed crosswalk signs, audible cross signals for the blind, pedestrian islands and other traffic calming measures to ensure the safety of drivers and pedestrians.

CAMPAIGN GOALS:

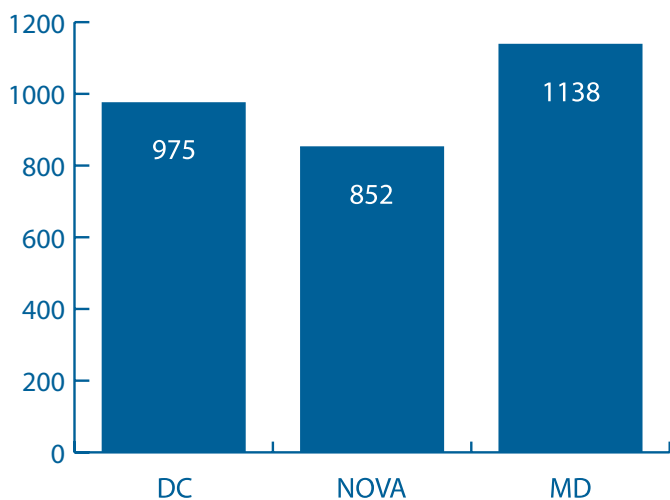
- Increase public awareness of pedestrian and bicycle safety issues and help reduce the number of pedestrian and bicycle injuries and deaths. The public includes drivers and pedestrians in the DC metro area as the primary audience and bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.
- Support and coordinate an intensive region-wide education and enforcement effort.
- Continue to improve all drivers’ pedestrian and cyclist behavior to help reduce injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.



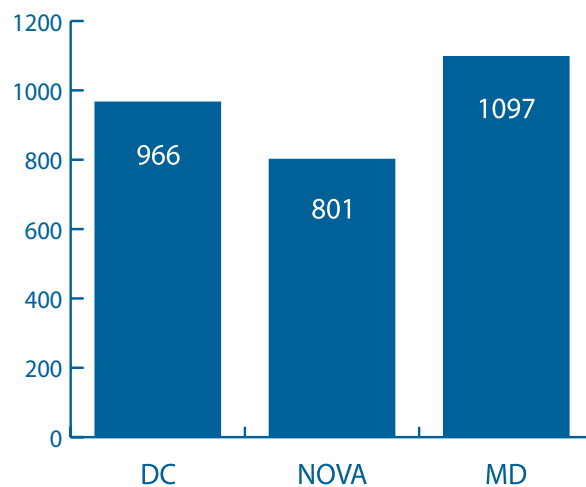
“We’re seeing more people walking, more people getting into the city and that’s always challenging. People have to be more alert and more defensive walkers and drivers, and we’re going to make sure with this Street Smart Campaign. When you’re on the streets, use your smarts.”

– Emeka Moneme, Director of the District Department of Transportation

2001 Pedestrian and Bicycle Injuries



2006 Pedestrian and Bicycle Injuries



Source: National Capital Region Transportation Planning Board

It's no contest. Cross streets carefully!

The 2007 STREET SMART Campaign

A TARGETED APPROACH

Research directed the campaign strategy in 2007:

- In 2005, most pedestrian fatalities occurred in urban areas (74%).
- Most occurred at non-intersection locations (80%) in normal weather conditions (89%).
- Nearly half of all pedestrian fatalities occurred on Friday, Saturday or Sunday with sixty-seven percent occurring at night.
- Regional data shows that male drivers, ages 18-34, were involved in over half of pedestrian crashes.

In the District of Columbia, pedestrian fatalities in 2005 accounted for 33.3% of the total number of traffic fatalities; in Maryland they accounted for 16.6%; and in Virginia they accounted for 9.3%. Outdoor advertising was placed in high crash locations and areas.

Additionally, of the 784 bicyclists that were killed and 45,000 injured in traffic crashes nationwide, most of the cyclists injured or killed were males between 5 and 44.

This called for campaign emphasis on younger males in more urban areas.

Methods Included:

Media advertising, using radio spots, transit shelter messages, bus side messages, bus cards, and Internet advertising.

1. Separate media approaches targeting drivers through radio, pedestrians through transit advertising, and separate messages for the Latino market in more urban areas.
2. Increased law enforcement by agencies at various times and in several specific locations across the region.
3. Concentrated value-added media advertising and public relations activities targeting behaviors, such as distracted driving, speeding, and slowing or stopping at crosswalks, to maximize awareness through additional media and earned media coverage.
4. Creation of a Street Smart website for information referral.
5. Posters and brochures produced in up to six languages that help increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the "rules of the road."
6. Campaign evaluation using pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure change in awareness, attitudes, and driving behavior.

An additional goal is to develop a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and deaths.

"FLESH VS. STEEL, IT'S NO CONTEST"

This was the campaign theme for 2007, reminding both pedestrians and drivers of the ultimate risk and danger of poor behavior on the roads. It worked because it addressed anyone on the roads – walking, running, cycling or driving – that, if they act in a risky manner, or behave competitively on the road, pedestrians will suffer.

The theme ran as a headline on most media placements, and as a tagline for radio spots, TV messages, brochures, and anywhere else the campaign was seen or heard.

Radio Messages

The radio campaign ran in conjunction with enforcement efforts, from March 18 to April 14, 2007.

Since research showed that the greatest number of pedestrian incidents occur from Wednesday through Sunday, and from 3 to 8pm, broadcast advertising was concentrated during that time period.

The media plan targeted male drivers from 18-34 and pedestrians and bicyclists of all ages in the Washington, DC area. Special emphasis was given to high-density Hispanic areas, as well as areas that have a high number of pedestrian fatalities and/or injuries.

“Steel wins and flesh loses when a vehicle and pedestrian collide,” said Mayor Adrian Fenty of the dangers of a lack of care.”

– Transportation Board Launches Pedestrian Safety Campaign, *The Afro American Newspaper*, March 21, 2007

Radio spots were recorded in both English and Spanish versions and provided frequency for the message. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. Spots ran on many radio stations with over 50 percent of their audiences listening in their vehicles. The campaign was designed to reach predominantly men 18-34. The schedule included:

- WJFK-FM Talk/Personality
- WKYS-FM Urban Contemporary



- WLZL-FM Spanish Tropical
- WPGC-FM Rhythmic Contemporary Hits
- WWDC-FM Alternative

There were total of 485 spots that ran, adding up to 2,570,000 total impressions.* Total net reach was 328,148.80. Reach was 58.10 percent.** Frequency was 7.7.

*Total impressions are the total number of times a message was heard or seen in a given schedule.

** Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.

Added Value from Radio Stations:

Every radio station Street Smart ran spots on gave free spots and/or free mentions or announcer read spots for the campaign – resulting in a large amount of free coverage. Along with paid media, the campaign realized significant added value with:

- The message given during various station events.
- Fliers handed out at radio station van hits and movie premiers.
- The message aired as public service announcements.
- Law enforcement spokespersons appearing on public affairs shows when possible to deliver the message.
- Banner ads run on station websites that linked to the Street Smart web page.

The campaign realized more than \$53,800 in radio spots that ran for free along with the paid media.

“Motorists driving in D.C. can be fined \$50 for offenses such as failing to yield the right of way. Bicyclists face \$25 fines for transgressions including riding in the wrong direction, running red lights and riding at night without a light. Pedestrian violations, such as crossing against the traffic signal, carry \$20 fines.”

– Police And Lawmakers Pledge To Begin Crackdown On Vehicle, Walking Laws, *The Washington Examiner*, March 21, 2007



2007 Street Smart Transit Shelters.

Transit Messages

The campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus sides.

The “Flesh vs. Steel: It’s No Contest” message was used in transit shelters in key locations including high-density, highly visible Hispanic and Afro-American locations.

Pedestrians, cyclists and drivers were reached with 136 bus sides of Metro buses that were used on routes in high-risk areas for pedestrian accidents. There were 102 paid placements and 34 bonus units were given to the campaign as a public service announcement.

Five hundred interior bus cards ran, as well, spreading the message for bus riders.

Bus side messages on the Fairfax Connector bus provided additional outdoor exposure in Fairfax County.

Transit shelters carried the message in 27 total shelters, gaining 8,947,500 total impressions for the campaign. Six shelter messages reached in audiences in Hispanic neighborhoods.

Internet Messages

The message was also delivered through the web, as the overall population of the Washington area, and particularly the 18-34 male demographic, are heavy internet users.

Steel vs Flesh

Pre-roll videos and in-banner videos ran in a variety of websites with the 24/7 Real Media Network. Placement was geo-targeted to reach only people who live in the metro Washington, DC area and included:

Sports-Related Sites:

- CDM Fantasy Sports
- Sports War
- dailywrestling.com

Automobile-Related Sites:

- motorsport.com
- neatautos.com
- focuscars.com
- trafficland.com

Game-Player Sites:

- Gamesville
- Game Scene
- X-Box Pro
- Mygamesdream

Entertainment Sites:

- Gawker
- Lavalife
- Piczo
- videodetective

It's estimated that there were over two million impressions via the Internet over the course of the campaign.

“The nation’s capital plans to increase enforcement efforts in which plainclothes officers at crosswalks ticket drivers who do not yield to them. Last Tuesday, officials in the District of Columbia, Maryland and Virginia launched an annual pedestrian-safety campaign. The slogan “Steel vs. Flesh. It’s No Contest. Cross Streets Carefully” will be emblazoned on billboards.”

– Efforts Aim To Make Intersections Safe On Foot, USA Today, March 27, 2007

2007 Street Smart bus sides.

Additional Outreach

The 2007 Street Smart campaign took advantage of other modes of message distribution by making materials available to communities throughout the region for use by schools, law enforcement, radio stations and other public services agencies.

250 large posters were used in Fairfax County bus shelters and 1,750 smaller posters were distributed throughout the region.

225,000 handouts were created telling people to “Use the Crosswalks” and to “Look Left, Right, Left.” These were created in Spanish, Korean, Chinese, Vietnamese and Amharic.

45,000 “Tips” brochures were created promoting safety tips for pedestrians, drivers and bicyclists.

ADDED AND EARNED MEDIA REPORT – 2007

The 2007 Street Smart Campaign generated excellent local and national media coverage and public visibility.

Launch events gained initial media attention and informed the public about stepped-up law enforcement activities throughout Virginia, Maryland and the DC Metro area. Coverage for the events garnered more than 10.3 million media impressions – doubling the results of the highly successful 2006 campaign.

With a public safety campaign such as Street Smart, news and media outlets will donate to the cause in some cases. For the 2007 campaign’s media efforts, 500 extra interior bus cards were donated, as well as 34 extra bus sides and additional radio spots.

Total Added and Earned Media Message value was approximately \$366,952

Earned Broadcast Value: **\$101,633**

Earned Print Value: **\$182,969**

Added Media Value: **\$82,350**

(Note: Print media value total is derived by calculating the cost of advertisements of like size and duration in the covering media outlets multiplied by 1.875 to reflect the additional value of news versus ads.)





POSSIBLE PEDESTRIAN SAFETY VIOLATIONS

Depending on the jurisdiction, law enforcement may give citations and warnings for the following infractions:

To Drivers:

- Failure to give right of way to pedestrian in a crosswalk.
- Failure to stop while making a right on red.
- Blocking the crosswalk.
- Red light running.
- Being distracted while driving (such as cell phone use).
- Speeding.

To Pedestrians:

- Crossing against a Don't Walk signal.
- Crossing illegally mid-block.
- Walking in the roadway when there is a sidewalk available.

“The culture of ‘I want to walk, so I get to walk wherever and whenever I want’ has become a plague in downtown DC. Drivers need to let pedestrians take their turn, but pedestrians need to reciprocate. It’s unreasonable for pedestrians to walk out against the light and then to get annoyed at drivers who honk at them, just as it’s unreasonable for drivers to force their way into crosswalks when the light says ‘Walk.’”

Dr. Gridlock (The Washington Post), March 20, 2007

MORE THAN 10 MILLION MEDIA IMPRESSIONS

The 2007 campaign launch earned an estimated 10,382,239 media impressions, with at least 65 TV and radio broadcast references, and at least 26 print and online articles.

Total media impressions included:

- A conservative estimate of the television audience reach of 2,370,268 area viewers/listeners.
- Broadcasts were on all affiliate stations and several regional cable news programs.
- A combined circulation of over 8,011,971 million area readers for print and online articles.
- This includes at least 23 print and online stories, including six Washington Post hits as well as coverage by USA Today, the Associated Press, Washington Times, Washington Examiner, Washington Hispanic and many more.
- Radio coverage included WTOP and WAMU (NPR). Radio clips were counted only once, although these radio stations tended to run a story repeatedly in a 24-hour period.
- Multi-cultural print and broadcast coverage included Univision, El Tiempo Latino and Washington Hispanic.

(Note: Complete audience estimates are unavailable for some media outlets (including radio, online outlets and wire services). Therefore, the total audience is likely much greater.)

Print & Online Coverage

Campaign Will Target Pedestrians And Motorists

The Associated Press
(Washington Post, WJLA-TV, WDBJ-TV (Roanoke), NBC 4.com)
March 20, 2007

Pedestrian Unfriendliness: Effort Will Include Targeting Drivers Who Don't Yield

Washington Post
March 21, 2007
By Allison Klein

Campaign For Pedestrian Safety Begins

Washington Post
March 20, 2007
By Robert Thomson & Post's Dr. Gridlock

Pedestrian Safety Campaign Is Launched

Washington Post (Express)
March 21, 2007
By Allison Klein

Woman Struck, Killed While Crossing Street

Washington Post
March 25, 2007
By Martin Weil

Week In Review: March 18-24

Washington Post
March 25, 2007

Vehicles 38, Pedestrians 0

Washington Post
March 29, 2007
By Meg Smith

Efforts Aim To Make Intersections Safe On Foot

USA TODAY
March 27, 2007
By Charisse Jones

Police And Lawmakers Pledge To Begin Crackdown On Vehicle, Walking Laws

Washington Examiner
March 21, 2007
By Joe Rogalsky

Metro Safety Campaign Awkward But Effective

Washington Examiner
March 21, 2007
By Steve Eldridge



Pedestrians Won't Win Against Cars

Baltimore Examiner
March 21, 2007
By Steve Eldridge

Pedestrian Fatalities Serve As A Warning

The Washington Times
March 21, 2007
By Tarron Lively

Region's Leaders Unite

Alexandria Times
March 23, 2006

Police Encourage Safety

Alexandria Times
March 22, 2007

OPINION: Street Smarts

Alexandria Times
March 22, 2007

Transportation Board Launches Pedestrian Safety Campaign

The Afro American Newspaper
March 21, 2007
By James McCray III

Editorial: Jaywalking, An American Right

The Georgetown Voice
March 29, 2007

Educando A Los Peatones

El Tiempo Latino
March 25, 2007
By Milagros Meléndez-Vela

Caminantes Infraactores También Serán Sancionados

Si No Usa Paso Peatonal Puede Recibir Multa De 20 Dólares
Washington Hispanic
March 23, 2007
By Victor Caycho

Morning Roundup: Pedestrian Safety Initiative Kicks Off

DCist
March 21, 2007
By Tom Lee

Walk This Way! Or Else...

DCist
March 21, 2007
By Colin Peppard

Radio Coverage

Note: No comprehensive monitoring service for radio exists. Monitoring services cannot track all times, dates, or the number of occurrences.

TV Broadcast Coverage

(Note: Some broadcast programs had multiple segments)

Area Leaders Kick Off Pedestrian Safety Campaign

Campaign Will Target Pedestrians and Motorists

WJLA-TV (web posting)
March 20, 2007

NBC4 (web posting)
March 20, 2007

NewsChannel 8
Newstalk
March 21, 2007 - 4:00PM



WAMU Radio
March 20, 2007

WTOP Radio
(Washington, D.C.)
March 20, 2007 5:08 a.m.

Leaders Hope 'Street Smarts' Can Be Learned

WTOP Radio
(Washington, D.C.)
March 20, 2007 4:30 p.m.

Man Follows Suspect Who Struck Pedestrian and Kept Going

WTOP Radio
(Washington, D.C.)
March 21, 2007 9:45 a.m.

NewsChannel 8
Afternoon Report (2 hits)
March 21, 2007 3:00PM

NewsChannel 8
Afternoon Report
March 21, 2007 2:00PM

NewsChannel 8
Afternoon Report
March 21, 2007 1:00PM

WJLA (ABC Affiliate)
ABC 7 News at Noon
March 21, 2007 12:00PM

NewsChannel 8
10AM Live This Morning
March 21, 2007 10:00AM

Handouts created in English, Spanish, Chinese, Vietnamese, Korean and Amharic were distributed throughout the region.



WRC (NBC Affiliate)
News 4 at 10
March 21, 2007 10:00AM

NewsChannel 8
930AM Live This Morning
March 21, 2007 9:30AM

NewsChannel 8
NC8 News
March 21, 2007 8:00AM

NewsChannel 8
NC8 News
March 21, 2007 7:00AM

WJLA (ABC Affiliate)
Good Morning Washington
6:00 (2 hits)
March 21, 2007 6:00AM

WRC (NBC Affiliate)
News 4 Today
March 21, 2007 6:00AM

WUSA (CBS Affiliate)
9News at 6am
March 21, 2007 6:00AM

WUSA (CBS Affiliate)
9News at 5am
March 21, 2007 5:00AM

WRC (NBC Affiliate)
News 4 Today
March 21, 2007 5:00AM

WJLA (ABC Affiliate)
Good Morning Washington
5:00
March 21, 2007 5:00AM

Univision/WFDC
Noticias
March 20, 2007 11:00PM

NewsChannel 8
Zone Report
March 20, 2007 10:30PM

NewsChannel 8
Zone Report
March 21, 2007 10:00PM

NewsChannel 8
Zone Report
March 20, 2007 9:30PM

NewsChannel 8
Live Tonight
March 20, 2007 7:00PM

Univision/WFDC
Noticias
March 20, 2007 6:00PM

WRC (NBC Affiliate)
News 4 at 6
March 20, 2007 6:00PM

WUSA (CBS Affiliate)
9News at 5pm
March 20, 2007 5:00PM

WTTG (FOX Affiliate)
FOX 5 News at 5
March 20, 2007 5:00PM

WJLA (ABC Affiliate)
ABC 7 News at 5:00
March 20, 2007 5:00PM

NewsChannel 8
Newstalk
March 20, 2007 4:00PM

WJLA (ABC Affiliate)
ABC 7 News at Noon
March 20, 2007 12:00PM

NewsChannel 8
11AM Live This Morning
March 20, 2007 11:00AM

NewsChannel 8
10AM Live This Morning
March 20, 2007 10:00AM

WRC (NBC Affiliate)
News 4 at 10 (2 hits)
March 20, 2007 10:00AM

WRC (NBC Affiliate)
WRC Local Cut-In
March 20, 2007 10:00AM

NewsChannel 8
930AM Live This Morning
(2 hits)
March 20, 2007 9:30AM

WUTB (Baltimore)
My 24 News at 8am
March 20, 2007 8:00AM

WTTG (FOX Affiliate)
FOX Morning News
March 20, 2007 8:00AM

WTTG (FOX Affiliate)
FOX Morning News
March 20, 2007 7:00AM

WJLA (ABC Affiliate)
Good Morning Washington
6:00
March 20, 2007 6:00AM

WRC (NBC Affiliate)
News 4 Today
March 20, 2007 6:00AM

WTTG (FOX Affiliate)
FOX Morning News at 6
March 20, 2007 6:00AM

WJLA (ABC Affiliate)
Good Morning Washington
5:00
March 20, 2007 5:00AM

WRC (NBC Affiliate)
News 4 Today (2 hits)
March 20, 2007 5:00AM

WTTG (FOX Affiliate)
FOX Morning News at 5
AM
March 20, 2007 5:00AM

CTV, Prince George
County Cable Programming

Montgomery County Cable
Programming

OCTT TV-16, District
Cable Programming

“Of late, pedestrian accidents have provided their own unfortunate reminders that we need to be alert and aware of our surroundings as we drive, ride and walk.”

*– Campaign For Pedestrian Safety Begins,
The Washington Post, March 20, 2007*





The Street Smart Website

streetsmart.mwcog.org

The greater metro area around Washington, DC is remarkably well-connected and web-savvy, so in addition to other efforts, a Street Smart website is online at streetsmart.mwcog.org.

The simple site is for informational purposes. Its navigation elements allow visitors to read about the pedestrian safety problem and the Street Smart program. There safety tips sections for drivers, pedestrians and cyclists.

The site also acts as a portal to other web-based information, with a resources page that leads visitors to several other information sites on the web.

ENFORCEMENT

Fourteen state and local law enforcement organizations participated in the 2007 Street Smart campaign. All enforce pedestrian and bicycle safety laws along with traffic laws, according to their state and local jurisdictions. Each managed the Street Smart campaign in different ways. These included:

- Stepping-up enforcement efforts and bringing a visible presence to roads and problem areas, especially during the weeks of the campaign.
- Targeting specific behaviors such as distracted driving, speeding, and slowing or stopping at crosswalks, and handing out citations for infractions to drivers, pedestrians and cyclists.
- Educational events and training, such as in crosswalk enforcement.
- Usage of posters in high traffic areas and distributing them in schools.
- Distribution of handouts along with citations and at various events. These included "Use the Crosswalks," "Look Left, Right, Left," and a "Tips" brochure promoting safety tips for pedestrians, drivers and bicyclists. Some of these were created in Spanish, Korean, Chinese, Vietnamese and Amharic.

Increased Participation

There was increased participation in the 2007 campaign's law enforcement efforts. Many efforts were concentrated at intersections and crosswalks with high pedestrian traffic flow and areas with high incidences of accidents. The Virginia State Police, Prince William County Police, City of Fairfax Police Department, Arlington County Police Department, Metropolitan Police Department, and Fairfax County Police Department all conducted targeted enforcement efforts during the campaign. They wrote warnings and citations to drivers for:

ENFORCEMENT: TWO JURISDICTIONS - ONE COMMON GOAL

Two jurisdictions in the metropolitan area have taken the lead in enforcing pedestrian and bicycle safety laws – the District of Columbia and Fairfax County, Virginia. In 2007, as in previous years, both jurisdictions conducted targeted enforcement activities during the Street Smart campaign.

Law enforcement officials from Fairfax County conducted a one-week enforcement period at a particularly busy intersection at Wiehle Avenue and the W&OD trail near Reston, Virginia. During morning rush hour, an estimated 2,870 vehicles travel through it, and more than 13,330 travel through it in a 24-hour period, at an average speed between 15mph and 19mph. Over the three-day period, 28 warnings, 11 summonses and 1,185 Street Smart brochures were handed out. Additionally, one officer witnessed an accident while working enforcement. The driver was charged with failing to yield right of way to pedestrian and a summons was written.

The District's Metropolitan Police Department also conducted two one-week enforcement waves during the campaign. Officers issued 1,335 citations to motorists, pedestrians and bicyclists for failure to give the right-of-way to a pedestrian, speeding, right-on-red violations, and blocking the crosswalk as well as for seatbelt violations.

- Failure to obey a highway sign by blocking the crosswalk.
- Failure to give right of way to pedestrians.
- Making improper turns into crosswalk.
- Failure to obey "no turn on red" while pedestrians are present.
- Speeding.
- Running red lights and stop signs.

Warnings were written to pedestrians for:

- Failure to use pedestrian cross signal (crossing against the signal).
- Jaywalking.

“Crossing the street should not be a death defying act. It comes down to education, enforcement, and innovative engineering working together to maximize pedestrian access and safety.”

– Montgomery County Delegate William Bronrott



Campaign Evaluation

A

A critical element of the campaign is measuring the results of its effectiveness. Every year since the program's inception in 2002, Street Smart has been evaluated through pre- and post-campaign research studies.

The 2007 campaign ran from March 18 through April 14, 2007. A series of telephone interviews were conducted the week of March 10 to measure awareness and offer a baseline for the campaign's effectiveness. A post-test survey was given the week of April 15, 2007.

There were 300 completed surveys in each wave with people over the age of 18 all around the metro area, equally split between males and females, and reflecting regional ethnic diversity.

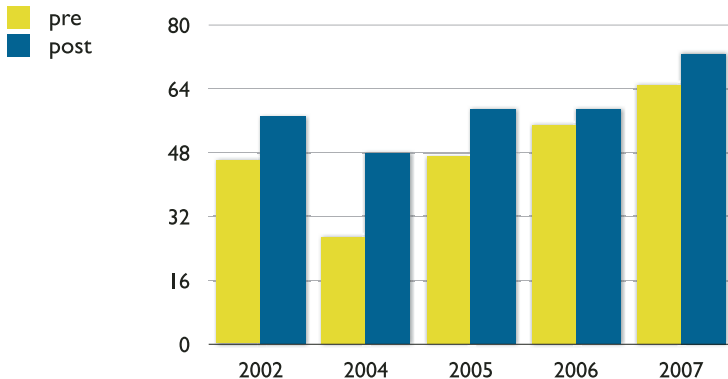
CAMPAIGN AWARENESS:

1. More than 85% of all adults were aware of laws requiring drivers to stop or yield to pedestrians in crosswalks.
2. There was an increase in the number of people who thought they would get a ticket if they did not yield to a pedestrian in a crosswalk.
3. When asked if they had heard about "Flesh versus steel, it's no contest," awareness increased 9% after the campaign ran. This was true as well for the campaign message of "It's no contest when pedestrians, drivers & cyclists are careless. Cross streets safely."
4. Nearly three-quarters of the 18-34 year olds were aware of the campaign messaging in the post-campaign survey.

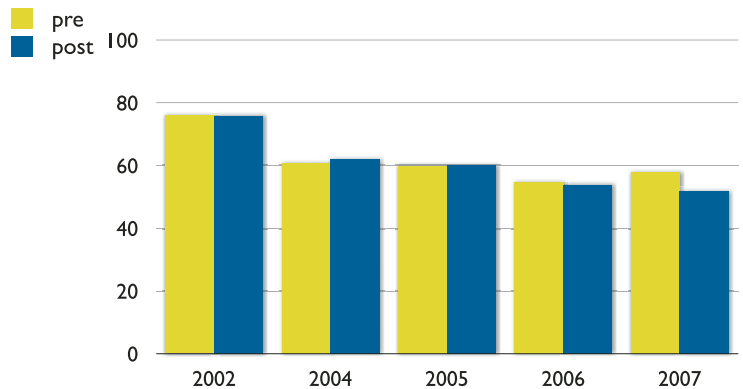
BEHAVIOR CHANGES OVER TIME:

1. Drivers have become more likely to yield to pedestrians.
2. When asked if they had to stop suddenly or swerve to avoid hitting a pedestrian in the last week, there was a 4% decrease after the campaign ran.

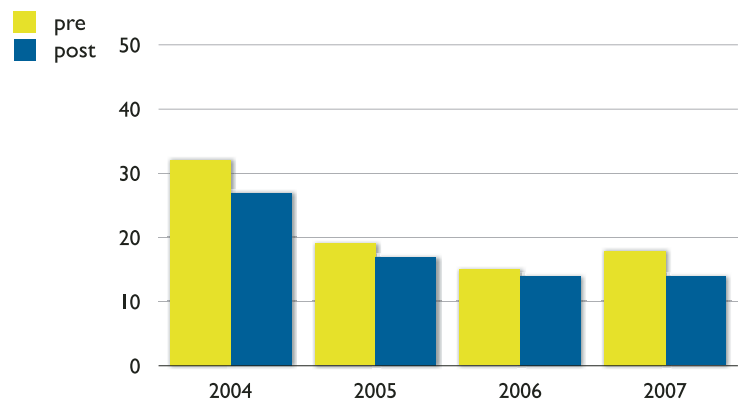
Campaign Awareness Continues to Grow with 'Pre' Awareness Increasing Over Time



Drivers Who Were Observed Not Yielding to Pedestrians in a Crosswalk Continues to Improve



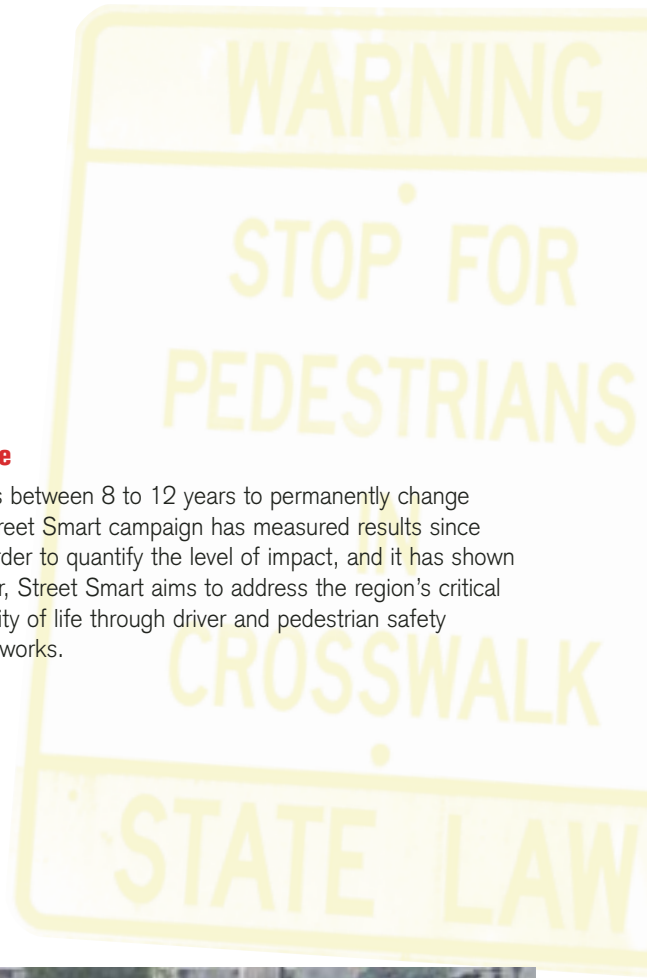
Drivers Who Reported Having to Swerve to Avoid a Pedestrian Has Improved Since 2004



Outlook

Street Smart Over Time

Studies show that it takes between 8 to 12 years to permanently change behavior patterns. The Street Smart campaign has measured results since its inception in 2002 in order to quantify the level of impact, and it has shown to be effective. Every year, Street Smart aims to address the region's critical needs for safety and quality of life through driver and pedestrian safety awareness. Street Smart works.



“Steel wins and flesh loses when a vehicle and a pedestrian collide. Pedestrian deaths and injuries often stem from our hurry-up lifestyles contributing to lifetimes of loss. Everywhere in our region, but especially in our congested areas both drivers and pedestrians must open their eyes to this ever-present danger and must do a better job of monitoring their surroundings. Heightened awareness coupled with increased law enforcement are the keys to protecting pedestrians.”

– Adrian M. Fenty, Mayor of the District of Columbia



PEDESTRIAN AND BICYCLE SAFETY PUBLIC AWARENESS CAMPAIGN

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