

CASE STUDY



Be Street Smart Campaign for Public Safety - changing driver, pedestrian & bicyclist behaviour (US).





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1. Introduction

“Unprotected road users” is a term describing those most at risk to road crash death and injury including pedestrians and cyclists, as they are unprotected by an outside “shell”, as vehicle passengers are.. Among these, pedestrians and cyclists are those most unlikely to inflict injury on any other road user, while motorised two-wheelers, with heavier machines and higher speeds, may present a danger to others. [...] Of the unprotected, or vulnerable road users, some are more vulnerable than others, in particular the elderly, the disabled, and children.

In the US in 2009, 4,092 pedestrians were killed and an estimated 59,000 were injured in traffic crashes in the United States – an 8 percent decrease from the 4,414 killed in 2008, and a 14 percent decrease from the 4,763 pedestrians killed in 2000. Nationally, in 2009 pedestrian deaths accounted for 12 percent of all traffic fatalities, and made up 3 percent of all the people injured in traffic crashes. The National Highway Traffic Safety Administration estimates that on average, a pedestrian is killed every two hours and injured every nine minutes on our nation’s roadways.

In 2009, 630 cyclists were killed and an additional 51,000 were injured in motor vehicle traffic crashes in the United States. Cyclist deaths accounted for 2 percent of all motor vehicle traffic fatalities, and made up 2 percent of all the people injured in traffic crashes during the year. The number of cyclist fatalities in 2009 is 12 percent lower than the 718 cyclist fatalities reported in 2008.

Pedestrian fatality and injury rates in the greater Washington, DC region are typical for a major urbanized area, but still high in proportion to the number of pedestrian trips. Approximately 2700 pedestrians and bicyclists are injured every year in the Washington region, and eighty-nine are killed. Pedestrian and bicyclist fatalities accounted for 25% of the total traffic fatalities in the District of Columbia, suburban Maryland and northern Virginia from 2006-2010.

Street Smart is an annual public education, awareness and behavioural change campaign in the Washington, DC, suburban Maryland and northern Virginia area. Since its beginning in 2002, the campaign has used radio, newspaper, and transit advertising, public awareness efforts, and added law enforcement, to respond to the challenges of pedestrian and bicyclist safety.

2. Objectives

The goals of the campaign in 2010 were to change motorist and pedestrian behavior, and reduce pedestrian and bicyclist deaths and injuries, by:

- Educating drivers, pedestrians, and bicyclists about safe usage of roadways.
- Educating drivers about the dangers of speeding, especially related to the amount of time it takes to stop at higher speeds.
- Educate drivers, pedestrians, and cyclists about pedestrian and bicycle safety and pedestrian safety around buses.
- Increasing enforcement of pedestrian and bicycle traffic safety laws – and make drivers, pedestrians, and cyclists aware of enforcement.
- Inform drivers and pedestrians to be more alert and aware of distractions such as cell phone use while traveling.
- Building on awareness of pedestrian/bicycle traffic safety issues that have been established in prior campaigns in order to change behaviours.

- Developing a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.

3. Target groups

The campaign focuses on drivers and pedestrians throughout the metropolitan Washington area as the primary audience, and bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.

Campaign strategies annually are based on careful research, and designed to maximize the reach and effectiveness of all media. Because excess speed is implicated in so many traffic crashes, injuries and deaths, the campaign in 2010 focused on speeding, and was aimed at men, this time from 18- 54. Research shows these are the drivers causing most of the problems in crashes and injuries. Research also showed this is the narrowest focus of pedestrian and bicyclist victims in the Washington, DC region.

Particular emphasis in 2011 was placed on reaching again male drivers 18-49 years of age, as they have been shown to engage in more risky behaviours.

4. Team and key stakeholders

Funding Organizations:

- Arlington County, Virginia
- City of Alexandria, Virginia
- District of Columbia, District Department of Transportation
- Montgomery County, Maryland
- Maryland Department of Transportation's State Highway Administration, Highway Safety Office
- Virginia Highway Safety Office
- Washington Metropolitan Area Transit Authority

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, Arlington County Police Department; City of Alexandria; Commonwealth of Virginia, Department of Motor Vehicles; District of Columbia, District Department of Transportation; District of Columbia, Metropolitan Police Department, Fairfax County, Department of Transportation; Maryland Department of Transportation's State Highway Administration, Highway Safety Office; Montgomery County, Maryland; Virginia Department of Transportation, Northern Virginia, and the Washington Area Metropolitan Transit Authority.

5. Management and financing

The program is coordinated by the National Capital Region Transportation Planning Board (TPB), and is supported by federal funds made available through state governments, and funding from some TPB member jurisdictions.

Sponsored by the Metropolitan Washington Council of Governments (COG) and the National Capital Region Transportation Planning Board (TPB), Street Smart is a ground-breaking public awareness and enforcement campaign. The Street Smart program raises awareness of pedestrian

and bicycle safety issues throughout the District of Columbia, suburban Maryland and Northern Virginia.

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

6. Pre-initiative research/data

Street Smart conducts pre- and post-campaign surveys measuring issue awareness and attitudes among drivers, cyclists and pedestrians. It also surveys awareness of the Street Smart campaign and its messages. In order to do so effectively, measurements were taken prior to the campaign 2010 and then post-campaign, as well.

For research methodology, surveys were used of drivers, pedestrians and cyclists in a broad geographic area around the metro region. Research concentrated on the particular target of 18 to 34 year old males, as this group is particularly high risk in their driving and pedestrian behaviours.

Street Smart has conducted pre- and post-campaign surveys on all campaigns since 2002.

It takes between 8 to 12 years to change behaviour patterns in a population, according to the National Highway Traffic Safety Administration. Street Smart is working hard for positive change across the DC metro area.

Research Results at a Glance:

- Driver behaviour is perceived to be more dangerous than pedestrian behaviour.
- Texting while driving is perceived as more dangerous than talking on a cell phone.
- The current Street Smart enforcement message is working especially well with males 18-34.
- Surveys showed that the image recall of the 2010 campaign, with the woman being hit by a car and the baby in the stroller – was much more likely to be recalled.
- All audiences remember messages about police enforcement and the harsh statistic that every eight minutes someone is struck by a vehicle on the roadways.
- Comparison of the post-test with the pre-test in the category of males 18-34 is generally positive in almost every category.

7. Components of the initiative

The Street Smart program emphasizes education of motorists and pedestrians through mass media. It is meant to complement, not replace, the efforts of state and local governments and agencies to build safer streets and sidewalks, enforce laws, and train better drivers, cyclists, and pedestrians.

Elements of the 2010 Street Smart Campaign Included:

- Paid advertising on radio and TV stations, produced in both English and Spanish
- Increased law enforcement
- Outdoor transit advertising
- Internet advertising

- Concentrated value-added media advertising and public relations
- Posters, brochures, and safety tips in multiple languages
- Pre- and post-campaign measurement and evaluation.

8. Main deliverables

- BeStreetSmart website <http://www.bestreetsmart.net>
- Full report with evaluation of each campaign edition
- Campaign materials in English and Spanish:
- PSA radio spots to unprotected road users and about enforcement
- 30 second TV spot
- Leaflets, posters, ads in public space, outdoor transit advertising e.g. bus tails
- Safety tips brochure
- Stopping distance demonstration – video, photos
- Events
- Concentrated value-added media advertising and public relations
- Promotional videos and main deliverables are available on: <http://www.bestreetsmart.net/resources.php>
- Pre- and post-campaign measurement and evaluation
- Increased law enforcement

Supporting the mass media and public awareness campaign is a region-wide enforcement initiative. The DC Metropolitan Police Department and the National Capital Region Transportation Planning Board have stepped up efforts to share information on best practices in pedestrian enforcement with line officers. A standardized enforcement reporting form has improved our knowledge of the number and types of citations being issued.

- 30,221 citations and 7,804 warnings were issued to motorists, pedestrians and cyclists during the fall of 2009 and spring of 2010 in Fairfax County, City of Rockville, City of Fairfax, Pentagon Force Protection Agency, Arlington County, Greenbelt, Manassas City, City of Alexandria, Prince William County and Hyattsville City.
- Numerous law enforcement agencies have pledged to carry out enforcement during the Spring of 2011
- Law enforcement efforts are voluntary; there is no additional or supplemental funding in the program for police overtime.

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement “waves,” in which police put an added emphasis on enforcing their presence and the existing laws regarding roadway safety. This multi-pronged strategy that has been shown to compound public safety campaign results and positively affect behaviour.

9. Social marketing activities

In 2010 new graphics for the campaign were developed of a pedestrian being hit by a driver, right at the moment of impact. The headline read “Be Alert. Be Street Smart.” Other messages were created for cyclists as well as pedestrians around buses.

As in previous campaigns, messages were placed in bus and transit shelter facilities across the area. Street Smart messages were created in both English and Spanish versions and concentrated in transit areas in high-risk, high-incidence locations.

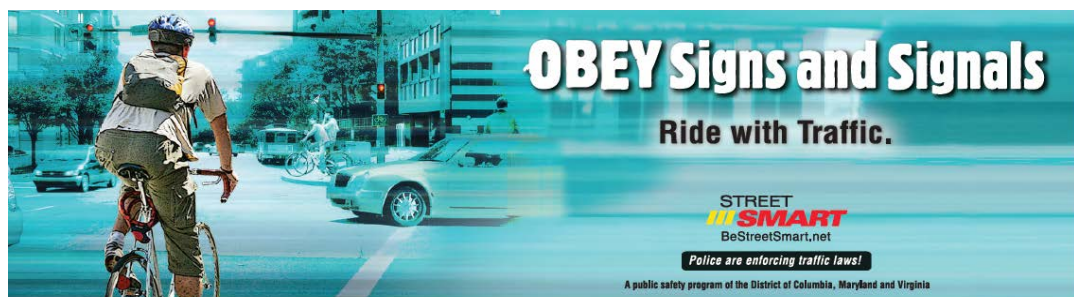
One high-impact, 30-second television spot was produced and placed on area stations and YouTube.

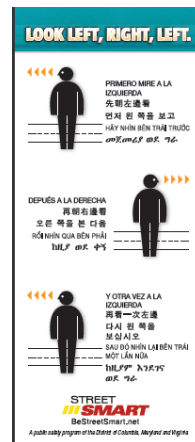
Usage of Internet ads adds to the power of the campaign. This is especially effective in this region, where there is a high concentration of regular and intensive Internet users.

Street Smart has been fortunate to enjoy excellent relationships with media companies. As a result, the fall 2009 and spring 2010 campaigns gained from a variety of free media. Much of this added campaign value is not so easily quantifiable in dollar values.

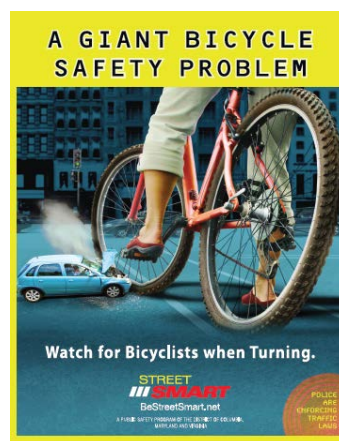
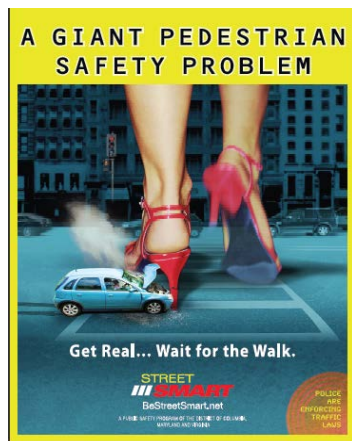
For example:

- Radio stations distributing campaign literature at events.
- Law enforcement personnel repeating messages and talking points in interviews and public affairs programming.
- Banner ads and clickable Internet links that take web users to the Street Smart web site.
- Outdoor messaging that was left in place longer than was promised.
- What was quantifiable is the value of PSA messages, donated media space and free media.





2011 CREATIVE CONCEPT:



Campaign Kick-off event

Officials, law enforcement and lawmakers and the media were invited to a neighbourhood street in Silver Spring where there was a dramatic demonstration of the effects of speed on pedestrian and cyclist safety. The demonstration graphically showed the distance required for a vehicle to stop, featuring “Bobby,” a wire frame model of a 10-year-old boy attempting to cross the street and encountering a vehicle bearing down at speeds of 25, 35 and 40 miles per hour. The event garnered some of the most significant media coverage in campaign history.



10. Evaluation

In order to validate the campaign and judge effectiveness of the efforts, surveys of area motorists are conducted both before and after each campaign. Survey results from the spring and fall of 2010 show that people are hearing and remembering the Street Smart messages.

Due to declining use of home phones, since Fall 2009 the survey has been conducted by internet instead of telephone.

In the Spring of 2011, the District Department of Transportation (DDOT) contracted Howard University to conduct an observational survey. Four high-incident intersections were selected and traffic camera videos were viewed of those intersections for a set list of driver, pedestrian and bicyclist interactions, or conflicts prior to the media campaign. During the campaign, DDOT worked with the Metropolitan Police Department as well as the District's traffic control officers to conduct high-visibility enforcement. At the conclusion of the campaign, Howard University will view videos of these same intersections to see the effect of education and enforcement on behaviour.

11. Impact and outcome

Specific findings:

11.1. Drivers are More Dangerous than Pedestrians

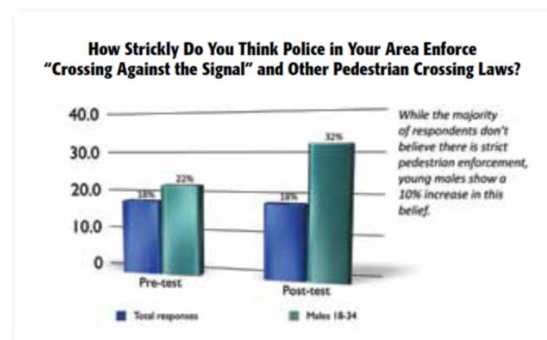
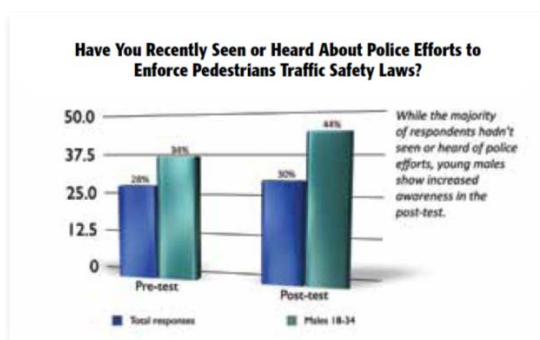
In the survey, specific dangers, such as texting, cell phone use and ignoring traffic signals, were identified. Across all categories, groups surveyed believed that if a driver was demonstrating one of these dangers, it was more serious than if a pedestrian demonstrated that same behaviour. Driver behaviours were shown to be about 25% more dangerous than pedestrian or cyclist behaviors. 92% of groups surveyed considered texting behind the wheel to be the most dangerous activity. Texting dangers are considered to be as serious by males 18-34.

In other results, opinions about texting while walking, using cell phones, running red lights and stop signs and cyclists who don't allow room for cars to pass were almost unchanged from pre-campaign to post-campaign.

11.2. Messaging About Enforcement Is Effective Among Males 18-34

When questioned about strict police enforcement of pedestrian crossing laws, the majority did not believe there was strict enforcement. But respondents 18-34 showed a 10% increase in this belief from the beginning to the end of the campaign.

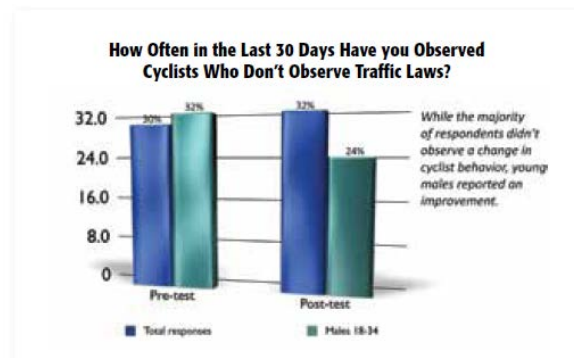
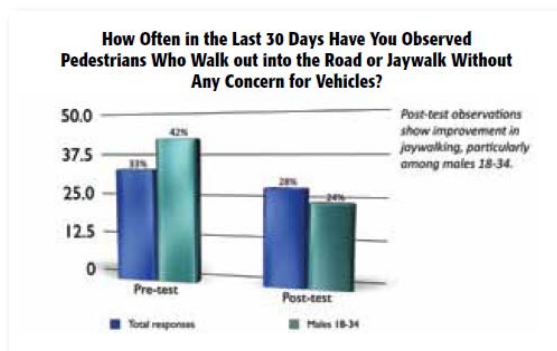
Belief that police enforced traffic laws for cyclists increased slightly, but surveys showed that overall; there is not a strong belief that police enforce these laws.



11.3. Behaviour among Males 18-34 Showed Improvement

There was improvement reported by respondents in observed incidences of jaywalking, particularly among males 18-34. When asked about their observances of drivers who do not yield to pedestrians, responses were virtually unchanged from the beginning to the end of the campaign.

The majority of respondents did not observe a change in driver behaviour around cyclists, but younger males reported a 10% improvement over the course of the campaign. This group also reported an improvement in cyclists obeying traffic laws over the campaign.



11.4. Awareness of the Campaign was Significant

Pre-campaign results showed a sustained awareness of Street Smart messages while the 11% increase in the post-campaign net awareness of 85% demonstrates increased awareness within the target audience of 18-34 year old males.

Thirty-one percent of the target respondents remembered the key campaign element of the woman being struck by the car in campaign materials. Twenty one percent remembered the message that “Police are enforcing the laws...”

12. Next steps

Be Street Smart is an annual public education, awareness and behavioural change campaign in the Washington, DC, suburban Maryland and northern Virginia area. The Spring 2011 Street Smart campaign ran from March 20 - April 16, 2011. The kick-off press event took place on March 29, 2011 at the Metropolitan Police Department station on New York Avenue in the District of Columbia.

All participating states (District of Columbia, Maryland, Virginia) has developed local community projects, e.g. in the city of Alexandria - Alexandria Local Motion website - Bike/Walk, with links to safety tips, laws, parking, pathways, tours, etc.; in Prince William County - Sidewalks and Bike Trails; in Frederick County - Frederick County Community Walking Program. All information about local involvement available at <http://www.bestreetsmart.net/getinvolved.php>