

2011 CAMPAIGN SUMMARY: **STREET SMART**

**CROSS LIKE YOUR LIFE
DEPENDS ON IT.**



STREET
/// SMART

THE PEDESTRIAN AND BICYCLIST SAFETY PROBLEM:

Too many are still hit, hurt & killed on our streets:

- The Baltimore region averages 1,700 pedestrian and 500 bicycle crashes each year, resulting in an average of 52 fatalities per year.
- In 2009, 44 pedestrians were killed in motor vehicle crashes.
- The Baltimore region represents 39% of the total fatalities and more than half the crashes and injuries across our state.
- Thirty-four percent of all pedestrian and bicycle crashes in Maryland occur in Baltimore City.
- In Howard County, 44 pedestrians were killed and 146 injured in crashes from 2007 - 2009.

PEDESTRIAN SAFETY IS PARTICULARLY CHALLENGING IN THE METRO AREA:

The Baltimore Metropolitan area is an extremely diverse region with a rapidly growing population. In addition, it is becoming a popular location for immigrants from all over the world, as well as a tourist destination. Fast growth in the region has meant more people walking, especially in suburban areas where pedestrians were not as common in years past, and more drivers on the roads. In addition, tourists and newcomers are often unfamiliar with roads, local traffic rules and dangers. Street design, motorist behavior and pedestrian behavior must change to allow people to walk more safely.

WHAT IS STREET SMART?



Above: Street Teams were deployed to perform residential outreach in Baltimore City and Howard County.

Right: Public response was very positive for this outreach.



Street Smart is an annual public education, awareness and behavioral change campaign in the Baltimore-Washington region. The program emphasizes education of motorists and pedestrians through mass media. In addition, Street Smart is aimed to direct local enforcement to locations where enforcement can raise the awareness of the rights and responsibilities of drivers, pedestrians, and bicyclist to look out for one another on the roadway. The program 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. For 2011, the campaign focused on Baltimore City and Howard County.

“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.”

STREET SMART PUBLIC AWARENESS CAMPAIGN GOALS:

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

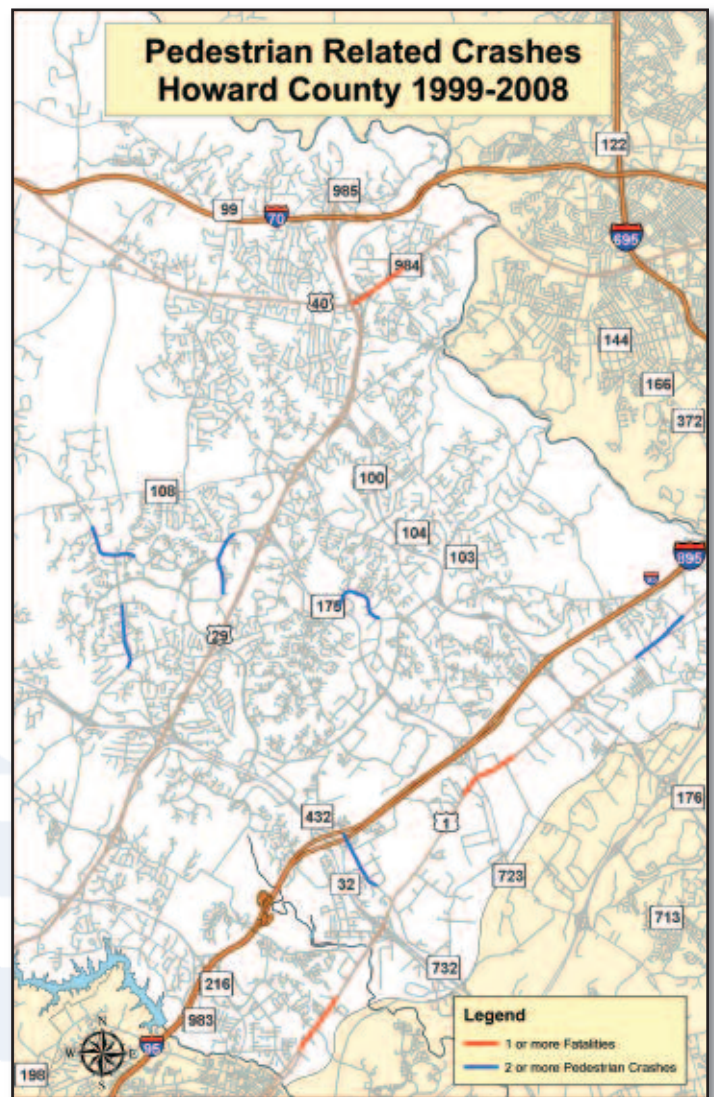
- Increasing public awareness and education of drivers, pedestrians, and bicyclists about safe usage of roadways, specifically in high crash corridors, to help reduce the number of pedestrian and bicycle injuries and deaths.
- Coordination and support of intensive region-wide enforcement of pedestrian and bicyclist traffic safety laws – and make drivers, pedestrians, and cyclists aware of enforcement.
- Building on awareness of pedestrian/bicycle traffic safety issues that have been established in prior campaigns in order to change behaviors.
- Developing a program that can be easily replicated by other localities that want to decrease pedestrian and bicycle injuries and fatalities.

DATA-DRIVEN APPROACH:

Street Smart provides educational outreach for pedestrians, bicyclists, and drivers to raise awareness of the rules that protect our most vulnerable road users. Using pedestrian crash maps as strategic direction, we concentrated outreach efforts around hot spots in Baltimore City and Howard County.

A soft launch began in May in Baltimore City through enforcement, billboards, street banners, posted web content, street teams, and participation in a Bike to the Ballpark event on May 22 at Camden Yards. Radio, television, web banners and additional street teams enforced the message during the last two weeks in June in conjunction with the Howard County press event. Maps, crash data, laws and information about the dangers of speeding and the financial impact of a crash were promoted through the Street Smart campaign. “Cross Like Your Life Depends On It” and “Drive Like Their Life Depends On It” was the theme for the 2011 campaign, reminding both pedestrians and drivers of the risks and dangers of poor behavior on the roads. This message addressed anyone on the roads – walkers, runners, cyclists and drivers – and reminded them, if they act in a negligent or careless manner, or behave competitively on the road, pedestrians will pay the ultimate price. The media campaign began in June and consisted of a 4 week concentrated wave of advertising, public relations, and local law enforcement. Advertising included a mix of traditional and non-traditional media:

The campaign approach consisted of concentrated media advertising and public relations activities targeting slowing or stopping at crosswalks, to maximize awareness through additional media and earned media coverage.



Through data analysis, roads were identified that have higher instances of crashes involving pedestrians and bicyclists. Enforcement and outreach efforts, along with advertising were focused in these areas.

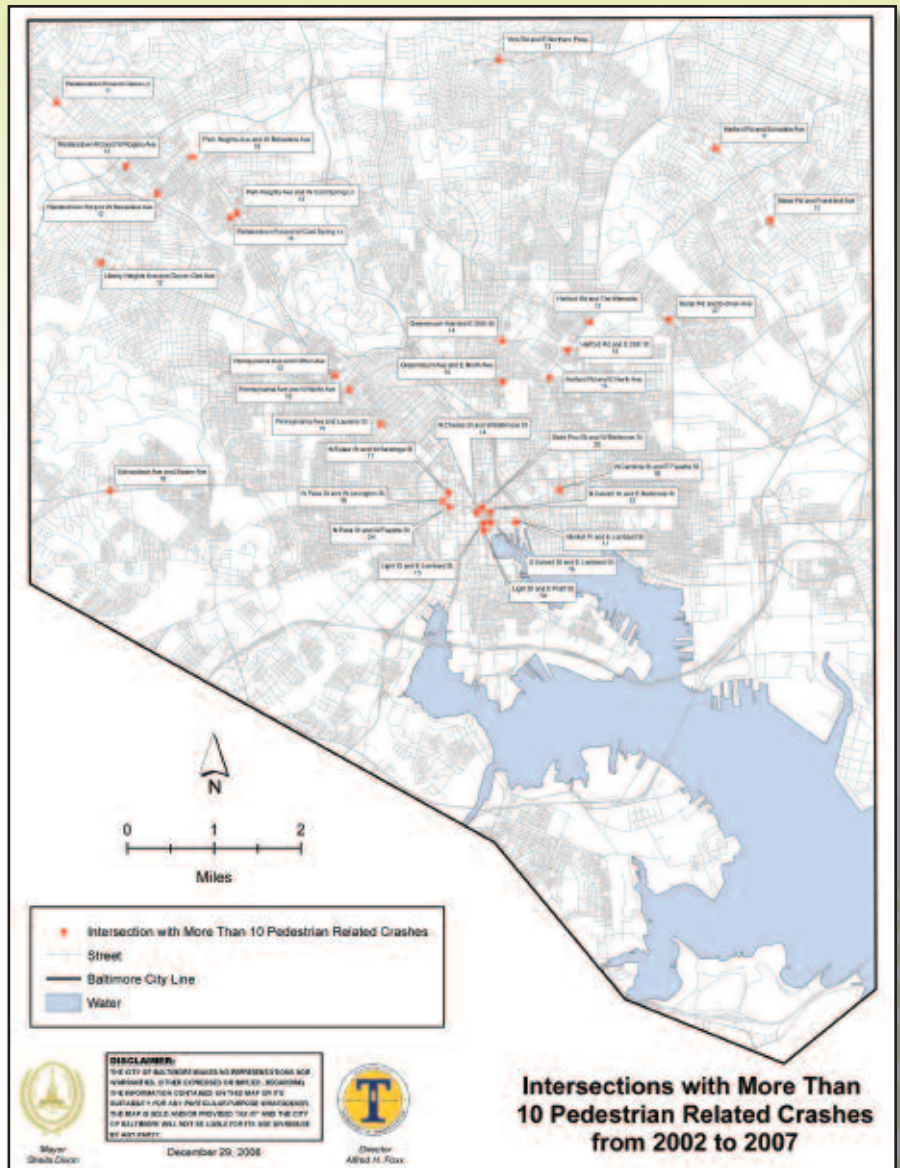
1. Banners were hung over streets with the message ‘Pedestrian Priority Area’ in the following Baltimore City locations:

- Conklin and O’Donnell
- Pratt and Light Streets
- Pratt and Eutaw Streets
- Lombard and Eutaw Streets
- Charles Street and Mt. Royal
- Boston and Linwood



Above: Neon green over-the-street banners were installed along hot spot locations to inform motorists and pedestrians of their respective roles with pedestrian safety.

Right: As evidenced by the pedestrian crash map for Baltimore City, the majority of the crashes involving pedestrians are occurring in a concentrated area near the Inner Harbor.



“ A data driven approach was used to determine hot spot locations for media, outreach, and enforcement activities. ”

2. Increased law enforcement by agencies at various times and in several specific locations across the region. Priorities were given to enforcement to focus on the high crash location areas where the street teams were placed and to follow up in the days during and following the visits by the street teams.



- Highly visible street teams held hand held billboards and canvassed mixed-use neighborhoods adjacent to high intensity bicycle and pedestrian crash locations in Baltimore City and Howard County distributing specific information about the number of fatalities and injuries that have occurred in those areas.

Right: Street Team representative with handheld billboard on the corner of Lombard and Green Streets. Information was distributed to the public with Baltimore City crash data and safety tips for drivers and pedestrians.



A street team representative posts an informational card on the door of a residence in Canton.



Over 9,800 post-it notes with pedestrian crash data were distributed to residences in all areas represented on the Howard County Pedestrian Related Crash Map, along with distribution of over 200 flashing safety reflectors attached to information cards outside of Columbia Mall.

**WITHIN HOWARD COUNTY,
12 PEDESTRIANS WERE
KILLED AND
146 INJURED
IN CRASHES.***

STAY ALERT. SLOW DOWN. SHARE THE ROAD WITH BICYCLISTS AND PEDESTRIANS.
*3 year crash data (2007-2009) from the Maryland Highway Safety Office

STREET III SMART | Baltimore Metropolitan Council | DriveSafeBaltimore.com | Maryland Department of Transportation

**IN BALTIMORE CITY,
44 PEDESTRIANS WERE
KILLED AND
2,339 INJURED
IN CRASHES.***

STAY ALERT. SLOW DOWN. SHARE THE ROAD WITH BICYCLISTS AND PEDESTRIANS.
*3 year crash data (2007-2009) from the Maryland Highway Safety Office

Drive Smart is an annual public education, awareness and change campaign in the Baltimore Metropolitan area. The campaign raises public awareness about the challenges of driving and bicyclist safety.

Drive Smart

- Right-of-way for turning cars beginning to cross the street within the block, obey traffic signs, and markings.
- Right colored or reflective clothing to be more visible at night.
- Stop for pedestrians at crosswalks.
- Yield to pedestrians when turning.
- Slow down and obey posted speed limits.

STREET III SMART | DriveSafeBaltimore.com | Baltimore Metropolitan Council | Maryland Department of Transportation | Drive Safe for Life.com

4. Bike to the Ballpark Sponsorship. This promotion included complimentary bike parking and tickets to the Orioles game to anyone that rode their bicycle to the ballpark. Advertising to promote this event included web banners on MASNSports.com, live reads before and during the Orioles games, and tweets from Jeremy Guthrie promoting bicycle safety. This event provided an opportunity for representatives from Baltimore Metropolitan Council to interact with the public and educate them about bicycle and pedestrian safety.



Above: A family parks their bikes in the Street Smart bike corral at Camden Yards.



Right: safety information including tips for pedestrians and drivers, cards with pedestrian fatality and injury data, t-shirts, and Share the Road backpacks and speak to people about pedestrian and bicycle safety along with motorist awareness were distributed to the public.



Far Right: A bicyclist arrives to check in and receive his safety information.

5. Radio. 382 spots aired, adding up to 1,480,000 gross impressions. Total reach was 55.7% and frequency was 4.7. The broadcast was concentrated on afternoon / evening rush hours from Monday through Sunday, and spots ran in the morning and evening on the weekend to increase reach for the message. Radio spots were produced in 15 and 30 second versions to provide frequency for the message.

STATION	FORMAT
WERQ-FM	Urban
WJZ-FM	Sports Talk
WLIF-FM	Adult Contemporary
WPOC-FM	Country
WQSR-FM	Oldies
WWIN-FM	Urban Adult Contemporary

“ More than 6,680,000 media impressions were generated. Baltimore Orioles pitcher Jeremy Guthrie showed his support through tweets about bicycle safety and the Street Smart Bike to the Ballpark event during Bike to Work Week. ”

6. Television. 459 spots aired, generating 304,090 gross impressions. Two Public Service Announcements were produced: one for Baltimore City using Mayor Stephanie Rawlings-Blake and Baltimore City Police Commissioner, Frederick Bealefeld, and one for Howard County using County Executive Ken Ulman and Police Chief William McMahon. These spots aired in Baltimore City and Howard County to stress the importance of pedestrian safety in each of these jurisdictions.



Baltimore City:
Commissioner Bealefeld and Mayor Stephanie Rawlings-Blake



Howard County:
County Executive Ken Ulman and Police Chief William McMahon

7. Outdoor Media (billboards and transit ads). Nine billboards in Baltimore City and two on Washington Boulevard in Howard County were posted. Total impressions for these ads were 3,443,076. Some of these billboards remained posted after the campaign ended providing additional bonus impressions. A four week posting of bus kings, tails and interior cards were produced with a message to pedestrians and drivers and will continue to run as bonus override until the space is leased



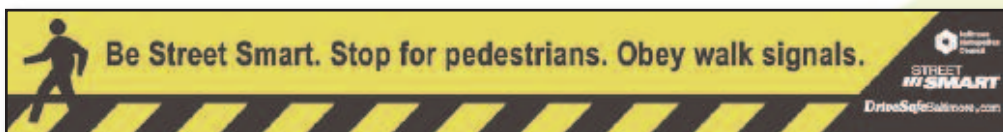
8. Internet advertising. The message was also delivered through static and animated web banner ads that linked to the drivesafebaltimore.com web site.

WEBSITE	IMPRESSIONS	CLICKS	CLICK THRU RATE
Baltimore Sun	978,861	768	.08%
City Paper	80,005	111	.14%
WERQ	28,045	24	.09%
Baltimore Magazine	15,000	29	.20%
WPOC & WQSR	24,628	13	.05%
CBS Baltimore-push down ad	34,931	200	.51%
Explore Howard	59,980	27	.05%



Above: BaltimoreSun.com Sliding Banner Ad

“Traffic safety is public safety. No one should have to lose his or her life crossing the street. Drivers, pedestrians and cyclists must be cautious and follow the law to keep our roads safe for everyone.” Police Chief William McMahon

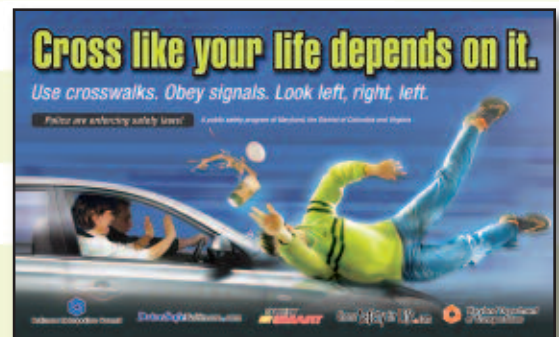


Below: Static Banner Ad

Above: Animated Banner Ad



9. Print Media. A half page ad was placed in the June ‘Transportation’ issue of *Urbanite Magazine*, a free monthly publication that reaches a highly-desirable, unique and hard to reach demographic of educated, active Baltimore-centric readers. Readership ranges from ages 21 – 64 with the core age groups being 25 – 44 year olds and a 50% Male and 50% Female gender profile. Each issue revolves around a central theme and uses a range of perspectives, voices, and devices to illuminate aspects of urban living and connect the city to larger issues nationwide.



PRESS EVENT:

The campaign press event in Columbia featured County Executive Ken Ulman, Howard County Police Chief William McMahon and representatives from the Maryland Department of Transportation, the Baltimore Metropolitan Council and Bicycle Advocates of Howard County. Officials stressed the focus of Street Smart is to reduce pedestrian and bicyclist injuries and deaths with a combination of visible enforcement in high incident locations along with public outreach and education. Estimated audience impressions received for this event was **253,900**.

“As Howard County continues to be a more walkable, bicycling friendly community, we all play a role in keeping our roadways safe,” County Executive Ken Ulman

Larry Klimovitz, BMC Executive Director



Darrell Mobley, Deputy Secretary, MDOT



Ken Ulman, County Executive



William McMahon, Police Chief



*Jack Guarneri, President,
Bicycle Advocates of Howard County*

BROADCAST COVERAGE

Market	Date	Aired On	Affiliate	Audience	Media Value
Washington, DC / Hagerstown, MD	06/21/2011	WUSA	CBS	133,900	\$9,240

PRINT AND ONLINE COVERAGE		
Publication/Station	Article/Author	Date
Patch.com	<i>Crackdown to Keep Pedestrians Safe Comes to Howard County</i>	June 22, 2011
Explore Howard	<i>County Launches StreetSmart Campaign to Promote Bicyclist, Pedestrian Safety</i>	June 22, 2011
The Tribune	<i>County Launches StreetSmart Campaign to Promote Bicyclist, Pedestrian Safety – Amanda Yeager</i>	June 22, 2011
Baltimore Sun	<i>Bicycle Advocates Urge Care on the Roads – Don Markus</i>	June 23, 2011
Baltimore Spokes	<i>County Launches StreetSmart Campaign to Promote Bicyclist, Pedestrian Safety</i>	July 1, 2011
Baltimore Sun	<i>Getting There: Spending Some Time in a Howard police car View from a cruiser gives new perspective on traffic – Michael Dresser</i>	July 10, 2011

CAMPAIGN EVALUATION (PRE/POST WAVES):

The two waves remained relatively consistent. In most cases when things shifted it was in a positive direction, i.e. increase awareness, improve behaviors, higher awareness of the important messages, etc. The demographic with the most positive changes was usually males 18-34. This would suggest that the program is working. Media seems to be appropriately targeted, and the messages have good traction. Specific reviews are provided below, including all of the data for every question.

Demographics

- All participants were active licensed drivers.
- Males and females were split 50/50
- 2 waves of 250 individuals in each group
- All living in Baltimore city, Baltimore county, or Howard county
- The second wave received significantly more responses from Baltimore City (21% up to 30%). The city has 36% of the population of the testing area, so 30% is a very representative number.

Attitudes (Note: highest results in both waves are MALES 18-34)

- 7 questions were asked regarding people’s attitudes about pedestrians, safety and cars:
 - When I’m driving my car I am always considerate of pedestrians.
 - I always obey pedestrian laws when I’m driving my car.
 - I think pedestrians are at risk from cars.
 - I worry that I might hurt a pedestrian.
 - I’m fearful when I have to walk as a pedestrian.
 - I think pedestrians are a nuisance.
 - When I’m a pedestrian, I think pedestrian laws are inconvenient.
 - I think pedestrian laws are too strict.

There is an abrupt drop off after the third phrase. Very few people agreed with the last 4 phrases. In some cases as low as 9%. It becomes clear that the first 3 phrases have a positive slant or tone, while the last 4 have a more negative tone which will help with future creative development.

Effect of messages. Following the campaign, overall response to “seen or heard” went up by 9%, BUT the number of respondents answering “yes” went up from 43 to 62 individuals, an increase of nearly 50%. This is so large that it becomes statistically significant.

Enforcement. The survey contained several specific questions about enforcement. These tested observations & perceptions of police behaviors. Very specifically an average of 76% of survey respondents felt that the laws were “Not Strictly” being enforced.

Behaviors. The survey respondents were asked a series of questions regarding observed behaviors. One of the concerns in these questions is you're not sure if the actual behaviors increased or if the observations became more sensitive because of the campaign. Recent research has shown that observational sensitivity is the primary reason for increases in the numbers. Generally the numbers stayed statistically stable between the two waves with some significant positive differences in the males 18-34 demographic.

- **How often in the past 30 days have you seen other drivers who did not stop for pedestrians in crosswalks?**
The pre-and post-waves remained relatively even in total with a significant increase (7%) in males 18–34.
- **In the past 7 days, have you had to stop suddenly or swerve to avoid hitting a pedestrian who was walking on the street or highway without apparent concern for traffic?** Remained statistically stable between the two waves with a minor decrease (8%) in males 18-34.
- **In the past 7 days, have you failed to stop or yield for a pedestrian who was crossing the street within a crosswalk?** Remained statistically consistent, with the exception of a nine point drop (27%-18%) in males 18–34.
- **When you are driving near pedestrians, do you slow down and obey speed limits?** 96% of all respondents reported slowing down and obeying speed limits when driving near pedestrians. It should be noted that males 18-34 reported 100% in the post-survey.
- **Have you ever come close to hitting a pedestrian?** Remained stable between both waves with 35% admitting to coming close to hitting a pedestrian at some point.
- **Do you usually speed up to try and make the light?** People who reported “sometimes” speeding up to try and make a light went down a statistically significant 9% from the pre-test to the post-test.
- **As a pedestrian, do you wait for the walk sign and use crosswalks?** Remained absolutely stable from the pre-test to the post-test. The most interesting finding on this question was that 20% of the people admitted not waiting for the walk sign.

Messaging. “Have you recently seen or heard advertising or a news story about a program called ‘StreetSmart’ that talks about pedestrian safety?” Went up a statistically significant amount between pre-test and post-test going for all respondents from 10% in the pre-test to 18% in the post-test. This begins to set up a very positive series of questions and answers about the messages that are being communicated.

Recall of campaign messages tested (i.e., Street Smart, Cross Like Your Life Depends On It, Area Police are enforcing traffic safety laws, Slow down, watch for pedestrians, etc.) showed significant positive results and in aggregate raised over three percentage points, from 20.6% to 23.9%. Although this number may seem small it is over three percentage points on the basis of about 20%.

Not surprisingly 82% of all participants of the survey said they had heard it in Baltimore. Interestingly, our category of 18 to 34, which includes both males and females went up a whopping 12 percentage points for Baltimore from 78% to 90%.

The top three media types in which people heard the message were not surprisingly television, billboards, and TV news with television being nearly double any other media mentioned.





*DriveSafe*Baltimore.com



Baltimore Metropolitan Council

STREET
/// SMART



Maryland Department
of Transportation