



STREET SMART BALTIMORE FALL 2009 CAMPAIGN

Street Smart Is Funded By A Grant From The Maryland State Highway Administration's Highway Safety Office To The Baltimore Metropolitan Council.

TOO MANY ARE STILL HIT, HURT & KILLED ON OUR STREETS

On average 230 fatalities and more than 23,000 injuries occur each year in the Baltimore region. A pedestrian is killed, on average, in the region every 6.3 days and at least five pedestrians are injured each day.

In the Baltimore Metropolitan area, in 2008, there were 44 pedestrian deaths and 4 bicyclists killed.

In the Baltimore Metropolitan area, pedestrians account for about 19 percent of traffic fatalities. The issue of pedestrian crashes is complicated with several contributing factors and variables. However, a close examination of the crash data shows:

95 percent of pedestrian crashes involved passenger vehicles

Most pedestrian injuries occur around the afternoon rush hour on weekdays

Most pedestrian injuries occur at a location other than at an intersection

The majority of pedestrians struck had no evidence of drug or alcohol use and the majority of drivers in striking vehicles had no evidence of drug or alcohol use.

The toll of the crash is even greater than the physical effects. 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 the crash is not their fault.

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.

STREET SMART PUBLIC AWARENESS CAMPAIGN

GOALS:

- Increase public awareness of pedestrian and bicycle safety issues with pedestrians, bicyclists and drivers to help reduce the number of pedestrian and bicycle injuries and deaths. The public includes drivers, pedestrians, and bicyclists throughout the Baltimore Metropolitan area as the primary audience.
- Coordinate and support an intensive region-wide education and enforcement effort.
- Continue to improve the behaviors of all drivers, pedestrians and cyclists to help decrease injuries and deaths through intensified public awareness and education in conjunction with increased law enforcement.

METHODS:

The campaign used a 4-week concentrated wave of advertising and public relations.

1. Advertising included a mix of radio spots, transit shelters, bus kings and tails, bus interior cards, billboards, print ads, and internet advertising. Separate media approaches targeting drivers through radio, pedestrians through transit advertising, and separate messages for the Latino market in more urban areas. Transit shelter and print messages were produced in English and Spanish.
2. Increased law enforcement by agencies at various times and in several specific locations across the region. Baltimore City and Baltimore County local law enforcement organizations participated in the Fall Street Smart campaign.
3. Concentrated media advertising and public relations activities targeting slowing or stopping at crosswalks, to maximize awareness through additional media and earned media coverage.
4. Transit shelters in key location along corridors in heavy pedestrian areas.
5. Posters, produced in English and Spanish, and a tip card produced in seven languages (Spanish, Russian, French, Chinese, Japanese, Vietnamese, Amharic) helped increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the “rules of the road”.
6. Internet campaign on Baltimoresun.com.
7. 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 behaviors.

“CROSS LIKE YOUR LIFE DEPENDS ON IT”

Fall 2009 Street Smart Campaign

“Cross Like Your Life Depends On It” was the theme for the Fall 2009 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 theme ran as a headline on all media placements, and as a tagline for radio, and anywhere else the campaign was seen or heard.

Radio Messages

The radio campaign ran for one week from September 14 – 21, 2009. Along with concentrated broadcast efforts focusing on afternoon / evening rush hours from Monday through Sunday, the Fall campaign also ran spots 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. The campaign was designed to reach predominantly men 18-49. The spots ran on the following stations:

WWIN-FM	Hot Adult contemporary
WBJC-FM	Classical
WNAV-AM	Adult Contemporary
WTTR-AM	Oldies

Total Traffic Network :

WCHH-FM	Modern Rock (1990s)
WQSR-FM	Oldies
WCAO-AM	Gospel
WPOC-FM	Country

There were total of 153 spots that ran, adding up to 1,247,326 total impressions.* Total reach was 44%. And frequency was 2.5.**

*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.

Outdoor Media

Four (4) outdoor posters were placed in Baltimore City. Total impressions for these posters was 2,083,200. These messages remain posted providing additional bonus impressions.

Print Media

Half page ads were placed in the following publications:

- The B
- The City Paper
- El Tiempo Latino
- Press Box

Transit Messages

The fall 2009 campaign targeted pedestrians and drivers with a variety of messages in transit shelters and on bus sides.

The “Cross like your life depends on it” message was used in transit shelters in key locations along the Reisterstown Road corridor with a high frequency of pedestrians.

Pedestrians, cyclists and drivers were pinpointed with 60 bus sides and 40 bus tails on MTA buses. Paid placements for the bus sides were 30 and 20 for bus tails. A one for one bonus match was provided for each of the sides and tails. In addition, 400 interior bus cards ran to reach bus riders.

Transit shelters carried the message in 23 total shelters, gaining TBD total impressions for the campaign. Eleven (11) shelter messages were produced in Spanish and 12 in English. Altogether, there were TBD total impressions for transit media. These messages remain posted providing additional bonus impressions.

Internet Messages

The message was also delivered through web banner ads on www.Baltimoresun.com that linked to the www.drivesafebaltimore.com web site. The Street Smart campaign received the following ads on www.Baltimoresun.com:

- Six (6) sliding billboard dates on the Maryland News and Sports pages. The total unique impressions via the sliding billboards were 500,000 during the course of the campaign.
- Large cube banner ad within the Maryland News and Sports sections. Total impressions via the large cube ads were 400,000 during the campaign.
- Leader board banner ads within the Maryland News and Sports sections. Total impressions via the leader board ads were 400,000 during the campaign.
- Total impressions: 1,300,000

Additional Outreach

The Fall 2009 Street Smart campaign also took advantage of other forms of message distribution by distributing posters and handouts to local businesses in the Reisterstown Plaza and surrounding areas. Posters and handouts were produced in both English and Spanish and promoted safety tips for pedestrians, drivers and bicyclists and were distributed throughout the region.

In addition, the WNAV radio station handed out fliers at the Anne Arundel County Fair; aired additional public service announcements; and placed a banner at their broadcast booth during this event.



Press Event

The Street Smart press event was held at the Reisterstown Plaza. The campaign and event were widely covered by local news media. Among the coverage highlights:

This event generated a conservative estimate of TBD media impressions.

Print/Online Coverage: TBD

Radio Coverage: TBD

TV Broadcast Coverage: WJZ

Campaign Evaluation

The comparison of the pre-test and post-test shows very strong consistency between the two. The first wave was conducted in August of 2009 prior to the launch of the advertising campaign. The second wave was conducted in October of 2009 after all of the active media had been placed and run. The two waves used exactly the same questionnaire, administered web-based, to a sample of individuals from Baltimore and Baltimore County.

The demographics of the two test groups are very similar and show good consistency. Many of the questions between wave one and wave two are statistically level without any real change, that is to be expected because much of the survey is testing attitudes, beliefs and behaviors that probably would not change dramatically in a short period of time.

On the other hand, the areas of message recognition and campaign awareness scored very high and very dramatically between the two executions of the survey.

Detailed review

All participants in the survey were licensed drivers above the age of 18 who agreed to participate in this web survey. The primary target was Males 18 to 34, with the secondary target of everyone 18 to 34. The participants in the survey were divided deliberately 50/50 male and female. They're also stratified to be roughly 1/3rd from Baltimore City and 2/3rd from Baltimore County to reflect the approximate population of those areas.

We made a series of eight statements, and received very similar (level) responses between the 2 waves. This level response is often a function of media spend or duration of the campaigns. It also helps when campaigns have been run repeatedly. The statements we made were:

- I think pedestrians are at risk from cars – people responded that this answer was very accurate or extremely accurate 63% of the time, and the average in the first wave was 62% and in the second wave 64%. A “level” response.
- I think pedestrians are a nuisance – in this case the average in both surveys with 12% with the average in the first survey being 10% in the average in the second survey being 14%. The important observation in these is that the highest response rates came from 18 to 34 with both genders with wave one at 19% and wave two at 22%.
- I worry that I might hurt a pedestrian – it appears that this concern is felt strongly by our 18 to 34 year olds without regard to their gender.
- I'm fearful when I have to walk as a pedestrian – again very strong consistency with the average of both surveys being 26% in extremely/very accurate with the first survey being 27% and the second survey averaging 24% for a statistical tie.
- I think pedestrian laws are too strict – in this case the positive answers averaged 7% between both waves while the highest numbers 14% & 17% respectively were given by Males 18 to 34.
- When I'm a pedestrian, I think pedestrian laws are inconvenient - again great consistency 10% average, 9% wave one, and 10% wave two.
- I always obey pedestrian laws when driving my car – again absolutely statistically level at 82%
- When I'm driving my car I am always considerate of pedestrians – again level at 86%.

Conclusion: the individuals who participated in the survey in both waves gave very consistent responses, which showed honesty in their responses, statistical accuracy between the two waves, and documents how difficult it actually is to change people's attitudes.

Police enforcement

Have you recently seen or heard about police efforts to enforce pedestrian traffic safety laws? – a significant shift between the first and second waves out of our Males 18-34 from 21% to 33% answering “yes” supports the fact that the media purchase was well targeted and the messaging effectively communicated enforcement.

The next two questions about police enforcement had to do with “crossing against the signal” and “pedestrian yield laws,” both of these were level across both surveys at 11% for the first one and 28% for the second.

Observed behaviors

The next series of questions asks drivers about their observation of other drivers; the scoring remained very consistent as demonstrated and summarized below.

Specific questions	W1 Aver.	W2 Aver.	W1 18-34 M	W2 18-34 M
Past 30 days, observed pedestrians who walked into the road or jaywalk	88%	86%	79%	88%
Past 30 days, observed drivers who did not yield to pedestrians	68%	72%	48%	69%
Past 7 days, had to stop suddenly or swerve to avoid hitting a pedestrian	31%	28%	28%	36%
Past seven days, failed to stop or yield for a pedestrian in a crosswalk	5%	7%	10%	10%
When driving near pedestrians, do you always obey pedestrian safety laws?	91%	92%	97%	83%
Have you ever come very close to hitting a pedestrian	40%	35%	38%	43%
Do you usually speed up to try and make the light?	26%	32%	48%	45%
As a pedestrian, do you wait for the walk sign and use crosswalks	78%	80%	65%	71%

The above chart shows that most behaviors are one are extreme or another with very few things in the midrange. It also shows that our male 18 to 34 do not observe different behaviors than the rest of the survey participants.

Messages

Unlike some of the attitudes and behaviors most of the messages did have differences between waves and between 18 to 34 year olds and the rest of the population. Between wave one and wave two there are often more dramatic differences in the Males 18 to 34 than in our sample as a whole. These wide variations often show that the targeting of the media is working effectively, because it speaks more to our target audience than it does to the population as a whole.

Messaging items that increased from the first wave to the second wave are **highlighted below**:

Specific questions	W1 Aver.	W2 Aver.	W1 18-34 M	W2 18-34 M
Area police are enforcing traffic safety laws	25%	29%	29%	45%
A program called "Street Smart"	11%	12%	12%	17%
A message saying: "cross like your life depends on it."	12%	25%	25%	38%
A message saying: "when a car hit a pedestrian, speed kills..."	11%	16%	16%	26%
A picture of a person being hit by a car.	11%	13%	17%	26%
A message about safety around busses.	22%	27%	45%	45%
A message saying: "slowdown, watch for pedestrians."	36%	40%	41%	38%

Media and demographics

Where did you see or hear the message:

Television	42%
Busses	21%
Radio	19%
TV News	19%
Billboard	18%

What is your marital status?

Married	45%
Single, never married	25%

Divorced 13%

How would you describe your race?

Caucasian 72%

African American 20%

Asian 3%

Other 3%

Hispanic 2%

The annual miles driven were overwhelmingly between 10,000 and 15,000 miles per year.