

STREET /// SMART

MEETING NOTES

November 15, 2007 meeting – Spring 2008 Campaign

INOVA HOSPITAL STUDY:

- Draft of report is with Mike Farrell and will be sent to the committee once it has been approved
- Preliminary findings confirm:
 - Broader age range for driver demographic (drivers involved in pedestrian/bicyclist incidents) as 18-49
 - Majority of crashes occur somewhere other than an intersection
 - Last action of driver is “moving at a constant speed”
 - Number of crashes rise steadily from Monday through Wednesday with the highest number and then flattening out Thursday and Friday (similar to Metro ridership numbers)
 - Primary time of day for crashes is afternoon rush hour with morning rush hour following
- **ACTION ITEMS:**
 - DesignHouse will have Inova incorporate all changes from COG and send revised report back to Mike Farrell for distribution

PRELIMINARY PHONE SURVEY FOR FALL CAMPAIGN:

- Conducted the week before the fall campaign began
- Preliminary findings confirm:
 - Incidences in the news affect awareness of the campaign
 - Certain message components (Slow Down, Pay Attention, Be Careful Around Trucks and Buses) are testing high before campaign began
- **ACTION ITEM:**
 - Summary of survey will be developed by DesignHouse

SPRING CAMPAIGN:

- Committee members agreed that drivers ages 18-49 and all pedestrians will be the primary target audiences
- Primary target audiences will be reached during the week concentrating on Monday-Friday during rush hour and include a mix of English and Spanish media channels
- Committee members agreed to target drivers through radio and pedestrian primarily through outdoor media such as transit shelters, bus sides, and bus cards. Other media outlets to explore include internet and print advertising.
- Committee members expressed interest in developing a Rapid Response Plan for pedestrian/bicyclists incidents.
- **ACTION ITEMS:**
 - DesignHouse will begin preliminary work on marketing plan based on the agreed upon target audience and media channels
 - Mike Farrell and committee members will need to explore possible spokespeople to serve as “rapid responders”
 - A follow-up meeting will be scheduled to discuss campaign message, website and collateral materials the first week of December