



MWCOG
FY2014 *Street Smart*
Pedestrian and Bicycle Safety Campaign

Michael Farrell, DTP
Kenna William, Sherry Matthews, Inc.

Bus Subcommittee Meeting
February 25, 2014



FY 2014 Year to Date Recap

- ★ Media relations: 64 news stories with \$215,785 in publicity value
- ★ Paid media:\$129,000
 - ★ Radio: Traffic sponsorships on 7 stations
 - ★ Outdoor: 55 kings, 70 tails, 488 pumptoppers at 122 gas stations
- ★ Donated media: 165 Shelters, **1800+ Bus Ads**
- ★ Radio PSA network: 30 and 60-second spots on 11 stations
- ★ Three Street Smart Safety Zones



Spring 2014 – Campaign at a Glance

- ★ Kickoff event and media tour
- ★ Paid radio traffic sponsorships & outdoor media
- ★ Street level outreach
- ★ Social media & partnerships
- ★ Campaign evaluation – online surveys
- ★ Radio PSA network
- ★ \$283,500 budget



Spring 2014 – Overall Schedule

SPRING – SUMMER	March				April				May				June			
	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23
PUBLIC RELATIONS																
Press Event					■											
Media Tour					■	■	■	■	■							
Suggested Enforcement Dates						■	■	■	■							
MEDIA																
Radio :15 Traffic Sponsorships								■	■							
Pumptoppers						■	■	■	■							
Exterior Bus Ads						■	■	■	■							
OUTREACH/PARTNERSHIPS																
Street Teams/Safety Zones						■	■	■	■							
Digital/Social Media	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Capital Region Radio Network										■	■	■	■	■	■	■
CAMPAIGN EVALUATION										■	■	■				



Paid Media: Outdoor

- ★ Four weeks: April 14 – May 11
- ★ English & Spanish
- ★ \$83,000 budget





Donated Media: Please Run our Bus Cards!

- ★ Four weeks: 4/15 – 5/11
- ★ Bus Cards (any size) in English and Spanish
- ★ Two Concepts: Jaywalking & Bus Safety (same as Fall 2013)
- ★ Printing specs (size) and shipping instructions due to kennaw@sherrymatthews.com by 3/18
- ★ **DEADLINE: March 18th!**





THANK YOU

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