

**Metropolitan Washington Council of Governments
Street Smart Campaign FY14**

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																

*Bicycle and Pedestrian Subcommittee is 3/18
 TPB Technical Committee is 3/7,4/4, 5/2
 COG Board of Directors is Wednesday 3/12, 4/9 (noon)
 TPB is Wednesday 3/19, 4/16
 WMATA Board Meeting is Thursday 2/27
 Cherry Blossom Festival is 3/20-4/15
 Bike to Work Day is 5/16
 NHTSA Click It or Ticket Enforcement 5/19-6/1*