

Street Smart

Pedestrian & Bicycle Safety Public Awareness Campaign

Fall 2007 & Spring 2008



Campaign Goals

- Increase awareness
- Coordinate and support an intensive region-wide education and enforcement effort
- Continue to improve the behaviors of all drivers, pedestrians and bicyclists



Campaign Methods

- Paid advertising in both English & Spanish
– radio, outdoor, Internet
- Increased law enforcement
- Concentrated value-added efforts through media advertising and public relations activities in both English & Spanish
- Campaign evaluation



Campaign Component: Radio

(Spots on both English & Spanish-speaking stations)

- Fall 2007:
542 spots adding up to 10,103,000 impressions
Reach of 47%; Frequency of 9.4
- Spring 2008:
560 spots adding up to 11,672,000 impressions
Reach 51.5%; Frequency 9.7

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.



Campaign Component: Outdoor

(Transit shelters & bus cards executed in English & Spanish)

- Fall 2007:
154 bus sides; 450 bus cards; 20 transit shelters
25,992,895 total impressions
- Spring 2008 included second message targeting safety around buses:
150 bus sides; 500 bus cards; 20 transit shelters;
1 mobile billboard
60,370,023 total impressions

**Spring campaign included 25 ultra kings as well as a mobile billboards that contributed to the higher impression values*



Campaign Component: Internet

- Fall 2007:
Pre-roll videos & in-banner videos geotargeted to reach metro DC audience
5,263,158 total impressions
- Spring 2008:
Pre-roll videos & in-banner videos geotargeted to reach metro DC audience
4,856,121 total impressions



Campaign Component: Print

- Spring 2008 only:
Half-page ads in *The Washington Post Express* &
El Tiempo Latino
2,653,896 total impressions



Campaign Component: Additional Outreach

- Fall 2007:
Collateral materials were produced in English, Spanish, Chinese, Korean, Vietnamese & Amharic for use by law enforcement, schools, radio stations, and other public service agencies.
- Spring 2008:
Collateral materials were produced in English, Spanish, Chinese, Korean, Vietnamese & Amharic for use by law enforcement, schools, radio stations, and other public service agencies.
Additionally Montgomery County began running the campaign on bus sides and transit shelters during the summer (ads still up).



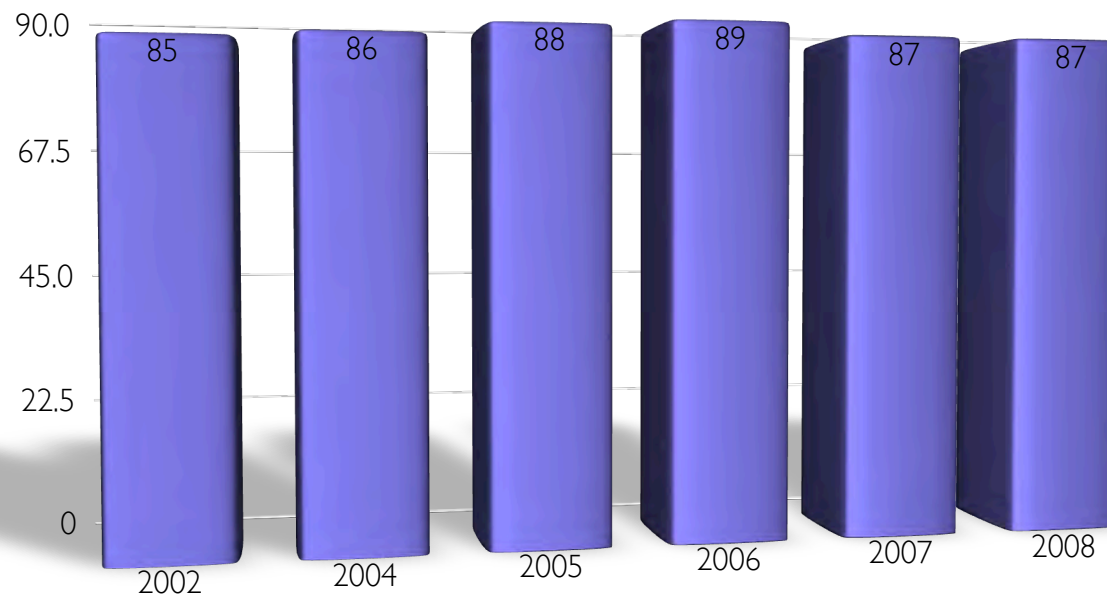
Campaign Component: Added & Earned Media Values

- Combined total added & earned media values was approximately **\$372,885.00**
 - \$208,555.00 combined added media value
 - \$164,330.00 combined earned media value
- Press Events earned 8,289,742 media impressions; over 45 broadcast hits; and at least 9 print/online articles



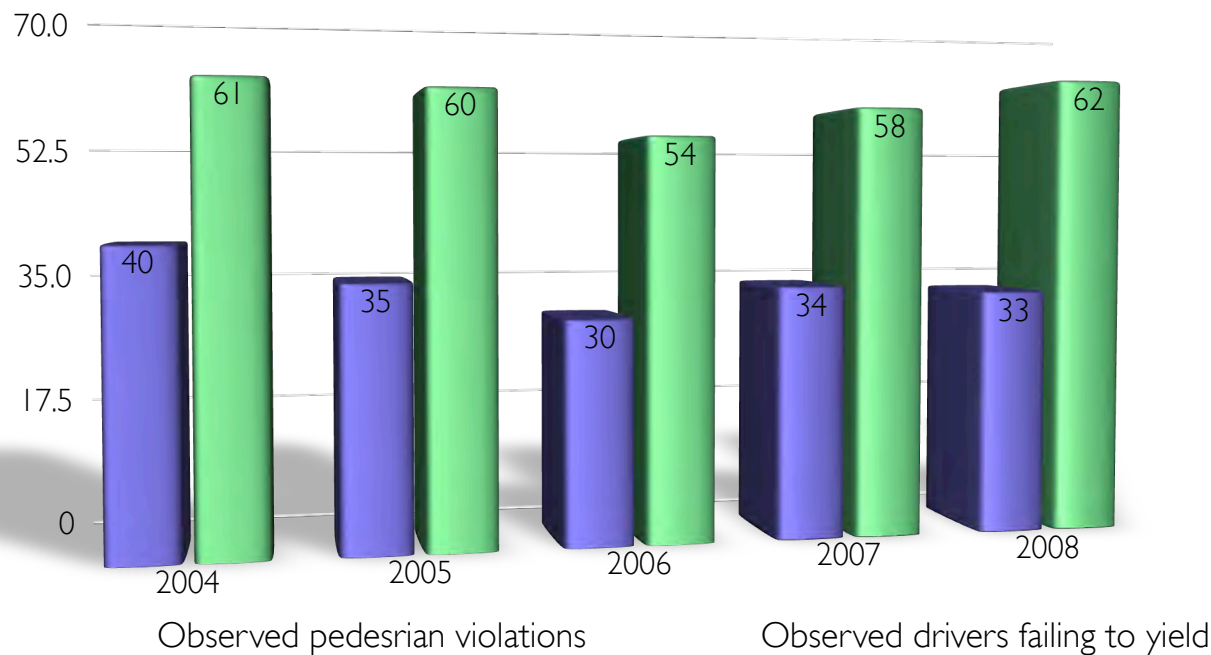
Campaign Evaluation

- Drivers have maintained a high level of awareness of pedestrian laws.



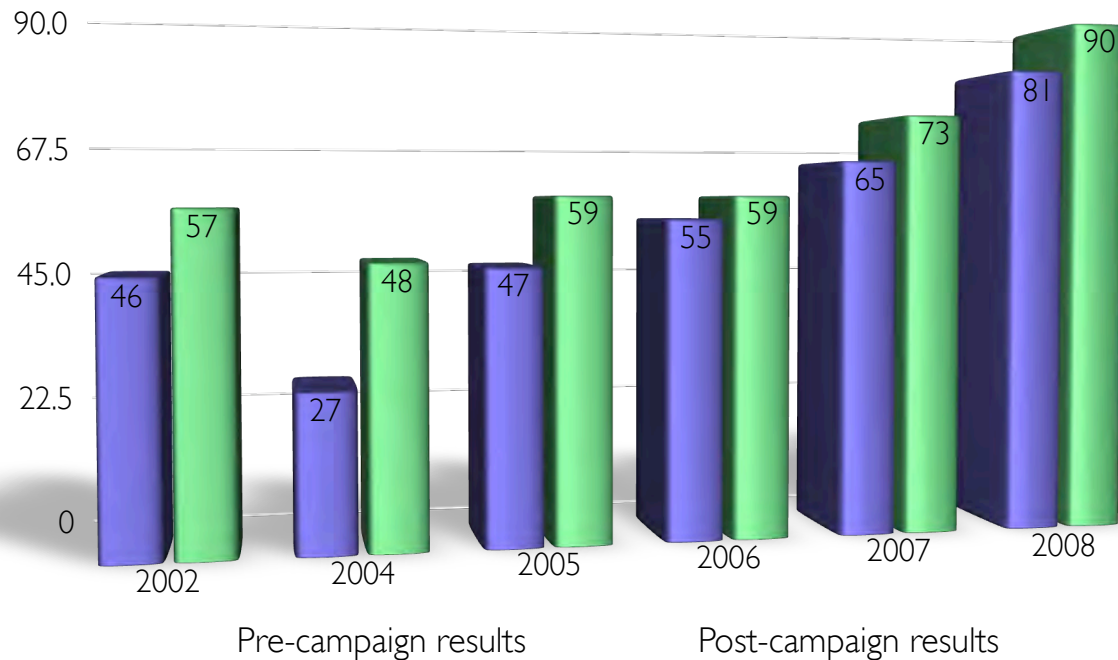
Campaign Evaluation

- Survey participants observed that drivers were more likely to commit pedestrian-related violations than pedestrians.



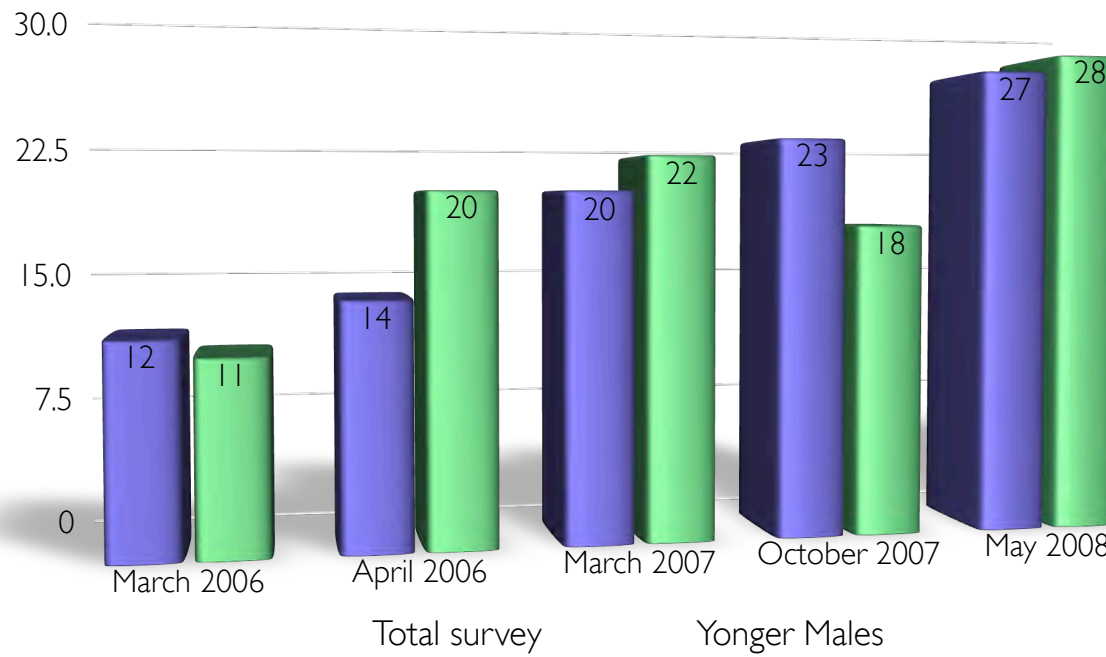
Campaign Evaluation

- Total net awareness of all Street Smart messages shows steady increases in both pre- and post-campaign surveys.



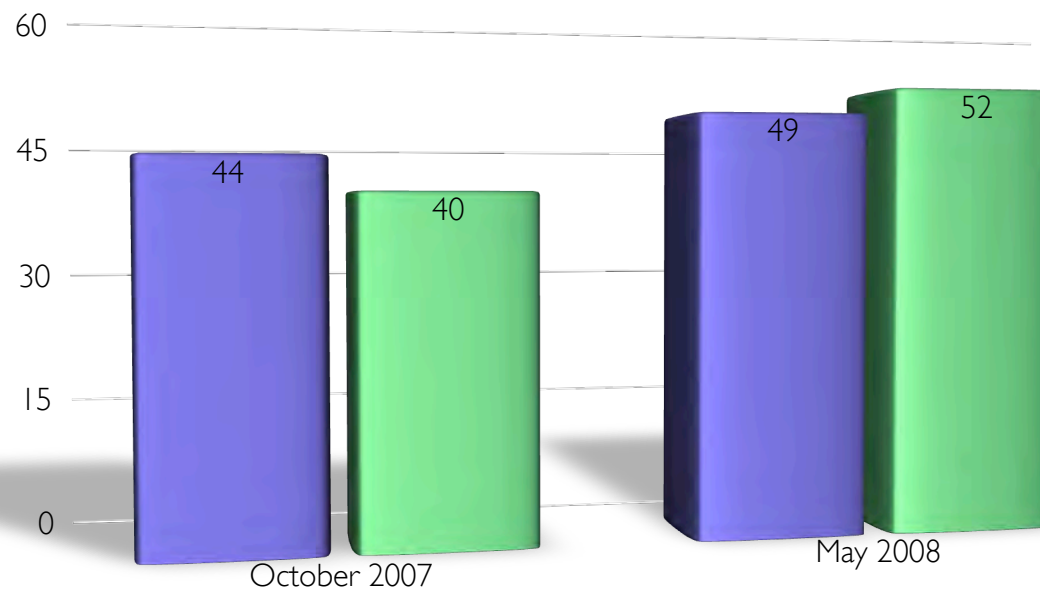
Campaign Evaluation

- While the general audience shows a steady increase in awareness of police efforts, 18-34 year old males showed a 10% increase between 2007 and 2008.



Campaign Evaluation

- Two key campaign messages are shown to resonate with the DC metropolitan general audience.



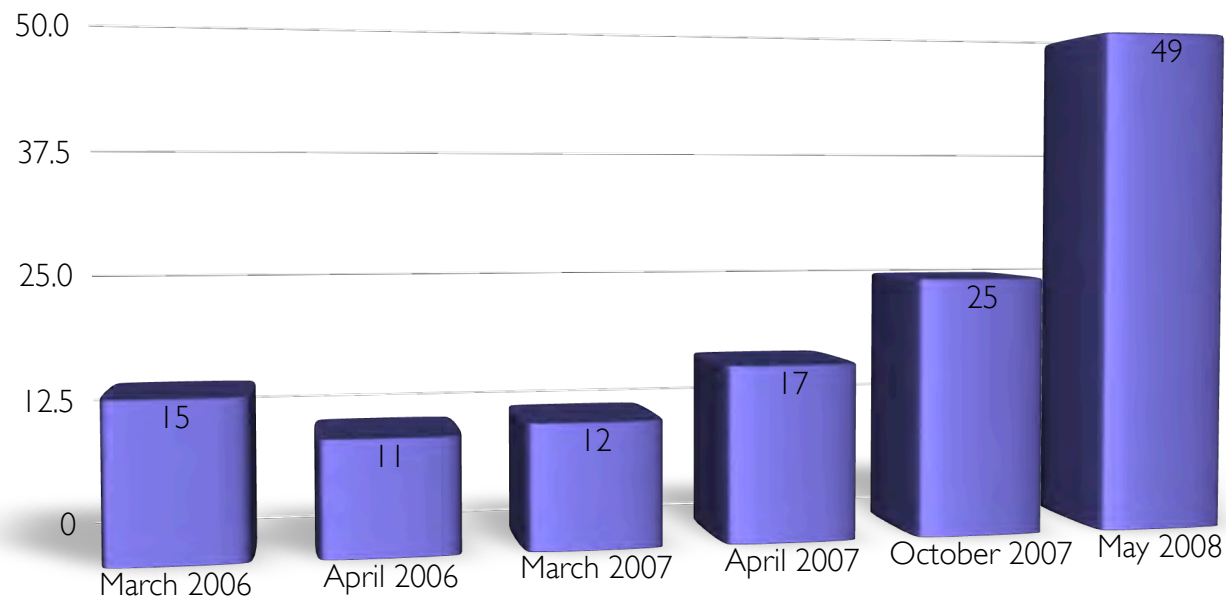
Area police are enforcing traffic safety laws.
Slow down, watch for pedestrians.

STREET
SMART



Campaign Evaluation

- Name recognition of Street Smart improved significantly in May 2008.



Fall 2008 Campaign

- Schedule
- Messaging
- Strategy
 - Media
 - Public relations activities
- Evaluation



Fall 2008 Campaign



Cross like your life depends on it.

*Use crosswalks. Obey signals.
Look left, right, left.*

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Police are enforcing safety laws!

Be alert around Buses.

- Stay out of blind spots. If you can't see the driver, they can't see you.
- Cross after the bus leaves the stop.
- Stay alert. Buses make wide turns.



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A public safety program of the District of Columbia,
Maryland, Virginia and Metro



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Fall 2008 Campaign



Animated Internet Ad





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