

“Street Smart” Pedestrian and Bicycle Safety Program

Fall 2012 Campaign and Concepts for Spring 2013

January 22, 2013
Item #6





Fall 2012 Campaign – PR Event

November 14, 2012
Loudoun County, VA
Belmont Ridge Road &
W&OD Trail





Fall 2012 Earned Media Coverage

- Eighteen print and online articles reaching at least 543,560 readers
- Eight television stories reaching more than 261,404 viewers
- One 12-minute radio interview reaching more than 4,000 listeners



Fall 2012 Paid Traffic Sponsorships



- WPGC-FM (rhythmic contemporary hits)
- WIAD-FM (hot adult contemporary)
- WJFK-FM (sports)
- WLZL-FM (Spanish)
- WNEW-FM (news talk)
- WKYS-FM (urban contemporary)
- Approximately 500 spots/promotions
- \$143,500 added value



Fall 2012 Street Smart Safety Zones



11/15: Prince George's County, MD - WPGC

Pennsylvania Ave. & Donnell Dr.

12/4: Washington, DC - WPGC

Minnesota Ave. & Benning Rd. NE

12/5: Fairfax County, VA – El Zol

Glen Forest Dr. & Route 7



Fall 2012 – New Bus Card Artwork



1,345 donated bus card placements



Spring 2013 Campaign at a Glance

- Market research
- New creative components
- Guided by Advisory Group, Focus Groups
- Paid media (April 1-23)
- PSA news network
- Kickoff event and media tour
- Outreach activities
- Social media
- \$450,000 budget

Street Smart Advisory Group Membership List

Jan-13

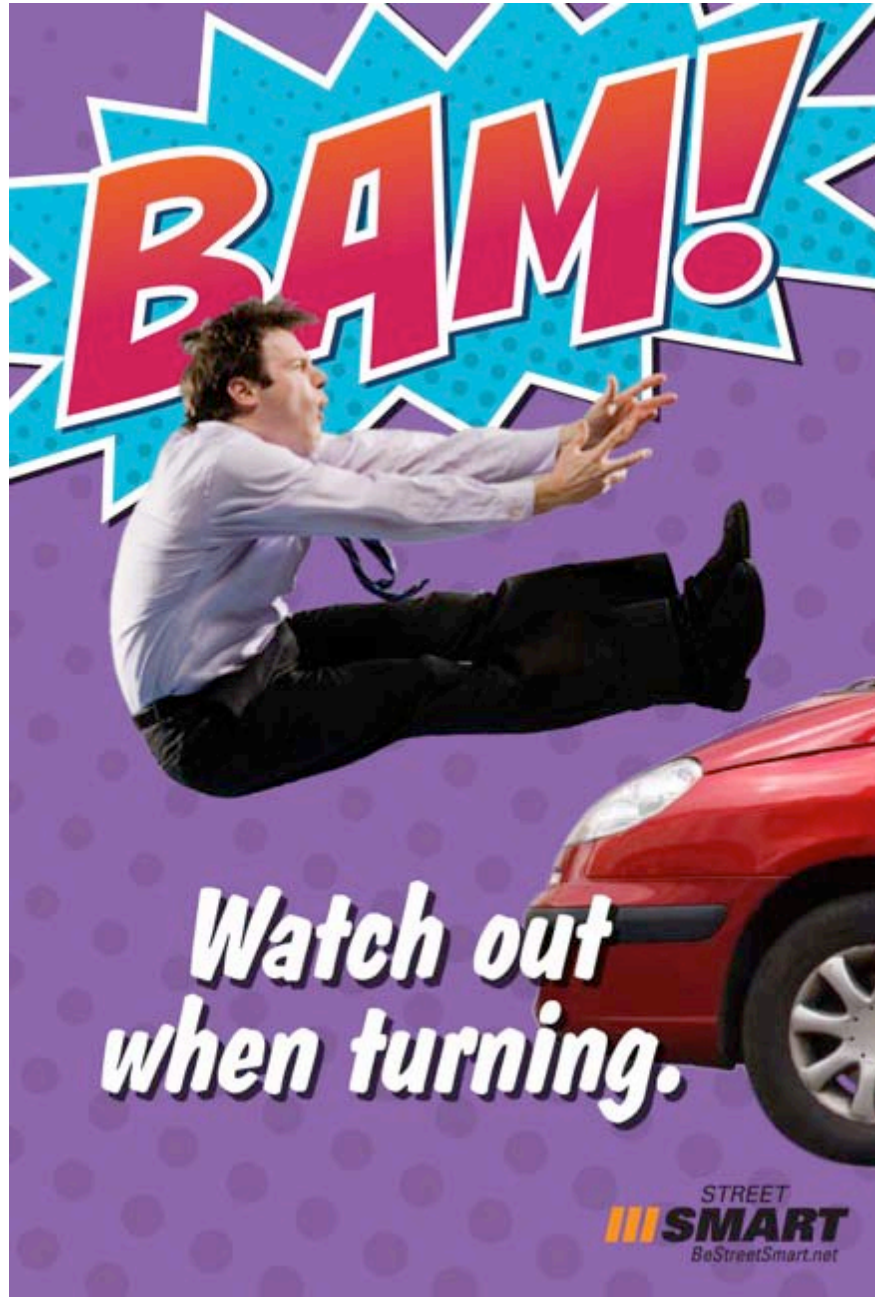
Agency	Representative	Title
State and Regional		
District of Columbia Department of Transportation	George Branyan	Pedestrian Program Manager
Maryland Office of Highway Safety	Christina Sinz	CTSP - State Highway Administration District 3
Virginia Department of Motor Vehicles	Bob Weakley	Grants Manager
Virginia Department of Transportation/NOVA District	Cindy Engelhart	District Bicycle and Pedestrian Coordinator
WMATA	Kristin Haldeman	Manager, Access Planning and Policy Analysis
MWCOG	Jeanne Saddler	Director, Office of Public Affairs
Citizens Advisory Committee (TPB)	Veronica Davis	CAC Representative to Street Smart Advisory Group
Local - MD		
Bladensburg		
Bowie	Todd Turner	Mayor, City of Bowie
Charles County		
College Park		
Frederick		
Frederick County		
Gaithersburg		
Greenbelt		
Montgomery County	Jeff Dunckel	Pedestrian Safety Coordinator
Prince George's County DPW&T	Victor Weissberg	Special Assistant to the Director
Rockville		
Takoma Park		
Local - VA		
Alexandria	Carrie Sanders	Principal Transportation Planner
Arlington County	David Goodman	Bicycle & Pedestrian Programs Manager
Fairfax	Alex Versoza	Transportation Director
Fairfax County	Chris Wells	Pedestrian Program Manager
Falls Church	Wendy Block Sanford	Transportation Program Manager / Principal Planner
Loudoun County	Arkopal Goswami	Senior Transportation Planner
Manassas		
Manassas Park		
Prince William County	Monica Backmon	Regional Planner

SPRING 2013 DRAFT CAMPAIGN CONCEPTS

PLEASE NOTE:

These are draft concepts for discussion purposes only and are not intended for public distribution at this stage. Neither concepts nor images are final. Concepts will be tested and refined with client feedback throughout the creative process.

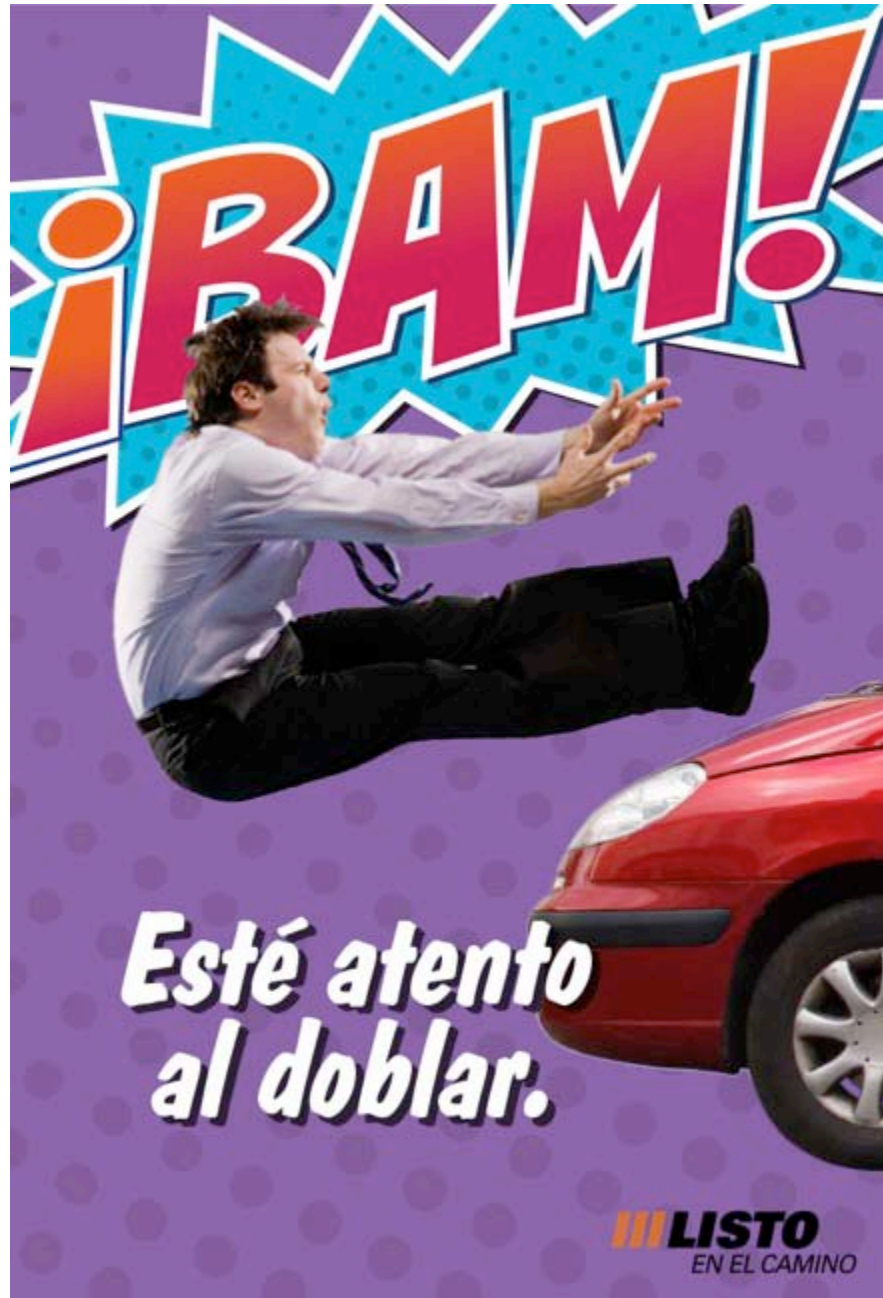
BAM



*Watch out
when turning.*

STREET
SMART
BoStreetSmart.net

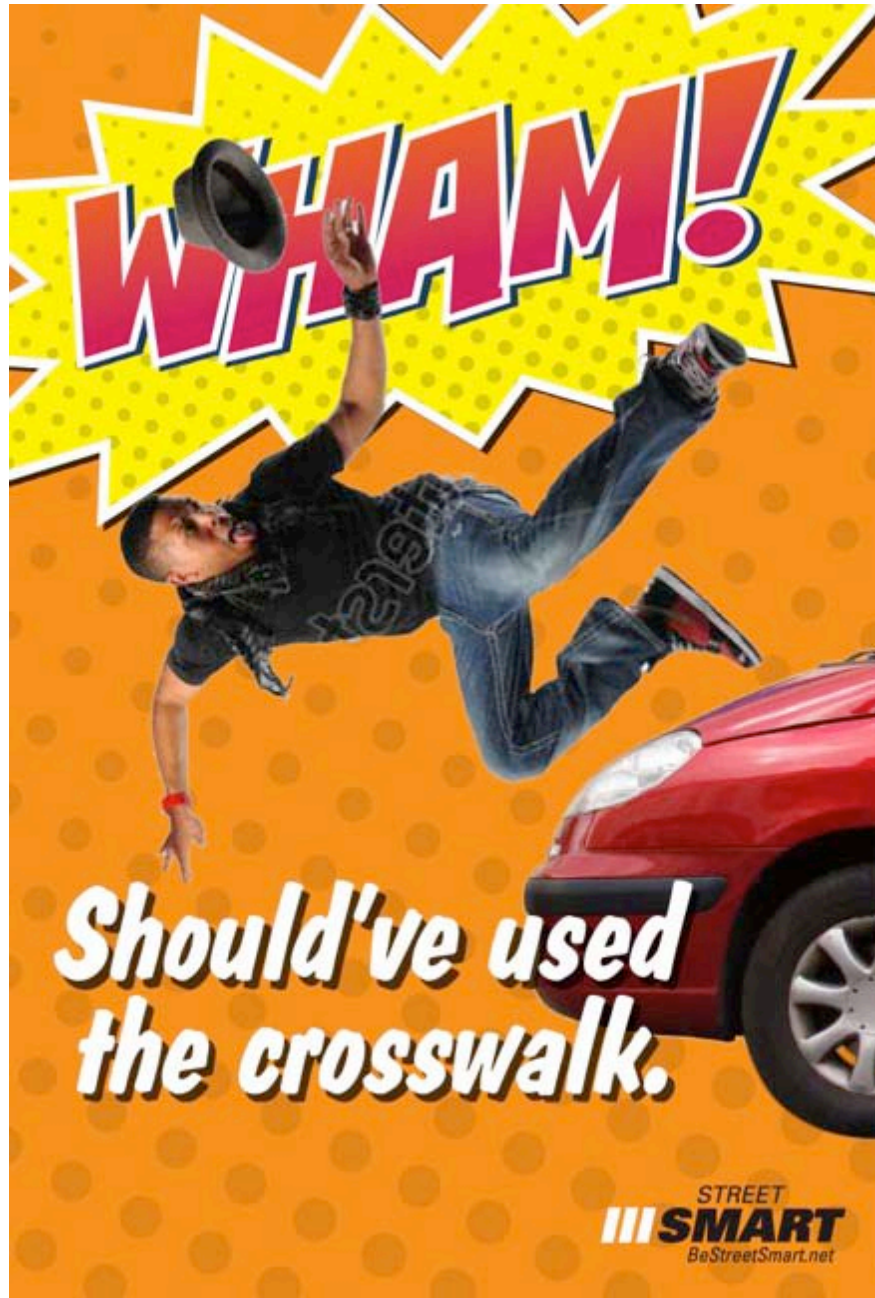
DRAFT



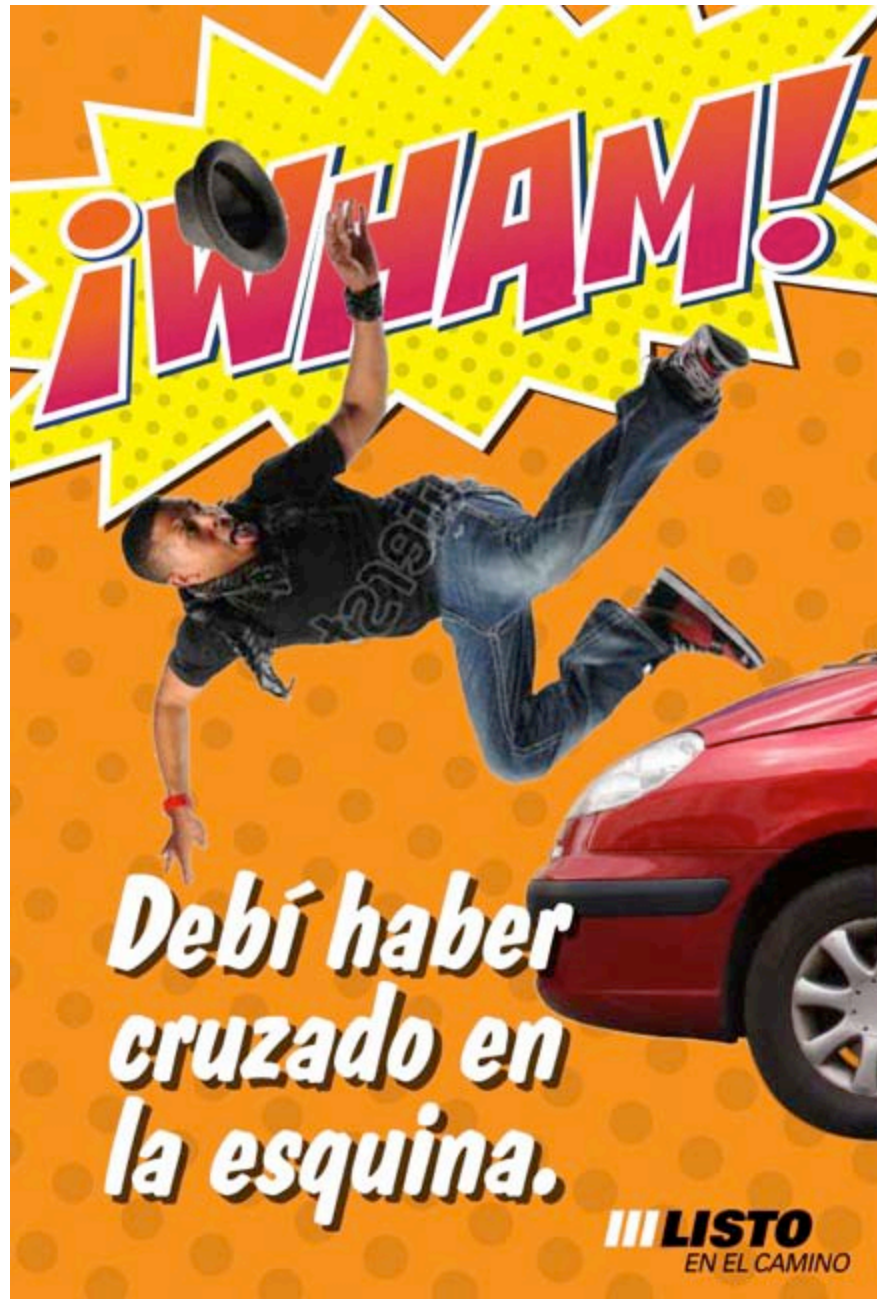
***Esté atento
al doblar.***

LISTO
EN EL CAMINO

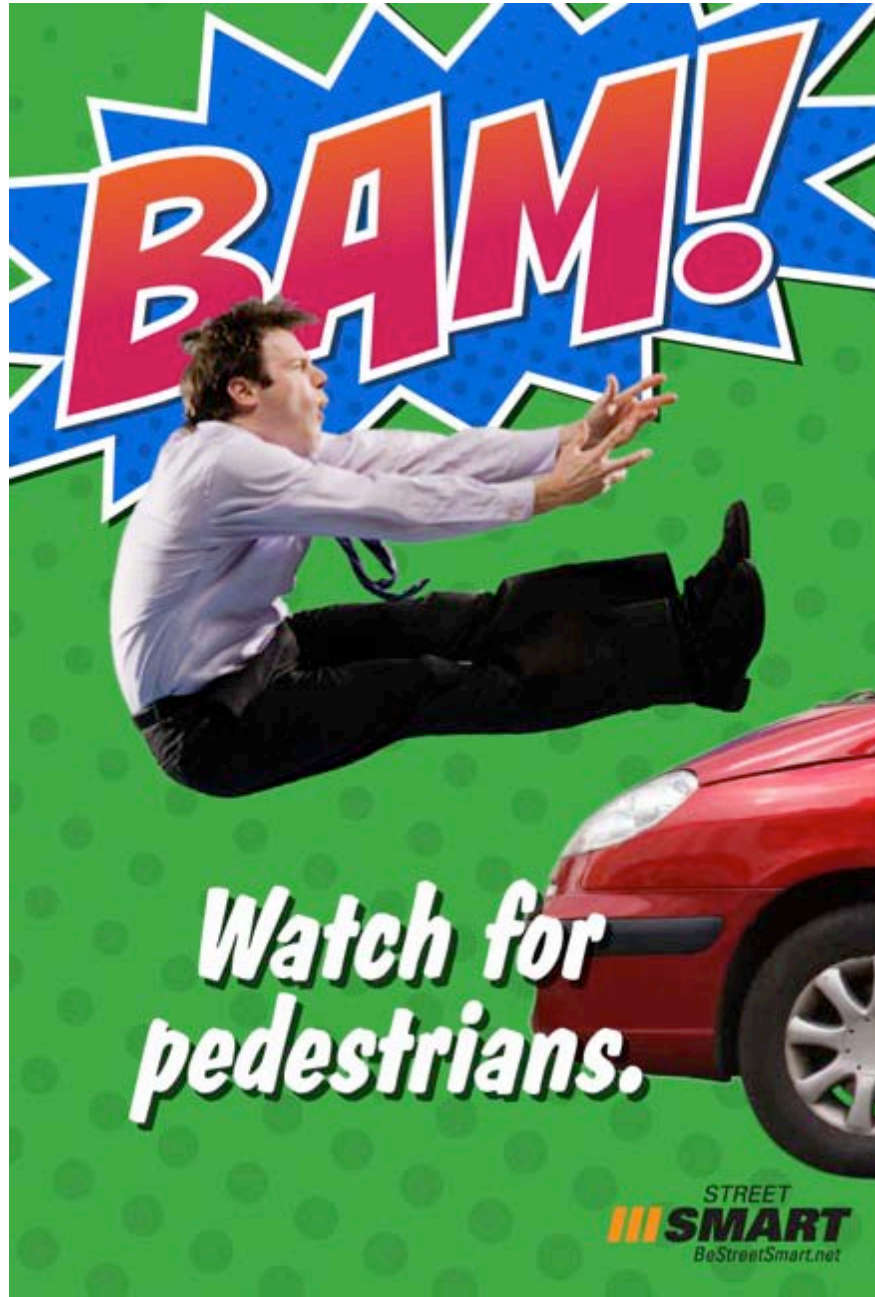
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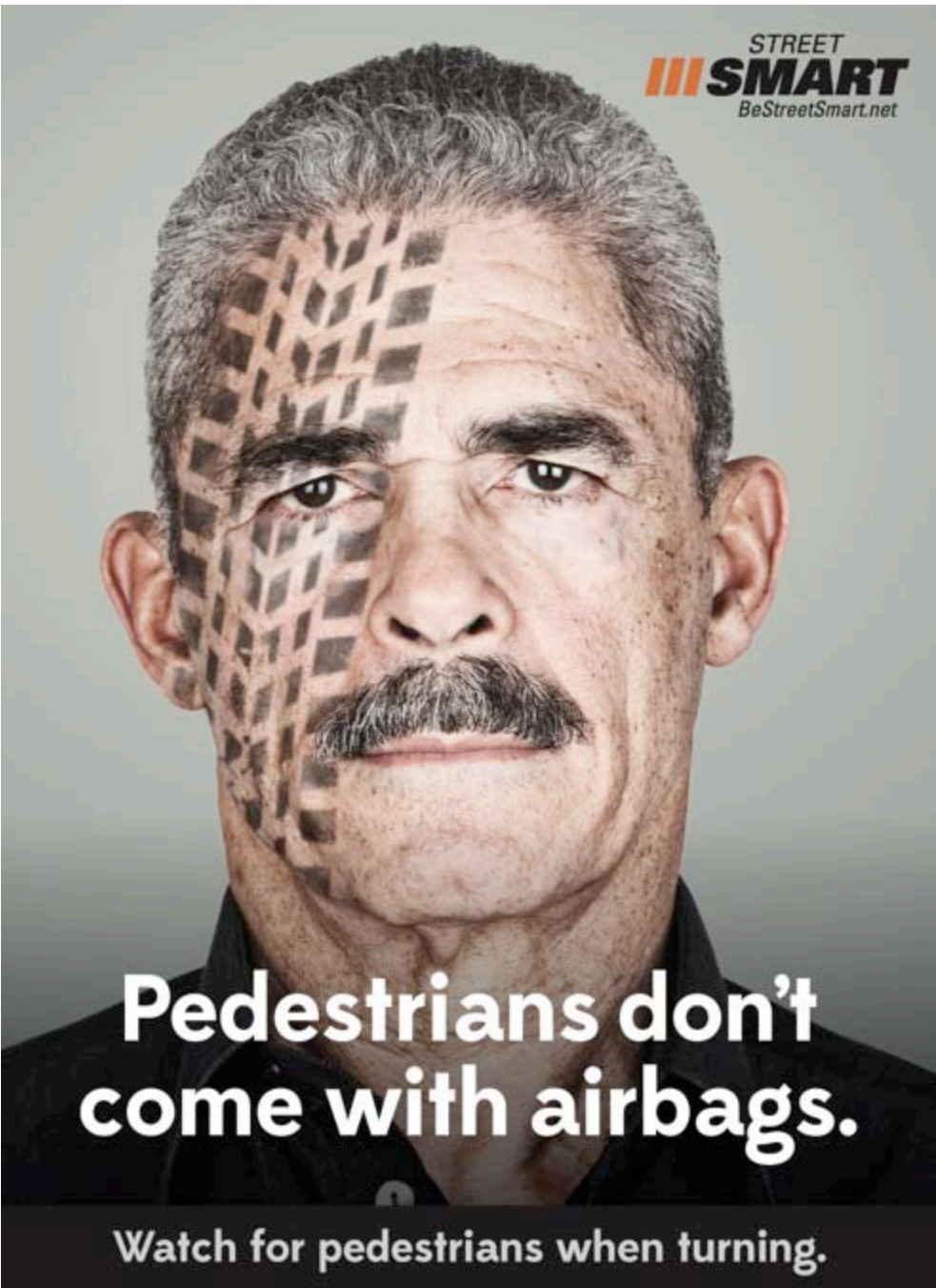


DRAFT



DRAFT

TIRED FACES



**Pedestrians don't
come with airbags.**

Watch for pedestrians when turning.

DRAFT



LISTO
EN EL CAMINO

**Los peatones no
tienen bolsas de aire.**

Atento por los peatones al doblar.

DRAFT



STREET
SMART
BeStreetSmart.net

**You can't fix a pedestrian
at a body shop.**

Slow down and watch for pedestrians.

DRAFT



LISTO
EN EL CAMINO

**El taller mecánico no puede
reparar a un peatón.**

Reduce la velocidad. Atento por los peatones.

DRAFT

STREET
/// SMART
BeStreetSmart.net

**You're the one
with the brakes.**

Slow down and watch for pedestrians.

DRAFT



LISTO
EN EL CAMINO

**No dejes huella.
Pisa freno.**

Reduce la velocidad. Atento por los peatones.

DRAFT



**The penalties for
jaywalking vary.**

Cross at the corner. Wait for the light.

DRAFT


A young man with dark hair and glasses is looking directly at the camera. The right side of his face (from the viewer's perspective) is covered in a dark, grid-like pattern, resembling a road sign or a warning symbol. The background is a plain, light gray.

LISTO
EN EL CAMINO

**No cruzar en la esquina
tiene varias consecuencias.**

Cruza en la esquina. Obedece las señales.

DRAFT



**Don't let the bus take you
to the emergency room.**

Cross after the bus leaves the stop.

DRAFT



LISTO
EN EL CAMINO

**No dejes que el autobús
te deje en urgencias.**

Cruza después que salga el autobús de la parada.

DRAFT



STREET
SMART
BeStreetSmart.net

**Bicycles don't
have bumpers.**

Obey signs and signals.

DRAFT



LISTO
EN EL CAMINO

**Las bicicletas no
tienen defensa.**

Obedece las señales.

DRAFT



STREET
SMART
BeStreetSmart.net

**Bicycles don't
have bumpers.**

Give cyclists room to ride.

DRAFT



LISTO
EN EL CAMINO

**Las bicicletas no
tienen defensa.**

Dale a los ciclistas espacio.

DRAFT



Spring 2013 Next Steps & Milestones

- Focus Groups: January 30 & 31
- Present Findings & Recommendations: February 15
- Finalize Artwork: March 8
- Resizing & Production: March
- Pre-campaign survey: March
- Campaign: April 1 -23
- Post campaign survey: May

THANK YOU

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