

# Washington Regional Pedestrian Safety Task Force

**Date:** February 3<sup>rd</sup>, 2004  
**Time:** 12:30 p.m.  
**Place:** COG, 777 North Capitol Street NE  
Washington, D.C.  
First Floor, Rooms 4/5

## Meeting Agenda

1. General Introductions
2. Street Smart 2004
  - a. Funding  
Michael Farrell, MWCOG
  - b. Content – Review, Discuss and Approve  
Mary McAndrew, Design House
    - i. Radio Spots
    - ii. TV Spots (yes or no)
    - iii. Print
    - iv. Posters
    - v. Bus-backs
    - vi. Transit Shelters
    - vii. Bus Cards
    - viii. Brochures
  - c. Target audience
  - d. Potential date/time/location for Kick-Off event. Who should attend?
  - e. Quantities/budget – How many posters and brochures should we order?
  - f. Discuss coordination with Law Enforcement
  - g. Long-term direction and strategy
3. Other Business