

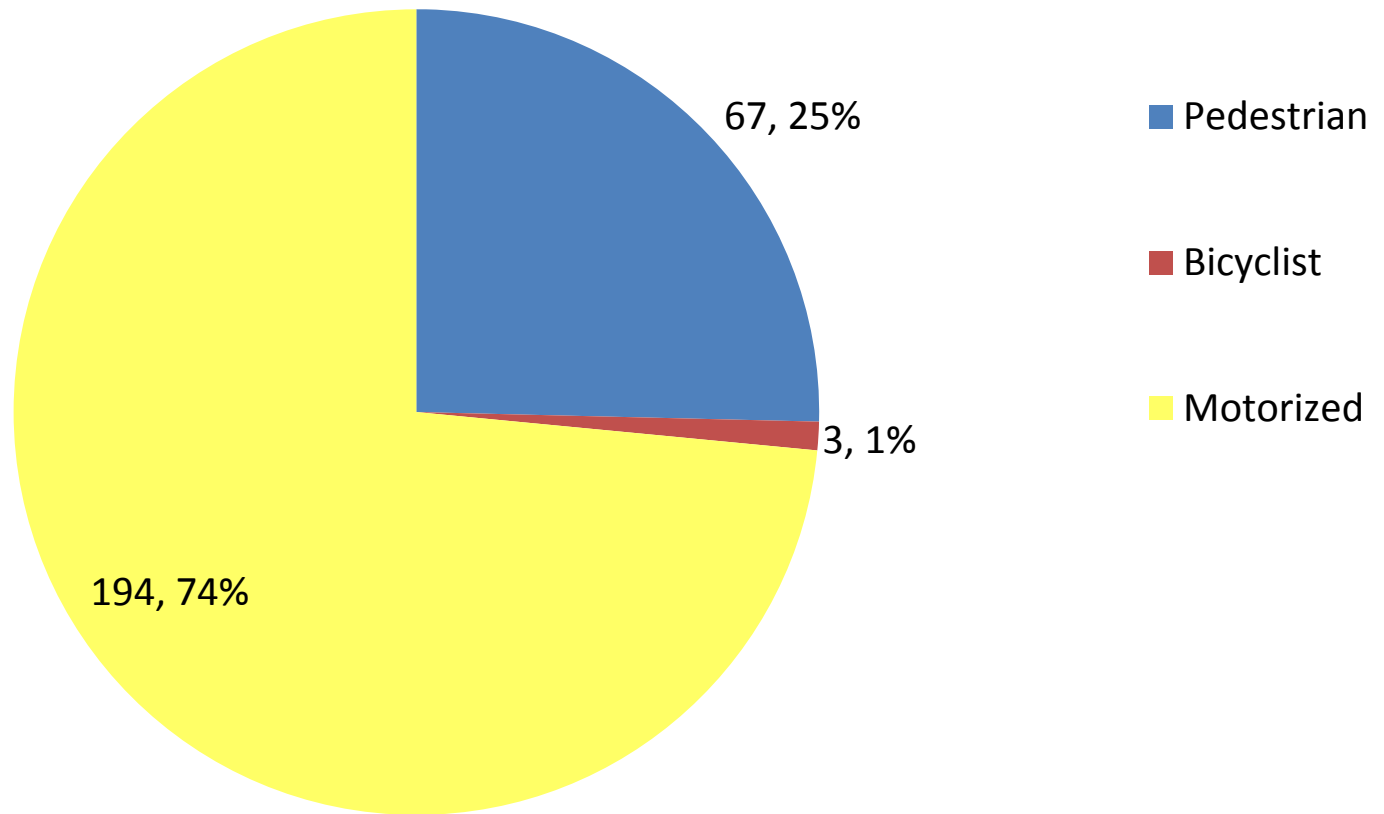


**MWCOG**  
**FY2014 *Street Smart***  
**Public Education Campaign**

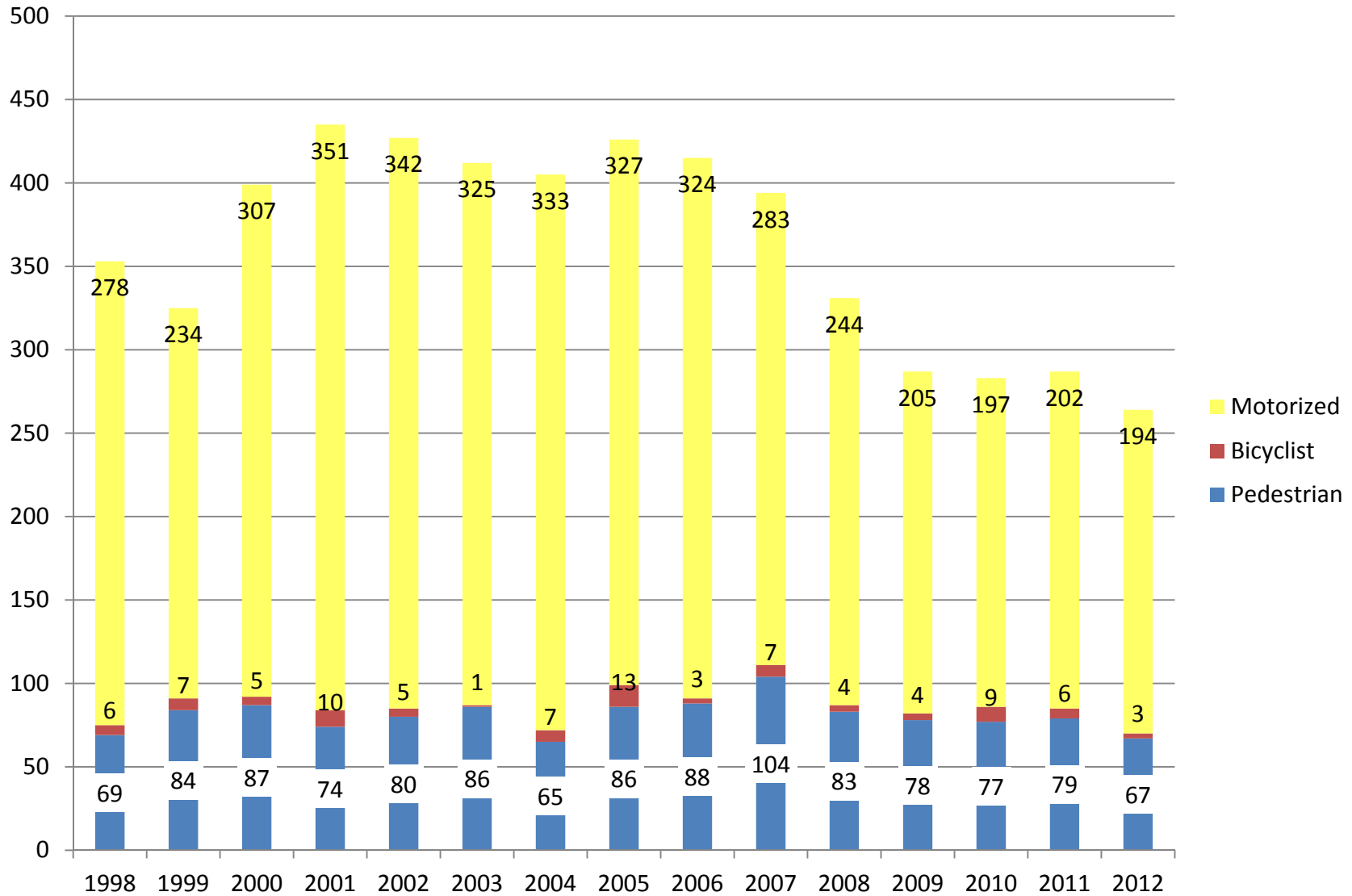
Michael Farrell

Item 2  
Regional Bus Subcommittee Meeting  
September 24, 2013

## Pedestrian, Bicyclist, & Motorized Traffic Fatalities in the Washington Region 2012



## Traffic Fatalities in the Washington Region





## Pedestrian & Bicyclist Fatalities by Jurisdiction

Jurisdiction	2006	2007	2008	2009	2010	2011	2012
District of Columbia	17	27	15	16	16	13	8
Charles County	2	6	1	3	3	9	4
Frederick County	4	1	0	1	4	0	4
Montgomery County	18	18	19	15	14	11	8
Prince George's County	20	29	41	23	23	30	22
Arlington County	1	1	1	4	1	5	4
City of Alexandria	1	2	0	0	2	2	2
Fairfax County	20	17	4	11	13	10	7
City of Fairfax	0	1	0	2	0	1	1
City of Falls Church	0	0	0	0	2	0	0
Loudoun County	1	3	0	1	2	3	3
City of Manassas	0	1	0	0	0	0	0
City of Manassas Park	0	0	0	0	0	0	0
Prince William County	7	5	6	6	6	1	7
<b>Total</b>	<b>91</b>	<b>111</b>	<b>87</b>	<b>82</b>	<b>86</b>	<b>85</b>	<b>70</b>

\*2011 Preliminary data – MHSO, VDMV, DDOT



# What is Street Smart?

- Street Smart focuses on Education through Mass Media
  - One media campaign for one media market
  - <http://bestreetsmart.net>
- Concentrated waves of Radio, Transit, and Internet advertising designed to change driver, pedestrian, and cyclist behavior
- Since Fall 2002
- Supported by concurrent law enforcement
- Funded by:
  - Federal Funds administered by the States
  - WMATA
  - TPB Member Governments
  - COG dues (63k)

# “Tired Faces”



**STREET  
SMART**  
BeStreetSmart.net

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

**Yield to pedestrians when turning.**

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

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**STREET  
SMART**  
BeStreetSmart.net

A close-up portrait of a woman wearing a black bicycle helmet. The right side of her face is covered in a white, textured pattern that mimics the tread of a bicycle tire. She has a serious expression and is looking slightly to the left of the camera.

**Bicycles don't come  
with bumpers.**

Give cyclists room to ride.

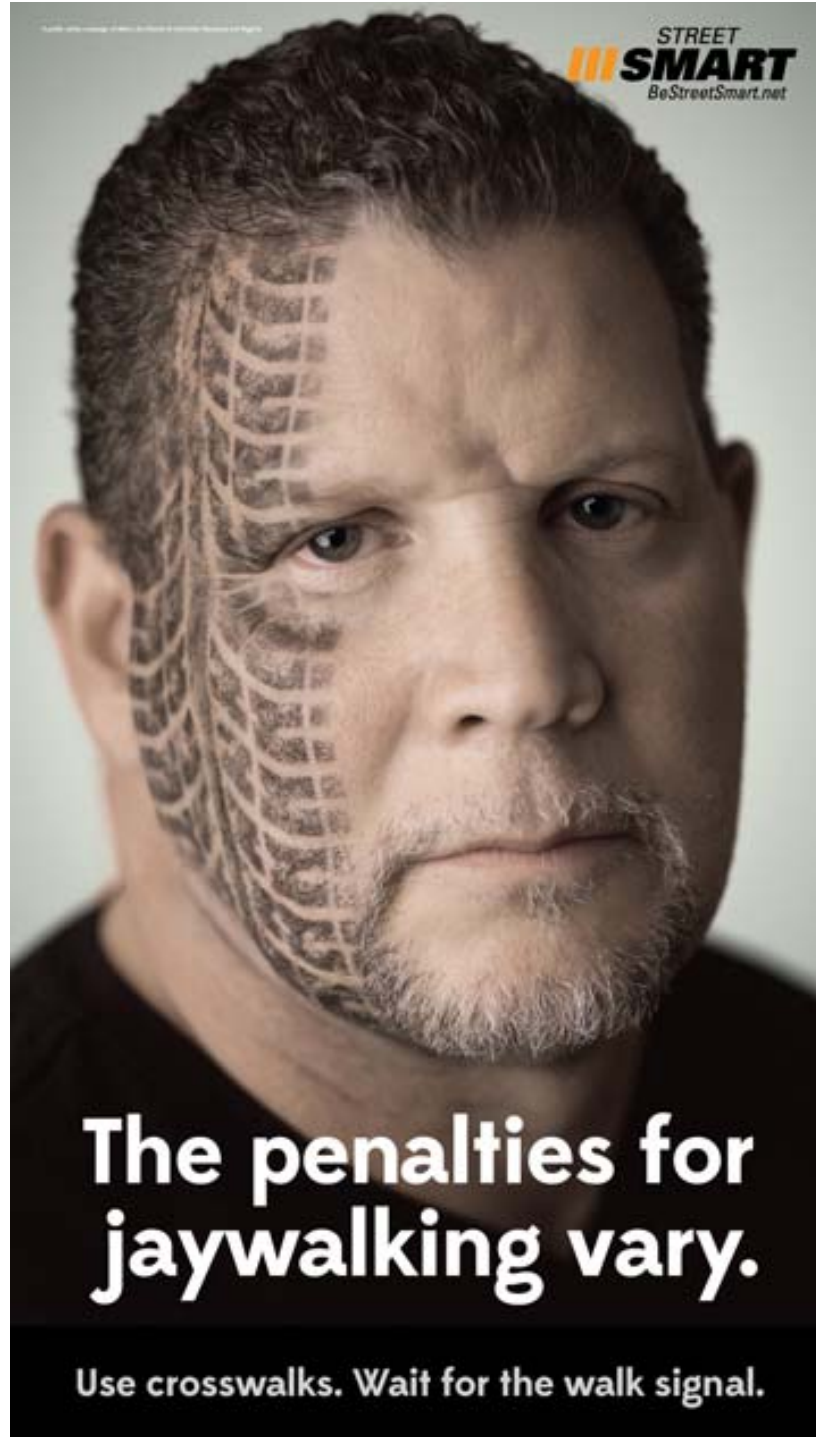
9/24/2013



**Kids don't come  
with turn signals.**

**Slow down and watch for pedestrians.**





**STREET  
SMART**  
BeStreetSmart.net

**The penalties for  
jaywalking vary.**

Use crosswalks. Wait for the walk signal.

9/24/2013



**STREET  
SMART**  
BeStreetSmart.net

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

**Slow down and watch for pedestrians.**

A public safety message of the State of Colorado, Missouri and Virginia



STREET  
**SMART**  
BeStreetSmart.net

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

**Al doblar, cede el paso a los peatones.**

Un programa de seguridad patrocinado por Metro, Distrito de Columbia, Maryland y Virginia.

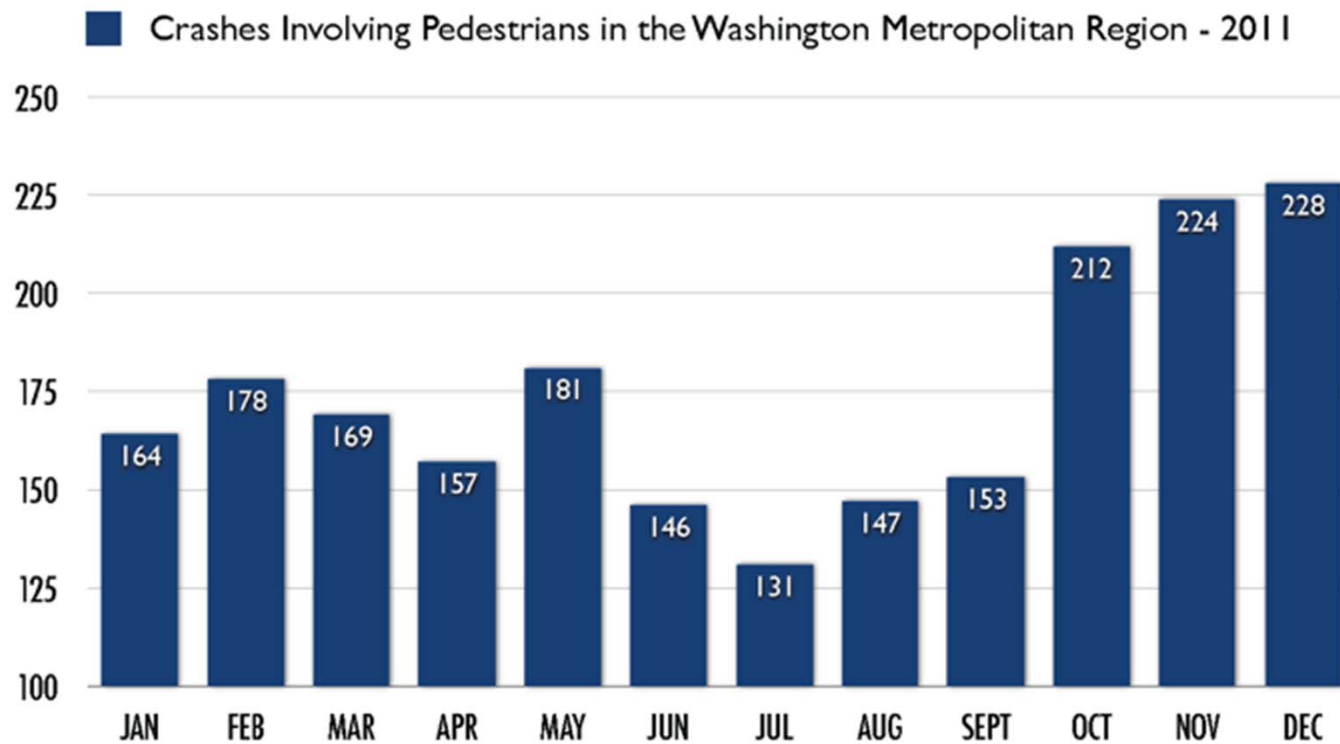


# FY2014 Program Overview

- Fall and spring paid media
- Fall and spring PR
- Fall and spring increased enforcement
- Radio PSA network (unpaid)
- Digital channels – new website
- Campaign evaluation
- \$602,000 budget



# Fall 2013 – Campaign Considerations





## Fall 2013 – Campaign at a Glance

- High impact press event - week of October 21st
- Media tour
- Paid radio traffic sponsorships & outdoor media
- Street Smart Safety Zone outreach promotions
- Social media & partnerships
- Radio PSA network
- \$273,860 budget



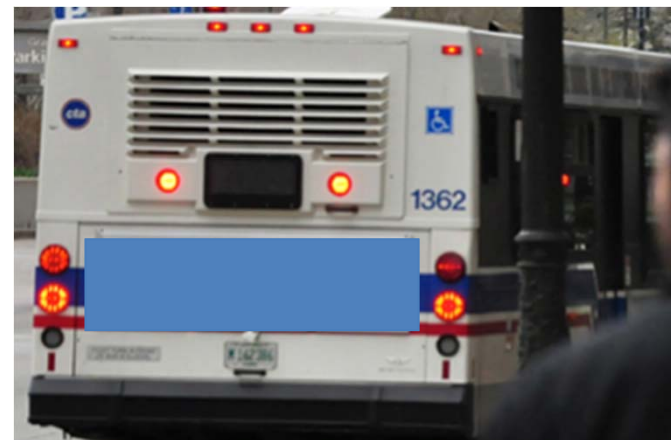
# Fall 2013 Paid Media: Exterior Bus Ads

- Four weeks: October 28 – November 24
- DC, MD, NoVa
- \$46,000 gross placement budget



Bus King

9/24/2013



Bus Tail



# Fall 2013 Paid Media: Exterior Bus Ads

- 100 Bus Kings OR
- 130 Bus Tails OR
- 55 Bus Kings & 65 Bus Tails



Bus King



Bus Tail





# Fall 2013 Paid Media: Pumpptoppers

- Four weeks: October 28 – November 24
- 122 gas stations, based on availability
- 25 GRP showing in priority markets, with additional coverage in secondary markets
- \$39,000 gross placement budget





## Fall 2013 Paid Media: Radio

- Adults 18 – 49
- Two weeks October 28 – November 10
- Wed – Fri, 3 – 8 pm, Sat 6am – 8pm
- 15-second spots, English and Spanish
- Primary target: motorists
- Primary messages: visibility, time change, increased enforcement
- \$44,000 gross placement budget



# Fall 2013 – Street Smart Safety Zones



9/24/2013



## Fall 2013 – Street Smart Safety Zones

- Three two-hour events: DC, MD, NoVA
- Turn-key partnership with radio stations
- 15-second on-air radio promotions (est. 45)
- Engagement considerations:
  - Pedestrian safety quiz, prizes, pizza/water
- \$6,000 net budget



# Capital Region Radio PSA Network

- English & Spanish
  - Targeted to drivers
  - 30-second & 60-second PSAs
  - Two concepts & two distribution pushes when the paid campaigns are dormant
    - Winter: Visibility issues during darker hours
    - Summer: Speeding issues/watch and yield for pedestrians



# Fall 2013 – Overall Schedule

FALL – WINTER	October				November				December				January				February			
	7	14	21	28	4	11	18	25	2	9	16	23	5	12	19	26	2	9	16	23
<b>PUBLIC RELATIONS</b>																				
Press Event																				
Media Tour																				
Suggested Enforcement Dates																				
<b>MEDIA</b>																				
Radio :15 Traffic Sponsorships																				
Pumptoppers																				
Exterior Bus Ads																				
<b>OUTREACH/PARTNERSHIPS</b>																				
Street Smart Safety Zones (with radio)																				
Digital/Social Media																				
Capital Area News Network (production/distribution)																				



## Fall 2013 – Overall Budget

Media placement/promo costs	\$ 135,000
Production/collateral	\$ 27,650
Media relations/press event	\$ 42,850
Account management/strategy	\$ 39,500
PSA network	\$ 25,000
<u>Digital/social media</u>	<u>\$ 3,860</u>
<b>TOTAL</b>	<b>\$ 273,860</b>
<i>Leftover for spring</i>	<i>\$ 328,140</i>



# Please Run our Bus Cards!

- Four weeks: 10/28 – 11/24
- Bus Cards (any size) in English and Spanish
- Two Concepts: Jaywalking & Bus Safety
- Printing specs (size) and shipping instructions due to [kennaw@sherrymatthews.com](mailto:kennaw@sherrymatthews.com) by 9/30
- **DEADLINE: September 30**







## THANK YOU

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