

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

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)																				

*Bicycle and Pedestrian Subcommittee is 9/17*  
*TPB Technical Committee is Friday 10/4, 11/1*  
*COG Board of Directors is Wednesday 10/9, 11/13*  
*TPB is Wednesday 10/16*  
*WMATA Board Meeting is Thursday 10/24*  
*Halloween is Thursday 10/31*  
*Daylight Savings is Sunday 11/3*  
*Virginia gubernatorial election is Tuesday 11/5*  
*Thanksgiving is Thursday 11/28*