

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
STREET SMART PUBLIC EDUCATION CAMPAIGN
FISCAL YEAR 2014**

SPRING 2014 CAMPAIGN

CAMPRAIGN EVALUATION (\$15,000)

- Pre- and post-campaign online surveys to determine campaign effectiveness.
- 300 respondents ages 18–55, limited to MWCOG jurisdictions.
- Methodology mirrors previous year to compare year over year.
- End-of-year analysis report to communicate the year’s efforts.

PUBLIC RELATIONS/EARNED MEDIA (\$39,500)

We’ll launch the campaign with a press event in Virginia and extend the coverage by executing a local media tour and disseminating media kits, including b-roll video package with footage recut from the fall. We will also create an online press site with materials for the media to use in their coverage of the campaign.

Media Event

- Tentative date: April 8 or 9
- Time: 10:30am
- Location: Virginia jurisdiction

Local Media Tour/Pitching

- Dates: April 7 – May 11, 2014
- Interviews with campaign spokespeople in English and Spanish

PAID MEDIA PLACEMENT

Our overall media strategy places a heavy focus on street-level marketing to be where the target audiences are.

- Campaign Dates: April 28–May 11, 2013 (coinciding with recommended enforcement dates)
- Target Audience: Adults 18–49, skewing male

Outdoor (\$83,000 gross media – 4 weeks starting April 14)

OPTION 1	OPTION 2	OPTION 3
<p>Exterior Bus Ads: <u>\$83,000</u> 175 Bus Kings +200 Interior Bus Cards (bonus)</p> <p><i>Estimated production: \$6,925</i></p>	<p>Exterior Bus Ads: <u>\$60,588</u> 125 Bus Kings +200 Interior Bus Cards (bonus)</p> <p>Gas Station Advertising: <u>\$22,412</u> 280 pumptoppers at 70 stations +70 station window clings (bonus)</p> <p>Secondary areas only: Prince William County, Loudoun County, Manassas, Falls Church, Frederick County, Charles County</p> <p><i>Estimated production: \$10,425</i></p>	<p>Exterior Bus Ads: <u>\$48,471</u> 100 Bus Kings +200 Interior Bus Cards (bonus)</p> <p>Gas Station Advertising: <u>\$34,529</u> 424 pumptoppers at 106 stations +106 station window clings (bonus)</p> <p>Primary areas: Washington, DC, Montgomery County, Prince George’s County, Arlington County, Fairfax County, Alexandria</p> <p>Secondary areas: Prince William County, Loudoun County, Manassas, Falls Church, Frederick County, Charles County</p> <p><i>Estimated production: \$12,250</i></p>

Radio (\$35,000 – two weeks starting April 28)

Radio :15 Traffic Sponsorships

We recommend radio news/ traffic sponsorships as a cost effective way to reach motorists while building frequency for the Street Smart message. Minimal production costs allow multiple messages to be easily rotated through 15-second announcements that air adjacent to news/traffic reports during prime drive time.

- Focused during higher risk times for pedestrian and bicycle incidents:
 - Wednesday–Friday, 3:00pm–8:00pm
 - Saturday 6:00am–8:00pm
- Stations (covering DC, MD, NoVA):
 - 93.9 WKYS-FM (Urban Contemporary Hit Radio)
 - 95.9 WPGC-FM (Rhythmic Contemporary Hit Radio)
 - 94.7 WIAD-FM (Hot Adult Contemporary)
 - 106.7 WJFK-FM (Sports)
 - 107.9 WLZL-FM (Spanish Contemporary)
 - 99.1 WNEW-FM (News/Talk)
 - 102.3 WMMJ-FM (Urban Contemporary)
- Copy will be written and approved for radio station talent to produce. Recommended messaging targets drivers:
 - Increased enforcement
 - Watch for/yield to pedestrians

STREET-LEVEL OUTREACH (\$12,000)

To bring street-level messaging to pedestrians, we propose on-the-ground marketing efforts near higher risk areas throughout the region. Recommended messaging includes safe pedestrian crossing behaviors.

OPTION 1	OPTION 2
<p><u>Street Smart Safety Zones</u></p> <ul style="list-style-type: none"> - Six two-hour events - Includes popup tent, table, music, distribution of safety tips and reflective giveaways - Partnership with CBS Radio Stations - 15 radio promos per event 	<p><u>Street Smart Street Teams</u></p> <ul style="list-style-type: none"> - Twelve three-hour events - Team of four roving “brand ambassadors” - Includes distribution of safety tips and reflective giveaways - “Walking billboard” messaging

CREATIVE/COLLATERAL PRODUCTION (\$51,600)

Collateral includes the creative production services and printing of the following materials:

- Outdoor paid media production and installation as well as all donated media production
- Outreach signage/materials including reprint of Pedestrian Safety Tips Cards with reflective giveaways
- Annual report

DIGITAL/SOCIAL MEDIA (\$4,900)

A social media campaign must be proactive and part of the ongoing conversations that occur in social networks. We will create a 90-day editorial calendar for Street Smart’s current Twitter feed throughout the campaign and refresh the content going into summer. We will also update the digital toolkit to distribute to partners, which includes web banners, social media images, and posts for Facebook and Twitter.

ACCOUNT SERVICE (\$42,500)

Account service includes strategic planning, project management, presentations to and communications with MWCOG stakeholders, creative oversight, media and event coordination, campaign monitoring and reporting.

SPRING CAMPAIGN BUDGET TOTAL: \$283,500