

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC EDUCATION CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA



2019
FISCAL YEAR
ANNUAL REPORT

OCTOBER 1, 2018
— THROUGH —
SEPTEMBER 30, 2019

Mirroring national trends, pedestrian fatalities in the Washington metropolitan region are on the rise. Even as most types of traffic fatalities declined in 2018, the number of pedestrians and cyclists killed in traffic incidents increased nearly 19 percent. In 2018, preliminary data indicate that 94 pedestrians and 7 cyclists* were killed on our region's streets, accounting for 33 percent of the 306 total traffic fatalities.

Walking and biking are important modes of transportation for many people in the metro area. While engineering efforts of state and local jurisdictions are critical in creating safer streets for vulnerable road users, the Metropolitan Washington Council of Governments' *Street Smart* program works to protect people walking and biking by educating the public about measures individuals can take to improve safety and promoting enforcement of pedestrian and bicycle safety laws.

The goals of the regionwide *Street Smart* campaign are to:

- // Reduce pedestrian and cyclist injuries and deaths in the region.
- // Educate drivers, pedestrians, and bicyclists about safe use of roadways.
- // Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

The initiative integrates several components including media relations, paid advertising, donated media, street-level outreach, events, digital efforts, and increased law enforcement.

The *Street Smart* program is sponsored by Metro, the District of Columbia, Maryland and Virginia, and is supported by many vital partners committed to pedestrian and bicycle safety in the Washington region. Local cities, counties, states, police departments, nonprofit organizations, and transit authorities all work together to make our region a safer place for people walking and biking.

THE FOLLOWING IS THE ANNUAL REPORT OF ACTIVITIES AND RESULTS OF THE *STREET SMART* PUBLIC AWARENESS AND ENFORCEMENT CAMPAIGN FOR FISCAL YEAR 2019, INCLUDING FALL 2018 AND SPRING 2019.

*includes one e-scooter fatality



Fall Kickoff Speakers



*Captain Thomas Didone,
Director, Montgomery County Police Traffic Division*

MEDIA RELATIONS

FALL CAMPAIGN KICKOFF PRESS EVENT

On November 8, 2018, *Street Smart* launched the fall campaign at Veterans Plaza in Silver Spring, Maryland. The event also launched the new *Street Smart* Virtual Reality Challenge, raising awareness among drivers, pedestrians, and bicyclists by familiarizing them with three “close call” traffic scenarios often associated with crashes.

Speakers at the fall kickoff event included:

- // Kelly Melhem, Deputy Chief, Maryland Highway Safety Office
- // Hans Riemer, Montgomery County Council President
- // Chief Hank Stawinski, Prince George’s County Police Department
- // Captain Thomas Didone, Director, Montgomery County Police Traffic Division
- // John Saunders, Director, DMV’s Virginia Highway Safety Office
- // Sam Zimbabwe, Chief Project Delivery Officer, District Department of Transportation

The event occurred just after the Daylight Savings Time change. As daylight hours decrease, it’s imperative for local safety officials to remind motorists, pedestrians, and bicyclists to be extra vigilant. The Montgomery County Police Department also conducted enforcement nearby after the event.

Police officers from across the region attended the event and warned residents that law enforcement would be stepping up efforts from November 5 to December 2 to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.

SPRING CAMPAIGN KICKOFF PRESS EVENT

On Tuesday, April 23, 2019, *Street Smart* launched the spring campaign at the intersection of Richmond Highway and Lockheed Boulevard in Fairfax County, VA.

Speakers included:

- // Jeffrey C. McKay, Lee District Supervisor
- // Daniel G. Storck, Mount Vernon District Supervisor
- // Edwin C. Roessler, Jr., Chief,
Fairfax County Police Department
- // John Saunders, Director,
DMV's Virginia Highway Safety Office
- // Christine Nizer, Administrator,
Maryland Motor Vehicle Administration
- // Everett Lott, Deputy Director,
District Department of Transportation

Officials also called attention to area police departments' heightened enforcement of pedestrian and bicycle safety laws to take place in April and May. Immediately following the event, the Fairfax County Police Department conducted live law enforcement demonstrations for the media.



*John Saunders,
Director, DMV's Virginia Highway Safety Office*



Spring Kickoff Speakers with Law Enforcement

OUTREACH

VIRTUAL REALITY CHALLENGE EDUCATIONAL OUTREACH PROMOTIONS

In 2018, *Street Smart* developed an innovative new approach to on-the-ground outreach with the *Street Smart* Virtual Reality Challenge, an eye-catching and interactive educational exhibit.



Street Smart Virtual Reality Challenge



Participants sit behind the wheel of a *Street Smart* convertible where they immerse themselves in 360-degree virtual reality video of three high-risk traffic scenarios. The technology captures and scores the driver's ability to spot pedestrians and bicyclists, some of whom appear in unexpected places. The challenge reinforced the need for drivers to be alert for people walking and biking and gave pedestrians and bicyclists a clearer idea of what it's like to be in the driver's seat.

Locations and dates included:

- ## 11/8/18: Veterans Plaza in Silver Spring, MD
- ## 11/28/18: Howard University in Washington, DC
- ## 1/6/19: Pentagon City Mall in Arlington, VA
- ## 5/2/19: Nationals Stadium in Washington, DC
- ## 5/18/19: Bike Rodeo in Herndon, VA
- ## 6/9/19: Beltway BBQ in Upper Marlboro, MD

Beyond the six program-funded events, campaign partners leveraged the wildly successful virtual reality exhibit and provided funding for five additional locations in the region.

ENFORCEMENT ACTIVATIONS

High-visibility enforcement is critical in deterring and changing unlawful traffic behaviors. In fall and spring, the program coordinated with police departments across the region to conduct 24 enforcement activations and drive media to cover live demonstrations of police activities.

Locations included:

- ## 11/8: Montgomery County Police Department
 - Georgia Avenue at Fenwick Lane, Silver Spring, MD
 - Ellsworth Drive at Fenton Street, Silver Spring, MD
 - Colesville Road at Wayne Avenue/East West Hwy., Silver Spring, MD
- ## 11/19: Montgomery County Police Department
 - Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD
- ## 11/26: Montgomery County Police Department
 - Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD
- ## 11/27: Maryland State Police
 - Route 1 between Ikea Center Boulevard to Powder Mill Road
- ## 11/29: Prince George's County Police Department
 - Silver Hill Road between St. Barnabus Road to Suitland Road, Suitland-Silver Hill, MD
- ## 11/29: Montgomery County Police Department
 - Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD



Montgomery County Police Department



Alexandria Police Department

- 12/3: Montgomery County Police Department
Georgia Avenue/University Boulevard and
Veirs Mill Road, Wheaton-Glenmont, MD
- 12/4: Prince George's County Police Department
Landover Road between Pinebrook Avenue to
Fire House Road
- 12/6: Montgomery County Police Department
Georgia Avenue/University Boulevard and
Veirs Mill Road, Wheaton-Glenmont, MD
- 4/16: Montgomery County Police Department
Georgia Avenue/University Boulevard and
Veirs Mill Road, Wheaton-Glenmont, MD
- 4/23: Fairfax County Police Department
Lockheed Boulevard, Alexandria, VA
- 4/23: Metropolitan Police Department
MLK at Mellon Street, SE, Lebaum Street, SE, and Milwaukee Pl, SE
- 4/23: Montgomery County Police Department
Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD
- 4/24: Metropolitan Police Department
MLK at Mellon Street, SE, Lebaum Street, SE, and Milwaukee Place, SE
- 4/24: Alexandria Police Department
Potomac Avenue, Alexandria, VA
- 4/29: Prince George's County Police Department
University Boulevard and Riggs Road, Langley Park, MD
- 4/29: Arlington County Police Department
3200 block of Washington Boulevard, Arlington, VA
- 04/30: Metropolitan Police Department
Alabama Avenue SE, between 18th Street and 15th Place, Washington, DC
- 5/1: Alexandria Police Department
King Street/Union Street, Alexandria, VA
- 5/1: Prince William Police Department
Potomac Mills Mall area, Woodbridge, VA
- 5/7: Arlington County Police Department,
3100 block of Clarendon Boulevard, Arlington, VA
- 5/7: Montgomery County Police Department
Georgia Avenue/University Boulevard and Veirs Mill Road, Wheaton-Glenmont, MD



Arlington Police Department

ENFORCEMENT RESULTS*

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement waves in which police across the region step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. Fall 2018 enforcement dates were set as November 5 to December 2, and spring 2018 enforcement dates were set as April 16 to May 10. During the fall and spring campaigns, 35,219 citations and 15,088 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in Arlington County, Montgomery County, Fairfax County, Prince George's County, and City of Fairfax.

MEDIA TOURS

In addition to the seasonal launch events, the *Street Smart* program conducted a local media tour and PR efforts to secure interviews with campaign spokespeople and stories on enforcement activations and outreach events. Sherry Matthews Group distributed news releases, fact sheets, press photos and cutlines, and b-roll video and event footage in both English and Spanish to media outlets nationwide.

EARNED MEDIA RESULTS**

- // 33 television news segments reaching more than 1 million viewers and totaling more than \$186,000 in publicity value.
- // 12 radio news stories, including an interview on The Kojo Nnamdi Show, reaching more than half a million listeners and totaling \$422,000 in publicity value.
- // 26 articles in online publications, including WashingtonPost.com and WTOP.com, totaling more than \$1.6 million in publicity value.

**71 NEWS STORIES
GARNERED \$2.2 MILLION
IN PUBLICITY VALUE**

Press coverage is detailed in Appendix I.

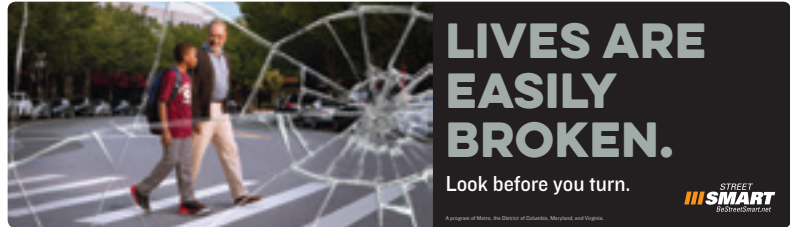
CREATIVE

This year *Street Smart* continued to run the research-based “Shattered Lives” series of outdoor advertisements. This campaign emphasizes the human toll and consequences of not following traffic safety laws and gives drivers, bicyclists, and pedestrians tips for traveling safely through the region.

Simultaneously during the current fiscal year, *Street Smart* worked with Sherry Matthews Group to produce a new series of documentary-style PSAs featuring testimonials from local residents who have been affected by a pedestrian or bicycle crash. Launching in fall 2019, the television and video spots will complement the “Shattered Lives” outdoor advertisements and show that unsafe behaviors lead to devastating consequences that impact real people—neighbors, families, and friends.

*Actual numbers may be higher. These metrics are based on enforcement reports received at the end of the campaign.

**Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources.



PAID MEDIA

Since our audience segment is broad—composed of drivers, pedestrians, and bicyclists—we use a variety of methods to deliver campaign messages. The target audience is adults 18–49, skewing male. With a media plan designed to achieve maximum reach across the region, our overall media strategy focused on street-level marketing to reach target audiences in the most relevant places. Media included both English- and Spanish-language channels.

82 MILLION IMPRESSIONS VIA PAID MEDIA

\$338,780 IN ADDED VALUE MEDIA BENEFITS

OUTDOOR MEDIA

English and Spanish outdoor media delivered safety messages in high-priority areas around the Washington metro area during the spring and fall campaigns. Metrobuses put 352 bus tail advertisements and 700 interior cards in motion to cover as much geography as possible. Pumptoppers—ads placed on top of gas pumps at 187 fueling stations—reached a captive audience of drivers filling up their tanks. Gas stations also displayed pedestrian safety messaging on their windows as added value to the campaign. In the fall, we placed brightly illuminated advertisements on digital transit shelters for two weeks, with a 12-second static image rotation every minute in 55 DC locations. These locations continue to correlate with high-traffic corridors, reaching drivers and transit riders commuting from Virginia and Maryland.



Bus Ad



Pumptopper

DIGITAL MEDIA

Digital media ads ran for four weeks in fall and spring. During the two campaign waves, online ads on Facebook, Twitter, Instagram, and a mobile advertising network (fall only) delivered nearly 11 million impressions and more than 16,000 clicks to BeStreetSmart.net. We also distributed a digital toolkit to partners across the region to reach a larger connected audience through social media channels.

ADDED VALUE

Paid media added value benefits including negotiated public service ad rates, bonus gas station locations, window clings, and overrides on outdoor ads totaled more than \$338,000.

Paid media and added value benefits are detailed in Appendix II.

DONATED MEDIA

Street Smart leveraged many opportunities to expand reach and increase message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including interior bus cards, exterior bus ads, partial bus wraps, and transit shelters. Many of these remained in place for weeks or months after the campaign ended for the season. The estimated total donated media value exceeded \$849,000.

**NEARLY \$850,000
IN DONATED MEDIA**

Donated media is detailed in Appendix III.

EVALUATION

Area Wide Market Research, Inc. conducted online surveys to measure awareness and attitudes among drivers and pedestrians. The groups surveyed were a representative sample of residents living in three targeted geographic areas: the Maryland suburbs, Northern Virginia, and the District of Columbia.

This research took a post-test-only approach via online surveys conducted May 23 to June 17, 2019 with 630 respondents. The results from this survey wave were compared with the post-campaign data collected from a survey conducted May 12 – May 25, 2018 (313 respondents) in order to measure changes year over year. All significance testing was conducted at the 95 percent confidence level.

SELECTED SURVEY RESULTS

GENERAL AWARENESS

- // Roughly half of respondents (53%) recalled seeing or hearing pedestrian, driver, and cyclist safety messages in the past 90 days.
- // The main source recalled for these messages was TV news, followed by advertising.
- // When asked what the *Street Smart* program is about, the main element was “roadway safety” (44%).
- // Awareness of police efforts to enforce pedestrian traffic safety laws remained consistent (16% in 2019).
- // Between 57% and 74% of the respondents do not perceive authorities to be very strict in enforcing laws for pedestrians (73% “not very strict” or “not strict at all”), drivers (57%), or bicyclists (74%).
- // There was a slight increase in the belief that authorities are becoming less strict in terms of law enforcement.

ADVERTISING AWARENESS

Without any visual aid, respondents were asked if they recalled seeing *Street Smart* pedestrian or bicycle safety ads within the past few months. The number of respondents who selected “yes” declined from 19% in 2018 to 13% in 2019.



One of four ads presented to measure aided awareness

- A decrease in advertising recall is not unexpected. While the paid media budget for spring 2018 was \$156,900, due to the loss in funding the spring 2019 paid media budget was only \$112,143, a reduction of nearly 30%.
- While unaided pedestrian recall remained consistent (13%), drivers showed a significant drop in awareness between 2018 (22%) and 2019 (13%).
- When presented with a visual aid from the *Street Smart* campaign, three in every ten respondents (29%) recalled seeing of at least one of the four advertising executions shown in the survey. This result is statistically flat from the previous year.
- The main source of advertising awareness was on buses and other public transportation. Online ads and bus shelters were the next most important sources.
- While aided pedestrian recall remained consistent (34%), drivers showed a decline in recall between 2018 (32%) and 2019 (24%).

BEHAVIORS AND ATTITUDES

- Respondents reviewed a list of behaviors and attitudes surrounding pedestrian and bicycle safety. While different segments had variations, on the whole there were no significant changes between years.
- Respondents identified the most serious problems as:
 - Driving while texting.
 - Driving while on a cell phone.
 - Aggressive driving.
 - Drivers exceeding the speed limit.
- Self-reported behaviors (one or more times in the last week):
 - 23% reported failure to stop for a pedestrian.
 - 60% admitted speeding in a 30 MPH zone.
 - 42% reported having crossed illegally midblock.
 - 48% said they did not wait for the signal before crossing.
- Seven in every ten of the respondents (69%) felt the streets in their area were relatively safe for drivers. At the same time, only 53% felt the streets were as safe for pedestrians and bicyclists.
- More than three of four respondents (77%) are willing to support additional funding to make it easier to walk and bike in their community.

OVERALL CAMPAIGN VALUE

| TOTAL CAMPAIGN VALUE | |
|------------------------------|--------------------|
| Earned Media Publicity Value | \$2,263,202 |
| Paid Media Added Value | \$338,790 |
| Donated Media Value | \$849,327 |
| Campaign Budget | \$692,000 |
| CAMPAIGN VALUE | \$4,143,319 |

Thanks to a successful earned media campaign and a generous amount of in-kind donations from paid media vendors and jurisdictional partners, *Street Smart* more than quadrupled its annual campaign budget.

Combining added value with earned and donated media and services, the fiscal year 2019 *Street Smart* program garnered nearly \$4.1 million in overall campaign value on a budget of \$692,000.

For more information on the *Street Smart* campaign, visit BeStreetSmart.net.

**APPENDIX I: EARNED MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Value \$2,263,202
Total Circulation 3,181,037

| TELEVISION COVERAGE | | | | | | |
|----------------------------|----------|----------|------------------|-------------------------------------|------------------|------------------|
| DATE | TIME | RUN TIME | CHANNEL | PROGRAM | PR VALUE | RATINGS |
| 11/8/18 | 5:00 PM | 00:22 | WJLA (ABC) | ABC 7 News at 5 PM | \$9,165 | 48,768 |
| 11/8/18 | 5:00 PM | 00:53 | WUSA (CBS) | 9 News Now at 5 PM | \$5,080 | 23,802 |
| 11/8/18 | 5:00 PM | 00:30 | WRC (NBC) | News 4 at 5 PM | \$9,000 | 70,087 |
| 11/8/18 | 5:00 PM | 01:00 | WTTG (FOX) | Fox 5 News at 5 PM | \$7,500 | 80,435 |
| 11/8/18 | 11:00 PM | 00:55 | WZDC (Telemundo) | Telenoticias Washington at 11 PM | \$4,585 | 10,802 |
| 11/9/18 | 5:00 AM | 00:34 | WTTG (FOX) | Fox 5 Morning News at 5 AM | \$5,565 | 42,149 |
| 11/11/18 | 6:00 PM | 01:07 | WTTG (FOX) | Fox 5 News Edge at 6 PM Sunday | \$3,350 | 12,892 |
| 11/16/18 | 7:00 AM | 05:40 | News Channel 8 | Morning Report at 7 AM | NA | NA |
| 1/7/19 | 4:00 AM | 00:30 | WRC (NBC) | News 4 Today at 4 AM | \$500 | 18,746 |
| 1/7/19 | 5:00 AM | 00:30 | WRC (NBC) | News 4 Today at 5 AM | \$3,250 | 71,534 |
| 1/7/19 | 8:00 AM | 00:39 | News Channel 8 | Morning Report at 8 AM | NA | NA |
| FALL TOTAL | | | | | \$47,995 | 379,215 |
| 4/22/19 | 7:00 AM | 00:54 | WTTG (FOX) | Fox 5 Morning News at 7 AM | \$7,650 | 83,915 |
| 4/23/19 | 4:00 AM | 00:20 | WRC (NBC) | News 4 Today at 4 AM | \$335 | 29,457 |
| 4/23/19 | 5:00 AM | 00:43 | WTTG (FOX) | Fox 5 Morning News at 5 AM | \$5,775 | 34,570 |
| 4/23/19 | 6:00 AM | 00:23 | WTTG (FOX) | Fox 5 Morning News at 6 AM | \$3,260 | 68,003 |
| 4/23/19 | 7:00 AM | 00:30 | WTTG (FOX) | Fox 5 Morning News at 7 AM | \$4,250 | 83,915 |
| 4/23/19 | 5:00 PM | 00:27 | WRC (NBC) | News 4 at 5 PM | \$8,100 | 119,108 |
| 4/23/19 | 5:56 PM | 00:49 | WRC (NBC) | News 4 at 6 PM | \$14,700 | 132,236 |
| 4/23/19 | 5:56 PM | 00:49 | WRC (NBC) | News 4 at 6 PM | \$14,700 | 132,236 |
| 4/23/19 | 6:00 PM | 02:18 | WDVM | WDVM News @ 6 PM | \$3,405 | 6,350 |
| 4/23/19 | 6:00 PM | 00:23 | WZDC (Telemundo) | Telenoticias Washington at 6 PM | \$1,915 | 8,843 |
| 4/23/19 | 11:00 PM | 00:34 | WZDC (Telemundo) | Telenoticias Washington at 11 PM | \$2,835 | 4,081 |
| 4/24/19 | 5:00 PM | 01:30 | WZDC (Telemundo) | Telenoticias Washington at 5 PM | \$7,500 | 9,307 |
| 4/24/19 | 5:00 PM | 03:00 | WZDC (Telemundo) | Telenoticias Washington at 5 PM | \$15,000 | 9,307 |
| 4/24/19 | 6:00 PM | 00:33 | WFDC (UNIVISION) | Noticias Univision Washington 6 PM | \$2,750 | 33,595 |
| 4/24/19 | 6:00 PM | 02:37 | WFDC (UNIVISION) | Noticias Univision Washington 6 PM | \$13,085 | 33,595 |
| 4/24/19 | 6:00 PM | 02:28 | WZDC (Telemundo) | Telenoticias Washington at 6 PM | \$12,335 | 8,843 |
| 4/24/19 | 6:00 PM | 00:39 | WFDC (UNIVISION) | Noticias Univision Washington 6 PM | \$3,250 | 33,595 |
| 4/24/19 | 11:00 PM | 00:04 | WZDC (Telemundo) | Telenoticias Washington at 11 PM | \$335 | 4,081 |
| 4/24/19 | 11:00 PM | 00:56 | WFDC (UNIVISION) | Noticias Univision Washington 11 PM | \$3,270 | 18,699 |
| 4/30/19 | 5:00 PM | 00:45 | WTTG (FOX) | Fox 5 News at 5 PM | \$5,625 | 88,514 |
| 4/30/19 | 5:56 PM | 00:48 | WTTG (FOX) | Fox 5 News Edge at 6 PM | \$6,000 | 76,781 |
| 5/2/19 | 5:00 AM | 00:15 | WTTG (FOX) | Fox 5 Morning News at 5 AM | \$2,015 | 34,570 |
| SPRING TOTAL | | | | | \$138,090 | 1,053,601 |
| TELEVISION TOTAL | | | | | \$186,085 | 1,432,816 |

**APPENDIX I: EARNED MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Value \$2,263,202
Total Circulation 3,181,037

| ONLINE COVERAGE | | | |
|------------------------|---------------------------|--------------------|--------------------------|
| DATE | SOURCE | PR VALUE | ONLINE DAILY CIRCULATION |
| 10/31/18 | Arlingtonva.us | \$236 | 170 |
| 11/2/18 | LocalDVM.com | \$1,762 | 1,270 |
| 11/2/18 | LocalDVM.com | \$1,762 | 1,270 |
| 11/8/18 | MyMCMedia | \$549 | 396 |
| 11/8/18 | Bethesda Magazine | \$2,625 | 1,892 |
| 11/8/18 | Maryland Patch | \$680 | 490 |
| 11/8/18 | MyMCMedia | \$549 | 396 |
| 11/9/18 | AlexandriaNews.org | \$218 | 157 |
| 11/9/18 | Virginia Patch | \$3,716 | 2,679 |
| 11/9/18 | Archyworlys.com | \$2,118 | 1,527 |
| 11/9/18 | The Washington Post | \$1,458,825 | 1,051,406 |
| 11/16/18 | WJLA.com | \$23,027 | 16,596 |
| FALL TOTAL | | \$1,496,067 | 1,078,249 |
| 4/20/19 | The Frederick News-Post | \$2,743 | 1,977 |
| 4/20/19 | Maryland Patch | \$294 | 212 |
| 4/22/19 | Maryland Reporter | \$10 | 7 |
| 4/23/19 | LocalDVM.com | \$2,211 | 1,593 |
| 4/23/19 | WTOP.com | \$44,696 | 32,213 |
| 4/23/19 | Patch DC | \$688 | 496 |
| 4/23/19 | MSN.com | \$12,934 | 9,322 |
| 4/23/19 | FairfaxNews.com | \$209 | 151 |
| 4/24/19 | FairfaxNews.com | \$209 | 151 |
| 4/25/19 | WTOP.com | \$44,696 | 32,213 |
| 5/3/19 | WTOP.com | \$48,292 | 34,805 |
| 5/7/19 | FairfaxNews.com | \$127 | 91 |
| 5/14/19 | The Connection Newspapers | \$991 | 714 |
| 7/30/19 | The Kojo Nnamdi Show | \$315 | 227 |
| SPRING TOTAL | | \$158,415 | 114,172 |
| ONLINE TOTAL | | \$1,654,482 | 1,192,421 |

**APPENDIX I: EARNED MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Value \$2,263,202
Total Circulation 3,181,037

| RADIO COVERAGE | | | | | | |
|-----------------------|----------|----------|---------|----------------------|------------------|----------------|
| DATE | TIME | RUN TIME | STATION | SHOW | PR VALUE | RATINGS |
| 4/23/19 | 1:00 PM | 00:56 | WTOP-FM | Radio Programming | \$5,655 | 39,400 |
| 4/23/19 | 2:00 PM | 04:19 | WTOP-FM | Radio Programming | \$32,335 | 48,700 |
| 4/23/19 | 3:00 PM | 00:50 | WTOP-FM | Radio Programming | \$42,040 | 65,000 |
| 4/24/19 | 4:00 AM | 01:00 | WTOP-FM | Radio Programming | \$8,875 | 27,700 |
| 4/24/19 | 7:00 PM | 01:00 | WTOP-FM | Radio Programming | \$34,320 | 42,900 |
| 4/24/19 | 10:00 PM | 01:00 | WTOP-FM | Radio Programming | \$17,860 | 17,700 |
| 5/3/19 | 6:00 PM | 00:56 | WTOP-FM | WTOP Evening News | \$9,035 | 62,900 |
| 5/3/19 | 6:00 PM | 00:56 | WTOP-FM | WTOP Evening News | \$9,035 | 62,900 |
| 5/3/19 | 8:00 PM | 04:45 | WTOP-FM | WTOP Evening News | \$34,630 | 47,400 |
| 5/3/19 | 8:00 PM | 04:45 | WTOP-FM | WTOP Evening News | \$34,630 | 47,400 |
| 7/31/19 | 12:00 PM | 12:45 | WAMU-FM | The Kojo Nnamdi Show | \$92,055 | 46,900 |
| 7/31/19 | 12:00 PM | 14:09 | WAMU-FM | The Kojo Nnamdi Show | \$102,165 | 46,900 |
| SPRING TOTAL | | | | | \$422,635 | 555,800 |
| RADIO TOTAL | | | | | \$422,635 | 555,800 |

**APPENDIX II: PAID MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Spending \$278,948.47
Total Added Value \$338,789.97
Total Estimated Impressions 82,864,102

| FALL 2018 OUTDOOR | | | | FLIGHT DATES: 11/5/18 - 12/2/18 DIGITAL SHELTERS FLIGHT DATES: 11/5/18 - 11/18/18 | | |
|-----------------------------------|-----|----------|-------------------|--|---------------------|---------------------|
| CHANNEL | QTY | DURATION | IMPRESSIONS | RATE CARD VALUE | NEGOTIATED NET COST | ADDED VALUE |
| Bus Tails | 175 | 4 weeks | 6,122,025 | \$64,225.00 | \$56,875.00 | \$7,350.00 |
| Pumptoppers | 100 | 4 weeks | 9,534,000 | \$45,000.00 | \$27,300.00 | \$17,700.00 |
| Digital Transit Shelters | 55 | 2 weeks | 3,292,404 | \$34,610.00 | \$27,000.00 | \$7,610.00 |
| Agency Placement Fee/Discount | | | | | \$15,695.00 | \$3,924.12 |
| ADDED VALUE | | | | | | |
| Bus Tail Overrides | 75 | 8 weeks | 5,247,450 | \$64,764.71 | - | \$64,764.71 |
| Bus Tail (Bonus) | 1 | 4 weeks | 34,983 | \$431.76 | - | \$431.76 |
| Interior Cards (Bonus) | 350 | 4 weeks | 1,689,100 | \$4,941.18 | - | \$4,941.18 |
| Interior Cards Overrides | 350 | 4 weeks | 1,689,100 | \$4,941.18 | - | \$4,941.18 |
| Pumptopper Overrides | 100 | 4 weeks | 9,534,000 | \$52,941.18 | - | \$52,941.18 |
| Gas Station Window Clings (Bonus) | 100 | 8 weeks | 3,241,560 | \$11,764.71 | - | \$11,764.71 |
| Gas Station Locations (Bonus) | 3 | 8 weeks | 95,340 | \$3,176.47 | - | \$3,176.47 |
| TOTAL FALL 2018 OUTDOOR | | | 40,479,962 | | \$126,870.00 | \$179,545.29 |

| SPRING 2019 OUTDOOR | | | | FLIGHT DATES: 4/15/19 - 5/12/19 | | |
|-----------------------------------|-----|----------|-------------------|---------------------------------|---------------------|---------------------|
| CHANNEL | QTY | DURATION | IMPRESSIONS | RATE CARD VALUE | NEGOTIATED NET COST | ADDED VALUE |
| Bus Tails | 175 | 4 weeks | 6,122,025 | \$64,225.00 | \$58,013.00 | \$6,212.00 |
| Pumptoppers | 80 | 4 weeks | 7,627,200 | \$36,000.00 | \$23,040.00 | \$12,960.00 |
| Agency Placement Fee/Discount | | | | | \$11,347.00 | \$2,956.47 |
| ADDED VALUE | | | | | | |
| Bus Tails Overrides | 175 | 2 weeks | 8,054,000 | - | \$37,780.00 | \$37,780.00 |
| Bus Tails Overrides | 80 | 8 weeks | 5,597,280 | \$69,082.35 | - | \$69,082.35 |
| Bus Tail (Bonus) | 1 | 4 weeks | 34,983 | \$431.76 | - | \$431.76 |
| Interior Cards (Bonus) | 350 | 4 weeks | 1,689,100 | \$4,941.18 | - | \$4,941.18 |
| Interior Cards Overrides | 350 | 4 weeks | 1,689,100 | \$4,941.18 | - | \$4,941.18 |
| Pumptopper Overrides | 80 | 4 weeks | 7,627,200 | \$42,352.94 | - | \$42,352.94 |
| Gas Station Window Clings (Bonus) | 80 | 8 weeks | 762,720 | \$9,411.76 | - | \$9,411.76 |
| Gas Station Locations (Bonus) | 4 | 8 weeks | 381,360 | \$4,235.29 | - | \$4,235.29 |
| TOTAL SPRING 2019 OUTDOOR | | | 31,530,968 | | \$92,400.00 | \$157,524.94 |

**APPENDIX II: PAID MEDIA SUMMARY
FALL 2018 AND SPRING 2019**

Total Spending \$363,908.12
Total Added Value \$501,243.00
Total Estimated Impressions 128,651,553

| FALL 2018 DIGITAL | | | | | | | FLIGHT DATES: 11/8/18 - 12/2/18 | | | | | | |
|---------------------------------|------------------|-------------------------|-------------------|---------------|--------------------|-------------------|--|--|--|--|--|--|--|
| CHANNEL | PAID IMPRESSIONS | ADDED VALUE IMPRESSIONS | TOTAL IMPRESSIONS | CLICKS | NET COST | ADDED VALUE | | | | | | | |
| Facebook/Instagram (English) | 2,099,282 | - | 2,099,282 | 1,269 | \$14,499.91 | - | | | | | | | |
| Facebook/Instagram (Spanish) | 419,975 | - | 419,975 | 386 | \$2,500.00 | - | | | | | | | |
| Twitter | 674,600 | - | 674,600 | 3,123 | \$5,990.23 | - | | | | | | | |
| Mobile Network | 3,998,704 | - | 3,998,704 | 8341 | \$11,996.11 | - | | | | | | | |
| Agency Placement Fee / Discount | | | | | \$4,949.00 | \$1,225.04 | | | | | | | |
| TOTAL FALL 2018 DIGITAL | 7,192,561 | - | 7,192,561 | 13,119 | \$39,935.25 | \$1,225.04 | | | | | | | |

| SPRING 2019 DIGITAL | | | | | | | FLIGHT DATES: 4/15/19 - 5/12/19 | | | | | | |
|----------------------------------|------------------|-------------------------|-------------------|--------------|--------------------|-----------------|--|--|--|--|--|--|--|
| CHANNEL | PAID IMPRESSIONS | ADDED VALUE IMPRESSIONS | TOTAL IMPRESSIONS | CLICKS | NET COST | ADDED VALUE | | | | | | | |
| Facebook/Instagram (English) | 2,513,641 | - | 2,513,641 | 1,464 | \$12,189.85 | - | | | | | | | |
| Facebook/Instagram (Spanish) | 465,939 | - | 465,939 | 370 | \$2,000.00 | - | | | | | | | |
| Twitter | 681,031 | - | 681,031 | 1,324 | \$3,012.37 | - | | | | | | | |
| Agency Placement Fee / Discount | | | | | \$2,541.00 | \$494.69 | | | | | | | |
| TOTAL SPRING 2019 DIGITAL | 3,660,611 | - | 3,660,611 | 3,158 | \$19,743.22 | \$494.69 | | | | | | | |

APPENDIX III: DONATED MEDIA FY 2019

| FY 2019 | | | | |
|----------------------------------|--|----------|-----------|------------------|
| MEDIA | JURISDICTION/AGENCY | QUANTITY | DURATION | VALUE |
| Junior Billboards | DDOT/Clear Channel (DC) | 22 | 8 weeks | \$232,941 |
| Transit Shelters | DDOT/Clear Channel (DC) | 10 | 8 weeks | \$31,765 |
| Transit Shelters | Howard University (DC) | 1 | 2 months | \$2,471 |
| Transit Shelters | Howard University (DC) | 2 | 6 weeks | \$1,853 |
| Transit Shelters | University of Maryland College Park (MD) | 10 | 7 months | \$41,176 |
| Interior Bus Cards | University of Maryland College Park (MD) | 30 | 7 months | \$6,176 |
| Interior Bus Cards | TransIT - Frederick County (MD) | 50 | 8 weeks | \$2,941 |
| Interior Bus Cards | The BUS - Prince George's County (MD) | 95 | 2 months | \$5,588 |
| Exterior Bus King Kongs | The BUS - Prince George's County (MD) | 3 | 12 months | \$45,656 |
| Transit Shelters | Signal Media - Prince George's County (MD) | 42 | 2 months | \$75,600 |
| Transit Shelters | Signal Media - Takoma Park (MD) | 1 | 1 month | \$900 |
| Interior Bus Cards | Ride On - Montgomery County (MD) | 200 | 8 weeks | \$11,765 |
| Exterior Bus King Kongs | Ride On - Montgomery County (MD) | 6 | 36 weeks | \$90,212 |
| Exterior Bus King Kongs | Ride On - Montgomery County (MD) | 6 | 16 weeks | \$225,576 |
| Exterior Bus Tails | | 40 | | |
| Exterior Bus Queens | | 15 | | |
| Exterior Bus Kings | | 10 | | |
| Interior Bus Cards | Connector - Fairfax County (VA) | 600 | 4 weeks | \$17,647 |
| Interior Bus Cards | DASH - Alexandria (VA) | 180 | 4 weeks | \$5,294 |
| Exterior Bus Tails | CUE Bus - Fairfax City (VA) | 5 | 9 months | \$24,000 |
| Interior Bus Cards | CUE Bus - Fairfax City (VA) | 24 | 6 months | \$4,235 |
| Bus Shelters | George Mason University (VA) | 8 | 2 months | \$11,294 |
| Bus Shelters | George Mason University (VA) | 4 | 6 weeks | \$4,235 |
| Interior Bus Cards | ART - Arlington County (VA) | 272 | 4 weeks | \$8,000 |
| TOTAL DONATED MEDIA VALUE | | | | \$849,327 |



METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET NE, SUITE 300
WASHINGTON, DC 20002

MWCOG.ORG

Prepared by



SHERRY MATTHEWS GROUP