

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

FY2014 FUNDING

MHSO: \$182,000
VHSO: \$120,000
WMATA: \$150,000 (likely)
DDOT: \$150,000 (likely, not available before December)
TOTAL: \$602,000

FALL 2013 CAMPAIGN

PUBLIC RELATIONS/EARNED MEDIA (\$42,850)

With the project's limited dollars for paid advertising, getting extensive news coverage is a critical part of relaying pedestrian and bicyclist safety reminders to the public. We'll launch the campaign with a press event in Montgomery County and extend the coverage by executing a local media tour and disseminating media kits, including b-roll footage.

Media Event

- Date: Week of October 21 (either Tuesday 10/22 or Wednesday 10/23)
- Time: 10:30am
- Location: Montgomery County
- Theme: Band together for pedestrian and bicycle safety

Local Media Tour/Pitching

- Dates: October 21 – November 24, 2013
- Interviews with campaign spokespeople in English and Spanish

PAID MEDIA PLACEMENT

Our overall media strategy uses a combination of traditional and non-traditional approaches, and it places a heavy focus on street-level marketing being where the target audiences are.

- Campaign Dates: October 28–November 24, 2013
- Target Audience: Adults 18–49, skewing male

Outdoor (\$85,000)

Exterior Bus Ads (\$46,000 gross placement cost)

- Four weeks: October 28 – November 24
- DC, MD, NoVA
- Breakdown options (advisory group to select one)
 - a) 100 kings
 - b) 130 tails
 - c) 50 kings & 65 tails

Pumptoppers (\$39,000 gross placement cost)

- Four weeks: October 28 – November 24
- 122 gas stations, based on availability
- 25 GRP showing in priority markets, estimated number of gas stations:
 - Washington, DC: 24
 - Montgomery County: 28
 - Prince George’s County: 21
 - Arlington County: 5
 - Fairfax County: 21
 - Alexandria: 4
- Secondary coverage, estimated number of gas stations:
 - Prince William County: 8
 - Frederick County: 4
 - Loudoun County: 4
 - Charles County: 3
- Includes 10”x10” added-value window clings on station windows free of charge

Radio (\$50,000)

Radio :15 Traffic Sponsorships (\$44,000 gross placement)

Radio offers a direct connection to the target audience using format selection and local market research. Because the DC market is one of the more expensive DMAs in the U.S., 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 different messages to be easily rotated through 15-second announcements that air adjacent to news/traffic reports during prime drive time.

- 15-second spots, English and Spanish
- Two weeks: October 28 – November 10
- 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):
 - WKYS-FM (Urban Contemporary Hit Radio)
 - WPGC-FM (Rhythmic Contemporary Hit Radio)
 - WIAD-FM (Hot Adult Contemporary)
 - WJFK-FM (Sports)
 - WLZL-FM (Spanish Contemporary)
 - WNEW-FM (News/Talk)
- Copy will be written and approved for radio station talent to produce.
Recommended messaging:
 - Time change/visibility issues
 - Increased enforcement
 - Watch for/yield to pedestrians

“Street Smart Safety Zone” Promotions (\$6,000 estimated net cost)

To extend the reach of the radio buy and bring street-level messaging to pedestrians, we propose three two-hour safety events near higher risk areas throughout the region. Hosted by popular local radio stations, these turnkey outreach events will be engaging, educational, and informative safety promotions with giveaways and educational material distribution. We will reach out to local law enforcement to participate in the event with live enforcement of pedestrian safety laws. The

events will be promoted through donated radio announcements with educational messages and other added value media.

- Recommended messaging: time change/visibility issues, increased enforcement, safe pedestrian crossing behaviors
- Considerations for engagement: pedestrian safety quiz, prizes, donated pizza/water
- Three locations/dates (DC, MD, NoVA)

CREATIVE/COLLATERAL PRODUCTION (\$27,650)

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

- Outdoor media production and installation
- Resizing of materials for new media sizes
- Additional donated media production, including interior bus cards in English and Spanish
(deadline for donated media is EOD Monday, 9/30)
- Street Smart Safety Zone Materials (signage/banners)

ONGOING EFFORTS

DIGITAL/SOCIAL MEDIA (\$3,860)

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 October, November and December. 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 (\$39,500)

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

CAPITAL REGION RADIO PSA NETWORK (\$25,000)

We will cultivate a network of regional radio station partners who agree to run our PSAs or read liners at no charge. We will create English and Spanish news-feature-style PSAs covering pedestrian and bicycle safety messages. We are collaborating with the DC-based Hispanic Communications Network to develop and distribute the Spanish PSAs. Goals for the network are below:

English

- Eight radio stations
- Two PSA concepts
- :30 & :60 versions
- 500 broadcasts (mostly :30s)

Spanish

- Eight radio stations
- Two PSA concepts
- :30 & :60 versions
- 350 broadcasts (mostly :60s)

We will arrange to have the spots run during periods when the paid campaign is dormant to extend the messaging throughout the year. Recommended messaging:

- Winter Distribution – visibility issues during darker hours
- Summer Distribution – speeding issues/watch for and yield to pedestrians

FALL CAMPAIGN BUDGET SUBTOTAL: \$273,860

BUDGET LEFTOVER FOR SPRING CAMPAIGN: \$328,140

TOTAL FY2014 BUDGET: \$602,000