

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC EDUCATION CAMPAIGN

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



2018

FISCAL YEAR
ANNUAL REPORT

10/01/17

— THROUGH —

9/30/18

Nationally, pedestrian fatalities have been on the rise in the last several years, remaining at a 25-year peak for two years in a row, according to the Governors Highway Safety Association. Pedestrian safety is an especially big challenge in the Washington, DC metro as walking and biking are important modes of transportation for many people. In 2017, preliminary data indicate that 77 pedestrians and 5 cyclists were killed in the greater Washington metropolitan region, accounting for 26 percent of the 313 total traffic fatalities in the area.*

Since 2002, the Metropolitan Washington Council of Governments' (MWCOG) *Street Smart* program has worked to protect vulnerable road users by raising awareness and promoting enforcement of pedestrian and bicycle safety laws.

The region-wide *Street Smart* public safety campaign targets drivers, pedestrians, and bicyclists in the District of Columbia, suburban Maryland, and Northern Virginia. The initiative integrates several components including media relations, paid advertising, donated media, street-level outreach events, digital efforts, and increased law enforcement.

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

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

THE FOLLOWING IS THE ANNUAL REPORT OF ACTIVITIES AND RESULTS OF THE *STREET SMART* PUBLIC AWARENESS AND ENFORCEMENT CAMPAIGN FOR FISCAL YEAR 2018, INCLUDING FALL 2017 AND SPRING 2018.

*According to the National Highway Traffic Safety Administration's Fatality Analysis Reporting System

MEDIA RELATIONS

FALL CAMPAIGN KICKOFF PRESS EVENT

On Friday, November 3, 2017, *Street Smart* launched its fall initiative at Old Town Square in the City of Fairfax, Virginia. The event occurred in advance of 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 event also launched the new "Shattered Lives" series of advertisements, developed by Sherry Matthews Marketing and tested online and with focus groups in 2017. The new advertisements raise awareness about the human toll and consequences of not following traffic safety laws and gives drivers, bicyclists, and pedestrians tips for traveling safely through the region.



YOUR LIFE IS FRAGILE.
Use the crosswalk.

A program of Metro, the District of Columbia, Maryland, and Virginia.

STREET SMART
BeStreetSmart.net



LIVES SHATTER ON IMPACT.
Give 3 feet when passing bikes.

A program of Metro, the District of Columbia, Maryland, and Virginia.

STREET SMART
BeStreetSmart.net



HER LIFE IS FRAGILE.
Yield to pedestrians when turning.

A program of Metro, the District of Columbia, Maryland, and Virginia.

STREET SMART
BeStreetSmart.net



LIVES ARE EASILY BROKEN.
Look before you turn.

A program of Metro, the District of Columbia, Maryland, and Virginia.

STREET SMART
BeStreetSmart.net



LA VELOCIDAD DESTROZA VIDAS.
Para por los peatones.

Un programa de Metro, Distrito de Columbia, Maryland y Virginia.

STREET SMART
BeStreetSmart.net

New "Shattered Lives" Series of Advertisements



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



Fall Kickoff Speakers

Speakers at the fall kickoff event included:

- // David Meyer, Mayor, City of Fairfax, Virginia
- // Colonel Carl Pardiny, Chief of Police, City of Fairfax Police Department
- // John Saunders, Director, DMV's Virginia Highway Safety Office
- // Jim Sebastian, Associate Director for Planning and Sustainability, District Department of Transportation
- // Kelly Melhem, Deputy Chief, Maryland Department of Transportation Highway Safety Office
- // Renee Moore, Vision Zero Community Organizer, Washington Area Bicyclist Association

Law enforcement agencies from across the region attended the event and warned residents that law enforcement would be stepping up efforts from November 6 to December 3 to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.

SPRING CAMPAIGN KICKOFF PRESS EVENT

On Tuesday, April 17, 2018, *Street Smart* launched the spring initiative outside the Ridge Road Recreation Center in Washington, DC. The event angle focused on speeding and the dangers it poses to pedestrians and bicyclists, the most vulnerable road users.

Speakers included:

- // Jeff Marootian, Director, District of Columbia Department of Transportation
- // Assistant Chief Jeffery Carroll, Metropolitan Police Department
- // Christine Nizer, Administrator, Maryland Department of Transportation's Motor Vehicle Administration
- // John Saunders, Director, DMV's Virginia Highway Safety Office
- // Dietrich Williams, Recreation Manager, Ridge Road Recreation Center

Christina Quinn, advocate and daughter of Timothy Holden, a retired Navy SEAL who was killed while riding a bicycle in Montgomery County, shared a personal story and emphasized the importance of safety. Officials also called attention to area police departments' heightened enforcement of pedestrian and



*Christine Nizer, Administrator,
Maryland Department of Transportation's
Motor Vehicle Administration*



*Jeff Marootian, Director,
District of Columbia Department of Transportation*

bicycle safety laws to take place between April 16 and May 13. Immediately following the event, the Metropolitan Police Department conducted live law enforcement demonstrations for the media.

MEDIA TOURS

In addition to the seasonal launch events, the *Street Smart* program sponsored local media tours with press interviews to extend the coverage of the campaign. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and cutlines, and b-roll video and event footage in both English and Spanish to media outlets regionwide.

ENFORCEMENT ACTIVATIONS

High-visibility enforcement is critical to deter and change unlawful traffic behaviors. In fall 2017 and spring 2018, the program coordinated with police departments across the region to conduct 23 enforcement activations featuring live demonstrations of police activities. We alerted the press and extended media coverage with a series of enforcement activations including:

- ## 11/13/17: Fairfax County Police Department, Gallows Road and Prosperity Avenue, near Dunn Loring Metrorail station, Fairfax VA
- ## 11/14/17: Alexandria Police Department, King Street between Janneys Lane and I-395, Alexandria, VA
- ## 11/14/17: Arlington County Police Department, Washington Boulevard and 4th Street, Arlington, VA
- ## 11/21/17: Prince William County Police Department, Potomac Mills Mall area, Woodbridge, VA
- ## 11/21/17: Metropolitan Police Department, 6th Street and Florida Avenue NE, Washington, DC
- ## 11/22/17: Alexandria Police Department, North Quaker Lane, Alexandria VA
- ## 11/25/17: Prince William County Police Department, Powells Creek Boulevard and Route 1, Woodbridge, VA
- ## 11/30/17: Arlington County Police Department, Columbia Pike and South Oakland Street, Arlington, VA
- ## 11/28/17: Montgomery County Police Department, Wisconsin Avenue at Commerce Lane, Bethesda, MD
- ## 12/7/17: Arlington County Police Department, Columbia Pike and South Oakland Street, Arlington, VA

- ## 4/17/18: Metropolitan Police Department, 830 Ridge Road SE, Washington, DC
- ## 4/18/18: Alexandria Police Department, Potomac Avenue, Alexandria, VA
- ## 4/24/18: Arlington Police Department, Fairfax Drive and Glebe Road, Arlington, VA
- ## 4/26/18: Prince George's Police Department, MD 500 (Queens Chapel Road) at Northwest Branch Trail crossing, Hyattsville, MD
- ## 4/27/18: Prince William County Police Department, Potomac Mills Mall area, Woodbridge, VA
- ## 4/27/18: Prince William County Police Department, Route 1 and Opitz Boulevard, Woodbridge, VA
- ## 5/1/18: Arlington Police Department, North Fairfax Drive in the area of North Kenmore Street, Arlington, VA
- ## 5/2/18: Arlington Police Department, Route 1 and 23rd Street area, Arlington, VA
- ## 5/3/18: Arlington Police Department, Columbia Pike in the area of South Oakland Street, Arlington, VA
- ## 5/3/18: Fairfax County Police Department, Leesburg Pike between Columbia Pike and Glen Carlyn Drive, Fairfax County, VA
- ## 5/8/18: Montgomery County Police Department, Richard Montgomery High School, 250 Richard Montgomery Drive, Rockville, MD
- ## 5/8/18: Montgomery County Police Department, Walter Johnson High School, 6400 Rock Spring Drive, Bethesda, MD
- ## 5/8/18: Montgomery County Police Department, White Oak Middle School, 12201 New Hampshire Avenue, Silver Spring, MD



Fairfax County Police Department



Alexandria Police Department



Montgomery County 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 2017 enforcement dates were set as November 6 to December 3, and spring 2018 enforcement dates were set as April 16 to May 13. During the fall and spring campaigns, 7,885* citations and 4,182 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in Arlington County, Montgomery County, Prince William County, Prince George's County, City of Alexandria, and the City of Fairfax.



Metropolitan Police Department

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

EARNED MEDIA RESULTS*

- // 29 television news segments reaching more than 1.7 million viewers and totaling more than \$532,000 in publicity value.
- // 4 radio news stories reaching more than 3,500 listeners and totaling \$10,950 in publicity value.
- // 67 articles in online publications, including WashingtonPost.com and WTOP.com. The campaign landed an Associated Press article that was syndicated in national news outlets throughout the country.
- // Two news articles in print outlets, reaching more than 374,000 readers and earning nearly \$16,000 in publicity value.

Press coverage is detailed in Appendix I.

**102 NEWS STORIES
GARNERED \$559,286
IN PUBLICITY VALUE**

**128 MILLION
IMPRESSIONS VIA
PAID MEDIA
\$501,000 IN
ADDED VALUE
MEDIA BENEFITS**

PAID MEDIA

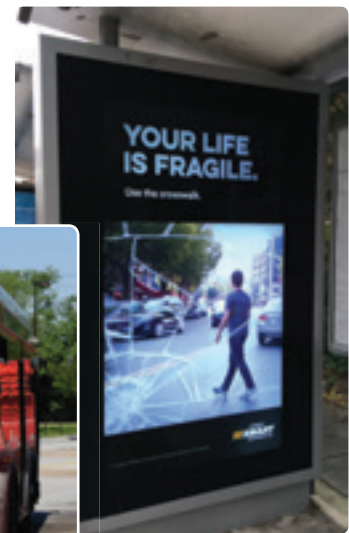
Since our audience segment is broad—composed of drivers, pedestrians, and bicyclists—we use a variety of methods to deliver campaign messages. The target audience is adults 18–49, skewing male. With a media plan designed to achieve maximum reach across the region, our overall media strategy focused on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

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 250 bus tail advertisements and 650 interior cards in motion to cover as much geography as possible. Pumptoppers—ads placed on top of gas pumps at 219 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. Digital shelter displays, illuminated at night for 24-hour visibility, displayed ads to waiting bus riders, pedestrians on sidewalks, and passing motorists in vehicles. The digital shelters also allowed flexibility, rotating eight versions of “Shattered Lives” ads to keep audiences engaged with fresh creative.



Bus Ad



Digital Shelter

*Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources. Digital coverage is not reflected in the total publicity value.

RADIO ADS

We placed 15-second radio liners read by station talent, targeting listeners in English and Spanish. The buy resulted in 714 radio spots across 11 radio stations:

- // 97.1 FM WASH
- // 93.9 FM WKYS
- // 99.5 FM WPGC
- // 100.3 FM WBIG Big 100
- // 107.9 FM WLZL El Zol
- // 104.1 FM WPRS
- // 94.7 FM WIAD FreshFM
- // 102.3 FM WMMJ Majic
- // 101.1 WWDC DC101
- // 99.5 FM WIHT HOT 99.5
- // 98.7 FM WMZQ

DIGITAL MEDIA

In fall 2017, *Street Smart* launched a revamped, mobile-friendly website at BeStreetSmart.net, with content in English and Spanish. Digital media ads ran for four weeks in fall and spring. During the two campaign waves, online ads on Facebook, Twitter, Instagram, Pandora, and a mobile advertising network delivered more than 745 million impressions and nearly 26,000 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 value-add benefits including negotiated public service ad rates, bonus radio spots, bonus gas station locations, window clings, and overrides on outdoor ads totaled more than \$501,000.

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 was \$1,068,405.

**MORE THAN
\$1 MILLION IN
DONATED MEDIA**

Donated media is detailed in Appendix III.

OUTREACH

To bring street-level outreach and education to pedestrians, bilingual street teams implemented targeted outreach in 15 high-priority locations throughout the region. Many of the street team locations targeted areas near Metrorail stations and bus corridors with heavy pedestrian traffic. Working in teams of four, street teamers distributed safety information and served as “walking billboards” to reach people on foot and behind the wheel. Locations and dates included:

- ## 11/3/17: Old Town Square area, City of Fairfax, VA
- ## 11/3/17: King Street Metro to Janneys Lane, Alexandria, VA
- ## 11/6/17: MD 197 and MD 198, Laurel, MD
- ## 11/8/17: Gallows Road and Prosperity Avenue near Dunn Loring Metrorail station, Fairfax, VA
- ## 11/9/17: Maine Ave. between 7th Street and 9th Street SW (The Wharf), Washington, DC
- ## 11/10/17: First Street at New York Avenue, Florida Avenue and M Street NE, near NoMA Metrorail station, Washington, DC
- ## 11/13/17: Wheaton Triangle, Wheaton, MD
- ## 11/19/17: World Day of Remembrance event, Grant Circle/Petworth Metrorail station, Washington, DC
- ## 4/18/18: Fairfax Drive in the Ballston Metrorail area, Arlington, VA
- ## 4/19/18: Minnesota Avenue Metrorail area, Washington, DC
- ## 4/23/18: Anacostia Trail, MD 500, Jamestown Road, and Hamilton Street, near West Hyattsville Metro, Hyattsville, MD
- ## 4/25/18: Leesburg Pike between Columbia Pike and Glen Carlyn Drive, Fairfax County, VA
- ## 4/26/18: Dupont Circle, Washington, DC
- ## 4/27/18: Richard Montgomery High School, 250 Richard Montgomery Drive, Rockville, MD
- ## 5/11/18: Suitland High School, 5200 Silver Hill Road, Forestville MD



EVALUATION

Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2018 efforts. 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.

The pre-campaign benchmark survey was conducted March 24 – March 31, 2018 with 302 respondents. The follow-up survey was conducted May 12 – May 25, 2018 with 313 respondents. All significance testing was conducted at the 95 percent confidence level.

SELECTED SURVEY RESULTS

GENERAL AWARENESS

- // Roughly half of respondents (52%) recalled seeing or hearing pedestrian, driver, and cyclist safety messages.
- // The main source recalled for these messages was TV news, followed by ads on buses and transit shelters.
- // General awareness for the *Street Smart* program remained consistent at approximately one-third (34%).
- // Awareness of police efforts to enforce pedestrian traffic safety laws remained consistent (19%).

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” remained consistent (19%).
- // On an aided basis, there was no statistically significant change in the recall of at least one of the four advertising executions tested (34%).
- // Bonus paid media overrides and donated media, including bus ads and junior billboards, were present in market during the first survey wave.
- // The previous “Tired Faces” series of advertisements had similar recall in its first year (39%).
- // Significant advertising recall gains for the *Street Smart* program are typically seen year-over-year, suggesting it is beneficial to keep consistent creative for longer than one year.



One of four ads presented to measure aided awareness

BEHAVIORS AND ATTITUDES

- // Respondents reviewed a list of behaviors surrounding pedestrian and bicycle safety. While different segments had variations, on the whole there were no significant changes between the pre-campaign survey and follow-up survey.
- // In both survey waves, the respondents identified the most serious problems as:
 - // Driving while texting
 - // Driving while on a cell phone
 - // Aggressive driving
 - // Drivers exceeding the speed limit
- // Drivers reporting to know the laws regarding pedestrian and bicycle safety increased significantly (23% to 33%).
- // 70% of the respondents felt the streets in their area were as safe for drivers as areas anywhere else. At the same time, only 58% felt they were as safe as other areas for pedestrians and bicyclists.
- // About 3 of 4 respondents 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	\$559,286
Paid Media Added Value	\$501,243
Donated Media Value	\$1,068,405
Campaign Budget	\$750,000
CAMPAIGN VALUE	\$2,878,934

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 tripled its annual campaign budget.

Combining added value with earned and donated media and services, the fiscal year 2018 *Street Smart* program garnered nearly \$2.8 million in overall campaign value on a budget of \$750,000.

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

**APPENDIX I: EARNED MEDIA SUMMARY
FALL 2017 & SPRING 2018**

Total Value \$559,286

TELEVISION COVERAGE						
DATE	TIME	RUN TIME	CHANNEL	PROGRAM	PR VALUE	RATINGS
11/8/17	11:00PM	00:02:05	WFDC (UNIVISION)	Noticias Univision Washington	\$7,290	27,329
11/8/17	6:00PM	00:02:05	WFDC (UNIVISION)	Noticias Univision Washington	\$10,415	49,265
11/28/17	11:00PM	00:01:06	WFDC (UNIVISION)	Noticias Univision Washington	\$3,850	17,120
11/28/17	6:00PM	00:02:43	WRC (NBC)	News 4 at 6PM	\$48,900	74,956
11/28/17	5:00PM	00:01:39	WRC (NBC)	News 4 at 5PM	\$29,700	62,515
FALL TOTAL					\$100,155	231,185
4/17/18	11:00 PM	0:01:03	WFDC (Univision)	Noticias Univision Washington 11PM	\$3,675	18,726
4/17/18	6:00 PM	0:01:10	WFDC (Univision)	Noticias Univision Washington 6PM	\$5,833	45,653
4/17/18	5:56 PM	0:01:54	WRC (NBC)	News 4 at 6PM	\$34,200	97,086
4/17/18	5:00 PM	0:00:40	WTTG (FOX)	Fox 5 News at 5PM	\$5,000	84,604
4/17/18	5:00 PM	0:01:50	WUSA (CBS)	9 News Now at 5PM	\$10,542	44,945
4/17/18	12:00 PM	0:01:57	WUSA (CBS)	9 News Now at Noon	\$11,210	72,591
4/17/18	11:00 AM	0:02:15	WRC (NBC)	News 4 Midday	\$15,750	40,785
4/17/18	6:00 AM	0:02:35	WUSA (CBS)	9 News Now at 6AM	\$14,854	25,374
4/17/18	6:00 AM	0:01:41	WRC (NBC)	News 4 Today at 6AM	\$30,300	102,029
4/17/18	5:00 AM	0:01:30	WRC (NBC)	News 4 Today at 5AM	\$9,750	64,615
4/17/18	4:30 AM	0:02:36	WUSA (CBS)	9 News Now at 4:30AM	\$2,600	15,032
4/22/18	9:00 AM	0:02:03	WRC (NBC)	News 4 Today at 9AM Sunday	\$32,800	137,984
4/22/18	7:00 AM	0:01:58	WRC (NBC)	News 4 Today at 7AM Sunday	\$31,466	108,437
4/24/18	6:00 PM	0:01:44	WZDC (Telemundo)	Telenoticias Washington at 6PM	\$8,665	9,818
4/24/18	4:30 AM	0:00:26	WUSA (CBS)	9 News Now at 4:30AM	\$435	15,032
4/26/18	5:56 PM	0:02:00	WRC (NBC)	News 4 at 6PM	\$36,000	96,976
4/26/18	11:00 AM	0:02:48	WRC (NBC)	News 4 Midday	\$19,600	51,173
4/26/18	7:25 AM	0:00:20	WRC (NBC)	WRC Local Newsbreak 7:25AM	\$6,333	133,566
4/26/18	6:00 AM	0:00:17	WRC (NBC)	News 4 Today at 6AM	\$5,100	102,029
4/26/18	5:00 AM	0:01:51	WRC (NBC)	News 4 Today at 5AM	\$12,025	64,615
4/26/18	5:00 AM	0:01:41	WRC (NBC)	News 4 Today at 5AM	\$11,917	64,615
5/3/18	5:00 AM	0:00:30	WTTG (FOX)	Fox 5 Morning News at 5AM	\$4,250	36,477
5/10/18	7:00 AM	0:04:05	News Channel 8	Morning Report at 7AM	NA	NA
5/12/18	10:00 PM	0:03:38	WTTG (FOX)	Fox 5 News at 10PM	\$119,901	81,620
SPRING TOTAL					\$432,206	1,513,782
TELEVISION TOTAL					\$532,361	1,744,967

APPENDIX I: EARNED MEDIA SUMMARY FALL 2017 & SPRING 2018

Total Value \$559,286

ONLINE COVERAGE		
DATE	SOURCE	ONLINE DAILY CIRCULATION
10/20/17	WashingtonInformer.com	NA
11/3/17	Alexandria News	1,402
11/3/17	Fairfax County Police Department	NA
11/5/17	WTOP.com	568,757
11/6/17	WUSA9.com (CBS)	95,433
11/6/17	The Washington Post*	25,401,148
11/6/17	U.S. News & World Report*	4,670,692
11/6/17	abc2News.com*	44,102
11/6/17	BusinessNewsWorld.com*	NA
11/6/17	The Winchester Star*	29,598
11/6/17	The Lynchburg News & Advance*	36,882
11/6/17	The Virginian Pilot*	106,058
11/6/17	The Washington Times*	1,602,613
11/6/17	The Tribune*	34,772
11/6/17	The Republic*	121,620
11/6/17	WVVA-TV*	31,477
11/6/17	Charlottesville News Plex*	15,769
11/6/17	San Francisco Chronicle*	541,585
11/6/17	Westport News*	3,831
11/6/17	Argus-Press.com*	10,745
11/6/17	The Daily News Record*	12,491
11/6/17	The Reidsville Review*	22,935
11/6/17	Wopular.com*	1,078
11/6/17	WMDT-DT2*	16,846
11/6/17	The Bryan/College Station Eagle*	29,857
11/6/17	Los Angeles Times*	5,792,246
11/6/17	Fort Bend Herald*	5,173
11/6/17	ConstructionEquipmentGuide.com*	NA
11/6/17	The Clay County Dispatch*	14,414
11/6/17	WWBT-TV*	123,547
11/6/17	wearewvproud.com*	NA
11/6/17	WVBT-TV*	46
11/6/17	wjhl.com*	NA
11/6/17	Bristol Herald Courier*	32,014
11/6/17	New Haven Register*	53,583

ONLINE COVERAGE		
DATE	SOURCE	ONLINE DAILY CIRCULATION
11/6/17	Laredo Morning Times*	99,824
11/6/17	The Register Citizen*	24,358
11/6/17	Houston Chronicle Online*	121,582
11/6/17	WVIR-TV*	28,744
11/6/17	Seattle Post Intelligencer*	748,714
11/6/17	The Daily Progress*	40,294
11/6/17	Hastings Tribune*	6,145
11/6/17	Stamford Advocate*	127,972
11/6/17	West Plains Daily Quill*	NA
11/6/17	Houston Chronicle*	3,816,149
11/6/17	San Antonio Express News*	854,747
11/6/17	The Seattle Times*	919,478
11/8/17	NoticiasDC - Facebook Live	NA
11/8/17	NoticiasDC - Facebook Live	NA
11/9/17	Falls Church News-Press	706
11/10/17	The Frederick News-Post	25,917
11/10/17	Fairfax County Times	NA
11/11/17	Inside Nova	39,870
11/17/17	ARLnow.com	NA
11/20/17	The Connection Newspapers	3,465
11/28/17	NBCWashington.com	146,582
FALL TOTAL		46,425,261
3/3/18	Maryland Patch.com	500
3/6/18	Publicnow	1,162
4/17/18	Publicnow	1,114
5/1/18	WTOP.com	30,708
5/1/18	WTOP.com	30,708
5/1/18	LocalDVM	863
5/8/18	Cetusnews.com	3,275
5/8/18	Wopular.com*	444
5/8/18	The Washington Post	1,207,160
5/9/18	Bethesda Magazine	2,399
5/10/18	WJLA.com	14,099
SPRING TOTAL		1,292,431
ONLINE TOTAL		47,717,692

*The campaign landed an Associated Press article that was syndicated in national news outlets throughout the country.

**APPENDIX I: EARNED MEDIA SUMMARY
FALL 2017 & SPRING 2018**

Total Value \$559,286

RADIO COVERAGE						
DATE	TIME	RUN TIME	STATION	SHOW	PR VALUE	RATINGS
11/19/17	6:00 AM	0:15:00	WPGC-FM	Guy Lambert	\$4,800	2,100
11/26/17	6:00 AM	0:13:00	WMMJ-FM	Madelyn Woods Show	\$900	400
12/3/17	6:00 AM	0:15:18	WHIT-FM	Bernie Lucas Show	\$3,000	NA
12/3/17	6:00 AM	0:15:18	WMZQ-FM	Bernie Lucas Show	\$2,250	1,000
FALL TOTAL					\$10,950	3,500
RADIO TOTAL					\$10,950	3,500

PRINT COVERAGE						
DATE	COLUMN INCHES	PHOTO	LOCATION	PUBLICATION	PR VALUE	CIRCULATION
11/11/17	35	B&W	Frederick County, MD	Frederick Post	\$4,375	67,836
11/12/17	80	-	Fairfax County, VA	Fairfax County Times	\$11,600	306,675
FALL TOTAL					\$15,975	374,511
PRINT TOTAL					\$15,975	374,511

**APPENDIX II: PAID MEDIA SUMMARY
FALL 2017 & SPRING 2018**

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

FALL 2017 OUTDOOR				FLIGHT DATES: 11/6/17 - 12/3/17 DIGITAL SHELTERS FLIGHT DATES: 11/6/17 - 11/19/17		
CHANNEL	QTY	DURATION	IMPRESSIONS	NEGOTIATED NET COST	RATE CARD VALUE	ADDED VALUE
Bus Tails	175	4 weeks	16,107,000	\$56,875.00	\$75,559.00	\$18,684.00
Pumptoppers	101	4 weeks	11,142,320	\$27,573.00	\$63,214.00	\$35,641.00
Digital Transit Shelters (Half Rotation)	55	2 weeks	1,709,668	\$31,110.00	\$37,306.00	\$6,196.00
Agency Placement Fee / Discount				\$16,317.00	\$20,393.00	\$4,076.00
ADDED VALUE						
Bus Tails Overrides	175	2 weeks	8,054,000	\$-	\$37,780.00	\$37,780.00
Interior Cards (Bonus)	300	4 weeks	3,330,000	\$-	\$5,647.00	\$5,647.00
Interior Cards Overrides	300	1 week	832,500	\$-	\$1,412.00	\$1,412.00
Pumptopper Overrides	101	4 weeks	11,142,320	\$-	\$63,214.00	\$63,214.00
Gas Station Window Clings (Bonus + Override)	58	8 weeks	2,765,440	\$-	\$6,824.00	\$6,824.00
Gas Station Locations (Bonus)	4	8 weeks	882,560	\$-	\$52,065.00	\$52,065.00
Digital Transit Shelters Override	10	1 week	161,027	\$-	\$7,659.00	\$7,659.00
TOTAL FALL 2017 OUTDOOR			56,126,835	\$131,875.00		\$239,198.00

SPRING 2018 OUTDOOR				FLIGHT DATES: 4/16/18 - 5/13/18 DIGITAL TRANSIT SHELTERS FLIGHT DATES: 4/23/18 - 5/6/18		
CHANNEL	QTY	DURATION	IMPRESSIONS	NEGOTIATED NET COST	RATE CARD VALUE	ADDED VALUE
Bus Tails	175	4 weeks	16,107,000	\$56,875.00	\$75,559.00	\$18,684.00
Pumptoppers	100	4 weeks	11,032,000	\$27,300.00	\$62,588.00	\$35,288.00
Digital Transit Shelters (Full Rotation)	25	2 weeks	1,356,496	\$25,000.00	\$32,353.00	\$7,353.00
Agency Placement Fee / Discount				\$15,413.00		\$3,853.00
ADDED VALUE						
Bus Tails Overrides	175	2 weeks	8,054,000	\$-	\$37,780.00	\$37,780.00
Interior Cards (Bonus)	350	4 weeks	3,885,000	\$-	\$6,588.00	\$6,588.00
Interior Cards Overrides	350	2 weeks	1,942,500	\$-	\$3,294.00	\$3,294.00
Pumptopper Overrides	100	4 weeks	11,032,000	\$-	\$62,588.00	\$62,588.00
Gas Station Window Clings (Bonus)	71	8 weeks	3,385,280	\$-	\$8,353.00	\$8,353.00
Gas Station Locations (Bonus)	14	8 weeks	3,088,960	\$-	\$17,525.00	\$17,525.00
Digital Transit Shelters Overrides	3	1 week	81,390	\$-	\$5,765.00	\$5,765.00
TOTAL SPRING 2018 OUTDOOR			59,964,626	\$124,588.00		\$207,071.00

**APPENDIX II: PAID MEDIA SUMMARY
FALL 2017 & SPRING 2018**

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

FALL 2017 RADIO FLIGHT DATES: 11/6/17 - 11/19/17

CHANNEL	SPOT QTY	DURATION	IMPRESSIONS (A18-49)	NEGOTIATED NET COST	GRPS (A18-49)	ADDED VALUE
WASH-FM	62	2 weeks	387,000	\$3,060.00	15.0	\$3,840.00
WBIG-FM	64	2 weeks	473,000	\$2,890.00	17.2	\$3,400.00
WIAD-FM	48	2 weeks	232,000	\$2,805.00	7.2	\$3,300.00
WIHT-FM	72	2 weeks	794,000	\$5,678.00	30.8	\$5,344.00
WKYS-FM	72	2 weeks	559,000	\$4,488.00	20.4	\$5,280.00
WLZL-FM	84	2 weeks	335,000	\$4,845.00	12.6	\$5,700.00
WMMJ-FM	104	2 weeks	583,000	\$4,930.00	24.8	\$5,800.00
WMZQ-FM	64	2 weeks	371,000	\$2,482.00	14.8	\$2,920.00
WPGC-FM	84	2 weeks	566,000	\$5,482.50	21.0	\$6,450.00
WPRS-FM	96	2 weeks	379,000	\$3,009.00	14.4	\$3,540.00
WWDC-FM	64	2 weeks	429,000	\$2,805.00	16.8	\$3,300.00
Agency Placement Fee / Discount				\$6,000.00		\$1,495.00
TOTAL FALL 2017 RADIO	814		5,108,000	\$48,474.50	195.0	\$50,369.00

FALL 2017 DIGITAL FLIGHT DATES: 11/6/17 - 12/3/17

CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	CLICKS	NET COST	ADDED VALUE
Facebook	521,590	-	521,590	351	\$8,499.74	\$0.00
Instagram	150,586	-	150,586	394	\$2,124.71	\$0.00
Twitter	918,314	-	918,314	2,684	\$4,209.90	\$0.00
Pandora Audio	386,364	21,134	407,498	-	\$8,500.00	\$547.00
Pandora Companion Banner	-	413,433	413,433	248	\$-	\$1,945.00
Ad Serving / Tracking					\$23.87	
Agency Placement Fee / Discount					\$3,300.00	\$817.00
TOTAL FALL 2017 DIGITAL	1,976,854	434,567	2,411,421	3,677	\$26,658.22	\$3,309.00

SPRING 2018 DIGITAL FLIGHT DATES: 4/16/18 - 5/13/18

CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	CLICKS	NET COST	ADDED VALUE
Facebook/Instagram (English)	1,624,607		1,624,607	2,114	\$10,000.00	\$0.00
Facebook/Instagram (Spanish)	546,970		546,970	856	\$3,325.00	\$0.00
Twitter	848,105		848,105	2,230	\$4,988.40	\$0.00
Mobile Network	2,000,000	20,989	2,020,989	17,058	\$10,000.00	\$123.00
Agency Placement Fee / Discount					\$3,999.00	\$1,173.00
TOTAL SPRING 2018 DIGITAL	5,019,682	20,989	5,040,671	22,258	\$32,312.40	\$1,296.00

APPENDIX III: DONATED MEDIA FY 2018

FY 2018				
MEDIA	JURISDICTION/AGENCY	QUANTITY	DURATION	VALUE
Exterior Bus Queens	WMATA (regionwide)	20	8 weeks	\$23,529
Junior Billboards	DDOT/Clear Channel (DC)	22	8 weeks	\$232,941
Transit Shelters	DDOT/Clear Channel (DC)	20	8 weeks	\$63,529
Transit Shelters	American University (DC)	5	8 weeks	\$7,059
Interior Bus Cards	American University (DC)	50	8 weeks	\$2,941
Transit Shelters	Howard University (DC)	1	8 weeks	\$1,235
Interior Bus Cards	Circulator - Washington (DC)	26	6 months	\$4,588
Transit Shelters	University of Maryland College Park (MD)	10	4 weeks	\$5,882
Interior Bus Cards	University of Maryland College Park (MD)	90	4 weeks	\$2,647
Interior Bus Cards	TransIT - Frederick County (MD)	50	8 weeks	\$2,941
Interior Bus Cards	The BUS - Prince George's County (MD)	95	6 months	\$16,765
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)	70	3 months	\$189,000
Interior Bus Cards	Ride On - Montgomery County (MD)	200	8 weeks	\$11,765
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	9	36 weeks	\$102,741
Exterior Bus Tails	Ride On - Montgomery County (MD)	40	24 weeks	\$251,536
Exterior Bus Queens		30		
Exterior Bus Kings		20		
Interior Bus Cards	Connector - Fairfax County (VA)	1350	4 weeks	\$39,706
Interior Bus Cards	DASH - Alexandria (VA)	180	4 weeks	\$5,294
Interior Bus Cards	PRTC (VA)	60	4 weeks	\$1,765
Exterior Bus Tails	CUE Bus - Fairfax City (VA)	5	9 months	\$18,000
Interior Bus Cards	CUE Bus - Fairfax City (VA)	50	4 weeks	\$1,471
Interior Bus Cards	CUE Bus - Fairfax City (VA)	24	4 weeks	\$706
Bus Shelters	George Mason University (VA)	21	8 weeks	\$29,647
Interior Bus Cards	ART - Arlington County (VA)	240	4 weeks	\$7,059
TOTAL DONATED MEDIA VALUE				\$1,068,405



METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

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

MWCOG.ORG

Prepared by



S H E R R Y M A T T H E W S G R O U P