



MWCOG
FY2014 *Street Smart*
Public Education Campaign

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September 10, 2013

**Pedestrians don't
come with airbags.**

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

Public safety campaign of the Ministry of Transport, Road and Highways

**STREET
SMART**
BeStreetSmart.net



**Bicycles don't come
with bumpers.**

Give cyclists room to ride.



**Kids don't come
with turn signals.**

Slow down and watch for pedestrians.

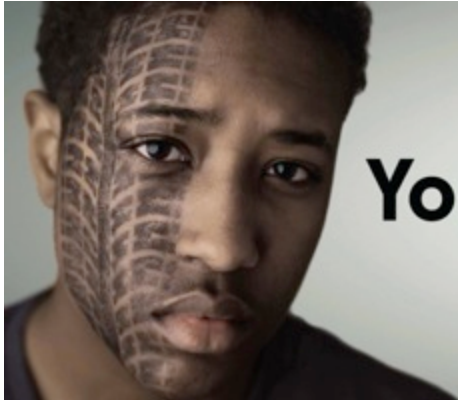
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**STREET
SMART**
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**The penalties for
jaywalking vary.**

Use crosswalks. Wait for the walk signal.



STREET
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You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET
SMART
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Los peatones no tienen bolsas de aire.

Al doblar, cede el paso a los peatones.

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



FY2014 Program Overview

- ★ Fall and spring paid media
- ★ Fall and spring PR
- ★ Fall and spring increased enforcement
- ★ Radio PSA network (unpaid)
- ★ Digital channels – new website
- ★ Campaign evaluation
- ★ \$602,000 budget



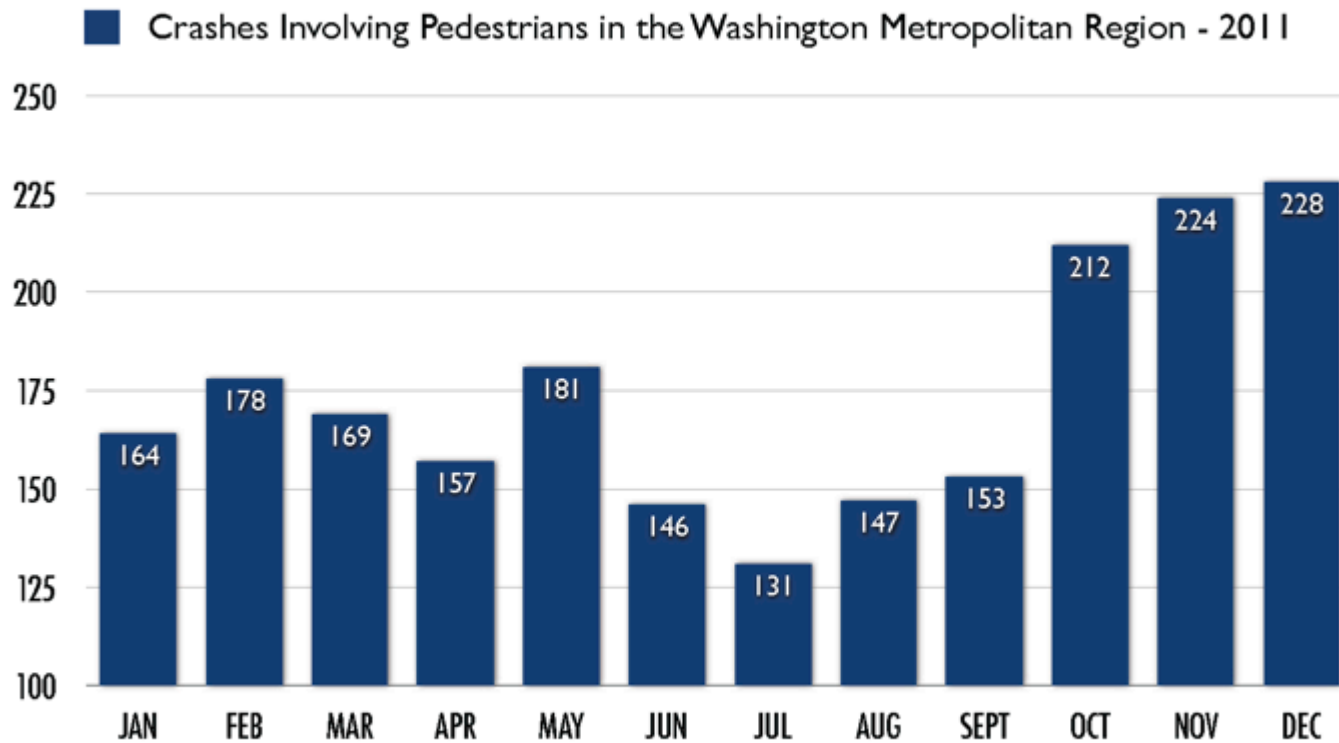
Campaign Considerations

LESSONS LEARNED FROM FY2013

- ★ Extend successful, targeted creative
- ★ Adjust campaign timing
- ★ Invest in “unpaid” media with PR and partnerships
- ★ Find more ways to reach drivers
- ★ Leverage digital channels
- ★ Specifically target Hispanic market



Fall 2013 – Campaign Considerations





Fall 2013 – Campaign at a Glance

- ★ High impact press event
- ★ Media tour
- ★ Paid radio traffic sponsorships & outdoor media
- ★ Street Smart Safety Zone outreach promotions
- ★ Social media & partnerships
- ★ Radio PSA network
- ★ \$273,860 budget



Fall 2013 – Media Relations

MEDIA EVENT THEME:
BAND TOGETHER FOR
PEDESTRIAN & BICYCLE SAFETY









Fall 2013 – Media Relations

- ★ Launch event week of October 21
- ★ Montgomery County
- ★ PR event support
- ★ Media kit, including B-roll video footage
- ★ Pitching/local media tour
- ★ \$42,850 budget



Fall 2013 Paid Media: Exterior Bus Ads

- ★ Four weeks: October 28 – November 24
- ★ DC, MD, NoVa
- ★ \$46,000 gross placement budget



Bus King



Bus Tail



Fall 2013 Paid Media: Exterior Bus Ads

- ★ 100 Bus Kings OR
- ★ 130 Bus Tails OR
- ★ 55 Bus Kings & 65 Bus Tails



Bus King



Bus Tail



Fall 2013 Paid Media: Pumptoppers

- ★ Four weeks: October 28 – November 24
- ★ 122 gas stations, based on availability
- ★ 25 GRP showing in priority markets, with additional coverage in secondary markets
- ★ \$39,000 gross placement budget



Fall 2013 Paid Media: Pumptoppers



Pumptopper



Window cling
(added value)



Fall 2013 Paid Media: Pumptoppers

PRIMARY COVERAGE

based on availability

- ★ Washington, DC: 24 gas stations
- ★ Montgomery County: 28 gas stations
- ★ Prince George's County: 21 gas stations
- ★ Arlington County: 5 gas station
- ★ Fairfax County: 21 gas stations
- ★ Alexandria: 4 gas stations



Fall 2013 Paid Media: Pumptoppers

SECONDARY COVERAGE

based on availability

- ★ Prince William County: 8 gas stations
- ★ Frederick County: 4 gas stations
- ★ Loudoun County: 4 gas stations
- ★ Charles County: 3 gas stations



Fall 2013 Paid Media: Radio

- ★ Adults 18 – 49
- ★ Two weeks October 28 – November 10
- ★ Wed – Fri, 3 – 8 pm, Sat 6am – 8pm
- ★ 15-second spots, English and Spanish
- ★ Primary target: motorists
- ★ Primary messages: visibility, time change, increased enforcement
- ★ \$44,000 gross placement budget



Fall 2013 Paid Media: Radio

STATIONS

- ★ WPGC-FM (rhythmic contemporary hits)
- ★ WIAD-FM (hot adult contemporary)
- ★ WJFK-FM (sports)
- ★ WLZL-FM (Spanish)
- ★ WNEW-FM (news talk)
- ★ WKYS-FM (urban contemporary)



Fall 2013 – Street Smart Safety Zones





Fall 2013 – Street Smart Safety Zones

- ★ Three two-hour events: DC, MD, NoVA
- ★ Turn-key partnership with radio stations
- ★ 15-second on-air radio promotions (est. 45)
- ★ Engagement considerations:
 - ★ Pedestrian safety quiz, prizes, pizza/water
- ★ \$6,000 net budget



Fall 2013 – Donated Media

- ★ Appeal to Bus Subcommittee for interior bus cards
- ★ Other jurisdiction-based media (bus ads/shelters)
- ★ **DEADLINE: September 30**





Fall 2013 – Digital

- ★ 90-day editorial calendar for Twitter
- ★ Update digital toolkit for partners
- ★ \$3,860 budget

(new website to be developed to launch in the spring)



Capital Region Radio PSA Network

- ★ English & Spanish
 - ★ Targeted to drivers
 - ★ 30-second & 60-second PSAs
 - ★ Two concepts & two distribution pushes when the paid campaigns are dormant
 - ★ Winter: Visibility issues during darker hours
 - ★ Summer: Speeding issues/watch and yield for pedestrians



Capital Region Radio PSA Network

GOALS

- ★ English:
 - ★ Eight Radio Stations
 - ★ 500 spots (mostly :30s)
- ★ Spanish:
 - ★ Eight Radio Stations
 - ★ 350 spots (mostly :60s)



Fall 2013 – Overall Schedule

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
PUBLIC RELATIONS																				
Press Event																				
Media Tour																				
Suggested Enforcement Dates																				
MEDIA																				
Radio :15 Traffic Sponsorships																				
Pumptoppers																				
Exterior Bus Ads																				
OUTREACH/PARTNERSHIPS																				
Street Smart Safety Zones (with radio)																				
Digital/Social Media																				
Capital Area News Network (production/distribution)																				



Fall 2013 – Overall Budget

Media placement/promo costs	\$ 135,000
Production/collateral	\$ 27,650
Media relations/press event	\$ 42,850
Account management/strategy	\$ 39,500
PSA network	\$ 25,000
<u>Digital/social media</u>	<u>\$ 3,860</u>
TOTAL	\$ 273,860
<i>Leftover for spring</i>	<i>\$ 328,140</i>



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Discussion



THANK YOU

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