



Meeting Notes: Tuesday, February 17, 2009

Street Smart Spring 2009 Public Awareness Campaign

Participants:

- Mike Farrell (COG), Peter Moe (MHSO), George Branyan (DDOT), Jim Sebastian (DDOT), Paul DeMaio (Arlington County), Gaylynn Abram (VDOT), Kristin Haldeman (WMATA), Yon Lambert (City of Alexandria), Bob Medeiros (Arlington County Police Department) plus Jim McAndrew, Eric McAndrew, Rachel Lyons (McAndrew Company)

Items Discussed:	Action Items
<ul style="list-style-type: none"> • Revised Radio Scripts • Updated Outdoor (2 concepts) 	
<p>Radio Script #1: Driver/Pedestrian Spot</p> <p>Drivers and pedestrians are having problems (pause) with each other. People are getting hit, hurt – or worse. Think <u>you</u> know the rules of the road? Here's what you need to know: Drivers. Yield to pedestrians when turning and stop for them at crosswalks. Pedestrians? Wait for walk signals and <u>use</u> crosswalks. Simple. Street Smart of DC, Maryland and Virginia – visit streetsmart.mwcog.org Police are strictly enforcing traffic laws. So <u>be</u> Street Smart.</p>	<p>Notes:</p> <ul style="list-style-type: none"> • Script to left incorporates all changes discussed on call and from the final read-through on the call. • McAndrew Company will move forward culturally appropriate Spanish translation. • McAndrew Company will move forward with casting talent.
<p>Radio Script #2: Driver/Cyclist Spot</p> <p>Drivers and cyclists have equal rights on our roads. But when it comes to crashes between bikes and cars it's not equal. Think <u>you</u> know the rules of the road? Here's what you need to know: Drivers. Yield to bikes when turning and give them at least 3 feet when passing. Cyclists? Obey signals & signs and ride <u>with</u> traffic. Simple. Street Smart of DC, Maryland and Virginia – visit streetsmart.mwcog.org Police are strictly enforcing traffic laws. So <u>be</u> Street Smart.</p>	<p>Notes:</p> <ul style="list-style-type: none"> • Script to left incorporates all changes discussed on call and from the final read-through on the call. • McAndrew Company will move forward culturally appropriate Spanish translation. • McAndrew Company will move forward with casting talent.

Items Discussed:	Action Items
<p>Revised Outdoor: Bus Message</p> 	<p>Comments/Direction from Committee:</p> <ul style="list-style-type: none"> • Take out all signals. • Change secondary message to “Be Sure Drivers Can See You.”
<p>Revised Outdoor: Pedestrian Message</p> 	<p>Comments/Direction from Committee:</p> <ul style="list-style-type: none"> • Make background look more inter-suburban (not so much downtown DC) so that it has more of a sense of space. • Adjust crosswalk lines to run same direction as traffic. Check crosswalk lines in all executions • Add child into background (lady under signal holding a kid’s hand).
<p>Next Conference Call:</p> <p>Thursday, February 19 at 2:30 p.m.</p> <p>Discussion Topics:</p> <ul style="list-style-type: none"> • PR event status • Collateral Materials • Progress on outdoor 	<ul style="list-style-type: none"> • Mike Farrell to send out an invitation via Outlook.