

Metropolitan Washington **Council of Governments**



STREET **S**MART





CAMPAIGN PHOTOGRAPHY SELECTS

PLEASE NOTE:

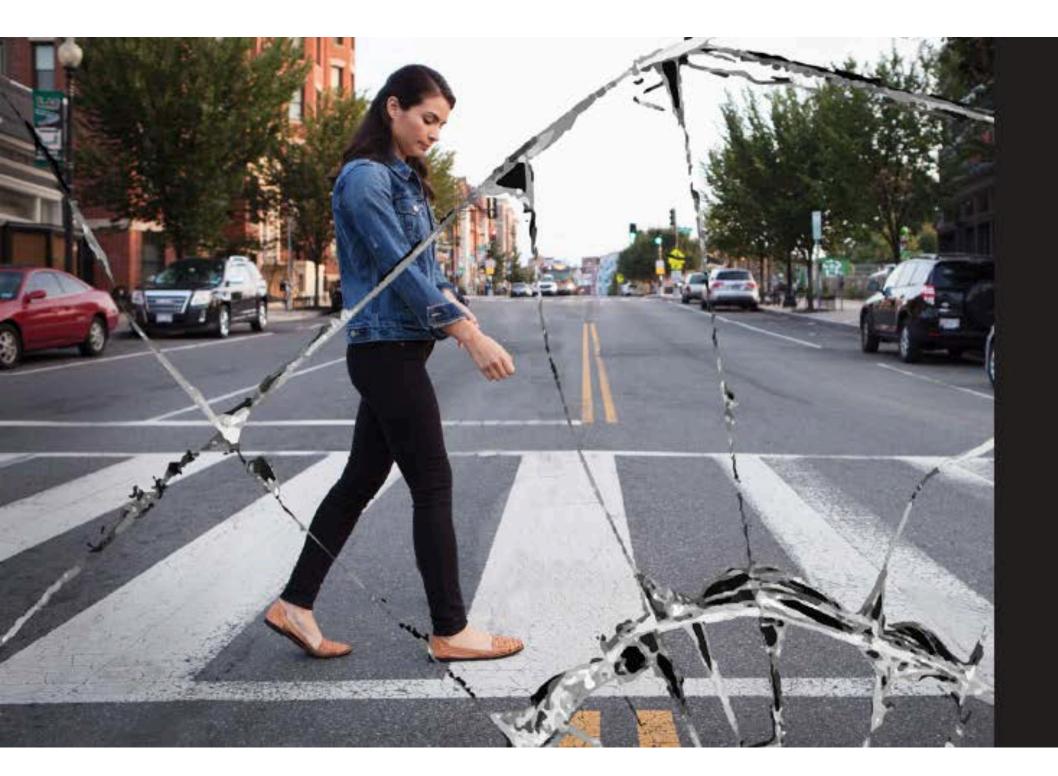
THESE SELECTS ARE RAW PHOTOS BEFORE **RETOUCHING AND PHOTOSHOP WORK.**

EACH IMAGE WILL HAVE THE SHATTERED GLASS OVERLAY









SPEEDING SHATTERS LIVES.

EXAMPLE OF SHATTERED GLASS OVERLAY



Slow down. Watch for pedestrians.









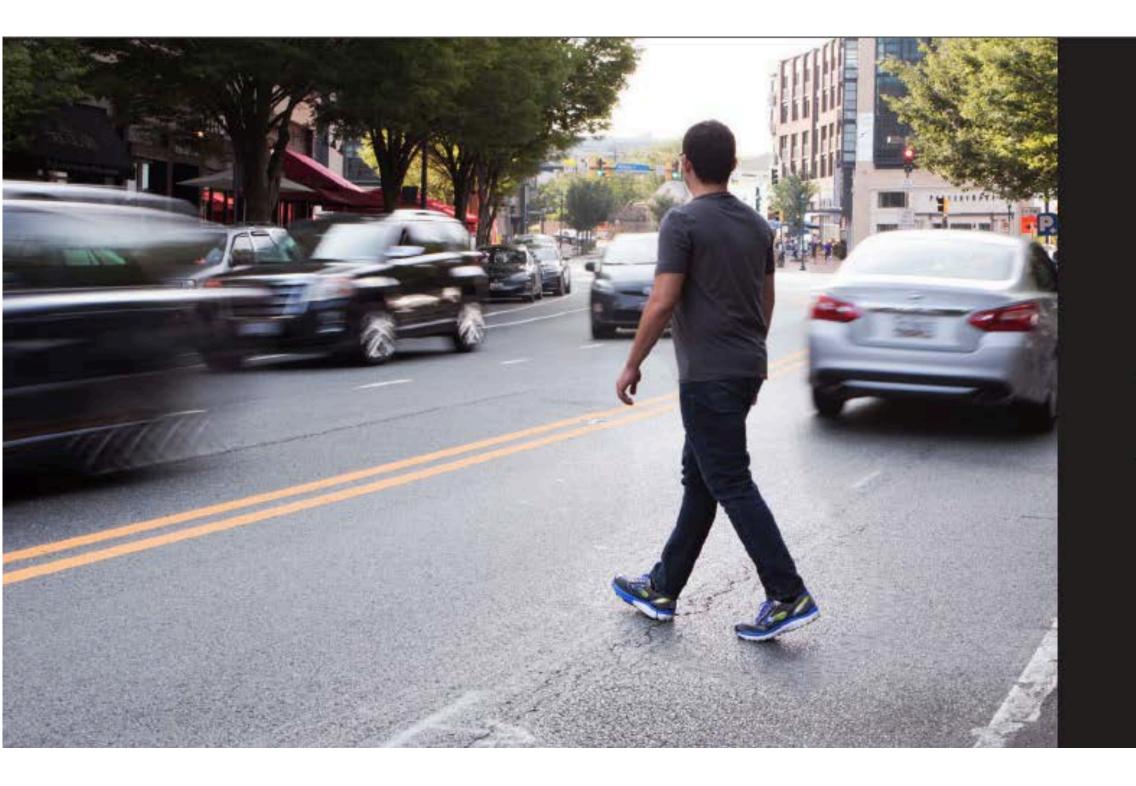
Stop bar will be removed and lane line will be dashed. Subhead will be changed to "Slow down. Stop for people crossing."

SPEEDING SHATTERS LIVES.

Slow down. Watch for pedestrians.











Use the crosswalk.









Subhead will be changed to "Look before you turn."

LIVES ARE EASILY BROKEN.

Yield to pedestrians when turning.







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Subhead will be changed to "Yield to pedestrians when turning."











Give 3 feet when passing bikes.





WEBSITE REDESIGN

- Desktop: https://invis.io/2ADEJ7YFM#/252496961 1 Home
- Mobile: https://invis.io/3MDEJIWDQ#/252500343 5 Mobile





FY2018 PLANNING

BUDGET

- MHSO: \$250,000
- VHSO: \$175,000
- WMATA: \$150,000
- DDOT: not available until spring
- TOTAL ESTIMATED FY2017 FUNDS: \$575,000 \$775,000
- Fall campaign allocation: ~\$450,000





FY2018 PLANNING: FALL AT A GLANCE

MEDIA RELATIONS

- Campaign launch in VA week of 10/30
- Most dangerous time of year for peds
- Speakers need victim or survivor
- Enforcement activations
- Media tour/spokespeople
- DONATED MEDIA
- STREET TEAMS

- **PAID MEDIA:** launch 11/6
 - Bus Ads & Pumptoppers
 - Digital shelters
 - Radio
 - Paid social/mobile
- DIGITAL/SOCIAL MEDIA
- ENFORCEMENT: 11/6 12/1



(may need to prioritize based on budget)



FY2018 PLANNING: FALL AT A GLANCE

	October					November				December			
PAID MEDIA	2	9	16	23	30	7	14	21	28	5	12	19	26
Pumptoppers													
Exterior Bus Ads													
Digital (YouTube, Twitter, Facebook, Mobile)													
Digital Shelters													
Radio													
MEDIA RELATIONS													
Kickoff Press Event													
Media Tour													
ENFORCEMENT COORDINATION													
Suggested Enforcement Dates													
Enforcement Activations													
OUTREACH/PARTNERSHIPS													
Partnership Development/Donated Media													
Digital/Social Media													
Street Teams													

Halloween is Tuesday 10/31 Daylight Savings is Sunday 11/5 Election is Tuesday 11/7 Thanksgiving is Thursday 11/23







DONATED MEDIA: 10/1 DEADLINE





ENFORCEMENT

• ALERT: TO BE INCLUDED IN THE ANNUAL REPORT, PLEASE HAVE POLICE DEPARTMENTS FILL OUT THE ENFORCEMENT FORMS BY 9/15.



