



Metropolitan Washington
Council of Governments

STREET
/// SMART

9-8-17

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.

Slow down.
Watch for pedestrians.

STREET
SMART
BeStreetSmart.net

EXAMPLE OF SHATTERED GLASS OVERLAY





SPEEDING SHATTERS LIVES.

Slow down.
Watch for pedestrians.

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





**YOUR
LIFE IS
FRAGILE.**

Use the crosswalk.

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SMART**
BeStreetSmart.net





LIVES ARE EASILY BROKEN.

Yield to pedestrians when turning.

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Subhead will be changed to “Look before you turn.”





HER LIFE IS FRAGILE.

Look before you turn.

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Subhead will be changed to “Yield to pedestrians when turning.”





LIVES SHATTER ON IMPACT.

Give 3 feet when passing bikes.

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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

(may need to prioritize based on budget)

- Bus Ads & Pumptoppers
- Digital shelters
- Radio
- Paid social/mobile

- **DIGITAL/SOCIAL MEDIA**

- **ENFORCEMENT:** 11/6 - 12/1



FY2018 PLANNING: FALL AT A GLANCE

	October					November				December			
	2	9	16	23	30	7	14	21	28	5	12	19	26
PAID MEDIA													
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.**

