



SHERRY MATTHEWS  
ADVOCACY MARKETING

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# MWCOG 2012-13 Street Smart Public Education Campaign

Regional TDM Marketing Group  
Item 6

March 19, 2013



## Efforts to Date

- | Fall campaign
  - | Radio
  - | Pedestrian safety promotion events
  - | Bus cards
  - | Launch event in Loudoun County
  - | Media tour
  - | Media kit including b-roll
- | New creative concepts
- | Four focus groups



# Spring 2013 Campaign at a Glance

- | New creative components
- | Pre- and post-campaign evaluation survey
- | Kickoff event and media tour
- | Paid media (radio, out of home)
- | Digital/Social Media
- | Spanish PSA news network
- | Outreach activities

# SPRING 2013 “TIRED FACES” CAMPAIGN

PLEASE NOTE:

*This artwork is for discussion purposes only and is not intended for public distribution at this stage.*

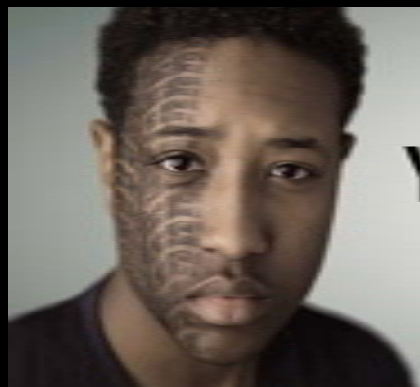
# KING KONG

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

**Yield to pedestrians when turning.**

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

# BUS KING



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

Slow down and watch for pedestrians.





**Un taller mecánico no puede reparar a un peatón.**

**Reduce la velocidad. Atento a los peatones.**

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

STREET  
**SMART**  
BeStreetSmart.net

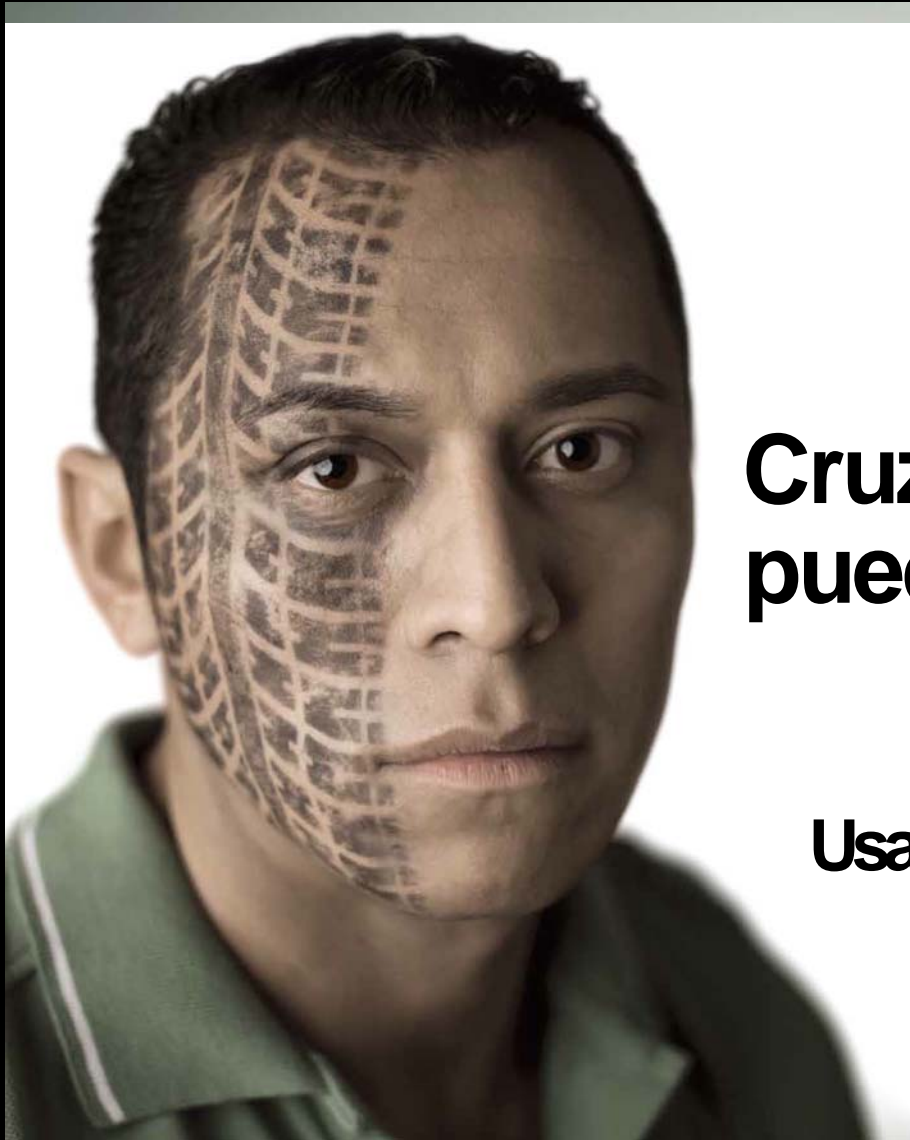
# BUS CARD



**The penalties for  
jaywalking vary.**

**Use crosswalks.  
Wait for the walk.**

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



**Cruzar a mitad de calle  
puede costarte mucho.**

**Usa los cruces de peatones.  
Espera la señal.**



STREET  
**/// SMART**  
BeStreetSmart.net

**If you chase a bus,  
you'll catch a car.**

**Don't run for the bus.**

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



**STREET  
SMART**  
BeStreetSmart.net

**No persigas el autobús.  
Podría pegarte un carro.**

**No corras tras el autobús.**

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

# TRANSIT SHELTER

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

**STREET**  
**/// SMART**  
BeStreetSmart.net



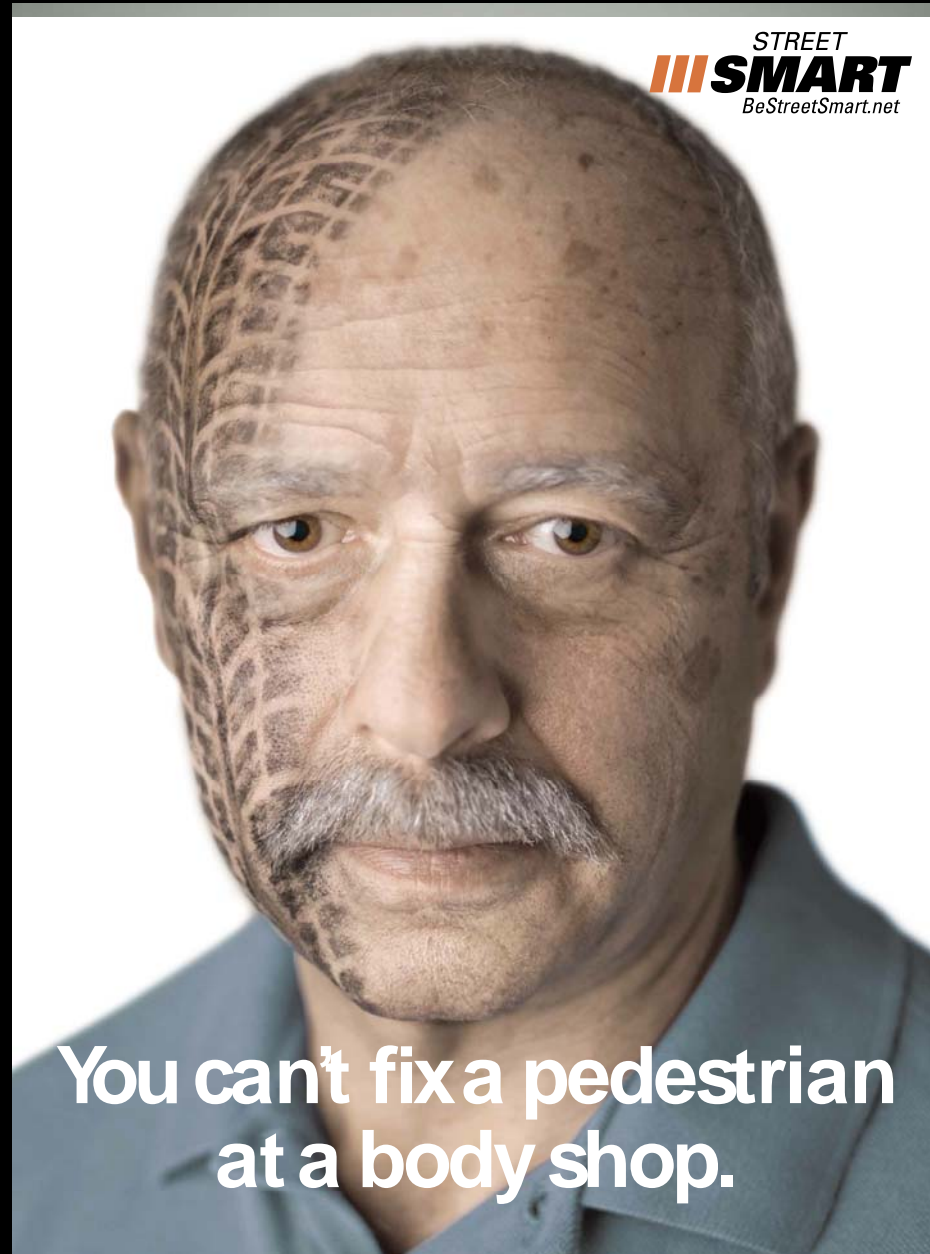
**Bicycles don't come  
with bumpers.**

**Give cyclists room to ride.**



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**Slow down and watch for pedestrians.**



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

**Slow down and watch for pedestrians.**

# BROCHURE



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

**Street Safety Tips**

*For Drivers, Pedestrians and Bicyclists*

**For Pedestrians:**



**Cross the street**  
*at marked crosswalks and intersections.*



**Watch for turning vehicles.**  
*Before crossing, look left, right, then left again.*



**Use pedestrian pushbuttons.**



**Begin crossing**  
*the street on "walk" signal.*



**Stay visible after dark**  
*and in bad weather.*



**Watch out for trucks & buses**  
*backing out of parking spaces and driveways.*

**For Bicyclists:**



**Obey all regulatory signs**  
*and traffic lights.*



**Never ride against traffic.**  
*Ride with traffic to avoid potential accidents.*



**Use hand signals**  
*to tell motorists what you intend to do.*



**Ride in a straight line**  
*to the right of traffic and about a car door's width away from parked cars.*



**Always wear a helmet.**  
*Helmets dramatically reduce the risk for head injury in a bicycle accident.*



**Use lights at night**  
*and when visibility is poor.*

**For Drivers:**



**Stop for pedestrians**  
*at crosswalks and be careful when passing stopped vehicles.*



**Slow down**  
*and obey the posted speed limit.*



**Yield to pedestrians & cyclists**  
*when turning.*



**Look**  
*before opening your door.*



**Allow 3 feet**  
*when passing bicyclists.*



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



# Budget Recap

Original budget	\$560,000
Spent to date	(\$193,000)
Budget reduction	(\$50,000)
MSHO increase	\$24,000
<b>TOTAL AVAILABLE</b>	<b>\$341,000</b>



# Campaign Evaluation

- | Online survey
  - | Pre- and post-campaign waves
  - | 300 respondents/wave
  - | 18 – 55 years of age, drivers & pedestrians
  - | 40% VA, 40% MD, 20% DC
- | \$15,000 budget



# Getting the Word Out

- | Paid media
  - | Outdoor ads
  - | Radio traffic sponsorships
  - | Safety promotions
- | Public relations
  - | Launch event
  - | Media tour



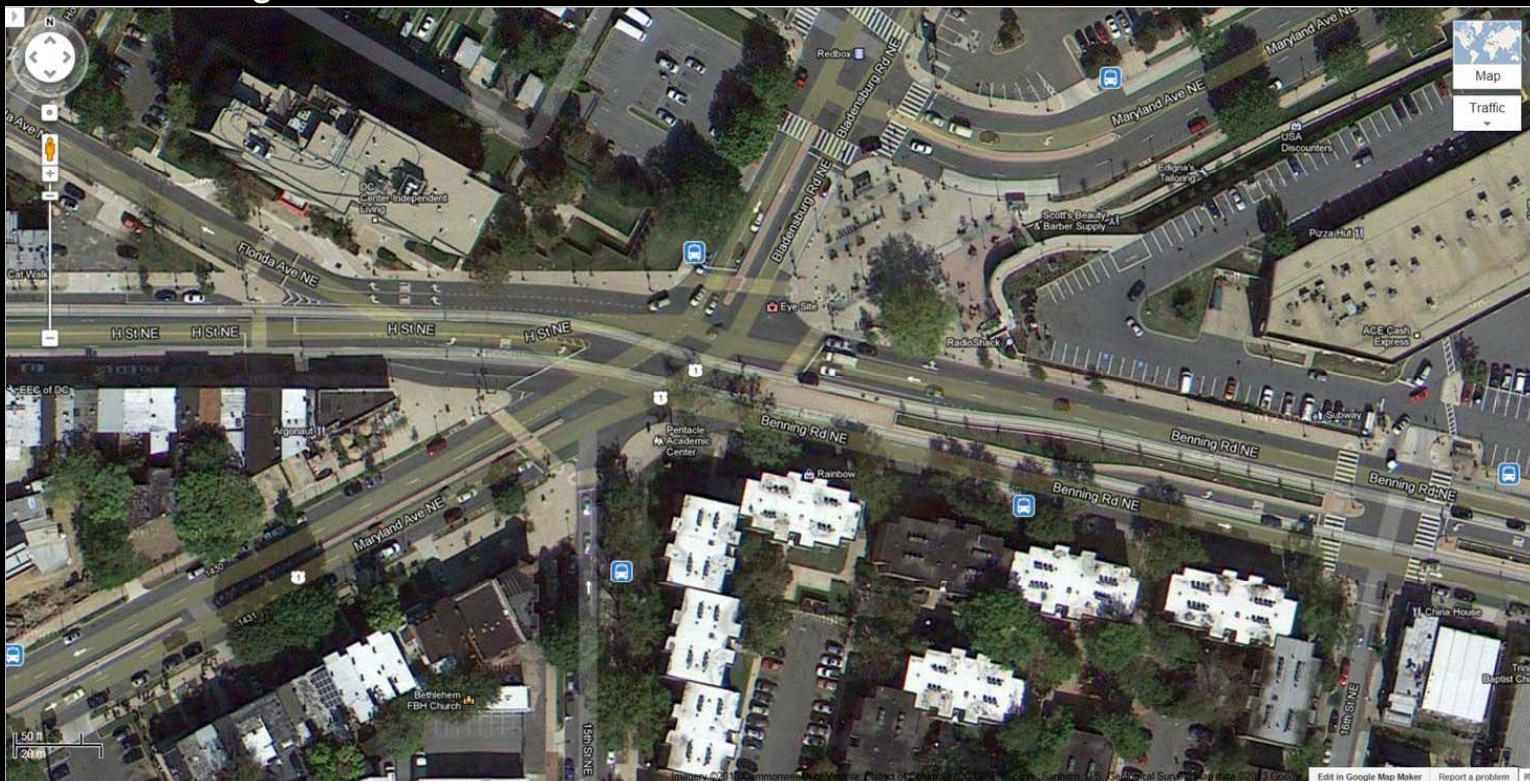
# Spring 2013 Campaign – PR

Launch event April 9<sup>th</sup> at Starburst Plaza in NE Washington, DC

PR event support

Media kit

Pitching/local media tour







## Spring 2013 Campaign – 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)



## Spring Campaign 2013 Radio (3 wks)

Adults 18 – 49

April 15 – May 5

Wed-Fri, 3-7 pm, Sat 6 am-8 pm

15-second spot, English and Spanish

Primary target: Motorists

Primary message: Watch for pedestrians

\$49,530 budget



# Spring 2013 Campaign – Events (9)





# Spring 2013 Campaign – Events

- | Nine two-hour events
- | Primary target: Pedestrians
- | Primary message: Use crosswalks.  
Be safe. Be Seen.
- | 135 :15 promos for events
- | \$15,700 budget



# Outdoor Media



L-Side

L-Sides



King

King-Size Bus Posters



Super Ultra-King



Digital Shelters



## Spring Campaign 2013 Outdoor (4 wks)

Exterior Bus Ads	\$89,412
Ultra Super King	
L-sides	
Kings	
Digital Transit Shelters	\$22,588
TOTAL	\$112,000

Media	Coverage	Description	Gross Media Cost	Hard Costs
<b>RADIO</b>				
:15 Spots	DC, NoVa, MD	6 stations, 183 GRPs	\$49,530	\$0
Safety Promotions	DC, NoVa, MD	9 events 135 :15 promos		\$15,700
<b>OUTDOOR</b>				
Exterior Bus Ads	DC, NoVa, MD	5 Ultra Super King Side Wraps 20 L-sides 135 Kings	\$89,412	\$15,225
Exterior Bus Ads	DC, NoVa, MD	100 Kings from WMATA	\$0	TBD
Exterior Bus Ads	Montgomery Co.	2 King Kongs 30 Kings 10 Queens 15 Junior Kings 10 Bus Tails	\$0	\$5,850
Digital Shelters	DC – Roosevelt Network	20 Shelters 13,300 :12 ads/day	\$22,588	\$0
Transit Shelters	Montgomery Co.	80 shelters	\$0	\$3,500
Interior Bus Cards	DC, NoVa, MD	1600-2000 ads	\$0	\$5,495



## Spring 2013 Campaign – Collateral

- | Safety Tips Brochures (50,000)
- | T-shirt premium giveaway (1,100)
- | Pedestrian Safety Tips cards & reflective zipper pulls (2,500)
- | \$13,700 budget





## Spring 2013 Campaign – Digital

- | Campaign splash page
- | Minor web updates
- | Digital toolkit for partners
- | 60-day editorial calendar for Twitter
- | \$5,000 budget



## Spring 2013 Campaign

- | Capital Region News Network: Spanish
  - | 7 Spanish stations
  - | June-September air dates
  - | 2 60-second PSAs
  - | 350 spots

*OR*

- | Additional Outreach
  - | Travesky & Associates pitching digital toolkit/posters to expanded network
- | \$12,500 budget



## Spring 2013 Campaign – Budget

Media placement costs	\$207,300
PR/event support	\$ 34,000
Outreach collateral	\$ 13,700
Creative services	\$ 28,000
Account mgmt	\$ 25,500
Spanish PSA network	\$ 12,500
Digital/social media	\$ 5,000
Online survey	\$ 15,000
<b>TOTAL</b>	<b>\$ 341,000</b>



S H E R R Y M A T T - E W S  
A D V O C A C Y M A R K E T I N G

## Contacts:

Michael Farrell  
COG/TPB  
[mfarrell@mwkog.org](mailto:mfarrell@mwkog.org)  
202-962-3760

Kenna Williams, [KennaW@sherrymatthews.com](mailto:KennaW@sherrymatthews.com)  
Sherry Matthews Advocacy Marketing  
1912 Sunderland Place NW, Washington, DC 20036  
202-416-0110 (office)