



in review

September 17, 2012

In 2012, there were 3,033 crashes resulting in 70 pedestrian and bicyclist fatalities, accounting for 26.5% of the 264 traffic fatalities in the Washington region.



Street Smart Campaign Goals



Reduce pedestrian and cyclist injuries and deaths in the region

Educate drivers, pedestrians, and cyclists about safe usage of roadways

Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement



Street Smart Campaign Challenges



- Three potential target audiences
- Many messages
- Multiple jurisdictions
- Multiple languages
- Small budget
- Expensive media market



Street Smart Campaign Objectives



- Focus creative
- Reach audiences in relevant places
- Engage news media
- Leverage digital channels
- Invest in "non-paid" media
- Specifically target Hispanic market



Advertising



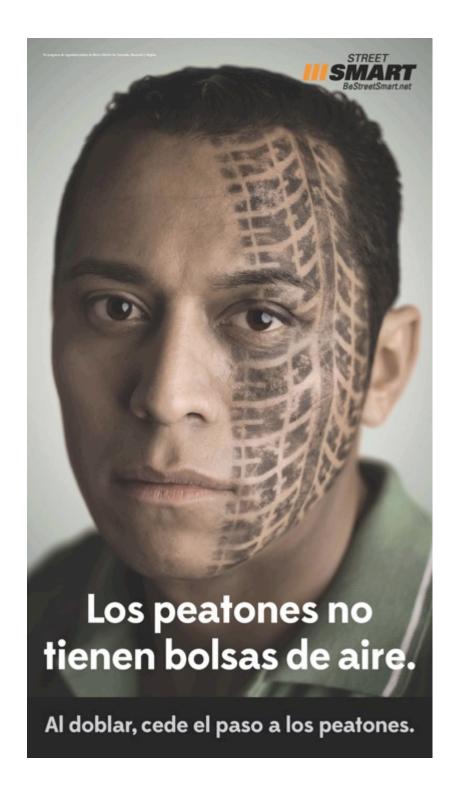
New research-based creative

- Developed multiple executions
- Tested in English and Spanish focus groups

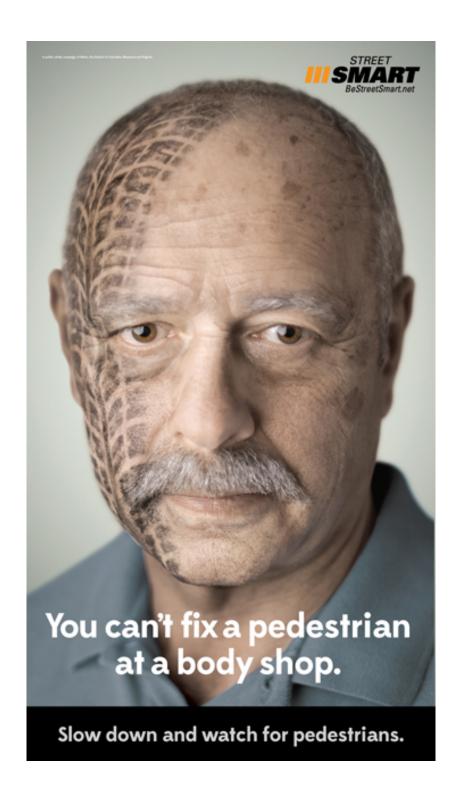
Creative objectives

- Capture attention
- Communicate clearly
- Motivate behavior change





















Paid Media: Radio



- 15-second traffic sponsorships
- Targeted drivers; focused during key drive times















Paid Media: Outdoor



- Exterior Bus Ads
- Digital Shelters
- Targeted near high-risk areas









Media Relations: Fall Press Event



November 14, 2012
Belmont Ridge Road &
W&OD Trail
Loudoun County, VA









Media Relations: Spring Press Event (©





April 9, 2013 Starbaurst Plaza Washington, DC







Media Relations: Media Tours













Street Smart Safety Zones



12 STREET-LEVEL OUTREACH PROMOTIONS

- Arlington County, VA
- Fairfax County, VA
- Montgomery County, MD
- Prince George's County, MD
- Prince William County, VA
- Washington, DC



Street Smart Safety Zones













Street Smart Digital Outreach



- Digital toolkit distributed to partners
- 300+ Twitter mentions, retweets, follows
- 6,990 website visits, 81% new visitors, 1:20 avg visit









ONLINE EVALUATION SURVEY

- 314 respondents for pre-campaign benchmark survey during April 4 – 9
- 300 post-campaign respondents for follow-up survey during May 20 – 30
- Geographically and demographically representative
- Drivers and pedestrian segments
- 95% confidence level





ADVERTISING AWARENESS

- 24% unaided ad awareness recall
- The respondents who recalled Street Smart advertising clearly played back campaign elements such as "treads on a face," "exercise caution," "Street Smart," "can't fix a pedestrian at a body shop," and "dangers of jaywalking."
- 39% aided ad awareness recall
- Aided advertising awareness was nearly twice as high for pedestrians (50%) as for drivers (27%).





GENERAL AWARENESS

- General awareness for the Street Smart advertising program remained constant from Wave 1 (39%) to Wave 2 (38%).
- Increase in respondents who identified Street Smart as being about Roadway Safety (37% to 50%) and who said the program was about Public Safety Awareness (18% to 29%).





BEHAVIORS & ATTITUDES

- The respondents were presented with a list of behaviors surrounding pedestrian and bicycle safety. There were no significant changes in any of the self-reported behavior measures between waves.
- In both waves, the respondents identified "driving while texting," "driving while on cell phone," and "aggressive driving" as the most serious problems.
- There was a significant increase in the awareness of police efforts to enforce pedestrian safety laws (20% to 29%).



Street Smart Campaign Results



PAID MEDIA

- 73.9 million impressions
- \$467,790 in negotiated added value

DONATED MEDIA

- 72 exterior bus ads
- 102 transit shelters
- 3,793 interior bus cards
- 1 junior billboard
- \$503,172 value in free media



Street Smart Campaign Results



MEDIA COVERAGE

- 36 television & radio broadcast news stories reaching more than 1 million viewers,
 \$402,500+ publicity value
- 38 online & print stories in publications with a combined circulation of nearly 33 million
- \$133,816 in-kind donation from Sherry Matthews Marketing



Street Smart Campaign Results



\$2.04 million+ in value on a \$534,000 budget



Street Smart Campaign



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
- Continue to specifically target Hispanic market



Street Smart Fall 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/distrib	utio	n)														



THANK YOU



MAJOR FUNDERS

- District of Columbia, District Department of Transportation
- Maryland Motor Vehicle Administration, Office of Highway Safety
- Virginia Highway Safety Office
- Washington Metropolitan Area Transit Authority

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS MEMBERS

- District of Columbia
- Maryland: Bladensburg Bowie Charles County College Park Frederick -Frederick County - Gaithersburg - Greenbelt - Montgomery County - Prince George's County - Rockville - Takoma Park
- Virginia: Alexandria Arlington County Fairfax Fairfax County Falls Church -Loudoun County - Manassas, - Manassas Park - Prince William County



THANK YOU



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