



Metropolitan Washington
Council of Governments



SHERRY MATTHEWS INC.

STREET
/// SMART

FISCAL YEAR 2013

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

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

Yield to pedestrians when turning.

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

El programa de seguridad pública de Metro, Metro de la Ciudad de México, Metro y Regio.

STREET
SMART
BeStreetSmart.net



**Los peatones no
tienen bolsas de aire.**

Al doblar, cede el paso a los peatones.

Public safety campaign of the Ministry of Transport, Road and Highways

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

Give cyclists room to ride.

A public safety campaign of the New York State Office of General Services, Division of Highway

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

Slow down and watch for pedestrians.



**Kids don't come
with turn signals.**

Slow down and watch for pedestrians.

**The penalties for
jaywalking vary.**

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

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.**

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

**Chase a bus
and you might
catch a car.**

Don't run for the bus.

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

**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.



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





Street Smart Campaign Evaluation



- **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



Street Smart Campaign Evaluation



- **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%).



Street Smart Campaign Evaluation



▪ 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/distribution)																				



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



Kenna Williams

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