



FALL CAMPAIGN RECAP

- Kickoff event at in Southeast Washington, D.C.
- Speakers from DDOT, MDOT, VaDMV, United Medical Center, PGPD, and MPD



FALL CAMPAIGN RECAP ENFORCEMENT ACTIVATIONS

- 11/4: Metropolitan PD, 1300 Southern Ave SE, Washington, DC
- 11/14: Montgomery Co. PD, Bradley Blvd. at Strathmore St., Bethesda, MD
- 11/15: Prince William Co. PD, Route 1 near Prince William Pkwy and East Longview Dr., Woodbridge, VA
- 11/16: Metropolitan PD, Washington Circle and 23rd St. NW, Washington, DC
- 11/17: Prince George's Co. PD, Central Ave. near Addison Road Metrorail station, Seat Pleasant, MD
- 11/17: Arlington Co. PD, Lee Highway and Edison Street, Arlington, VA
- 11/18: Fairfax Co. PD, Gallows Rd near Dunn Loring Metrorail, Vienna, VA
- 11/21: Montgomery Co. PD, MD 410 near Bethesda-Chevy Chase HS, Bethesda, MD
- 11/22: Arlington Co. PD, Columbia Pike and Frederick Street, Arlington, VA



FALL CAMPAIGN RECAP

PRELIMINARY COVERAGE RESULTS

- 34 television news stories *
- 8 radio news stories
- 36 online news stories



FALL CAMPAIGN RECAP

STREET TEAMS

- 11/4: 1300 Southern Ave SE, Washington, DC
- 11/4: Anacostia, Washington, DC
- 11/9: Columbus Circle/Union Station, Washington, DC
- 11/10: Gallows Rd/Prosperity Ave, Vienna, VA
- 11/11: Kenilworth Ave between MD 410 and Edmonston Rd, Riverdale, MD
- 11/15: Old Georgetown Rd, Wisconsin Ave, MD 410, Woodmont Ave, Bethesda, MD
- 11/16: Crystal Dr between 15th and 23rd, Arlington, VA



FALL CAMPAIGN RECAP

PAID MEDIA: 11/7 - 11/30

- 15-second TV for 2 weeks
- 120 bus tails for 4 weeks
- 500 pumptoppers at 125 gas stations for 4 weeks
- Facebook, Pandora, YouTube and Twitter for one month



LOOKING AHEAD

SPRING CAMPAIGN

- Suggested Launch: TBD, week of 4/3
- Host: Maryland
- Suggested location: potentially Takoma Langley Crossroads Transit Center



LOOKING AHEAD

CREATIVE DEVELOPMENT TIMELINE

- December: First look
- January: Revisions
- February: Focus group testing
- March/April: Revisions
- May: Photoshoot
- June: Post-shoot production/approvals
- October (FY2018): Launch new creative



CAMPAIGN CHALLENGES

- No one “point-of-decision” moment.
- 3 target groups: drivers, pedestrians, bicyclists.
- Many messages for each group.
- Multiple cultures and languages.
- Pedestrian safety is nothing new.
- YET it is not a top-of-mind safety issue.



CAMPAIGN CONSIDERATIONS

- Data-driven:
 - Audiences (Adults 18-54)
 - Focused messages
 - Media/outreach geography and timing
- Creative:
 - Captures attention
 - Communicates clearly
 - Motivates behavior change



CURRENT CREATIVE



- Research-based ads developed in 2013, TV in 2015
- English & Spanish messages for all modes.
- Expanded to cities in Ohio, Tennessee, New Jersey, Massachusetts, Texas, California, Hawaii, and the UK.



CURRENT CREATIVE



- Increased campaign awareness from 39% to 74%
- While national fatalities have been increasing, our regional fatalities have remained relatively flat.



CURRENT CREATIVE

Make eye contact, not body contact.
Be sure drivers see you before crossing the street.

Don't be caught dead wearing black.
When it's dark, wear something bright or reflective.

It wouldn't hurt to use the crosswalk.
Cross where drivers expect to see you.

The penalties for jaywalking vary.
Use crosswalks. Wait for the walk.

If you chase a bus, you'll catch a car.
Don't run for the bus.

MCDOT 2016 Expansion

The night holds many surprises.
Be alert for pedestrians at night.

Why it's called the dead of night.
When it's dark, wear something bright or reflective.

Push the button. Not your luck.
Use the walk button. Cross with the signal.

INSTRUCTIVE

CHICAGOANS STOP FOR PEDESTRIANS.
NEARLY 3,000 PEDESTRIANS HIT AND KILLED LAST YEAR. LET'S GET TO ZERO.

WATCH FOR PEOPLE IN CROSSWALKS.
Yield to people in crosswalks. It's the law.

DRIVING RULES!
3 FEET
Drivers must give bicyclists space - at least 3 feet.

BIKING RULES!
Bicyclists must stop at red lights and stop signs.

DC Police promote safe travel by enforcing traffic & bicycle safety laws.

INSTRUCTIVE

Walk safe. Cross smart.
Traffic injuries are avoidable. Mom was right. Look before you cross the street.

RESPECT CROSSWALKS STOP FOR PEDESTRIANS

IT'S SAFER. IT'S COURTEOUS. IT'S THE LAW.

Look up. Look out.

LOOK!

WATCH AND STOP FOR PEDESTRIANS

Maryland Department of Transportation roads.maryland.gov

INSTRUCTIVE

THREAT OF LAW ENFORCEMENT

FEAR OF HURTING SELF/OTHERS

VULNERABILITY OF HUMAN BODY

SHARED RESPONSIBILITY



be a PAL Predictable Alert Lawful

EVERYONE IS A PEDESTRIAN

LET'S LOOK OUT FOR EACH OTHER



DON'T COMPETE. SHARE THE STREET.



stickmaninmex.org

DRIVERS AND CYCLISTS ARE MORE ALIKE THAN YOU THINK

WITH 80% OF CYCLISTS HOLDING A DRIVING LICENCE, AND 1 IN 5 DRIVERS CYCLING AT LEAST ONCE A MONTH, THEY'RE OFTEN THE SAME PEOPLE.



HUMANIZING PEDESTRIANS/BICYCLISTS



human

It's not just a sign.
Watch for people at intersections.



human
@humanSOCal.org

Go with the flow.
Ride in the direction of traffic.



NURSE.
MOTHER.
RIDES A BIKE.
OPERATE WITH CARE.




CARPENTER.
FRIEND.
RIDES A BIKE.
CUT HER A BREAK.

NEW CREATIVE EXPLORATION

- New campaign concepts:
 - Multimodal “umbrella” campaign
- Breakthrough creative:
 - Capture attention
 - Communicate clearly
 - Motivate behavior change

PLEASE NOTE:
 These are rough concepts mocked up for discussion purposes only and are not intended for public distribution at this stage. Neither concepts nor images are final. Concepts will be refined with client feedback throughout the creative process.





HOW YOU DRIVE CAN SHATTER A LIFE.

human


SHATTERED LIVES




**HOW YOU DRIVE
CAN SHATTER A LIFE.**




Slow down around pedestrians. STREET **SMART**
BOSTON




**ONE MISTAKE CAN
SHATTER YOUR LIFE.**




Always use the crosswalk. STREET **SMART**
BOSTON



**ONE MISTAKE CAN
SHATTER YOUR LIFE.**



Always ride with the flow of traffic. STREET **SMART**
BOSTON



**HOW YOU DRIVE
CAN SHATTER A LIFE.**

Stop for people in crosswalks. STREET **SMART**
BOSTON



HOW YOU DRIVE CAN SHATTER A LIFE.
Slow down around pedestrians. **STREET SMART**

ONE MISTAKE CAN SHATTER YOUR LIFE.
Always ride with the flow of traffic. **STREET SMART**

ONE MISTAKE CAN SHATTER YOUR LIFE.
Always use the crosswalk. **STREET SMART**

HOW YOU DRIVE CAN SHATTER A LIFE.
Stop for people in crosswalks. **STREET SMART**

IF I SPEED UP A LITTLE, I CAN MAKE THIS LIGHT.
Big for people in crosswalks. **STREET SMART**

HARSH REALITY


“WATCH OUT PEOPLE, I’M LATE!”

Yield to pedestrians when turning. **STREET SMART**

“THE LIGHT IS YELLOW – I’M SURE HE’LL STOP.”


Always wait for the walk signal. **STREET SMART**

"RED LIGHTS ARE FOR CARS, NOT ME"



Obey the rules of the road.

STREET SMART



"IF I SPEED UP A LITTLE, I CAN MAKE THIS LIGHT."

Stop for people in crosswalks. **STREET SMART**



"THE LIGHT IS YELLOW — I'M SURE HE'LL STOP."



Always wait for the walk signal. **STREET SMART**

"WATCH OUT PEOPLE, I'M LATE!"



Yield to pedestrians when turning. **STREET SMART**

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"IF I SPEED UP A LITTLE, I CAN MAKE THIS LIGHT."




Stop for people in crosswalks. **STREET SMART**





HARD2SEE

IT'S BETTER TO BE SEEN THAN HURT.
Always use the crosswalk. **STREET SMART**






HOW DRIVERS SEE YOU.
Always wait for the walk signal. **STREET SMART**

IT'S BETTER TO BE SEEN THAN HURT.
Always use the crosswalk. **STREET SMART**

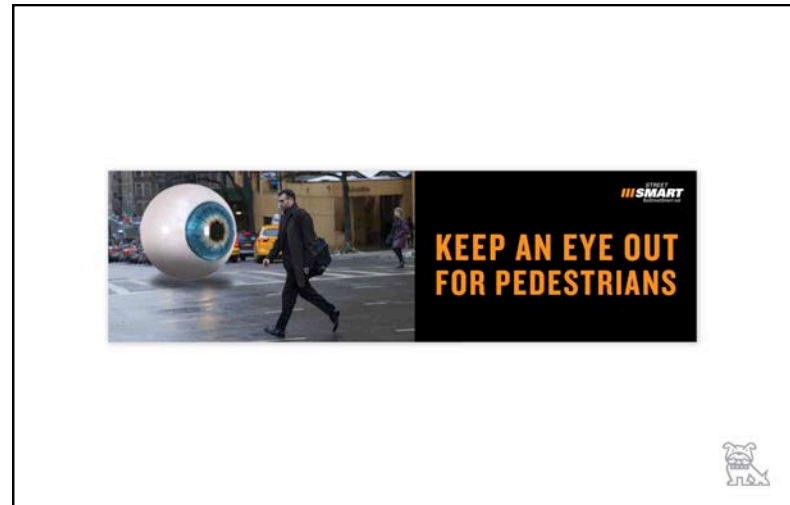
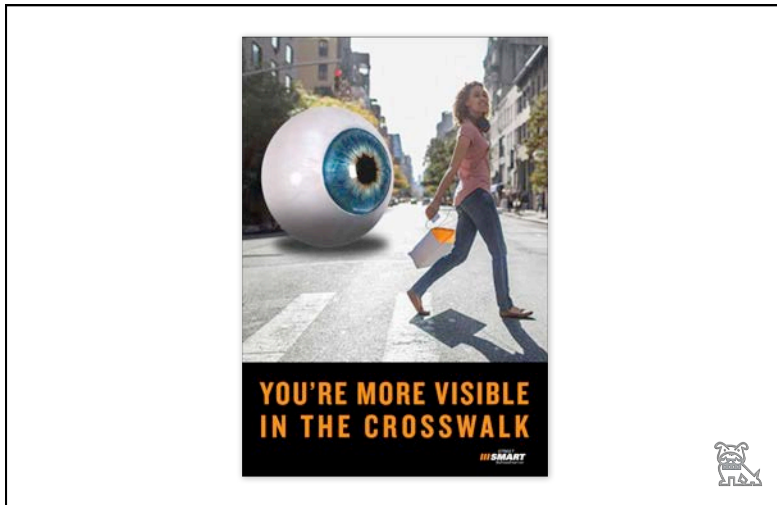
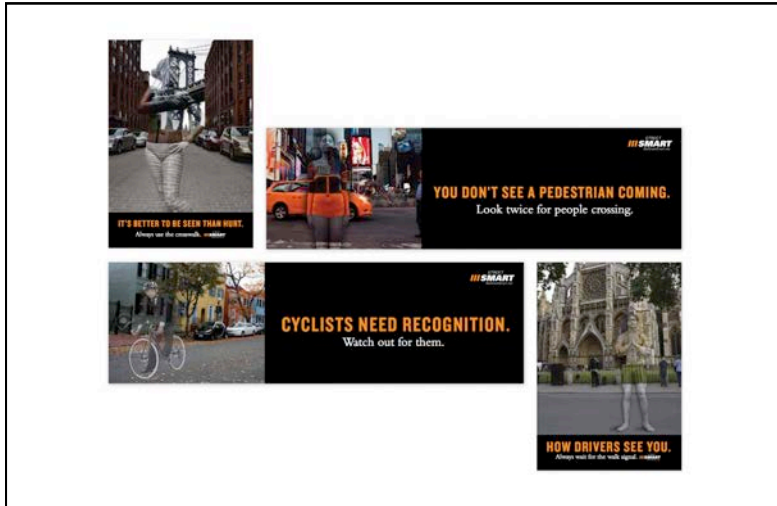


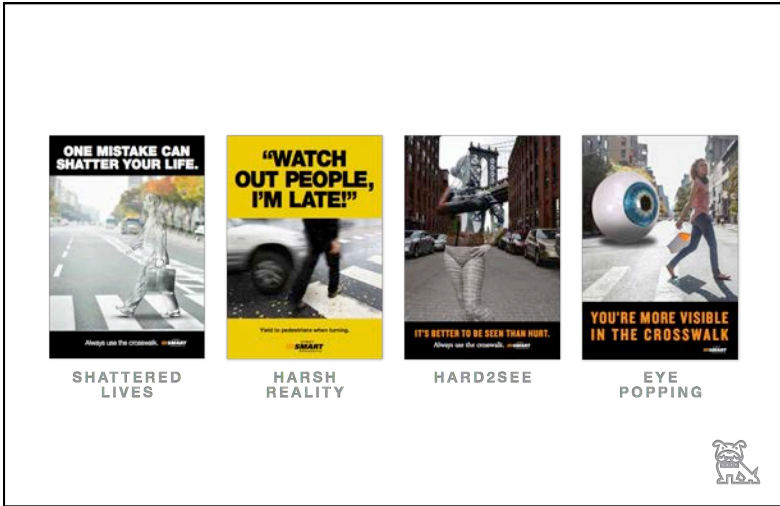
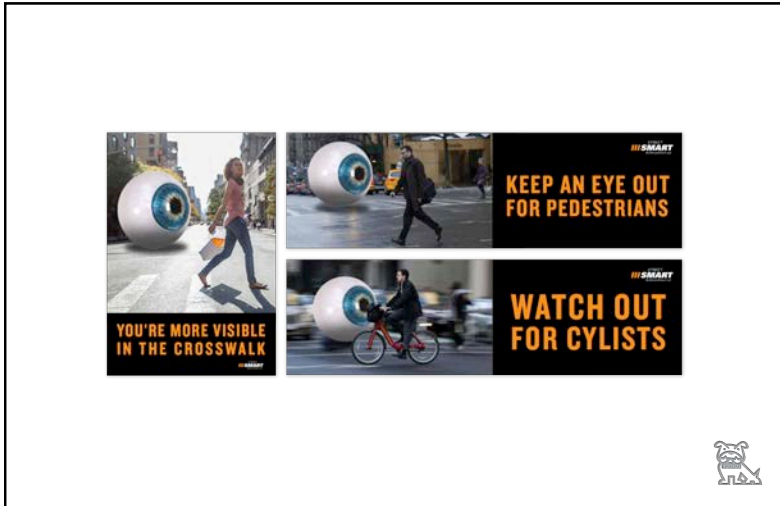
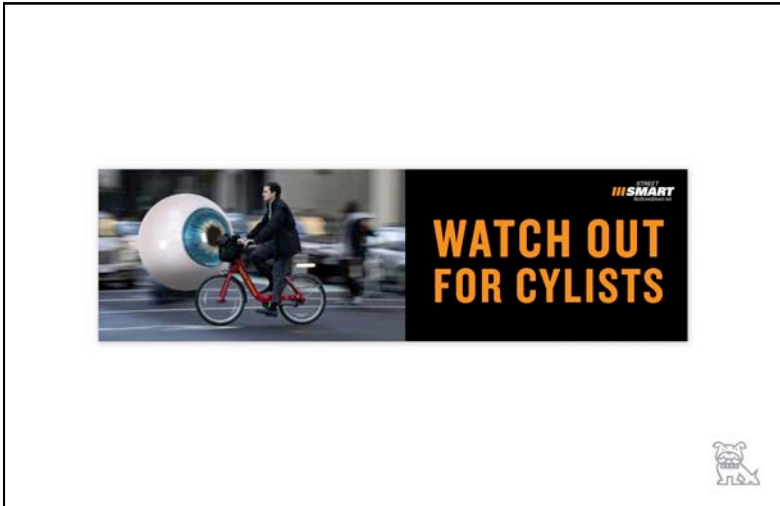

YOU DON'T SEE A PEDESTRIAN COMING.
Look twice for people crossing. **STREET SMART**




CYCLISTS NEED RECOGNITION.
Watch out for them. **STREET SMART**







THANK YOU!

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