



Meeting Notes: Friday, January 15, 2010 Street Smart Spring 2010 Public Awareness Campaign

Participants:

Mike Farrell (COG), Andrew Meese (COG), Carole Lewis (DDOT), George Branyan (DDOT), Jim Austrich (MPD), Peter Moe (MHSO), Michael Jackson (MDOT), Bob Medairos (Arlington County PD), Mark Belanger (Arlington County PD), Dave Goodman (Arlington County), Jeff Dunckel (Montgomery County), and from McAndrew Company – Jim McAndrew, Mary McAndrew, Rachel Lyons, Eric McAndrew

Budget:

- \$661,100 total annual budget (Fall 2009 and Spring 2010)
- Based on current contracts and committed funds, the budget for the Spring 2010 campaign is \$508,852.

Campaign Information:

- Campaign Dates: March 14 – April 11, 2010
- Media weighted Wed-Sun, 3-8 pm

Media Objective:

- Educate the audiences (drivers, peds, cyclists) of ped and bike safety and safety around buses
- Inform audience about increased law enforcement
- Build on awareness of ped/bike/bus issues in order to change behavior

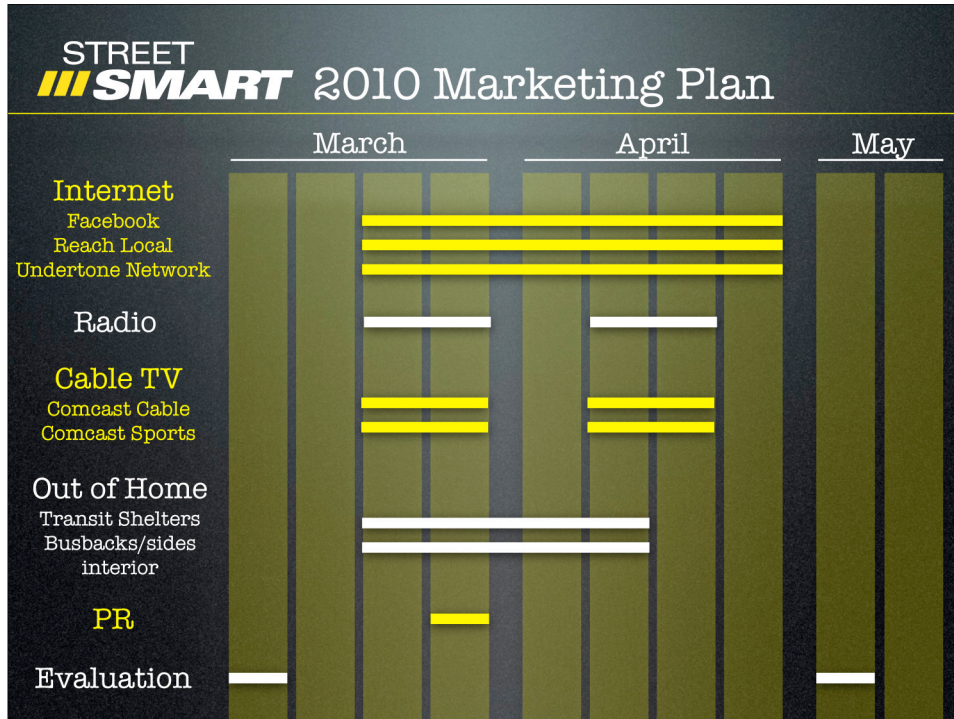
Target Profile:

- Drivers / Adults: 18-49
- Peds/Cyclists of all ages in Washington metro area
- Special geographic emphasis in areas of higher incidences and in high density Hispanic areas

Media Purchasing Demographic:

- Driver demographic: 18-49
- Pedestrian demographic: people in key geographic locations that have a high number of ped/cyclist injuries and/or fatalities
- Secondary target demographic: Hispanic / Afro Americans

Media Plan:



- Review WTOP, especially Internet, as part of media buy
- Re-evaluate the cable TV station list based on new data on drivers

Creative Concepts:

- Most of committee leaning towards #2 (stroller) –important to show multi-modal, mid-scale buildings, girl – dark hair, mid skin tone
- Get committee involved in emailing out link to TV spot – coordinated effort where everyone sends out the same day, html graphic email

Next Steps:

- McAndrew Company to:
 - Proceed with developing concept #2 (stroller) – explore front vs side view
 - Expand purchasing demographic – follow up with George on additional driver stats
 - Revise proposed media plan to include html email, adjust target audience based on provided data, adjust components based on current available monies
- Follow up with Jeff Dunckel regarding Ride On participation, PR event, evaluation in Spanish (second week of campaign week of March 22)
- Next Meeting: February 2 meeting with call in option