

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
FISCAL YEAR 2013 ANNUAL REPORT DRAFT
Street Smart Public Education Campaign
October 1, 2012 – September 30, 2013

Too many people in Washington metropolitan region are being hit by cars. On average, about eight people are hit in a collision with a moving vehicle every single day. The lucky ones end up with only cuts and bruises. Many suffer much more serious injuries, like broken bones and other trauma. Preliminary data tells us that 3,033 crashes resulted in 70 pedestrian and bicyclist fatalities in 2012, accounting for 26.5% percent of the 264 traffic fatalities in the Washington region.

Since 2002, the Metropolitan Washington Council of Governments' *Street Smart* program has promoted public awareness and added law enforcement efforts to respond to the challenges of pedestrian and bicyclist safety.

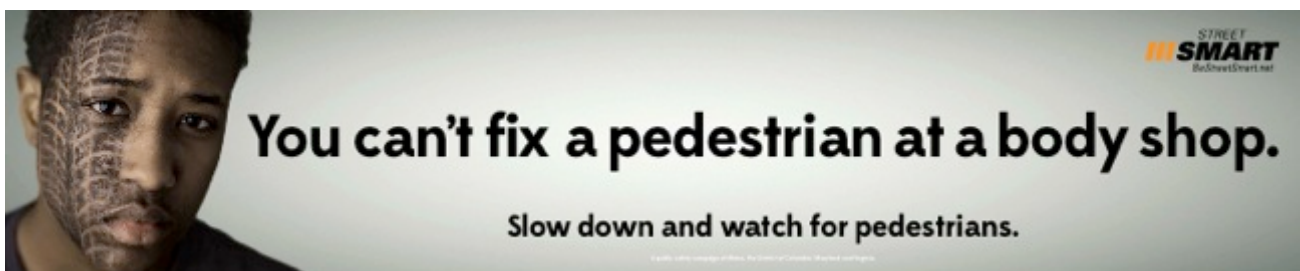
The goals of the *Street Smart* campaign are to:

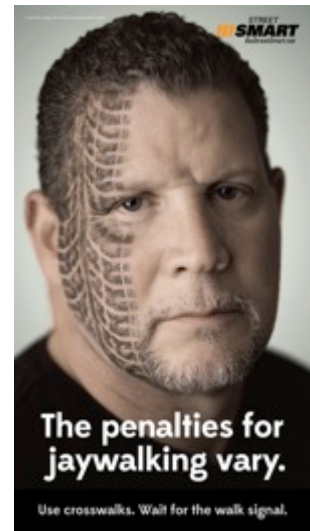
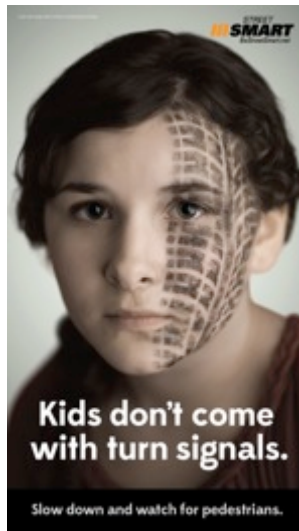
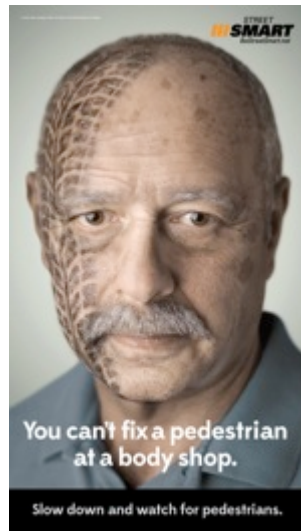
- Reduce pedestrian and cyclist injuries and deaths in the region.
- Educate drivers, pedestrians, and cyclists about safe usage of roadways.
- Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

The *Street Smart* public safety campaign is conducted across the greater metropolitan Washington, DC region, targeting drivers, pedestrians and bicyclists in the District of Columbia, suburban Maryland and northern Virginia. The initiative integrates several components, including media relations, radio and out-of-home advertising, donated media, street-level outreach events, digital efforts, and increased law enforcement.

CREATIVE

Street Smart developed a new series of research-based advertisements during FY2013. We tested multiple concepts and executions in English and Spanish focus groups with drivers, pedestrians, and bicyclists to evaluate relevancy, ease of understanding, and impact of creative executions to motivate target audiences to improve behavior related to pedestrian and bicyclist safety. The *Tired Faces* concept—which emphasized the vulnerability of the human body—was selected as the strongest campaign for the program.





PAID MEDIA

Our overall media strategy used a combination of traditional and non-traditional approaches, and it placed a heavy focus on street-level marketing, reaching the target audiences in the most relevant places. We designed our media plan to obtain maximum reach across the region. The target audience was adults 18–49, skewing male. Media included both English and Spanish ads.

RADIO	FLIGHT DATES	NOTES	IMPRESSIONS
Fall Radio	11/12/12-11/25/12	15-second traffic liners & promos focused Wed-Fri 3-8pm; Sat 6a-8p	5,016,200
<i>Fall Added Value</i>		Streaming video, web banners, social media	540,000
Spring Radio	4/15/13-5/5/13	15-second traffic liners & promos focused Wed-Fri 3-8pm; Sat 6a-8p	5,164,170
<i>Spring Added Value</i>		Streaming video, web banners, social media	58,500
OUTDOOR	FLIGHT DATES	NOTES	IMPRESSIONS
Spring Exterior Bus Ads	4/15/13-5/12/13	5 Ultra Bus Kings, 20 L-Sides, 135 Bus Kings (paid), 73 Bus Kings (bonus from WMATA) + overrides	58,976,000
Spring Digital Transit Shelters	4/15/13-5/12/13	20 Locations - Roosevelt Network	4,100,604
TOTAL CAMPAIGN IMPRESSIONS			73,855,474

Added Value

Paid media value-add services in the form of negotiated public service ad rates, bonus ads, bonus traffic sponsorships, overrides, streaming videos and web banner impressions totaled **\$467,791**.

Radio Traffic Sponsorships

Radio offers a direct connection to the target audience, using format selection and local market research. Because the DC market is one of the more expensive DMAs in the U.S., traffic sponsorships were a cost-effective way to reach motorists directly. Minimal production costs allowed different messages to be easily rotated through 15-second announcements that aired adjacent to news/traffic reports during prime drive time—a higher risk time for pedestrian and bicycle incidents. Messaging targeted drivers and focused on visibility issues, vulnerability of pedestrians, increased enforcement, and watching for/yielding to pedestrians.

Stations:

- WKYS-FM (Urban Contemporary Hit Radio)
- WPGC-FM (Rhythmic Contemporary Hit Radio)
- WIAD-FM (Hot Adult Contemporary)
- WJFK-FM (Sports)
- WLZL-FM (Spanish Contemporary)
- WNEW-FM (News/Talk)

Outdoor Media

Outdoor media was targeted near high-risk areas throughout the Washington region during the spring campaign. Exterior bus ads put the *Street Smart* messages in motion to cover as much geography in the region as possible. Both ads were placed in both English and Spanish. Larger format ads were included to achieve maximum impact for the debut of the “Tired Faces” advertising series. Digital shelter displays, illuminated at night for 24-hour visibility, displayed ads seen by waiting bus riders, pedestrians on sidewalks, and passing motorists in vehicles. The digital shelters also allowed flexibility to rotate eight different versions of the “Tired Faces” advertisement to keep audiences engaged with fresh creative.



Street Smart Safety Zone Outreach Promotions

To extend the reach of the radio buy and bring street-level messaging to pedestrians, we launched a new series of “Street Smart Safety Zone” events near higher risk areas throughout the region. Hosted by popular local radio stations, these outreach events were engaging, educational, and informative safety promotions with giveaways and educational material distribution. We partnered with local law enforcement and advocacy groups to participate in the *Street Smart Safety Zones* as well.

- 11/15/12: MD 4 at Donnell Drive, Forestville, MD
- 12/4/12: Benning Road & Minnesota Avenue NE, Washington, DC
- 12/5/12: Glen Forest and VA 7, Fairfax, VA
- 4/16/13: Hillandale Shopping Center at New Hampshire Avenue and Powder Mill Road, Hillandale, MD
- 4/17/13: Market Street and Center Point Way in Kentlands Shopping Center, Gaithersburg, MD
- 4/23/13: Silver Hill Road near Suitland Road, Suitland, MD
- 4/24/13: Wheaton Triangle at Reedie Drive & Georgia Avenue near Metro, Wheaton-Glenmont, MD
- 4/25/13: University Boulevard and Riggs Road, Chillum, MD
- 5/2/13: Central Avenue and Addison Road, Seat Pleasant, MD
- 5/3/13: Route 1 & Featherstone Road, Woodbridge, VA
- 5/6/13: MLK and Parkland SE (near Congress Heights), Washington DC
- 5/8/13: Columbia Pike Plaza near Columbus, Arlington, VA



DONATED MEDIA

Street Smart leveraged many opportunities to multiply coverage and effectiveness of messages in FY 2013. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented with donated out-of-home message placements, including nearly 3,800 interior bus cards, 72 exterior bus ads, more than one hundred transit shelters, and one junior billboard – many of which continued to remain in place for weeks and months after the campaign ended for the season. **The total donated media value is estimated at \$503,172+.**

MEDIA RELATIONS

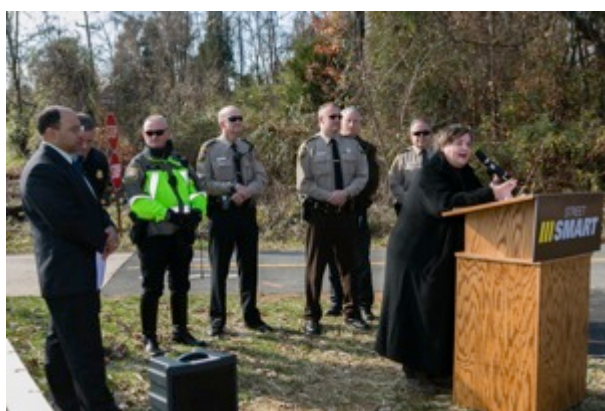
With the project's limited dollars for paid advertising, getting extensive news coverage is a critical part of relaying pedestrian and bicyclist safety reminders to the public.

Fall Campaign Kickoff Press Event

On Wednesday, November 14, 2012, MWCOG kicked off its fall *Street Smart* pedestrian and cyclist safety campaign at the intersection of Belmont Ridge Road (Route 659) and the W&OD Trail in Ashburn, Virginia. State and local officials joined with law enforcement and safety advocates from across the region to urge drivers, cyclists, and pedestrians to remain alert, share the road and obey traffic laws to keep roadways and trails safe for everyone.

With the end of Daylight Savings Time in November, less daylight, and darker evening commuter hours, reduced visibility leads to more frequent collisions between cars and pedestrians or cyclists. Message points included the importance of engineering, enforcement, and education to reduce these collisions. Speakers highlighted the efforts across the region to increase pedestrian and bicyclist safety. As part of the campaign, law enforcement stepped up enforcement in November, ticketing motorists, pedestrians, and bicyclists breaking area traffic safety laws.

Speakers at the event included Todd Turner, National Capital Region Transportation Planning Board; Ralph Buona, Loudoun County Board of Supervisors, Ashburn District; Jeff Dunckel, Department of Transportation, Montgomery County, Maryland; Steven Friedman, Crash Victim/Montgomery County Pedestrian Traffic and Safety Advisory Committee; Mike Chapman, Loudoun County Sheriff's Office; Paul Gilbert, Northern Virginia Regional Park Authority; and Cindy Engelhart, Virginia Department of Transportation.



Spring Campaign Kickoff Press Event

On Tuesday, April 9, 2013, MWCOG launched a new spring campaign with an event in Starburst Plaza in Northeast Washington, DC. Local officials and safety advocates unveiled the new “tired faces” series of safety ads, part of the larger public education program in which local officials work with law enforcement officers from across the region to remind people to exercise caution, share the road, and obey traffic laws.

Speakers at the event included Washington, D.C. Mayor Vincent Gray; Sam Zimbabwe, District of Columbia Department of Transportation; Jeff Dunkel, Department of Transportation, Montgomery County, Maryland; Walter Tejada, Arlington County Board Chair; and Shane Farthing, Washington Area Bicyclist Association.

Speakers highlighted the efforts across the region to increase pedestrian and bicyclist safety. As part of the campaign, police departments across the region stepped up enforcement of pedestrian and bicycle safety laws in April and May. The press event also included a “crosswalk sting” demonstration for media in which an undercover police officer attempted to legally cross the street in a marked crosswalk. If drivers failed to yield another officer in uniform down the block would waive the vehicle over and issue a warning with educational literature.



Media Tours

In addition to the launch events, the *Street Smart* program sponsored a local media tour including press interviews to extend the coverage of the campaign. Spokespeople for the campaign included George Brayan, District Department of Transportation; Monica Hernandez, District Department of Transportation; Michael Farrell, Metropolitan Washington Council of Governments; Jeff Dunkel, Department of Transportation, Montgomery County, Maryland; Scott K. York, Loudoun County Board of Supervisors; and Walter Tejada, Arlington County Board. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and cutlines, pre-recorded sound bites, and b-roll video footage to media outlets across the region, in both English and Spanish.

Media Relations Results

- 36 television & radio broadcast news stories reaching more than 1 million viewers, valued at more than \$402,500 in publicity value. *
- 37 print and online articles in publications with a combined circulation of nearly 33 million readers.

**Publicity value is determined through an industry-standard equation based on advertising rates reported by third party sources. The online valuation system is still being refined; digital coverage is not reflected in the total publicity value.*

DIGITAL

To extend the reach and engagement of the campaign, we created a digital toolkit to distribute to campaign partners across the region. The toolkit included web banners, pre-written tweets and Facebook posts, social media images, and other digital resources. We also created an editorial calendar for *Street Smart's* official Twitter account and a new splash page reflecting campaign creative.

Digital Results

- 300+ Twitter mentions, retweets, follows
- 6,990 website visits with 81% new visitors
- Average website visit was 1 minute, 20 seconds



EVALUATION

We conducted online surveys to measure awareness and attitudes among drivers, cyclists, and pedestrians. Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2013 campaign.

A sample consisting of approximately 50% men and 50% women provided a fairly representative distribution of respondents from the three geographic regions: the Maryland Suburbs, Northern Virginia, and the District of Columbia. Participants were divided into separate driver and pedestrian segments.

The pre-campaign benchmark survey was completed with 314 respondents April 4 – 9, 2013. The follow-up survey was conducted with 300 respondents May 20 – 30, 2013. All significance testing was conducted at the 95% confidence level.

Selected Survey Results

Advertising Awareness

- On an unaided basis, 24% of the respondents said they recalled seeing or hearing ads for *Street Smart*.
- 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.”
- On an aided basis, 39% said they saw at least one of the three advertising executions.
- Aided advertising awareness was nearly twice as high for pedestrians (50%) as for drivers (27%).
- The main source of ad awareness was on buses and other public transportation.

General Awareness

- General awareness for the *Street Smart* advertising program remained constant from Wave 1 (39%) to Wave 2 (38%).
- There was an overall 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 and 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. The respondents believe that these problems are not getting any better, although they are not worsening either.
- Between the two waves there was no significant change in how the respondents perceive the safety of their streets and highways for drivers, pedestrians, or bicyclists.
- There was a significant increase in the awareness of police efforts to enforce pedestrian safety laws (20% to 29%).

OVERALL CAMPAIGN VALUE

Thanks to a highly successful earned media campaign and a generous amount of in-kind donations from paid media vendors, jurisdictional partners, and Sherry Matthews Marketing, Street Smart was able to more than triple its FY2013 campaign budget.

TOTAL CAMPAIGN VALUE	
Paid Media Added Value	\$467,791
Donated Media Value	\$503,172
Earned Media Publicity Value	\$402,578
Campaign Budget	\$534,000
Sherry Matthews In-Kind Donation	\$133,816
CAMPAIGN VALUE	\$2,041,356

Combining added value with earned and donated media and services, the FY2013 *Street Smart* program garnered more than **\$2.04 million in overall campaign value on a budget of \$534,000.**