STREET SMART PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN

Fall 2024 Campaign

Item 10: Other Business
TPB Technical Committee
11/1/2024

Michael J. Farrell
Senior Transportation Planner
Metropolitan Washington Council of Governments

Naylor Road Press Event

- October 29 launch
  - Naylor Road Metro Station, Prince George's, MD
- New "Life Ahead" Ads
- "Street Team" walking billboards
- Transit ads

Metropolitan Washington
Council of Governments

"Life Ahead"

Fall 2024 Campaign

November 11 – December 11

- $94,000 buy
- English and Spanish ads running on transit

Direct Outreach

- Ten "Street Team" Walking Billboard Events

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Fall 2024 Campaign Budget

STREET SMART
BeStreetSmart.net

PAID MEDIA			*Gross billable cost including agency placement fees*	$ 131,296
Outdoor - Bus Tails	$	94,147		
4 weeks starting 11/11				
300 bus tails (including 25 bonus as space is available)				
450 interior cards bonus as space is available				
Outdoor - Ultra Super King Bus Ads	$	17,116.00		
4 weeks starting 11/11				
10 bus side partial wraps (full side between wheel wells)				
Transit Shelters	$	20,033		
4 weeks starting 11/11				

OUTREACH				$ 35,000
~10 Walking billboard Street Teams with backpack banners in high priority areas, includes coordination with local partners				

DIGITAL / CREATIVE / COLLATERAL PRODUCTION				
Collateral includes the creative production services and printing of the following materials:				$ 77,404
•Website updates; digital development; ad layouts		•Outreach signage/materials		
•Paid and donated media production (bus ads, bus wraps, transit shelters)		•Hosting fees		

ONLINE SURVEY				$ 18,000
•Pre- and Post-campaign online surveys to determine campaign effectiveness.				
•500 respondents ages 21–54, limited to MWCOG jurisdictions, segmented to DC, VA and MD				