

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
STREET SMART PUBLIC EDUCATION CAMPAIGN
FY2013 COMMUNICATIONS PLAN**

At a glance, here is how we would approach the challenge of making area roadways safer for pedestrians and bicyclists in FY2013.

PRIMARY TARGET AUDIENCE:

Adults 18–49 years of age, drivers and pedestrians, skewing male

FALL CAMPAIGN

- Conduct a fall campaign, including a press event, media tour, two weeks of paid radio traffic sponsorships, event marketing and social media

SPRING CAMPAIGN

- Develop new focus-group-tested creative materials to deliver approved campaign messages, including out-of-home ads in English and Spanish, digital ads, and a new program website.
- Conduct a three-week paid media campaign (out-of-home ads, radio traffic sponsorships, online ads) in the spring.
- Launch the spring campaign with a media-enticing event supported with a local media tour and op-eds.

ONGOING EFFORTS

- Use social media (Facebook, Twitter, blogs) to regularly engage the target audience.
- Create an area-wide radio PSA network to garner free media for newly-produced Street Smart news features in English and Spanish.
- Develop an ongoing outreach program by conducting targeted “walkabouts” near high risk areas, expanding your current roster of partners and supporting organizations, and reaching out to Hispanic and other non-English-speaking ethnic groups through a targeted community involvement program.

EVALUATION & REPORTING

- Track the campaign’s success through pre- and post-campaign surveys.
- Write an end-of-year report to communicate the year’s efforts.

FALL 2012 CAMPAIGN PLAN

PAID MEDIA (\$53,500)

Our overall media strategy uses a combination of traditional and non-traditional approaches, and it places a heavy focus on street-level marketing being where the target audiences are.

- Campaign Dates: November 12–25, 2012
- Target Audience: Adults 18–49, skewing male

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., we recommend radio news/traffic sponsorships as a cost effective way to reach motorists while building frequency for the Street Smart message. Minimal production costs allow different messages to be easily rotated through 15-second announcements that air adjacent to news/traffic reports during prime drive time.

Buy Detail:

- 15-second spots, English and Spanish, 100 GRPs
- Focused during higher risk times for pedestrian and bicycle incidents:
 - Wednesday–Friday, 3:00pm–8:00pm
 - Saturday 6:00am–8:00pm

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)

Copy will be written and approved for radio station talent to produce. Recommended messaging focuses on:

- Time change/visibility issues
- Increased enforcement
- Watch for/yield to pedestrians

Pedestrian Safety Event Marketing

To extend the reach of the radio buy and bring street-level messaging to pedestrians, we propose three two-hour safety events near higher risk areas throughout the region. Hosted by popular local radio stations, these turnkey outreach events will be engaging, educational, and informative safety promotions with giveaways and educational material distribution. We will reach out to local law enforcement to participate in the event with live enforcement of pedestrian safety laws. The events will be promoted through donated radio announcements with educational messages and other added value media. The events will take place during and after the campaign dates to extend messaging even further.

Recommended messaging:

- Time change/visibility issues
- Increased enforcement
- Safe pedestrian crossing behaviors

Collateral (\$3,500)

Collateral includes the design and printing of a simple handout and production of a reflective giveaway for the safety promotion events. The handout will be based on existing materials.

PUBLIC RELATIONS/EARNED MEDIA (\$25,000)

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. It's been a useful tool in past campaigns to put drivers on notice that law enforcement will be cracking down on violators.

We'll launch the campaign with a press event in Loudoun County and extend the coverage by executing a local media tour and disseminating b-roll footage. Sherry Matthews Marketing will provide an extensive coverage report after the campaign.

Media Event

- Date: Wednesday, November 14, 2012
- Time: 11:00am
- Location: Belmont Ridge Road Crossing of the W&OD Trail, Leesburg, VA

Local Media Tour

- Dates: November 10–December 1, 2012
- Interviews with campaign spokespeople in English and Spanish

DIGITAL/SOCIAL MEDIA (\$1,250)

A social media campaign must be proactive and part of the ongoing conversations that occur in social networks. Thanks to the viral nature of social media, we intend to capitalize on the fact that users can share information with others easily and quickly to extend the reach and frequency of campaign messages. We will create a 60-day editorial calendar for Street Smart's current Twitter feed throughout November and December.

ACCOUNT SERVICE (\$12,250)

Account service includes strategic planning, project management, creative oversight, media and event coordination, campaign monitoring and reporting.

FALL CAMPAIGN BUDGET SUBTOTAL: \$95,500

SPRING 2013 CAMPAIGN PREVIEW

RESEARCH (\$45,000)

- Four focus groups to test creative concepts and explore behaviors and attitude relating to pedestrian and bicycle safety. Focus groups are scheduled for mid-January.
- Pre- and post-campaign online surveys to determine campaign effectiveness

CREATIVE DEVELOPMENT & PRODUCTION (\$75,000)

New creative will include out-of-home media, campaign website, new social media profile designs, and digital ads. A breakdown of creative components will be discussed in December and January. Creative elements will be developed in English and Spanish.

PAID MEDIA (\$200,000)

A detailed three-week media plan will be discussed and submitted for approval in the spring. The timing of the campaign is subject to discussion. A launch in late-March or early April is recommended. Plan may include:

- Out-of-Home (bus shelters, transit, AdBikes)
- Radio traffic sponsorships
- Digital (online, mobile)

PUBLIC RELATIONS (\$50,000)

We will launch the spring campaign with a high profile kickoff event in the District of Columbia, accompanied by a local media tour, op-eds, and online PR outreach.

SOCIAL MEDIA/DIGITAL (\$7,000)

New creative will inform digital assets, including new profile designs for Twitter, Facebook, and YouTube. We will create an ongoing content strategy for message amplification through social media.

OUTREACH (\$25,000)

Our outreach efforts will include partnership development for materials distribution, reaching under-represented audiences, and targeted “walkabouts” near determined high incidence areas.

CAPITAL REGION RADIO NETWORK (\$30,000)

We will cultivate a network of regional radio station partners who agree to run our PSAs or read liners at no charge. We will create English and Spanish news-feature-style PSAs covering pedestrian and bicycle safety messages. We are collaborating with the DC-based Hispanic Communications Network to develop and distribute the Spanish PSAs. Our objectives for the spring and summer are as follows:

English

- Ten radio stations
- Six PSAs
- 500 broadcasts

Spanish

- Seven radio stations
- Three PSAs
- 350 broadcasts

ACCOUNT SERVICE (\$32,500)

Account service includes strategic planning, project management, creative oversight, media and event coordination, campaign monitoring and reporting.

SPRING CAMPAIGN BUDGET SUBTOTAL: \$464,500

TOTAL FY2013 BUDGET: \$560,000