



FISCAL YEAR 2021 ANNUAL REPORT

October 1, 2020 – September 30, 2021

Across the greater Washington metropolitan region walking or biking are important modes of transportation for large parts of the population. That makes pedestrian and bicycle safety an important issue all year long. In 2020, total traffic fatalities held steady across the greater Washington metropolitan region, but data still indicate that 94 pedestrians and 5 cyclists were killed in area, accounting for 30 percent of the 314 total traffic fatalities.

The Street Smart program is sponsored by Metro, the District of Columbia, Maryland, and Virginia and is supported by many partners committed to pedestrian and bicycle safety in the Washington region. Local cities, counties, states, police departments, nonprofit organizations, and transit authorities all work together to make our region a safer place for people walking and biking.

Many state and local jurisdictions made safety-related engineering improvements and passed more stringent traffic laws, all of which combined to improve the safety of streets for vulnerable users throughout the region. As a part of that broader safety effort, the Metropolitan Washington Council of Governments' (MWCOC) Street Smart program works to protect people walking and biking by educating the public about measures individuals can take to improve safety and by promoting enforcement of pedestrian and bicycle safety laws.

The goals of the regionwide Street Smart campaign are to:

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

Multiple components, including media relations, paid advertising, donated media, street-level outreach, events, digital efforts, and increased law enforcement, integrate to increase overall awareness of pedestrian and bicycle safety issues.

The following is the annual report of activities and results of the Street Smart education and enforcement campaign for fiscal year 2021, from October 2020 through September 2021.

MEDIA RELATIONS

Virtual Campaigns

The fall campaign was launched on October 1 for NHTSA’s inaugural Pedestrian Safety Month and in advance of the most dangerous time of the year when pedestrian and cyclist visibility becomes challenging. The spring campaign effort was mounted in mid-April when temperatures warmed up, and pandemic lockdown restrictions began to ease – leading to more pedestrians, bicyclists and drivers on the roadways. At the tail end of the fiscal year, the Street Smart team pitched additional media coverage ahead of Pedestrian Safety Month.

Due to the public health landscape, Street Smart conducted virtual media relations activities including a digital news room with pre-recorded video of soundbites from regional VIPs, b-roll video of multimodal street activity, and three new personal stories sharing heart-felt testimonials from area residents whose lives have been upended following a pedestrian or bicycle crash involving them or their loved ones.

The Street Smart team conducted local media outreach and secured interviews for campaign spokespeople around the fall and spring campaigns, with Sherry Matthews Group distributing news releases, fact sheets, photos, and video footage in both English and Spanish to media outlets regionwide. The campaign resulted in dozens of news stories across major news channel in the region including WTOP, WAMU, NBC, FOX, ABC, Univision, and more.

Enforcement Activations

In addition to the virtual activities, we coordinated with local police departments to conduct enforcement activations and drive media to cover high-visibility enforcement of laws that keep people walking and biking safely. High-visibility law enforcement is a critical means of deterrence for unlawful traffic behaviors. During the spring campaign, the Street Smart program coordinated with police departments across the region to conduct enforcement activations and drive media to cover live demonstrations of police activities.

POLICE DEPARTMENT	ACTIVATIONS
Alexandria Police Department	5/4 - King Street at Union Street 5/12 - King Street at Daingerfield Road 5/12 - Diagonal Road at Daingerfield Road
Arlington County Police Department	5/4 - Lee Highway at North Potomac Street
Fairfax County Police Department	5/5 - Little River Turnpike between Hummer Rd. and Old Columbia Pike in Annandale
Montgomery County Police Department	4/21 - Education 4/27 - Montrose Pkwy corridor as well as 355 Corridor 4/26 - 355 corridor, possibly Old Georgetown and Democracy 5/19 - Education 5/26 - Georgia Ave Corridor, between Fenwick and Spring St and around Sligo 5/26 - Georgia Ave Corridor between Library at Arcola and Reddie 6/23 - Education 6/30 - 118 corridor, Middlebrook area 6/30 - Lake Forest Mall area
Prince George's County Police Department	4/19 - Marlboro Pike area 4/28 - Allentown Road area 4/29 - Branch avenue area 4/30 - Martin Luther King Jr. Blvd area
Prince William County Police Department	4/1 - Route 1 from Opitz Blvd to Gordon Blvd, in North Woodbridge 4/1 - Sudley Rd from Godwin Drive to Bullock Drive

Earned Media Results*

- 42 television news segments reaching more than 1.2 million viewers and totaling roughly \$429,500 in publicity value.
- 5 radio news stories reaching over a quarter million listeners and totaling nearly \$36,000 in publicity value.
- 20 articles in online and print publications totaling more than \$949,500 in publicity value.

Press coverage is detailed in Appendix I.

**Publicity value is determined through an industry-standard, NHTSA-approved equation based on advertising rates reported by third-party sources.*

**67 NEWS STORIES AND
\$1.4 MILLION + IN
PUBLICITY VALUE**

OUTREACH

Street Smart's "Lives Shatter on Impact" testimonial wall was adapted to be deployed during the pandemic as contactless environment installation. The exhibit traveled to locations across the region so members of the public could hear those affected by a serious or deadly crash talk about the aftermath and impact on their lives. The display reinforces the need for drivers to always be looking out for people walking and biking and gives everyone reasons to be more alert and follow traffic safety laws. A partnership with WMATA newly brought the display to Metrorail stations across the region in addition to popular shopping areas. Street Smart displayed the testimonial wall exhibit in thirteen locations for 25 days during FY21:

- The Mall at Prince George's County, Hyattsville, MD: November 14-15
- DCUSA (Columbia Heights), Washington, DC: December 11-13
- Pentagon City Mall, Arlington, VA: December 19-20
- Westfield Wheaton Mall, Wheaton, MD: December 21-22
- Union Station, Washington, DC: April 18-24
- Suitland Metrorail Station, Suitland-Silver Hill, MD: April 28
- Eisenhower Ave Metrorail Station, Alexandria, VA: May 5
- Tysons Corner Metrorail Station, Tysons, VA: May 12
- Rhode Island Metrorail Station, Washington, DC: May 13
- Springfield Town Center, Springfield, VA: May 15-16
- Minnesota Ave Metrorail Station, Washington, DC: May 19
- Mall at Prince Georges, Hyattsville, MD: May 22-23
- Wheaton Metrorail Station, Wheaton, MD: May 26





PAID MEDIA

The Street Smart program reaches a wide audience segment, including drivers, pedestrians, and bicyclists, with campaign safety messaging. The target audience is adults 21–54, skewing male. To achieve maximum reach across this audience, we emphasize a multi-front strategy with street-level marketing throughout the region in both English and Spanish.

46,592,483
PAID MEDIA IMPRESSIONS

Over-the-Top / Connected TV Advertising

The video testimonials (15- and 30-second television spots) streamed adjacent to major broadcast, cable, and news network content on connected TV devices (Roku, Amazon Fire, Xbox, AppleTV, etc.), reaching viewers nearly 4.8 million times during the fall and spring campaigns.



Testimonial TV Spot

Bus Ads

During the fall and spring campaigns, we relied on English and Spanish outdoor media to target safety messages to high-priority audiences around the Washington metro area. Bus routes align with corridors with high pedestrian exposure. We put Street Smart’s messages in motion to reach drivers, pedestrians, and transit riders by placing exterior ads and interior cards on Metro buses during each campaign period.

- 175 tails with 350 bonus interior bus cards on WMATA’s Metrobuses from 10/5/20 to 11/1/20
- 175 tails with 350 bonus interior bus cards on WMATA’s Metrobuses from 4/19/21 to 5/16/21



Digital Ads

Digital media ads ran 11/9/20 to 11/30/20 and 4/26/21 to 5/16/21 across YouTube, Twitter, and the Google Display Network, with emphasis on the new video spots and driving viewers to the testimonial website. We again distributed a digital toolkit to partners across the region to reach a larger audience through social media channels.

- 12,669,460 impressions
- 6,782 clicks
- 4,231,919 completed video views
- 21,570 post engagements (reactions, shares, comments, clicks, etc.)

Added Value

Paid media value-add benefits including negotiated public service ad rates, bonus television PSAs, bonus gas station locations, window clings, and overrides on outdoor ads totaled more than **\$192,063**.

Paid media and added value benefits are detailed in Appendix II.

\$192,000+
IN ADDED VALUE FROM PAID MEDIA

DONATED MEDIA

Street Smart increased message reach by leveraging many opportunities to work with our jurisdictional partners and media outlets. Our paid media effort was supplemented by donated message placements, including additional interior bus cards, exterior bus ads, partial bus wraps, and transit shelters. Many of these remained in place after the campaign ended for the season. The estimated total donated media value exceeded \$708,000.

**\$708,000 +
IN DONATED MEDIA**

Media	Jurisdiction/Agency	Qty	Duration	Value
Junior Billboards	DDOT/Clear Channel (DC)	22	8 weeks	\$ 232,941
Transit Shelters	DDOT/Clear Channel (DC)	10	8 weeks	\$ 31,765
Exterior Bus King Kong	DDOT/Circulator (DC)	1	9 months	\$ 11,414
Exterior Bus Tails	DDOT/Circulator (DC)	5	9 months	\$ 24,000
Interior Bus Cards	DDOT/Circulator (DC)	58	8 weeks	\$ 3,412
Interior Bus Cards	University of Maryland College Park (MD)	30	8 weeks	\$ 1,765
Transit Shelters	University of Maryland College Park (MD)	8	6 months	\$ 16,941
Interior Bus Cards	TransIT - Frederick County (MD)	30	8 weeks	\$ 1,765
Interior Bus Cards	The BUS - Prince George's County (MD)	200	8 weeks	\$ 11,765
Exterior Bus King Kongs	The BUS - Prince George's County (MD)	3	12 months	\$ 45,656
Transit Shelters	Signal Media - Prince George's County (MD)	40	8 weeks	\$ 72,000
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	6	12 months	\$ 60,141
Interior Bus Cards	Connector - Fairfax County (VA)	700	6 months	\$ 123,529
Interior Bus Cards	DASH - Alexandria (VA)	180	6 months	\$ 31,765
Exterior Bus Tails	CUE Bus - Fairfax City (VA)	5	4 months	\$ 8,000
Interior Bus Cards	CUE Bus - Fairfax City (VA)	47	8 weeks	\$ 2,765
Bus Shelters	George Mason University (VA)	7	8 weeks	\$ 9,882
Interior Bus Cards	ART - Arlington County (VA)	320	8 weeks	\$ 18,824
TOTAL		1672		\$ 708,329



OVERALL CAMPAIGN VALUE

Thanks to a successful earned media campaign and a generous amount of in-kind donations from paid media vendors and jurisdictional partners, Street Smart nearly quadrupled its annual campaign budget. Combining added value with earned and donated media and services, the fiscal year 2021 Street Smart program garnered more than \$3.1 million in overall campaign value on a budget of \$820,000.

EFFORT	VALUE
Earned Media Publicity Value	\$1,414,566
Paid Media Added Value	\$192,063
Donated Media Value	\$ 708,329
Campaign Budget	\$820,000
TOTAL CAMPAIGN VALUE	\$3,134,958

For more information on the Street Smart campaign, visit BeStreetSmart.net.

APPENDIX I: EARNED MEDIA RESULTS

TELEVISION COVERAGE							
Date	Time	Title	Source	Affiliation	Runtime	Estimated Publicity Value	Ratings Estimate
10/1/2020	4:29 AM	Good Morning Washington	WJLA	ABC	00:10	\$417	10,747
10/1/2020	7:00 AM	Morning Report	NC8		00:28	\$-	-
10/11/2020	7:00 AM	Wake Up Washington Sunday	WUSA	CBS	00:45	\$1,933	11,319
10/11/2020	7:00 AM	Wake Up Washington Sunday	WUSA	CBS	00:45	\$133	11,319
10/14/2020	10:00 PM	Fox 5 News at 10PM	WTTG	FOX	01:26	\$95,700	86,443
10/15/2020	4:00 AM	Fox 5 Morning News at 4am	WTTG	FOX	00:35	\$3,113	13,843
10/15/2020	4:00 AM	Fox 5 Morning News at 4am	WTTG	FOX	06	\$429	13,843
10/15/2020	6:00 AM	Fox 5 Morning News at 6AM	WTTG	FOX	00:31	\$11,475	40,007
10/15/2020	9:00 AM	Fox 5 Morning News at 9AM	WTTG	FOX	00:39	\$15,008	60,344
10/7/2020	11:00 PM	Edicion Nocturna de Noticias	WFDC	UNIVISION	02:32	\$8,865	20,753
10/9/2020	4:30 AM	9 News Now at 4:30AM	WUSA	CBS	00:42	\$2,100	9,931
10/9/2020	5:00 AM	9 News Now at 5AM	WUSA	CBS	01:30	\$12,171	12,705
10/9/2020	5:00 AM	9 News Now at 5AM	WUSA	CBS	01:30	\$767	12,705
9/30/2020	5:56 PM	ABC 7 News at 6PM	WJLA	ABC	00:24	\$12,500	43,814
9/30/2020	6:00 PM	Afternoon Report at 6PM	NC8	-	00:35	NA	NA
9/30/2020	6:00 PM	Afternoon Report at 6PM	NC8	-	00:36	NA	NA
11/17/2020	6:00 AM	WDVM News at 6am	WDVM	-	01:00	\$1,950	8,372
11/16/2020	5:00 PM	WDVM News at 5pm	WDVM	-	01:00	\$3,680	15,806
4/19/2021	10:00 PM	WDVM News at 10PM	WDVM	-	02:45	\$3,660	5,734
4/19/2021	6:00 PM	WUSA 9 News at 6pm	WUSA	CBS	00:18	\$23,000	32,978
4/19/2021	8:00 PM	Fox 5 News On The Plus	WDCA	MNT	00:17	\$3,814	42,669
4/19/2021	9:00 PM	Fox 5 News On The Plus	WDCA	MNT	00:24	\$2,220	24,858
4/20/2021	4:00 AM	Fox 5 Morning News	WTTG	FOX	00:22	\$1,351	16,553
4/20/2021	6:00 AM	News 4 Today at 6am	WRC	NBC	00:25	\$6,900	46,466
4/20/2021	6:00 AM	Fox 5 Morning News at 6am	WTTG	FOX	00:36	\$3,117	27,634
4/20/2021	6:00 AM	WDVM News at 6am	WDVM	-	02:45	\$6,600	10,321
4/20/2021	6:00 PM	Noticias Univision Washington	WFDC	UNIVISION	01:00	\$5,000	34,344
4/25/2021	10:00 AM	News 4 Today 10am	WRC	NBC	01:27	\$27,000	70,113
4/25/2021	10:00 AM	News 4 Today 10am	WRC	NBC	01:27	\$1,200	70,113
4/25/2021	6:00 AM	News 4 Today at 6am	WRC	NBC	01:25	\$13,417	24,951
4/25/2021	6:00 AM	News 4 Today at 6am	WRC	NBC	01:25	\$667	24,951
4/25/2021	7:00 AM	News 4 Today 7am	WRC	NBC	01:13	\$38,667	55,007
4/25/2021	7:00 AM	News 4 Today 7am	WRC	NBC	01:13	\$1,867	55,007
4/25/2021	9:00 AM	News 4 Today 9am	WRC	NBC	01:26	\$37,333	90,989
4/25/2021	9:00 AM	News 4 Today 9am	WRC	NBC	01:26	\$1,333	90,989
4/30/2021	5:00 AM	Good Morning Washington	WJLA	ABC	01:17	\$9,083	10,640
4/30/2021	6:00 AM	Good Morning Washington	WJLA	ABC	01:32	\$20,550	19,114
4/30/2021	8:00 AM	Morning Report at 8AM	NC8	-	00:32	NA	NA
9/29/2021	6:00 PM	WUSA 9 News at 6pm	WUSA	CBS	01:50	\$21,085	45,666
9/27/2021	4:00 AM	Fox 5 Morning News at 4am	WTTG	FOX	00:29	\$165	1,458
9/26/2021	10:00 PM	Fox 5 News at 10pm	WTTG	FOX	00:53	\$29,150	60,042
9/26/2021	7:00 PM	Fox 5 News On The Plus Sunday	WDCA	MNT	00:36	\$ 2,115	15,179
						\$ 429,534	1,247,727

APPENDIX I: EARNED MEDIA RESULTS (continued)

RADIO COVERAGE						
Date	Time	Title	Source	Runtime	PR Value	Ratings Estimate
10/5/2020	9:00 AM	WTOP News	WTOP-FM	00:29	\$6,472	58,700
10/5/2020	9:30 AM	WTOP News	WTOP-FM	00:28	\$6,595	91,800
10/5/2020	6:00 AM	WTOP News	WTOP-FM	00:30	\$6,730	61,000
11/15/2020	11:00 AM	WTOP Morning News	WTOP-FM	02:10	\$15,730	47,200
4/19/2021	7:00 AM	Radio Programming	WMAL-AM	03:59	NA	NA
					\$ 35,526	258,700

PRINT COVERAGE					
DATE	COLUMN INCHES	LOCATION	PUBLICATION	PR VALUE	PRINT CIRCULATION / POTENTIAL DAILY REACH
10/29/2020	29.65	Alexandria, VA	Mount Vernon Gazette	\$ 1,334	39,000
				\$ 1,334	39,000

ONLINE COVERAGE			
Date	Source	Estimated Publicity Value	Online Circulation / Potential Monthly Reach
10/01/2020 07:19PM	LocalDVM	\$7,957	172,040
10/05/2020 03:55AM	WTOP.com	\$105,731	2,286,084
10/08/2020 11:31PM	Wusa9	\$67,223	1,453,462
10/09/2020 04:45AM	Wusa9	\$67,223	1,453,462
12/10/2020 12:51PM	LocalDVM	\$10,914	235,988
10/14/2020 11:15PM	FOX 5 DC	\$78,069	1,687,981
11/15/2020 01:59PM	WTOP.com	\$97,170	2,100,977
11/17/2020 05:18AM	LocalDVM	\$6,534	141,268
12/21/2020 06:40AM	Montgomery Community Media	\$7,096	153,418
10/29/2020 05:17AM	The Connection Newspapers	\$1,665	35,997
4/25/2021 03:27PM	WJLA.com	\$37,323	806,984
4/25/2021 03:27PM	WJLA.com	\$37,323	806,984
4/19/2021 09:48PM	LocalDVM	\$10,351	223,805
4/19/2021 08:26PM	Wusa9	\$107,614	2,326,793
4/19/2021 03:22PM	WTOP.com	\$86,023	1,859,956
4/19/2021 11:31AM	InsideNoVa.com	\$29,115	629,505
9/29/2021 07:18PM	13NewsNow.com	\$ 27,457	593,654
9/29/2021 05:29PM	Wusa9.com	\$ 79,332	1,715,287
9/27/2021 12:22PM	WJLA.com	\$ 42,414	917,053
9/27/2021 11:46AM	WSET-TV	\$ 41,640	900,323
		\$ 948,172	16,374,704

TOTAL EARNED MEDIA PUBLICITY VALUE: \$ 1,414,566
TOTAL POTENTIAL RATINGS/CIRCULATION: 17,920,131

APPENDIX II: PAID MEDIA RESULTS

FALL 2020 OUTDOOR		FLIGHT DATES: October 5, 2020 - November 1, 2020				
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE
Bus Tails	175	4-weeks	5,784,000	\$64,225.00	\$ 58,013.00	\$ 6,212
ADDED VALUE						
Bus Tail Overrides	175	4-weeks	5,784,000	\$64,225.00		\$ 64,225
Interior Cards (Bonus)	350	4-weeks	1,505,000	\$ 4,200.00	\$ -	\$ 4,200
Interior Cards Overrides	350	4-weeks	1,505,000	\$ 4,200.00	\$ -	\$ 4,200
Agency Placement Fee/Discount	-	-	-	-	\$ 8,202.00	\$ 2,051
TOTAL			14,578,000		\$ 66,215.00	\$ 80,888
SPRING 2021 OUTDOOR		FLIGHT DATES: April 19, 2021 - May 16, 2021				
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE
Bus Tails	175	4-weeks	5,784,000	\$64,225.00	\$ 58,013.00	\$ 6,212
ADDED VALUE						
Bus Tails Overrides	175	4-weeks	5,784,000	\$64,225.00	\$ -	\$ 64,225
Interior Cards (Bonus)	350	4-weeks	1,505,000	\$ 4,200.00	\$ -	\$ 4,200
Interior Cards Overrides	350	4-weeks	1,505,000	\$ 4,200.00	\$ -	\$ 4,200
Agency Placement Fee/Discount	-	-	-	-	\$ 8,202.00	\$ 2,051
TOTAL			14,578,000		\$ 66,215.00	\$ 80,888
FALL 2020 OVER-THE-TOP/CONNECTED TV		FLIGHT DATES: April 26, 2021 - May 16, 2021				
	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	ADDED VALUE IMPRESSIONS	NEGOTIATED NET COST	ADDED VALUE
OTT/CTV	2,293,431	96.32%	2,208,984	235,418	\$ 83,850.00	\$ 14,800
Agency Placement Fee/Discount	-	-	-	-	\$ 11,838.00	\$ 2,959
	2,293,431		2,208,984	235,418	95,688.00	\$ 17,759
SPRING 2021 OVER-THE-TOP/CONNECTED TV		FLIGHT DATES: April 26, 2021 - May 16, 2021				
	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	ADDED VALUE IMPRESSIONS	NEGOTIATED NET COST	ADDED VALUE
OTT/CTV	2,473,592	96.95%	2,398,123	82,661	\$ 97,447.00	\$ 3,971
Agency Placement Fee/Discount	-	-	-	-	\$ 13,758.00	\$ 3,439
	2,473,592		2,398,123	82,661	\$ 111,205.00	\$ 7,410
FALL 2020 DIGITAL		FLIGHT DATES: November 9 - 30, 2020				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	CLICKS/ACTIVE ENGAGEMENTS	NET COST	ADDED VALUE
YouTube (Video)	2,108,593	52%	1,094,279	1,274	\$ 27,509.44	-
Google Display Network (Video)	1,157,783	59%	684,045	1,563	\$ 23,376.54	-
Twitter (Video)	3,360,129	9%	299,632	10,315	\$ 25,900.02	-
Agency Placement Fee/Discount	-	-	-	-	\$ 11,020.00	\$ 2,530
	6,626,505	-	2,077,956	13,152	\$ 87,806.00	\$ 2,530
SPRING 2021 DIGITAL		FLIGHT DATES: April 26, 2021 - May 26, 2021				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	CLICKS/ACTIVE ENGAGEMENTS	NET COST	ADDED VALUE
YouTube (Video)	2,280,006	55%	1,246,383	1,466	\$ 29,977.49	-
Google Display Network (Video)	1,386,605	54%	754,707	1,741	\$ 25,776.94	-
Twitter - English (Video)	2,238,253	7%	152,873	4503	\$ 18,937.73	-
Twitter - Spanish (Static)	138,091	-	-	708	\$ 2,417.54	-
Agency Placement Fee/Discount	-	-	-	-	\$ 11,020.00	\$ 2,588
	6,042,955	-	2,153,963	8,418	\$ 88,129.70	\$ 2,588

TOTAL SPENDING: \$515,259

TOTAL ADDED VALUE: \$192,063

TOTAL ESTIMATED IMPRESSIONS: 46,592,483