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Meeting Notes: Tuesday, February 2, 2010 Street Smart Spring 2010 Public Awareness Campaign

Participants:

Mike Farrell (COG), George Branyan (DDOT), Peter Moe (MHSO), Dana Gigliotti (MHSO), Fatemeh Allahdoust (VDOT), Kamran Afzal (Arlington County PD), Dave Goodman (Arlington County), Lauren Hassel (Walk Arlington), Chris Eatough (Bike Arlington), Chris Wells (Fairfax County), Yon Lambert (Alexandria), Jeff Dunckel (Montgomery County), Esther Bowring (Montgomery County), Kristin Haldeman (WMATA) and from McAndrew Company – Jim McAndrew, Mary McAndrew, Rachel Lyons, Eric McAndrew

Enforcement Reporting

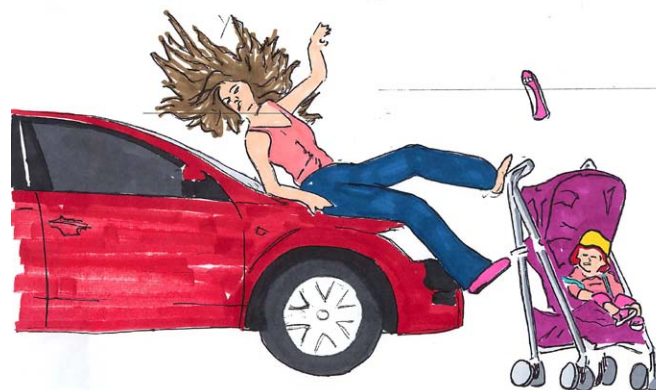
- Mike Farrell distributed the Enforcement Reporting Form for review.
- **Next Steps: Please review form and send any comments to Mike Farrell. If your jurisdiction conducted enforcement for the Fall 2009 campaign, please send reporting form to Mike Farrell.**

Marketing Plan:

- The following adjustments were made to the original marketing plan that was presented in January:
 - Audience was adjusted to represent adults 25-54 as primary audience and adults 18-25 as secondary audience.
 - TV – McAndrew Company is looking into adding network news to the buy which originally comprised of just cable.
 - Internet – McAndrew Company replaced Reach Local with WTOPnews.com and washingtonpost.com in conjunction with Advertising.com buy.
 - Broadcast email – McAndrew Company confirmed that the broadcast email will be available to committee members for their own distribution channels.

Out of Home Creative

- Bus sides, bus backs, transit shelters, interior cards – imagery would also be used in posters, blast emails, website, etc
- Mother being struck, losing a shoe, kid in stroller. Every 8 minutes lives come to a screeching halt. Be ALERT. Be STREET SMART.
- Same style as coffee guy – car, hair, shoe will have movement
- Background – will also be more generic like with coffee guy so it appears it could be either the driver or the pedestrian's fault.
- **Comments:**
 - **Make sure it translates culturally for non-English**
 - **Make sure the car is generic and keep background lighter brighter**
 - **Make sure people are multi-cultural looking – not identifiable as any specific race**
 - **Personalize it more – maybe change “lives” to “a life”.**





Radio Creative

- All agreed direction of spot was good but some of the announcer parts need to be worked on to include some real actions for the listener.
- **Comments:**
 - **Make announcer parts more personal, i.e. We all need to be alert. We all need to be Street Smart.**
 - **Include more specific instructions/actions listeners can take, i.e. slow down, pay attention, use crosswalks, yield to peds, wait for walk, cross safely, look out for each other, obey traffic laws**
(note: not enough time in :30 spot to include all tips)

Radio Script: :30 radio spot - "Cold feet"

Two voices: An announcer and a small child. Sound design is ominous.

CHILD: (inquisitive) "Why did mommy leave her shoes in the street...?"

ANNOUNCER: "When a pedestrian is struck by a vehicle, they can literally be knocked outa their shoes."

CHILD: (jokingly) "Where did she go without her shoes, silly mommy...? (Tone changing to sad) "Where's my mommy...?"

ANNOUNCER: "Every eight minutes a life comes to a screeching halt on our roads. Drivers, pedestrians and cyclists need to watch out for each other."

CHILD: (slow and sad delivery) "Mommy's feet must be cold."

ANNOUNCER: "Pedestrian deaths are senseless and preventable. Be alert. Be Street Smart. Area law enforcement are strictly enforcing ped and bike safety laws today."

TV Creative

- All agreed direction of spot was good but some details (action on driver/mother/child, appearance of mother/driver, etc) need to be fine-tuned.
- Final wrap-up will tie into radio messaging (announcer close).
- The driver will be shot doing various things in the car (like talking on the phone, changing the radio station, reading a text, looking at watch, not breaking the law while distracted, etc) but final actions will depend on how the spot is editing together.
- The driver will be late 20s, young professional. Mother will not be dressed too far in the extreme either way (not a business professional or a full-time nanny).
- **Comments:**
 - **Important not alienate driver in this scenario so that blame can be on either.**

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|-----------------------|---------------------------|-----------------------------|
| STREETSMART TV | Client StreetSmart | Title "The Stroller" |
| | Spot :30 | Job # 4813 |



Shot 1: UP on woman walking down street, pushing stroller, talking to friend, pointing to shoes. close up of shoes
VO: "These were a total steal, 40% off!"



Shot 2: Up on man behind the wheel, talking to friend on phone
SFX: "Dude I'm so late for work... my boss is gonna be pissed."



Shot 3: Back to woman as she hands a bottle to her baby, shot lingers on baby (baby with steering wheel toy.)
VO: "She said her first words this morning... of course it was "DADA"



Shot 4: Back to driver, growing increasingly frustrated with traffic.
SFX: Sound design of growing anxiety



Shot 5: Quick Shots of child playing with toy steering wheel and driver.
SFX: Sound design of growing anxiety



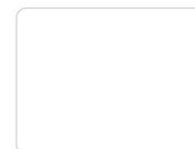
Shot 6: Dashboard view of stroller coming into view, slamming breaks, zoom in on child and stroller
Music: Sound design of crash



SHOT 7: Shot of toy/bottle on the ground, slow pan back to reveal stroller, pan back baby is fine in the stroller
SFX: moment of relief



SHOT 8: Pan back to reveal that moth has been struck, knocked out of shoes, just see her motionless legs and new shoes lying in the street
SFX: Sound design of death toll



SHOT 9: Wrap up message



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Website

- *McAndrew Company will take final design from outdoor to incorporate into new site.*
- *McAndrew Company will also look into applicable site names.*

Event

- March 23, 2010 at 11:00 am on Sligo Avenue, near Chicago Avenue, in Silver Spring.
- Primary focus will be a speed demonstration (diff between 40 and 25) and stopping ability.
- **Next Steps:**
 - *McAndrew Company and Stratacomm will continue to work with Jeff Dunckel and Esther Bowring from Montgomery County in firming up the details for the event.*
 - *Mike Farrell will follow up with funding members with the details on the event and extend the invitation to speak with the understanding among the committee that the primary focus will be the speed demonstration.*
 - *Any jurisdiction interested in a speaking role should contact Rachel Lyons immediately.*

Additional Messaging

- McAndrew Company will also produce a bus and bike messaging that will evolve from the “tips” executions.
- **Next Steps:**
 - *McAndrew Company will follow up with Kristin Haldeman regarding bus messaging.*