

DESIGNHOUSECONTACTREPORT

MEETING NOTES

Safety Task Force of the Bicycle and Pedestrian Subcommittee

DATE: Tuesday, February 3rd, 2004

TIME: 1:00 P.M.

PLACE: COG, 777 North Capitol Street, NE
First Floor, Room 3

Attendance:

Charlie Denney	Arlington County DPW
Mike Goodno	DDOT
Rachel Lyons	Design House
Jim McAndrew	Design House
Mary McAndrew	Design House
Cicero Salles	Prince George's County DPW & T
Jim Sebastian	DDOT
Chris Wells	Fairfax County DOT

COG Staff Attendance:

Michael Farrell
Gerald Miller

The following items were discussed at the February 3rd meeting of the Pedestrian Safety Task Force:

Funding

Michael Farrell discussed the status of funding for the program. Funding as of the meeting date stood at the following totals:

Maryland Highway Safety Office	\$100,000.00
Virginia Dept. of Motor Vehicles	\$100,000.00
District Dept. of Transportation	\$100,000.00
Fairfax County	\$50,000.00
Prince George's County	\$15,000.00
Arlington County	\$10,000.00
Montgomery County	\$7,500.00
Total	\$382,500.00

Michael Farrell briefed the Transportation Planning Board on the status of the program at its January 21st meeting. TPB Chair Chris Zimmerman urged the TPB member jurisdictions to support the program.

The consensus of the group was that local funding for the Street Smart program should be budgeted well in advance. It was noted that Fairfax County is currently providing a disproportionate share of the local, non-federal funds.

Campaign Elements

Mary and Jim McAndrew reviewed the proposed elements of the Street Smart 2004 campaign, including new radio advertisement text. The group discussed the materials and developed recommendations, for each ad or poster or brochure, for the image (if applicable) to be used, the message to be conveyed, and the target audience.

MEDIA	IMAGE	MESSAGE	TARGET
Radio	N/A	Develop Idea #4 incorporating some wording from Idea #2; Develop Idea #1 (bike scenario); contact Goldie about involvement in this year's campaign (announcer?)	Drivers
TV	Driver/little girl Signals	"I'm a good driver..." Signal explanation	Drivers Pedestrians
Print	Stick figure	Cross safely	Pedestrians
Posters	Stick figure Little girl?	Cross safely Stop for Pedestrians	Pedestrians Drivers
Busbacks	Stick figure Bike stick figure	Stop for Pedestrians Watch for Bicyclists	Drivers
Transit Shelters	Stick figure	Cross safely	Pedestrians
Bus Cards	Stick figure	Cross safely	Pedestrians
Handouts (5)	Stick figure Signals Stick figure Bike stick figure Little girl?	Cross safely Explanation Use Crosswalks (neon) Watch for Bicyclists Stop for Pedestrians	Pedestrians Pedestrians Pedestrians Drivers Drivers

An issue remaining to be resolved was the lack of visible minorities in the campaign images. The group agreed that this should be rectified if possible for this year's campaign.

Kick Off Event

It was agreed that the campaign kick off would take place in the Ballston metro area on April 5, to take advantage of the Bikewalk Virginia conference being held April 4-6 in Arlington. Exact time and location still need to be determined as quickly as possible in order to invite regional leaders to participate.

Next Steps

Design House will further develop radio ideas and adjust creative for all parts per table above. PDF files will be sent to Michael Farrell for distribution to the Task Force. Comments and quantity requests for each collateral piece (posters and each version of the 5 handouts) will be sent to Michael Farrell. Also if Task Force members would like copies of the TV spots for local cable distribution, please note what format is needed.