



S H E R R Y M A T T H E W S
A D V O C A C Y M A R K E T I N G

MWCOG
2012-13 Street Smart
Public Education Campaign

March 18, 2013



Efforts to Date

- ★ **Fall campaign**
 - ★ **Radio**
 - ★ **Pedestrian safety promotion events**
 - ★ **Bus cards**
 - ★ **Launch event in Loudoun County**
 - ★ **Media tour**
 - ★ **Media kit including b-roll**
- ★ **New creative concepts**
- ★ **Four focus groups**



Spring 2013 Campaign at a Glance

- ★ New creative components
- ★ Pre- and post-campaign evaluation survey
- ★ Kickoff event and media tour
- ★ Paid media (radio, out of home)
- ★ Digital/Social Media
- ★ Spanish PSA news network
- ★ Outreach activities

SPRING 2013
“TIRED FACES” CAMPAIGN

PLEASE NOTE:

This artwork is for discussion purposes only and is not intended for public distribution at this stage.

KING KONG

**Pedestrians don't
come with airbags.**

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

BUS KING

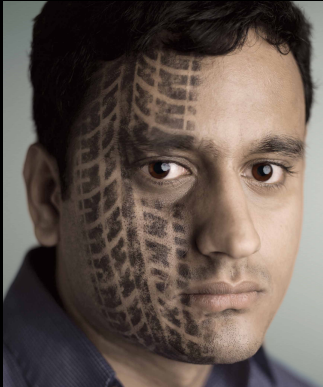


STREET
SMART
BeStreetSmart.net

You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

A public safety campaign of BeSt, the District of Columbia, Maryland and Virginia.



STREET
SMART
BeStreetSmart.net

El taller mecánico no puede reparar a un peatón.

Reduce la velocidad. Atento a los peatones.

Un programa de seguridad pública de Metro, Distrito de Columbia, Maryland y Virginia.

BUS CARD



**The penalties for
jaywalking vary.**

**Use crosswalks.
Wait for the walk.**

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



**Cruzar a mitad de calle
puede costarte mucho.**

**Usa los cruces de peatones.
Espera la señal.**



**If you chase a bus,
you'll catch a car.**

Don't run for the bus.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



**No persigas el autobús.
Podría pegarte un carro.**

No corras tras el autobús.

TRANSIT SHELTER

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

STREET
/// SMART
BeStreetSmart.net



**Bicycles don't come
with bumpers.**

Give cyclists room to ride.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

STREET
/// SMART
BeStreetSmart.net

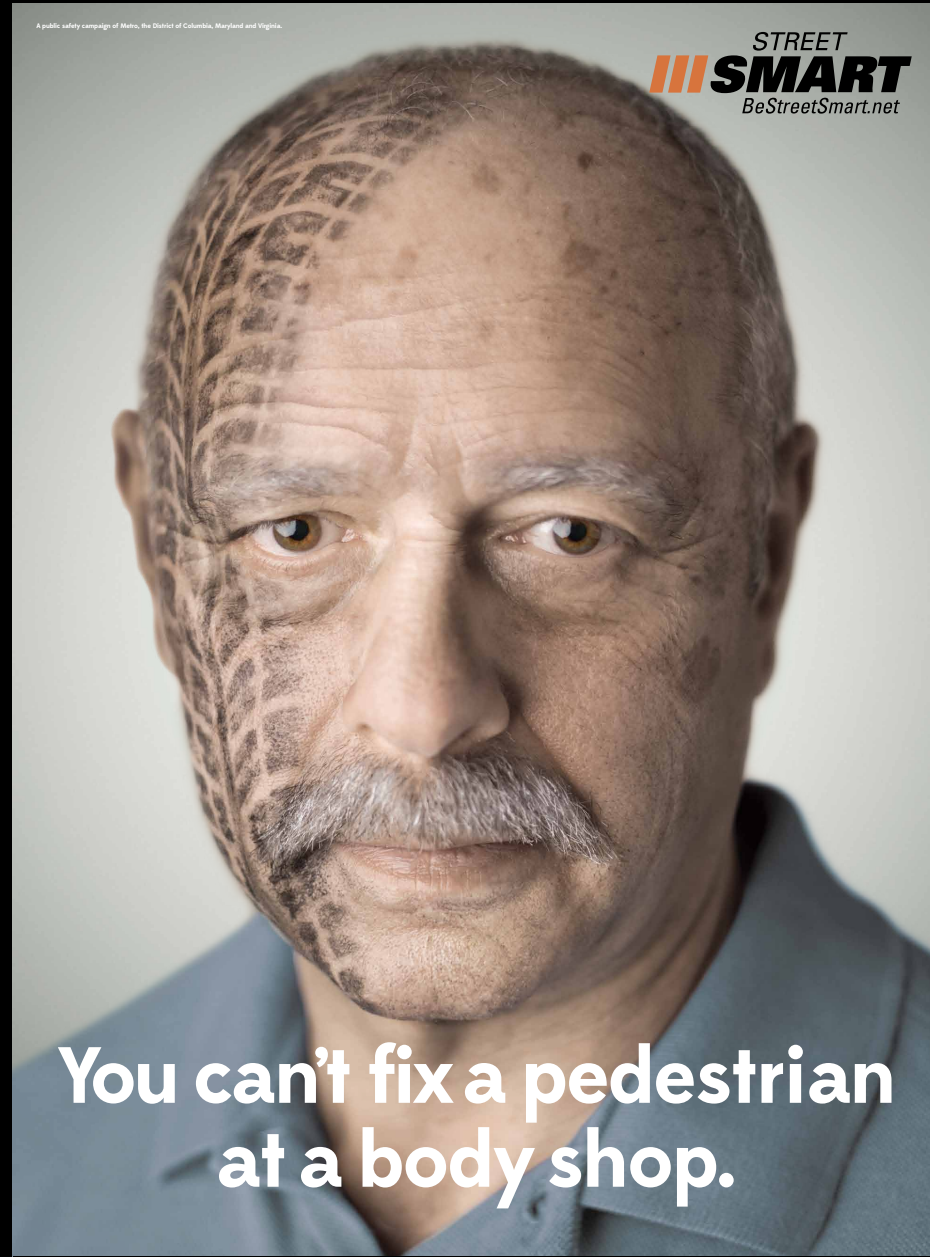


**Kids don't come
with turn signals.**

Slow down and watch for pedestrians.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

STREET
/// SMART
BeStreetSmart.net



**You can't fix a pedestrian
at a body shop.**

Slow down and watch for pedestrians.

BROCHURE



**Pedestrians don't
come with airbags.**

Street Safety Tips

For Drivers, Pedestrians and Bicyclists

For Pedestrians:



Cross the street
at marked crosswalks and intersections.



Watch for turning vehicles.
*Before crossing, look left, right,
then left again.*



Use pedestrian pushbuttons.



Begin crossing
the street on "walk" signal.



Stay visible after dark
and in bad weather.



Watch out for trucks & buses
*backing out of parking spaces
and driveways.*

For Bicyclists:



Obey all regulatory signs
and traffic lights.



Never ride against traffic.
*Ride with traffic to avoid
potential accidents.*



Use hand signals
to tell motorists what you intend to do.



Ride in a straight line
*to the right of traffic and about a car door's
width away from parked cars.*



Always wear a helmet.
*Helmets dramatically reduce the risk for
head injury in a bicycle accident.*



Use lights at night
and when visibility is poor.

For Drivers:



Stop for pedestrians
*at crosswalks and be careful when
passing stopped vehicles.*



Slow down
and obey the posted speed limit.



Yield to pedestrians & cyclists
when turning.



Look
before opening your door.



Allow 3 feet
when passing bicyclists.

**STREET
SMART**
BeStreetSmart.net

A public safety program of Metro, the District of Columbia, Maryland and Virginia.



Budget Recap

Original budget	\$560,000
Spent to date	(\$193,000)
Budget reduction	(\$50,000)
MSHO increase	\$25,000
TOTAL AVAILABLE	\$341,000



Campaign Evaluation

- ★ Online survey
 - ★ Pre- and post-campaign waves
 - ★ 300 respondents/wave
 - ★ 18 – 55 years of age, drivers & pedestrians
 - ★ 40% VA, 40% MD, 20% DC
- ★ \$15,000 budget



Getting the Word Out

- ★ **Paid media**
 - ★ **Outdoor ads**
 - ★ **Radio traffic sponsorships**
 - ★ **Safety promotions**
- ★ **Public relations**
 - ★ **Launch event**
 - ★ **Media tour**



Spring 2013 Campaign – PR

- ★ Launch event April 9th at Starburst Plaza in Washington, DC
- ★ PR event support
- ★ Media kit
- ★ Pitching/local media tour
- ★ \$34,000 budget



Spring 2013 Campaign – Stations



- ★ WPGC-FM (rhythmic contemporary hits)
- ★ WIAD-FM (hot adult contemporary)
- ★ WJFK-FM (sports)
- ★ WLZL-FM (Spanish)
- ★ WNEW-FM (news talk)
- ★ WKYS-FM (urban contemporary)



Spring Campaign 2013 Radio (3 wks)

- ★ Adults 18 – 49
- ★ April 15 – May 5
- ★ Wed-Fri, 3-7 pm, Sat 6 am-8 pm
- ★ 15-second spot, English and Spanish
- ★ Primary target: Motorists
- ★ Primary message: Watch for pedestrians
- ★ \$49,530 budget



Spring 2013 Campaign – Events (9)





Spring 2013 Campaign – Events

- ★ **Nine two-hour events**
- ★ **Primary target: Pedestrians**
- ★ **Primary message: Use crosswalks.
Be safe. Be Seen.**
- ★ **135 :15 promos for events**
- ★ **\$15,700 budget**



Outdoor Media



L-side

L-Sides

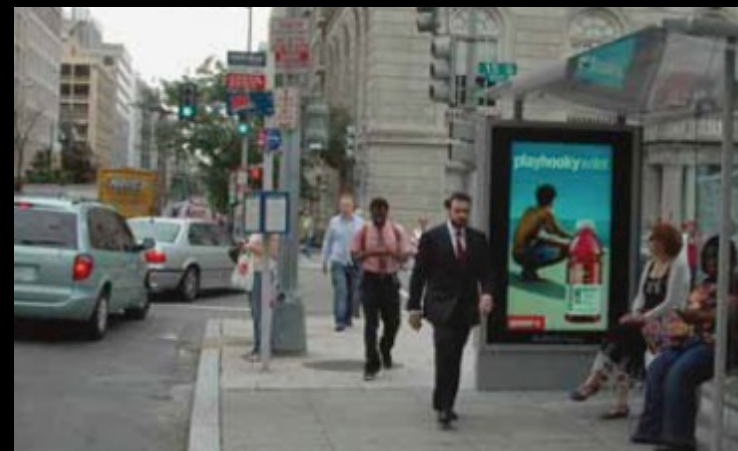


King

King-Size Bus Posters



Super Ultra-King



Digital Shelters



Spring Campaign 2013 Outdoor (4 wks)

★ Exterior Bus Ads	\$89,412
★ Ultra Super King	
★ L-sides	
★ Kings	
★ Digital Transit Shelters	\$22,588
★ TOTAL	\$112,000

Media	Coverage	Description	Gross Media Cost	Hard Costs
RADIO				
:15 Spots	DC, NoVa, MD	6 stations, 183 GRPs	\$49,530	\$0
Safety Promotions	DC, NoVa, MD	9 events 135 :15 promos		\$15,700
OUTDOOR				
Exterior Bus Ads	DC, NoVa, MD	5 Ultra Super King Side Wraps 20 L-sides 135 Kings	\$89,412	\$15,225
Exterior Bus Ads	DC, NoVa, MD	100 Kings from WMATA	\$0	TBD
Exterior Bus Ads	Montgomery Co.	2 King Kongs 30 Kings 10 Queens 15 Junior Kings 10 Bus Tails	\$0	\$5,850
Digital Shelters	DC – Roosevelt Network	20 Shelters 13,300 :12 ads/day	\$22,588	\$0
Transit Shelters	Montgomery Co.	80 shelters	\$0	\$3,500
Interior Bus Cards	DC, NoVa, MD	1600-2000 ads	\$0	\$5,495
TOTAL PLACEMENT BUDGET			\$207,300	



Spring 2013 Campaign – Collateral

- ★ Safety Tips Brochures (50,000)
- ★ T-shirt premium giveaway (1,100)
- ★ Pedestrian Safety Tips cards & reflective zipper pulls (2,500)
- ★ \$13,700 budget



Spring 2013 Campaign – Digital

- ★ Campaign splash page
- ★ Minor web updates
- ★ Digital toolkit for partners
- ★ 60-day editorial calendar for Twitter
- ★ \$5,000 budget



Spring 2013 Campaign

- ★ **Capital Region News Network: Spanish**
 - ★ **7 Spanish stations**
 - ★ **June-September air dates**
 - ★ **2 60-second PSAs**
 - ★ **350 spots**

OR

- ★ **Additional Outreach**
 - ★ **Travesky & Associates pitching digital toolkit/posters to expanded network**
- ★ **\$12,500 budget**



Spring 2013 Campaign – Budget

Media placement costs	\$207,300
PR/event support	\$ 34,000
Outreach collateral	\$ 13,700
Creative services	\$ 28,000
Account mgmt	\$ 25,500
Spanish PSA network	\$ 12,500
Digital/social media	\$ 5,000
Online survey	\$ 15,000
TOTAL	\$ 341,000



Street Smart Campaign

Discussion



S H E R R Y M A T T H E W S
A D V O C A C Y M A R K E T I N G