



## MEETING NOTES

### **Street Smart Kickoff Event Planning Meeting Notes**

The following items were discussed at the meeting:

#### **DATE/TIME:**

The press conference is scheduled for Friday, March 7, 2008 at 10:00 am. Staff will need to have access by 8:30 am to begin set-up.

#### **LOCATION:**

Primary: Baileys Crossing  
Route 7 & South Jefferson  
The parking lot next to the Olive Garden  
(Olive Garden Address)  
3548 S Jefferson St # 52  
Falls Church, VA 22041

Secondary: Baileys Crossroads Shopping Center  
Route 7 & Columbia Pike  
5871 Crossroads Center Way  
Falls Church, VA 22041

Both locations are within close proximity of high-traffic pedestrian areas. The overall area is demographically diverse, specifically Hispanic and Middle Eastern.

#### **SPEAKERS:**

*May be reordered due to political needs.*

1. Chairman Gerry Connolly, Fairfax County (confirmed)
2. John Catoe, Washington Metropolitan Area Transit Authority (confirmed)
3. Chief Rohrer, Fairfax County Police Department (confirmed)
4. David Moseley, Virginia Department of Motor Vehicles (confirmed)
5. Emeka Moneme, District Department of Transportation (tentative-DH invited)
6. Other state/county representatives TBD/COG)
7. Chief Cathy Lanier, Metropolitan Police Department (STRAT to invite)
8. Chief Thomas Manger, Montgomery County Police Department (DH to invite)
9. Other law enforcement spokesperson(s) (TBD/COG)
10. Dr. Samir Fakhry, Inova Hospital (STRAT to invite)

*NOTE: Representatives from Fairfax County Human Services and Spanish speaking FCPD officers will be in attendance.*

#### **MESSAGING DISCUSSED:**

1. Speed kills – utilize Inova and IIHS report findings to highlight influence of speed on pedestrian fatalities and injuries.
2. Increased Enforcement – During and after the press conference, FCPD will heavily enforce pedestrian and vehicle traffic violations. Press will be pitched in advance of event of “ride along opportunity” with FCPD as they patrol surrounding area.
3. Regional Coordination/Efforts – Law enforcement, proposed VA pedestrian law may still be alive, DC Ped plan, MoCo ped plan, and the DC Pedestrian Bill that raises fines to \$500 may still be alive.
4. Inova Report – Release regional study details.



## MEETING NOTES *(continued)*

### **VISUALS:**

1. Three buses:
  - a. WMATA
  - b. Fairfax Connector
  - c. Fairfax "Trainer": bus that features PA system, wireless mic, flat screens.
    - The trainer bus flat screens will play loop of internet animation.
2. Banner (TBD)
3. Area police officers, cruisers and motorcycles

### **ACTION ITEMS:**

1. Identify and contact property owners (Chris Wells/OPA)
2. Identify Spanish speaking officers (Capt. Culin/ Lt. O'Neill)
3. Contact Fairfax County Human Services (Chris Wells)
4. Podium (OPA)
5. Podium sign (DH)
6. Monitor news and announcements of competing events on the 7th. (Strat@comm)
7. Banner-TBD (DesignHouse)
8. Provide key points of Pedestrian Bill (Chris Wells)

### **CONTACTS:**

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