



M c A N D R E W
C O M P A N Y

STREET
/// SMART

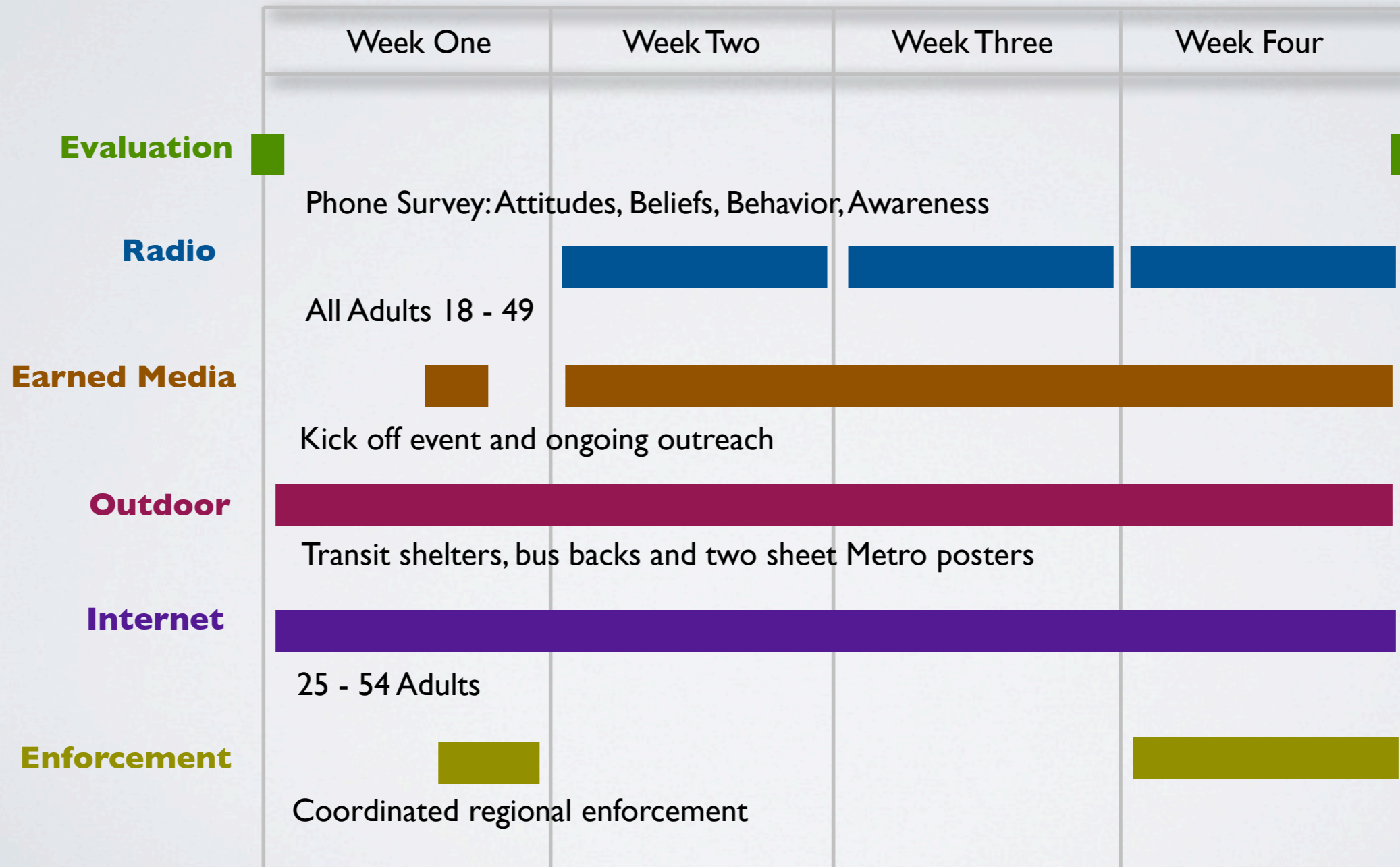
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SPRING 2009 GOALS

- Messaging to target most dangerous behaviors
 - Peds/Drivers, Cyclists/Drivers, Peds around Buses
 - English & Spanish
 - Highlight enforcement message
- Maximize reach & frequency for all messages

SPRING 2009 MEDIA

March 23 through April 18

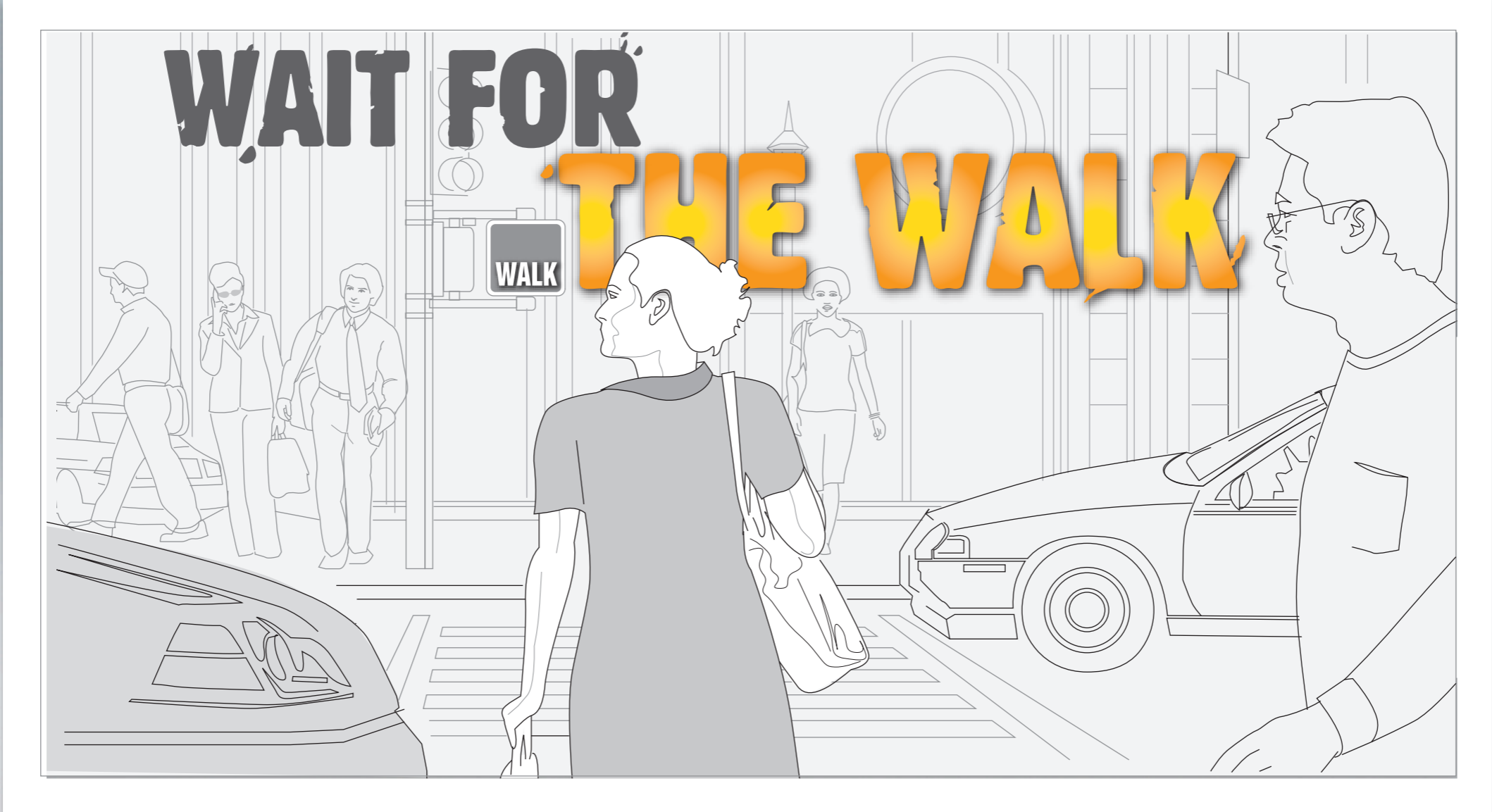


SPRING 2009 MESSAGES

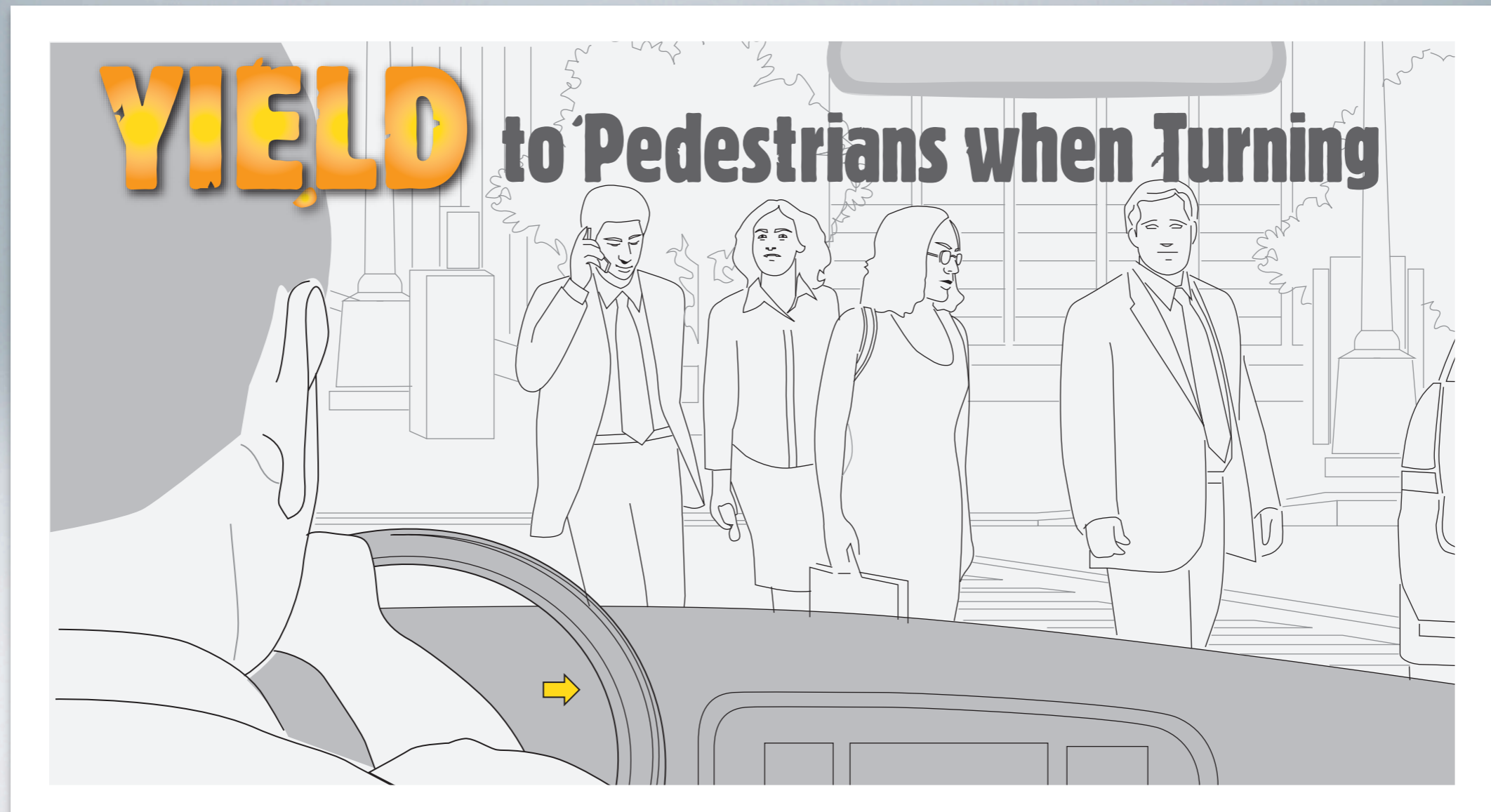
Messages produced in English and Spanish

	Radio	Transit Shelter	Bus Back	Bus interior	Internet
PEDESTRIAN					
Peds		●			●
		“ Wait for walk and use crosswalks”			
Driver/Ped	●		●		●
	“ Yield to pedestrians when turning and stop for them at crosswalks”				
BICYCLE					
Cyclist		●			●
		“ Ride with traffic and obey signals, signs and laws”			Blast email
Driver/Cyclist	●		●		●
	“ Yield to bikes when turning and give them room to ride”				
BUS					
Ped/Bus		●		●	
	“ Cross after the bus leaves the stop and be sure the driver can see you”				

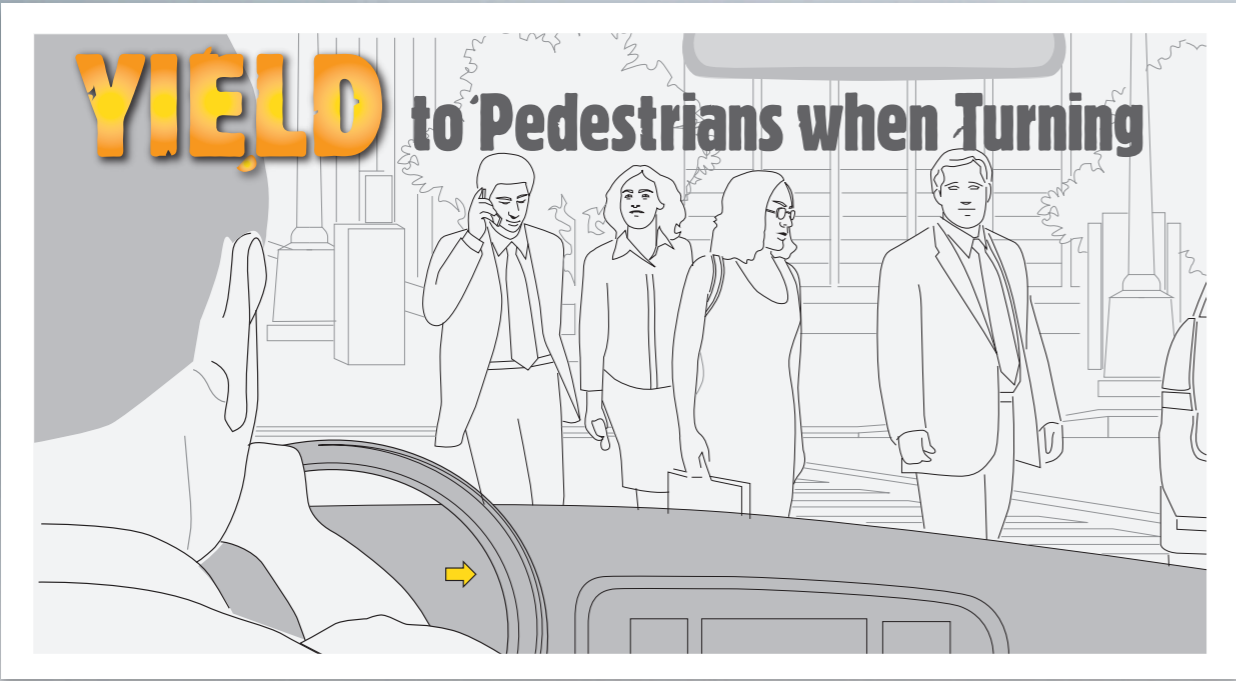
SPRING 2009 CREATIVE



SPRING 2009 CREATIVE



SPRING 2009 CREATIVE



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SPRING 2009 EARNED MEDIA

- March 24 or 25
- Location: DC
- Pedestrian issues
- Bicycle issues
- Bus issues

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