



Agenda: Street Smart Spring 2012 Planning Meeting

Items to be discussed:

- Brief review of committee direction:
 - Edgy graphics but not extreme
 - Enforcement messaging
 - Corridor approach
- Mass media & local corridors
 - Media approaches – all media; media/corridor combination; all corridors
 - Considerations/criteria for local corridors – identify corridors; enforcement commitment
 - Evaluation – media & corridors
- Creative messages
- Focus groups
 - Information to be learned
- Next steps