

# **National Capital Region Transportation Planning Board**

777 North Capitol Street, N.E., Suite 300, Washington, D.C. 20002-4290 (202) 962-3310 Fax: (202) 962-3202 TDD: (202) 962-3213

## Meeting Announcement

### Safety Work Group of the Washington Regional Bicycle and Pedestrian Subcommittee

**Chair:** TBD

**Date:** November 28, 2006

**Time:** 10 a.m.

**Place:** COG, 777 North Capitol Street NE  
Washington, D.C.  
1<sup>st</sup> floor, Rooms 4/5

## Agenda

1. General Introductions
2. Select new Chair (5 minutes)
3. 2006 Street Smart Campaign Activities and Results (10 minutes)  
Michael Farrell, MWCOG, Jim McAndrew, Design House
4. Street Smart Campaign Funding Status (10 minutes)  
Michael Farrell, MWCOG
  - Local and Federal
  - Corporate sponsorship possibilities for 2007
5. 2007 Street Smart Campaign Strategy (70 minutes)  
Jim McAndrew, Design House  
Michael Farrell, MWCOG
  - Campaign Dates
    - Program Schedule
  - Target Demographics
  - Communications Goals
  - Strategies
  - Messaging Ideas
  - Media
  - Public Relations
  - 2006 Research

- Riter Research
- Coordination with COG Police Chiefs Committee
- Alternative approach if funding > \$500,000

6. Other Business