

Meeting Announcement

Safety Work Group of the Washington Regional Bicycle and Pedestrian Subcommittee

Chair: Jim Sebastian, DDOT

Date: January 4, 2006

Time: 10 a.m.

Place: COG, 777 North Capitol Street NE
Washington, D.C.
1st floor, Room 2

Agenda

1. General Introductions
2. 2005 Street Smart Campaign Activities and Results (10 minutes)
Michael Farrell, MWCOG
3. Street Smart Campaign Funding Status (10 minutes)
Michael Farrell, MWCOG
 - Local and Federal
 - Corporate sponsorship possibilities for 2007
4. 2006 Street Smart Campaign Strategy (70 minutes)
Jim McAndrew, Design House
Michael Farrell, MWCOG
 - Campaign Dates
 - Program Schedule
 - Target Demographics
 - Communications Goals
 - Strategies
 - Messaging
 - Media
 - Public Relations

- 2006 Research
 - Riter Research
 - INOVA Report on Pedestrian Hospitalizations
- Coordination with COG Police Chiefs Committee

5. Other Business