

ITEM 14 - Information

October 15, 2014

Update on the Regional “Street Smart” Pedestrian and Bicycle Safety Education Campaign

Staff Recommendation: Receive briefing on the outcomes of the Fall 2013 and Spring 2014 campaigns, and on the plans for the Fall 2014 and Spring 2015 campaigns.

Issues: None

Background: On October 16, 2013, the Board was briefed on the outcomes of the Fall 2012 and Spring 2013 campaign and the plans for the Fall 2013 and Spring 2014 campaigns.



PREPARED BY
SHERRY MATTHEWS, INC.

STREET
SMART
BeStreetSmart.net

2014
FISCAL YEAR
ANNUAL REPORT

10/01/13

— THROUGH —

9/30/14

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC SAFETY CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND AND VIRGINIA





Reflecting national trends, pedestrian and bicyclist fatalities remain a major challenge for the greater Washington, DC metropolitan area. Preliminary data tell us that in 2013, crashes in the Washington area resulted in the deaths of 66 pedestrians and 7 bicyclists, accounting for 27 percent of the 275 traffic fatalities in the region.

People on foot or on bike make up the most vulnerable road user group. And while many of the region's residents travel by car, train, or bus, nearly everyone walks at some point in the day. Since 2002, the Metropolitan Washington Council of Governments' (MWCOC) *Street Smart* program has worked to protect these vulnerable road users by raising awareness and promoting enforcement of pedestrian and bicycle safety laws.

The region-wide *Street Smart* public safety campaign targets drivers, pedestrians, and bicyclists in the District of Columbia, suburban Maryland, and Northern Virginia. The initiative integrates several components, including media relations, radio and out-of-home advertising, donated media, street-level outreach events, digital efforts, and increased law enforcement.

The goals of the *Street Smart* campaign are to:

- Reduce pedestrian and cyclist injuries and deaths in the region.
- Educate drivers, pedestrians, and cyclists about safe use of roadways.
- Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

**THE FOLLOWING IS THE ANNUAL REPORT OF ACTIVITIES AND RESULTS
OF THE *STREET SMART* PUBLIC AWARENESS AND ENFORCEMENT
CAMPAIGN FOR FY 2014, INCLUDING FALL 2013 AND SPRING 2014.**

MEDIA RELATIONS

Fall Campaign Kickoff Press Event

An hour less of daylight during evening commutes means reduced visibility, which typically leads to an increase in crashes involving pedestrians and cyclists during the darker autumn months. On October 22, 2013, representatives from MWCOG, as well as state and local officials and other advocates from the District of Columbia, Maryland, and Virginia gathered at the Upper Senate Park on the U.S. Capitol Grounds in Washington, DC to launch the fall *Street Smart* campaign.

Special guest Gwendolyn Ward shared the poignant story of her 15-year-old daughter, Christina Morris-Ward, who was struck by a car while crossing the street in Germantown, Maryland on her way to school in the dark one October morning. Speakers also included Jeff Dunckel, Department of Transportation, Montgomery County, Maryland; Sam Zimbabwe, District of Columbia Department of Transportation; Allison Silberberg, Vice Mayor of Alexandria, Virginia; and Walter Tejada, Arlington County Board Chair.

The event featured a memorable performance by the Roaring Bengal Marching Band from James Hubert Blake High School in Montgomery County, who played a mournful dirge in memory of the 72 pedestrians and bicyclists killed in the region the previous year. As the band played, a bell tolled in recognition of each person. With each ringing of the bell, a single band member ceased playing and left his or her instrument on the ground. The song ended with a lone trumpeter playing amid a sea of abandoned instruments.

Officials also warned residents that law enforcement would be stepping up efforts in the following weeks to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.



Kickoff on U.S. Capitol Grounds



“Band Together” Performance

**110 TELEVISION, RADIO, PRINT,
AND ONLINE NEWS STORIES.**

Spring Campaign Kickoff Press Event

MWCOG launched the spring initiative on April 17, 2014, at the Woodbridge, Virginia intersection where Sally Ann Okuly was killed in November 2013. Okuly, a devoted wife and mother of two, was crossing with the light in the crosswalk at the southeast corner of Opitz Boulevard at Montgomery Avenue when she was struck and killed by a car.

Media relations materials called attention to engineering improvements to the intersection, including crosswalk striping and the recent implementation of a Leading Pedestrian Interval (LPI) signal, a timing technique that allows people crossing the street a few seconds' head start to begin before cars get a green light. *Street Smart* officials continue to promote and encourage engineering improvements to treacherous intersections and roadways across the region to keep people walking and biking safe.

Speakers at the event included Woodbridge District Supervisor Frank Principi; Neabsco District Supervisor John D. Jenkins; Lieutenant Carlos Robles, Prince William County Police Department; Michael Sabol, Maryland Highway Safety Office, Motor Vehicle Administration; Sam Zimbabwe, District of Columbia Department of Transportation; and Patricia Pennington, a community advocate and friend of Sally Ann Okuly. The event highlighted the efforts to increase pedestrian and bicyclist safety, including police departments' heightened enforcement between April 14 and May 11 of pedestrian and bicycle safety laws.



Woodbridge District Supervisor Frank Principi



Prince William County Police

Media Tours

In addition to the launch events, the *Street Smart* program sponsored a local media tour with press interviews to extend the coverage of the campaign. Spokespeople for the campaign included George Branyan, District Department of Transportation; Gabriela Vega, District Department of Transportation; Michael Farrell, Metropolitan Washington Council of Governments; and Walter Tejada, Arlington County Board. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and cutlines, and b-roll video footage in both English and Spanish to media outlets across the region.

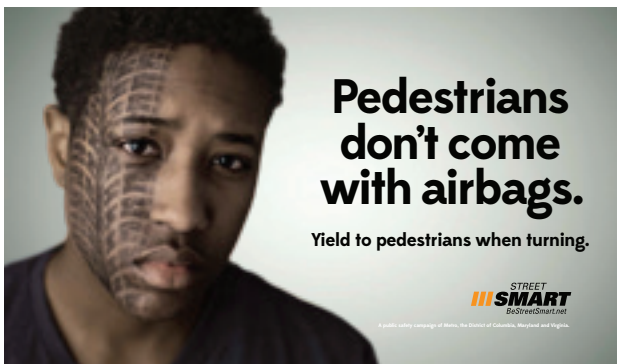
Media Relations Results*

- 39 television broadcast stories reaching nearly 1.7 million viewers, with more than \$251,000 in publicity value.
- 21 radio broadcast news stories reaching more than 4.37 million listeners, valued at nearly \$66,000.
- 48 online articles in publications with a combined circulation of more than 62 million.
- 2 print articles, including one in *The Washington Post*, reaching more than 585,000 readers and worth nearly \$65,000 in publicity value.

Press coverage is detailed in Appendix I.

CREATIVE

In FY 2014, *Street Smart* leveraged the momentum of the previous year by extending the life of the award-winning “Tired Faces” advertisement series. These research-based ads, produced in English and Spanish, feature faces of local residents and emphasize the vulnerability of the human body in contrast to vehicles on the road. The creative has been embraced worldwide by programs in the United Kingdom, New Jersey, Massachusetts, and Salisbury University on Maryland’s eastern shore.



Ads in English and Spanish

*Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources. The online valuation system is still being refined; digital coverage is not reflected in the total publicity value.

PAID MEDIA

Since our audience segment is broad, we use a variety of methods to deliver campaign messages to drivers, pedestrians, and bicyclists. The target audience was adults 18–49, skewing male. We designed our media plan to achieve maximum reach across the region. Our overall media strategy focused on street-level marketing to reach target audiences in the most relevant places. We targeted drivers both on the road and at gas stations, and pedestrians walking or riding the bus. Media included both English- and Spanish-language channels.

RADIO	NEGOTIATED COST	FLIGHT DATES	NOTES	ADDED VALUE	IMPRESSIONS
Fall Radio	\$43,980	10/28/13 11/10/13	333 15-second traffic liners and promos focused Wed–Fri 3–8 pm; Sat 6 am–8 pm + 120 bonus 15-second spots	\$14,760	3,546,274
Spring Radio	\$33,810	4/28/14 5/11/14	255 15-second traffic liners and promos focused Wed–Fri 3–8 pm; Sat 6 am–8 pm + 100 bonus 15-second spots	\$11,988	2,746,588
OUTDOOR	NEGOTIATED COST	FLIGHT DATES	NOTES	ADDED VALUE	IMPRESSIONS
Fall Exterior Bus Ads	\$45,882	10/28/13 11/24/13	50 bus kings, 65 bus tails, 200 bonus interior bus cards + 4 overrides	\$47,118	19,647,000
Fall Pumptoppers	\$39,000	10/28/13 11/24/13	488 ads on gas pumps and 122 bonus window clings at 122 stations + overrides	\$128,032	57,937,800
Spring Exterior Bus Ads	\$48,471	4/14/14 5/11/14	100 bus kings and 200 bonus interior bus cards + overrides	\$57,236	16,245,000
Spring Pumptoppers	\$34,529	4/14/14 5/11/14	444 ads on gas pumps and 111 bonus window clings at 111 stations, including 3 bonus stations + overrides	\$117,444	52,713,900
TOTAL	\$245,672			\$376,578	152,836,562

Added Value

Paid media value-add benefits including negotiated public service ad rates, bonus 15-second spots, bonus gas station locations, window clings, and overrides totaled **\$376,578**.

Outdoor Media

During spring and fall campaigns, we deployed English and Spanish outdoor media near high-risk areas around the Washington metro area. Exterior bus ads put the *Street Smart* messages in motion to cover as much geography as possible. New this fiscal year was the addition of pumptoppers—ads placed on top of gas pumps—reaching a captive driver audience filling up gas tanks. Gas stations also displayed pedestrian safety messaging on their windows as added value to the campaign.

**NEARLY
153 MILLION
IMPRESSIONS
VIA PAID
MEDIA.
MORE THAN
\$376,500
IN ADDED
VALUE MEDIA
BENEFITS.**



Exterior Bus Ad



Pumptoppper Ad

Radio Traffic Sponsorships

Radio is a way to reach motorists directly. We used cost-effective 15-second announcements during prime drive time—a higher risk window for pedestrian and bicycle crashes. Messages mainly targeted drivers and focused on visibility issues, pedestrian vulnerability, increased enforcement, and watching for/yielding to pedestrians.

Radio Stations:

- WKYS-FM 93.9 (Urban Contemporary Hit Radio)
- WPGC-FM 95.5 (Rhythmic Contemporary Hit Radio)
- WIAD-FM 94.7 (Hot Adult Contemporary)
- WJFK-FM 106.7 FM (Sports)
- WLZL-FM 107.9 FM (Spanish Contemporary)
- WNEW-FM 99.1 FM (News/Talk)
- WMMJ-FM 102.3 FM (Urban Adult Contemporary)

Capital Region Radio Network

This year we produced new radio PSAs in English and Spanish to run on radio stations in between paid media flights to extend *Street Smart* messaging year-round. They included:

- “Little Things” 30-second English PSA
- “We’re All Pedestrians” 30-second English PSA
- “Tengo Prisa” 30-second and 60-second Spanish PSAs
- “Solo Unos Segundos” 30-second and 60-second Spanish PSAs

We leveraged paid media buys to negotiate additional bonus spots and partnered with the Hispanic Communications Network to distribute PSAs to Spanish-language stations. In total, we secured airtime on **15 partner radio stations** in FY 2014, resulting in 677 spot airings free of charge. These efforts garnered at least **3.42 million free impressions valued at more than \$58,500**. Results are detailed in Appendix II.

Street Smart Safety Zone Outreach Promotions

To bring street-level outreach and education to pedestrians, we conducted “Street Smart Safety Zone” events near higher risk areas throughout the region. Popular local radio stations set up booths and hosted the fall outreach events. In the spring, we deployed bilingual street teams to cover more ground and reach even more people on foot. Working in teams of four, street teamers distributed safety information and reflective giveaways and served as “walking billboards” that reached people on foot and behind the wheel. We partnered with local law enforcement and advocacy groups to participate in these events, which included:

- 10/23/13: University Blvd. and New Hampshire Ave., Langley Park, MD
- 10/24/13: King St. and Daingerfield Rd., King Street Metro, Alexandria, VA
- 10/28/13: Columbia Heights Metro, Washington, DC
- 4/16/14: U Street Corridor between 11th and 16th St. in Washington, DC
- 4/17/14: Woodbridge VRE Station in Woodbridge, VA
- 4/17/14: Old Towne Area in Fairfax City, VA
- 4/17/14: 14th St. and Irving St., Columbia Heights in Washington, DC
- 4/23/14: Howard Rd. and MLK Ave., Anacostia Metro in Washington, DC
- 4/24/14: Minnesota Ave. and Benning Rd. in Washington, DC
- 4/26/14: Baltimore Ave. and Knox Rd. in College Park, MD
- 4/28/14: Columbia Pike near Dinwiddie St. in Arlington, VA
- 5/6/14: Old Georgetown Rd. and Wisconsin Ave., Bethesda Metro, Bethesda, MD
- 5/7/14: MD4 at Silver Hill Rd., Suitland, MD
- 5/8/14: University Blvd. and New Hampshire Ave., Langley Park, MD
- 5/9/14: West Broad St., Downtown Area, Falls Church, VA
- 5/12/14: Veterans Plaza, Silver Spring, MD



Street Teams

DONATED MEDIA

Street Smart leveraged many opportunities in FY 2014 to expand reach and increase message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including more than 2,000 interior bus cards, 100 exterior bus ads, and 270 transit shelters. Many of these remained in place for weeks or months after the campaign ended for the season. The estimated total donated media value is \$1.3 million+. Donated media is detailed in Appendix III.

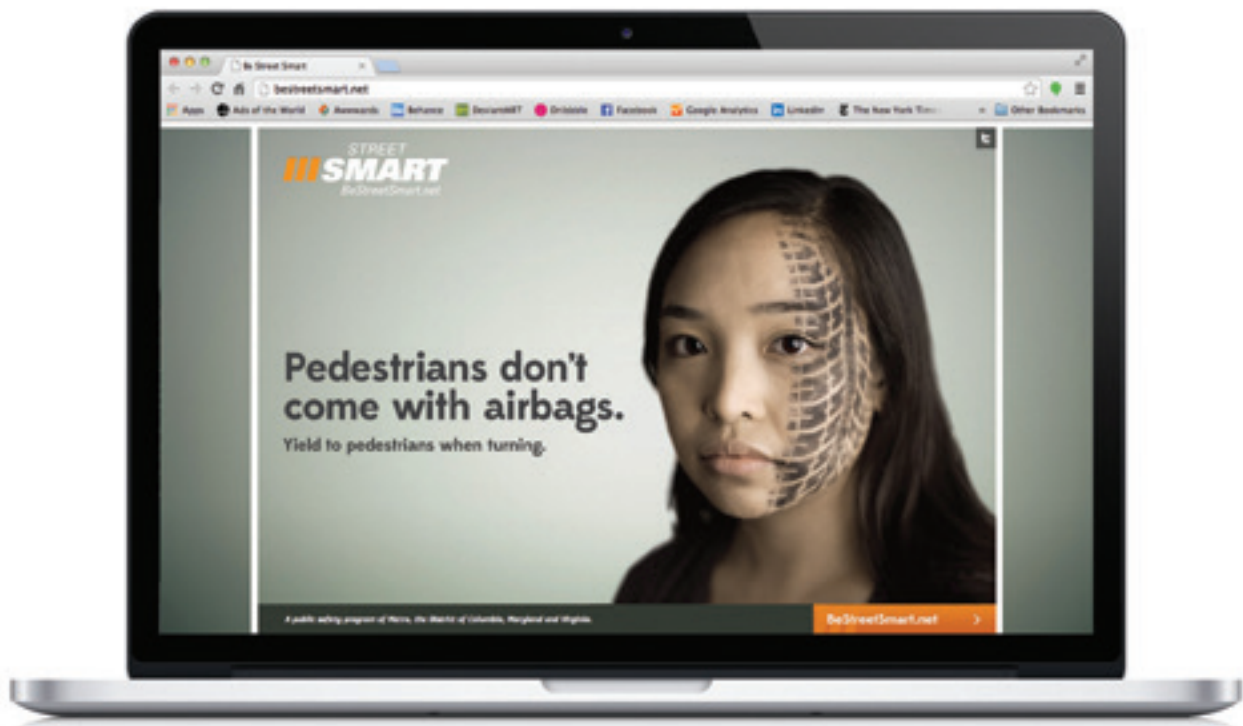
DIGITAL

To extend the reach and engagement of the campaign, we created a digital toolkit to distribute to campaign partners. This toolkit included web banners, pre-written tweets and Facebook posts, social media images, and other digital resources. We also created a new official YouTube channel to house all of *Street Smart's* videos and an editorial calendar for the official Twitter account.

**MORE THAN \$1.3 MILLION
IN DONATED MEDIA.**

Digital Results

- 4,400+ Twitter impressions with 270+ mentions, retweets and follows
- 1000+ YouTube video views
- 5,400+ website visits with 83% new visitors
- Average website visit was one minute, 36 seconds





ENFORCEMENT

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement “waves” in which police step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. Fall 2013 enforcement dates were set as October 28 through November 24, and spring 2014 enforcement dates were set as April 14 through May 11. This year 4,701* citations and 1,423 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in the District of Columbia, Arlington County, Montgomery County, Prince William County, Fairfax City, the City of Alexandria, and the City of Rockville.

EVALUATION

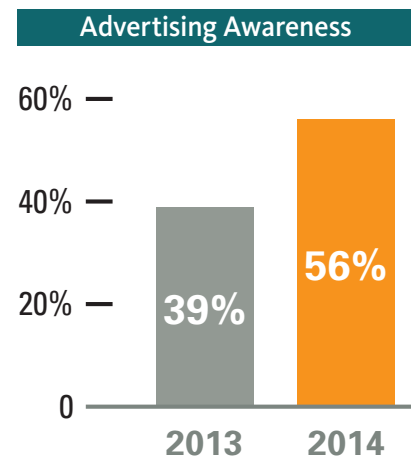
Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2014 campaign. We conducted online surveys to measure awareness and attitudes among drivers and pedestrians. The groups surveyed were a representative sample of respondents who live in the three targeted geographic regions: the Maryland suburbs, Northern Virginia, and the District of Columbia.

The pre-campaign benchmark survey was conducted March 25–April 8, 2014 with 300 respondents. The follow-up survey was conducted May 12–28, 2014 with 300 respondents. The evaluation survey was able to capture the impact of sustaining campaign creative since *Street Smart* extended the “Tired Faces” advertising series into a second year. All significance testing was conducted at the 95% confidence level.

Selected Survey Results

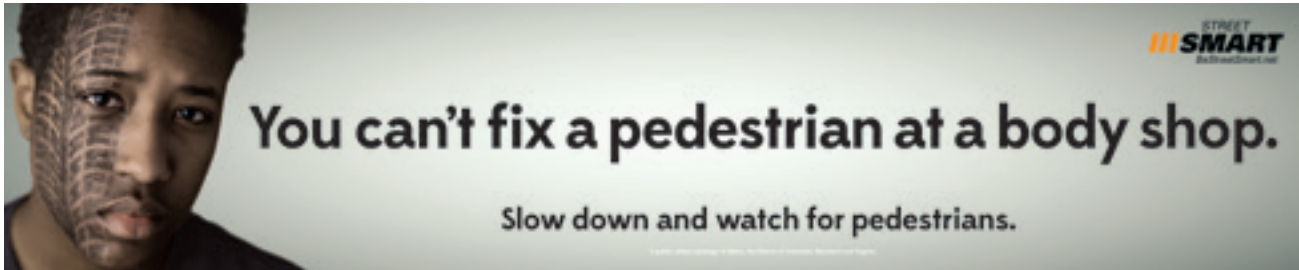
Advertising Awareness

- Participants were asked if they recalled seeing any advertising for *Street Smart*. The response was consistent across waves: 23% in wave one and 26% in wave two. This was also consistent with 2013, when unaided awareness registered at 24%.
- The respondents who recalled ads remembered specific campaign elements such as “treads on a face,” “exercise caution,” “*Street Smart*,” “can’t fix a pedestrian at a body shop,” “pedestrians don’t come with airbags,” and “dangers of jaywalking.”
- On an aided basis, 50% said they saw at least one of the three advertising executions in wave one and 56% in wave two. This is a significant increase from previous years, when aided awareness in wave two was 39% (in 2013) and 19% (in 2012).



The increase in awareness suggests it is beneficial to keep consistent creative for longer than one year.

*Actual numbers may be higher. The metrics are based on enforcement reports received at the end of the campaign.

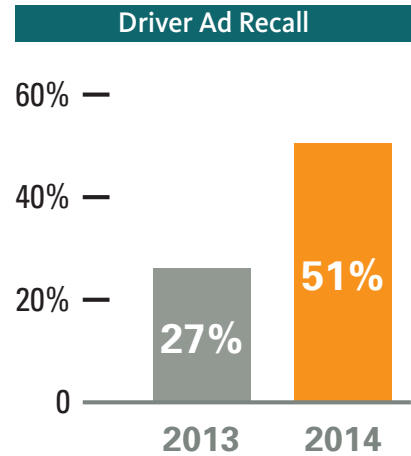


One of the three ads presented to measure aided awareness. On an aided basis, 56 percent of respondents said they saw at least one of the advertising executions.

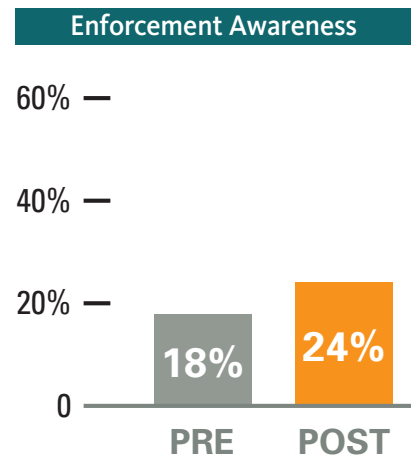
- Aided advertising awareness was slightly higher for pedestrians (62%) than for drivers (51%), though not significantly. This gap is much smaller than it was in 2013, when aided advertising awareness was nearly twice as high for pedestrians (50%) as for drivers (27%).
- Both Maryland (63%) and DC (64%) had significantly higher aided recall than Virginia (42%). This could be a result of receiving significantly more donated media space in Maryland and DC.
- Buses and other public transportation were the main source of ad awareness.

General Awareness

- General awareness for the *Street Smart* program remained consistent (37% to 41%).
- At the same time, there was a significant increase in respondents who identified the *Street Smart* program as being about “roadway safety” (45% to 61%) and specifically about “pedestrian safety” (25% to 40%).
- 70% of all respondents reported seeing advertising or news stories about the Street Smart program or pedestrian, driver, and bicyclist safety.
- There was a significant increase in the awareness of police efforts to enforce pedestrian traffic safety laws (18% to 24%), which is slightly less than the increase of awareness in 2013 (20% to 29%).
- Virginia had the highest increase in awareness of police efforts to enforce pedestrian traffic safety laws, which nearly doubled (12% to 23%).



Drivers recalling Street Smart ads increased from 27% to 51% from 2013 to 2014.



There was a 33% increase in awareness of police enforcement of pedestrian safety laws.

Behaviors and Attitudes

- The respondents reviewed a list of behaviors surrounding pedestrian and bicycle safety. Overall, there were no significant changes in any of the behavior measures between waves.
- In both waves, the respondents identified “driving while texting,” “driving while on cell phone,” and “aggressive driving” as the most serious problems in their area.
- In the pedestrian segment, the perceived severity of “bus passengers crossing without looking to catch a bus” increased significantly (55% to 68%).
- In total, respondents believe that these problems are neither getting better nor worse. However, when looking at pedestrians there was a significant increase across waves in the percentage of respondents who felt problems were getting better.
- The statements garnering the highest agreement were consistent in both waves, namely:
 - The best thing any driver, pedestrian, and bicyclist can do to prevent injury is to pay close attention to his/her surroundings.
 - Pedestrians and bicyclists do not have the same crash protection in an accident as vehicles; therefore, drivers should be extra careful.
 - If everyone just followed the rules, there would be fewer deaths and injuries among pedestrians and bicyclists.

OVERALL CAMPAIGN VALUE

Thanks to a highly successful earned media campaign and a generous amount of in-kind donations from paid media vendors and jurisdictional partners, *Street Smart* more than quadrupled its FY 2014 campaign budget.

Combining added value with earned and donated media and services, the FY 2014 *Street Smart* program garnered more than **\$2.74 million in overall campaign value on a budget of \$602,000.**

For more information on the *Street Smart* campaign visit BeStreetSmart.net

TOTAL CAMPAIGN VALUE	
Earned Media Publicity Value	\$378,329
Paid Media Added Value	\$376,578
Capital Region Radio Network Value	\$58,588
Donated Media Value	\$1,329,018
Campaign Budget	\$602,000
CAMPAIGN VALUE	\$2,744,533

APPENDIX I: Earned Media Summary
 Fall 2013 & Spring 2014

TOTAL VALUE: \$378,329

TELEVISION COVERAGE					
DATE	TIME (Total run time)	CHANNEL	PROGRAM	RATINGS	PR VALUE
10/22/13	6:00 am (2:14)	WFDC (UNIVISION)	Noticias Univision Washington 6 am	5,077	\$5,360
10/22/13	6:00 am (:25)	WFDC (UNIVISION)	Noticias Univision Washington 6 am	5,077	\$1,000
10/22/13	5:00 pm (1:13)	WTTG (FOX)	Fox 5 News at 5 pm	42,231	\$5,475
10/22/13	6:00 pm (1:14)	WFDC (UNIVISION)	Noticias Univision Washington 6 pm	26,418	\$4,932
10/22/13	6:00 pm (4:00)	WFDC (UNIVISION)	Noticias Univision Washington 6pm	26,418	\$16,000
10/22/13	6:00 pm (2:11)	WZDC (Telemundo)	Telenoticias Washington at 6 pm	8,807	\$8,732
10/22/13	10:00 pm (1:50)	WTTG (FOX)	Fox 5 News at 10 pm	96,203	\$36,300
10/22/13	11:00 pm (2:28)	WFDC (UNIVISION)	Noticias Univision Washington 11 pm	17,099	\$6,908
10/22/13	11:00 pm (2:17)	WZDC (Telemundo)	Telenoticias Washington at 11 pm	9,089	\$9,132
10/22/13	11:00 pm (:16)	WZDC (Telemundo)	Telenoticias Washington at 11 pm	9,089	\$1,068
10/23/13	6:00 am (:26)	WFDC (UNIVISION)	Noticias Univision Washington 6 am	5,077	\$1,040
10/23/13	6:00 am (1:13)	WFDC (UNIVISION)	Noticias Univision Washington 6 am	5,077	\$2,920
10/23/13	10:00 am (:20)	News Channel 8	NewsTalk at 10 am	7,356	\$200
10/23/13	10:00 am (7:51)	News Channel 8	NewsTalk at 10 am	7,356	\$4,710
10/23/13	12:00 pm (1:52)	News Channel 8	Afternoon Report at Noon	7,146	\$1,120
10/23/13	1:00 pm (7:36)	News Channel 8	NewsTalk at 1 pm	9,597	\$4,560
10/23/13	1:00 pm (:20)	News Channel 8	NewsTalk at 1 pm	9,597	\$200
10/23/13	11:30 pm (:20)	News Channel 8	NewsTalk at 11:30 pm	6,105	\$300
10/23/13	11:30 pm (7:45)	News Channel 8	NewsTalk at 11:30 pm	6,105	\$6,975
10/28/13	6:00 am (2:38)	WFDC (UNIVISION)	Noticias Univision Washington 6 am	5,077	\$6,320
10/28/13	6:00 am (:15)	WFDC (UNIVISION)	Noticias Univision Washington 6 am	5,077	\$600
10/28/13	6:00 am (3:16)	WFDC (UNIVISION)	Noticias Univision Washington 6 am	5,077	\$7,840
11/3/13	11:00 pm (2:10)	WTTG (FOX)	Fox5 Morning News at 10 pm	173,779	\$42,900
11/4/13	8:00 am (1:30)	WTTG (FOX)	Fox 5 Morning News at 8a m	57,671	\$7,650
4/14/14	5:00 pm (:28)	WUSA (CBS)	9 News Now at 5 pm	48,330	\$1,610
4/14/14	11:00 pm (:59)	WZDC (Telemundo)	Telenoticias Washington at 11 pm	9,904	\$2,950
4/15/14	5:00 am (:50)	WTTG (FOX)	Fox 5 News at 5 am	34,612	\$4,035
4/15/14	6:00 am (:30)	WTTG (FOX)	Fox 5 Morning News at 6 am	85,007	\$2,550
4/15/14	6:00 am (:46)	WUSA (CBS)	9 News Now at 6 am	38,329	\$2,645
4/15/14	6:00 am (4:00)	WFDC (UNIVISION)	Noticias Univision Washington 6a m	8,253	\$7,200
4/15/14	8:00 am (:09)	News Channel 8	Morning Report at 8 am	12,270	\$113
4/16/14	6:00 am (:14)	WTTG (FOX)	Fox 5 Morning News at 6 am	85,007	\$1,190
4/16/14	6:00 am (1:31)	WTTG (FOX)	Fox 5 Morning News at 6 am	85,007	\$7,735
4/17/14	5:00 pm (:28)	WRC (NBC)	News 4 at 5 pm	153,159	\$5,040
4/17/14	8:00 am (2:54)	News Channel 8	Morning Report at 8 am	12,270	\$2,176
4/17/14	8:00 am (:47)	WTTG (FOX)	Fox 5 Morning News at 8 am	89,229	\$3,995
4/17/14	11:00 am (:32)	WRC (NBC)	News 4 Midday	65,117	\$2,240
4/18/14	11:00 pm (:44)	WRC (NBC)	News 4 at 11 pm	306,807	\$22,000
4/19/14	6:00 am (1:12)	WRC (NBC)	News 4 Today at 6 am	70,333	\$3,600
TOTAL				1,659,239	\$251,321

APPENDIX I: Earned Media Summary (Continued)
Fall 2013 & Spring 2014

RADIO COVERAGE					
DATE	TIME (Total run time)	CHANNEL	PROGRAM	RATINGS	PR VALUE
10/22/13	2:00 pm (:35)	WNEW-FM	2 pm News	41,340	\$340
10/23/13	11:30 pm (:29)	WTOP-FM	11:30 pm News	376,444	\$1,148
10/23/13	11:30 pm (:46)	WTOP-FM	11:30 pm News	376,444	\$1,822
10/23/13	1:00 pm (:28)	WTOP-FM	1:00 pm News	376,444	\$1,110
10/23/13	1:00 pm (:54)	WTOP-FM	1:00 pm News	376,444	\$2,138
10/23/13	12:00 pm (:33)	WMAL-AM	12 pm News	170,000	\$1,307
10/28/13	6:00 am (:40)	WTOP-FM	6 am News	376,444	\$1,584
11/24/13	6:00 am (10:00)	WPGC-FM	Guy Lambert	9,632	\$16,988
4/17/14	5:00 pm (1:51)	WTOP-FM	5 pm News	377,625	\$4,396
4/17/14	5:00 pm (:35)	WTOP-FM	5 pm News	377,625	\$1,386
4/17/14	6:00 pm (:34)	WNEW-FM	6 pm News	47,200	\$330
4/17/14	6:00 pm (:35)	WNEW-FM	6 pm News	47,200	\$340
4/17/14	7:00 am (:41)	WMAL-FM	Mornings on the Mall	170,000	\$1,624
4/17/14	7:00 am (:44)	WNEW-FM	7 am News	47,200	\$427
4/17/14	7:00 am (:24)	WTOP-FM	7 am News	377,625	\$950
4/17/14	7:00 am (1:08)	WTOP-FM	7 am News	377,625	\$2,693
4/17/14	9:00 am (:53)	WMAL-FM	Chris Plante	170,000	\$2,099
4/17/14	10:00 am (1:48)	WMAL-FM	Chris Plante	170,000	\$4,277
4/17/14	12:00 pm (:33)	WNEW-FM	12 pm News	47,200	\$320
4/17/14	12:00 pm (:40)	WNEW-FM	12 pm News	47,200	\$388
5/4/14	6:00 am (10:00)	WPGC-FM	Guy Lambert	9,632	\$16,988
TOTAL				4,369,324	\$62,655

APPENDIX I: Earned Media Summary (Continued)
Fall 2013 & Spring 2014

PRINT COVERAGE				
DATE	COLUMN INCHES	PUBLICATION	CIRCULATION	PR VALUE
10/22/14	48	Prince George's Post	3,250	\$1,728
4/27/14	25	Washington Post	582,042	\$62,625
TOTAL			585,292	\$64,353

APPENDIX I: Earned Media Summary (Continued)
 Fall 2013 & Spring 2014

ONLINE COVERAGE		
DATE	PUBLICATION	CIRCULATION
10/22/13	WTOP.com	394,800
10/22/13	HolaCiudad.com	25,000
10/22/13	MyFOXDC.com (video)	911,200
10/23/13	WJLA.com (video)	432,100
10/23/13	TargetedNews.com	25,000
10/26/13	SoundCloud.com (audio)	NA
10/27/13	WTOP.com	394,800
10/28/13	Bethesda Now	38,100
10/31/13	GoMontgomery.blogspot.com	25,000
10/31/13	Gazette.net	173,000
11/1/13	CTL.ca	25,000
11/1/13	CNBC.com	11,600,000
11/1/13	Fort Mill Times	89,900
11/1/13	Benzinga.com	194,800
11/1/13	Rock Hill Herald	378,400
11/1/13	MorningStar.com	2,700,000
11/1/13	Osixmedia.com	25,000
11/1/13	Finwin.com	25,000
11/1/13	Enhanced Online News	25,000
11/1/13	Reuters	3,100,000
11/1/13	4-traders.com	609,800
11/1/13	Yahoo Finance	1,100,000
11/1/13	Business Week	5,400,000
11/2/13	WashingtonHispanic.com	25,000

ONLINE COVERAGE		
DATE	PUBLICATION	CIRCULATION
11/3/13	WJLA.com (video)	432,100
11/4/13	WTOP.com	394,800
11/4/13	MyFOXDC.com (video)	911,200
11/5/13	GreaterWashington.org	24,800
11/6/13	Gazette.net	173,000
11/17/13	WashingtonPost.com	9,300,000
12/5/13	BelvoireEagle.com	5,100
4/14/14	WTOP.com	300,172
4/17/14	Navbug.com	259,230
4/17/14	CBSlocal.com	441,394
4/17/14	CityAndPress.com	113,800
4/17/14	The Republic	214,634
4/17/14	Washington Post	9,731,448
4/17/14	MyFOXDC.com (video)	490,537
4/17/14	Washington.CBSlocal.com	441,394
4/17/14	CSNbaltimore.com	235,985
4/17/14	Tribtown.com	42,766
4/17/14	NBCwashington.com (video)	298,786
4/17/14	CBSlocal.com	201,615
4/17/14	WJLA.com (video)	244,562
4/18/14	InsideNova	44,626
4/18/14	Woodbridge Patch	33,796
4/18/14	Greenfield Reporter	42,011
4/21/14	Washington Post	9,731,448
TOTAL		61,826,104

APPENDIX II: Radio PSA Results
FY 2014

RADIO PSA RESULTS						
CHANNEL	DIAL	LANGUAGE	QUANTITY	DURATION	IMPRESSIONS	VALUE
WIAD-FM	94.7	English	40	:30	337,260	\$5,970
WJFK-FM	106.7	English	40	:30	134,417	\$5,566
WKYS-FM	93.9	English	45	:30	704,055	\$9,145
WMMJ-FM	102.3	English	64	:30	670,934	\$8,700
WNEW-FM	99.1	English	40	:30	102,120	\$3,366
WPGC-FM	95.5	English	40	:30	405,020	\$6,400
WPRS-FM	104.1	English	16	:30	33,600	\$960
WYCB-AM	1340	English	16	:30	28,000	\$800
WLZL-FM	107.9	Spanish	40	:30	306,560	\$5,385
WWGB-AM	1030	Spanish	56	:60	240,800	\$4,230
WDCN-FM	87.7	Spanish	56	:60	420,000	\$7,378
WKDV-AM	1460	Spanish	56	:60	39,200	\$688
WURA-AM	920	Spanish	56	:60	NA	NA
WJWL-AM	900	Spanish	56	:60	NA	NA
WYUS-AM	930	Spanish	56	:60	NA	NA
TOTAL			677		3,421,966	\$58,588

APPENDIX III: Donated Media
FY 2014

DONATED MEDIA				
MEDIA	JURISDICTION/AGENCY	QUANTITY	DURATION	VALUE
Transit Shelters	Montgomery County (MD)	80	8 weeks	\$348,235
Transit Shelters	Montgomery County (MD)	40	8 weeks	\$174,118
Transit Shelters	Prince George's County (MD)	100	20 weeks	\$450,000
Transit Shelters	Prince George's County (MD)	50	8 weeks	\$90,000
Exterior Bus Tails	WMATA	20	4 weeks	\$9,412
Exterior Bus Kings	Ride On - Montgomery County (MD)	15	20 weeks	\$45,441
Exterior Bus Tails	Ride On - Montgomery County (MD)	15	20 weeks	\$30,000
Exterior Bus Junior Kings	Ride On - Montgomery County (MD)	34	6 weeks	\$20,600
Exterior Bus Kings	Ride On - Montgomery County (MD)	22	8 weeks	\$24,052
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	2	14 weeks	\$12,219
Exterior Bus Tails	Fairfax City (VA)	5	24 weeks	\$12,000
Interior Bus Cards	Circulator (DC)	49	40 weeks	\$14,412
Interior Bus Cards	Fairfax City (VA)	30	20 weeks	\$4,412
Interior Bus Cards	DASH - Alexandria (VA)	231	4 weeks	\$6,794
Interior Bus Cards	ART - Arlington County (VA)	183	4 weeks	\$5,382
Interior Bus Cards	The BUS - Prince George's County (MD)	186	4 weeks	\$5,471
Interior Bus Cards	UMD Shuttles - College Park (MD)	40	1 week	\$294
Interior Bus Cards	PRTC (VA)	620	4 weeks	\$18,235
Interior Bus Cards	Ride On - Montgomery County (MD)	640	12 weeks	\$56,471
Interior Bus Cards	TransIT - Frederick County (MD)	50	4 weeks	\$1,471
TOTAL DONATED MEDIA VALUE				\$1,329,018



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