

STREET  
**/// SMART**

2010 Review /  
Spring 2011 Planning

Prepared by:



McANDREW  
C O M P A N Y

STREET  
 **SMART**

Fall 2010



## Media

- Radio: November 8 through 20th
- Outdoor: November 8 through December 10



## Earned Media Results

- November 9, 2010 in Arlington
  - Reached 2.8 million across the region
  - 17 print & online articles 1,391,427 readers
  - 48 television stories 1,271,368 area viewers
  - NBC4, FOX5, ABC7, CBS9 and News Channel 8, Telemundo, Univision
  - The Washington Post with 3 online articles
  - Social media - Arlington Now, WeLoveDC, TheWashCycle blogs
- **Estimated value: \$116,527**





Street Smart comparison  
pre-test vs. post-test

Spring 2010

Pre-test  
Wave 10

Communication  
campaign

Post-test  
wave 11

- Web-based
  - N=500
- Proportionate geographic distribution



## Summary

- Driver behaviors seen as more dangerous than pedestrian behaviors
- “Texting while driving” is now perceived as more dangerous, 92%, than talking on a cell phone
- The current enforcement message is working well with males 18 to 34



## Summary

- Messages that utilize high impact images are much more likely to be recalled.
- Generally, the comparison of the post-test with the pre-test in the category males 18 to 34 appears to be in a positive direction in almost every category.



# Participants See Driver Behaviors as More Dangerous Than Pedestrian Behaviors

- Survey question#1



## Summary

- 21 specific dangers were surveyed for drivers, pedestrians, and bicyclists.
- Driver behaviors were considered about 25% more dangerous than pedestrians doing the same behaviors.
- Drivers “texting” is now considered to be the most dangerous activity – 92%



Comparing Behaviors	Driver behaviors		Pedestrian behaviors	
	Pre-test	Post-test	Pre-test	Post-test
Attitudes tested				
Drivers "Texting" while driving Pedestrians "Texting" while walking	92%*	93%*	48%*	50%*
Drivers using cell phones Pedestrians using cell phones	81%	81%	48%	48%
Drivers who run red lights and stop signs Pedestrians to cross against the signal	86%	82%	57%	60%
Drivers who pass bicyclists in an unsafe manner Bicyclists who don't allow room for cars to pass	70%	73%	69%	70%
Average responses *based on responses of "extremely serious" or "serious"	82.5%*	83.3%*	55.5%*	57%*

## Behaviors

- Texting considered not as serious -  
males 18 - 34.
  - Younger people are more comfortable with  
texting in general.

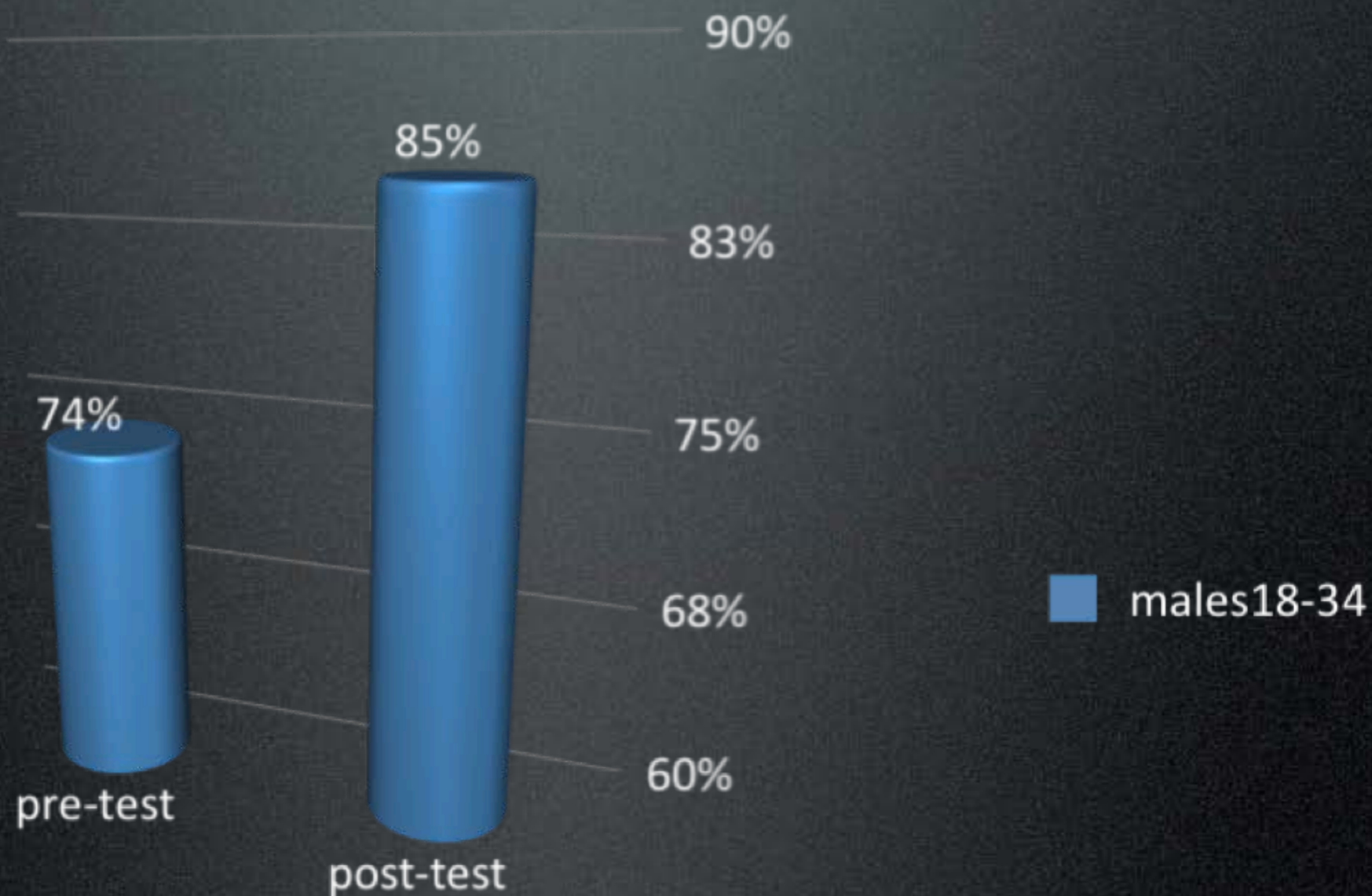


Current Techniques are  
Proving Highly Effective  
Within Target of Male 18-34

- Survey question #2

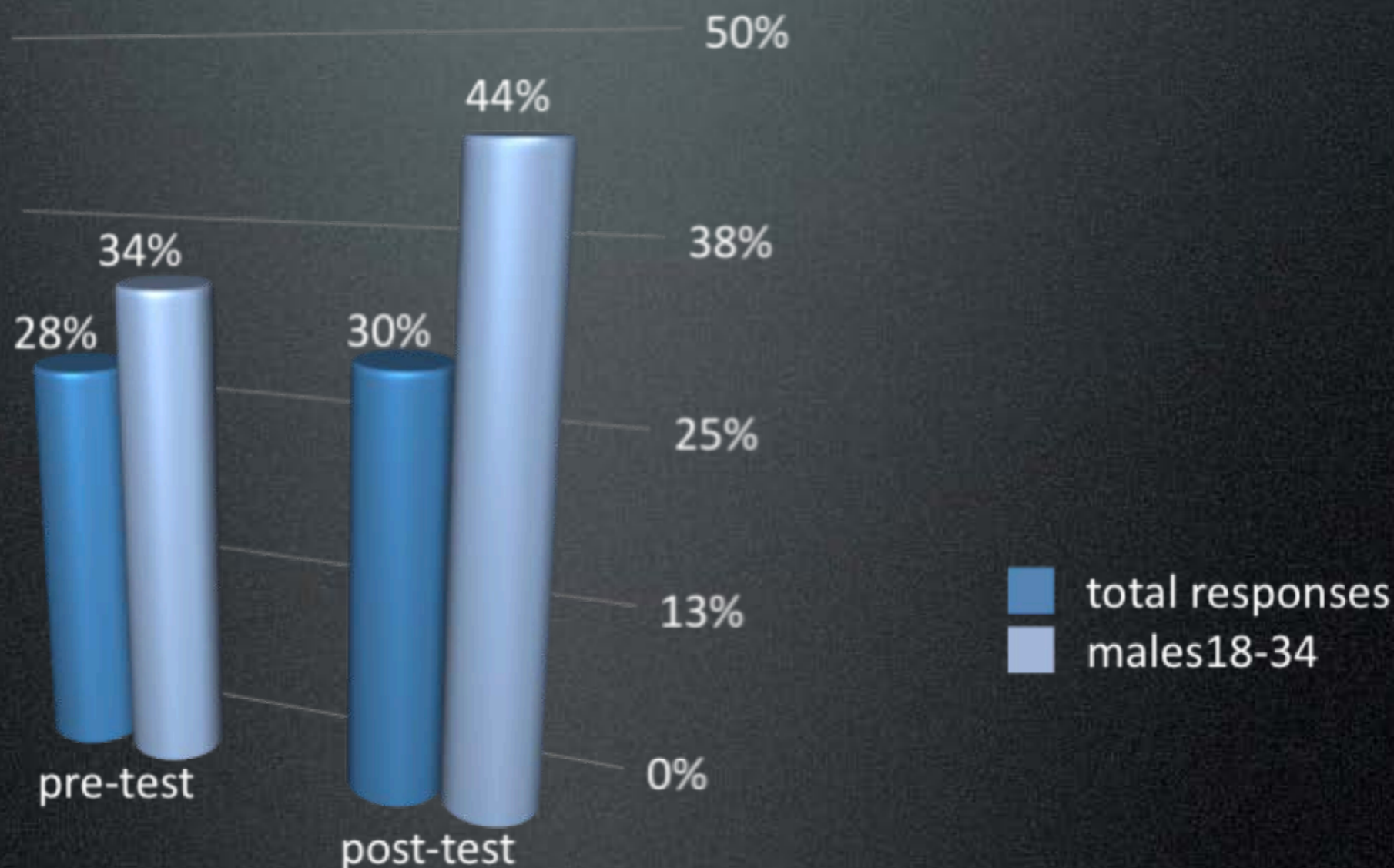


## Message Awareness





## Recently seen or heard about police efforts to enforce pedestrian traffic safety laws?



Question#2

Based on all Responses of "yes"



# Response to Creative Messages Show Significant Changes

- Survey question #14



## High Impact Imagery

The two executions that used high impact imagery scored significantly higher.



# Comparisons Wave 10 Vs. Wave 11





## Males 18-34 Comparison

- Males 18-34, the demographic target of this campaign, showed increased awareness of the campaign, enforcement, and safety behaviors.
- Their responses to the second wave were, in almost every case, more favorable than they were to the pre-test.





Spanish Focus Groups



# Spanish Focus Group Findings

- Shugoll Research
- Two groups of 9 respondents, mostly from South America
- Bi-lingual, bi-cultural moderator
- Participants:
  - Men/Women 18-65
  - Spanish dominant
  - Mix of pedestrians, cyclists, public transit, drivers
  - Articulate in expressing opinions



# Spanish Focus Group Findings

- Focus group methodology is qualitative
  - Open-ended questions lead to variety in answers.
  - Limited number of respondents in focus groups means results should be viewed as exploratory and not absolute.
  - Non-statistical nature of focus groups means that results cannot be generalized to the population.



## Spanish Focus Group Findings

- Knowledge of right-of-way is high but don't believe drivers are aware or acknowledge these rights.
- Respondents felt they knew the rules and that pedestrian safety was more of a concern for lower-educated Latinos.
- Admit to “occasionally” not crossing at intersections - in a hurry, not a big deal in their country of origin.



## Spanish Focus Group Findings

- Difference in what they were taught by parents in their country of origin versus rules in US.
  - Didn't know they were supposed to look left again after first looking left and right.
  - In their countries of origin, cyclists ride against traffic.
- Expressed desire to learn the correct rules but didn't know where to go to learn them.



# Spanish Focus Group Findings

- Hard Tactics Creative
  - Great emotional impact
  - Some confusion on elements
  - Bus message - too much text, confusing visual
  - Police message has negative connotation
  - Too much text at bottom of ads
  - Would like to see recognizable Latinos in ads



# Spanish Focus Group Findings

- Tips Creative
  - Message clear and easy to understand
  - Didn't like dark colors
  - Too much text in logo box
  - Yield to Pedestrians visual was confusing
  - Bus message was clearer in this execution



## Spanish Focus Group Findings

- Tips Creative was preferred across both focus groups - clear graphics and simple, educational approach
- Woman with baby is highly impactful - causes reflection and is memorable.
- **Most motivating would be a combination of simple, educational message with a high-impact visual**



## Spanish Focus Group Findings

- Use Spanish-language media sources most often but also use English-language media
- Spanish-language media:
  - TV, Internet (news of country), Radio (99.1), Newspapers, Latino heritage festivals
- English-language media:
  - Express newspaper, Washington Post, Examiner, bus stops/metro stations, some mainstream cable and broadcast



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Spring 2011 Funding



# Funding Status

Mike Farrell



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Spring 2011

Campaign Timing



## Possible Dates

- Daylight Savings begins: March 13, 2011
- Cherry Blossom Festival:  
March 26 - April 10, 2011
- Suggest March 20 - April 16



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Spring 2011 Creative





**Be Alert. Be StreetSmart.**  
Every 8 minutes a life comes to a screeching halt.

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**Police are enforcing traffic laws!**

A public safety program of the District of Columbia, Maryland and Virginia



**Cross after the Bus leaves the stop.**  
Stay alert. Cross safely. Be sure drivers can see you and watch for buses making wide turns.

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**OBEY Signs and Signals**

Ride with Traffic.

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## ¡Esté Atento! Sea StreetSmart.

Cada 8 minutos una vida  
se detiene de manera abrupta.



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**La policía controla estrictamente el cumplimiento  
de las leyes de tránsito**

Un programa de seguridad pública del Distrito de Columbia, Maryland y Virginia





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**CRUCE después de que  
el autobús deje la parada.**

**Esté alerta. Cruce con cuidado. Asegúrese de ser visto  
por los conductores y esté atento a los autobuses que  
doblan en la intersección.**

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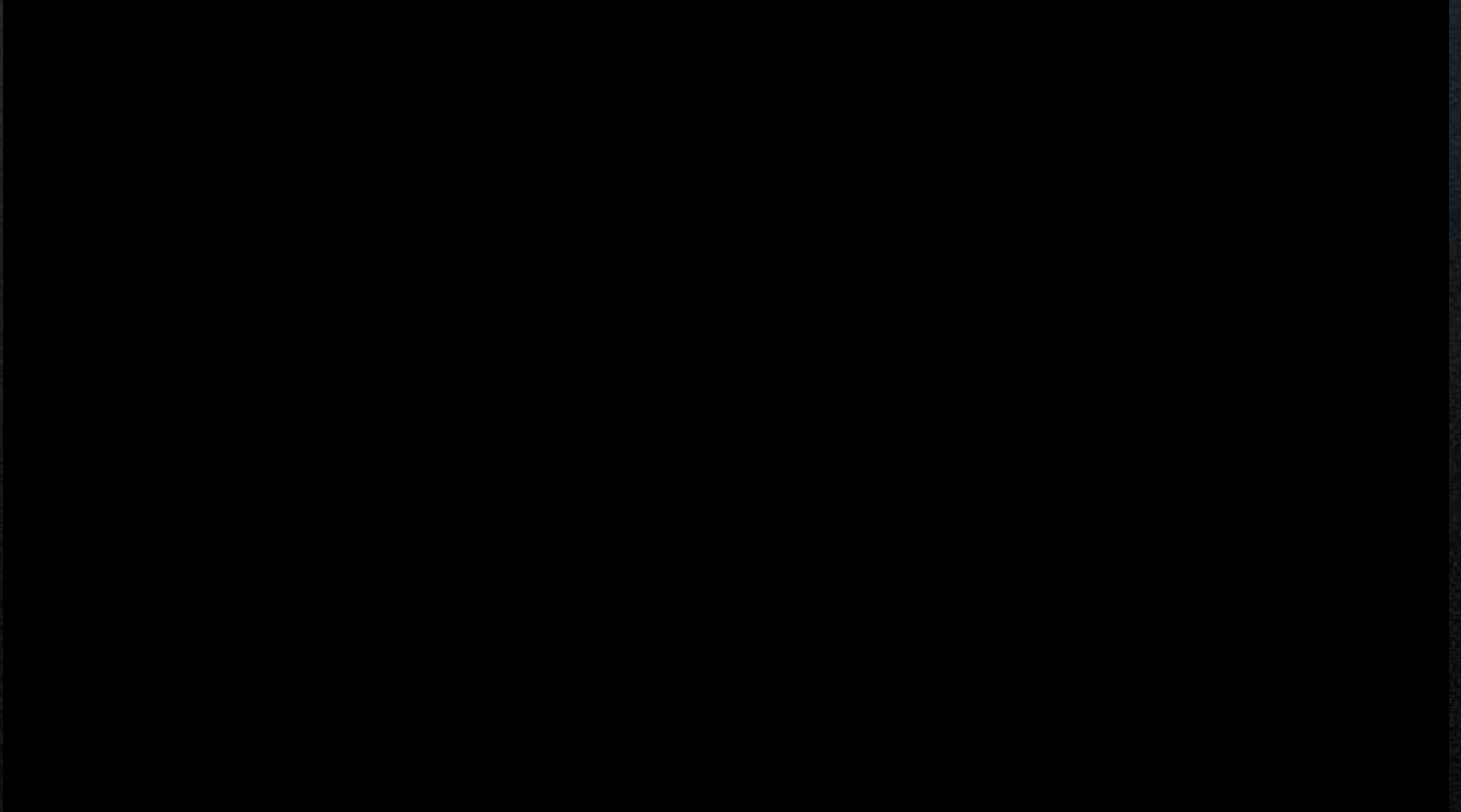


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# Campaign Creative

- New vs. Existing
- Over-exposed
  - Outdoor
- Moderate exposure
  - Radio - :30
- Low exposure
  - TV Spot



# Campaign Creative

- Effect of developing new creative on budget
- All new: Equal to 2010
- Update Outdoor/Radio
  - + 10 % Media
  - + 50% Evaluation



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Spring 2011 Evaluation



## Campaign Evaluation

- Pre- and post-surveys
  - Overall awareness
  - Message-specific awareness
- Spanish-language Evaluation
  - Methods
  - Costs



## Campaign Evaluation

- Corridor Study
  - One corridor
  - Targeted outdoor and earned media
  - Coordinate intensive enforcement
  - Evaluate: citations/warnings, crashes, other?
  - Cost impact



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