



Meeting Notes: Thursday, February 12, 2009

Street Smart Spring 2009 Public Awareness Campaign

Participants:

- Mike Farrell (COG), Jim Austrich (DDOT), Carole Lewis (DDOT), Peter Moe (MHSO), George Branyan (DDOT), Jim Sebastian (DDOT), Jeff Dunckel (Montgomery County, MD), David Goodman (Arlington County DES), Paul DeMaio (Arlington County), Gaylynn Abram (VDOT), Fatemah Allahdoust (VDOT) plus Jim McAndrew, Eric McAndrew, Mary McAndrew, Rachel Lyons (McAndrew Company)

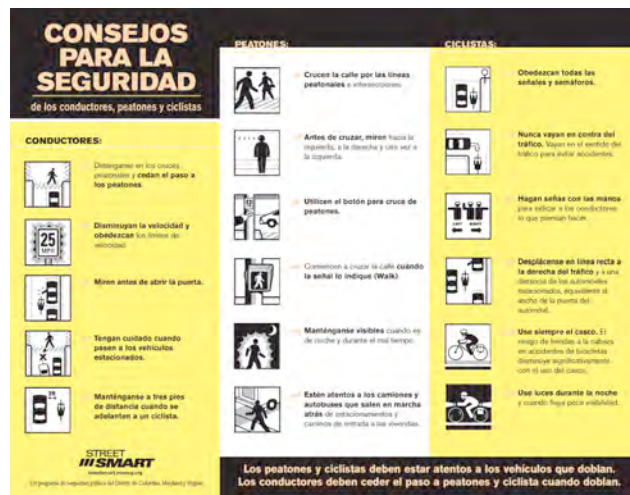
Items Discussed:	Action Items
<ul style="list-style-type: none"> • Radio Scripts • Collateral Materials • Internet/Blast Emails 	
<p>Radio Script #1: Driver/Pedestrian Spot</p> <p>You follow the rules. Everyone gets along. But drivers and pedestrians are having problems. People are getting hit, hurt – and worse. Rules of the road... too much to remember? Here's what matters most: Drivers. Yield to pedestrians when turning and stop for them at crosswalks. Pedestrians? Wait for walk signals and <u>use</u> crosswalks. Simple. Police are strictly enforcing traffic laws. It's Street Smart of DC, Maryland and Virginia – streetsmart.mwcog.org</p>	<p>Comments/Direction from Committee:</p> <ul style="list-style-type: none"> • Goal of first part of the spot is to state the problem (many people commented on feeling of entitlement on both sides) however current spot needs to be rewritten to engage the listener more, make it more personal • Second part of the sport was strong • Re-work ending with tag (maybe add in "Be Street Smart.") • Once English script is finalized, McAndrew Company will meet with Spanish consultants to explain goals of spot and messaging to get a culturally appropriate translation
<p>Radio Script #2: Driver/Cyclist Spot</p> <p>Drivers and cyclists share our roads. They have equal rights. But when it comes to crashes between bikes and cars it's not so equal. Rules of the road... too much to remember? Here's what matters most: Drivers. Yield to cyclists when turning and give bikes room to ride. Cyclists? Obey signals & signs and ride with traffic. Simple. Police are strictly enforcing traffic laws. It's Street Smart of DC, Maryland and Virginia – streetsmart.mwcog.org</p>	<p>Comments/Direction from Committee:</p> <ul style="list-style-type: none"> • Same comments as first spot in regards to statement of problem; engaging listener; re-worked tag • Once English script is finalized, McAndrew Company will meet with Spanish consultants to explain goals of spot and messaging to get a culturally appropriate translation

Items Discussed:

Action Items



Collateral Materials:

Handouts:



Comments/Direction from Committee:

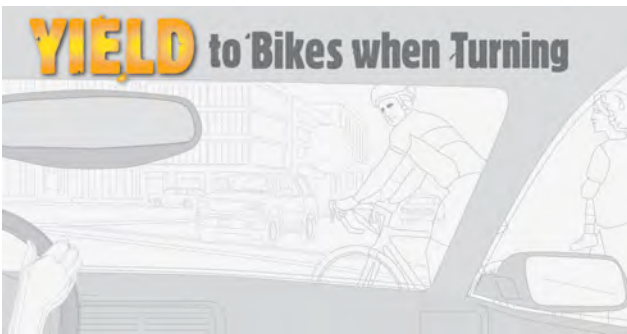
- Keep format but change up color scheme to match campaign. Increase font size.
- For Drivers: combine “Stop for pedestrians at crosswalks” with “Be careful when passing stopped vehicles.” Use the “stopped vehicles icon with combined tip.
- Adjust artwork for first tip in driver section to demonstrate “Yield to pedestrians when turning.”

Items Discussed:	Action Items
	<ul style="list-style-type: none"> Change color scheme to match Safety Tips brochures.
<p>Posters:</p> 	<p>Comments/Direction from Committee:</p> <ul style="list-style-type: none"> Committee members need to review all five executions and determine which they are interested in and which sizes (11x17 and 22x28) so we can prioritize which posters will be printed. Once requests have been received, McAndrew Company will work on printing quantities based on campaign budget for collateral materials. McAndrew Company will develop an order form demonstrating all materials (similar format to what is seen in these notes) after next week's review of outdoor messaging.



McANDREW
COMPANY

Posters continued:





Internet/Blast Emails

- Committee members with contacts interested in helping distribute blast emails (WABA, One Less Car, Coalition for Smarter Growth) should forward contacts to McAndrew Company so we can work on technical/logistical requirements of blast email process

Next Conference Call:

Tuesday, February 17 at 10:00 a.m.

Revised Outdoor Concepts will be reviewed.

- Mike Farrell to send out an invitation via Outlook.
-