



Metropolitan Washington
Council of Governments

STREET **SMART**

TPB Technical Committee

Item 5

10/02/2015



**Pedestrians don't
come with airbags.**

Yield to pedestrians when turning.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



FY2015 RECAP



PAID MEDIA: OUTDOOR

EXTERIOR BUS ADS

- Fall: 4 weeks paid + 4 weeks overrides
50 kings, 65 tails, 200 bonus bus cards
- Spring: 4 weeks paid + 2 weeks overrides
80 kings, 200 bonus bus cards
- 18.4 million impressions (includes bonus)



Bus Tail



Bus King



PAID MEDIA: OUTDOOR

PUMPTOPPERS

- Fall: 4 weeks paid + 4 weeks overrides of 508 cards and 127 bonus clings at 127 gas stations (2 bonus)
- Spring: 4 weeks paid + 4 weeks overrides of 500 cards and 125 bonus clings at 125 gas stations (9 bonus)
- 119.38 million total impressions (including bonus locations/overrides)



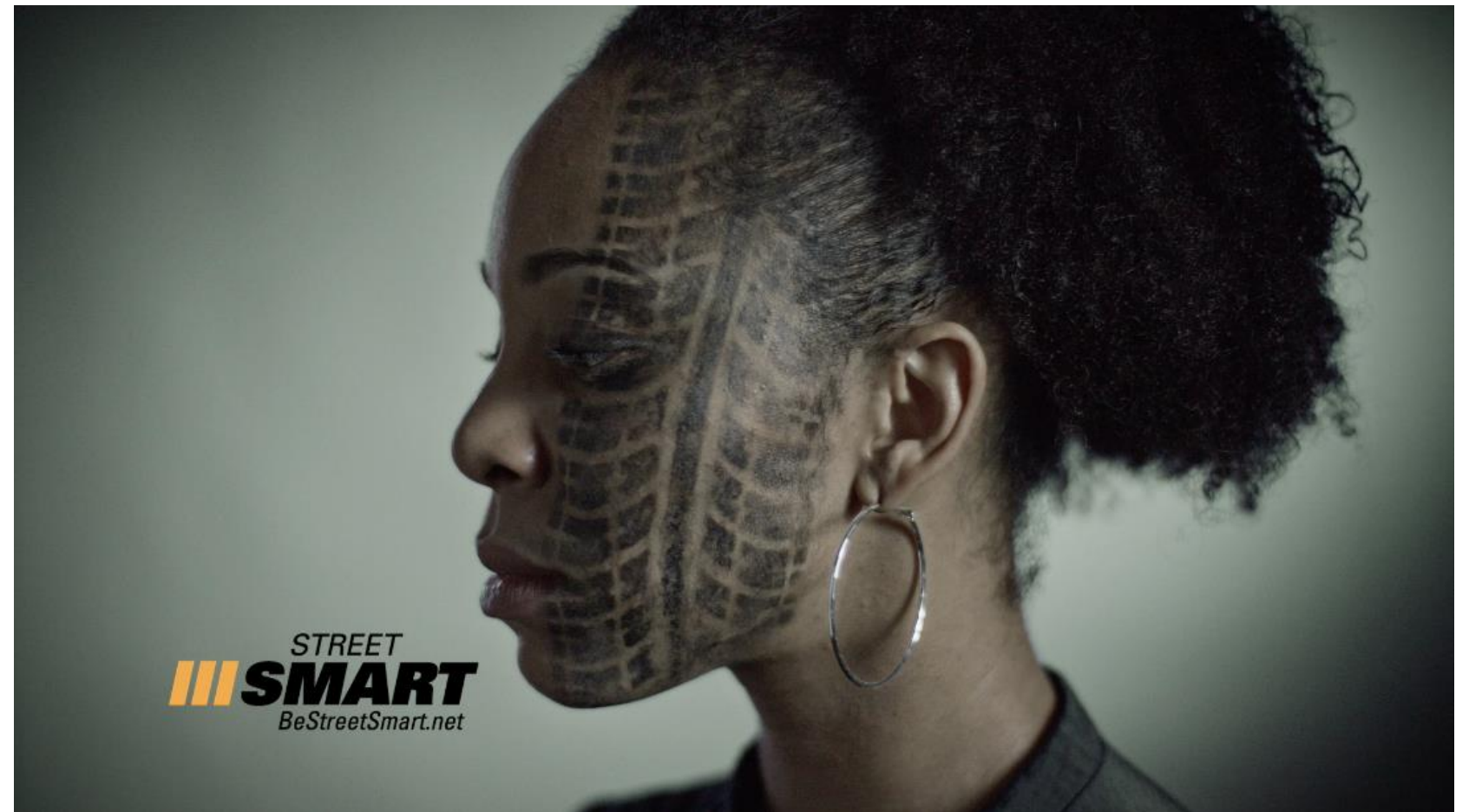
PAID MEDIA: RADIO

- 15-second English & Spanish radio liners
- Targeted mainly drivers
- Focused during key drive times
- 2 weeks in fall; 2 weeks in spring
- 7 radio stations
- 6.3 million impressions (includes bonus spots)



PAID MEDIA: TELEVISION

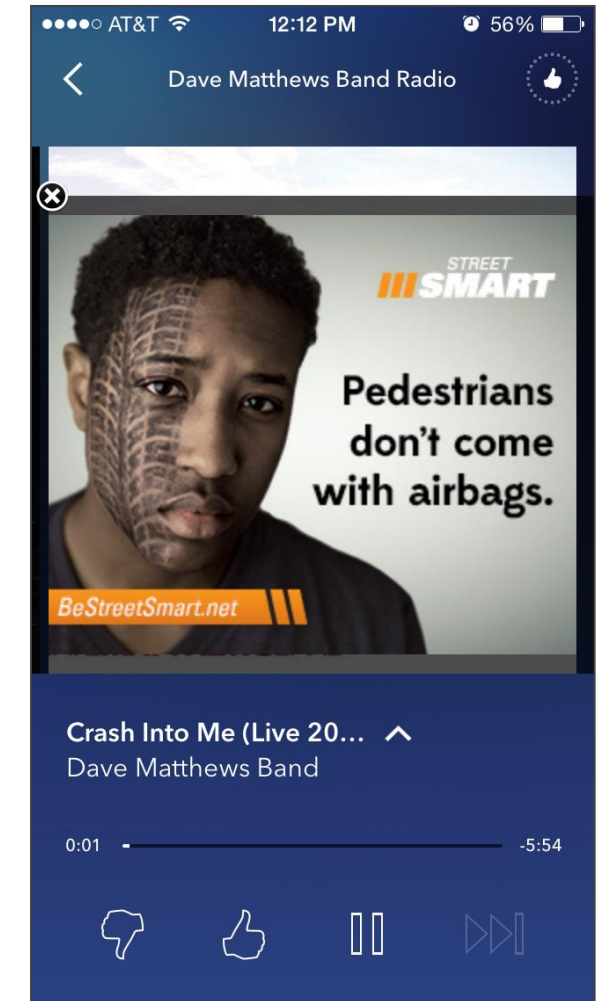
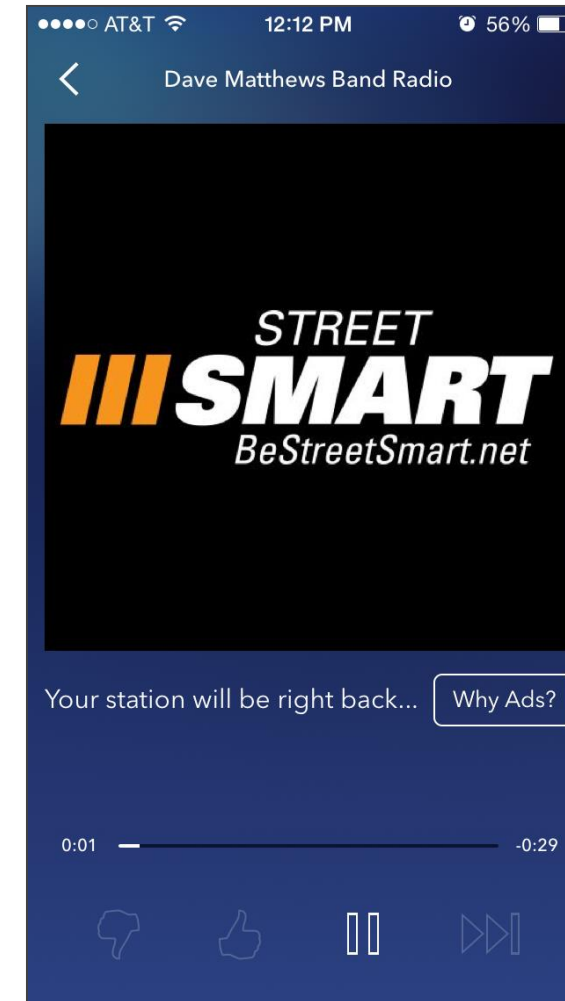
- 2 weeks in spring
- 15-second spots
- 62 paid spot plays + 92 bonus on NBC
- 46 paid spot plays + 47 bonus on Univision
- 3.87 million impressions



PAID MEDIA: DIGITAL

YOUTUBE & PANDORA

- Spring: 4 weeks
- 1.28 million impressions
- 5,000+ clicks



MEDIA RELATIONS: FALL LAUNCH EVENT

- November 7th at Sherman Ave. & Euclid St. in Washington, DC.
- Speakers from FHWA, DDOT, VDOT, and Prince George's County PD.
- Kenniss Henry, mother of bicyclist killed gave personal story.
- Live enforcement “crosswalk sting” demo by Metro PD.



MEDIA RELATIONS: SPRING LAUNCH EVENT

- March 25th at College Park City Hall near MD Route 1 in Prince George's County.
- Speakers from Maryland MVA, Virginia DMV, DDOT, Prince George's County Executive's Office, Riverdale Park PD, and City of College Park.
- Gwen Ward, mother of teen killed while crossing the street gave personal story.



MEDIA RELATIONS: FALL RESULTS

27+ TV news segments reaching more than 520,000 viewers, garnering more than \$100,000 in publicity value.

15+ radio news segments reaching nearly 770,000 listeners, garnering more than \$76,000 in publicity value.

20+ news stories on websites with a combined reach of 6.1 million daily page views.

14 stories in ran in print versions of the Washington Post, reaching 2 million readers, with \$1.2 million publicity value.



MEDIA RELATIONS: SPRING RESULTS

13+ TV news segments reaching more than 458,000 viewers, garnering nearly \$50,000 in publicity value.

9+ radio news segments reaching more than 367,000 listeners, garnering at more than \$15,000 in publicity value.

8+ news stories on websites with a combined reach of more than 1 million daily page views.

1 print article in the Washington Post, reaching more than 435,000 readers, valued at \$25,000 in publicity value.



STREET SMART FALL STREET TEAMS

- 10/13: Wisconsin & M St NW, Washington, DC
- 10/21: Minnesota Ave Metro Station, Washington, DC
- 10/23: MD193 between 650 & 212 Langley Park, Maryland
- 10/28: Algonkian Pkwy & Cascades Pkwy, Loudoun County, Virginia
- 10/30: Georgia at Colesville RD, Silver Spring, Maryland
- 11/10: Silver Hill at Suitland, Maryland
- 11/7: Gallery Place/Chinatown, DC
- 11/8: King Street btw Washington & Union, Alexandria, Virginia
- 11/11: George Mason University, Virginia



STREET SMART SPRING STREET TEAMS



- 3/25: College Park, MD 1 at Knox, Prince George's County, Maryland
- 4/8: Congress Heights/ Anacostia Metro, Washington, DC
- 4/9: Tysons Corner Metro, Fairfax County, Virginia
- 4/10: Petworth Metro, Washington, DC
- 4/13: 17th and K St. NW, Washington, DC
- 4/13: Addison Road Metro, Prince George's County, Maryland
- 4/15: Courthouse Metro, Arlington County, Virginia
- 4/17: Wheaton Triangle, Montgomery County, Maryland



CAMPAIGN EVALUATION METHODOLOGY

- 300 respondents for pre-campaign benchmark survey during March 4 – March 14, 2015
- 300 post-campaign respondents for follow-up survey during April 22 – April 30, 2015
- Geographically and demographically representative
- Driver and pedestrian segments
- 95% confidence level



CAMPAIGN EVALUATION RESULTS

ADVERTISING AWARENESS

- 27% unaided ad awareness recall
- 68% overall aided ad awareness recall, up from:
 - 56% in 2014
 - 39% in 2013
 - 19% in 2012
- Aided advertising awareness was slightly higher for pedestrians (73%) than for drivers (63%)
 - Smaller gap than in the 2014 survey (62% vs. 51%)
 - Smaller gap than in the 2013 survey (50% vs. 27%)



CAMPAIGN EVALUATION RESULTS

ADVERTISING AWARENESS

- Net aided awareness broken down by jurisdiction:
 - DC increased from 57% to 69%.
 - Maryland increased from 73 to 74%.
 - Virginia increased from 36 to 60%.
- 32% of respondents recalled seeing the TV spot.
- The main source of ad awareness was on buses and other public transportation with television as the next most important source.



CAMPAIGN EVALUATION RESULTS

GENERAL AWARENESS

- General awareness for the *Street Smart* advertising program remained consistent (35% to 41%).
- About one in five respondents said they had heard of police efforts to enforce pedestrian traffic laws.
- In general, the respondents do not perceive the authorities to be very strict in enforcing laws for pedestrians, drivers, or bicyclists.



CAMPAIGN EVALUATION RESULTS

BEHAVIORS & ATTITUDES

- The respondents were presented with a list of behaviors surrounding pedestrian and bicycle safety. Overall, there were no significant changes.
- 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 Driver segment, the perceived severity of “drivers texting while driving” increased significantly (83% to 91%). The perceived severity of “drivers running red lights and stop signs” also increased significantly (67% to 79%).
- In the Pedestrian segment, the perceived severity of “pedestrians jaywalking (crossing mid-block)” increased significantly (61% to 73%).



FY2016 PLANNING

BUDGET

- WMATA: \$150,000
- MHSO: \$250,000
- VHSO: \$150,000
- DDOT: \$150,000 (not available until spring)

TOTAL : \$700,000



FY2016 PLANNING: FALL AT A GLANCE

- **MEDIA RELATIONS**

- Kickoff event in Alexandria 10/27
- Media tour

- **DONATED MEDIA**

- **HISPANIC COMMUNICATIONS NETWORK (RADIO PSAs)**

- **STREET TEAMS**

- **PAID MEDIA**

(similar to spring campaign)

- Bus Ads & Pumptoppers

- Radio

- Television

- YouTube/Pandora

- **SOCIAL MEDIA**



FY2016 PLANNING: FALL AT A GLANCE

FALL – WINTER	October				November					December				January			
	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
PUBLIC RELATIONS																	
Press Event																	
Media Tour																	
Suggested Enforcement Dates																	
PAID MEDIA																	
Radio :15 Traffic Sponsorships																	
TV :15																	
Pumptoppers																	
Exterior Bus Ads																	
Digital (Pandora/YouTube)																	
OUTREACH/PARTNERSHIPS																	
Street Teams																	
Digital/Social Media																	
Health and Fitness Expo																	

TPB is Wednesday 10/21
Halloween is Saturday 10/31
Daylight Savings is Sunday 11/1
Election is Tuesday 11/3
Thanksgiving is Thursday 11/26



Please Run our Bus Ads!



Four weeks: 10/26 – 11/25

Bus Card Concepts: Jaywalking & Bus Safety

Exterior Bus Ads Also Available

Printing specs (size) and shipping instructions due to kennaw@sherrymatthews.com by 10/1, to post 10/26.

DEADLINE: October 1st!



DONATED BUS CARDS: 10/1 DEADLINE TO ORDER



STREET SMART
BeStreetSmart.net

**Make eye contact,
not body contact.**

Be sure drivers see you before
crossing the street.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

**Don't be caught
dead wearing black.**

When it's dark, wear something
bright or reflective.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

**It wouldn't hurt to
use the crosswalk.**

Cross where drivers expect to see you.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

**The penalties for
jaywalking vary.**

Use crosswalks.
Wait for the walk.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

**If you chase a bus,
you'll catch a car.**

Don't run for the bus.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



AGENCY:	
CONTACT:	
DELIVERY ADDRESS:	
PHONE:	



The Street Smart 2015 fall campaign is October 26 – November 23. To order free materials for donated media, please send requested quantities, sizes, print specs, and shipping/delivery instructions to kemaw@sherymatthews.com by March 5. Materials can be resized or cobranded. Please call Kenna Williams with any questions at 202-416-0110.

INTERIOR BUS CARDS	VERSION/COPY	SIZE	QUANTITY	#
	ENGLISH: Chase a bus and you might catch a car. Don't run for the bus.	11x17		
		11x28		
		Other		
	SPANISH: Chase a bus and you might catch a car. Don't run for the bus.	11x17		
		11x28		
		Other		
	ENGLISH: Penalties for jaywalking vary. Use crosswalks. Wait for the walk signal.	11x17		
		11x28		
		Other		
	SPANISH: Penalties for jaywalking vary. Use crosswalks. Wait for the walk signal.	11x17		
		11x28		
		Other		
	ENGLISH: It wouldn't hurt to use the crosswalk. Cross where drivers expect to see you.	11x17		
	ENGLISH: Don't be caught dead wearing black. When it's dark, wear something bright or reflective.	11x17		
		11x28		
		Other		
	ENGLISH: Make eye contact, not body contact. Be sure drivers see you before crossing the street.	11x17		
		11x28		
		Other		

EXTERIOR BUS ADS ARE ALSO AVAILABLE IN ENGLISH AND SPANISH. INQUIRE FOR OPTIONS OR GO TO http://bestreetsmart.net/resources/2015/SMART_Spring_FY15_Bus_Kings.pdf