



## MEETING NOTES

**October 4, 2007**

In attendance: Mike Farrell (COG), Andrew Meese (COG), Kristin Haldeman (WMATA), Jim Sebastian (DDOT), Paul DeMaio (Arlington County), Gaylynn Abram (VDOT), Jim McAndrew (DesignHouse), Rachel Lyons (DesignHouse), Eric McAndrew (DesignHouse), Mary Ellen Menton (Strat@comm)

### **Fall 2007 Campaign:**

- It was decided that the fall campaign will begin November 1.
- Radio tactics:
  - radio spot from Spring 2007 campaign will be used
  - target male drivers; DesignHouse will explore expanding age from 18-34 to possibly 18-44 and adding The Globe to the buy
  - 3-week buy to end before Thanksgiving when radio listenership drops off
  - heavy rotation Thursday-Saturday from 3:00-8:00 pm including evening drive time
- Outdoor Advertising Tactics: Bus Sides
  - artwork from Spring 2007 campaign will be used (Honda logo will be removed pending confirmation of participation)
  - target all pedestrians
  - Sides are available on routes running from NE (especially Benning Road) into Prince George's County; from NW running into Montgomery County; and on the Fairfax Connector
  - Kristin Haldeman agreed to send DesignHouse information on high volume routes/bus stops
- Outdoor Advertising Tactics: Transit Shelters
  - artwork from Spring 2007 campaign will be used (Honda logo will be removed pending confirmation of participation)
  - target all pedestrians
  - DesignHouse is waiting to hear back from Clear Channel on shelter availability during campaign dates
- Internet Tactics:
  - spot from Spring 2007 campaign will be used
  - target pedestrians and drivers
  - MTV has recently bought many smaller networks and offer many packages to reach our target audience. DesignHouse is exploring these options to find the best package for Street Smart.
- Press Event:
  - It was decided that a press event will kick off the fall campaign.
  - The event would be a demonstration event hosted by law enforcement.
  - Possible locations discussed were: WMATA training facility (Prince George's County); police training facilities in Fairfax County or Montgomery County
  - Demonstrations to possibly include: speed/stopping distance; blind spots around buses; technology. All would use life-size cutouts to represent actual people in these situations.
  - Representatives from the press would be encouraged to ride along in the speed/stopping distance and get behind the wheel of the bus to see the blind spots.
  - Efforts will be made to reach out to law enforcement and encouragement them to participate.
  - Time changed will be discussed at the event.



## MEETING NOTES *(continued)*

- Additional Ideas:
  - Kristin Haldeman will explore options to add a message to the PA system in buses; magnetic signs on token boxes; and having Street Smart brochures in the buses.
  - Mike Farrell will post DC's Street Smart Law Enforcement Training Manual and PowerPoint show to COG's website for law enforcement agencies to download.
- Budget: DC is contributing another \$100,000 to the campaign(s) bringing the total budget to \$720,000

### **Spring 2008 Campaign:**

- The schedule was distributed with the next meeting being held on November 15 (details on time and location to follow).
- Committee members would like the Spring campaign to have "shock" value with the creative being more daring and really push the envelope.
- Committee members would like the Spanish component to be conceptualized in Spanish. Jim Sebastian said he would look into DC's contract with Aspira to see if they can attend some meetings. Kristin Haldeman also said that WMATA may also have some sources.
- Committee members would like to see the campaign connect to schools possibly by making collateral materials available to schools or expanding the web content in this area. Kristin Haldeman mentioned that WMATA helps transport school children in the District.
- Ideas for the creative direction were also discussed. DesignHouse asked all committee members to send any thoughts/ideas for the Spring campaign to Rachel Lyons before the November 15 meeting.
- Options for expanding signage (in buses; on the street; temporary highway signs) were discussed.