

# COG

April 13, 2011

# media report

## Street Smart Launches Spring Campaign

Street Smart, the pedestrian and bicycle safety program coordinated by the National Capital Region Transportation Planning Board (TPB), launched its new campaign in late March with a press event with many local law enforcement and elected officials participating. The launch and the press event were covered by *The Washington Post*, TBD, WJLA 7, WUSA 9, WTOP, the *Washington City Paper*, and the Greater Greater Washington blog.

## Foreclosure Assistance Hotline Debuts in English and Spanish

A new foreclosure assistance hotline was launched in March by the Capital Area Foreclosure Network or CAFN (a partnership between COG and the Nonprofit Roundtable of Greater Washington) and the Housing Initiative Partnership, Inc. The hotline features assistance in English and Spanish and the launch was covered by Univision and PGC-TV.

## HOT Lanes and Other Major Projects Move Closer to CLRP

Members of the National Capital Region Transportation Planning Board (TPB) voted at the March meeting to include projects such as the I-395/I-95 HOV and HOT lanes project in Northern Virginia in an air quality analysis of the region's long range transportation plan, a necessary prerequisite for the projects to be included in the Financially Constrained Long Range Transportation Plan (CLRP). The vote was covered by WTOP and the *Washington Examiner*.

## Snow Coordination Continues to Get Attention

For the second month in a row, response to the January 26 snowstorm continued to generate a lot of coverage in the media. The COG Board of Directors discussed coordination for all major events and future response at the March meeting. *The Washington Post*, the *Washington Examiner*, and TBD covered these discussions.

**SOCIAL  
MEDIA  
UPDATE**



*The Yardstick*, the Region Forward blog, continues to gain readers. In addition to the daily "Morning Measure" pieces, COG staff and local officials and experts are posting blogs on topics ranging from the creation of an innovation cluster in Southeast Washington to the foreclosure crisis and its impact on the region's prosperity. Follow along at [www.RegionForward.org](http://www.RegionForward.org) or find Region Forward on Twitter or Facebook.

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