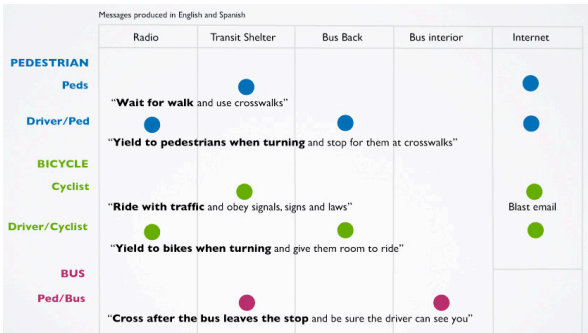



Meeting Notes: Monday, February 9, 2009

Street Smart Spring 2009 Public Awareness Campaign

Participants:

- Mike Farrell (COG), Arlinda Page (MPD), Jim Austrich (DDOT), Yon Lambert (City of Alexandria), Carole Lewis (DDOT), Peter Moe (MHSO), George Branyan (DDOT), Jeff Dunckel (Montgomery County, MD) plus Jim McAndrew, Eric McAndrew, Mary McAndrew, Rachel Lyons (McAndrew Company)

Items Discussed:	Action Items																																																						
<ul style="list-style-type: none"> • Outdoor (5 messages) • Enforcement Reporting • Kick-off event 																																																							
<p>Outdoor Messaging</p> <ul style="list-style-type: none"> • Multi-channel approach  <p>Messages produced in English and Spanish</p> <table border="1"> <thead> <tr> <th></th> <th>Radio</th> <th>Transit Shelter</th> <th>Bus Back</th> <th>Bus interior</th> <th>Internet</th> </tr> </thead> <tbody> <tr> <td>PEDESTRIAN</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Peds</td> <td></td> <td>•</td> <td></td> <td></td> <td>•</td> </tr> <tr> <td>Driver/Ped</td> <td>•</td> <td></td> <td>•</td> <td></td> <td>•</td> </tr> <tr> <td>BICYCLE</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Cyclist</td> <td></td> <td>•</td> <td></td> <td></td> <td>• Blast email</td> </tr> <tr> <td>Driver/Cyclist</td> <td>•</td> <td></td> <td>•</td> <td></td> <td>•</td> </tr> <tr> <td>BUS</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Ped/Bus</td> <td></td> <td>•</td> <td></td> <td>•</td> <td></td> </tr> </tbody> </table>		Radio	Transit Shelter	Bus Back	Bus interior	Internet	PEDESTRIAN						Peds		•			•	Driver/Ped	•		•		•	BICYCLE						Cyclist		•			• Blast email	Driver/Cyclist	•		•		•	BUS						Ped/Bus		•		•		<p>□ McAndrew Company is working with media buyer to get increased advertising on buses (bus backs) in order to make up for non-availability of shelters in VA.</p>
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<p>Message #1: Wait for the Walk</p> 	<p>Changes per committee:</p> <ul style="list-style-type: none"> • Add stop bar before car on left and move car back. • Adjust intersection – Take away car on right; move signal pole to the right (at corner) with signal box on left. • Colorize whole signal pole and make ped head white. • Make woman more prominent than car on left (red shirt?) • Have “wait for” in orangish color and “the walk” in white to match the ped head. 																																																						



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Message #2: Yield to Pedestrians when Turning



Changes per committee:

- Decrease the angle of the head on the man with the hand out. Keep incredulous look on man.
- Mother should have a more serious/ fearful/surprised/shocked look.

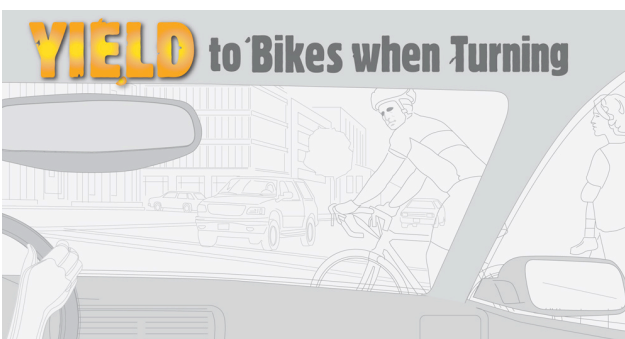
Message #3: Obey Signs and Signals



Changes per committee:

- Add crosswalk in front of cyclist.
- Keep background more non-descript.
- Add the word "cyclist" to headline – all agreed to wait and see how this looks when colored to see if it's necessary.
- Helmet is new style helmet, make more generic (like helmet in Yield to bikes when turning). Make glasses clear so eyes are visible.
- Placement of pedestrians needs to adjust to look like they're walking behind cyclist.
- Signal has four heads, adjust to three?
- Maybe have one of the peds talking on phone or using blackberry. If not in this version, it will be incorporated into one of the five.

Message #4: Yield to bikes when turning.



Changes per committee:

- Same comments for helmet, glasses, clothing of cyclist (no lycra bike shorts). Should be more representative of a commuter cyclist. Helmet in this one is better than previous message. Make glasses clear instead of sunglasses.
- Work in right turn indicator on car (see Yield to Peds when Turning).

Message #5: Cross after bus leaves the stop.



Changes per committee:

- Person should be looking left not right. Make him more generic (everyman), average transit rider.
- Make sure crosswalk pops.

Enforcement Reporting:

Mike Farrell has adapted the enforcement reporting form from the Smooth Operator Program for use with the Street Smart program. The form was sent out for review. Most of the comments Mike has received so far is that the form is still long and detailed. It was suggested that the violations be prioritized based on campaign messages as a way of editing the form.

☐ **Mike Farrell** to work on adjustments.

Kick-off Event:

- Reeves Center
- March 24 or 25
- Bike Ride with Smart Bikes?

☐ **Jim Sebastian and George Branyan** to work with Gabe Klein's office to finalize date.

☐ **McAndrew Company** to work with DDOT to finalize major details and bring PR contractor on board as soon as possible.

- Save the Date for other jurisdictions to include representatives
- Firm up details of event to see if Bike Ride idea will work with media (how it can be executed to get the best media coverage)

Next Call:

- Thursday, February 12 at 10:00 a.m.
- Items to be discussed:
 - Radio Scripts
 - Collateral Materials
 - Internet Spot