



Metropolitan Washington  
**Council of Governments**

*STREET*  
**/// SMART**

ITEM 6, BIKE PED SUBCOMMITTEE  
7/16/2019



# Campaign Kick-Off Event

- 4/23 at the Intersection of Richmond Highway and Lockheed Boulevard in Fairfax County, VA
- Speakers included:
  - Jeffrey C. McKay, Lee District Supervisor
  - Daniel G. Storck, Mount Vernon District Supervisor
  - Edwin C. Roessler, Jr., Chief, Fairfax County Police Department
  - John Saunders, Director, DMV's Virginia Highway Safety Office
  - Christine Nizer, Administrator, Maryland Motor Vehicle Administration
  - Everett Lott, Deputy Director, District Department of Transportation





# Virtual Reality Challenge

- Highly visible interactive virtual reality experience
- Reinforces looking out for people walking and biking
- Three regional events in spring
  - 5/1 Nationals Game
  - 6/1 Herndon Bike Rodeo
  - 6/9 Beltway BBQ Showdown
  - PLUS NINE more events funded by partners
- WTOP: <http://bit.ly/2W4KFDs> + WTOP Twitter thread: <http://bit.ly/2JJYMYm>





# Virtual Reality Challenge

- Highly visible interactive virtual reality experience
- Reinforces looking out for people walking and biking
- Three regional events in spring
  - 5/18 Nationals Game
  - 6/1 Herndon Bike Rodeo
  - 6/9 Beltway BBQ Showdown
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# Virtual Reality Challenge

FY2019 Events (ALL)

**Nov 8, 2018 – DCSS Kickoff @ Veterans Plaza Silver Spring\*\***

Nov 18, 2018 - MHSO Street Smart @ Redskins\*

**Nov 28, 2018 - DCSS @ Howard University\*\***

Dec. 15, 2018 - SHA @ Wheaton Mall\*

Dec. 22, 2018 - SHA @Wheaton Mall\*

**Jan. 6, 2019 - DCSS @ Pentagon City Mall\*\***

Feb. 7-10, 2019 - SHA @ Baltimore Auto

Mar 16, 2019 - MHSO @ B'More Healthy Expo

Mar 23, 2019 - MHSO Street Smart @ Montgomery Mall\*

Mar 30, 2019 - MHSO Street Smart @ Montgomery Mall\*

April 20, 2019 - Baltimore DOT @ City Safety Day

**May 2, 2019 - DCSS @ Washington Nationals\*\***

**May 18, 2019 - DCSS @ Herndon Bike Rodeo\*\***

**June 9, 2019 - DCSS @ Beltway BBQ\*\***

\*\*funded by Street Smart

\*in COG region



# Law Enforcement Activations

- 4/23: Fairfax County Police Department
  - Near Lockheed Blvd, Alexandria, VA
- 4/23: Metropolitan Police Department
  - MLK at Mellon St, SE, Lebaum St, SE, and Milwaukee Pl, SE
- 4/23: Montgomery County Police Department
  - Georgia Ave/University Blvd and Veirs Mill Rd., Wheaton-Glenmont, MD
- 4/24: Metropolitan Police Department
  - MLK at Mellon St, SE, Lebaum St, SE, and Milwaukee Pl, SE
- 4/24: Alexandria Police Department
  - Potomac Avenue, Alexandria, VA
- 4/29: Prince George's County Police Department
  - University Boulevard and Riggs Road, Langley Park, MD
- 4/29: Arlington County Police Department
  - 3200 block of Washington Boulevard, Arlington, VA
- 04/30: Metropolitan Police Department
  - Alabama Ave SE, between 18<sup>th</sup> Street and 15<sup>th</sup> Place, Washington, DC
- 5/1: Alexandria Police Department
  - King St./Union St., Alexandria, VA
- 5/1: Prince William Police Department
  - Potomac Mills Mall area, Woodbridge, VA
- 5/07: Arlington County Police Department
  - 3100 block of Clarendon Boulevard, Arlington, VA
- 5/07: Montgomery County Police Department
  - Georgia Ave/University Blvd and Veirs Mill Rd., Wheaton-Glenmont, MD





# Paid Media

4/15/19 – 5/12/19

- 175 bus tails & 350 interior cards for 4 weeks
- 320 pumptoppers/80 stations for 4 weeks (MD/VA)
- Facebook, Instagram, Twitter for one month
  - Results and bonus media still in progress



# LOOKING AHEAD

## ANNUAL REPORT

- More detailed results in progress (donated media, PR valuation, paid media overrides, etc.)
- Awareness survey underway
- Send Enforcement Reports to [kennaw@sherrymatthews.com](mailto:kennaw@sherrymatthews.com) by July 30
- Any enforcement photos or videos welcome!





# LOOKING AHEAD

## TESTIMONIAL VIDEO PRODUCTION

- Three real stories about lives impacted by pedestrian crashes from the region
- Integrates with “Shattered Lives” series of advertisement focusing on real-life consequences and fragility of human life.
- Each story:
  - 30-second for TV broadcast
  - 15-second for TV/online/mobile
  - “Directors cut” (1:00-2:00) for YouTube, PR, and outreach
- One story each from DC, VA, MD
  - **KEY MESSAGES FOR PEOPLE DRIVING (PRIMARY):** Stop for people in crosswalks. Slow down, look twice, especially before a turn.
  - **PEOPLE WALKING (SECONDARY):** Cross at the crosswalk.





# LOOKING AHEAD

## TESTIMONIAL VIDEO DRAFT PRODUCTION SCHEDULE

- July 19: Deadline for submitting stories/contacts  
(send to [kennaw@sherrymatthews.com](mailto:kennaw@sherrymatthews.com))
- July – August: casting
- August 8 –12: Meeting to select stories/approve cast
- August 19 – 24: Shoot one day this week
- September – Editing, Finish and Delivery



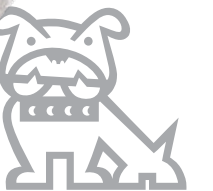


# BALTIMORE REGION UPDATE

LOOK  
ALIVE



<https://www.lookalivemd.org>







# **BRAKING NEWS: STOP FOR PEDESTRIANS**

LookAliveMD.org

**LOOK ALIVE**



LookAliveMD.org



**DON'T MAKE ME  
COME DOWN THERE.  
USE THE CROSSWALK.**

**LOOK ALIVE**







**EYES ON THE ROAD.**  
**NOT ON YOUR PHONE.**

LookAliveMD.org

**LOOK ALIVE**



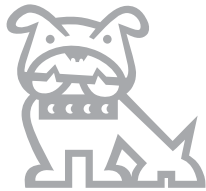


**STEER CLEAR  
OF CYCLISTS.**

**GIVE 3 FEET  
WHEN PASSING.**

**LOOK ALIVE**

[LookAliveMD.org](http://LookAliveMD.org)





# READ THE HAND: WAIT FOR THE SIGNAL.

LOOK ALIVE



LookAliveMD.org



THANK YOU!

*STREET*  
**/// SMART**

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