



MWCOG
FY2014 *Street Smart*
Public Education Campaign

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March 21, 2014



Spring 2014 – Campaign at a Glance



- ★ Kickoff event and media tour
- ★ Paid radio traffic sponsorships & outdoor media
- ★ Street level outreach
- ★ Social media & partnerships
- ★ Campaign evaluation – online surveys
- ★ Radio PSA network (summer)



Spring 2014 Media Relations



- ★ Launch event Tuesday April 15, 10:30am
- ★ Woodbridge, VA (Prince William County)
- ★ Opitz Boulevard at Montgomery Avenue
- ★ Pitching/local media tour
- ★ Jurisdictional updates due April 8
- ★ Suggested Enforcement Dates April 14 – May 11



Spring 2014 Media Relations



Opitz Boulevard at Montgomery Avenue, Woodbridge, VA



Media	Coverage	Description	Gross Media	Production
RADIO – 2 weeks starting 4/28				
:15 Spots	DC, NoVa, MD	7 stations, 100 GRPs	\$35,000	\$0
OUTDOOR – 4 weeks starting 4/14				
Exterior Bus Ads 120 total	DC, NoVa, MD	100 Kings 20 Tails (WMATA donation)	\$48,471	\$3,700
Exterior Bus Ads 165 total	Montgomery Co. Frederick Co. Fairfax City	100 Kings, 54 Jr Kings (31 live) 6 Kings 5 Tails	\$0	\$7,500
Transit Shelters 140 total	Montgomery Co Prince George's Co Fairfax City	80 shelters 50 shelters (100 live now) 10-20 shelters	\$0	\$15,300
Pumptoppers 108 total 4 cards + 1 cling per station	Alexandria Arlington Co Charles Co Fairfax Co Frederick Co Loudoun Co Montgomery Co Prince George's Co Prince William Co	2 stations 9 stations 3 stations 18 stations 5 stations 5 stations 26 stations 28 stations 12 stations	\$34,529	\$8,100
Interior Bus Cards	DC, NoVa, MD	~800 ads (427 live now)	\$0	\$4,600
TOTAL			\$118,000	\$39,200



Paid Media: Pumptopper Art



Pedestrians don't come with airbags.

Yield to pedestrians when turning.

STREET SMART
BeStreetSmart.net

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

888.325.8792 www.AllOverMedia.com

Kids don't come with turn signals.

Slow down and watch for pedestrians.

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Los peatones no tienen bolsas de aire.

Al doblar, cede el paso a los peatones.

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You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

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Outreach/Street Teams





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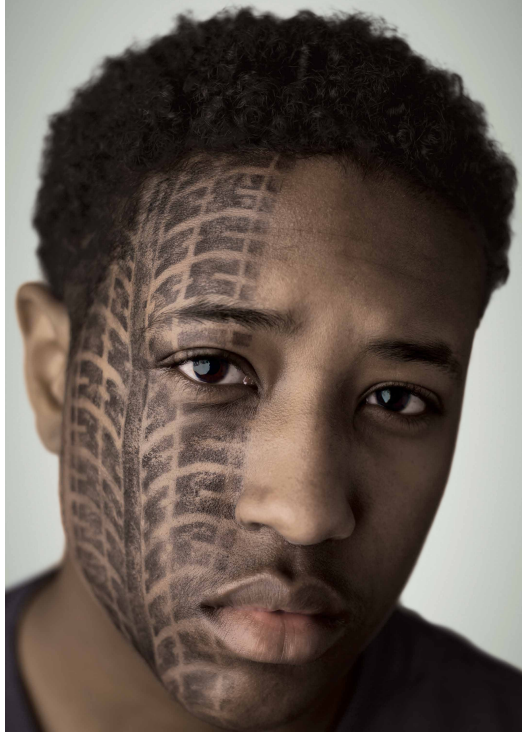


Outreach/Street Teams



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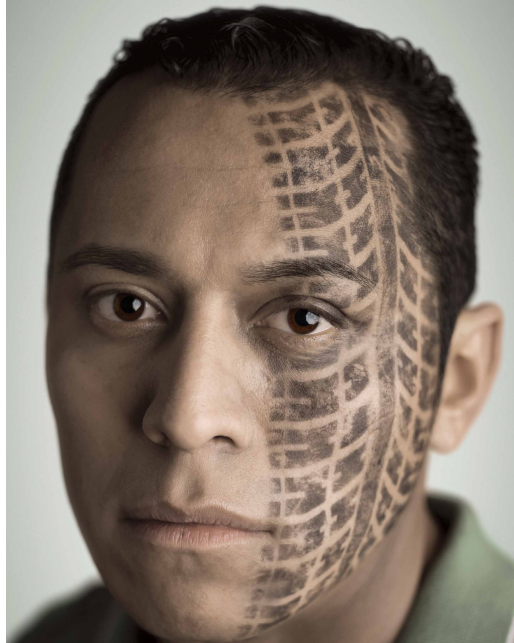


**Penalties for
jaywalking vary.**

Use crosswalks.
Wait for the walk signal.

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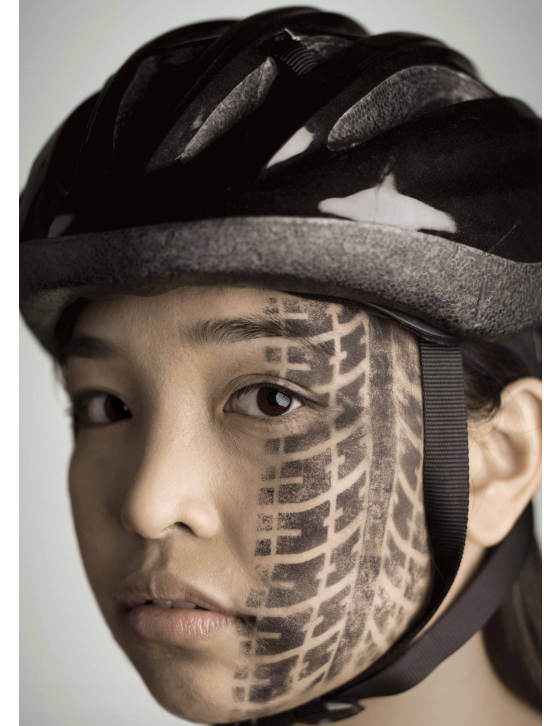


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**Bicycles
don't come with
bumpers.**

Give cyclists room to ride.



Outreach/Street Teams



- ★ Locations
- ★ 14,000 tips cards
- ★ 6,000 reflectors (500/event)
- ★ \$4000



THANK YOU

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