



## Meeting Notes: Wednesday, December 3, 2009 Street Smart Spring 2010 Public Awareness Campaign

### **Participants:**

Mike Farrell (COG), Jeff Dunckel (Montgomery County), Bob Medeiros/Tom Trumble (Arlington County Police), Chris Wells (Fairfax County), George Branyan (DDOT), Kristin Haldeman (WMATA), Peter Moe (MHSO), Esther Bowring (Montgomery County), and from McAndrew Company – Jim McAndrew, Mary McAndrew, Rachel Lyons, Eric McAndrew

### **Fall Campaign Summary:**

- While there was a smaller budget for media, preliminary evaluation results indicate that message awareness level increased across the major message points.
- PR Event(s) – The Street Smart event was coupled with the Montgomery County event by most of the major news outlets resulting in longer story packages being aired. Relevant news stories reached approximately 300,000 residents in the metro area and gained \$43,000 in earned media.

### **Spring 2010 Campaign:**

#### *Budget:*

- Current 2010 budget is \$661,700. Last year's budget was \$708,000. However, the campaign spent less on the fall 2009 campaign making the budget for spring budget comparable to the spring 2009 budget.

#### *Media:*

- Considering adding cable TV for spring –
  - TV is able to reach people in a larger visual manner than other media outlets. We can purchase cable TV through Comcast and Cox on a county basis therefore reaching just the target audience in our area. If a TV spot is produced, it would be made available to local jurisdictions for placement on county channels.
- Social/digital media –
  - This medium is typically driven by magnetic nature of social connections. Some YouTube videos have had success in reaching large audiences. These types of media may be a better approach to reach cycling community.
- Radio is still a strong media to reach the younger target audience.
- Outdoor (specifically geo-targeted ads) is also still effective in reaching our audience at the point of action. A combination of placement inside buses, shelters, outside buses, etc seems to work well.



*Message:*

- The general consensus of the group was that the specific instructional messages (spring/fall 2009) are still valid but that we need to go back to an attention-getting/shock & awe message that will make people value safety more (like coffee man). This message would be used as a hook to get the audience to go back to safety messages (promoted on the website and in collateral materials). The campaign will continue to focus on geographic locations where there are safe options for crossing the street.

*PR event*

- Montgomery County to host.
- Campaign kick off is tentatively scheduled for the week of March 22 (23/24/25).
- Esther Bowring/Jeff Dunckel to work with McAndrew Company team on details.

*Campaign Dates*

- Tentatively set for mid-March to mid-April 2010.

*Evaluation*

- An interest was expressed into looking into some sort of observation study however it might be cost-prohibitive.
- Jeff Dunckel mentioned that Montgomery County is doing some evaluation from traffic camera footage that he may be able to share with the group.
- McAndrew Company was also asked to look into a Spanish-language component for evaluation. One solution may be to conduct some informal polling using outreach efforts (like Casa de Maryland in Montgomery County) to reach this audience.

*Next Steps:*

- Next meeting is January 15 at 10am