Washington Metropolitan

Council of Governments

Street Smart March/April 2007

Marketing Plan

Submitted by

DESIGNHOUSE

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The Street Smart 2007 Pedestrian and Bicycle Safety Public Education and Awareness Campaign responds to pedestrian fatalities in the DC Metro area with media efforts and, in some jurisdictions, increased law enforcement activity. The media is important in reinforcing the efforts of law enforcement, and reinforcing the public awareness of personal risk and enforcement of pedestrian laws.

Background:
According to the National Highway Traffic Safety Administration (NHTSA), in 2005, 64,000 pedestrians were injured and 4,881 were killed in traffic crashes in the United States. While this is a decrease from 1995 when 5,584 pedestrians were killed, one pedestrian is killed in a motor vehicle crash every 108 minutes, and one is injured every 8 minutes. Pedestrian fatalities accounted for 83 percent of all non-occupant fatalities.

In 2005, most pedestrian fatalities occurred in urban areas (74%), at non-intersection locations (80%), in normal weather conditions (89%), and at night (67%). Additionally, nearly one-half of all pedestrian fatalities occurred on a Friday, Saturday or Sunday. In the District of Columbia, pedestrian fatalities in 2005 accounted for 33.3% of the total number of traffic fatalities; in Maryland they accounted for 16.6%; and in Virginia they accounted for 9.3%.

At the same time in 2005, according to NHTSA, 784 bicyclists were killed and 45,000 were injured in traffic crashes in the Unites States. Most of the cyclists injured or killed were males, mostly between the ages of 5 and 44.

Campaign Goals:

- Increase public awareness of pedestrian and bicycle safety issues and help reduce the number of pedestrian and bicycle injuries and deaths. The public includes drivers and pedestrians in DC Metro as the primary audience and bicyclists, employers, driver education providers, judicial agencies, law enforcement and tourists as secondary audiences.
- Support and coordinate an intensive region-wide education and enforcement effort.
- Continue to improve all drivers' pedestrian and cyclist behavior to help reduce the incidence injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.

Technical Approach and Methods:

- Use media advertising (radio, transit shelters, bus sides, bus cards, and internet advertising) to continue to increase public awareness of pedestrian and bicycle safety issues. Target audience will be further segmented in order to reach them more effectively. The Latino market will continue to be emphasized.
- Use media advertising and other public relations activities to continue to target behaviors such as distracted driving, speeding, slowing or stopping at crosswalks, etc.
- Produce Street Smart website to be hosted by COG.
- Create collateral materials such as posters and brochures that help increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the "rules of the road."

- Evaluate the campaign by conducting pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure the change in awareness and attitudes as well as driving behavior that may result from the campaign.
- Evaluate currently available data and develop an effective evaluation strategy for the Street Smart Campaign.

Expected Outcomes:

- Continue to gain recognition of the Street Smart message in the Washington Metropolitan area.
- Increase motorists' awareness and understanding of pedestrian and bicycle issues.
- Change perceived behavior in the Washington Metropolitan area to reduce the incidence of pedestrian and bicycle injuries and deaths.
- Create a program to decrease pedestrian and bicycle injuries and deaths that can be easily replicated by other localities.

AN ESTIMATE FOR
THE METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS'
STREET SMART 2007 PEDESTRIAN AND BICYCLE SAFETY
MARKETING CAMPAIGN

INITIAL MARKETING/CREATIVE/CONCEPT DEVELOPMENT: $12,500.00
Including consultation, research, strategic planning, media planning, monitoring of campaign and estimating of the campaign.

MEDIA:

Media Objective

Create awareness of pedestrian and bicycle safety with pedestrians, bicyclists and drivers in the target demographics throughout the metropolitan Washington Area (DC, Northern Virginia, and Suburban Maryland) with emphasis in areas with a high number of pedestrian involved crashes, fatalities and/or injuries.

Use a mix of media vehicles in order to reach both audiences.

- Radio: to reach drivers
- Outdoor Transit: to reach pedestrians
- Internet: for added emphasis to reach the young male 18-34 driver, pedestrian and/or bicyclists

Campaign Dates

March 18 – April 14, 2007 (4 Weeks)

Target Profile

- Drivers: Men 18-34
- Pedestrians/Bicyclists of all ages in Washington, DC

Media Purchasing Demographic

Driver Demo: Men 18-34
Additional emphasis: Hispanics and African Americans

Pedestrian Demo: Citizens in key geographic locations

Geography

Washington metro area with emphasis on geographic areas to be defined.

Radio will provide frequency for the message.

- Radio will be scheduled with some spots to run in morning, midday, evening and weekend dayparts to increase reach for the message.
- A variety of spot lengths will be used to increase frequency: :15s and :30s

Pedestrians and drivers as well as bicyclists will be further targeted with Internet advertising.

Transit shelters in key locations including high-density Hispanic and Afro-American locations will be very visible to pedestrians.

Pedestrians will be pinpointed with bus sides of Metro buses concentrated on routes in high-risk areas for pedestrian accidents.

Bus sides on the Fairfax Connector will provide additional outdoor exposure in Fairfax County.

Pre-Roll Videos and In-Banner Videos will run in a variety of websites with the 24/7 Real Media Network. Placement will be geo-targeted to reach only people who live in the metro Washington, DC area.

The Internet campaign will be monitored for clich-throughs and modified to take advantage of those sites that are performing better than others.

Media Tactics

Radio
Week schedule of radio. March 18 – April 14, 2007.

Total Radio Media Costs $ 72,000.00

Outdoor Transit

Metro Bus Sides

Fairfax Connector Bus Sides

Transit Shelters

Total Outdoor Transit Media Costs $ 86,813.00

Internet

24/7 Real Media Network

Total Internet Costs $ 32,118.00

2007 STREET SMART BUDGET SUMMARY BY MEDIA

Radio	$72,000.00	37%
Transit	$86,813.00	46%
Internet	$32,118.00	17%
Total Media Campaign Cost	**$190,911.00**	

MEDIA: CREATIVE/PRODUCTION/MANUFACTURING

Radio Spots: Creative and Production

Total Costs for Radio **$ 9,500.00**

Metro Station Transit Shelters: Creative/Production/Manufacturing

Total Costs for Transit Shelters **$5,100.00**

Metro & Fairfax Connector Bus Kings (Sides) Creative/Production/Manufacturing

Total Costs for Bus Sides **$17,000.00**

Metro Bus Cards: Creative/Production/Manufacturing

Total Costs for Metro Bus Cards **$ 9,500.00**

Internet: Creative/Production/Manufacturing

Total Costs for Internet Materials **$30,738.00**

Website: Creative/Production

Total Costs for Website **$5,000.00**

COLLATERAL MATERIALS: CREATIVE/PRODUCTION/PRINTING

Collateral Materials: Creative/Production/Printing

1. Posters (two versions including general pedestrian awareness and general driver awareness of pedestrian/bicycle safety issues. English and Spanish)
   Quantity: 3,400: 300 each of 2 large; 1,400 each of 2 small

   Total Costs Posters **$10,000.00**

2. Handouts
   Quantity: 60,000 (20,000 of each 6 versions)

   Version 1 (Tips):

   Version 2 (Crosswalks):

   Note: This handout will be produced in Spanish, Korean, Chinese, Vietnamese and Amharic.

   Total Costs Handouts **$13,750.00**

   Total Costs Miscellaneous Collateral Materials **$ 8,500.00**

Total Costs for Collateral Materials (Production/Printing) **$32,250.00**

SUMMARY REPORT

Summary Report
Quantity: 500

Total Costs for Summary Report	**$7,100.00**

PUBLIC RELATIONS

Kick-Off Press Conference
Key area officials will address the issue at a venue the demonstrates engineering progress.
Target media to include

- Transportation: Washington Media
- TV News
- Radio News
- Health Media

Monitoring.

- On an ongoing basis, we will provide monitoring of media coverage (print, radio, TV and web site). – provide quick, almost instant follow-up with ready to go letters to the editor on the issue and the program after crashes, etc.
- Have a variety of measuring tools at our disposal, including our own on-line searches and services like Lexis-Nexis and Dow Jones News Service/Factiva, as well as follow-up calls, clip services, on-line website searches.
- Will provide interim and final media reports.

Total Costs for Public Relations Specialist **$12,500.00**

PRE- AND POST-SURVEYS

Evaluation

Methodology
To assess the program's communication effectiveness, we are proposing conducting a longitudinal tracking study among the target group for the campaign. The 'pre' survey would be conducted prior to the initiation of the 2007 campaign and would provide benchmark measurements of awareness and attitudes in the Washington Metropolitan area. This pre-wave would begin prior to the start of the campaign. The second survey would be conducted approximately one week after the campaign concludes.

To provide a random sample, random digit dialing will be employed. This procedure provides for an equal probability of selection of working residential phone numbers in the Washington Metropolitan area, both listed and unlisted.

All interviewing would be conducted from interviewing facilities using computer-assisted telephone interviewing (CATI). CATI improves quality, efficiency, and cost.

Questionnaire Development and Content
Based on the input provided by DesignHouse and representatives from COG a questionnaire will be developed.

Pre-Test
A pre-test of the questionnaire will be conducted before the actual full-scale interviewing begins. Questionnaire pre-testing is the responsibility of Riter Research. The DesignHouse team has the option of a personal visit and monitoring the pre-test or using our remote monitoring capability.

Any necessary revisions that stem from the pre-test will be made prior to beginning the study. If extensive revisions are required, another pre-test will be conducted.

Data Presentation
With the exception of questions that deal with incidence, tables and charts contained in the report would be based on those asked a specific question.

We would conduct appropriate statistical tests between waves at the 95% level of confidence.

Total Cost for Riter Research Evaluation **$25,000.00**

Total Projected Costs for the
Metropolitan Washington Council of Governments'
2007 Street Smart Social Marketing Campaign:

$357,119.00

Proposed 2007 Funding:

COG Total Funds	**$388,800.00**
COG 8% Fee	**($ 31,104.00)**
Available Campaign Funds	**$357,696.00**

Pending 2007 Funding:

MPD/FMCSA	**$ 30,000.00**
COG 8% Fee	**($ 2,400.00)**
Available Pending Campaign Funds	**$29,600.00**

STREET SMART MARCH/APRIL 2007 SOCIAL MARKETING CAMPAIGN: PHASE I

Proposed 2007 Phase I Funding:	
COG Total Phase I Funds	**$174,200.00**
COG 8% fee	**($ 13,936.00)**
Available Phase I Campaign Funds	**$160,264.00**

Initial Creative/Concept Development	**$12,500.00**
Media	
Radio (Total Media Buy)	**$72,000.00**
Transit Shelters/ Fairfax Connector Bus Sides (Partial Media Buy)	**$31,213.00**
Radio Spots: Creative and Production	**$9,500.00**
Transit Shelter: Creative and Production	**$2,500.00**
Bus Kings: Creative and Production	**$2,750.00**
Bus Cards: Creative, Production and Printing	**$9,500.00**
Internet: Creative and Production	**$7,000.00**
Website: Creative and Production	**$5,000.00**
Collateral Material: Creative and Production for Posters ($3,000.00) and Handouts ($4,750.00)	**$7,750.00**
Total Projected Costs for Proposed Phase I 2007 Street Smart Social Marketing Campaign	**$159,713.00**

STREET SMART MARCH/APRIL 2007 SOCIAL MARKETING CAMPAIGN: PHASE II

Proposed 2007 Phase II Funding:	
COG Total Phase II Funds	**$214,600.00**
COG 8% fee	**($ 17,168.00)**
Available Phase II Campaign Funds	**$197,432.00 + $551.00 (Phase I) = $197,983.00**

Media	
Metro Bus Sides (Total Media Buy)	**$54,600.00**
Transit Shelters/ Fairfax Connector Bus Sides (Partial Media Buy)	**$ 1,000.00**
Internet (Total Media Buy)	**$32,118.00**
Transit Shelter: Manufacturing	**$ 2,600.00**
Bus Kings: Manufacturing	**$14,250.00**
Internet: Manufacturing	**$23,738.00**
Collateral Material: Printing and Distribution Posters/Brochures	**$16,000.00**
Miscellaneous Collateral Materials	**$ 8,500.00**
Summary Report: Creative/Production/ Printing	**$ 7,100.00**
Public Relations	**$12,500.00**
Evaluation	**$25,000.00**
Total Projected Costs for Proposed Phase II 2007 Street Smart Social Marketing Campaign	**$197,406.00**