

April 30, 2025

**ADDENDUM #1**  
**QUESTIONS/ANSWERS**

**PROPOSAL DUE DATE: 2PM ET, MAY 20, 2025**

1. The sample tasks are missing from the RFP. Will MCOG delete the language about responding to the sample task? ("Offerors must provide an example scope of work, technical approach, work plan, and proposed staffing for one of the optional tasks that ...

"Offerors must provide an example scope of work, technical approach, work plan, and proposed staffing for one of the optional tasks that may be issued under this contract."

**It's up to the bidder to suggest something that we're not doing now if they think would serve the goals of the program. It's an invitation to creativity; the bidder may suggest some additional options, or not. If the bidder has an idea, they should provide a scope of work, etc. for it as shown above.**

ADDITIONAL OPTIONS	<i>List of possible additional deliverables that could be implemented, if funds are available, based on prioritization and feedback from the advisory group.</i>	\$55,000
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2. Is the budget fungible? E.g. can we suggest different levels of spend for the different categories of work, so long as the total budget sums to the budget guidance provided?

**Yes.**

3. Is the total budget number provided in the RFP the budget for this project?

**Yes. But the budget is contingent on successful grant applications. We'll know by the end of August, at the latest, whether the grant applications have been successful, or whether we have been awarded less than we applied for. If the budget is less than anticipated the program may need to be scaled down to fit the funds available. A zero budget is theoretically possible.**

4. a. How long has the current creative been used for this campaign?

**The new creative, "Life Ahead", debuted in Fall 2024. So about six months. Typically, we hope to get 4-5 years of use out campaign creative before going with an all-new campaign creative. However, we may do changes and adaptations of the creative from year to year, such as adding new victim testimonial videos. Examples of current and past creative can be found at [bestreetsmart.net](https://bestreetsmart.net).**

b. What creative assets will be made available for use in the Fall 2025 campaign?

See [www.beststreetsmart.net](http://www.beststreetsmart.net) for the latest creative assets. All of the creative assets found on beststreetsmarts.net are available for use in the Fall campaign at high resolution versions of all the creative assets that are currently posted on beststreetsmart.net. .

5. Is there an incumbent for this work? Are they eligible to bid on this solicitation?

**Sherry Matthews Group is the incumbent. Yes, they are eligible to bid on this solicitation.**

6. Is the total budget number provided in the RFP the budget for this project?

**Yes. But the budget is contingent on successful grant applications. We'll know by the end of August, at the latest, whether the grant applications have been successful, or whether we have been awarded less than we applied for. If the budget is less than anticipated the program may need to be scaled down to fit the funds available. A zero budget is theoretically possible.**

7. Can subcontractors who are currently applying for DBE certification for the DBE plan? Can companies self-certify their DBE status? Please confirm that a woman-owned business will count toward the DBE requirement?

**DBE certification must be secured prior to the RFP due date. The plan shall include the name and address of the participating firm, a copy of the firm's current DBE Certification from any federal, state, or local government agency that certifies DBE ownership (please note only DBE certifications will be accepted by COG for this purpose). Failure to provide DBE certification proof with the submission will result in no points being awarded for DBE. No exceptions. A Woman-owned business does not count toward the DBE requirement.**

8. Clarification on Optional Tasks and Section III, D1, Page 11, Section 2. Paragraph 4 states that offerors must provide an example scope of work, technical approach, work plan, and proposed staffing for one of the optional tasks that may be issued under this contract, and that the travel monitoring studies provided in section III, D1 of the RFP can be used. However, the solicitation appears to exclude Section III, D1, as well as any optional tasks. Would you please clarify this requirement?

**There is an error in this page labeling and text. See Attachment 1 for the edited page.**

**There's nothing here that precludes submitting an optional task as shown in the Additional Options section of the table on page 13. It could be anything that you think would advance the goals of the program. If there's more than one suggested option provide a prioritized list.**

9. Inclusion of Work Sample and Spec Creative, Page 16, Section XI(7). May work samples and spec creative be included as an appendix to the proposal?

**Yes. Upload as Marketing Materials in Requested Information.**

10. a. Is there no actual RFP document that talks about the scope. Is the only description the RFP project which is this Project Description: Seeking a CONTRACTOR to be a full-service public relations firm that is highly qualified to develop and implement a comprehensive public outreach and education campaign to improve pedestrian and bicyclist safety in the Washington metropolitan region. Is this the only scope.
- b. In the supporting documentation section, can you please point to where the scope and actual RFP main document is, it does not look like it loaded to Bonfire.

**See Public Files RFP\_25-011\_Street\_Smart\_Awareness\_Campaign\_3\_13.pdf**

11. Has the campaign ever implemented website surveys to gather audience feedback? If so, may we request access to the findings?

**Not through the web site. We do evaluation surveys asking people whether they recognize messages, both aided and unaided. We also ask people to self-report their walking, driving behavior, and track the results from year to year. We also measure engagement at the testimonial walls and at the VR events.**

**See Attachment 2 - Street Smart Fall 24 Review and Spring 25 Planning pdf**

12. Has the campaign ever implemented website surveys to gather audience feedback? If so, may we request access to the findings?

No website surveys were implemented to gather audience feedback.

13. Should all offerors submit pricing in accordance with the task categories and the maximum dollar amounts as outlined in the Summary Table?

**Yes, In the summary table. Additional information may be included in the Detailed pricing.**

14. May the work plan and schedule (B.2.1) and the example scope of work, technical approach, work plan, and proposed staffing for one of the optional tasks (B.2.4) be submitted as appendices without counting toward the 60-page limit?

**No.**

15. What content management system (CMS) is currently used for the campaign website (e.g., WordPress, Drupal, custom)?

The Content Management providers are “liquid web” and “WP engine”.

16. Please confirm whether the requirement for at least three (3) references applies collectively to the contractor and subcontractor team, or if each entity must provide three separate references.

**Three (3) from Prime contractor.**

10. Regarding team experience requirements: The requirements for the technical submission state we should add the “number of years of experience supporting natural resources planning work” for each team member, is such experience required to be competitive?

**Team Experience is a qualitative evaluation criterion.**



METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS  
RFP 25-011  
SMART AWARENESS CAMPAIGN FY 2026 - 2031

A. Section 1 - Qualifications of the firm and key personnel

1. This section shall provide the professional credentials and expertise of the Offeror and key personnel assigned to this project.
2. Do not include any cost or pricing information in the technical section
3. Although standard personnel resumes may be submitted as attachments to the proposal amplification specific to this solicitation is required in this section. The absence of such project specific information shall cause the proposal to be deemed non-responsive.

B. Section 2 - Proposed method to accomplish the work

1. In this section of the proposal, Offerors must provide a detailed description of their approach for accomplishing the tasks specified herein. This section shall include a work plan, schedule, and a project management plan that will detail all lines of authority and communication which will support all the project requirements and logically lead to the deliverables required in this RFP. A matrix shall be provided which will identify, by task, key personnel assignments.
2. Offerors should explain any deviation from the stated Scope of Work.
3. Timely completion of the task orders outlined and issued for this project is of critical importance. Offerors are to provide a brief description of their current projects and the availability of key personnel proposed in this project.
4. Offerors must provide an example scope of work, technical approach, work plan, and proposed staffing for one of the optional tasks that may be issued under this contract. ~~In developing the writeup for this example, Offerors may select from one of the travel monitoring studies briefly described in the Scope of Work – Section III, D, 1 of this RFP, or another type of travel monitoring study of the Offeror's choosing.~~

C. Section 3 - **References and Resumes**

**References** of the CONTRACTOR and any proposed subcontractor(s)

1. The proposed CONTRACTOR and any Subcontractor(s) shall provide at least three (3) references who COG may contact regarding similar work performed. See Attachment C for form to be used.
2. Offerors may provide letters of reference from previous relevant clients. Names, titles, addresses and telephone numbers shall be included for each reference.
3. All three of these references shall include work in which the key personnel proposed to COG have been assigned.

**Resumes** (Max page length 20 pages; Min font size is 11 pt (Graphics 10 pt)

D. Section 4. **Administration**

1. ATTACHMENT E Proposal Response Form (fully completed).
2. All requested and/or required forms are

# *STREET* **SMART**

FALL 24 REVIEW AND SPRING 25 PLANNING

FEBRUARY 10, 2025

# STREET SMART CAMPAIGN

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Residents of DC, Maryland and Virginia cross borders daily and interact with each other while in cars, on foot, in transit, and riding bikes, e-bikes and e-scooters. The goal of the Street Smart campaign is to reduce crashes, injuries and deaths of pedestrians and bicyclists in the DC Metro area.

## OBJECTIVES

- Create a regional marketing campaign to support the reduction of pedestrian and cyclist crashes, injuries, and deaths in the DC Metro area by educating drivers, pedestrians, and bicyclists about safe use of roadways.
- Raises awareness about pedestrian and bicycle safety laws in the Washington Metropolitan area, and the enforcement and consequences of those laws, in the service of supporting reduction of deaths and injuries.

## STRATEGIES

- Creative that breaks through and supports the regional approach and strategic media buys that deliver messages straight to residents at a relevant point of engagement.
- Engage organizations and partners throughout the region to further extend campaign messaging via donated media, personal stories, law enforcement activations, and community events.
- Amplify activities and campaign messaging with media relations focused on enforcement, personal stories and events.



# FALL 2024 – SUCCESS BY THE NUMBERS

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The fall campaign hit the streets with the launch of the new *Slow Down, Life Ahead* creative. From the press conference to outreach events and street teams, enforcement activations and media interviews, the Street Smart message was everywhere at this critical time of year.

## PAID MEDIA

- **1** new creative campaign launch, featuring **4** new ads in **2** languages
- **4** weeks paid advertising
- **275** bus tail advertisements, plus **25** bonus tails
- **10** Ultra Super King partial side wraps, plus **1** bonus partial side wrap
- **450** bonus interior bus cards
- **28** transit shelters

## DONATED MEDIA

- **2,529** interior bus cards
- **34** exterior bus cards
- **46** transit shelters and BikeShare Kiosks
- **\$263,711** in donated media

## PRE/POST AWARENESS SURVEY

- **31%** recall in unaided awareness (up from 21%)
- **50%** of participants reported seeing at least one of the four ads

## OUTREACH

- **10** street teams in **5 jurisdictions**
- **2** Testimonial Wall outreach days
- **23,513** total impressions from outreach efforts
- **3-Day** (bonus) VR Challenge event at TRB, with **12,000+** people in attendance

## ENFORCEMENT

- **14+** Law Enforcement Activations
- **3,898** Citations, warnings and arrests

## MEDIA RELATIONS

- **1** Press conference at Naylor Road MetroRail Station
- **1** Media tour pitching **20+** events
- **40** News stories
- **6+** Broadcast stations including ABC, NBC, CBS, UNIVISION and FOX
- **\$448,773** in Publicity Value







Stop for pedestrians.

**STREET SMART**  
BeStreetSmart.net

SLOW  
DOWN  
LIFE  
AHEAD

A program of Metro, the District of Columbia, Maryland, and Virginia.



Look for cyclists  
before turning.

**STREET SMART**  
BeStreetSmart.net

SLOW  
DOWN  
LIFE  
AHEAD

A program of Metro, the District of Columbia, Maryland, and Virginia.



Stop for pedestrians.

**STREET SMART**  
BeStreetSmart.net

SLOW  
DOWN  
LIFE  
AHEAD

A program of Metro, the District of Columbia, Maryland, and Virginia.

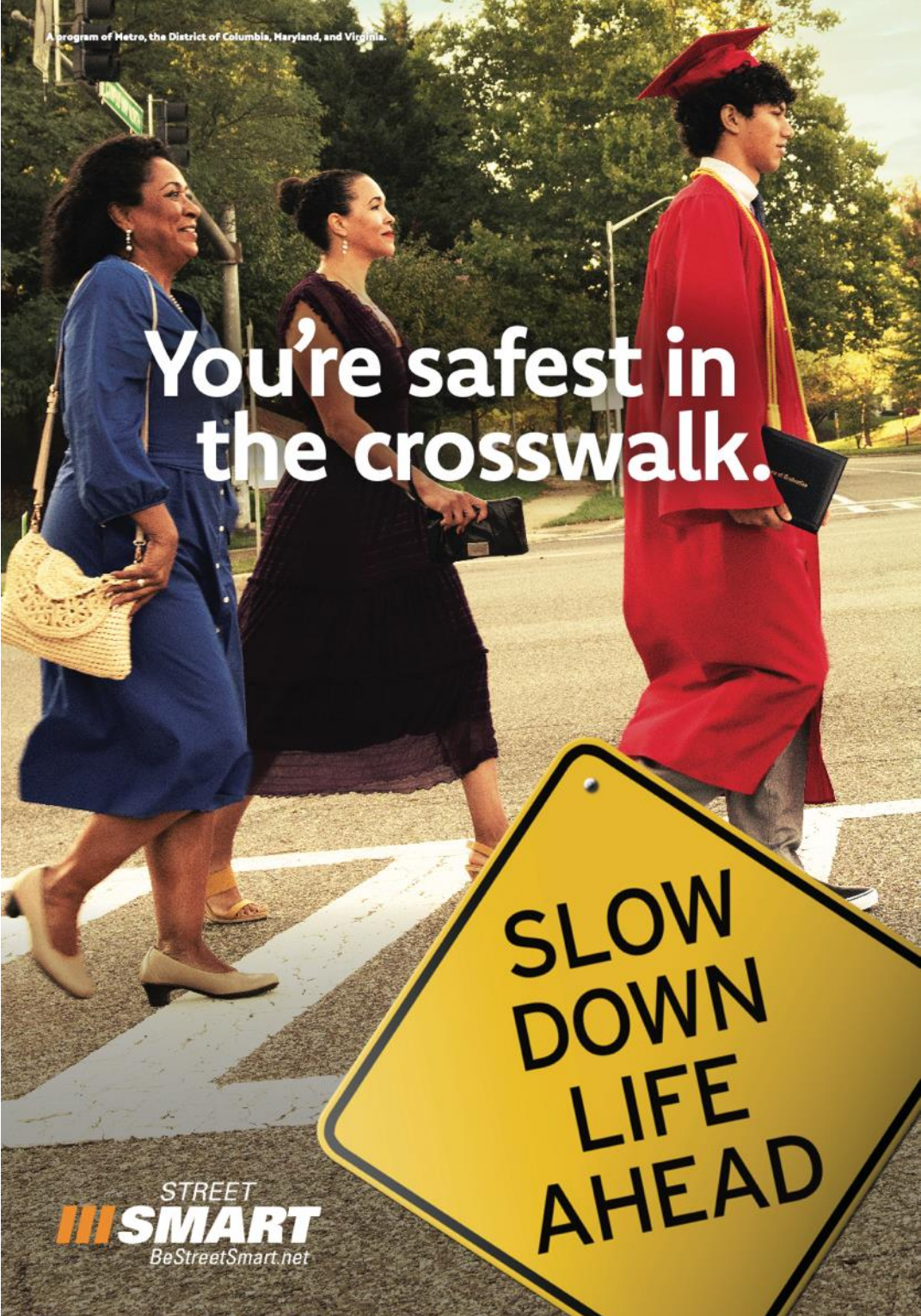


Detente por  
los peatones.

**STREET SMART**  
BeStreetSmart.net

DESPACIO  
HAY VIDA  
ADELANTE

Un programa de Metro, Distrito de Columbia, Maryland y Virginia.



You're safest in  
the crosswalk.

**STREET SMART**  
BeStreetSmart.net

SLOW  
DOWN  
LIFE  
AHEAD

A program of Metro, the District of Columbia, Maryland, and Virginia.



Estás más seguro en  
el cruce peatonal.

**STREET SMART**  
BeStreetSmart.net

DESPACIO  
HAY VIDA  
ADELANTE

Un programa de Metro, Distrito de Columbia, Maryland y Virginia.



Naylor Road Station

MM

Naylor Road St.

3101  
Branch Ave

Naylor Road Station



FALL 2024 LAUNCH EVENT



# STREET SMART LAUNCH EVENT

Oct 29, 2024 | Temple Hills, MD

Naylor Road Metrorail Station

## SPEAKERS

### Michael D. Johnson

Director, PE, Prince George's County  
Department of Public Works & Transportation

### Chrissy Nizer

Maryland Motor Vehicle Administrator and  
Governor Wes Moore's Highway Safety  
Representative

### Jayme Johnson

Senior Vice President and Assistant Chief  
Safety Officer, WMATA

### Mike Doyle

Crash Survivor, VA Resident, Northern Virginia  
Families for Safe Streets

### Assistant Chief Carlos Heraud

Metropolitan Police Department, Homeland  
Security Bureau





# STREET SMART LAUNCH EVENT



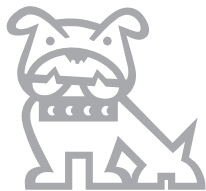




# STREET SMART STREET TEAM EVENTS

# 10 STREET TEAM ACTIVATIONS ACROSS 5 COUNTIES

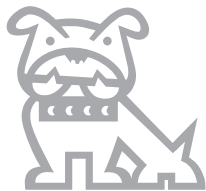
DATE	LOCATION	JURISDICTION
October 29	Branch Road between Naylor and Suitland	Montgomery County, MD
November 12	Benning Metrorail Area	Washington, D.C.
November 12	Anacostia Metrorail Area	Washington, D.C.
November 13	Kenilworth Ave at Edmonston Road	Prince George’s County, MD
November 13	Central Ave at Seat Pleasant Station Road	Prince George’s County, MD
November 14	Crystal Rock Drive at Century Blvd	Montgomery County, MD
November 14	Wheaton Metrorail Area	Montgomery County, MD
November 15	Leesburg Pike at Glen Carlyn Drive	Fairfax, VA
November 15	Richmond Highway at Southgate Drive	Fairfax, VA
November 16	Prince William Street near Manassas VRE	Prince William County, VA





**BRANCH AVENUE – NAYLOR ROAD/SUITLAND**

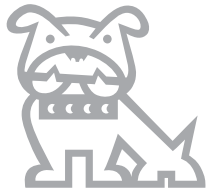
Oct 29 | Temple Hills, MD





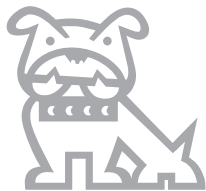
# BENNING ROAD METRO/EAST CAPITOL AVE

Nov 12 | Washington, D.C.





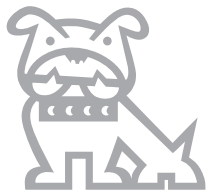
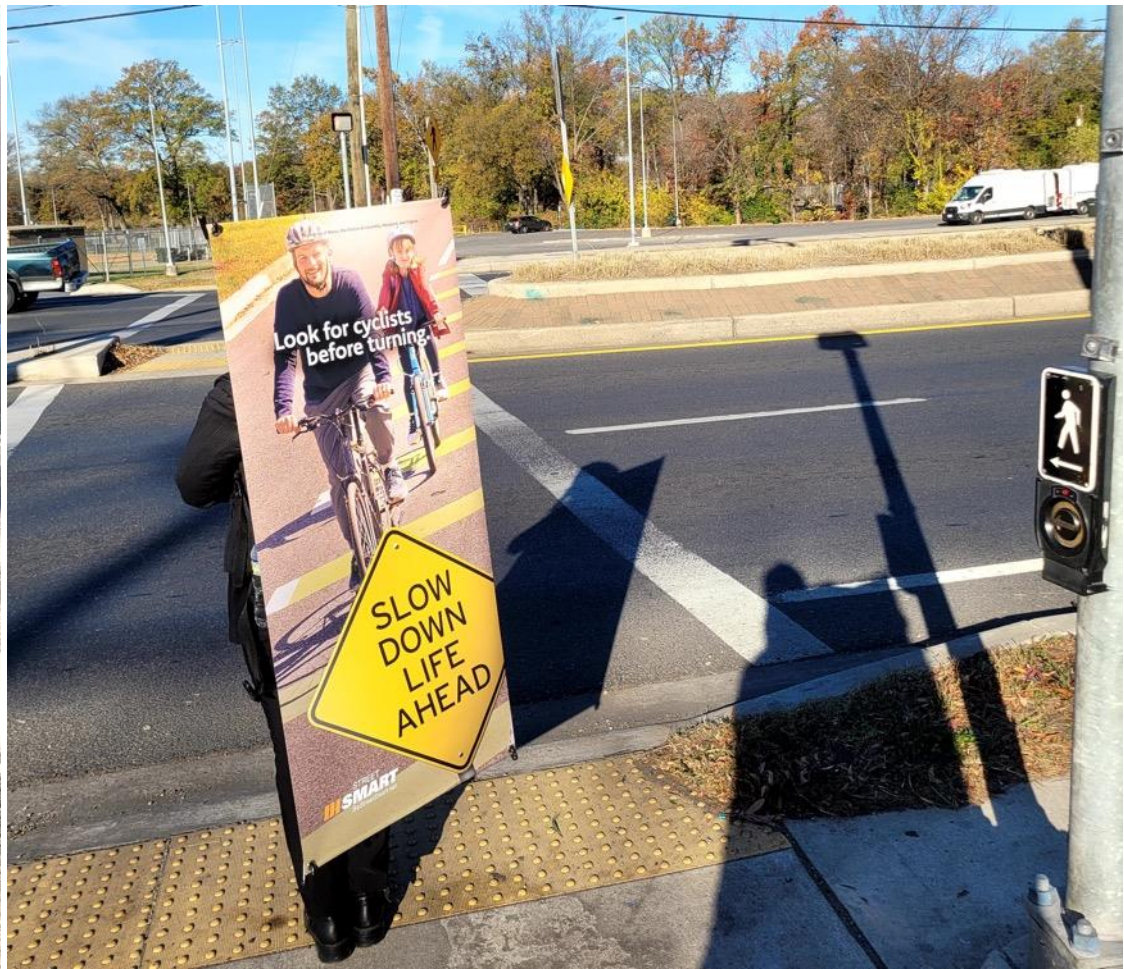
# ANACOSTIA METRO/HOWARD RD/MLK JR. AVE SE Nov 12 | Washington, D.C.





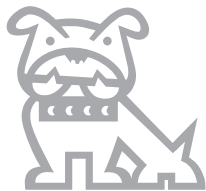
# KENILWORTH AVE – MD-410/EDMONSTON RD

Nov 13 | Riverdale, MD





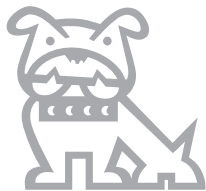
# CENTRAL AVE – SEAT PLEASANT STATION RD    Nov 13 | Capitol Heights, MD





# CRYSTAL ROCK DRIVE/CENTURY BLVD

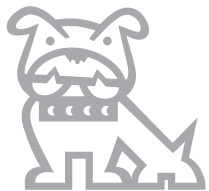
Nov 14 | Germantown, MD





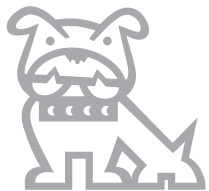
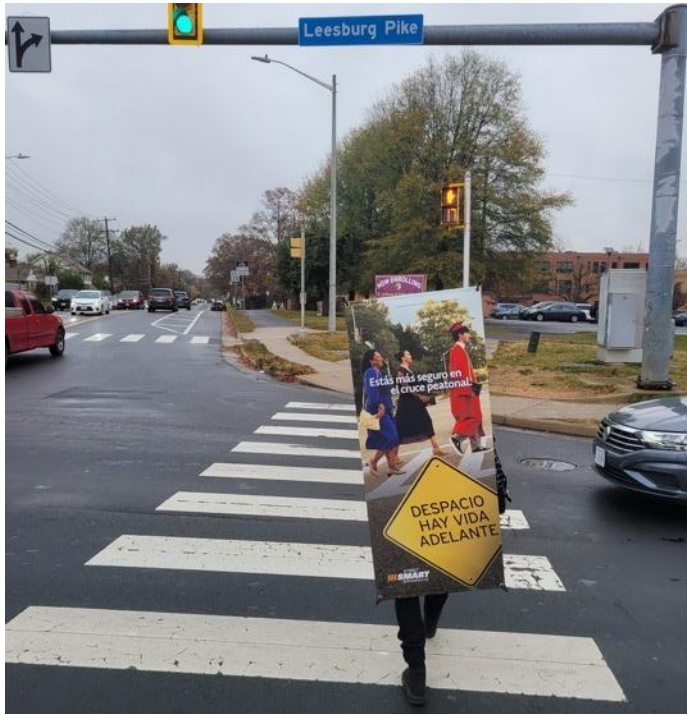
# WHEATON METRORAIL AREA

Nov 14 | Wheaton, MD





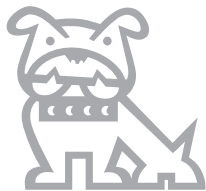
# LEESBURG PIKE – GLEN CARLYN DR/CROSSROADS Nov 15 | Falls Church, VA





# RICHMOND HWY/SOUTHGATE DRIVE

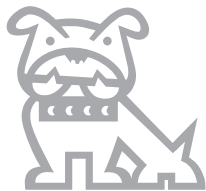
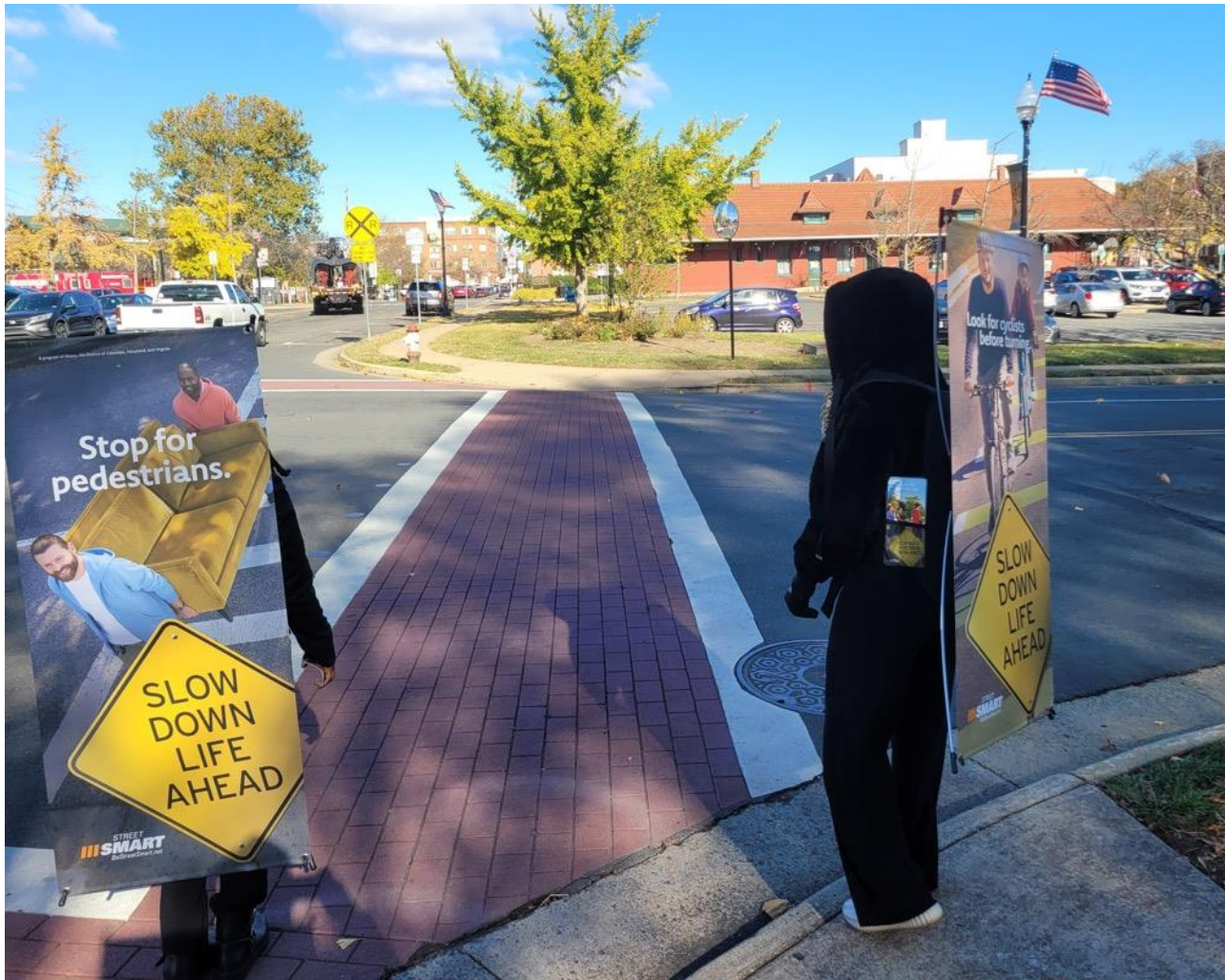
Nov 15 | Alexandria, VA





# PRINCE WILLIAM ST – GRANT AVE/TUDOR

Nov 16 | Manassas, VA

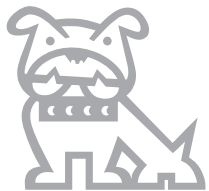




# WESTFIELD WHEATON MALL

Dec 7-8 | Wheaton, MD

## Testimonial Wall





# TRB CONFERENCE

Jan 5-7, 2025 | Washington, D.C.

The Street Smart VR Challenge activation was invited to participate in a multi-day “Empathy at the Intersection” exhibit at the Transportation Research Board conference.

- 12,000 attendees
- 3 days
- Promoted in app and emails

*Our event production company, Enshrine Productions, provided this added value outreach event at no cost to Street Smart.*



January 6, 2025



*It's snowy outside, but there's hot coffee and an inspirational agenda inside. Please be safe getting here today!*





# TRB CONFERENCE

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Jan 5-7, 2025 | Washington, D.C.

Post-challenge feedback from hundreds of VR participants reinforced what already know: the VR Challenge exhibit provides an interactive educational experience that impacts players in a meaningful, attitude-changing, and “sticky” way.

*Very useful educational tool. Everyone should try this, especially new drivers!*

*As a pedestrian I need to recognize that it's hard for cars turning to be able to see me crossing a street.*

*This will make me more aware in the future.*

*Extremely useful, especially for inexperienced drivers.*

*Good exercise on being more aware.*

*It'd be ideal to address design problems like vehicle size and blind spots, but that's not overnight and in the mean time people should know about these shortcomings.*

*Highly recommend this education tool.*

*I felt awful when I missed people.*

*Being aware is hard work.*

*I think I'm typically aware, but I realize I miss things by relying on that belief.*

*I wish Drivers Ed programs used this. Talking about dangers isn't as impactful as experiencing it.*





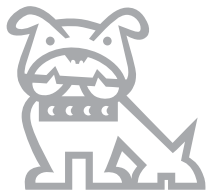
# LAW ENFORCEMENT ACTIVATIONS

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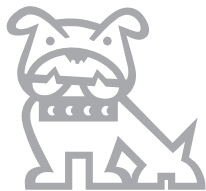
# 14+ LAW ENFORCEMENT ACTIVATIONS

DATE	DEPARTMENT/LOCATION	JURISDICTION
October 31	<b>Montgomery County PD/MPD</b> Wisconsin at Western Ave –and– 16 <sup>th</sup> at East-West Highway	Maryland/Washington, D.C.
November 14	<b>Fairfax County PD</b> Reston Towne Center area: Reston Parkway, New Dominion Parkway and Baron Cameron Avenue	Virginia
November 14	<b>Arlington County PD</b> 12th Street S. at S. Eads Street	Virginia
November 19	<b>Arlington County PD</b> Langston Boulevard at N. Lynn Street	Virginia
November 19	<b>Metropolitan PD</b> 1200 Bladensburg Road NE	Washington, DC
November 20	<b>Metropolitan PD</b> 3400 George Ave NW	Washington, D.C.



# 14+ LAW ENFORCEMENT ACTIVATIONS – *CONTINUED*

DATE	DEPARTMENT/LOCATION	JURISDICTION
<b>Alexandria PD</b>		
November 20	Potomac Ave between Potomac Yards Metro Station and 2400 blk Potomac Ave	Virginia
<b>Metropolitan PD</b>		
November 21	MLK Jr Ave at V Street SE	Washington, DC
<b>Montgomery County PD</b>		
November 7	Wisconsin and Chase	Maryland
<b>Prince William County PD</b>		
October 29 – Nov 14 (various dates)	Sudley Road between I-66 and Rixlew Ave. Prince William Pkwy @I-95 and Minnieville Rd Richmond Hwy btw Mary’s Way and Powell’s Creek Blvd.	Virginia



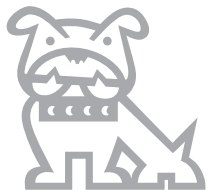
# ENFORCEMENT REPORTING FOR FALL CAMPAIGN

	Citations	Warnings	Arrests	TOTAL
CORE MOTORIST VIOLATIONS*	1,499	44	2	1,545
ADDITIONAL VIOLATIONS**	2,298	55	0	2,353

Preliminary compilation of reports by Montgomery County PD, Prince William County PD, Metropolitan PD, Arlington PD, Alexandria PD, and Fairfax County PD.

*\*Includes speeding, reckless driving, failure to stop for ped at crosswalk, failure to yield to ped or cyclist when turning, and alcohol-related violations*

*\*\*Includes all other Motorist violations*



STREET  
**SMART**  
*BeStreetSmart.net*



DRIVE



WALK



BIKE

Naylor Road Station

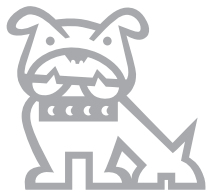
**EARNED MEDIA RESULTS**

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# EARNED MEDIA RESULTS

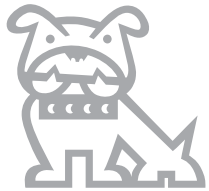
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	News Stories	Publicity Value	Estimated Potential Reach / Ratings
Broadcast	35	\$366,456	2,241,817
Online	5	\$82,316	1,779,808
TOTAL	40	\$448,773	4,021,625



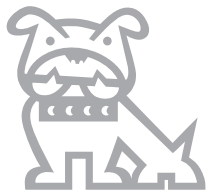


# FALL CAMPAIGN COVERAGE HIGHLIGHTS





# FALL CAMPAIGN COVERAGE HIGHLIGHTS



\*Bonus! Additional DC specific stories including messaging on pedestrian safety and enforcement resulting from the DC press conference.



# FALL CAMPAIGN COVERAGE HIGHLIGHTS



## ‘Street Smart’ Pedestrian and Bicycle Safety Campaign Runs Through Sunday

Monday, 18 Nov 2024 | Prince William County Police Department



### LATEST PRESS RELEASES

February 07, 2025  
**Business License Payments Application Renewal Due March 1, 2025**  
→

February 07, 2025  
**10 Things to Do in February**



## DC-area leaders launch campaign to boost pedestrian safety during winter months

Juan Herrera | [jherrera@wtop.com](mailto:jherrera@wtop.com)  
October 29, 2024, 5:30 PM

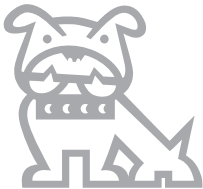


The Metropolitan Washington Council of Governments is urging drivers to slow down and look out for pedestrians and bicyclists.

As part of National Pedestrian Safety Month, the council is launching a new Street Smart safety campaign with the slogan, [“Slow Down, Life Ahead.”](#)

WASHINGTON, D.C

# DC-area leaders launch campaign to boost pedestrian safety during winter months – WTOP News





5521.

CAUTION  
NO RIGHT TURN  
IN FRONT OF  
STOPPED BUS  
THIS BUS DOES  
NOT FLARE ON  
RED LIGHT  
THIS BUS STOPS  
AT RAILROAD  
CROSSINGS  
THIS BUS MAKES  
FREQUENT STOPS  
AND WIDE TURNS  
IF YOU CAN'T  
SEE MY MIRRORS  
I CAN'T SEE YOU  
CAUTION



**Stop for  
pedestrians.**

A program of Streetcar, Inc. Division of Louisville, Kentucky, and Virginia

STREET  
SMART  
By StreetSmart.net

SLOW  
DOWN  
LIFE  
AHEAD

STATE OF COLORADO  
B=51222  
EXEMPT FROM REGISTRATION

PAID MEDIA



# BUS TAILS ON WMATA

- 275 bus tail advertisements, plus 25 bonus tails
- 450 bonus interior bus cards
- English and Spanish
- DC Metro Region
- 4 weeks starting November 11
- Posted 1 week early and some ads are still running!





# ULTRA SUPER KINGS ON WMATA

10 Ultra Super King partial side wraps, plus 1 bonus partial side wrap





# TRANSIT SHELTERS

- 28 transit shelter advertisements
- Fairfax County and Prince George's County
- English and Spanish
- 4 weeks starting November 11





# DONATED MEDIA

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- 1,500 bus cards and 30 exterior bus kings - Fairfax County
- 275 bus cards, 30 bus shelters, and 6 Bikeshare kiosk posters – Prince George's County
- 24 bus cards and 4 bus tails – City of Fairfax CUE
- 390 bus cards – Montgomery County RideOn
- 160 bus cards – Arlington's ART
- 120 bus cards – OmniRide/PRTC
- 30 bus cards – TransIT Frederick County





# SURVEY RESULTS

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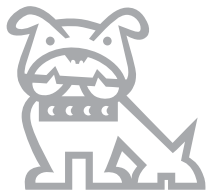


# ONLINE SURVEY

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- 302 respondents for pre-campaign benchmark survey during October 22 to 28, 2024.
- 300 respondents for post-campaign survey during December 10, 2024 – January 17, 2025.
- Geographically and demographically representative
- Driver and pedestrian segments

Cell Entry is Number of Respondants	Pre-Wave	Post Wave
Male	150	146
Female	150	150
Non-Binary	2	4
Driver	189	213
Pedestrian	113	87
Maryland Suburbs	115	114
Northern Virginia	111	110
District of Columbia	76	76





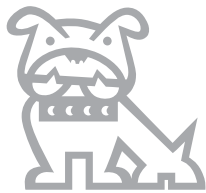
# UNAIDED STREET SMART ADVERTISING RECALL

Asked without any visual aid, **31%** of respondents said they recalled seeing “Street Smart” advertising in the post-campaign survey. This was slightly higher than the **21%** reported in the pre-campaign wave.

Base: Total Respondents	Total Pre-Wave N=302 % (A)	Total Post Wave N=300 % (B)	Driver Pre-Wave N=189 % (C)	Driver Post Wave N=213 % (D)	Pedestrian Pre-Wave N=113 % (E)	Pedestrian Post Wave N=87 % (F)
Yes	21	31 <sup>A</sup>	24	34 <sup>C</sup>	16	24
No	56 <sup>B</sup>	45	54 <sup>D</sup>	44	58	47
Not sure	23	24	22	22	26	29

Q.19A) Do you recall seeing any advertising for the Street Smart pedestrian or bicycle safety campaign in the past few months?

Unaided recall was **17%** in 2023 and **20%** reported in 2022.





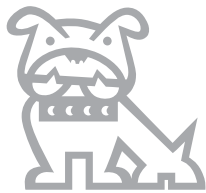
# AIDED STREET SMART ADVERTISING RECALL

The respondents were shown the ads one at a time and asked if they recalled seeing each one in the past month. **50%** of respondents recalled seeing at least one of the four Slow Down Life Ahead ads. Note that the ads were only shown in the post wave.

Base: Total Respondents	Total Post Wave N=300 %	Driver Post Wave N=213 %	Pedestrian Post Wave N=87 %
NET (Saw at least one ad)	50	54	41
	MD Post Wave N=114 %	VA Post Wave N=110 %	DC Post Wave N=76 %
NET (Saw at least one ad)	49	49	54

Q.19D) Have you seen this ad in the past month?

**41%** of the respondents recalled seeing at least one of the five Shattered Lives outdoor ads in 2023 and 43% in 2022.





# AWARENESS OF PEDESTRIAN TRAFFIC LAW ENFORCEMENT

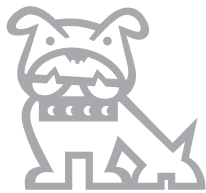
In the post wave, **33%** of respondents said that they had seen or heard about police efforts to enforce pedestrian traffic safety laws, a significant increase from the earlier wave (23%).

Base: Total Respondents	Total Pre-Wave N=302 %	Total Post Wave N=300 %	Driver Pre-Wave N=189 %	Driver Post Wave N=213 %	Pedestrian Pre-Wave N=113 %	Pedestrian Post Wave N=87 %
Yes	23	33 <sup>A</sup>	26	36 <sup>C</sup>	17	25
No	77 <sup>B</sup>	67	74 <sup>D</sup>	64	83	75

Base: Total Respondents	MD Pre-Wave N=115 %	MD Post Wave N=114 %	VA Pre-Wave N=111 %	VA Post Wave N=110 %	DC Pre-Wave N=76 %	DC Post Wave N=76 %
Yes	23	31	21	35 <sup>C</sup>	26	32
No	77	69	79 <sup>C</sup>	65	74	68

Enforcement awareness was **22%** in 2023 and **24%** in 2022.

Q.14) In the past 90 days, have you seen or heard about police efforts to enforce pedestrian traffic safety laws?



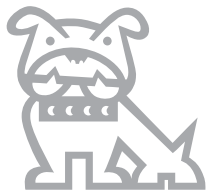


# GENERAL AWARENESS

The #1 source for pedestrian, driver and cyclist safety information/messages was news stories.

Base: Aware of Ads/News Stories	Total Post Wave N=178 %
News Story	33
YouTube	30
Television commercial	30
Internet ad	28
Facebook	25
Ad at a bus stop or bus shelter	24
Ad on the side of a bus	22
Ad on the back of a bus	21
Website	20
Inside a bus or Metro car	17
Mobile Ad	13
Streaming video	13
Twitter/X	11
Brochure	4
School	3

5. You mentioned you have heard or seen one or more messages about pedestrian, driver and bicyclist safety. Where did you see or hear these messages? Check all that apply.







# SPRING CAMPAIGN PLANNING

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# SPRING 2025 – PLAN AT A GLANCE

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## ADVERTISING

- Paid bus tail advertising
- Donated media coordination

## CREATIVE UPDATES

- Update testimonial wall with more stories and “Slow Down Life Ahead” artwork
- Change Graduate robe color for bus shelters at GMU and Howard University (donated)

## MEDIA RELATIONS

- Media tour with news release, event-specific media advisories, fact sheet with 2024 data and b-roll video refresh
- Enforcement activation coordination

## PARTNERSHIPS & OUTREACH

- 3 VR Challenge events in MD and VA
  - Safety Day in Montgomery County
  - Shopping Mall event in Northern Virginia
  - WMATA MetroFest (tentative)
- 3 Street Teams
- 3 Testimonial Wall exhibits in MetroRail Stations (tentative)





# PAID MEDIA

*Proposed amounts for planning purposes*

## Outdoor: \$66,302

### Exterior Bus Ads

- 175 paid bus tails, 25 bonus as space is available
- 350 bonus interior cards
- 4 Weeks beginning April 7





# MEDIA RELATIONS / OUTREACH

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*Proposed amounts for planning purposes*

Media Relations: \$43,700

- Online Press Site and Media Materials
  - Digital Press Kit including Fact Sheet, News Release, Media Advisories
  - Video materials (refreshed b-roll video package)
- Regional Media Tour
  - Coordinate interviews with stakeholders and personal stories throughout the campaign time period
  - Media outreach to drive coverage of campaign activities
    - Law Enforcement Activations
    - Outreach Events

**Suggested campaign dates April 7 – May 4**

*(could also shift one week later)*





# ENFORCEMENT COORDINATION

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*Proposed amounts for planning purposes*

Enforcement Coordination: \$14,340

- Suggested Enforcement Dates: April 7 – May 4
- Work with local police departments to schedule high visibility enforcement activations
  - Locations
  - Times
  - Spokespeople
- Coordinate with PR team for media opportunities

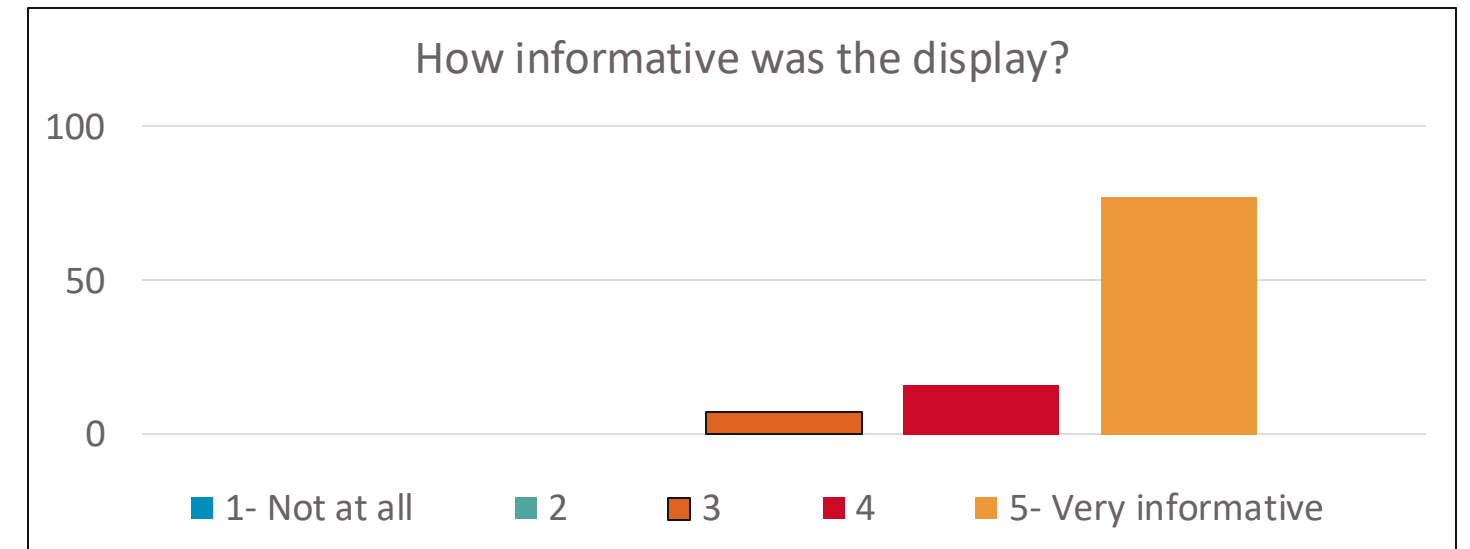




# OUTREACH – VIRTUAL REALITY CHALLENGE

## VIRTUAL REALITY CHALLENGE

- Highly visible, engaging and educational VR experience
- Features three common high-risk scenarios
  - Unprotected left turn at signal
  - Right hook across bike lane
  - Multiple threat at unsignalized crosswalk
- 98% of participants report being more aware of where to watch for pedestrians and bicyclists.





# OUTREACH – VIRTUAL REALITY CHALLENGE

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*Proposed amounts for planning purposes*

Virtual Reality Challenge: \$49,075

- Proposed 2-3 VR events
  - Shopping mall event in Northern VA
  - Safety Day in Montgomery County (MD)
  - WMATA MetroFest (potential)
  - Option to replace 1 VR event with 2 days of additional wall installations or street teams
- Exhibit Components
  - Virtual Reality challenge with headset mirrored onto TV so onlookers can learn
  - Testimonial Pop-up wall in English and Spanish
  - Large TV display and/or iPads with video testimonials
    - Videos include Spanish captions
    - iPad survey for evaluation
  - Sandwich boards with safety tips for driving, walking, biking
  - Staff onsite to monitor display and collect metrics
  - Pitch activations to media to amplify impact





# OUTREACH – TESTIMONIAL WALL & STREET TEAMS

*Proposed amounts for planning purposes*

Testimonial Wall (redesigned) and Street Teams: \$37,575

- 3 Street Teams (DC/VA/MD)
- 3 Testimonial Wall exhibits in MetroRail Stations (tentative)
- Pitch activations to media to amplify impact





# DIGITAL / CREATIVE / COLLATERAL PRODUCTION

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*Proposed amounts for planning purposes*

- Creative Production Services and Printing: \$35,000
  - Website Updates and Digital Development
  - Digital Press Room
  - Paid and Donated Media Production/Installation
    - Bus Ads, Transit Shelters, etc. resizing if necessary
  - Outreach Signage and Materials – including new design of Testimonial Wall
    - Full slate of testimonial stories – English and Spanish
    - Incorporate “Slow Down Life Ahead” sign
  - Graduate Robe Recoloring for university PSA opportunities
  - Hosting Fees





# ACCOUNT PLANNING & PARTNERSHIPS

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*Proposed amounts for planning purposes*

- Account Service/Partnership Development: \$59,500
  - Strategic Planning and Project Management
  - Partnership Development and Stakeholder Engagement
  - Creative Oversight
  - Media and Outreach Event Coordination
  - Social Media Management
  - Campaign Monitoring and Reporting





# DONATED MEDIA

*Proposed amounts for planning purposes*

Donated Media Coordination: \$9,715

- Coordination with local jurisdictions, transit agencies, and media companies to obtain donated advertising space.
- For any donated advertising space, Street Smart will print materials for free.

**Deadline for bus cards/additional donated media orders will be March 12.**







Metropolitan Washington  
**Council of Governments**

*STREET*  
**/// SMART**

THANK YOU