



SHERRY MATTHEWS GROUP



Metropolitan Washington
Council of Governments

STREET
/// SMART

FALL 2024 IN REVIEW – SUCCESS BY THE NUMBERS

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



SPRING 2025 – PLAN OVERVIEW

ADVERTISING

- Repeat 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, b-roll video refresh, and pre-recorded soundbites
- Enforcement activation coordination

PARTNERSHIPS & OUTREACH

- At least 2 VR Challenge events in MD and VA
 - Safety Day in Montgomery County
 - Shopping Mall event in Northern Virginia
- At least 3-4 Street Teams near areas with enforcement activations
- WMATA adjacent outreach TBD
 - Testimonial Wall in MetroRail Stations
 - Street teams outside transit areas
 - VR Challenge at MetroFest

