



McANDREW  
C O M P A N Y

# STREET */// SMART*

Fall 2008 Spring 2009 Review

# FATALITIES

(COMBINED PEDESTRIAN & BICYCLIST)

<b>Jurisdiction</b>	<b>2007 Fatalities</b>	<b>2008 Fatalities</b>
District of Columbia	20	10
Frederick County, MD	2	0
Montgomery County, MD	17	15
Prince George's County, MD	31	39
Arlington County, VA	1	1
Fairfax County, VA	18	3
Loudoun County, VA	3	0
Prince William County, VA	6	6

# CAMPAIGNS



# CAMPAIGN HIGHLIGHTS

## Fall 2008 Campaign:

- 570 radio spots
- 16 transit shelters
- 500 interior bus cards
- 150 bus kings
- Internet – in-banner videos thru advertising.com and on wtopnews.com
- 525 posters / 82,000 handouts

## Spring 2009 Campaign:

- 1,010 radio spots
- 57 transit shelters
- 500 interior bus cards
- 200 bus backs
- Internet advertising on wtopnews.com
- 4,400 posters / 105,000 handouts

# ADDED & EARNED MEDIA

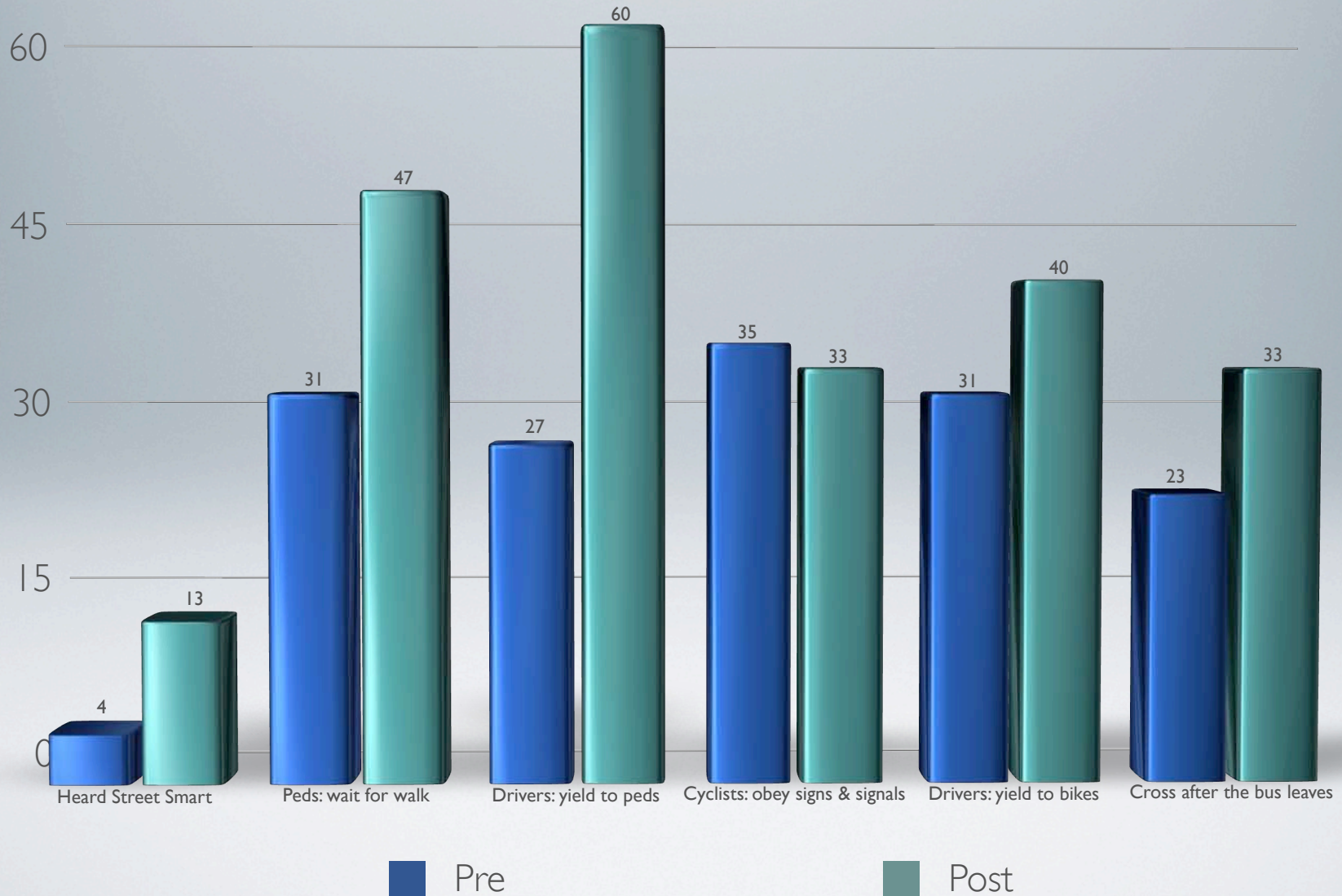
## Total Added and Earned Media: \$284,316

- **Added Value (combined total): \$183,667**
  - Campaign launch events earned more than 4.4 million media impressions with 48 broadcast hits at least 14 print/online articles
- **Earned Media Value (combined total): \$100,649**
  - \$63,387 in free radio spots
  - \$109,930 in free outdoor including transit shelters, interior bus cards, bus kings and bus backs
  - \$10,350 in free internet advertising

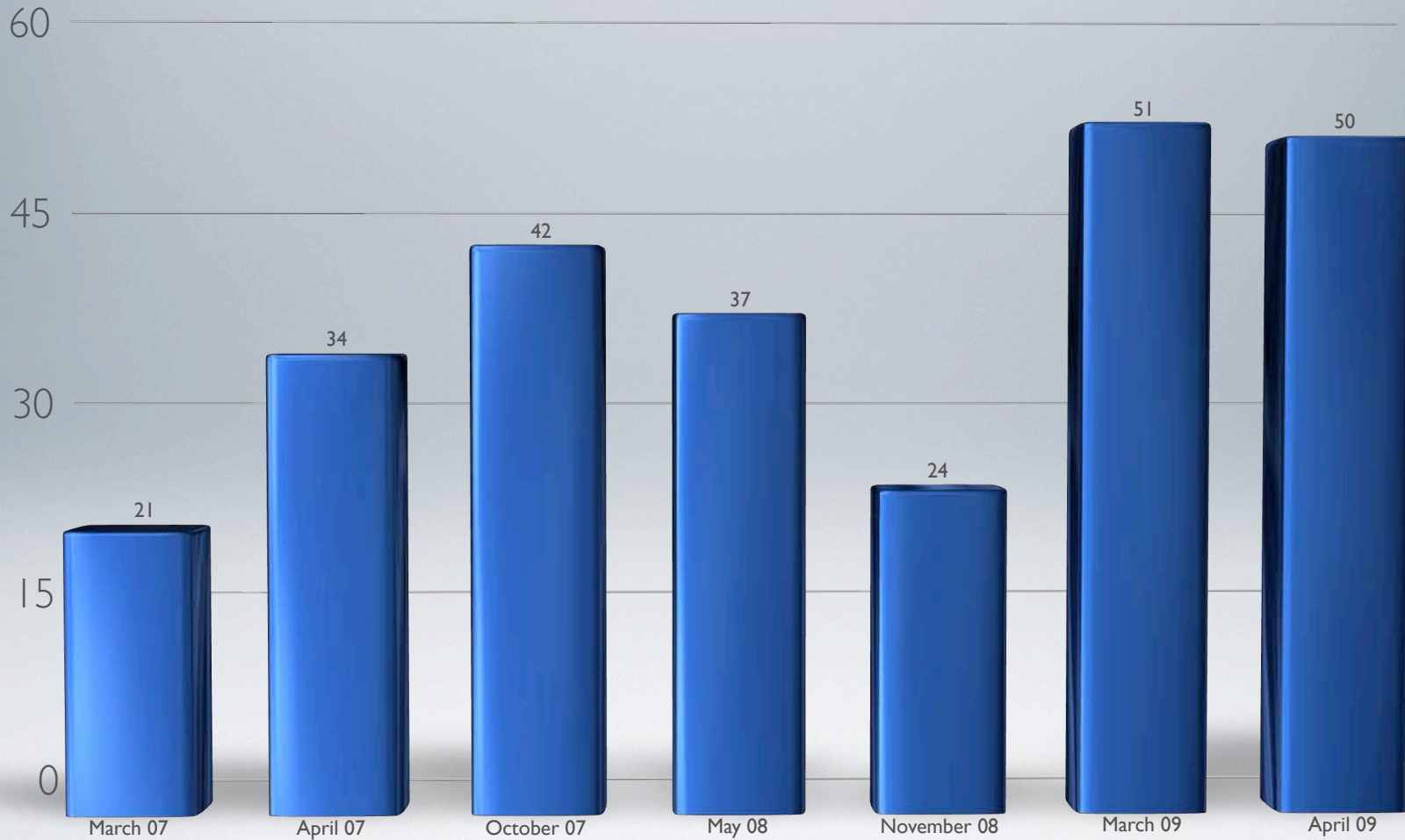
# ENFORCEMENT

38,961 citations and 4,803 warnings were issued to motorists, pedestrians and cyclists in Alexandria, Fairfax County, Montgomery County and the District of Columbia during the campaign.

# MESSAGE AWARENESS

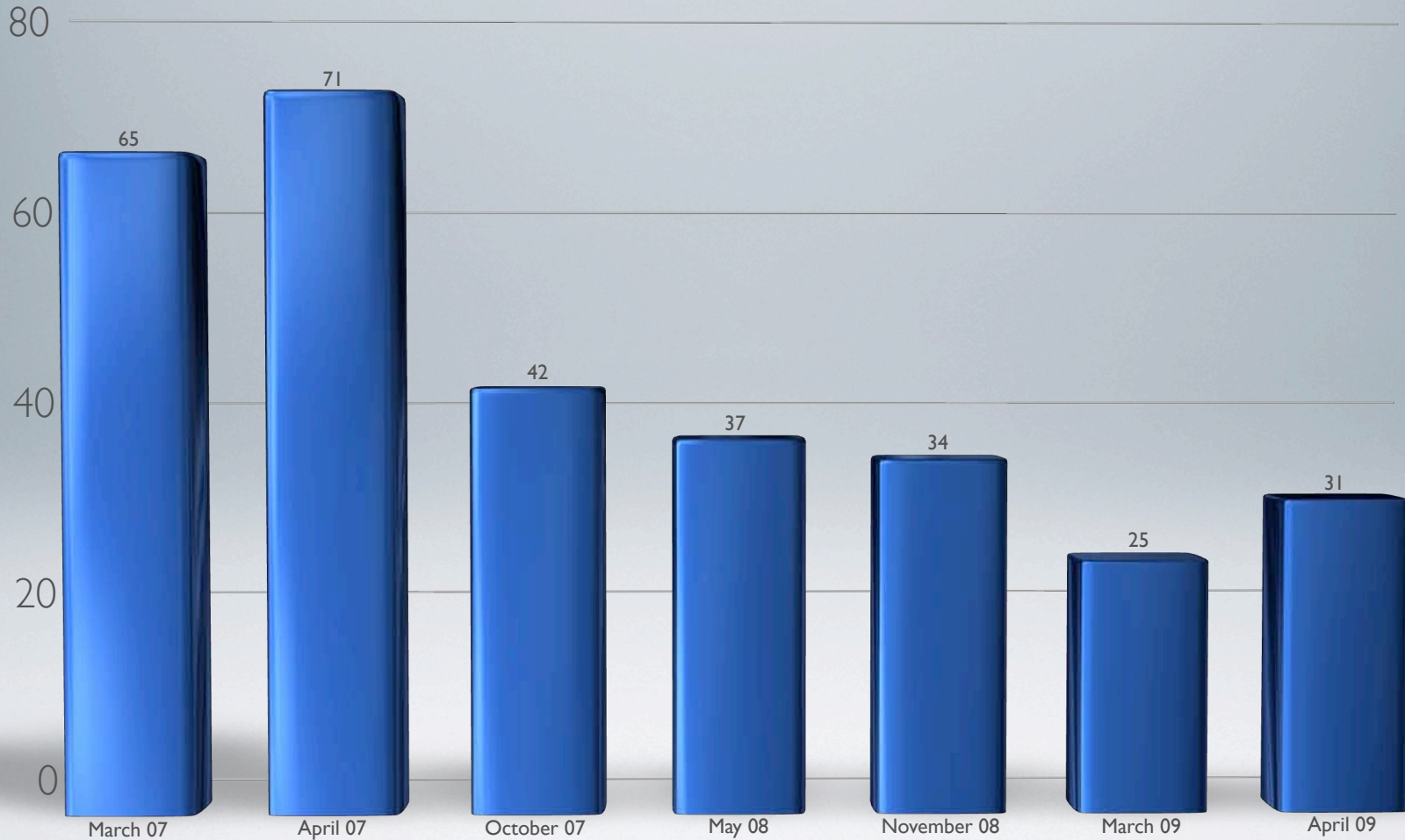


# HEARD ABOUT POLICE EFFORTS TO CRACKDOWN ON DRIVERS WHO DO NOT YIELD TO PEDS





# FEEL POLICE ARE STRICTLY ENFORCING PEDESTRIAN SAFETY LAWS





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