

Meeting Notes: Thursday, January 22, 2009

Street Smart Spring 2009 Public Awareness Campaign

Attendees:

- In Person: Andy Meese (COG), Mike Farrell (COG), Jim Sebastian (DDOT), Peter Moe (MHSD) plus Jim McAndrew, Mary McAndrew, Rachel Lyons and Eric McAndrew (McAndrew Company)
- Online: David Goodman (Arlington County DES), Lauren Hassel (WALKArlington/Arlington County), Yon Lambert (City of Alexandria), Gaylynn Abram (VDOT)
- Phone: same as above plus Bob Medairos (Arlington County Police Department)

Items Discussed:	Action Items
<p>2009 Spring Goals:</p> <ul style="list-style-type: none"> • Messaging to target most dangerous behaviors • Highlight enforcement message • English & Spanish components • Maximize reach & frequency of message 	
<p>Campaign Components</p> <ul style="list-style-type: none"> • Campaign dates: March 23 – April 18, 2009 • Pre- & Post-Evaluation Phone Surveys • Radio: adults 18-49 • Earned Media: Kick-off event in DC with ongoing outreach as appropriate to maximize Street Smart message • Outdoor: shelters & bus backs; geographically target high risk areas as well as opportunistic areas to maximize exposure; increasing shelter buy to account for multiple message and to further target specific areas • Internet: adults 25-54; wtop.com to reach larger audience • Enforcement: coordinated regional enforcement 	<ul style="list-style-type: none"> ☐ Jim Sebastian to work on location in DC – possibly at Reeves Center or Calvert Street Bridge area ☐ McAndrew Company to research additional outdoor outlets in Northern Virginia (shelters aren't available to purchase) ☐ McAndrew Company to follow up with Jeff Dunkel/Tom Pogue regarding updating shelters in Montgomery County ☐ Bob Medairos to help coordinate enforcement in Virginia; Mike Farrell & Peter Moe to work on enforcement coordination in Maryland; Mike Farrell to coordinate with Arlinda Page for DC enforcement

Messages

- 5 different message streams in English & Spanish for a total of 10 different messages

Messages produced in English and Spanish

	Radio	Transit Shelter	Bus Back	Bus interior	Internet
PEDESTRIAN					
Peds		●			●
Driver/Ped	●		●		●
BICYCLE					
Cyclist		●			●
Driver/Cyclist	●		●		●
BUS					
Ped/Bus		●		●	

Messages produced in English and Spanish

- "Wait for walk and use crosswalks"
- "Yield to pedestrians when turning and stop for them at crosswalks"
- "Ride with traffic and obey signals, signs and laws"
- "Yield to bikes when turning and give them room to ride"
- "Cross after the bus leaves the stop and be sure the driver can see you"

Creative Comps



□ **McAndrew Company** to make the following changes:

- Use 2-line type treatment for "Wait for the Walk"; put ped-head in signal; keep background toned down (more than current color version) so it's not as discernible
- "Yield to Pedestrians" – keep man on right in the crosswalk but have a hand out towards on-coming car; switch three people on the left side of crosswalk to adult with child or stroller
- Bike version to come but flip priority so "Obey Signs & Signals" is the primary and "Ride with Traffic" is the secondary; imagery would depict cyclist at a red light stopped with foot down
- Bus message would demonstrate person waiting to cross the street after the bus leaves the stop



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