



Metropolitan Washington  
Council of Governments

METROPOLITAN WASHINGTON COUNCIL OF  
GOVERNMENTS (COG) NATIONAL CAPITAL REGION  
TRANSPORTATION PLANNING BOARD (TPB)

# STREET SMART PLANNING DECK SPRING 2026



February 9, 2026

2025-26



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# CAMPAIGN OVERVIEW





# Campaign Overview

As we approach the Spring 2026 wave of the Street Smart campaign, this phase is intentionally positioned as a **creative refresh**, not a **full redesign**, consistent with the signed contract and Scope of Work

## Contract Assumptions

- Reuse and adaptation of existing campaign materials
- Selective creative updates where they add value
- Advisory Committee review three weeks prior to final approval
- Paid media planning, placement, execution, and reporting within defined budget and schedule parameters

## Spring Goals

- Maintain Street Smart brand continuity and campaign equity
- Refresh relevance for Spring travel behaviors (walking, biking, visibility)
- Improve regional authenticity and message clarity
- Deliver a high-impact paid media campaign within budget and labor constraints

## Campaign Constraints

- Paid media budget: **\$200,000**
- All work must align with Task 2 (Create / Adapt Campaign Materials) and Task 3 (Plan, Place, Execute Paid Media)
- All creative must be ready for execution by **early April 2026**, consistent with SOW timing expectations



# Campaign Success Pillars

## Audience Driven

- Target high-risk corridors, behaviors and peak traffic hours.

## Proven Spending Method

- Efficient paid media delivery that scales proven Fall performance.

## Strategically Aligned

- Align creative, enforcement, earned media, partnerships, and paid media into a unified narrative

## State Level Stewardship

- Funding and placements that are clearly designed to efficiently and equitably meet state goals.



# Target Audience and Behaviors

- Adults 25-64
  - Drivers and pedestrians in urban corridors and pedestrian-dense areas.
  - Spanish-speaking audiences prioritized based on higher engagement rates.
  - High-risk jurisdictions identified through state safety plans (e.g., Fairfax County, Prince William County, Norfolk, Richmond, Henrico, Chesterfield, Augusta, Suffolk)
- Crossing intersections.
  - Sharing roadways.
  - Low-light and nighttime conditions
  - Driver yielding and speed reduction
  - Especially in the 3PM – Midnight hours and spring months



# Campaign Strategy

- Place Spring campaign dates during an existing national HVE campaign. instead of organizing HVE campaigns during our media buy dates.
- Click it or Ticket takes place during the Spring campaign window (May 11 – 31).
- By providing officers with Street Smart materials to carry during Click it or Ticket HVE activations, we can maximize our messaging without organizing law enforcement agencies ourselves.
- Click it or Ticket for the vehicle and Street Smart for vulnerable road users creates a complementary whole system safety message.
- Operate with an activation menu to maximize value for in-person activities.
- We have audited activations like the testimonial wall, walking billboards, and VR experience to understand:
  - Actual cost
  - Level of Effort
  - Return on Investment
- We can look at the budget and goals of each campaign strategically and choose activations from the “menu”.



# PAID MEDIA STRATEGY





## Paid Media Overview

- Building on the momentum of Wave I, the proposed Wave II Digital campaign scales our proven Fall 2025 performance to reinforce awareness and deepen storytelling that encourages Street Smart behaviors.
- Our high-impact, digital-forward campaign plan incorporates more innovative placements that expands the number of digital and social channels while maintaining a clear delineation of spend by jurisdiction.
  - This strategy addresses feedback received on the Wave I campaign by increasing emphasis on more innovative digital and social placements; reducing reliance on bus tails; and retaining clear state-by-state transparency.
- **Campaign Goal:** Diversify our initial media mix to reach and engage more drivers, pedestrians, and cyclists efficiently in and around crash hotspots across jurisdictions to reinforce safer roadway behaviors.
- **Campaign Budget:** \$200,000



# Paid Media Spend by Jurisdiction

Overall Estimated Allocations		
Jurisdiction	Allocated Spend	% of Total
MD	\$70,574.33	35%
VA	\$76,319.20	38%
DC	\$53,106.47	27%
<b>TOTAL</b>	<b>\$200,000</b>	<b>100%</b>

For a full breakdown of spend by tactic, phase, and jurisdiction, please see the [media plan document](#).

- **District of Columbia** has the lowest spend proportionate to the overall budget because DHSO did not contribute funds this year.
- **Virginia** has the highest spend proportionate to the overall budget because VHSO contributed the most funds this year.



# Paid Media Aggregate Spend

Aggregate Spend					
Vendor	Channel	Phase I	Phase II	Phase III	Total by Tactic
	Influencers	\$3,000	\$3,000	\$3,000	\$9,000
Powers	CTV/OTT	\$13,500	\$13,500	\$13,500	\$40,500
WMATA	Static bus shelters	\$6,404	-	-	\$6,404
WMATA	Digital bus shelters	\$3,343	-	-	\$3,343
WMATA	Bus tails	-	\$40,005	-	\$40,004
ProData	Programmatic Display	\$12,200	\$18,000		\$30,200
ProData	Programmatic Video	-	-	\$9,200	\$9,200
ProData	Streaming Audio	-	\$7,500	\$13,500	\$21,000
ProData	DOOH	\$1,000	\$1,000	\$1,000	\$3,000
Meta	Sponsored Social	\$7,469.60	\$7,439.20	\$7,439.20	\$22,348
Nextdoor	Sponsored Ads	\$1,500	-	-	\$1,500
Email Xcel	Omnichannel Email	\$7,500	-	-	\$7,500
Magnitude of Change	Social Mirroring	-	-	\$6,000	\$6,000
	<b>Total by Phase</b>	<b>\$55,916.60</b>	<b>\$90,444.20</b>	<b>\$53,639.20</b>	<b>\$200,000</b>

For a full breakdown of spend by tactic, phase, and jurisdiction, please see the [media plan document](#).



# WORKSTREAM PRIORITIES





# Creative Refresh

## Spring is a refresh, not a redesign

Recommended audit of all campaign assets.

Copy and headline refinements for behavioral clarity

Limited photography refresh where relevance increases impact

Layout adjustments to align with ad standards

## Discussion

Are there assets that should be retired?

Are partners requesting localized visuals?

Should we have a defined plan for evaluating and retiring creative?

Are there examples from other regions or DOTs that you feel have done especially strong work in the pedestrian safety space?



## Earned Media

MWCOG's data highlights sustained progress, confirming that its campaigns are effectively connecting with priority audiences. By layering in a focused earned media approach, we **amplify this impact** and further position MWCOG as **a leading regional voice**.

### Recommended Approach

- Develop a **proactive content calendar** that elevates key cultural and seasonal milestones (Distracted Driving Awareness Month, Work Zone Awareness Week, National Bike Month, Rail Safety Week), ensuring **timely, high-impact** editorial and press opportunities.
- Craft targeted, insight-driven pitches for reporters already engaged in the road-safety beat, **tailoring narratives** to align with their interests and maximize media resonance, **with an emphasis on television**.
- Create a **sizzle reel** to provide reporters with b-roll of Street Smart branding and imagery.
- Refine and strengthen **partnership opportunities** within media coverage to deepen visibility.



## Earned Media Narrative

- **Shape the public dialogue** by translating complex data into **a compelling, evidence-driven narrative** that informs policy, reporting, and behavior change.
- Advance the region's next phase of safety improvements by **strengthening shared accountability** and positioning street safety as a collective regional responsibility. Promote **consistent adoption of best practices** among drivers, cyclists, and pedestrians to build a safer, more connected transportation network.
- Prepare and test messaging for **Street Smart's 25th Anniversary**, noting the partnership's achievements and outline its vision for the years ahead.



# Events

## **Events and Paid Media can be better aligned to serve each other**

Priority campaign events include Montgomery County Safety Day and the Campaign Press Event.

We can ensure that events promote earned media efforts and vice versa by:

- Aligning with Click it or Ticket to create a cohesive driver and vulnerable road user story for a broader audience.
- Leveraging a cohesive story and moment between earned media pitching and events.

- **Has Street Smart ever provided safety information to officers for an HVE activation they didn't organize?**
- **How often do partners request Street Smart activations at their events?**
- **Have efforts to get higher profile keynote speakers been successful in the past?**



# Partnerships

Our team will activate a strategic partnership development program to amplify campaign reach, secure valuable in-kind media, and foster a broad coalition of safety advocates across the region.

- **Broadcaster Partnerships:**
  - Direct broadcaster engagement
  - Sponsorship bundles
- **Media Production and Placement Support:**
  - In-kind production
  - Amplification networks
- **Strategic Outreach to Organizations and Businesses:**
  - Retailers and transit operators
  - Health systems and visitor sites
  - Employers and workforce networks
  - Multicultural organizations
- **Private Sector Sponsorship Program:**
  - Tiered sponsorship model
  - Lead list and relationship management
  - Sponsorship acquisition strategy
- **Documentation and Follow-Up:**
  - Partnership tracker
  - Progress reporting



# CAMPAIGN TIMELINE





# February

## **Feb 3–7**

Finalize Fall 2025 results summary and leadership takeaways

## **Feb 6–10**

Wave II internal kickoff and alignment (goals, scope, guardrails)

## **Feb 10–14**

Wave II concepting (paid media, press, Safety Day)

## **Feb 14**

Preliminary Wave II direction aligned internally

## **Feb 17–20**

Develop V1 of Board-level presentation

## **Feb 27**

Presentation of V1 Board-level presentation



# March/April

## **March 9-11**

Board kickoff and scope confirmation

## **March 12**

Confirm press event requirement and target window

## **March 13**

Confirm Safety Day participation

## **March 16**

Finalize Spring plan and paid media framework

## **March 18**

Identify and assign creative updates

## **March 18–29**

Creative production and revisions

## **April 1**

Submit all new or revised creative for pre-approval

## **April 5**

Creative approvals finalized and locked

## **April 8**

Spring paid media campaign launches

## **April 8–30**

Monitoring and pacing

## **Late April**

Press event execution window (if approved)



# May/June

## **Early May**

Mid-flight media check-in

## **May 9**

Safety Day activation (Montgomery County)

## **May 31**

Spring paid media concludes

## **June 10**

Data collection complete

## **June 24**

Draft Spring report delivered

## **July 1**

Client review and feedback



# SUMMARY & NEXT STEPS





# Summary and Next Steps

## **Confirm high-level plans and Spring goals:**

- Gather initial feedback on this summary deck to align on what success looks like as we prepare for the Spring campaign.

## **Refine and finalize for leadership review:**

- Incorporate feedback and prepare a revised summary deck for presentation to the Advisory Committee.

## **Launch the next phase:**

- Hit the ground running on the Wave II campaign.

# Thank You



**ANY**

**QUESTIONS?**

