



PREPARED BY
SHERRY MATTHEWS, INC.

**STREET
SMART**
BeStreetSmart.net

2015
FISCAL YEAR
ANNUAL REPORT

10/01/14
— THROUGH —
9/30/15

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC SAFETY CAMPAIGN

A PROGRAM OF METRO, THE DISTRICT OF COLUMBIA, MARYLAND, AND VIRGINIA



Walking and biking improve health, prevent disease, and reduce traffic congestion and pollution. But being a pedestrian or cyclist can also be dangerous. Preliminary data tell us that in 2014, crashes in the greater Washington metropolitan area resulted in the deaths of 72 pedestrians and 3 bicyclists, accounting for 28.5 percent of the 263 traffic fatalities in the region.

People on foot or on bike make up the most vulnerable road user group. And while many of the region's residents travel by car, train, or bus, nearly everyone walks at some point in the day. Since 2002, the Metropolitan Washington Council of Governments' (MWCOG) *Street Smart* program has worked to protect these vulnerable road users by raising awareness and promoting enforcement of pedestrian and bicycle safety laws.

The region-wide *Street Smart* public safety campaign targets drivers, pedestrians, and bicyclists in the District of Columbia, suburban Maryland, and Northern Virginia. The initiative integrates several components, including media relations, radio, TV, and out-of-home advertising, donated media, street-level outreach events, digital efforts, and increased law enforcement.

The goals of the *Street Smart* campaign are to:

- Reduce pedestrian and cyclist injuries and deaths in the region.
- Educate drivers, pedestrians, and cyclists about safe use of roadways.
- Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

**THE FOLLOWING IS THE ANNUAL REPORT OF ACTIVITIES AND RESULTS
OF THE STREET SMART PUBLIC AWARENESS AND ENFORCEMENT CAMPAIGN
FOR FISCAL YEAR 2015, INCLUDING FALL 2014 AND SPRING 2015.**

MEDIA RELATIONS

Fall Campaign Kickoff Press Event

Autumn brings shorter days, the end of Daylight Savings Time, and reduced visibility that leads to more frequent collisions between cars and people walking or biking. On Friday, November 7, 2014, *Street Smart* kicked off its fall campaign at the intersection of Sherman Avenue and Euclid Street in Washington, DC. Sherman Avenue is one of several corridors in DC that has been improved as part of the District of Columbia Department of Transportation's Great Streets Program, which seeks to safely accommodate all users of the street, including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities, and to promote economic development.

Press event messaging included the importance of engineering, enforcement, and education to reduce crashes involving pedestrians and bicyclists. Speakers included Matt Brown, Director, District of Columbia Department of Transportation; Keith Sinclair, Highway Safety Engineer, Federal Highway Administration; Cindy Engelhart, NOVA District Bicycle and Pedestrian Coordinator, Virginia Department of Transportation; and Henry P. Stawinski, Deputy Chief Bureau of Patrol, Prince George's County Police Department.

Special guest Kenniss Henry shared the emotional story of her 30-year-old daughter, Natasha Pettigrew, who was struck by a car while riding a bike in Prince George's County, Maryland. Pettigrew was training for a triathlon and running as a candidate for United States Senate when her life was tragically cut short because of the crash.

Officials also warned residents that law enforcement would be stepping up efforts in November to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.



Cindy Engelhart, Virginia Department of Transportation joined with regional safety officials to launch the fall campaign.



Keith Sinclair, Federal Highway Administration, National Resource Center

Spring Campaign Kickoff Press Event

On Wednesday March 25, 2015, *Street Smart* launched the spring initiative at College Park City Hall in Prince George's County, Maryland. Multiple pedestrian fatalities in College Park last year led officials to reduce the speed limit for MD Route 1 from 30 mph to 25 mph and to add improvements such as median fencing and signals to help pedestrians safely cross the roadway. *Street Smart* officials promote and encourage other engineering improvements to treacherous intersections and roadways across the region to keep pedestrians and bicyclists safe.

Speakers at the media event included Andrew Fellows, Mayor, City of College Park, Maryland; David Morris, Chief of Police, Riverdale Park, Maryland; Milton Chaffee, Administrator, Maryland Motor Vehicle Administration and Governor's Highway Safety Representative for Maryland; John Saunders, Director of Highway Safety, Virginia Department of Motor Vehicles; Sam Zimbabwe, Associate Director of the Policy, Planning & Sustainability Administration, District of Columbia Department of Transportation; and Barry Stanton, Deputy Chief Administrative Officer, on behalf of the Prince George's County Executive's Office.

Gwendolyn Ward, mother of 15-year-old Christina Morris-Ward, who was struck and killed while walking to school in Montgomery County, Maryland, shared her personal story and the importance of safety.

Officials also called attention to the area police departments' heightened enforcement of pedestrian and bicycle safety laws between March 23 and April 19. Immediately following the event, the Prince George's County Police Department conducted live law enforcement demonstrations for the media.



Andrew Fellows, Mayor, City of College Park, Maryland



Milton Chaffee, Administrator, Maryland Motor Vehicle Administration

Media Tours

In addition to the seasonal launch events, the *Street Smart* program sponsored local media tours with press interviews to extend the coverage of the campaign. Spokespeople for the campaign included George Branyan, District Department of Transportation; Kimberly Lucas, District Department of Transportation; Abi Lerner, Virginia Department of Transportation; Captain Thomas Didone, Montgomery County Police Department; Michael Farrell, Metropolitan Washington Council of Governments; Marco Trigueros, Metropolitan Washington Council of Governments; and Walter Tejada, Arlington County Board. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and cutlines, and b-roll video and event footage in both English and Spanish to media outlets across the region.

Media Relations Results*

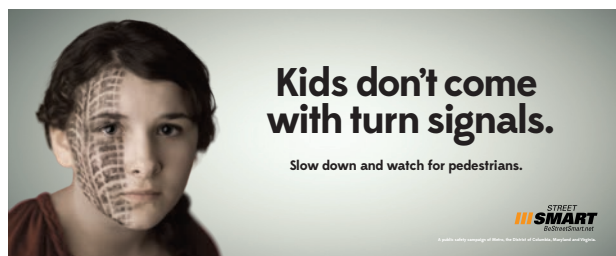
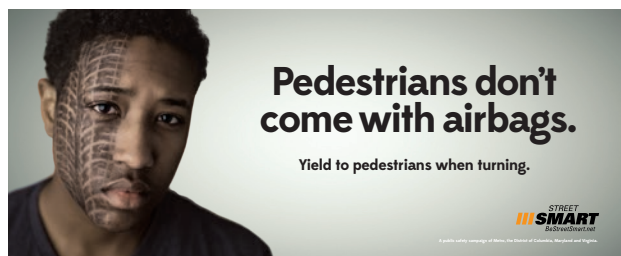
- 41 television news segments reaching more than 1.2 million viewers, with more than \$150,000 in publicity value.
- 29 radio broadcast news stories reaching more than 1.1 million listeners, valued at more than \$124,000 in publicity value.
- 27 online articles in publications with a combined circulation of more than 7.2 million daily page views.
- 15 news articles in print editions of the *Washington Post*, reaching more than 2.5 million readers, valued at more than \$1.2 million in publicity value.

Press coverage is detailed in Appendix I.

**112 NEWS
STORIES
GARNERING
\$1.5 MILLION
IN PUBLICITY
VALUE**

CREATIVE

In 2015, *Street Smart* leveraged the momentum of the previous years by extending the life of the award-winning “Tired Faces” advertisement series. These research-based ads, produced in English and Spanish, feature faces of local residents and emphasize the vulnerability of the human body in contrast to cars and trucks on the street. The creative has been embraced worldwide and has expanded by programs in the United Kingdom, Texas, Tennessee, New Jersey, Massachusetts, and Michigan.



Ads in English and Spanish

*Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources. The online valuation system is still being refined; digital coverage is not reflected in the total publicity value.

Street Smart expanded campaign assets by putting the “Tired Faces” concept in motion to produce a new 15-second television spot in English and Spanish. The spot educates motorists about safe driving behaviors by combining data-driven crash causes with attention-grabbing visuals and 360-degree camera motions.

PAID MEDIA

Since our audience segment is broad, we use a variety of methods to deliver campaign messages to drivers, pedestrians and bicyclists. The target audience was adults 18–49, skewing male. We designed our media plan to achieve maximum reach across the region. Our overall media strategy focused on street-level marketing to reach target audiences in the most relevant places. We targeted drivers on the road or filling up their gas tank and pedestrians walking or riding the bus. Media included both English- and Spanish-language channels.

RADIO	NEGOTIATED COST	FLIGHT DATES	NOTES	ADDED VALUE	IMPRESSIONS
Fall Radio	\$34,725	11/10/14 - 11/23/14	257 15-second radio liners focused Wed-Fri 3-8 pm and Sat 6 am-8 pm + 120 bonus 15-second spots + 179 bonus 30-second spots + social media posts	\$55,112.50	3,303,684
Spring Radio	\$34,620	4/6/15 - 4/19/15	252 15-second traffic liners focused Wed-Fri 3-8 pm and Sat 6 am-8 pm + 98 bonus 15-second spots + 188 bonus 30-second spots	\$53,180	3,298,617
OUTDOOR					
Fall Exterior Bus Ads	\$48,470	10/27/14 - 11/23/14	50 bus kings, 65 bus tails, 200 bonus interior bus cards + 4 weeks of overrides	\$63,642	10,886,720
Fall Pumptoppers	\$39,853	10/27/14 - 11/23/14	508 ads on gas pumps and 127 bonus window clings at 127 stations, including 2 bonus stations + 4 weeks of overrides	\$115,909	60,312,300
Spring Exterior Bus Ads	\$50,735	3/23/15 - 4/19/15	80 bus kings and 200 bonus interior bus cards + 2 weeks of overrides	\$71,603	7,550,113
Spring Pumptoppers	\$37,265	3/23/15 - 4/19/15	500 ads on gas pumps and 125 bonus window clings at 125 stations, including 9 bonus stations + 4 weeks of overrides	\$116,044	59,362,500
TELEVISION					
Spring Television	\$49,970	4/6/15 - 4/19/15	108 15-second television spots on NBC and Univision + 139 bonus 15-second spots	\$33,475	3,847,937
DIGITAL					
YouTube & Pandora Internet Radio	\$14,744	3/23/15 - 4/26/15	71,397 video views on YouTube + 5,058 total clicks; added value includes 624,009 bonus banner impressions on Pandora	\$9,503.24	1,284,586
TOTAL	\$310,382			\$518,468.74	149,846,457

Added Value

Paid media value-add benefits including negotiated public service ad rates, bonus 15-second spots, bonus gas station locations, window clings, and overrides on outdoor ads totaled **\$518,468.74**.



Pumptopper Ad



Bus Ad

Outdoor Media

During the spring and fall campaigns, we deployed English and Spanish outdoor media in near high-risk areas around the Washington metro area. Exterior bus ads put the *Street Smart* messages in motion to cover as much geography as possible. Pumptoppers—ads placed on top of gas pumps—reached a captive driver audience filling up their tank. Gas stations also displayed pedestrian safety messaging on their windows as added value to the campaign.

Radio Traffic Sponsorships

Radio is a way to reach motorists directly. We used cost-effective 15-second announcements during prime drive time—a higher risk window for pedestrian and bicycle crashes. Messages mainly targeted drivers and focused on visibility issues, pedestrian vulnerability, increased enforcement and watching for/yielding to pedestrians.

Radio Stations:

- WKYS-FM 93.9 FM (Urban Contemporary)
- WPGC-FM 95.5 FM (Rhythmic Contemporary)
- WIAD-FM 94.7 FM (Hot Adult Contemporary)
- WJFK-FM 106.7 FM (Sports)
- WLZL-FM 107.9 FM (Spanish Contemporary)
- WNEW-FM 99.1 FM (News/Talk)
- WMMJ-FM 102.3 FM (Urban Adult Contemporary)

Television Ads

New to the media mix were 15-second television spots in English and Spanish. The new “Tired Faces” spot targeted drivers and aired on NBC (WRC-TV) and Univision (WFDC-TV) for two weeks in April. Including bonus PSAs, 247 spots aired across the two channels.

Online

Also new this year were banners and video ads on YouTube and radio spots and banners on Pandora digital radio (mobile and desktop), running for four weeks this spring and garnering nearly 1.3 million impressions and more than 5,000 clicks to BeStreetSmart.net. The TV spot on YouTube was viewed more than 71,000 times and produced a click-through rate of 0.42%, nearly double the industry standard for video (0.25%).



New “Tired Faces” 15-second television spot

HISPANIC COMMUNICATIONS NETWORK

We partnered with the Hispanic Communications Network (HCN) to distribute PSAs to Spanish-language stations in the Washington region. HCN distributed the two Spanish radio vignettes via integration in their daily radio mini-programas *Saber es Poder* (Knowledge is Power), *Para Vivir Mejor* (For Better Living), and *Epicentro* (Epicenter) via HCN’s local affiliate network of radio stations in the region.

- WDCN-LP 87.7 FM
- WLZL-FM 107.9 FM
- WDMV-AM 700 AM
- WWGB-AM 1030 AM
- WURA-AM 920 AM
- WYUS-AM 930 AM
- WBQH-AM 1050 AM
- WILC-AM 900 AM
- WDAC-FM 94.5 FM
- WNWK-FM 95.3 FM
- Ke Pachanga (internet radio)
- La Suave (internet radio)
- Café Latino Radio (internet radio)

The 180 program integrations resulted in 2,403 free PSA airings across 13 different stations over the course of the year. These efforts garnered nearly 3.8 million free impressions.

DONATED MEDIA

Street Smart leveraged many opportunities to expand reach and increase message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including more than 1,737 interior bus cards, 262 exterior bus ads, 167 transit shelters, and 47 junior billboards. Many of these remained in place for weeks or months after the campaign ended for the season. **The estimated total donated media value is \$1,498,727+.** Donated media is detailed in Appendix II.

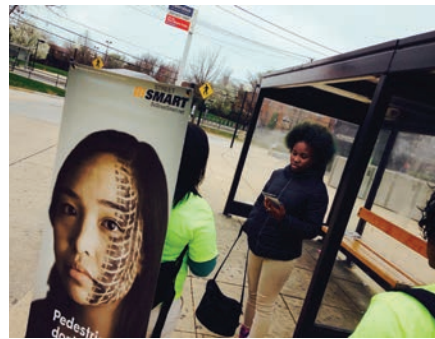
**NEARLY \$1.5 MILLION
IN DONATED MEDIA.**

OUTREACH

Street Smart Safety Zone Outreach Promotions

To bring street-level outreach and education to pedestrians, bilingual street teams implemented targeted outreach in 17 high-priority locations throughout the region. Many of the street team locations targeted areas near Metrorail stations and bus corridors with heavy pedestrian traffic. Working in teams of four, street teamers distributed safety information and served as “walking billboards” that reached people on foot and behind the wheel. Metro Street Operations Managers joined forces and supported several of the spring outreach efforts as well. Dates and locations included:

- 10/13/14: Wisconsin & M St. NW, Washington, DC
- 10/21/14: Minnesota Ave Metro Station, Washington, DC
- 10/23/14: MD193 between 650 & 212, Langley Park, Maryland
- 10/28/14: Algonkian Pkwy & Cascades Pkwy, Loudoun County, Virginia
- 10/30/14: Georgia at Colesville Rd., Silver Spring, Maryland
- 11/10/14: Silver Hill at Suitland, Maryland
- 11/7/14: Gallery Place/Chinatown Metro, Washington, DC
- 11/8/14 King Street between Washington & Union, Alexandria, Virginia
- 11/11/14: George Mason University, Fairfax, Virginia
- 3/25/15: College Park, MD 1 at Knox, Prince George’s County, Maryland
- 4/8/15: Congress Heights/Anacostia Metro, Washington, DC
- 4/9/15: Tysons Corner Metro, Fairfax County, Virginia
- 4/10/15: Petworth Metro, Washington, DC
- 4/13/15: 17th and K St. NW, Washington, DC
- 4/13/15: Addison Road Metro, Prince George’s County, Maryland
- 4/15/15: Courthouse Metro, Arlington County, Virginia
- 4/17/15: Wheaton Triangle, Montgomery County, Maryland



Street Teams

DIGITAL

To extend the reach and engagement of the campaign, we created a digital toolkit to distribute to campaign partners. This toolkit included web banners, pre-written tweets and Facebook posts, social media images, and other digital resources. Social media included an editorial calendar for the official Twitter account and the *Street Smart* YouTube channel, which was updated with the new television spot in English and Spanish.

Digital Results

- 23,800+ direct Twitter impressions with 600+ mentions, retweets, and follows
- 81,900+ YouTube video views
- 10,300+ website visits
- Average website visit was 1 minute, 2 seconds

ENFORCEMENT

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement “waves” in which police step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. Fall 2014 enforcement dates were set as November 6 – November 24, and spring 2015 enforcement dates were set as March 23 – April 19. During the fall and spring campaigns, 10,993* citations and 1,288 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in Arlington County, Montgomery County, Prince William County, and City of Riverdale Park.

EVALUATION

Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2015 effort. We conducted online surveys to measure awareness and attitudes among drivers and pedestrians. The groups surveyed were a representative sample of respondents who live in the three targeted geographic regions: the District of Columbia, suburban Maryland, and Northern Virginia.

The pre-campaign benchmark survey (Wave 1) was conducted March 4 – March 14, 2015 with 300 respondents. The follow-up survey (Wave 2) was conducted April 22 – April 30, 2015 with 300 respondents.




Law enforcement conducting outreach



Crosswalk sting in Washington, DC



Pedestrian enforcement in Prince George's County



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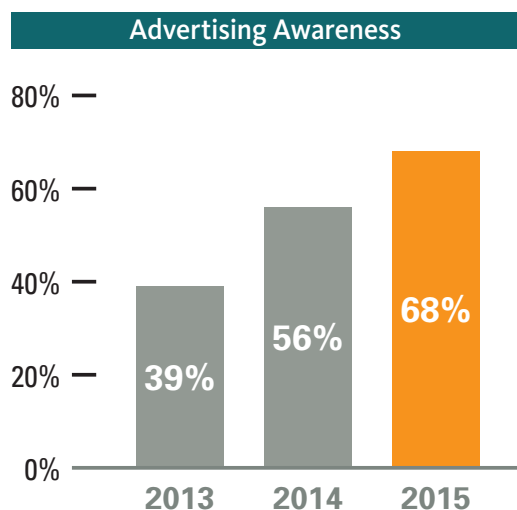
Pedestrians don't come with airbags.

Yield to pedestrians when turning.

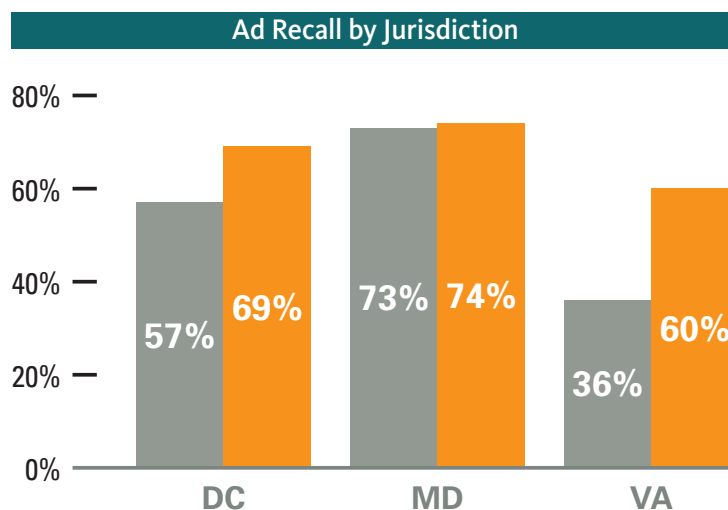
A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

One of three ads presented to measure aided awareness. On an aided basis, 68 percent of respondents said they saw at least one of the advertising executions.

*Actual numbers may be higher. The metrics are based on enforcement reports received at the end of the campaign.



The year-to-year increase could suggest there is a benefit to keeping consistent creative.



Aided awareness between Wave 1 and Wave 2 increased overall by nearly 24%.

Selected Survey Results

Advertising Awareness

- Unaided awareness increased overall from 22% in Wave 1 to 27% in Wave 2. The increase was not statistically significant. This was also consistent with 2014, when unaided awareness registered at 26%.
- The respondents who recalled ads reported specific campaign elements such as “treads on a face,” “exercise caution,” “*Street Smart*,” “stay aware,” and “dangers of jaywalking.”
- On an aided basis, 55% said they saw at least one of the three advertising executions in Wave 1 and 68% in Wave 2. This is a significant increase from previous years, when aided awareness in Wave 2 was 56% (in 2014) 39% (in 2013) and 19% (in 2012).
- 32% of participants recalled seeing the newly produced video ad.
- Aided advertising awareness was slightly higher for pedestrians (73%) than for drivers (63%), though not significantly. This gap is much smaller than it was in 2013, when aided advertising awareness was nearly twice as high for pedestrians (50%) as for drivers (27%).
- The main source of ad awareness was on buses and other public transportation with television as the next most important source.

General Awareness

- General awareness for the *Street Smart* program remained consistent (35% to 41%).
- About one in five respondents said they had heard of police efforts to enforce pedestrian traffic laws. There were no changes on this measure between waves.
- In general, the respondents do not perceive the authorities to be very strict in enforcing laws for pedestrians, drivers, or bicyclists. Roughly 6 of 10 respondents believe that the authorities are “not very strict” or “not strict at all” in enforcing safety laws. There was no significant change in these measures between waves.

Behaviors and Attitudes

- The respondents reviewed a list of behaviors surrounding pedestrian and bicycle safety. Overall, there were no significant changes in any of the self-reported behavior measures between waves.
- In both waves, the respondents identified “driving while texting,” “driving while on cell phone,” and “aggressive driving” as the most serious problems in their area.
- In the Driver segment, the perceived severity of “drivers texting while driving” increased significantly (83% to 91%). The perceived severity of “drivers running red lights and stop signs” also increased significantly (67% to 79%).
- In the Pedestrian segment, the perceived severity of “pedestrians jaywalking (crossing mid-block)” increased significantly (61% to 73%).
- The statements garnering the highest agreement were consistent in both waves, namely:
 - The best thing any driver, pedestrian, and bicyclist can do to prevent injury is to pay close attention to his/her surroundings.
 - If everyone just followed the rules, there would be a lot fewer deaths and injuries when it comes to pedestrian and bicycle safety.
 - Pedestrians and bicyclists do not have the same crash protection in an accident as vehicles; therefore, drivers should be extra careful.

OVERALL CAMPAIGN VALUE

Thanks to a highly successful earned media campaign and a generous amount of in-kind donations from paid media vendors and jurisdictional partners, *Street Smart* more than tripled its annual campaign budget.

Combining added value with earned and donated media and services, the fiscal year 2015 *Street Smart* program garnered more than **\$4.22 million in overall campaign value on a budget of \$675,000.**

TOTAL CAMPAIGN VALUE	
Earned Media Publicity Value	\$1,534,888
Paid Media Added Value	\$518,468.74
Donated Media Value	\$1,498,727
Campaign Budget	\$675,000
CAMPAIGN VALUE	\$4,227,083.74

**\$4.22
MILLION
CAMPAIGN
VALUE**

For more information on the *Street Smart* campaign, visit BeStreetSmart.net

APPENDIX I: Earned Media Summary
Fall 2014 & Spring 2015

Total Value \$1,534,888

TELEVISION COVERAGE						
DATE	TIME	RUN TIME	CHANNEL	PROGRAM	RATINGS	PR VALUE
11/3/14	10:00 pm	0:44	NC8 (IND)	Evening News at 10 pm	13,796	\$880
11/3/14	10:00 pm	0:45	NC8 (IND)	Evening News at 10 pm	13,796	\$900
11/3/14	6:30 pm	0:03	WZDC (Telemundo)	Noticiero Telemundo	26,333	\$200
11/3/14	6:00 pm	0:49	NC8 (IND)	Afternoon Report at 6 pm	8,173	\$490
11/3/14	5:56 pm	0:23	WJLA (ABC)	ABC 7 News at 6 pm	62,788	\$5,750
11/3/14	6:00 am	0:27	WJLA (ABC)	Good Morning Washington at 6 am	23,819	\$2,430
11/4/14	6:00 pm	0:31	WZDC (Telemundo)	Telenoticias Washington at 6 pm	19,157	\$2,068
11/4/14	1:00 pm	8:24	NC8 (IND)	NewsTalk at 1 pm	4,846	\$5,040
11/4/14	10:00 am	8:24	NC8 (IND)	NewsTalk at 10 am	6,523	\$5,040
11/4/14	8:00 am	0:45	NC8 (IND)	Morning Report at 8 am	13,028	\$562
11/4/14	7:00 am	2:40	NC8 (IND)	Morning Report at 7 am	8,463	\$2,400
11/4/14	6:00 am	2:32	NC8 (IND)	Morning Report at 6 am	8,896	\$2,280
11/4/14	5:00 am	2:50	NC8 (IND)	Morning Report at 5 am	5,551	\$1,276
11/4/14	1:00 am	0:44	NC8 (IND)	Late Night Report at 1 am	5,511	\$220
11/4/14	12:00 am	0:45	NC8 (IND)	Late Night Report	8,113	\$450
11/6/14	4:00 pm	1:43	NC8 (IND)	Afternoon Report at 4 pm	8,447	\$1,030
11/6/14	3:00 pm	4:07	NC8 (IND)	Afternoon Report at 3 pm	7,285	\$2,470
11/6/14	12:00 pm	2:18	NC8 (IND)	Afternoon Report at Noon	4,856	\$1,380
11/6/14	12:00 pm	2:14	WJLA (ABC)	ABC 7 News at Noon	53,161	\$6,700
11/6/14	6:00 am	0:35	NC8 (IND)	Morning Report at 6 am	8,896	\$525
11/6/14	6:00 am	3:04	WJLA (ABC)	Good Morning Washington at 6 am	23,819	\$16,560
11/6/14	6:00 am	0:52	WJLA (ABC)	Good Morning Washington at 6 am	23,819	\$4,680
11/6/14	5:00 am	0:19	WJLA (ABC)	Good Morning Washington at 5 am	29,234	\$950
11/6/14	4:30 am	0:27	WJLA (ABC)	Good Morning Washington at 4:30 am	28,200	\$270
11/7/14	6:00 pm	5:07	WFDC (Univision)	Noticias Univision Washington 6 pm	32,416	\$20,468
11/7/14	6:00 am	2:03	WTTG (FOX)	Fox 5 Morning News at 6 am	62,465	\$10,455
11/11/14	6:00 am	3:35	WFDC (Univision)	Noticias Univision Washington 6 am	9,063	\$8,600
FALL TOTAL						\$104,074

APPENDIX I: Earned Media Summary
Fall 2014 & Spring 2015

Total Value \$1,534,888

TELEVISION COVERAGE <i>(continued)</i>						
DATE	TIME	RUN TIME	CHANNEL	PROGRAM	RATINGS	PR VALUE
3/24/15	11:00 pm	2:41	WZDC (Telemundo)	Telenoticias Washington at 11 pm	14,785	\$8,040
3/25/15	11:00 pm	3:15	WFDC (Univision)	Noticias 11 pm	17,447	\$6,825
3/25/15	6:00 pm	3:15	WFDC (Univision)	Noticias 6 pm	45,373	\$9,750
3/25/15	5:00 pm	0:25	WRC (NBC)	News 4 at 5 pm	126,085	\$4,500
3/25/15	11:00 am	0:31	WRC (NBC)	News 4 Midday	49,934	\$2,170
3/25/15	8:00 am	0:20	WTTG (Fox)	Fox 5 Morning News at 8 am	84,886	\$1,700
3/25/15	6:00 am	0:25	WRC (NBC)	News 4 at 6 am	126,085	\$1,626
3/25/15	6:00 am	0:38	WTTG (Fox)	Fox 5 Morning News at 6 am	70,796	\$3,230
3/25/15	5:00 am	0:25	WRC (NBC)	News 4 at 5 am	126,085	\$1,626
3/29/15	5:30 am	1:44	WRC (NBC)	News 4 This Week: Viewpoint	21,444	\$1,038
3/29/15	5:30 am	4:12	WRC (NBC)	News 4 This Week: Viewpoint	21,444	\$2,520
3/29/15	5:30 am	9:34	WRC (NBC)	News 4 This Week: Viewpoint	21,444	\$5,739
4/1/15	6:00 pm	2:41	WZDC (Telemundo)	Telenoticias Washington at 6 pm	14,785	\$7,050
SPRING TOTAL						\$55,814
TELEVISION TOTAL					1,261,047	\$159,888

APPENDIX I: Earned Media Summary
Fall 2014 & Spring 2015

Total Value \$1,534,888

RADIO COVERAGE					
DATE	TIME	RUN TIME	STATION	RATINGS	PR VALUE
11/2/14	6:00 am	23:00	WKYS	NA	NA
11/2/14	6:00 am	10:00	WPGC	8,600	\$16,988
11/3/14	3:30 pm	0:27	WAMU-FM (NPR)	32,900	\$1,366
11/3/14	8:30 am	1:56	WAMU-FM (NPR)	55,200	\$9,860
11/3/14	7:00 am	0:08	WAMU-FM (NPR)	56,800	\$699
11/3/14	5:00 am	0:52	WAMU-FM (NPR)	20,100	\$1,606
11/4/14	8:30 am	1:30	WAMU-FM (NPR)	61,400	\$8,505
11/4/14	6:30 am	0:41	WAMU-FM (NPR)	63,200	\$3,989
11/4/14	6:30 am	1:55	WAMU-FM (NPR)	63,200	\$11,190
11/4/14	8:30 am	0:58	WTOP-FM	62,200	\$5,551
11/4/14	7:00 am	0:55	WTOP-FM	67,700	\$5,731
11/4/14	6:00 am	0:53	WTOP-FM	60,200	\$4,913
11/4/14	5:00 am	1:54	WTOP-FM	30,700	\$5,381
11/20/14	7:45 am	0:57	WAMU-FM (NPR)	69,600	\$6,105
11/20/14	6:45 am	1:10	WTOP-FM	67,600	\$7,287
11/20/14	5:45 am	0:53	WAMU-FM (NPR)	50,000	\$4,081
FALL TOTAL					\$93,252
3/25/15	3:00 pm	1:01	WTOP-FM	41,800	\$2,416
3/25/15	1:00 pm	1:01	WTOP-FM	40,800	\$2,416
3/26/15	7:30 am	0:38	WTOP-FM	79,200	\$1,505
3/26/15	7:00 am	1:07	WTOP-FM	69,600	\$2,653
3/26/15	6:30 am	0:57	WTOP-FM	67,600	\$2,257
3/26/15	5:30 am	1:12	WTOP-FM	43,200	\$2,851
4/1/15	6:00 pm	0:44	WNEW-FM	6,400	\$431
4/1/15	5:00 pm	1:24	WNEW-FM	10,500	\$823
4/1/15	1:00 pm	0:10	WNEW-FM	8,500	\$258
4/11/15	6:00 am	10:00	WLZL-FM	NA	NA
4/11/15	6:00 am	10:00	WPGC-FM	9,632	\$16,988
4/26/15	6:30 am	23:00	WKYS-FM	NA	NA
SPRING TOTAL					\$32,598
RADIO TOTAL				1,146,632	\$125,850

APPENDIX I: Earned Media Summary
Fall 2014 & Spring 2015

Total Value \$1,534,888

PRINT COVERAGE				
DATE	COLUMN INCHES	PUBLICATION	CIRCULATION	PR VALUE
11/13/14	52	Washington Post Prince William	21,225	\$16,216.20
11/13/14	53	Washington Post Fairfax	104,373	\$72,623.25
11/13/14	2	Washington Post Prince William	21,225	\$623.25
11/13/14	52	Washington Post Alexandria-Arlington	35,521	\$49,631.40
11/13/14	52	Washington Post Loudoun	23,007	\$13,267.80
11/13/14	52	Washington Post Southern Maryland	18,069	\$12,776.40
11/13/14	29	Washington Post Virginia	203,466	\$83,859.30
11/13/14	52	Washington Post Maryland Extra	39,924	\$123,341.40
11/13/14	45	Washington Post Montgomery	106,211	\$61,661.25
11/13/14	22	Washington Post Prince George's	49,748	\$21,413.70
11/20/14	6.5	Washington Post Virginia	203,466	\$18,796.05
11/20/14	42	Washington Post Virginia	203,466	\$121,451.40
11/20/14	45	Washington Post	431,521	\$386,552.25
11/30/14	27	Washington Post - Sunday	623,979	\$241,165.35
FALL TOTAL				\$1,223,379.00
3/26/15	3	Washington Post	431,521	\$25,770.00
SPRING TOTAL				\$25,770.00
PRINT TOTAL			2,516,722	\$1,249,150.00

APPENDIX I: Earned Media Summary
Fall 2014 & Spring 2015

Total Value \$1,534,888

ONLINE COVERAGE		
DATE	SOURCE	DAILY PAGE VIEWS
11/4/14	ARLnow.com	3,833
11/5/14	WashingtonPost.com	611,517
11/6/14	WTOP Radio Washington	19,350
11/6/14	redbricktown.com	50
11/6/14	fcnp.com	667
11/6/14	WJLA-TV [ABC 7] Online	25,833
11/10/14	Politico.com	1,518,167
11/10/14	Mass Transit Magazine	833
11/10/14	patch.com	133,333
11/12/14	topix.com	1,166,667
11/12/14	WashingtonPost.com	611,517
11/12/14	WashingtonPost.com	611,517
11/13/14	southriding.net	233
11/14/14	patch.com	133,333
11/15/14	highbeam.com	13,333
11/17/14	NationalJournal.com	50,000
11/19/14	WashingtonPost.com	611,517
11/19/14	WashingtonPost.com	611,517
11/22/14	FairfaxNews.com	50
FALL TOTAL		6,123,267
3/23/15	WTOP Radio Washington	20,353
3/24/15	WTTG-TV [FOX 5] Online	13,181
3/27/15	thewashcycle.com	740
3/31/15	greaterwashington.org	3,828
3/31/15	vox.com	282,176
3/31/15	WTOP Radio Washington	20,353
3/31/15	NBCWashington.com	24,314
3/31/15	WashingtonPost.com	734,488
SPRING TOTAL		1,099,433
ONLINE TOTAL		7,222,700

APPENDIX II: Donated Media

FY 2015

DONATED MEDIA				
MEDIA	JURISDICTION/AGENCY	QUANTITY	DURATION	VALUE
Junior Billboards	DDOT (DC)	24	12 weeks	\$381,176
Junior Billboards	DDOT (DC)	23	4 weeks	\$121,765
Interior Bus Cards	Circulator (DC)	49	12 months	\$17,294
Interior Bus Cards	American University (DC)	10	6 months	\$1,694
Transit Shelters	American University (DC)	2	6 months	\$7,059
Exterior Bus Kings/Jr. Kings	TransIT - Frederick County (MD)	6	4 weeks	\$2,939
Interior Bus Cards	TransIT - Frederick County (MD)	50	8 weeks	\$3,059
Interior Bus Cards	TransIT - Frederick County (MD)	24	8 weeks	\$5,873
Interior Bus Cards	The BUS - Prince George's County (MD)	186	4 weeks	\$5,471
Transit Shelters	Prince George's County (MD)	50	8 weeks	\$90,000
Transit Shelters	Prince George's County (MD)	30	8 weeks	\$54,000
Exterior Bus Kings	Ride On - Montgomery County (MD)	24	8 weeks	\$30,833
Exterior Bus Tails	Ride On - Montgomery County (MD)	20	8 weeks	\$16,941
Exterior Bus Junior Kings	Ride On - Montgomery County (MD)	12	12 weeks	\$17,958
Exterior Bus Queens	Ride On - Montgomery County (MD)	25	8 weeks	\$24,941
Exterior Mini Queens	Ride On - Montgomery County (MD)	89	16 weeks	\$133,186
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	4	12 weeks	\$19,468
Exterior Bus Tails	Ride On - Montgomery County (MD)	15	4 weeks	\$6,353
Exterior Bus Kings	Ride On - Montgomery County (MD)	60	4 weeks	\$38,541
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	2	12 weeks	\$9,734
Interior Bus Cards	Ride On - Montgomery County (MD)	671	12 weeks	\$63,942
Interior Bus Cards	Ride On - Montgomery County (MD)	200	12 weeks	\$19,059
Transit Shelters	Montgomery County (MD)	80	8 weeks	\$348,235
Interior Bus Cards	PRTC (VA)	280	4 weeks	\$8,235
Exterior Bus Tails	Fairfax City (VA)	5	12 months	\$24,000
Interior Bus Cards	Fairfax City (VA)	30	12 months	\$10,588
Bus Shelters	George Mason University	5	10 months	\$29,412
Interior Bus Cards	DASH - Alexandria (VA)	85	4 weeks	\$2,500
Interior Bus Cards	ART - Arlington County (VA)	152	4 weeks	\$4,471
TOTAL DONATED MEDIA VALUE				\$1,498,727



METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

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