

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART

PUBLIC EDUCATION CAMPAIGN

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

2017
FISCAL YEAR
ANNUAL REPORT

10/01/16
— THROUGH —
9/30/17

STREET
III SMART
BeStreetSmart.net



PREPARED BY
SHERRY MATTHEWS, INC.



People walking and biking in the metropolitan Washington region find themselves crossing paths with cars, trucks, buses, and other vehicles every day, sometimes with deadly consequences. Preliminary data tell us that in 2016, crashes in the greater Washington metropolitan area resulted in the deaths of 71 pedestrians and 10 bicyclists, accounting for nearly one third of the 279 traffic fatalities in the region.

Since 2002, the Metropolitan Washington Council of Governments' (MWCOC) *Street Smart* program has worked to protect 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 TV and out-of-home advertising, media relations, 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 2017, INCLUDING FALL 2016 AND SPRING 2017.

MEDIA RELATIONS

Fall Campaign Kickoff Press Event

Against a backdrop of 75 pairs of gently worn white shoes—one for each pedestrian or bicyclist who perished last year in the Washington region—representatives from across the region launched the fall *Street Smart* initiative at United Medical Center, near where two pedestrians were killed in 2015. The event occurred on November 4, 2016, in advance of the Daylight Savings Time change. As daylight hours decrease, it's imperative for local safety officials to remind motorists, pedestrians, and bicyclists to be extra vigilant. The backdrop of the event also included a new HAWK signal installed adjacent to a Metrobus stop across the street. Speakers included:

- Charletta Washington, Chief Operating Officer, United Medical Center
- Dr. Anthony Jones, Emergency Department Physician, United Medical Center
- Christine Nizer, Maryland Motor Vehicle Administrator, Maryland Department of Transportation
- Chief Hank Stawinski, Prince George's Police Department
- Sam Zimbabwe, Acting Chief Project Delivery Director, District Department of Transportation
- Commander Jeff Carroll, Metropolitan Police Department
- Melanie Stokes, DMV's Virginia Highway Safety Office

Multiple law enforcement agencies from across the region attended the event and warned residents that law enforcement would be stepping up efforts in November to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.



Against a backdrop of 75 pairs of gently worn white shoes—one for each pedestrian or bicyclist who perished in the Washington region during 2015—representatives from DC, Maryland, and Virginia launched the fall Street Smart campaign.



Sam Zimbabwe, District Department of Transportation, speaks at the fall launch event.

Spring Campaign Kickoff Press Event

On April 26, 2017, *Street Smart* launched its spring initiative at the Takoma Langley Crossroads Transit Center. The campaign begins as warmer weather brings more residents outdoors and leads into Bicycle Safety Month. Speakers included:

- Rushern L. Baker III, County Executive, Prince George's County
- Isiah Leggett, County Executive, Montgomery County
- Chief Hank Stawinski, Prince George's County Police Department
- Tom Gianni, Chief, Maryland Highway Safety Office, Maryland Department of Transportation
- Jeff Marootian, Deputy Director, District Department of Transportation
- John Saunders, Director, DMV's Virginia Highway Safety Office
- Erich Kolig, Deputy Chief Operating Officer, Maryland Transit Administration

Michelle Adams, advocate and friend of David Narvaez, a pedestrian killed crossing a DC street, shared a personal story and emphasized the importance of safety. Officials also called attention to area police departments' heightened enforcement of pedestrian and bicycle safety laws to take place between April 17 and May 14. Immediately following the event, the Prince George's County Police Department conducted live law enforcement demonstrations for the media.



Spring Press Event Speakers

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. 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 regionwide.

Enforcement Activations

High-visibility enforcement is critical to deter and change unlawful traffic behaviors. In fall 2016 and spring 2017, the program coordinated with police departments across the region to conduct 15 enforcement activations featuring live demonstrations of police activities. We alerted the press and extended media coverage with a series of enforcement activations including:

- 11/14/16: Montgomery County Police Department, Georgia Avenue at Fenwick Lane in Downtown Silver Spring, MD
- 11/15/16: Prince William Police Department, Route 1 corridor near Prince William Parkway and East Longview Drive, Woodbridge, VA
- 11/16/16: Metropolitan Police Department, Washington Circle and 23rd Street NW, Washington, DC
- 11/17/16: Prince George's County Police Department, Central Avenue near Addison Road Metrorail station, Seat Pleasant, MD
- 11/17/16: Arlington County Police Department, Lee Highway and Edison Street, Arlington, VA
- 11/18/16: Fairfax County Police Department, Gallows Road corridor near Dunn Loring Metrorail area, Vienna, VA
- 11/21/16: Montgomery County Police Department, BCC High School, East West Highway (MD 410), Bethesda, MD
- 11/22/16: Arlington County Police Department, Columbia Pike and Frederick Street, Arlington, VA
- 4/21/17: Arlington County Police Department, Fairfax Drive and Kenmore Street, Arlington, VA
- 4/21/17: Prince William County Police Department, Route 1 near Prince William Parkway and East Longview Drive, Woodbridge, VA
- 4/25/17: Prince George's County Police Department, University Boulevard and New Hampshire Avenue, Langley Park, MD
- 5/2/17: Arlington County Police Department, Columbia Pike at South Oakland, Arlington, VA
- 5/8/17: Montgomery County Police Department, Georgia Avenue and Fenwick Lane, Silver Spring, MD
- 5/9/17: Metropolitan Police Department, Benning Road at 45th Street NE, Washington, DC
- 5/16/17: Metropolitan Police Department, North Capitol Street and H Street NE, Washington DC



Police departments around the region increased enforcement during the fall and spring campaigns.

Enforcement Results

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement waves in which police across the region step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. Fall 2016 enforcement dates were set as October 31 to November 27, and spring 2017 enforcement dates were set as April 17 to May 14. During the fall and spring campaigns, more than 12,900* citations and 3,300 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in Fairfax County, Prince William County, Arlington County, Montgomery County, Prince George's County, Loudoun County, Fauquier County, City of Alexandria, and the City of Fairfax.

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

Media Relations Results*

- 56 television news segments with nearly 2.9 million impressions and more than \$900,000 in publicity value.
- 22 radio news stories reaching listeners more than 691,000 times, valued at more than \$143,700 in publicity value.
- 45 online articles on websites including WashingtonPost.com.

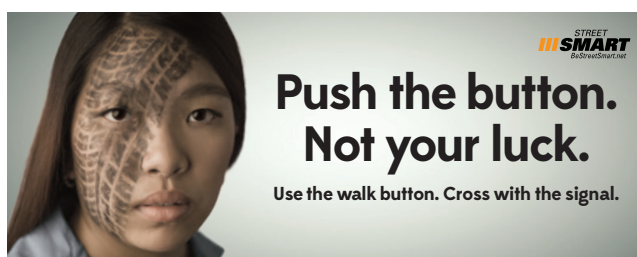
**123 NEWS STORIES
GARNERING
\$1 MILLION IN
PUBLICITY VALUE**

Press coverage is detailed in Appendix I.

CREATIVE

This year *Street Smart* continued to run the “Tired Faces” campaign, a research-based series of advertisements that emphasize the vulnerability of pedestrians and bicyclists. Created in 2013, the award-winning campaign has more than a dozen versions in English and Spanish and has been embraced and expanded by safety programs across the world.

Simultaneously during the current fiscal year, *Street Smart* worked with Sherry Matthews Marketing to develop a new series of advertisements and a website to launch in fall 2017. Multiple concepts and executions were tested online and with English- and Spanish-speaking focus groups to evaluate how relevant, understandable, and inspiring the concepts were in motivating the target audiences to improve behavior related to pedestrian and bicyclist safety.



Ads in English and Spanish

*Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources. Digital coverage is not reflected in the total publicity value.

PAID MEDIA

Since our audience segment is broad—composed of drivers, pedestrians, and bicyclists—we use a variety of methods to deliver campaign messages. The target audience is adults 18–49, skewing male. With a media plan designed 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. Media included both English- and Spanish-language channels.

**100 MILLION IMPRESSIONS
VIA PAID MEDIA.
\$450,000 IN ADDED
VALUE MEDIA BENEFITS.**



Exterior Bus Ad



Pumptoppper Ad at a Gas Station

Outdoor Media

English and Spanish outdoor media delivered safety messages in high-priority areas around the Washington metro area during the spring and fall campaigns. Metrobuses put 250 bus tail advertisements and 600 interior cards in motion to cover as much geography as possible. Pumptoppers—ads placed on top of gas pumps at 158 fueling stations—reached a captive audience of drivers filling up their tanks. Gas stations also displayed pedestrian safety messaging on their windows as added value to the campaign.

Television Ads

The “Tired Faces” 15-second TV spot educates motorists about safe driving behaviors by combining data-driven crash cause information with attention-grabbing visuals and 360-degree camera motions. The spot aired more than 1,100 times on the following television channels:

- NBC (WRC-TV)
- UNIVISION (WFDC-TV)
- CW (WDCW-TV)
- FOX 5 (WTTG-TV)
- ABC (WJLA-TV)
- CBS (WUSA-TV)
- Comcast Cable (CNN, ESPN, FX, FXNC, MSNBC, TBSC, TNT, TOON)

Online Media

During the two campaign waves, online ads on YouTube, Facebook, Twitter, and Pandora delivered more than 4.5 million impressions, 246,000 audio impressions, 181,000 video views, and 7,400 clicks to BeStreetSmart.net.

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 \$450,000.

Paid media and added value benefits are detailed in Appendix II.

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 interior bus cards, exterior bus ads, partial bus wraps, and transit shelters. Many of these remained in place for weeks or months after the campaign ended for the season. The estimated total donated media value exceeded \$675,000. Donated media is detailed in Appendix III.



Bus Wrap Sponsored by Montgomery County Department of Transportation

**MORE THAN
\$675,000 IN
DONATED MEDIA.**

OUTREACH

Pedestrian Alert Zone Outreach Promotions

To bring street-level outreach and education to pedestrians, bilingual street teams implemented targeted outreach in 13 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 groups of four, street teamers distributed safety information and served as “walking billboards” to reach people on foot and behind the wheel. In the spring, targeted outreach locations also included Pedestrian Alert Zone sidewalk graphics and lawn signs to reach people driving and walking. Locations and dates included:

- 11/4/16: Southern Avenue SE near United Medical Center, Washington, DC
- 11/4/16: Anacostia Metrorail area near Howard Road/MLK Avenue SE, Washington, DC
- 11/9/16: Columbus Circle/Union Station NW, Washington, DC
- 11/10/16: Gallows Road/Prosperity Avenue near Dunn Loring Metrorail Station, Vienna, VA
- 11/11/16: Kenilworth Avenue between MD-410 and Edmonston Road, Prince George’s County, MD
- 11/15/16: Area around Bethesda Metrorail Station, Montgomery County, MD
- 11/16/16: Crystal Drive between 15th and 23rd Streets, Arlington, VA
- 4/25/17: Takoma Langley Crossroads Transit Center area, Langley Park, MD
- 4/25/17: University Blvd and Piney Branch Road, Silver Spring, MD
- 4/27/17: East Capitol and Benning Road NE, Washington, DC
- 4/28/17: Columbia Pike and Dinwiddie Street, Arlington, VA
- 5/1/17: Leesburg Pike at Glen Carlyn Road, Bailey’s Crossroads, VA
- 5/4/17: Georgia Avenue and Fenwick Lane, Silver Spring, MD



Pedestrian Alert Zone Outreach and Signage

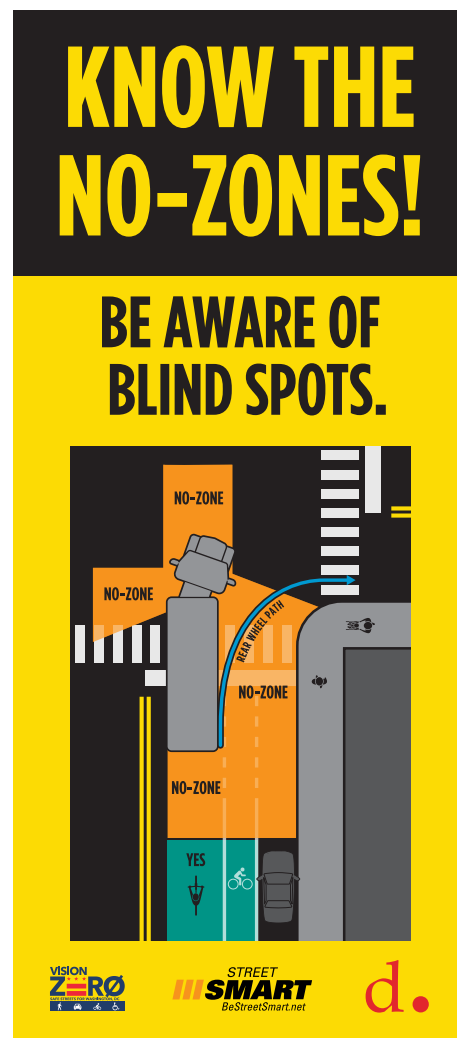
TRUCK SAFETY OUTREACH

This year *Street Smart* partnered with the District of Columbia Department of Transportation (DDOT) to kick off a new truck safety initiative during the summer to increase awareness about blind spots around trucks and other large vehicles. The centerpiece of the summer outreach events featured a mobile “Truck’s-Eye View” safety display that offered participants the opportunity to explore the cab of a real truck and observe blind spots and designated NO-ZONES, which are dangerous areas around trucks where crashes are more likely to occur.

The four outreach events across the District included:

- 5/13/17: DC Bike Ride Finish Festival, near Pennsylvania Avenue NW, Washington, DC
- 5/20/17: DC United Kids Day Tailgate at RFK Stadium
- 6/10/17: DC Truck Touch at RFK Stadium
- 6/17/17: Columbia Heights Day Festival, Harriet Tubman Elementary

An evaluation survey concluded that more than 90 percent of participants felt that the display was very informative and made them more aware of blind spots around trucks. Additional media relations activities surrounding the truck safety events resulted in 10 news segments, with ratings of more than 227,000 impressions and a publicity value exceeding \$50,000.

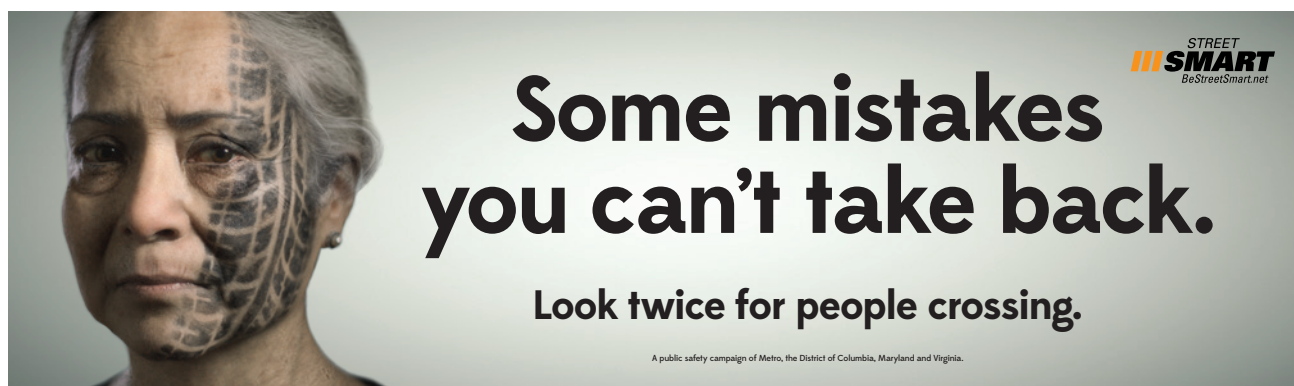


Truck Safety Outreach in Partnership with DDOT

EVALUATION

Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2017 efforts. Area Wide Market Research, Inc. conducted online surveys to measure awareness and attitudes among drivers and pedestrians. The groups surveyed were a representative sample of residents living in three targeted geographic areas: the Maryland suburbs, Northern Virginia, and the District of Columbia.

The pre-campaign benchmark survey was conducted March 28 – March 31, 2017 with 303 respondents. The follow-up survey was conducted May 16 – May 22, 2017 with 302 respondents. All significance testing was conducted at the 95 percent confidence level.

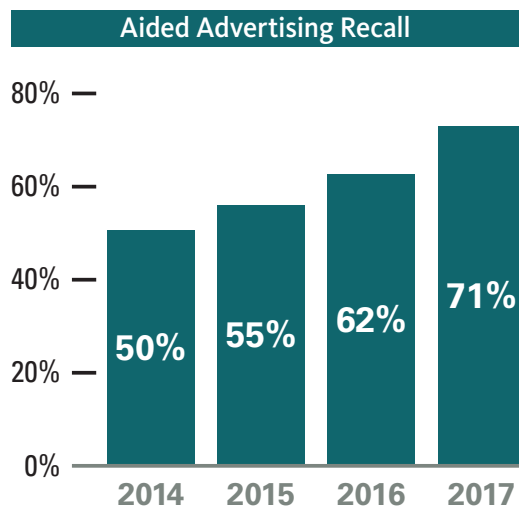


One of four ads presented to measure aided awareness. On an aided basis, 71 percent of respondents said they saw at least one of the advertising executions.

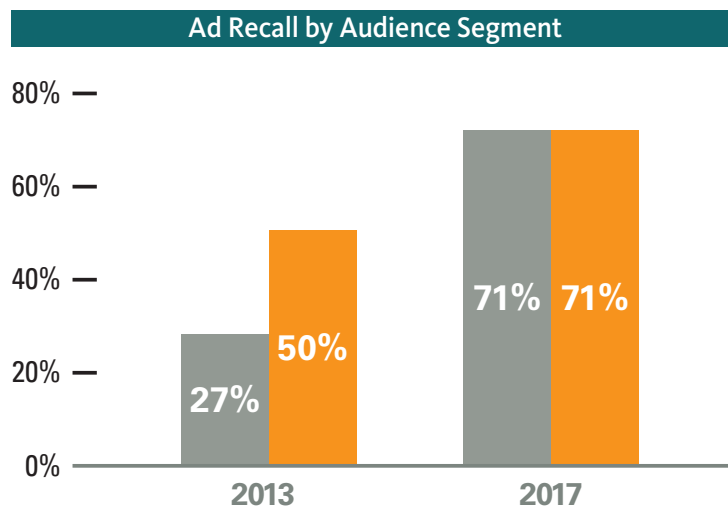
Selected Survey Results

Advertising Awareness

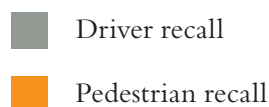
- Without any visual aid, respondents were asked if they recalled seeing *Street Smart* pedestrian or bicycle safety ads within the past few months.
 - The number of respondents who selected “yes” increased significantly from 22% to 30%, hitting an all-time campaign high.
 - The respondents who recalled ads played back some of the campaign elements such as “treads on a face,” “watch for pedestrians,” and “exercise caution.”
- Aided recall of at least one of four ad executions presented in the survey was 71% in both the pre-campaign and post-campaign survey waves.
 - While aided awareness did not increase between the two survey waves, it marks the highest percentage of aided awareness achieved in the pre-campaign survey wave and might suggest that the audience remembers advertisements from ongoing campaign efforts.
 - Aided recall was the same for both drivers and pedestrians (71%). In the past there has been a significant gap between driver and pedestrian recall. This gap has been incrementally closing since 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, online ads, and bus shelters as the next most important sources.



While aided recall did not increase between the two spring survey waves, pre-campaign awareness started at an all-time high.



The gap between driver and pedestrian advertising recall has been incrementally closing since 2013.



General Awareness

- General awareness for the *Street Smart* program remained consistent (37% to 40%).
- There was a slight increase in the awareness of police efforts to enforce pedestrian traffic safety laws (22% to 27%).

Behaviors and Attitudes

- Respondents reviewed a list of behaviors surrounding pedestrian and bicycle safety. While different segments had variations, on the whole there were no significant changes between waves.
- In both waves, the respondents identified “driving while texting,” “driving while on cell phone,” “aggressive driving,” and “drivers exceeding the speed limit” as the most serious problems.
- In the pedestrian segment, the percentage of respondents reporting that they “frequently” cross against the signal decreased (25% to 15%).
- There was also a significant decline among pedestrians who believe the enforcement of the laws for walking is “not at all strict” (28% to 17%).
- Drivers who said that the enforcement of laws for driving (such as yielding to pedestrians) is “somewhat strict” or “very strict” increased (51% to 64%).
- In the post-campaign wave, 37% of drivers (compared to 65% of pedestrians) said that the authorities are “not very strict” or “not strict at all” when it comes to enforcing laws for drivers.

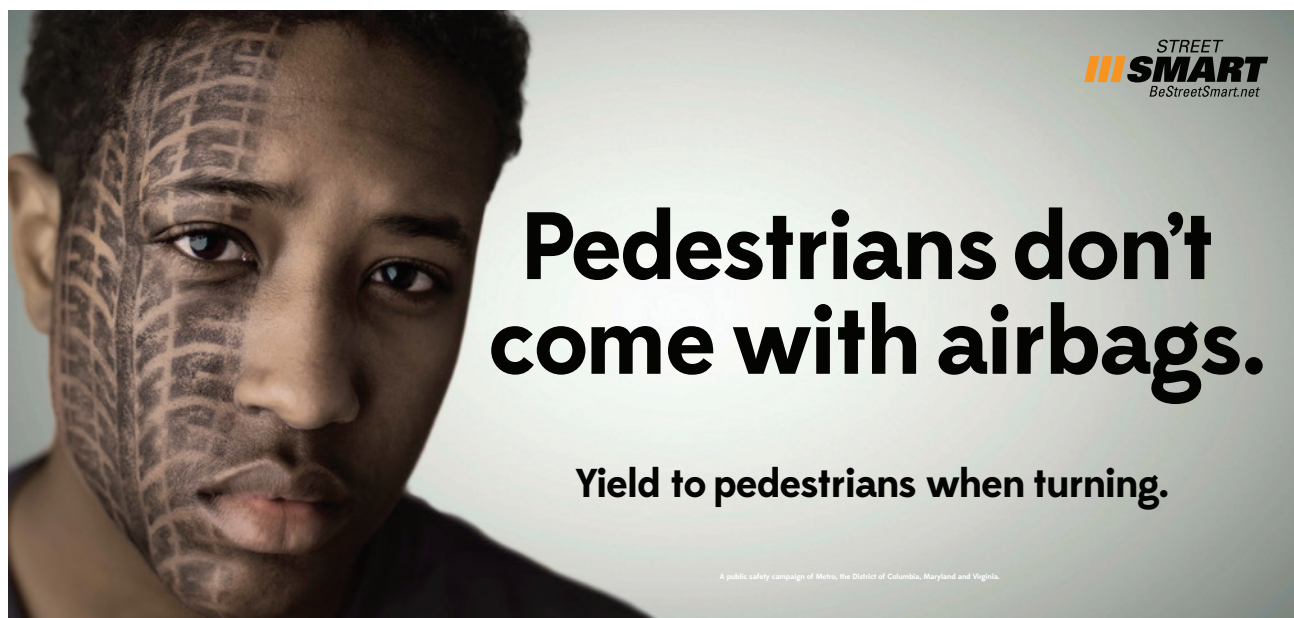
OVERALL CAMPAIGN VALUE

Thanks to a 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 2017 *Street Smart* program garnered **more than \$3 million in overall campaign value on a budget of \$840,000.**

TOTAL CAMPAIGN VALUE	
Earned Media Publicity Value	\$1,057,422
Paid Media Added Value	\$452,682
Donated Media Value	\$675,126
Campaign Budget	\$840,000
CAMPAIGN VALUE	\$3,025,230

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



APPENDIX I: Earned Media Summary
Fall 2016 and Spring 2017

Total Value: \$1,057,422

TELEVISION COVERAGE						
DATE	TIME	RUN TIME	CHANNEL	PROGRAM	PR VALUE	RATINGS
10/4/16	10:00 PM	00:04:49	WTTG (FOX)	Fox 5 News at 10PM	\$158,950	80,693
11/04/16	4:30 AM	00:04:15	WTTG (FOX)	Fox 5 Morning News at 4:30AM	\$12,028	12,161
11/04/16	4:30 AM	00:00:30	WRC (NBC)	News 4 Today at 4:30AM	\$500	30,359
11/04/16	5:00 AM	00:01:51	WUSA (CBS)	9 News Now at 5AM	\$10,638	14,917
11/04/16	5:00 AM	00:01:09	WRC (NBC)	News 4 Today at 5AM	\$7,475	41,525
11/04/16	5:00 AM	00:01:52	WJLA (ABC)	Good Morning Washington at 5AM	\$9,334	24,909
11/04/16	5:00 AM	00:00:22	WRC (NBC)	News 4 Today at 5AM	\$2,383	41,525
11/04/16	6:00 AM	00:01:34	WUSA (CBS)	9 News Now at 6AM	\$9,008	18,553
11/04/16	6:00 AM	00:00:48	WRC (NBC)	News 4 Today at 6AM	\$14,400	59,343
11/04/16	10:00 AM	00:00:27	WTTG (FOX)	Fox 5 Morning News at 10AM	\$2,758	26,306
11/04/16	11:00 AM	00:00:49	WRC (NBC)	News 4 Midday	\$5,717	41,498
11/04/16	11:00 AM	00:01:58	WRC (NBC)	News 4 Midday	\$13,767	41,498
11/04/16	4:00 PM	00:02:13	WRC (NBC)	News 4 at 4PM	\$15,517	62,153
11/04/16	5:00 PM	00:02:21	WRC (NBC)	News 4 at 5PM	\$42,300	85,514
11/04/16	5:00 PM	00:00:27	WTTG (FOX)	Fox 5 News at 5PM	\$3,375	68,902
11/04/16	5:00 PM	00:01:56	WJLA (ABC)	ABC 7 News at 5PM	\$48,333	67,195
11/04/16	5:56 PM	00:02:14	WRC (NBC)	News 4 at 6PM	\$40,200	91,611
11/04/16	6:00 PM	00:05:33	NC8 (News Channel 8)	Afternoon Report at 6PM	NA	NA
11/04/16	6:00 PM	00:01:00	WFDC (UNIVISION)	Noticias Univision Washington 6PM	\$5,000	36,294
11/04/16	7:00 PM	00:05:54	NC8 (News Channel 8)	Evening News at 7PM	NA	NA
11/04/16	10:00 PM	00:01:18	NC8 (News Channel 8)	Evening News at 10PM	NA	NA
11/05/16	6:00 AM	00:02:08	WRC (NBC)	News 4 Today at 6AM	\$10,667	49,434
11/05/16	8:30 AM	00:01:36	WRC (NBC)	News 4 Today at 9AM Saturday	\$16,000	95,593
11/06/16	12:00 AM	00:01:19	NC8 (News Channel 8)	Weekend Nightside Report at 12AM	NA	NA
11/15/16	5:00 AM	00:00:28	WRC (NBC)	News 4 Today at 5AM	\$3,033	41,525
11/15/16	5:00 AM	00:01:33	WRC (NBC)	News 4 Today at 5AM	\$10,075	41,525
11/15/16	6:00 AM	00:01:33	WRC (NBC)	News 4 Today at 6AM	\$27,900	59,343
11/15/16	6:00 AM	00:01:17	WRC (NBC)	News 4 Today at 6AM	\$23,100	59,343
11/16/16	8:00 AM	00:01:17	NC8 (News Channel 8)	Morning Report at 8AM	NA	NA
11/16/16	12:00 PM	00:02:09	WJLA (ABC)	ABC 7 News at Noon	\$10,750	59,412
11/17/16	6:00 AM	00:00:27	WRC (NBC)	News 4 Today at 6AM	\$8,100	59,343
11/21/16	5:56 PM	00:00:18	WTTG (FOX)	Fox 5 News Edge at 6PM	\$2,250	56,765
11/26/16	7:00 AM	00:02:44	WTTG (FOX)	Fox 5 Morning News at 7AM	\$7,981	12,543
FALL TOTAL					\$521,539	1,379,782

**Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources. Digital coverage is not reflected in the total publicity value.*

APPENDIX I: Earned Media Summary (continued)
Fall 2016 and Spring 2017

Total Value: \$1,057,422

TELEVISION COVERAGE						
DATE	TIME	RUN TIME	STATION	SHOW	PR VALUE	RATINGS
4/21/17	10:00 PM	0:02:17	WTTG (FOX)	Fox 5 News at 10PM	\$75,350	98,838
4/22/17	8:00 AM	0:02:01	WTTG (FOX)	FOX Saturday Morning News 8AM	\$17,060	36,310
4/25/17	4:30 AM	0:00:28	WRC (NBC)	News 4 Today at 4:30AM	\$465	23,415
4/25/17	5:00 AM	0:23:54	WFDC (UNIVISION)	Primer Impacto Extra	\$71,700	5,704
4/25/17	5:00 AM	0:00:16	WRC (NBC)	News 4 Today at 5AM	\$1,735	36,663
4/25/17	6:00 AM	0:01:48	WTTG (FOX)	Fox 5 Morning News at 6AM	\$15,300	53,860
4/25/17	5:00 PM	0:00:36	WRC (NBC)	News 4 at 5PM	\$10,800	70,845
4/25/17	5:00 PM	0:02:54	WTTG (FOX)	Fox 5 News at 5PM	\$21,750	77,009
5/8/17	5:56 PM	0:00:56	WRC (NBC)	News 4 at 6PM	\$16,800	80,277
5/8/17	11:00 PM	0:01:13	WRC (NBC)	News 4 at 11PM	\$60,835	91,299
5/10/17	6:00 AM	0:00:56	WRC (NBC)	News 4 Today at 6AM	\$16,800	58,505
5/10/17	6:00 AM	0:00:22	NC8 (News Channel 8)	Morning Report at 6AM	NA	NA
5/16/17	11:00 AM	0:01:20	NC8 (News Channel 8)	Let's Talk Live	NA	NA
5/16/17	1:00 PM	0:01:19	NC8 (News Channel 8)	NewsTalk at 1PM	NA	NA
5/16/17	5:00 PM	0:00:21	WTTG (FOX)	Fox 5 News at 5PM	\$2,625	75,516
5/16/17	5:00 PM	0:00:19	WUSA (CBS)	9 News Now at 5PM	\$1,820	61,209
5/16/17	5:00 PM	0:00:12	WTTG (FOX)	Fox 5 News at 5PM	\$1,500	70,762
5/16/17	5:00 PM	0:00:21	WTTG (FOX)	Fox 5 News at 5PM	\$2,625	70,762
5/18/17	11:00 AM	0:01:28	WRC (NBC)	News 4 Midday	\$10,270	40,693
5/24/17	5:00 PM	0:01:21	WTTG (FOX)	Fox 5 News at 5PM	\$10,125	70,762
5/24/17	5:00 PM	0:01:08	NC8 (News Channel 8)	Afternoon Report at 5PM	NA	NA
5/24/17	5:00 PM	0:00:29	WUSA (CBS)	9 News Now at 5PM	\$2,780	47,361
5/24/17	6:00 PM	0:01:43	NC8 (News Channel 8)	Afternoon Report at 6PM	NA	NA
SPRING TOTAL					\$340,340	1,069,790
5/14/17	7:00 AM	00:02:30	WUSA (CBS)	Wake Up Washington 7AM Sunday	\$2,500	9,935
5/14/17	7:00 AM	00:01:47	WUSA (CBS)	Wake Up Washington 7AM Sunday	\$1,785	9,935
5/14/17	7:00 AM	00:00:11	WUSA (CBS)	Wake Up Washington 7AM Sunday	\$185	9,935
5/14/17	7:00 AM	00:03:09	WUSA (CBS)	Wake Up Washington 7AM Sunday	\$3,150	9,935
5/14/17	7:00 AM	00:00:08	WUSA (CBS)	Wake Up Washington 7AM Sunday	\$135	9,935
5/14/17	7:00 AM	00:00:19	WUSA (CBS)	Wake Up Washington 7AM Sunday	\$315	9,935
5/14/17	7:00 AM	00:02:07	WUSA (CBS)	Wake Up Washington 7AM Sunday	\$2,115	9,935
5/14/17	6:30 PM	00:02:54	WUSA (CBS)	9 New Now at 6:30PM Sunday	\$37,700	95,586
5/14/17	11:00 PM	00:00:41	WUSA (CBS)	9 News Now at 11PM	\$3,930	62,453
TRUCK SAFETY TOTAL					\$51,815	227,584
TELEVISION TOTAL					\$913,694	2,677,156

APPENDIX I: Earned Media Summary (continued)
 Fall 2016 and Spring 2017

Total Value: \$1,057,422

RADIO COVERAGE						
DATE	TIME	RUN TIME	STATION	SHOW	PR VALUE	RATINGS
11/8/16	12:00 PM	00:00:31	WMAL-AM	Radio Programming	NA	NA
11/14/16	3:30 PM	00:01:08	WTOP-FM	Radio Programming	\$8,761	50,200
11/14/16	4:45 PM	00:01:02	WTOP-FM	Radio Programming	\$9,879	62,100
11/14/16	9:45 PM	00:01:35	WTOP-FM	Radio Programming	\$4,766	19,600
11/19/16	7:45 PM	00:01:16	WTOP-FM	Radio Programming	\$1,774	9,100
11/19/16	9:45 PM	00:01:57	WTOP-FM	Radio Programming	\$4,466	14,900
11/20/16	10:45 PM	00:01:25	WTOP-FM	Radio Programming	\$1,672	7,700
FALL TOTAL					\$31,318	163,600
4/25/17	12:00 PM	00:01:50	WTOP-FM	Radio Programming	\$11,050	39,200
4/25/17	1:00 PM	00:00:36	WTOP-FM	Radio Programming	\$3,240	35,100
4/25/17	1:00 PM	00:02:31	WTOP-FM	Radio Programming	\$13,590	35,100
4/25/17	2:15 PM	00:00:31	WTOP-FM	Radio Programming	\$3,215	40,400
4/25/17	3:15 PM	00:01:11	WTOP-FM	Radio Programming	\$8,380	46,000
4/25/17	3:15 PM	00:00:34	WTOP-FM	Radio Programming	\$4,010	46,000
4/25/17	5:45 PM	00:01:10	WTOP-FM	Radio Programming	\$10,520	58,600
4/25/17	5:45 PM	00:00:58	WTOP-FM	Radio Programming	\$8,720	58,600
4/30/17	8:00 AM	00:01:48	WTOP-FM	Radio Programming	\$8,390	30,300
4/30/17	9:00 AM	00:02:06	WTOP-FM	Radio Programming	\$8,505	26,300
5/25/17	2:45 PM	00:02:09	WTOP-FM	Radio Programming	\$16,385	49,500
5/25/17	10:45 PM	00:01:11	WTOP-FM	Radio Programming	\$1,905	10,500
5/28/17	7:00 PM	00:01:13	WTOP-FM	Radio Programming	\$3,490	18,700
5/29/17	4:00 AM	00:02:12	WTOP-FM	Radio Programming	\$4,840	14,300
5/29/17	9:45 PM	00:02:03	WTOP-FM	Radio Programming	\$6,170	19,600
SPRING TOTAL					\$112,410	528,200
RADIO TOTAL					\$143,728	691,800

APPENDIX I: Earned Media Summary (continued)
Fall 2016 and Spring 2017

Total Value: \$1,057,422

ONLINE COVERAGE	
DATE	SOURCE
10/4/16	FOX5DC.com
10/16/16	WashingtonPost.com
10/28/16	WTOP.com
10/28/16	Fairfax Station Patch
10/28/16	Lorton Patch
10/28/16	McLean Patch
10/28/16	Kingstowne Patch
10/28/16	Chantilly Patch
10/28/16	Falls Church Patch
10/28/16	Oakton Patch
10/28/16	Centreville Patch
10/28/16	Reston Patch
10/28/16	Mount Vernon Patch
10/28/16	Fairfax City Patch
10/28/16	Burke Patch
10/28/16	Herndon Patch
10/28/16	Vienna Patch
10/28/16	Annandale Patch
10/28/16	WTOP.com
10/28/16	InsideNOVA.com
10/31/16	Reston Patch
10/31/16	Herndon Patch
11/3/16	WJLA (ABC).com

ONLINE COVERAGE	
DATE	SOURCE
11/4/16	NBCwashington.com
11/4/16	DCist.com
11/4/16	WashingtonCityPaper.com
11/4/16	NBCwashington.com
11/4/16	FOX5dc.com
11/7/16	WashingtonPost.com
11/7/16	WashingtonPost.com
11/8/16	WMAL-AM [630 AM]
11/11/16	Washington Hispanic
11/14/16	WTOP.com
11/15/16	NBCwashington.com
12/7/17	WAMU.com
4/27/17	US News & World Report
5/6/17	WTOP.com
5/9/17	DCist.com
5/14/17	WUSA9.com
5/16/17	The Washington Post
5/17/17	Insidenova.com
5/20/17	US News & World Report
5/24/17	WJLA.com
5/24/17	WTOP.com
5/25/17	WTOP.com

APPENDIX II: Paid Media Summary
Fall 2016 and Spring 2017

Total Spending: \$334,881.46
Total Added Value: \$452,681.70
Total Estimated Impressions: 100,540,681

FALL 2016 OUTDOOR		FLIGHT DATES: 11/7/16-12/3/16				
CHANNEL	QTY	DURATION	IMPRESSIONS	NEGOTIATED COST	RATE CARD VALUE	ADDED VALUE TOTAL
Bus Tails	125	4-weeks	6,875,000	\$52,700.00	\$61,691.00	\$8,991.00
Pumptoppers	98	4-weeks	13,486,760	\$31,475.00	\$63,412.00	\$31,937.00
Agency Placement Discount				(\$2,615.00)		\$2,615.00
ADDED VALUE						
Bus Tails Overrides	125	2-weeks	3,437,500	-	\$30,846.00	\$30,846.00
Interior Cards (Bonus)	300	8-weeks	6,600,000	-	\$8,471.00	\$8,471.00
Pumptopper Overrides	98	4 weeks	13,486,760		\$63,412.00	\$63,412.00
Gas Station Window Clings (Bonus)	99	8-weeks	included w/ pumptoppers	-	\$23,294.00	\$23,294.00
Gas Station (Bonus) Locations	1	8-weeks	275,240	-	\$1,294.00	\$1,294.00
TOTAL			44,161,260	\$81,560.00		\$170,860.00

SPRING 2017 OUTDOOR		FLIGHT DATES: 4/17/17-5/19/17				
CHANNEL	QTY	DURATION	IMPRESSIONS	NEGOTIATED COST	RATE CARD VALUE	ADDED VALUE TOTAL
Bus Tails	125	4-weeks	6,875,000	\$52,700.00	\$61,691.00	\$8,991.00
Pumptoppers	60	4-weeks	8,257,200	\$22,941.00	\$38,824.00	\$15,883.00
Agency Placement Discount				(\$2,271.00)		\$2,271.00
ADDED VALUE						
Bus Tails Overrides	125	2-weeks	3,437,500	-	\$30,846.00	\$30,846.00
Interior Cards (BONUS)	300	8-weeks	6,600,000	-	\$8,471.00	\$8,471.00
Pumptopper Overrides	60	4-weeks	8,257,200	-	\$38,824.00	\$38,824.00
Gas Station Window Clings (BONUS)	71	8-weeks	included w/ pumptoppers	-	\$16,706.00	\$16,706.00
Gas Station (BONUS) Locations	11	8-weeks	3,027,640	-	\$14,235.00	\$14,235.00
TOTAL			36,454,540	\$73,370.00		\$136,227.00

APPENDIX II: Paid Media Summary (continued)

Fall 2016 and Spring 2017

Total Spending: \$334,881.46
 Total Added Value: \$452,681.70
 Total Estimated Impressions: 100,540,681

FALL 2016 TV	FLIGHT DATES: 11/7/16-12/11/16					
CHANNEL	SPOT QTY	DURATION	A18-49 IMPRESSIONS	NEGOTIATED COST	GRPS	ADDED VALUE TOTAL
WDCW (CW)	30	:15	171,597	\$5,030.00	8.1	-
WFDC (UNIV)	26	:15	231,338	\$2,402.00	10.9	-
WJLA (ABC)	32	:15	474,539	\$6,475.00	22.4	-
WRC (NBC)	33	:15	629,188	\$26,530.00	29.7	-
WTTG (FOX)	22	:15	363,531	\$6,960.00	17.2	-
WUSA (CBS)	12	:15	211,001	\$9,945.00	10.0	-
Comcast Cable	50	:15	296,587	\$14,560.00	14.0	-
Agency Placement Discount				(\$1,755.30)		\$1,755.30
ADDED VALUE						
WDCW (CW)	30	:15	171,597	-	8.1	\$5,030.00
WFDC (UNIV)	26	:15	231,338	-	10.9	\$2,402.00
WJLA (ABC)	20	:15	296,587	-	14.0	\$4,047.00
WRC (NBC)	32	:15	610,122	-	28.8	\$25,726.00
WTTG (FOX)	22	:15	363,531	-	17.2	\$6,960.00
WUSA (CBS)	11	:15	193,417	-	9.1	\$9,116.00
Comcast Cable	13	:15	77,113	-	3.6	\$3,786.00
TOTAL	359		4,321,485	\$70,146.70	204.0	\$58,822.30

SPRING 2017 TV	FLIGHT DATES: 4/24/17-5/5/17					
CHANNEL	SPOT QTY	DURATION	A18-49 IMPRESSIONS	NEGOTIATED COST	GRPS	ADDED VALUE TOTAL
WDCA (IND)	12	:15	112,883	\$5,100.00	4.0	
WDCW (CW)	42	:15	478,897	\$6,910.00	16.8	
WFDC (UNIV)	48	:15	574,676	\$8,130.00	20.2	
WJLA (ABC)	21	:15	425,021	\$8,950.00	14.9	
WRC (NBC)	23	:15	721,196	\$14,560.00	25.3	
WTTG (FOX)	20	:15	553,012	\$10,400.00	19.4	
WUSA (CBS)	18	:15	256,552	\$7,282.00	9.0	
Comcast Cable	184	:15	1,311,265	\$13,280.00	46.0	
Agency Placement Discount				(\$2,161.80)		\$2,161.80
ADDED VALUE						
WDCA (IND)	12	:15	112,883	-	4.0	\$5,100.00
WDCW (CW)	42	:15	478,897	-	16.8	\$6,910.00
WFDC (UNIV)	48	:15	574,676	-	20.2	\$8,130.00
WJLA (ABC)	14	:15	283,347	-	9.9	\$5,967.00
WRC (NBC)	24	:15	752,552	-	26.4	\$15,193.00
WTTG (FOX)	20	:15	553,012	-	19.4	\$10,400.00
WUSA (CBS)	18	:15	256,552	-	9.0	\$7,282.00
Comcast Cable	18	:15	128,276	-	4.5	\$1,299.00
Comcast Cable (Makegood PSAs 8/17-9/17)	204	:15	1,627,679	-	57.1	\$14,724.00
TOTAL	768		9,201,377	\$72,450.20	322.81	\$77,166.80

APPENDIX II: Paid Media Summary (continued)
 Fall 2016 and Spring 2017

Total Spending: \$334,881.46
Total Added Value: \$452,681.70
Total Estimated Impressions: 100,540,681

FALL 2016 DIGITAL	FLIGHT DATES: 11/1/16-11/30/16						
CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	VIDEO VIEWS	CLICKS	ADDED VALUE	TOTAL COST
Facebook	779,220	1,896,678	2,675,898	-	3,067	\$6,709.78	\$5,141.25
Pandora - Audio (English)	135,227	1,870	137,097	-	-	\$46.95	\$3,500.00
Pandora - Banner (English)	-	248,244	248,244	-	537	\$991.52	-
Pandora - Audio (Spanish)	111,154	1,373	112,527	-	-	\$40.74	\$3,400.00
Pandora - Banner (Spanish)	-	192,910	192,910	-	482	\$770.51	-
Twitter	722,190	-	722,190	-	1,274	\$0.00	\$5,200.01
YouTube (English)	429,185	-	429,185	104,258	1,401	\$0.00	\$13,998.29
YouTube (Spanish)	119,188	-	119,188	30,642	352	\$0.00	\$3,428.39
Agency Placement Discount						\$974.19	(\$974.19)
TOTAL	2,296,164	2,341,075	4,637,239	134,900	7,113	\$9,533.69	\$33,693.75

SPRING 2017 DIGITAL	FLIGHT DATES: 4/25/17-5/14/17						
CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	VIDEO VIEWS	CLICKS	ADDED VALUE	TOTAL COST
YouTube (English)	96,737	-	96,737	30,978	204	\$0.00	\$2,613.71
YouTube (Spanish)	40,364	-	40,364	15,215	96	\$0.00	\$1,119.01
Agency Placement Discount						\$71.91	(\$71.91)
TOTAL	137,101	-	137,101	46,193	300	\$71.91	\$3,660.81

APPENDIX III: Donated Media Summary

FY 2017

DONATED MEDIA				
MEDIA	JURISDICTION/AGENCY	QUANTITY	DURATION	VALUE
Interior Bus Cards	WMATA (regionwide)	250	4 weeks	\$7,352.94
Interior Bus Cards	American University (DC)	10	3 months	\$8,470.59
Transit Shelters	Howard University (DC)	2	3 months	\$3,529.41
Exterior Bus Queens/Tails	TransIT - Frederick County (MD)	6	8 weeks	\$4,489.41
Interior Bus Cards	TransIT - Frederick County (MD)	24	8 weeks	\$1,411.76
Interior Bus Cards	The BUS - Prince George's County (MD)	50	6 months	\$8,823.53
Exterior Bus King Kongs	The BUS - Prince George's County (MD)	3	12 months	\$58,392.00
Transit Shelters	Prince George's County (MD)	20	6 months	\$108,000.00
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	5	8 weeks	\$6,900.00
Exterior Bus Tails	Ride On - Montgomery County (MD)	30	8 weeks	\$6,000.00
Exterior Bus Kings	Ride On - Montgomery County (MD)	30	8 weeks	\$6,000.00
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	9	8 weeks	\$12,420.00
Exterior Bus Junior Kings	Ride On - Montgomery County (MD)	10	8 weeks	\$2,000.00
Exterior Bus Tails	Ride On - Montgomery County (MD)	30	8 weeks	\$6,000.00
Exterior Bus Queens	Ride On - Montgomery County (MD)	25	8 weeks	\$5,000.00
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	2	8 weeks	\$4,140.00
Exterior Bus Tails	Ride On - Montgomery County (MD)	20	8 weeks	\$4,000.00
Exterior Bus Kings	Ride On - Montgomery County (MD)	30	8 weeks	\$6,000.00
Exterior Bus Ads	Ride On - Montgomery County (MD)	215	3 months	\$243,883
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	9	32 weeks	\$125,784.00
Interior Bus Cards	PRTC (VA)	150	4 weeks	\$4,411.76
Exterior Bus Tails	CUE Bus - Fairfax City (VA)	5	9 months	\$18,000.00
Interior Bus Cards	CUE Bus - Fairfax City (VA)	24	5 months	\$3,529.41
Interior Bus Cards	CUE Bus - Fairfax City (VA)	60	5 months	\$8,823.53
Bus Shelters	George Mason University (VA)	5	3 months	\$8,823.53
Interior Bus Cards	ART - Arlington County (VA)	100	4 weeks	\$2,941.18
TOTAL DONATED MEDIA VALUE				\$675,126.06

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