



## **FISCAL YEAR 2020 ANNUAL REPORT**

### **October 1, 2019 – September 30, 2020**

Across the greater Washington metropolitan region, people are constantly on the move, and walking or biking are important modes of transportation for large parts of the population. That makes street safety an important issue all year long. In 2019, total traffic fatalities held steady across the greater Washington metropolitan region, but data still indicate that 92 pedestrians and 7 cyclists were killed in area, accounting for 32 percent of the 305 total traffic fatalities. In the last two years, the number of pedestrians killed in traffic incidents across the region increased more than 19 percent, from 77 in 2017 to 92 in 2019.

The *Street Smart* program is sponsored by Metro, the District of Columbia, Maryland, and Virginia and is supported by many partners committed to pedestrian and bicycle safety in the Washington region. Local cities, counties, states, police departments, nonprofit organizations, and transit authorities all work together to make our region a safer place for people walking and biking.

Many state and local jurisdictions made safety-related improvements to intersection design and passed more stringent traffic laws, all of which combined to improve the safety of streets for vulnerable users throughout the region. As a part of that broader safety effort, the Metropolitan Washington Council of Governments' (MWCOG) *Street Smart* program works to protect people walking and biking by educating the public about measures individuals can take to improve safety and by promoting enforcement of pedestrian and bicycle safety laws.

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

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

Multiple components, including media relations, paid advertising, donated media, street-level outreach, events, digital efforts, and increased law enforcement, integrate to increase overall awareness.

The following is the annual report of activities and results of the *Street Smart* public awareness and enforcement campaign for fiscal year 2020, from October 2019 through September 2020.

## MEDIA RELATIONS

### Fall Campaign Kickoff



On October 28, 2019, federal, state, and local transportation officials from the District of Columbia, Maryland, and Virginia gathered in DC to launch the fall campaign and urge drivers, pedestrians, and bicyclists to take safety precautions to avoid causing or being involved in a traffic crash. The event recognized individuals who had been hurt or killed while crossing the street and unveiled three new educational campaign components:

- New TV/video spots with heart-felt testimonials from three area residents whose lives have been upended following a pedestrian crash involving them or their loved ones.
- Testimonial website featuring 3 video and 7 written testimonials about local residents who have been injured or killed by drivers in the region.
- “Lives Shatter on Impact” outreach display with photos, stories, and videos about local crashes.

*Street Smart* welcomed federal leaders from the US Department of Transportation who recognized Washington regional efforts as a great example for nation. The event also tied in the importance of engineering and enforcement in saving lives of pedestrians and bicyclists. Speakers included:

- Nicole Nason, Administrator, Federal Highway Administration
- James Owens, Acting Administrator, National Highway Traffic Safety Administration
- Jeff Marootian, Director, District Department of Transportation
- John Saunders, Director, DMV's Virginia Highway Safety Office
- Dr. Tim Kerns, Director, MDOT MVA Maryland Highway Safety Office
- Ren Werbin, Crash Survivor, Arlington, Virginia

We also executed a media outreach effort securing additional stories and interviews with campaign spokespeople. The fall campaign resulted in dozens of news stories across major news channel in the region including WTOP, WAMU, NBC, FOX, ABC, ARLnow, and more.

### **Enforcement Activations**

In addition to the launch event, we coordinated with local police departments to conduct enforcement activations and drive media to cover high-visibility enforcement of laws that keep people walking and biking safely. High-visibility law enforcement is a critical means of deterrence for unlawful traffic behaviors. In fall 2019, the *Street Smart* program coordinated with police departments across the region to conduct enforcement activations and drive media to cover live demonstrations of police activities. Locations included:

- 10/25: Metropolitan Police Department @ Florida Ave and Trinidad Ave NE, Washington, DC
- 11/6: Montgomery County Police Department @ Democracy Blvd and Old Georgetown Rd, Bethesda, MD
- 11/6: Arlington County Police Department @ 2700 block of Clarendon Blvd, Arlington, VA
- 11/13: Alexandria Police Department @ 3600-4200 blocks Seminary Rd, Alexandria, VA
- 11/20: Montgomery County Police Department @ Watkins Mill Rd, Montgomery Village, MD
- 11/26: Arlington County Police Department @ Columbia Pike Corridor, Arlington, VA
- 11/13: Alexandria Police Department @ 2000-2800 blocks Eisenhower Ave, Alexandria, VA
- 12/4: Montgomery County Police Department @ Frederick Rd at MD-27 and MD-118, Germantown, MD

### **Media Tours**

The *Street Smart* program conducted local media outreach and secured interviews for campaign spokespeople around the fall launch event, with Sherry Matthews Group distributing news releases, fact sheets, press photos and cutlines, and b-roll video and event footage in both English and Spanish to media outlets regionwide. Outreach through spring and summer of 2020 was limited due to restrictions surrounding COVID-19, but as summer kicked-off, a renewed media push secured additional coverage for pedestrian safety messages.

### **Earned Media Results\***

- 38 television news segments reaching more than 1.2 million viewers and totaling roughly \$695,000 in publicity value.
- 18 radio news stories reaching over half a million listeners and totaling nearly \$55,000 in publicity value.
- 17 articles in online and print publications totaling more than \$90,000 in publicity value.

Press coverage is detailed in Appendix I.

*\*Publicity value is determined through an industry-standard, NHTSA-approved equation based on advertising rates reported by third-party sources.*

**73 NEWS STORIES AND  
\$840,000+ IN  
PUBLICITY VALUE**



## PAID MEDIA

The *Street Smart* program reaches a wide audience segment, including drivers, pedestrians, and bicyclists, with campaign safety messaging. The target audience is adults 18–49, skewing male. To achieve maximum reach across this audience, we emphasize a multi-front strategy of street-level marketing throughout the region in both English and Spanish. With the restrictions surrounding COVID-19 in the spring, fewer people were out on the streets, so we postponed our spring media buy until late summer when we deployed a more targeted approach to align with increased public movement throughout the region.

77,885,975  
PAID MEDIA IMPRESSIONS

### Television Advertising

The new video testimonials (15- and 30-second television spots) ran across four major TV networks and eight cable channels from 11/11/19 to 1/19/20, reaching viewers nearly 8.4 million times.

### Bus Ads

During the fall campaign and a few weeks in late summer, we relied on English and Spanish outdoor media to target safety messages to high-priority audiences around the Washington metro area.

We put *Street Smart's* messages in motion to reach drivers, pedestrians, and transit riders by placing exterior ads on Metro buses during each campaign period.

- 175 tails with 350 bonus interior bus cards on WMATA's Metrobuses from 11/4/19 to 12/1/19
- 175 tails with 350 bonus interior bus cards on WMATA's Metrobuses from 8/31/20 to 8/25/20



*New Testimonial TV Spot*



### **Gas Station Ads**

Ads on top of gas pumps in Maryland and Virginia reach drivers directly, reminding them to be alert for people walking and biking. We placed ads at 101 gas stations from 11/4/19 to 12/1/19.

- 404 pumptoppers on top of 404 gas pumps
- 101 bonus clings on gas station entry doors



### **Digital Transit Shelters**

In fall, we placed brightly illuminated advertisements on digital transit shelters for two weeks (11/4/19–11/17/19), with a 12-second static image rotation every other minute in 35 locations in DC. These locations correlated with high-traffic corridors, reaching drivers and transit riders commuting from Maryland and Virginia.

### **Digital Ads**

Digital media ads ran for four weeks (11/3/19–11/31/19) across Facebook, Instagram, Twitter, and YouTube, with emphasis on the new video spots and driving viewers to the testimonial website. We again distributed a digital toolkit to partners across the region to reach a larger audience through social media channels.

- 3,372,759 impressions
- 6,782 clicks
- 410,380 video views
- 286,732 post engagements (reactions, shares, comments, clicks, etc.)



### **Added Value**

Paid media value-add benefits including negotiated public service ad rates, bonus television PSAs, bonus gas station locations, window clings, and overrides on outdoor ads totaled more than **\$443,330**.

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

**\$443,330+**  
**IN ADDED VALUE FROM PAID MEDIA**

## DONATED MEDIA

*Street Smart* increased message reach by leveraging many opportunities to work with our jurisdictional partners and media outlets. Our paid media effort was supplemented by donated message placements, including additional interior bus cards, exterior bus ads, partial bus wraps, and transit shelters. Many of these remained in place after the campaign ended for the season. The estimated total donated media value exceeded \$500,000.

**\$500,000 +  
IN DONATED MEDIA**

| MEDIA                   | AGENCY / JURISDICTION                      | QTY        | DURATION  | VALUE             |
|-------------------------|--|------------|-----------|-------------------|
| Junior Billboards       | DDOT/Clear Channel (DC)                    | 22         | 8 weeks   | \$ 232,941        |
| Transit Shelters        | DDOT/Clear Channel (DC)                    | 10         | 8 weeks   | \$ 31,765         |
| Exterior Bus King Kong  | DDOT/Circulator (DC)                       | 1          | 9 months  | \$ 11,414         |
| Exterior Bus Tails      | DDOT/Circulator (DC)                       | 5          | 9 months  | \$ 24,000         |
| Interior Bus Cards      | DDOT/Circulator (DC)                       | 58         | 8 weeks   | \$ 3,412          |
| Transit Shelters        | Howard University (DC)                     | 4          | 8 weeks   | \$ 5,647          |
| Interior Bus Cards      | University of Maryland College Park (MD)   | 30         | 8 weeks   | \$ 1,765          |
| Interior Bus Cards      | TransIT - Frederick County (MD)            | 50         | 8 weeks   | \$ 2,941          |
| Interior Bus Cards      | The BUS - Prince George's County (MD)      | 95         | 8 weeks   | \$ 5,588          |
| Exterior Bus King Kongs | The BUS - Prince George's County (MD)      | 3          | 12 months | \$ 45,656         |
| Transit Shelters        | Signal Media - Prince George's County (MD) | 10         | 8 weeks   | \$ 18,000         |
| Transit Shelters        | Signal Media - Takoma Park (MD)            | 1          | 8 weeks   | \$ 1,800          |
| Exterior Bus King Kongs | Ride On - Montgomery County (MD)           | 6          | 12 months | \$ 60,141         |
| Exterior Bus Tails      | Ride On - Montgomery County (MD)           | 10         | 8 weeks   | \$ 2,353          |
| Exterior Bus Queens     | Ride On - Montgomery County (MD)           | 20         | 8 weeks   | \$ 4,706          |
| Exterior Bus Kings      | Ride On - Montgomery County (MD)           | 12         | 8 weeks   | \$ 2,824          |
| Interior Bus Cards      | PRTC (VA)                                  | 140        | 8 weeks   | \$ 8,235          |
| Interior Bus Cards      | DASH - Alexandria (VA)                     | 100        | 8 weeks   | \$ 5,882          |
| Exterior Bus Tails      | CUE Bus - Fairfax City (VA)                | 5          | 12 months | \$ 24,000         |
| Interior Bus Cards      | CUE Bus - Fairfax City (VA)                | 24         | 8 weeks   | \$ 1,412          |
| Bus Shelters            | George Mason University (VA)               | 8          | 8 weeks   | \$ 11,294         |
| Interior Bus Cards      | ART - Arlington County (VA)                | 140        | 8 weeks   | \$ 8,235          |
| <b>TOTAL</b>            |  | <b>754</b> |           | <b>\$ 514,012</b> |





## OUTREACH

The *Street Smart* Virtual Reality Challenge is a highly visible, educational outreach display that puts participants behind the wheel of a bright yellow Chevy Camaro, and presents them with three high-risk, close call scenarios via virtual reality headset. The challenge reinforces the need for drivers to always be looking out for people walking and biking and gave pedestrians and bicyclists a clearer sense of what it's like to be in the driver's seat. *Street Smart* hosted VR Challenge events hosted across MD, VA and DC:

- Westfield Wheaton Mall: 12/14/19
- Pentagon City Mall: 1/5/20
- NBC Health & Fitness Expo: 1/17/20 and 1/18/20

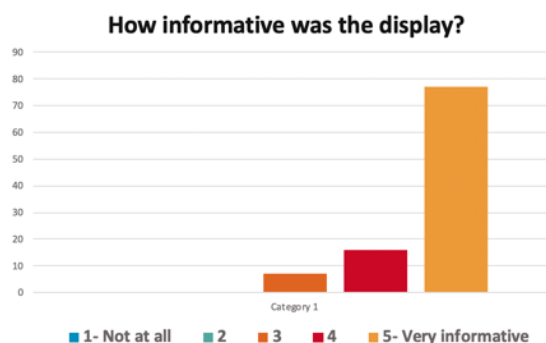
The “Lives Shatter on Impact” testimonial wall traveled alongside the challenge so participants could hear those affected by a serious or deadly crash talk about the aftermath and impact on their lives.



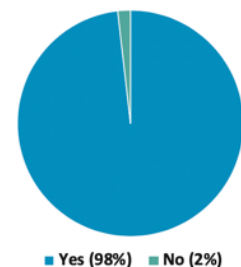
The *Street Smart* Virtual Reality Challenge achieved impressive results:

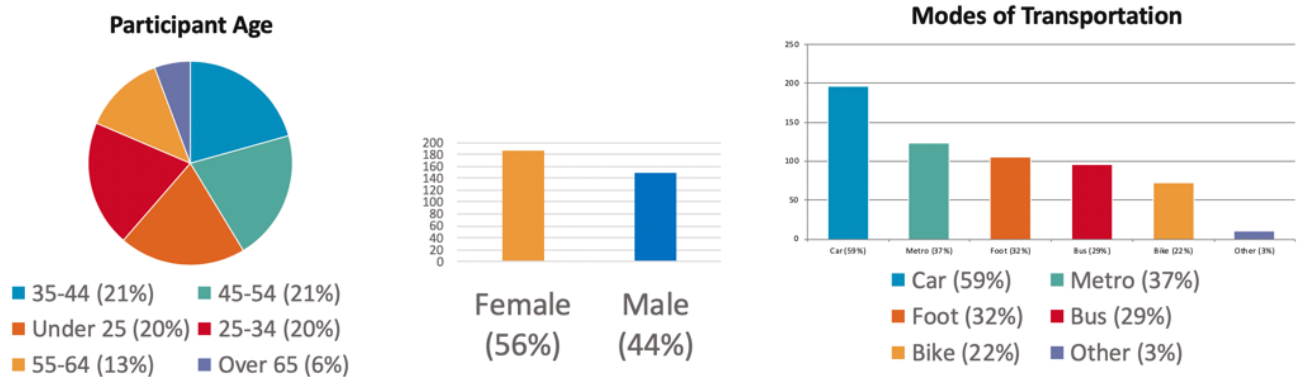
- 24,033 impressions
- 18,050 engagements
- 960 participants (completing VR challenge + watching “Shattered Lives” videos)

The outreach team also administered a short on-site evaluation survey of 333 participants.



**More aware of where to watch for pedestrians and bicyclists?**





### PANDEMIC-RESPONSIVE PIVOT

As the COVID-19 pandemic began to impact the Washington metro region in March, the *Street Smart* advisory group and marketing team evaluated the media landscape and traffic concerns cited by local stakeholders and developed a responsive communications plan to leverage opportunities to relay messages to local residents via virtual channels: social media and news media.

We postponed our traditional spring multimedia campaign to the end of summer (effectively “pre-loading” the fall campaign) and created COVID-issue social media ads—dealing with increases in pedestrian/bicycling activity and distracted or speeding drivers—and promoted them on Facebook and Twitter. Digital media efforts resulted in 13,110,819 impressions, 12,273 clicks, and 4,450 active post engagements (reactions, shares, and comments).



We also engaged reporters to cover pedestrian and bicycle safety tips in the new traffic landscape and secured media interviews for *Street Smart* spokespeople during this time. Results are detailed in Appendix I.



## 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 2020 *Street Smart* program garnered nearly \$2.6 million in overall campaign value on a budget of \$800,000.

| EFFORT                       | VALUE              |
|------------------------------|--------------------|
| Earned Media Publicity Value | \$840,659          |
| Paid Media Added Value       | \$443,330          |
| Donated Media Value          | \$514,012          |
| Campaign Budget              | \$800,000          |
| <b>TOTAL CAMPAIGN VALUE</b>  | <b>\$2,598,001</b> |

For more information on the *Street Smart* campaign, visit [BeStreetSmart.net](http://BeStreetSmart.net).

## APPENDIX I: EARNED MEDIA RESULTS

**TOTAL EARNED MEDIA PUBLICITY VALUE:** \$ 840,659

**TOTAL RATINGS/CIRCULATION:** 3,712,527

| RADIO COVERAGE      |          |          |         |                   |                  |                |
|---------------------|----------|----------|---------|-------------------|------------------|----------------|
| DATE                | TIME     | RUN TIME | STATION | SHOW              | PR VALUE         | RATINGS        |
| 10/28/19            | 8:45 PM  | 0:00:59  | WTOP-FM | Radio Programming | \$2,466          | 17,800         |
| 10/28/19            | 6:45 PM  | 0:03:10  | WTOP-FM | Radio Programming | \$6,050          | 42,900         |
| 10/28/19            | 2:00 PM  | 0:02:14  | WTOP-FM | Radio Programming | \$6,790          | 44,100         |
| 10/28/19            | 1:00 PM  | 0:03:58  | WTOP-FM | Radio Programming | \$5,618          | 34,800         |
| 10/28/19            | 12:15PM  | 0:01:54  | WTOP-FM | Radio Programming | \$7,730          | 50,200         |
| 10/28/19            | 11:00 AM | 0:01:35  | WTOP-FM | Radio Programming | \$3,430          | 44,600         |
| 10/28/19            | 10:00 AM | 0:00:56  | WTOP-FM | Radio Programming | \$3,557          | 47,800         |
| 10/28/19            | 9:00 AM  | 0:01:50  | WTOP-FM | Radio Programming | \$4,515          | 58,700         |
| 10/28/19            | 8:00 AM  | 0:00:51  | WTOP-FM | Radio Programming | \$7,005          | 91,000         |
| 10/28/19            | 6:00 AM  | 0:00:51  | WTOP-FM | Radio Programming | \$4,539          | 61,000         |
| 10/28/19            | 5:00 AM  | 0:03:55  | WTOP-FM | Radio Programming | \$3,267          | 38,600         |
| <b>FALL TOTAL</b>   |          |          |         |                   | <b>\$54,967</b>  | <b>531,500</b> |
| 5/15/20             | 12:00 PM | 0:00:45  | WTOP-FM | WTOP News         | \$5,760          | 49,900         |
| 5/15/20             | 3:00 PM  | 0:00:47  | WTOP-FM | WTOP News         | \$7,425          | 61,600         |
| 6/18/20             | 6:00 AM  | 0:00:47  | WTOP-FM | Radio Programming | \$8,360          | 69,300         |
| 7/5/20              | 8:00 AM  | 0:01:30  | WMAL-FM | WMAL Local News   | \$2,610          | 11,300         |
| 7/5/20              | 9:00 AM  | 0:01:30  | WMAL-FM | WMAL Local News   | \$1,035          | 4,500          |
| 7/5/20              | 11:00 AM | 0:01:30  | WMAL-FM | WMAL Local News   | \$480            | 2,100          |
| 7/5/20              | 2:00 PM  | 0:01:30  | WMAL-FM | WMAL Local News   | \$405            | 1,800          |
| <b>SUMMER TOTAL</b> |          |          |         |                   | <b>\$26,075</b>  | <b>200,500</b> |
| <b>RADIO TOTAL</b>  |          |          |         |                   | <b>\$ 54,967</b> | <b>531,500</b> |

## APPENDIX I: EARNED MEDIA RESULTS (continued)

| TELEVISION COVERAGE     |          |          |                  |                                    |                   |                  |
|-------------------------|----------|----------|------------------|------------------------------------|-------------------|------------------|
| DATE                    | TIME     | RUN TIME | CHANNEL          | PROGRAM                            | PR VALUE          | RATINGS          |
| 10/28/19                | 4:00 AM  | 0:01:05  | WTTG (FOX)       | Fox 5 Morning News at 4AM          | \$421             | 4,345            |
| 10/28/19                | 6:00 AM  | 0:01:40  | WTTG (FOX)       | Fox 5 Morning News at 6AM          | \$16,575          | 49,196           |
| 10/28/19                | 7:00 AM  | 0:04:17  | WTTG (FOX)       | Fox 5 Morning News at 7AM          | \$25,925          | 46,416           |
| 10/28/19                | 5:00 PM  | 0:02:38  | WTTG (FOX)       | Fox 5 News at 5PM                  | \$18,250          | 39,220           |
| 10/28/19                | 5:00 PM  | 0:02:20  | WRC (NBC)        | News 4 at 5PM                      | \$42,000          | 90,423           |
| 10/28/19                | 5:56 PM  | 0:01:55  | WRC (NBC)        | News 4 at 6PM                      | \$35,700          | 89,483           |
| 10/28/19                | 5:56 PM  | 0:01:49  | WJLA (ABC)       | ABC 7 News at 6PM                  | \$45,417          | 53,992           |
| 10/28/19                | 6:30 PM  | 0:02:00  | WTTG (FOX)       | Fox 5 News at 6:30                 | \$16,780          | 35,992           |
| 10/28/19                | 10:00 PM | 0:01:26  | WTTG (FOX)       | Fox 5 News at 10PM                 | \$46,200          | 88,059           |
| 10/28/19                | 10:00 PM | 0:01:11  | NC8              | Evening News at 10PM               | \$0               | -                |
| 10/28/19                | 11:00 PM | 0:01:23  | WRC (NBC)        | News 4 at 11PM                     | \$44,167          | 99,553           |
| 10/29/19                | 12:30 AM | 0:01:11  | NC8              | Sports Talk at 1230AM              | \$0               | -                |
| 10/29/19                | 4:00 AM  | 0:00:51  | WRC (NBC)        | News 4 Today at 4AM                | \$433             | 16,872           |
| 10/29/19                | 7:00 AM  | 0:01:35  | NC8              | Morning Report at 7AM              | \$0               | -                |
| 10/29/19                | 8:00 AM  | 0:00:57  | NC8              | Morning Report at 8AM              | \$0               | -                |
| 10/29/19                | 2:00 PM  | 0:02:04  | NC8              | Afternoon Report at 2PM            | \$0               | -                |
| 10/29/19                | 3:00 PM  | 0:02:10  | NC8              | Afternoon Report at 3PM            | \$0               | -                |
| 10/30/19                | 5:00 PM  | 0:01:11  | WUSA (CBS)       | 9 News Now at 5PM                  | \$5,654           | 32,952           |
| 10/30/19                | 11:00 PM | 0:01:29  | WUSA (CBS)       | 9 News Now at 11PM                 | \$28,800          | 33,557           |
| 11/3/19                 | 6:00 PM  | 0:02:51  | WTTG (FOX)       | Fox 5 News Edge at 6PM Sunday      | \$11,569          | 20,137           |
| 11/3/19                 | 10:00 PM | 0:02:23  | WTTG (FOX)       | Fox 5 News at 10PM                 | \$81,400          | 96,797           |
| 11/4/19                 | 12:00 PM | 0:01:17  | WUSA (CBS)       | 9 News Now at Noon                 | \$7,380           | 55,389           |
| 11/7/19                 | 11:00 AM | 0:00:50  | WRC (NBC)        | News 4 Midday                      | \$5,835           | 41,103           |
| 11/14/19                | 6:00 PM  | 0:01:30  | WFDC (Univision) | Noticias Univision Washington 6PM  | \$7,500           | 29,969           |
| 11/14/19                | 11:00 PM | 0:02:37  | WFDC (Univision) | Noticias Univision Washington 11PM | \$9,160           | 21,292           |
| 11/27/19                | 5:00 PM  | 0:00:20  | WUSA (CBS)       | 9 News Now at 5PM                  | \$1,915           | 32,952           |
| 1/17/20                 | 5:56 PM  | 0:03:38  | WRC (NBC)        | News 4 at 6PM                      | \$65,400          | 103,865          |
| <b>FALL TOTAL</b>       |          |          |                  |                                    | <b>\$516,481</b>  | <b>1,081,564</b> |
| 5/29/20                 | 9:00 AM  | 0:01:54  | WUSA (CBS)       | 9 News Now at 9                    | \$5,700           | 23,252           |
| 5/29/20                 | 6:00 AM  | 0:01:52  | WUSA (CBS)       | 9 News Now at 6AM                  | \$10,733          | 29,378           |
| 5/29/20                 | 5:00 AM  | 0:01:54  | WUSA (CBS)       | 9 News Now at 5AM                  | \$10,925          | 18,457           |
| 7/1/20                  | 11:00 PM | 0:01:30  | WFDC (Univision) | Noticias Univision Washington      | \$5,250           | 22,655           |
| 7/1/20                  | 6:00 PM  | 0:01:30  | WFDC (Univision) | Noticias Univision Washington      | \$7,500           | 30,997           |
| 7/2/20                  | 10:58 PM | 0:02:46  | WJLA (ABC)       | ABC 7 News at 11PM                 | \$138,333         | 60,530           |
| 7/2/20                  | 10:00 PM | 0:00:19  | NC8              | Evening News at 10PM               | NA                | NA               |
| 7/5/20                  | 9:00 AM  | 0:00:10  | NC8              | Weekend Morning Report at 9AM      | NA                | NA               |
| 7/5/20                  | 9:00 AM  | 0:00:11  | NC8              | Weekend Morning Report at 9AM      | NA                | NA               |
| 7/5/20                  | 7:00 AM  | 0:00:11  | NC8              | Weekend Morning Report at 7AM      | NA                | NA               |
| 7/5/20                  | 7:00 AM  | 0:00:10  | NC8              | Weekend Morning Report at 7AM      | NA                | NA               |
| <b>SUMMER TOTAL</b>     |          |          |                  |                                    | <b>\$178,441</b>  | <b>185,269</b>   |
| <b>TELEVISION TOTAL</b> |          |          |                  |                                    | <b>\$ 694,922</b> | <b>1,266,833</b> |

## APPENDIX I: EARNED MEDIA RESULTS (continued)

| PRINT COVERAGE     |               |       |                      |                |                |               |
|--------------------|---------------|-------|----------------------|----------------|----------------|---------------|
| DATE               | COLUMN INCHES | PHOTO | LOCATION             | PUBLICATION    | PR VALUE       | CIRCULATION   |
| 10/28/19           | 43            | B&W   | Frederick County, MD | Frederick Post | \$5,375        | 67,836        |
| <b>PRINT TOTAL</b> |               |       |                      |                | <b>\$5,375</b> | <b>67,836</b> |

| ONLINE COVERAGE     |                                       |                  |                          |
|---------------------|---------------------------------------|------------------|--------------------------|
| DATE                | SOURCE                                | PR VALUE         | ONLINE DAILY CIRCULATION |
| 11/7/19             | InsideNoVa.com                        | \$7,528          | 162,769                  |
| 11/6/19             | Maryland Patch.com                    | \$1,463          | 31,633                   |
| 11/2/19             | Maryland Patch.com                    | \$1,463          | 31,633                   |
| 11/2/19             | District of Columbia Patch.com        | \$944            | 20,407                   |
| 11/1/19             | InsideNoVa.com                        | \$7,528          | 162,769                  |
| 10/30/19            | Wusa9                                 | \$24,325         | 525,942                  |
| 10/28/19            | WAMU 88.5 - American University Radio | \$10,084         | 218,029                  |
| 10/28/19            | ARLnow.com                            | \$11,690         | 252,746                  |
| 10/27/19            | The Frederick News-Post               | \$10,802         | 233,550                  |
| 10/14/19            | Arlington Magazine                    | \$568            | 12,286                   |
| 10/7/19             | The GW Hatchet                        | \$2,092          | 45,242                   |
| <b>FALL TOTAL</b>   |                                       | <b>\$78,487</b>  | <b>1,697,006</b>         |
| 7/2/20              | WSET.com                              | \$1,037          | 22,430                   |
| 6/2/20              | FairfaxTimes.com                      | \$ 40            | 866                      |
| 7/3/20              | WJLA.com                              | \$ 2,450         | 52,978                   |
| 5/7/20              | The Southern Maryland Chronicle       | \$ 22            | 481                      |
| 6/17/20             | WTOP.com                              | \$ 3,358         | 72,597                   |
| <b>SUMMER TOTAL</b> |                                       | <b>\$ 6,907</b>  | <b>149,352</b>           |
| <b>ONLINE TOTAL</b> |                                       | <b>\$ 85,394</b> | <b>1,846,358</b>         |

*\*The campaign also landed an Associated Press article that was syndicated in national news outlets throughout the country.*



## APPENDIX II: PAID MEDIA RESULTS

TOTAL MEDIA SPENDING: \$ 367,891.13

TOTAL ADDED VALUE: \$ 443,330.19

TOTAL ESTIMATED IMPRESSIONS: 77,885,975

| FALL 2019 OUTDOOR  |     |          |                                |                 |                      |                      |
|--|-----|----------|--------------------------------|-----------------|----------------------|----------------------|
| TRANSIT & PUMPTOPPERS FLIGHT DATES: 11/4/19 - 12/1/19<br>DIGITAL TRANSIT SHELTERS FLIGHT DATES: 11/4/19 - 11/17/19 |     |          |                                |                 |                      |                      |
| CHANNEL  | QTY | DURATION | IMPRESSIONS                    | RATE CARD VALUE | NET COST             | ADDED VALUE TOTAL    |
| Bus Tails  | 175 | 4-weeks  | 5,923,654                      | \$ 64,225.00    | \$ 58,013.00         | \$ 6,212.00          |
| Pumptoppers  | 100 | 4-weeks  | 9,534,000                      | \$ 45,000.00    | \$ 28,800.00         | \$ 16,200.00         |
| Digital Transit Shelters   | 35  | 2-weeks  | 985,488                        | \$ 21,000.00    | \$ 13,475.00         | \$ 7,525.00          |
| Agency Placement   |     |          |                                |                 | \$ 13,727.00         | \$ 3,970.88          |
| <b>BONUS / OVERRIDES</b>   |     |          |                                |                 |                      |                      |
| Bus Tail Estimated Overrides   | 75  | 24-weeks | 15,232,253                     | \$ 165,150.00   | -                    | \$ 165,150.00        |
| Interior Cards (Bonus)   | 350 | 4-weeks  | 1,242,500                      | \$ 5,365.00     | -                    | \$ 5,365.00          |
| Interior Cards Overrides   | 100 | 24-weeks | 2,130,000                      | \$ 9,197.14     | -                    | \$ 9,197.14          |
| Pumptopper Overrides   | 87  | 4-weeks  | 8,294,580                      | \$ 39,150.00    | -                    | \$ 39,150.00         |
| Gas Station Window Clings Overrides (Bonus)  | 87  | 4-weeks  | <i>included w/ pumptoppers</i> | \$ 4,350.00     | -                    | \$ 4,350.00          |
| Gas Station Window Clings (Bonus)  | 101 | 4-weeks  | <i>included w/ pumptoppers</i> | \$ 5,050.00     | -                    | \$ 5,050.00          |
| Gas Station Locations (Bonus)  | 1   | 4-weeks  | 93,540                         | \$ 450.00       | -                    | \$ 450.00            |
| Digital Transit Shelters Overrides   | N/A | 2-weeks  | 638,689                        | \$ 13,610.00    | -                    | \$ 13,610.00         |
| <b>TOTAL FALL 2019 OUTDOOR</b>   |     |          | <b>44,074,704</b>              |                 | <b>\$ 114,015.00</b> | <b>\$ 276,230.02</b> |

| SUMMER 2020 OUTDOOR                     |     |          |                  |                 |                     |                     |
|---|-----|----------|------------------|-----------------|---------------------|---------------------|
| TRANSIT FLIGHT DATES: 8/31/20 - 9/27/20 |     |          |                  |                 |                     |                     |
| CHANNEL                                 | QTY | DURATION | IMPRESSIONS      | RATE CARD VALUE | NET COST            | ADDED VALUE         |
| Bus Tails                               | 175 | 4-weeks  | 5,923,654        | \$ 64,225.00    | \$ 58,013.00        | \$ 6,212.00         |
| <b>BONUS / OVERRIDES</b>                |     |          |                  |                 |                     |                     |
| Bus Tails Overrides                     | 175 | 1-week   | 1,480,914        | \$ 16,056.25    | -                   | \$ 16,056.25        |
| Interior Cards (Bonus)                  | 350 | 4-weeks  | 1,242,500        | \$ 5,365.00     | -                   | \$ 5,365.00         |
| Interior Cards Overrides                | 350 | 1-week   | 310,625          | \$ 1,341.25     | -                   | \$ 1,341.25         |
| Agency Placement                        |     |          |                  |                 | \$ 8,190.00         | \$ 2,048.00         |
| <b>TOTAL SUMMER 2020 OUTDOOR</b>        |     |          | <b>8,957,693</b> |                 | <b>\$ 66,203.00</b> | <b>\$ 31,022.50</b> |

## APPENDIX II: PAID MEDIA RESULTS (continued)

| FALL 2019 TELEVISION              |              |        | FLIGHT DATES: 11/11/19 - 1/19/20 |               |                  |                      |
|-----------------------------------|--------------|--------|----------------------------------|---------------|------------------|----------------------|
| CHANNEL                           | SPOT QTY     | LENGTH | A18 - 49 IMPRESSIONS             | GRPs          | NET COST         | ADDED VALUE TOTAL    |
| WDCW (CW)                         | 80           | :30    | 498,000                          | 19.1          | \$2,996          | \$ 9,293.00          |
|                                   | 25           | :15    | 225,000                          | 8.3           | \$2,142          | \$ -                 |
| WRC (NBC)                         | 57           | :30    | 989,000                          | 35.6          | \$21,760         | \$ 24,717.00         |
|                                   | 81           | :15    | 1,500,000                        | 54.0          | \$25,020         | \$ 31,699.00         |
| WTTG (FOX)                        | 59           | :30    | 990,000                          | 34.1          | \$6,112          | \$ 14,021.00         |
|                                   | 30           | :15    | 664,000                          | 23.7          | \$6,367          | \$ 1,873.00          |
| WUSA (CBS)                        | 58           | :30    | 494,000                          | 16.9          | \$3,081          | \$ 11,393.00         |
|                                   | 15           | :15    | 121,000                          | 4.1           | \$2,087          | \$ 378.00            |
| Comcast Cable                     | 610          | :30    | 2,889,000                        | 111.7         | \$28,399         | \$ 37,601.00         |
| Agency Placement                  |              |        |                                  |               | \$14,066         | \$ 3,222.00          |
| <b>TOTAL FALL 2019 TELEVISION</b> | <b>1,015</b> |        | <b>8,370,000</b>                 | <b>307.50</b> | <b>\$112,029</b> | <b>\$ 134,197.00</b> |

| FALL 2019 DIGITAL              |                  |              | FLIGHT DATES: 11/3/19 - 11/30/19 |                    |                  |
|--------------------------------|------------------|--------------|----------------------------------|--------------------|------------------|
| CHANNEL                        | IMPRESSIONS      | CLICKS       | ENGAGEMENTS                      | NET COST           | ADDED VALUE      |
| Facebook/Instagram (English)   | 1,409,781        | 2,149        | 283,812                          | \$ 11,692.80       | -                |
| Facebook/Instagram (Spanish)   | 583,723          | 430          | 529                              | \$ 2,800.00        | -                |
| Twitter (English)              | 622,845          | 1,876        | 2,391                            | \$ 4,199.56        | -                |
| YouTube (English)              | 756,410          | 2,327        | -                                | \$ 6,841.58        | -                |
| Agency Placement               | -                | -            | -                                | \$ 3,953.00        | \$ 552.99        |
| <b>TOTAL FALL 2019 DIGITAL</b> | <b>3,372,759</b> | <b>6,782</b> | <b>286,732</b>                   | <b>\$29,486.94</b> | <b>\$ 552.99</b> |

| SUMMER 2020 COVID DIGITAL        |                   |          | FLIGHT DATES: 5/1/20 - 6/9/20 |                     |                    |
|----------------------------------|-------------------|----------|-------------------------------|---------------------|--------------------|
| CHANNEL                          | IMPRESSIONS       | CLICKS   | ENGAGEMENTS                   | NET COST            | ADDED VALUE        |
| Facebook/Instagram (English)     | 10,131,535        | 11,915   | 3,935                         | \$ 30,579.60        | -                  |
| Twitter (English)                | 2,979,284         | 358      | 515                           | \$ 9,616.29         | -                  |
| Ad Tracking & Reporting          | -                 | -        | -                             | \$ 166.00           | -                  |
| Agency Placement                 | -                 | -        | -                             | \$ 5,795.00         | \$ 1,327.68        |
| <b>TOTAL SUMMER 2020 DIGITAL</b> | <b>13,110,819</b> | <b>-</b> | <b>4,450</b>                  | <b>\$ 46,156.89</b> | <b>\$ 1,327.68</b> |