



FISCAL YEAR 2021 ANNUAL REPORT

October 1, 2020 – September 30, 2021

Across the greater Washington metropolitan region walking or biking are important modes of transportation for large parts of the population. That makes pedestrian and bicycle safety an important issue all year long. In 2020, total traffic fatalities held steady across the greater Washington metropolitan region, but data still indicate that 94 pedestrians and 5 cyclists were killed in area, accounting for 30 percent of the 314 total traffic fatalities.

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 engineering improvements 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' (MWCOC) 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 of pedestrian and bicycle safety issues.

The following is the annual report of activities and results of the Street Smart education and enforcement campaign for fiscal year 2021, from October 2020 through September 2021.

MEDIA RELATIONS

Virtual Campaigns

The fall campaign was launched on October 1 for NHTSA's inaugural Pedestrian Safety Month and in advance of the most dangerous time of the year when pedestrian and cyclist visibility becomes challenging. The spring campaign effort was mounted in mid-April when temperatures warmed up, and pandemic lockdown restrictions began to ease – leading to more pedestrians, bicyclists and drivers on the roadways. At the tail end of the fiscal year, the Street Smart team pitched additional media coverage ahead of Pedestrian Safety Month.

Due to the public health landscape, Street Smart conducted virtual media relations activities including a digital news room with pre-recorded video of soundbites from regional VIPs, b-roll video of multimodal street activity, and three new personal stories sharing heart-felt testimonials from area residents whose lives have been upended following a pedestrian or bicycle crash.

The Street Smart team conducted local media outreach and secured interviews for campaign spokespeople around the fall and spring campaigns, with Sherry Matthews Group distributing news releases, fact sheets, photos, and video footage in both English and Spanish to media outlets regionwide. The campaign resulted in dozens of news stories across major news channels in the region including WTOP, WAMU, NBC, FOX, ABC, Univision, and more.

Enforcement Activations

In addition to the virtual activities, 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. During the spring campaign, 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.

| POLICE DEPARTMENT | ACTIVATIONS |
|--|---|
| Alexandria Police Department | 5/4 - King Street at Union Street 5/12 - King Street at Daingerfield Road 5/12 - Diagonal Road at Daingerfield Road |
| Arlington County Police Department | 5/4 - Lee Highway at North Potomac Street |
| Fairfax County Police Department | 5/5 - Little River Turnpike between Hummer Rd. and Old Columbia Pike in Annandale |
| Montgomery County Police Department | 4/21 - Education 4/27 - Montrose Pkwy corridor as well as 355 Corridor 4/26 - 355 corridor, possibly Old Georgetown and Democracy 5/19 - Education 5/26 - Georgia Ave Corridor, between Fenwick and Spring St and around Sligo 5/26 - Georgia Ave Corridor between Library at Arcola and Reedie 6/23 - Education 6/30 - 118 corridor, Middlebrook area 6/30 - Lake Forest Mall area |
| Prince George's County Police Department | 4/19 - Marlboro Pike area 4/28 - Allentown Road area 4/29 - Branch avenue area 4/30 - Martin Luther King Jr. Blvd area |
| Prince William County Police Department | 4/1 - Route 1 from Opitz Blvd to Gordon Blvd, in North Woodbridge 4/1 - Sudley Rd from Godwin Drive to Bullock Drive |

Earned Media Results*

- 42 television news segments reaching more than 1.2 million viewers and totaling roughly \$429,500 in publicity value.
- 5 radio news stories reaching over a quarter million listeners and totaling nearly \$36,000 in publicity value.
- 20 articles in online and print publications totaling more than \$949,500 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.*

**67 NEWS STORIES AND
\$1.4 MILLION + IN
PUBLICITY VALUE**

OUTREACH

Street Smart's "Lives Shatter on Impact" testimonial wall was adapted to be deployed during the pandemic as contactless environment installation. The exhibit traveled to locations across the region so members of the public could hear those affected by a serious or deadly crash talk about the aftermath and impact on their lives. The display reinforces the need for drivers to always be looking out for people walking and biking and gives everyone reasons to be more alert and follow traffic safety laws. A partnership with WMATA newly brought the display to Metrorail stations across the region in addition to popular shopping areas. Street Smart displayed the testimonial wall exhibit in thirteen locations for 25 days during FY21:

- The Mall at Prince George's County, Hyattsville, MD: November 14-15
- DCUSA (Columbia Heights), Washington, DC: December 11-13
- Pentagon City Mall, Arlington, VA: December 19-20
- Westfield Wheaton Mall, Wheaton, MD: December 21-22
- Union Station, Washington, DC: April 18-24
- Suitland Metrorail Station, Suitland-Silver Hill, MD: April 28
- Eisenhower Ave Metrorail Station, Alexandria, VA: May 5
- Tysons Corner Metrorail Station, Tysons, VA: May 12
- Rhode Island Metrorail Station, Washington, DC: May 13
- Springfield Town Center, Springfield, VA: May 15-16
- Minnesota Ave Metrorail Station, Washington, DC: May 19
- Mall at Prince Georges, Hyattsville, MD: May 22-23
- Wheaton Metrorail Station, Wheaton, MD: May 26





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 21–54, skewing male. To achieve maximum reach across this audience, we emphasize a multi-front strategy with street-level marketing throughout the region in both English and Spanish.

46,592,483
PAID MEDIA IMPRESSIONS

Over-the-Top / Connected TV Advertising

The video testimonials (15- and 30-second television spots) streamed adjacent to major broadcast, cable, and news network content on connected TV devices (Roku, Amazon Fire, Xbox, AppleTV, etc.), reaching viewers nearly 4.8 million times during the fall and spring campaigns.



Testimonial TV Spot

Bus Ads

During the fall and spring campaigns, we relied on English and Spanish outdoor media to target safety messages to high-priority audiences around the Washington metro area. Bus routes align with corridors with high pedestrian exposure. We put Street Smart's messages in motion to reach drivers, pedestrians, and transit riders by placing exterior ads and interior cards on Metro buses during each campaign period.

- 175 tails with 350 bonus interior bus cards on WMATA's Metrobuses from 10/5/20 to 11/1/20
- 175 tails with 350 bonus interior bus cards on WMATA's Metrobuses from 4/19/21 to 5/16/21



Digital Ads

Digital media ads ran 11/9/20 to 11/30/20 and 4/26/21 to 5/16/21 across YouTube, Twitter, and the Google Display Network, 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.

- 12,669,460 impressions
- 6,782 clicks
- 4,231,919 completed video views
- 21,570 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 **\$192,063**.

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

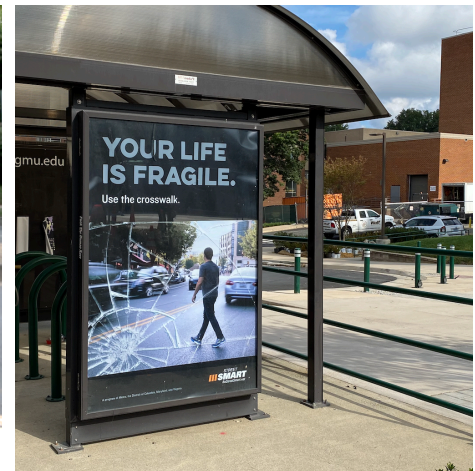
\$192,000+
IN ADDED VALUE FROM PAID MEDIA

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 \$708,000.

**\$708,000 +
IN DONATED MEDIA**

| Media | Jurisdiction/Agency | 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 |
| Interior Bus Cards | University of Maryland College Park (MD) | 30 | 8 weeks | \$ 1,765 |
| Transit Shelters | University of Maryland College Park (MD) | 8 | 6 months | \$ 16,941 |
| Interior Bus Cards | TransIT - Frederick County (MD) | 30 | 8 weeks | \$ 1,765 |
| Interior Bus Cards | The BUS - Prince George's County (MD) | 200 | 8 weeks | \$ 11,765 |
| 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) | 40 | 8 weeks | \$ 72,000 |
| Exterior Bus King Kongs | Ride On - Montgomery County (MD) | 6 | 12 months | \$ 60,141 |
| Interior Bus Cards | Connector - Fairfax County (VA) | 700 | 6 months | \$ 123,529 |
| Interior Bus Cards | DASH - Alexandria (VA) | 180 | 6 months | \$ 31,765 |
| Exterior Bus Tails | CUE Bus - Fairfax City (VA) | 5 | 4 months | \$ 8,000 |
| Interior Bus Cards | CUE Bus - Fairfax City (VA) | 47 | 8 weeks | \$ 2,765 |
| Bus Shelters | George Mason University (VA) | 7 | 8 weeks | \$ 9,882 |
| Interior Bus Cards | ART - Arlington County (VA) | 320 | 8 weeks | \$ 18,824 |
| TOTAL | | 1672 | | \$ 708,329 |



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 nearly quadrupled its annual campaign budget. Combining added value with earned and donated media and services, the fiscal year 2021 Street Smart program garnered more than \$3.1 million in overall campaign value on a budget of \$820,000.

| EFFORT | VALUE |
|------------------------------|--------------------|
| Earned Media Publicity Value | \$1,414,566 |
| Paid Media Added Value | \$192,063 |
| Donated Media Value | \$ 708,329 |
| Campaign Budget | \$820,000 |
| TOTAL CAMPAIGN VALUE | \$3,134,958 |

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

APPENDIX I: EARNED MEDIA RESULTS

| TELEVISION COVERAGE | | | | | | | |
|---------------------|----------|-------------------------------|--------|-------------|---------|---------------------------------|---------------------|
| Date | Time | Title | Source | Affiliation | Runtime | Estimated Publicity Value | Ratings Estimate |
| 10/1/2020 | 4:29 AM | Good Morning Washington | WJLA | ABC | 00:10 | \$417 | 10,747 |
| 10/1/2020 | 7:00 AM | Morning Report | NC8 | | 00:28 | \$- | - |
| 10/11/2020 | 7:00 AM | Wake Up Washington Sunday | WUSA | CBS | 00:45 | \$1,933 | 11,319 |
| 10/11/2020 | 7:00 AM | Wake Up Washington Sunday | WUSA | CBS | 00:45 | \$133 | 11,319 |
| 10/14/2020 | 10:00 PM | Fox 5 News at 10PM | WTTG | FOX | 01:26 | \$95,700 | 86,443 |
| 10/15/2020 | 4:00 AM | Fox 5 Morning News at 4am | WTTG | FOX | 00:35 | \$3,113 | 13,843 |
| 10/15/2020 | 4:00 AM | Fox 5 Morning News at 4am | WTTG | FOX | 06 | \$429 | 13,843 |
| 10/15/2020 | 6:00 AM | Fox 5 Morning News at 6AM | WTTG | FOX | 00:31 | \$11,475 | 40,007 |
| 10/15/2020 | 9:00 AM | Fox 5 Morning News at 9AM | WTTG | FOX | 00:39 | \$15,008 | 60,344 |
| 10/7/2020 | 11:00 PM | Edicion Nocturna de Noticias | WFDC | UNIVISION | 02:32 | \$8,865 | 20,753 |
| 10/9/2020 | 4:30 AM | 9 News Now at 4:30AM | WUSA | CBS | 00:42 | \$2,100 | 9,931 |
| 10/9/2020 | 5:00 AM | 9 News Now at 5AM | WUSA | CBS | 01:30 | \$12,171 | 12,705 |
| 10/9/2020 | 5:00 AM | 9 News Now at 5AM | WUSA | CBS | 01:30 | \$767 | 12,705 |
| 9/30/2020 | 5:56 PM | ABC 7 News at 6PM | WJLA | ABC | 00:24 | \$12,500 | 43,814 |
| 9/30/2020 | 6:00 PM | Afternoon Report at 6PM | NC8 | - | 00:35 | NA | NA |
| 9/30/2020 | 6:00 PM | Afternoon Report at 6PM | NC8 | - | 00:36 | NA | NA |
| 11/17/2020 | 6:00 AM | WDVM News at 6am | WDVM | - | 01:00 | \$1,950 | 8,372 |
| 11/16/2020 | 5:00 PM | WDVM News at 5pm | WDVM | - | 01:00 | \$3,680 | 15,806 |
| 4/19/2021 | 10:00 PM | WDVM News at 10PM | WDVM | - | 02:45 | \$3,660 | 5,734 |
| 4/19/2021 | 6:00 PM | WUSA 9 News at 6pm | WUSA | CBS | 00:18 | \$23,000 | 32,978 |
| 4/19/2021 | 8:00 PM | Fox 5 News On The Plus | WDCA | MNT | 00:17 | \$3,814 | 42,669 |
| 4/19/2021 | 9:00 PM | Fox 5 News On The Plus | WDCA | MNT | 00:24 | \$2,220 | 24,858 |
| 4/20/2021 | 4:00 AM | Fox 5 Morning News | WTTG | FOX | 00:22 | \$1,351 | 16,553 |
| 4/20/2021 | 6:00 AM | News 4 Today at 6am | WRC | NBC | 00:25 | \$6,900 | 46,466 |
| 4/20/2021 | 6:00 AM | Fox 5 Morning News at 6am | WTTG | FOX | 00:36 | \$3,117 | 27,634 |
| 4/20/2021 | 6:00 AM | WDVM News at 6am | WDVM | - | 02:45 | \$6,600 | 10,321 |
| 4/20/2021 | 6:00 PM | Noticias Univision Washington | WFDC | UNIVISION | 01:00 | \$5,000 | 34,344 |
| 4/25/2021 | 10:00 AM | News 4 Today 10am | WRC | NBC | 01:27 | \$27,000 | 70,113 |
| 4/25/2021 | 10:00 AM | News 4 Today 10am | WRC | NBC | 01:27 | \$1,200 | 70,113 |
| 4/25/2021 | 6:00 AM | News 4 Today at 6am | WRC | NBC | 01:25 | \$13,417 | 24,951 |
| 4/25/2021 | 6:00 AM | News 4 Today at 6am | WRC | NBC | 01:25 | \$667 | 24,951 |
| 4/25/2021 | 7:00 AM | News 4 Today 7am | WRC | NBC | 01:13 | \$38,667 | 55,007 |
| 4/25/2021 | 7:00 AM | News 4 Today 7am | WRC | NBC | 01:13 | \$1,867 | 55,007 |
| 4/25/2021 | 9:00 AM | News 4 Today 9am | WRC | NBC | 01:26 | \$37,333 | 90,989 |
| 4/25/2021 | 9:00 AM | News 4 Today 9am | WRC | NBC | 01:26 | \$1,333 | 90,989 |
| 4/30/2021 | 5:00 AM | Good Morning Washington | WJLA | ABC | 01:17 | \$9,083 | 10,640 |
| 4/30/2021 | 6:00 AM | Good Morning Washington | WJLA | ABC | 01:32 | \$20,550 | 19,114 |
| 4/30/2021 | 8:00 AM | Morning Report at 8AM | NC8 | - | 00:32 | NA | NA |
| 9/29/2021 | 6:00 PM | WUSA 9 News at 6pm | WUSA | CBS | 01:50 | \$21,085 | 45,666 |
| 9/27/2021 | 4:00 AM | Fox 5 Morning News at 4am | WTTG | FOX | 00:29 | \$165 | 1,458 |
| 9/26/2021 | 10:00 PM | Fox 5 News at 10pm | WTTG | FOX | 00:53 | \$29,150 | 60,042 |
| 9/26/2021 | 7:00 PM | Fox 5 News On The Plus Sunday | WDCA | MNT | 00:36 | \$ 2,115 | 15,179 |
| | | | | | | \$ 429,534 | 1,247,727 |

APPENDIX I: EARNED MEDIA RESULTS (continued)

| RADIO COVERAGE | | | | | | |
|----------------|----------|-------------------|---------|---------|------------------|------------------|
| Date | Time | Title | Source | Runtime | PR Value | Ratings Estimate |
| 10/5/2020 | 9:00 AM | WTOP News | WTOP-FM | 00:29 | \$6,472 | 58,700 |
| 10/5/2020 | 9:30 AM | WTOP News | WTOP-FM | 00:28 | \$6,595 | 91,800 |
| 10/5/2020 | 6:00 AM | WTOP News | WTOP-FM | 00:30 | \$6,730 | 61,000 |
| 11/15/2020 | 11:00 AM | WTOP Morning News | WTOP-FM | 02:10 | \$15,730 | 47,200 |
| 4/19/2021 | 7:00 AM | Radio Programming | WMAL-AM | 03:59 | NA | NA |
| | | | | | \$ 35,526 | 258,700 |

| PRINT COVERAGE | | | | | |
|----------------|---------------|----------------|----------------------|-----------------|---|
| DATE | COLUMN INCHES | LOCATION | PUBLICATION | PR VALUE | PRINT CIRCULATION / POTENTIAL DAILY REACH |
| 10/29/2020 | 29.65 | Alexandria, VA | Mount Vernon Gazette | \$ 1,334 | 39,000 |
| | | | | \$ 1,334 | 39,000 |

| ONLINE COVERAGE | | | |
|--------------------|----------------------------|---------------------------|--|
| Date | Source | Estimated Publicity Value | Online Circulation / Potential Monthly Reach |
| 10/01/2020 07:19PM | LocalDVM | \$7,957 | 172,040 |
| 10/05/2020 03:55AM | WTOP.com | \$105,731 | 2,286,084 |
| 10/08/2020 11:31PM | Wusa9 | \$67,223 | 1,453,462 |
| 10/09/2020 04:45AM | Wusa9 | \$67,223 | 1,453,462 |
| 12/10/2020 12:51PM | LocalDVM | \$10,914 | 235,988 |
| 10/14/2020 11:15PM | FOX 5 DC | \$78,069 | 1,687,981 |
| 11/15/2020 01:59PM | WTOP.com | \$97,170 | 2,100,977 |
| 11/17/2020 05:18AM | LocalDVM | \$6,534 | 141,268 |
| 12/21/2020 06:40AM | Montgomery Community Media | \$7,096 | 153,418 |
| 10/29/2020 05:17AM | The Connection Newspapers | \$1,665 | 35,997 |
| 4/25/2021 03:27PM | WJLA.com | \$37,323 | 806,984 |
| 4/25/2021 03:27PM | WJLA.com | \$37,323 | 806,984 |
| 4/19/2021 09:48PM | LocalDVM | \$10,351 | 223,805 |
| 4/19/2021 08:26PM | Wusa9 | \$107,614 | 2,326,793 |
| 4/19/2021 03:22PM | WTOP.com | \$86,023 | 1,859,956 |
| 4/19/2021 11:31AM | InsideNoVa.com | \$29,115 | 629,505 |
| 9/29/2021 07:18PM | 13NewsNow.com | \$ 27,457 | 593,654 |
| 9/29/2021 05:29PM | Wusa9.com | \$ 79,332 | 1,715,287 |
| 9/27/2021 12:22PM | WJLA.com | \$ 42,414 | 917,053 |
| 9/27/2021 11:46AM | WSET-TV | \$ 41,640 | 900,323 |
| | | \$ 948,172 | 16,374,704 |

TOTAL EARNED MEDIA PUBLICITY VALUE: \$ 1,414,566

TOTAL POTENTIAL RATINGS/CIRCULATION: 17,920,131

APPENDIX II: PAID MEDIA RESULTS

| FALL 2020 OUTDOOR | | FLIGHT DATES: October 5, 2020 - November 1, 2020 | | | | |
|---------------------------------------|------------------|--|-----------------------|---------------------------|----------------------|------------------|
| CHANNEL | QTY | DURATION | IMPRESSIONS | RATE CARD VALUE | NEGOTIATED NET COST | ADDED VALUE |
| Bus Tails | 175 | 4-weeks | 5,784,000 | \$64,225.00 | \$ 58,013.00 | \$ 6,212 |
| ADDED VALUE | | | | | | |
| Bus Tail Overrides | 175 | 4-weeks | 5,784,000 | \$64,225.00 | | \$ 64,225 |
| Interior Cards (Bonus) | 350 | 4-weeks | 1,505,000 | \$ 4,200.00 | \$ - | \$ 4,200 |
| Interior Cards Overrides | 350 | 4-weeks | 1,505,000 | \$ 4,200.00 | \$ - | \$ 4,200 |
| Agency Placement Fee/Discount | - | - | - | - | \$ 8,202.00 | \$ 2,051 |
| TOTAL | | | 14,578,000 | | \$ 66,215.00 | \$ 80,888 |
| SPRING 2021 OUTDOOR | | FLIGHT DATES: April 19, 2021 - May 16, 2021 | | | | |
| CHANNEL | QTY | DURATION | IMPRESSIONS | RATE CARD VALUE | NEGOTIATED NET COST | ADDED VALUE |
| Bus Tails | 175 | 4-weeks | 5,784,000 | \$64,225.00 | \$ 58,013.00 | \$ 6,212 |
| ADDED VALUE | | | | | | |
| Bus Tails Overrides | 175 | 4-weeks | 5,784,000 | \$64,225.00 | \$ - | \$ 64,225 |
| Interior Cards (Bonus) | 350 | 4-weeks | 1,505,000 | \$ 4,200.00 | \$ - | \$ 4,200 |
| Interior Cards Overrides | 350 | 4-weeks | 1,505,000 | \$ 4,200.00 | \$ - | \$ 4,200 |
| Agency Placement Fee/Discount | - | - | - | - | \$ 8,202.00 | \$ 2,051 |
| TOTAL | | | 14,578,000 | | \$ 66,215.00 | \$ 80,888 |
| FALL 2020 OVER-THE-TOP/CONNECTED TV | | FLIGHT DATES: April 26, 2021 - May 16, 2021 | | | | |
| | PAID IMPRESSIONS | COMPLETION RATE | COMPLETED VIDEO VIEWS | ADDED VALUE IMPRESSIONS | NEGOTIATED NET COST | ADDED VALUE |
| OTT/CTV | 2,293,431 | 96.32% | 2,208,984 | 235,418 | \$ 83,850.00 | \$ 14,800 |
| Agency Placement Fee/Discount | - | - | - | - | \$ 11,838.00 | \$ 2,959 |
| | 2,293,431 | | 2,208,984 | 235,418 | 95,688.00 | \$ 17,759 |
| SPRING 2021 OVER-THE-TOP/CONNECTED TV | | FLIGHT DATES: April 26, 2021 - May 16, 2021 | | | | |
| | PAID IMPRESSIONS | COMPLETION RATE | COMPLETED VIDEO VIEWS | ADDED VALUE IMPRESSIONS | NEGOTIATED NET COST | ADDED VALUE |
| OTT/CTV | 2,473,592 | 96.95% | 2,398,123 | 82,661 | \$ 97,447.00 | \$ 3,971 |
| Agency Placement Fee/Discount | - | - | - | - | \$ 13,758.00 | \$ 3,439 |
| | 2,473,592 | | 2,398,123 | 82,661 | \$ 111,205.00 | \$ 7,410 |
| FALL 2020 DIGITAL | | FLIGHT DATES: November 9 - 30, 2020 | | | | |
| CHANNEL | PAID IMPRESSIONS | COMPLETION RATE | COMPLETED VIDEO VIEWS | CLICKS/ACTIVE ENGAGEMENTS | NET COST | ADDED VALUE |
| YouTube (Video) | 2,108,593 | 52% | 1,094,279 | 1,274 | \$ 27,509.44 | - |
| Google Display Network (Video) | 1,157,783 | 59% | 684,045 | 1,563 | \$ 23,376.54 | - |
| Twitter (Video) | 3,360,129 | 9% | 299,632 | 10,315 | \$ 25,900.02 | - |
| Agency Placement Fee/Discount | - | - | - | - | \$ 11,020.00 | \$ 2,530 |
| | 6,626,505 | - | 2,077,956 | 13,152 | \$ 87,806.00 | \$ 2,530 |
| SPRING 2021 DIGITAL | | FLIGHT DATES: April 26, 2021 - May 26, 2021 | | | | |
| CHANNEL | PAID IMPRESSIONS | COMPLETION RATE | COMPLETED VIDEO VIEWS | CLICKS/ACTIVE ENGAGEMENTS | NET COST | ADDED VALUE |
| YouTube (Video) | 2,280,006 | 55% | 1,246,383 | 1,466 | \$ 29,977.49 | - |
| Google Display Network (Video) | 1,386,605 | 54% | 754,707 | 1,741 | \$ 25,776.94 | - |
| Twitter - English (Video) | 2,238,253 | 7% | 152,873 | 4503 | \$ 18,937.73 | - |
| Twitter - Spanish (Static) | 138,091 | - | - | 708 | \$ 2,417.54 | - |
| Agency Placement Fee/Discount | - | - | - | - | \$ 11,020.00 | \$ 2,588 |
| | 6,042,955 | - | 2,153,963 | 8,418 | \$ 88,129.70 | \$ 2,588 |

TOTAL SPENDING: \$515,259

TOTAL ADDED VALUE: \$192,063

TOTAL ESTIMATED IMPRESSIONS: 46,592,483