

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART

PUBLIC EDUCATION CAMPAIGN

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

FISCAL YEAR 2022 ANNUAL REPORT

October 1, 2021 – September 30, 2022

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 2021, total traffic fatalities held steady across the greater Washington metropolitan region, but data still indicate that 93 pedestrians and 7 cyclists were killed in area, accounting for nearly 28 percent of the 358 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 2022, from October 2021 through September 2022.

MEDIA RELATIONS

Fall Launch Event

The fall kickoff event occurred on November 4th in Oxon Hill, MD (5410 MD-210). As daylight hours decrease, it's imperative for local safety officials to remind motorists, pedestrians and bicyclists to be extra vigilant.

Speakers included:

- Chrissy Nizer, Maryland Motor Vehicle Administrator
- Everett Lott, District Department of Transportation Acting Director
- John Saunders, DMV's Virginia Highway Safety Office Director
- Major Nickie Smith, Prince George's County Police Department Special Operations Division Commander
- Martin L. Harris, Acting Director, Prince George's County Department of Public Works and Transportation
- Kenniss Henry, mother of Natasha Pettigrew, who was killed while biking in Prince George's County



Spring Launch Event

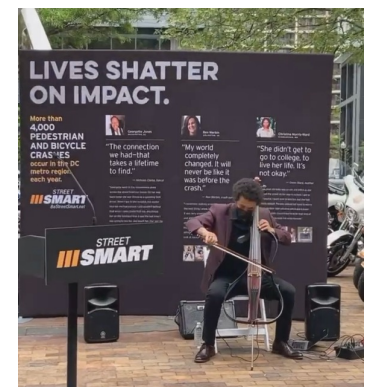
On April 26, 2022, *Street Smart* launched the spring campaign at 1560 Wilson Blvd in Arlington County, VA, near the site of recent safety improvements including a new bike lane, safer crossings at intersections, and floating bus stop.

Speakers included:

- Christian Dorsey, Arlington County Board Vice Chair, COG Board Chair
- Takis Karantonis, Arlington County Board Member
- Charles Penn, Arlington County Police Department Chief
- John Saunders, DMV's Virginia Highway Safety Office Director
- Sharon Kershbaum, District Department of Transportation Deputy Director
- Dennis Leach, Arlington County Department of Transportation Director
- Benjamin Gates, Professional Cellist and Crash Survivor



Against the backdrop of the testimonial wall exhibit, the launch event opened with a cello performance by Benjamin Gates, a professional musician and crash survivor. Officials also called attention to area police departments' heightened enforcement of pedestrian and bicycle safety laws to take place in April and May. Immediately following the event, the Arlington County Police Department conducted live law enforcement demonstrations for the media.



Media Tours

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.

Earned Media Results*

- 53 television and radio news segments reaching more than 2.4 million viewers and totaling roughly \$691,600 in publicity value.
- 26 articles in online publications totaling more than \$6.1 million in publicity value. Additionally, MSN.com syndicated a story across dozens of their affiliates, with an estimated \$9 million in publicity value worldwide, but this amount is not reflected in the campaign totals.
- 2 articles in print publications, including the front page of the Washington Post Metro section, reaching more than 1.3 million readers and totaling more than \$300,000 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.*

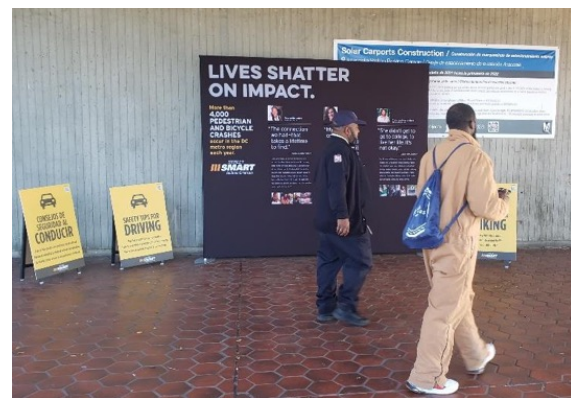
**81 NEWS STORIES AND
\$7.1 MILLION + IN
PUBLICITY VALUE**

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. The display includes an educational wall in English and Spanish with written stories and photographs as well as a large video screen showing short films and photos of affected families across the region. Partnerships with WMATA, local jurisdictions, universities, brought the display to Metrorail stations, government service buildings, and popular shopping areas across the region. The display traveled around the region totaling 243 days of outreach at 24 locations.

417 exhibit visitors from all 24 locations responded to an iPad survey set up on a stand near the display. After seeing the display:

- 90% of respondents reported knowing more about local pedestrian safety issues.
- 93% of respondents said they will be more careful to stop for pedestrians if driving.





Date	Jurisdiction	Event/Location
Oct 28	VA	George Mason University
Nov 4	MD	Street Smart Press Event Mount Joy Baptist Church Oxon Hill, MD
Nov 5 – 6	DC	DC DMV Southwest Service Center
Nov 15 – 21	DC	Union Station Partnership with DC Families for Safe Streets for World Day of Remembrance + Chalk Memorial
Nov 20 – 21	MD	Mall at Prince George's World Day of Remembrance
Nov 30	VA	Prince William County Ferlazzo Building
Dec 3 – 5	DC	DC USA Shopping Center
Dec 4 – 5	MD	Westfield Montgomery Mall
Dec 11 – 12	MD	Westfield Wheaton Mall
Dec 15	VA	Metro – Franconia-Springfield
Dec 16	DC	Metro - Anacostia
Dec 18 – 19	MD	Westfield Wheaton Mall
Feb. 14-16	MD	Prince George's Community College*
Apr-22	VA	Street Smart Press Event
April 27-28	MD	Beltsville MVA*
April 29 - 30	DC	Benning Ridge DMV
April 30 – May 1	DC	DC USA
May-22	VA	VDOT Spring Transportation Public Meeting
May 5-6	MD	Largo MVA*
May 10	VA	WMATA Franconia-Springfield Metro Station
May 12	MD/DC Border	WMATA Southern Avenue Metro Station
May 13	MD	Westfield Wheaton Mall
May 15	MD	Tanger Outlets
May 22	MD	Westfield Wheaton Mall

*Street Smart Events Funded by Prince George's County



Outreach included a week-long installation in Union Station for World Day of Remembrance which included a Chalk Memorial Wall in partnership with DC Families for Safe Streets.

Enforcement Activations

In addition to the outreach events, 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.



Date	Jurisdiction	Event/Location
Nov 4	MD	Prince George’s County PD Route 210 (N & S) & Livingston Road Route 210 (S) & Talbert Rd Route 210 (N) & Salisbury Dr. Route 210 (N & S) & Audrey Lane Route 210 (N & S) prior to the DC line
Nov 5	DC	Metropolitan PD Multiple locations along Georgia Ave
Nov 5	MD	Montgomery County PD Two locations on Willard Ave in Bethesda
Nov 9	VA	Arlington County PD 2500 block Washington Blvd
Nov 9	VA	Alexandria PD 5100 block of Duke Street
Nov 9	DC	Metropolitan PD Southern Ave and 9th St., SE
Nov 12	MD	Montgomery County PD New Hampshire Ave in Silver Spring
Nov 17	VA	Arlington County PD 4100 to 4300 block, Fairfax Dr.
Nov 17	MD	Montgomery County PD Lost Knife Circle near Montgomery Village in Gaithersburg
Nov 17	DC	Metropolitan PD Locations near Union Station
Nov 24	MD	Montgomery County PD Great Seneca Hwy / Middlebrook in Germantown

Nov 26	DC	Metropolitan PD Multiple locations along Minnesota Ave
Nov 29	VA	Alexandria PD Duke Street / N. Jordan Street
Apr 26	VA	Arlington County PD Fort Myer Drive at Fairfax Drive Langston Blvd at North Moore Street
Apr 29	MD	Montgomery County PD Georgia and Fenton (Crosswalk Detail)
May 3	VA	Fairfax County PD 3911 Woodburn Road, Annandale, VA
May 17	VA	Alexandria County PD 5000 – 5400 Seminary Road Duke Street at North Jordan Street
Apr 26- May11	DC	Metropolitan PD Various DC locations

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.

**51.3 MILLION ESTIMATED
PAID MEDIA IMPRESSIONS**

Over-the-Top / Connected TV Advertising

The video testimonials (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 3.6 million times during the fall and spring campaigns.

Digital Ads

Digital media ads ran 11/8/21 to 11/28/21 and 4/25/22 to 5/23/22 across YouTube, Twitter, and the Google Display Network, with emphasis on the 15-second 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.

- 7,636,638 impressions
- 7,650 clicks
- 3,853,205 completed video views (50% average video completion rate)



Testimonial TV Spot/Online Video

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.

- 200 tails, including 25 bonus tails, with 350 bonus interior bus cards on WMATA’s Metrobuses from 11/1/22–11/28/22
- 200 tails, including 25 bonus tails, 350 bonus interior bus cards on WMATA’s Metrobuses from 4/25/22 to 5/22/22



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 **\$314,000**.

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

\$314,000+
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 \$650,000.

\$650,000 +
IN DONATED MEDIA

Media	Jurisdiction/Agency	Qty	Duration	Value
Junior Billboards	DDOT/Clear Channel (DC)	8	8 weeks	\$ 84,706
Transit Shelters	DDOT/Clear Channel (DC)	13	8 weeks	\$ 41,294
Digital Shelters	DDOT/Clear Channel (DC)	12	8 weeks	\$ 42,273
Exterior Bus Tails	DDOT/Circulator (DC)	1	12 months	\$ 4,800
Interior Bus Cards	DDOT/Circulator (DC)	58	8 weeks	\$ 3,412
Bus Shelters	Howard University (DC)	1	8 weeks	\$ 1,412
Interior Bus Cards	University of Maryland College Park (MD)	30	8 months	\$ 7,059
Transit Shelters	University of Maryland College Park (MD)	10	6 months	\$ 21,176
Interior Bus Cards	TransIT - Frederick County (MD)	30	7 months	\$ 6,176
Interior Bus Cards	The BUS - Prince George's County (MD)	50	2 months	\$ 2,941
Exterior Bus King Kongs	The BUS - Prince George's County (MD)	3	12 months	\$ 45,656
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	6	8 weeks	\$ 10,024
Exterior Bus Tails	Ride On - Montgomery County (MD)	30	8 weeks	\$ 7,059
Exterior Bus Queens	Ride On - Montgomery County (MD)	30	8 weeks	\$ 7,059
Exterior Bus Kings	Ride On - Montgomery County (MD)	40	8 weeks	\$ 9,412
Interior Bus Cards	Ride On - Montgomery County (MD)	200	8 weeks	\$ 11,765
Interior Bus Cards	ART - Arlington County (VA)	240	8 weeks	\$ 14,118
Interior Bus Cards	DASH - Alexandria (VA)	180	6 months	\$ 31,765
Interior Bus Cards	Connector - Fairfax County (VA)	700	12 months	\$ 247,059
Exterior Bus Tails	CUE Bus - Fairfax City (VA)	5	11 months	\$ 22,000
Interior Bus Cards	CUE Bus - Fairfax City (VA)	24	8 weeks	\$ 1,412
Interior Bus Cards	CUE Bus - Fairfax City (VA)	24	4 months	\$ 2,824
Bus Shelters	George Mason University (VA)	8	8 weeks	\$ 11,294
Interior Bus Cards	PRTC - Prince William County (VA)	120	5 months	\$ 17,647
TOTAL		1,823		\$ 654,341



Donated Media Examples

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 delivered nearly ten-fold its annual campaign budget in total campaign value. Combining added value with earned and donated media and services, the fiscal year 2022 Street Smart program garnered more than \$8.9 million in overall campaign value on a budget of \$820,000.

EFFORT	VALUE
Earned Media Publicity Value	\$7,158,553
Paid Media Added Value	\$314,092
Donated Media Value	\$654,341
Campaign Budget	\$820,000
TOTAL CAMPAIGN VALUE	\$8,946,986

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

APPENDIX I: EARNED MEDIA RESULTS

FALL TELEVISION COVERAGE							
Date	Time	Title	Source	Affiliation	Est Runtime	Est Publicity Value	Ratings Estimate
11/4/21	11:00 PM	Noticias Washington 11pm	WZDC	TELEMUNDO	00:00:57	\$ 12,083	19,824
11/4/21	9:00 PM	Fox 5 News On The Plus 9pm	WDCa	MNT	00:00:30	\$ 3,009	23,465
11/4/21	8:00 PM	Fox 5 News On The Plus 8pm	WDCa	MNT	00:00:56	\$ 4,857	37,883
11/4/21	6:00 PM	Noticias Washington 6pm	WZDC	TELEMUNDO	00:00:49	\$ 11,667	25,791
11/4/21	6:00 PM	Noticias Washington DC 6pm	WFDC	UNIVISION	00:00:18	\$ 6,583	34,344
11/4/21	5:00 PM	Fox 5 News at 5pm	WTTG	FOX	00:00:25	\$ 2,875	41,646
11/4/21	5:00 PM	Noticias Washington 5pm	WZDC	TELEMUNDO	00:00:19	\$ 917	18,991
11/4/21	5:00 PM	Noticias Washington 5pm	WZDC	TELEMUNDO	00:00:29	\$ 6,333	18,991
11/4/21	4:00 PM	News 4 at 4pm	WRC	NBC	00:00:35	\$ 5,367	49,821
11/4/21	5:00 AM	Fox 5 Morning News at 5am	WTTG	FOX	00:00:16	\$ 1,393	16,322
11/4/21	4:00 AM	Fox 5 Morning News at 4am	WTTG	FOX	00:00:20	\$ 819	10,060
11/5/21	11:00 PM	Fox 5 News at 11pm	WTTG	FOX	00:00:16	\$ 23,249	52,026
11/5/21	10:00 PM	Fox 5 News at 10pm	WTTG	FOX	00:00:17	\$ 62,700	77,198
11/5/21	5:00 AM	News 4 Today at 5am	WRC	NBC	00:00:29	\$ 4,333	27,294
11/5/21	4:00 AM	News 4 Today at 4am	WRC	NBC	00:00:24	\$ 650	12,818
11/6/21	11:00 PM	WUSA 9 News at 11pm	WUSA	CBS	00:01:38	\$ 53,600	42,231
11/6/21	8:00 AM	Fox 5 Morning News at 8am	WTTG	FOX	00:00:13	\$ 14,821	34,090
11/6/21	7:00 AM	Fox 5 Morning News at 7am	WTTG	FOX	00:00:04	\$ 4,840	11,032
11/7/21	10:00 PM	Fox 5 News at 10pm	WTTG	FOX	00:00:29	\$ 57,200	60,042
11/7/21	10:00 PM	Fox 5 News at 10pm	WTTG	FOX	00:00:29	\$ 5,500	60,042
11/7/21	6:30 PM	CBS Evening News	WUSA	CBS	00:00:42	\$ 9,100	486,169
11/7/21	9:00 AM	News 4 Today 9am	WRC	NBC	00:00:09	\$ 8,533	90,989
11/7/21	6:00 AM	News 4 Today at 6am	WRC	NBC	00:00:15	\$ 3,333	24,951
11/8/21	11:00 PM	News 4 at 11pm	WRC	NBC	00:00:26	\$ 118,333	113,715
11/8/21	6:00 AM	Get Up DC!	WUSA	CBS	00:01:08	\$ 15,429	27,828
11/8/21	5:00 AM	Get Up DC!	WUSA	CBS	00:00:42	\$ 15,621	16,278
11/8/21	5:00 AM	Get Up DC!	WUSA	CBS	00:00:25	\$ 958	16,278
11/9/21	5:00 AM	News 4 Today at 5am	WRC	NBC	00:00:27	\$ 5,525	27,294
11/17/21	11:00 PM	WUSA 9 News at 11pm	WUSA	CBS	00:00:27	\$ 1,200	62,863
11/17/21	11:00 PM	WUSA 9 News at 11pm	WUSA	CBS	00:00:27	\$ 52,000	62,863
11/17/21	5:00 PM	WUSA 9 News at 5pm	WUSA	CBS	00:00:54	\$ 4,025	30,551
11/17/21	12:00 PM	WUSA 9 News at Noon	WUSA	CBS	00:00:39	\$ 2,204	81,252
11/18/21	4:30 AM	Get Up DC!	WUSA	CBS	00:00:22	\$ 1,883	13,763
33 stories							

SPRING TELEVISION COVERAGE							
Date	Time	Title	Source	Affiliation	Est Runtime	Est Publicity Value	Ratings Estimate
4/25/22	11:00 PM	Noticias Washington 11pm	WZDC	TELEMUNDO	00:00:35	\$ 3,250	19,824
4/26/22	11:00 PM	Fox 5 News at 11pm	WTTG	FOX	00:00:10	\$ 14,152	52,026
4/26/22	10:00 PM	Fox 5 News at 10pm	WTTG	FOX	00:00:14	\$ 37,400	77,198
4/26/22	6:00 PM	Fox 5 News Edge at 6pm	WTTG	FOX	00:00:16	\$ 1,442	41,227
4/26/22	6:00 PM	Fox 5 News Edge at 6pm	WTTG	FOX	00:00:16	\$ 10,731	41,227
4/26/22	5:00 PM	Fox 5 News at 5pm	WTTG	FOX	00:00:15	\$ 8,375	41,646
4/26/22	12:00 PM	ABC 7 News at Noon	WJLA	ABC	00:00:20	\$ 2,000	54,791
5/2/22	11:00 PM	Noticias Washington DC	WFDC	UNIVISION	00:00:12	\$ 7,992	14,565
5/2/22	6:00 PM	Noticias Washington DC	WFDC	UNIVISION	00:00:33	\$ 14,917	34,344
5/3/22	5:00 PM	WUSA 9 News at 5pm	WUSA	CBS	00:01:20	\$ 5,271	30,551
5/10/22	6:00 PM	WUSA 6PM news	WUSA	CBS	00:03:10	\$ 36,415	45,666
5/10/22	5:00 PM	Noticias Washington 5pm	WZDC	TELEMUNDO	00:00:27	\$ 2,500	18,991
5/17/22	8:00 AM	Fox 5 Morning News at 8am	WTTG	FOX	00:00:19	\$ 2,690	64,772
6/6/22	5:00 PM	Afternoon Report at 5PM	NC8		00:00:16	\$ -	-
6/6/22	4:00 PM	Afternoon Report at 4PM	NC8		00:00:23	\$ -	-
6/7/22	3:00 PM	Afternoon Report at 3PM	NC8		00:00:40	\$ -	-
16 stories						\$ 147,133	536,828

APPENDIX I: EARNED MEDIA RESULTS (continued)

RADIO MEDIA COVERAGE						
Date	Time	Program	Station	Runtime	Est Publicity Value	Ratings Estimate
11/6/21	6:00 PM	News	WTOP-FM	00:01:25	\$ 3,021	25,600
11/6/21	5:00 PM	News	WTOP-FM	00:01:57	\$ 4,316	35,800
11/4/21	6:00 PM	News	WTOP-FM	00:03:36	\$ 6,762	53,800
11/4/21	5:00 PM	News	WTOP-FM	00:02:26	\$ 9,429	70,700
4 stories					\$ 23,528	185,900

FALL PRINT MEDIA COVERAGE						
Date	Publication	Daily Circulation	Headline	Photo	Column Inches	Est Publicity Value
11/20/21	Washington Post	1,294,563	An urgent message for D.C.	Color	66	\$ 305,910
1 story		1,294,563				\$ 305,910

FALL ONLINE MEDIA COVERAGE			
Date	Source	Calc Publicity Value	Online Circulation / Potential Monthly Reach
04-Nov-2021 04:19PM	WTOP-FM	\$ 85,151	1,841,107
04-Nov-2021 07:41PM	WDVM-TV	\$ 6,919	149,599
05-Nov-2021 05:47PM	Maryland Patch.com	\$ 2,860	61,843
05-Nov-2021 08:11PM	WTTG-TV - FOX 5 DC	\$ 58,140	1,257,082
06-Nov-2021 10:47PM	WUSA-TV	\$ 62,562	1,352,687
06-Nov-2021 12:47PM	13NewsNow.com	\$ 23,957	517,979
07-Nov-2021 11:28AM	InsideNoVa.com	\$ 39,136	846,175
17-Nov-2021 09:50PM	WUSA-TV	\$ 72,502	1,567,610
17-Nov-2021 11:06PM	WUSA-TV	\$ 72,502	1,567,610
19-Nov-2021 03:48PM	The Washington Post	\$ 2,668,739	57,702,468
19-Nov-2021 05:06AM	WUSA-TV	\$ 72,502	1,567,610
20-Nov-2021 04:20PM	WTOP-FM	\$ 87,061	1,882,405
21-Nov-2021 06:00PM	WUSA-TV	\$ 72,502	1,567,610
26-Nov-2021 03:56PM	The Washington Post	\$ 2,668,739	57,702,468
28-Dec-2021 03:00PM	Independent-Messenger	\$ 558	12,070
20-Dec-2021 06:58PM	The Augusta Free Press	\$ 7,570	163,675
02-Jan-2022 10:22AM	Fredericksburg Today	\$ 830	17,944
17 stories		\$ 6,002,230	129,777,942

SPRING ONLINE MEDIA COVERAGE			
Date	Source	Calc Publicity Value	Online Circulation / Potential Monthly Reach
06-Jun-2022 09:07AM	WJLA	\$ 44,320	958,275
02-May-2022 09:08AM	Reston Now	\$ 1,879	40,632
02-May-2022 09:08AM	Tyson's Reporter	\$ 1,058	22,880
02-May-2022 10:15AM	FFXnow	\$ 6,001	129,750
03-May-2022 08:57AM	Greater Greater Washington	\$ 5,569	120,417
10-May-2022 05:56PM	WUSA-TV	\$ 76,509	1,654,253
25-Apr-2022 06:59PM	ARLnow.com	\$ 9,552	206,529
26-Apr-2022 07:11PM	WDVM-TV	\$ 12,053	260,597
27-Apr-2022 12:11AM	DC News Now	\$ 1,105	60,768
9 stories		\$ 158,047	3,454,101

*The campaign also landed an article on MSN.com that was syndicated in national news outlets throughout the country.

TOTAL EARNED MEDIA PUBLICITY VALUE: \$7,181,318
TOTAL POTENTIAL RATINGS/CIRCULATION: 136,978,039

APPENDIX II: PAID MEDIA RESULTS

FALL 2021 OUTDOOR		FLIGHT DATES: 11/2/21 - 11/28/21				
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE TOTAL
Bus Tails	175	4-weeks	5,923,656	\$ 64,225.00	\$ 58,013.00	\$ 6,212.00
ADDED VALUE						
Bus Tails (Bonus)	25	4-weeks	846,200	\$ 9,175.00	\$ -	\$ 9,175.00
Bus Tail Overrides	200	6-weeks	10,154,400	\$ 110,100.00	\$ -	\$ 110,100.00
Interior Cards (Bonus)	350	4-weeks	1,242,500	\$ 4,200.00	\$ -	\$ 4,200.00
Interior Cards Overrides	350	6-weeks	1,863,750	\$ 6,300.00	\$ -	\$ 6,300.00
Agency Placement Fee / Discount	-	-	-	-	\$ 8,202.00	\$ 2,036
TOTAL			20,030,506		\$ 66,215.00	\$ 138,022.59
SPRING 2022 OUTDOOR		FLIGHT DATES: 4/25/22 - 5/22/22				
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE TOTAL
Bus Tails	175	4-weeks	5,923,656	\$ 64,225.00	\$ 58,013.00	\$ 6,212.00
ADDED VALUE						
Bus Tails (Bonus)	25	4-weeks	846,200	\$ 9,175.00	\$ -	\$ 9,175.00
Bus Tail Overrides	200	6-weeks	10,154,400	\$ 110,100.00	\$ -	\$ 110,100.00
Interior Cards (Bonus)	350	4-weeks	1,242,500	\$ 4,200.00	\$ -	\$ 4,200.00
Interior Cards Overrides	350	6-weeks	1,863,750	\$ 6,300.00	\$ -	\$ 6,300.00
Agency Placement Fee / Discount	-	-	-	-	\$ 8,202.00	\$ 2,036
TOTAL			20,030,506		\$ 66,215.00	\$ 138,022.59
FALL 2021 OVER-THE-TOP/CONNECTED TV		FLIGHT DATES: 11/8/21 - 11/28/21				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	ADDED VALUE IMPRESSIONS	NEGOTIATED NET COST	ADDED VALUE
OTT/CTV	1,759,524	97.61%	2,233,501	528,751	\$ 78,000.00	\$ 14,800
Agency Placement Fee / Discount	-	-	-	-	\$ 11,139.00	\$ 2,626
TOTAL	1,759,524		2,233,501	528,751	\$ 89,139.00	\$ 17,426
SPRING 2022 OVER-THE-TOP/CONNECTED TV		FLIGHT DATES: 4/25/22 - 5/9/22				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	ADDED VALUE IMPRESSIONS	NEGOTIATED NET COST	ADDED VALUE
OTT/CTV	1,000,000	98.59%	1,326,309	345,214	\$ 45,000.00	\$ 15,534
Agency Placement Fee / Discount	-	-	-	-	\$ 6,353.00	\$ 1,588
TOTAL	1,000,000		1,326,309	345,214	\$ 51,353.00	\$ 17,122
FALL 2021 DIGITAL		FLIGHT DATES: 11/8/21 - 11/28/21				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	CLICKS/ACTIVE ENGAGEMENTS	NET COST	ADDED VALUE
YouTube (Video)	1,869,384	56%	1,037,570	836	\$ 29,969.49	-
Google Display Network (Video)	1,188,687	46%	544,443	1,679	\$ 24,968.81	-
Twitter (Video)	949,686	13%	127,883	121	\$ 10,471.82	-
Agency Placement Fee / Discount	-	-	-	-	\$ 9,289.00	\$ 2,254
TOTAL	4,007,757		1,709,896	2,636	\$ 74,699.12	\$ 2,254
SPRING 2022 DIGITAL		FLIGHT DATES: 4/25/22 - 5/23/22				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	CLICKS/ACTIVE ENGAGEMENTS	NET COST	ADDED VALUE
YouTube / Google Display (Video)	1,156,198	57%	658,952	675	\$ 13,681.24	-
Mobile (Video)	1,561,549	80%	1,245,361	3,338	\$ 14,499.67	-
Twitter (Video)	911,134	26%	238,996	1001	\$ 7,830.00	-
Agency Placement Fee / Discount	-	-	-	-	\$ 5,110.00	\$ 1,245
TOTAL	3,628,881		2,143,309	5,014	\$ 41,120.91	\$ 1,245

TOTAL PAID MEDIA SPENDING: \$388,742
TOTAL ADDED VALUE: \$314,092
TOTAL ESTIMATED IMPRESSIONS: 51,331,039