

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

# STREET SMART

## PUBLIC EDUCATION CAMPAIGN

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

### **FISCAL YEAR 2023 ANNUAL REPORT**

**October 1, 2022 – September 30, 2023**

Following national trends, pedestrian fatalities in the Washington region are increasing at a dramatic rate. In 2022, data indicate that 129 pedestrians and 10 cyclists were killed in area, accounting for nearly 36 percent of the 384 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.

The Metropolitan Washington Council of Governments' (MWCOG) Street Smart program works alongside ongoing efforts of state and local governments and agencies to build safer streets and sidewalks, enforce traffic safety laws, and train better drivers, bicyclists, and pedestrians. Many state and local jurisdictions are working to make safety-related engineering improvements and pass more stringent traffic laws, all of which combine to improve the safety of streets for vulnerable users throughout the region.

As a part of that broader safety effort, Street Smart aims 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 2023, from October 2022 through September 2023.

## MEDIA RELATIONS

### Fall Launch Event

The fall kickoff event occurred on November 17<sup>th</sup> in at Eagle Academy in southeast Washington, D.C. As daylight hours decrease in the fall, it's imperative for local safety officials to remind motorists, pedestrians and bicyclists to be extra vigilant. Metropolitan Police Department conducted live enforcement activities nearby following the event.

Speakers included:

- Muriel Bowser, District of Columbia Mayor
- Chrissy Nizer, Maryland Department of Transportation Motor Vehicle Administration Administrator and Governor Hogan's Highway Safety Representative
- Everett Lott, District Department of Transportation Executive Director
- Helen Harris, Crash Survivor
- John Saunders, DMV's Virginia Highway Safety Office Director
- Jeffery Carroll, Metro Police Department Assistant Chief
- Chuck Bean, COG Executive Director



### Spring Launch Event

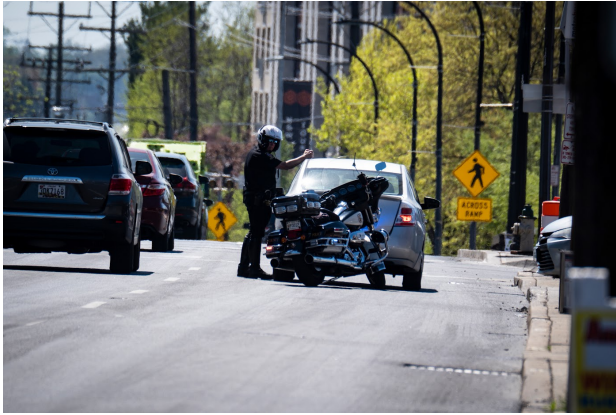
On April 13, 2023, *Street Smart* launched the spring campaign at Marion Fryer Town Plaza in Wheaton MD. The event also included law enforcement representatives from across DC, MD and VA and live law enforcement activities immediately following the press conference.

Speakers at the podium included:

- Chrissy Nizer, Maryland Department of Transportation's Motor Vehicle Administration Administrator
- Marc Elrich, Montgomery County Executive
- Evan Glass, Council President, Montgomery County Council
- Rebekah Young, Crash Survivor
- Assistant Chief Marc Yamada, Montgomery County Police Department
- Kate Stewart, Montgomery County Councilmember and COG Board Chair
- Natali Fani-González, Montgomery County Councilmember
- John Saunders, Director, DMV's Virginia Highway Safety Office
- Sharon Kershbaum, Deputy Director, District Department of Transportation
- Christopher Conklin, Director, Montgomery County Department of Transportation



Immediately following the event, the Montgomery 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 English and Spanish news releases, fact sheets, photos, and video footage 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. Additionally, Benjamin Gates, a pedestrian crash survivor and campaign spokesperson, was interviewed for the nationally syndicated *NBC Nightly News with Lester Holt* in a story on Automated Braking Systems.

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

- 125 television and radio broadcast news segments reaching viewers more than 3.7 million times and totaling roughly \$1.2 million in publicity value.
- 33 online news articles on web publications, including stories syndicated on MSN.com and Yahoo News, totaling more than \$38 million 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. These numbers do not include the NBC Nightly News values.*

## **OUTREACH**

The *Street Smart* campaign's Lives Shatter on Impact Testimonial Wall exhibit shares heartfelt photo and video testimonials from DC area residents whose lives were upended when they or their loved ones were struck by drivers while walking. 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 materials with safety tips and large video screen showing short films and photos of affected families across the region. The display traveled around the region totaling 26 days of outreach at 16 locations.

## **Outreach Metrics**

The testimonial wall spread our message and engaged a broad audience, generating:

- 78,940 impressions
- 17,457 engagements

Exhibit visitors from all 16 locations responded to an iPad survey set up on a stand near the display. After seeing the display:

- 95% of respondents reported knowing more about local pedestrian safety issues.
- 96% of respondents said they will be more careful to stop for pedestrians if driving.

Date	Jurisdiction	Event/Location
Nov 18 – 19	DC	<b>DC DMV Southwest Service Center</b> 95 M St SW, Washington, DC
Nov 20	MD	<b>Mall at Prince Georges County</b> 3500 E West Hwy, Hyattsville, MD
Nov 29	VA	<b>GMU Johnson Center Atrium</b> 4400 University Drive, Fairfax, VA
Dec 3 – 4	MD	<b>Westfield Wheaton Mall</b> 11160 Veirs Mill Road
Dec 17 – 18	MD	<b>Westfield Montgomery Mall</b> 7101 Democracy Blvd, Bethesda, MD
April 18 – 19	MD	<b>Prince George’s Community College*</b> 301 Largo Road, Largo, MD
April 23	MD	<b>Tanger Outlets</b> 6800 Oxon Hill Road, National Harbor, MD
April 28 – 29	DC	<b>Benning Ridge DMV</b> 4525 Benning Ridge Road, SE, Washington, DC
May 5 – 6	DC	<b>Rhode Island DMV</b> 2350 Washington Place, NE, Washington, DC
May 7	VA	<b>Springfield Town Center</b> 6500 Springfield Mall, Springfield, VA
May 12 – 13	MD	<b>Waldorf MVA</b> 11 Industrial Park Drive, Waldorf, MD
May 14	VA	<b>Fashion Centre at Pentagon City</b> 1100 S. Hayes St., Arlington, VA
May 21	VA	<b>Dulles Town Center</b> 21100 Dulles Town Circle, Dulles, VA
May 27 – 28	MD	<b>Westfield Wheaton Mall</b> 11160 Veirs Mill Rd., Silver Spring, MD
June 13 – 14	MD	<b>Beltsville MVA*</b> 11760 Baltimore Ave., Beltsville, MD
July 18 – 19	MD	<b>Largo MVA*</b> 10251 Central Ave., Upper Marlboro, MD

\*Street Smart events funded by Prince George’s County

## Enforcement Activations

Increased law enforcement was also highlighted as part of the campaign. Police departments across the region were in attendance, including officers from Maryland. 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 safe. High-visibility law enforcement is a critical means of deterrence for unlawful traffic behaviors.



Date	Jurisdiction	Event/Location
Nov 10	<b>Arlington County PD</b>	12th Street S. at S. Rolfe Street
Nov 14	<b>Montgomery County PD</b>	Georgia Ave and Price Road
Nov 15	<b>Metropolitan PD</b>	Martin Luther King Jr Ave & V St SE
Nov 16	<b>Metropolitan PD</b>	1200 Bladensburg Rd NE
Nov 17	<b>Metropolitan PD</b>	Wheeler/Varney Street
Nov 22	<b>Alexandria PD</b>	3100-3900 Potomac Ave
Nov 22	<b>Montgomery County PD</b>	Briggs Chaney and Robey Road
Nov 29	<b>Alexandria PD</b>	4600-5000 Seminary Rd
Dec 1	<b>Arlington County PD</b>	5900 block of Little Falls Road
Various dates between Nov 7 and Dec 4	<b>Prince William County PD</b>	Sudley Road b/w I66 & Rixlew Ave Prince William Pkwy b/w I95 & Minnieville Road Richmond Highway b/w Marys Way and Powells Creek Blvd.
Apr 13	<b>Montgomery County PD</b>	Georgia Ave and Price Ave
Apr 19	<b>Arlington County PD</b>	Langston Blvd/Lynn Street/Fort Myer Drive
Apr 10, 18, 19	<b>Metropolitan PD</b>	Various locations
Apr 25	<b>Fairfax County PD</b>	Annandale Area
Apr 25	<b>Alexandria PD</b>	1700-3900 block of Richmond Hwy
Apr 25	<b>Alexandria PD</b>	W. Glebe Rd and Mount Vernon Ave
Apr 26	<b>Alexandria PD</b>	North Jordan Street and Duke Street
Apr 26	<b>Alexandria PD</b>	400-800 Block of Gibbon Street
May 2	<b>Arlington County PD</b>	N. Pershing Drive at N. Thomas St
May 2	<b>Arlington County PD</b>	5200 block of Columbia Pike
Various dates between April 17 – May 14	<b>Prince William County PD</b>	Sudley Rd b/t I66 & Rixlew Ave Prince William Pkwy b/t I95 & Minnieville Road Richmond Hwy b/t Marys Way and Powells Creek Blvd.

## 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.

### Digital & Over-the-Top / Connected TV Advertising

The video testimonials (15- and 30-second television spots) streamed on YouTube/Google Display Network, on a mobile video network, and adjacent to major broadcast, cable, and news network content on connected TV devices (Roku, Amazon Fire, Xbox, AppleTV, etc.), reaching viewers more than 5 million times during 11/21/22 – 12/11/22 and 4/17/23 – 5/17/23. In total:

- 14.1 million served impressions
- 10.6 million completed video views
- 75% video completion rate
- 7.4 million involvements (*combination of active engagements, 70% “skippable” video completions and 50% clicks*)

**60 MILLION ESTIMATED  
PAID MEDIA IMPRESSIONS**



We again distributed digital toolkits to partners across the region to reach a larger audience through social media channels.

### 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 WMATA’s Metrobuses nationwide during each campaign period.

- 200 tails, including 25 bonus tails, 350 bonus interior bus cards from 11/8/22 to 12/11/22
- 200 tails, including 25 bonus tails, 350 bonus interior bus cards from 4/17/23 to 5/17/23



### **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 **\$342,000**. Paid media and added value benefits are detailed in Appendix II.

**\$342,000+**  
**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 \$800,000.

**\$836,000 +**  
**IN DONATED MEDIA**

<b>Media</b>	<b>Jurisdiction/Agency</b>	<b>Quantity</b>	<b>Duration</b>	<b>Value</b>
Junior Billboards	DDOT/Clear Channel (DC)	12	1 month	\$ 63,529
Junior Billboards	DDOT/Clear Channel (DC)	8	1 month	\$ 42,353
Transit Shelters	DDOT/Clear Channel (DC)	13	8 weeks	\$ 41,294
Digital Transit Shelters	DDOT/Clear Channel (DC)	12	8 weeks	\$ 56,471
Exterior Bus Tails	DDOT/Circulator (DC)	8	5 months	\$ 16,000
Interior Bus Cards	DDOT/Circulator (DC)	116	12 months	\$ 40,941
Shelters	Howard University/MSS Media (DC)	2	8 weeks	\$ 2,824
Interior Bus Cards	TRANSIT - Frederick County (MD)	30	12 months	\$ 10,588
Interior Bus Cards	The BUS - Prince George's County (MD)	275	8 weeks	\$ 16,176
Exterior Bus King Kongs	The BUS - Prince George's County (MD)	3	12 months	\$ 45,656
Transit Shelters	InSite Media - Prince George's County (MD)	30	8 weeks	\$ 54,000
Exterior Bus King Kongs	The BUS - Prince George's County (MD)	3	12 months	\$ 45,656
Bike Share Kiosks	Prince George's County (MD)	6	5 months	\$ 10,588
Interior Bus Cards	Connector - Fairfax County (VA)	700	12 months	\$ 247,059
Interior Bus Cards	OmniRide - Prince William County (VA)	120	12 months	\$ 42,353
Interior Bus Cards	DASH - Alexandria (VA)	50	9 months	\$ 13,235
Exterior Bus Tails	CUE Bus - Fairfax City (VA)	5	12 months	\$ 24,000
Interior Bus Cards	CUE Bus - Fairfax City (VA)	24	12 months	\$ 8,471
Bus Shelters	George Mason University/MSS Media (VA)	10	8 weeks	\$ 14,118
Interior Bus Cards	ART - Arlington County (VA)	156	9 months	\$ 41,294
<b>TOTAL</b>		<b>1583</b>		<b>\$ 836,607</b>

## 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 more than forty times its annual campaign budget in total campaign value. Combining added value with unprecedented earned and donated media and services, the fiscal year 2023 Street Smart program garnered more than \$40 million in overall campaign value on a budget of \$840,000.

<b>EFFORT</b>	<b>VALUE</b>
Earned Media Publicity Value	\$38,941,928
Paid Media Added Value	\$342,127
Donated Media Value	\$836,607
Campaign Budget	\$840,000
<b>TOTAL CAMPAIGN VALUE</b>	<b>\$40,960,662</b>

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



## APPENDIX I: EARNED MEDIA RESULTS

FALL TELEVISION COVERAGE							
Date	Time	Title	Source	Affiliation	Est Runtime	Calculated Publicity Value	Ratings Estimate
11/9/22	5:00 PM ET	DC News Now at 5PM	WDVM	-	00:01:00	\$3,000	12,895
11/9/22	6:00 PM ET	DC News Now at 6PM	WDVM	-	00:01:00	\$2,260	9,723
11/9/22	7:00 PM ET	DC News Now 8pm	WDVM	-	00:00:14	\$360	4,442
11/10/22	6:00 AM ET	Fox 5 Morning News at 6am	WTTG	FOX	00:00:57	\$2,408	27,634
11/10/22	8:00 AM ET	Fox 5 Morning News at 8am	WTTG	FOX	00:00:57	\$2,692	64,772
11/17/22	5:00 PM ET	News 4 at 5pm	WRC	NBC	00:00:36	\$46,200	76,640
11/17/22	6:00 PM ET	Fox 5 News Edge at 6pm	WTTG	FOX	00:00:35	\$7,688	41,227
11/17/22	6:00 PM ET	News 4 at 6pm	WRC	NBC	00:00:31	\$40,200	119,759
11/17/22	7:00 PM ET	DC News Now at 7PM	WFDC	UNIVISION	00:01:00	\$3,500	34,474
11/17/22	8:00 PM ET	Fox 5 News On The Plus 8pm	WDCA	MNT	00:01:14	\$7,064	37,883
11/17/22	9:58 PM ET	DC News Now 10pm	WDCW	CW	00:00:16	\$1,970	11,038
11/18/22	4:00 AM ET	News 4 Today at 4am	WRC	NBC	00:00:49	\$1,000	12,818
11/21/22	4:00 PM ET	News 4 at 4pm	WRC	NBC	00:00:23	\$45,150	49,821
11/21/22	6:00 PM ET	News 4 at 6pm	WRC	NBC	00:00:24	\$110,700	119,759
11/22/22	11:00 AM ET	News 4 Midday	WRC	NBC	00:02:30	\$42,700	46,431
11/22/22	5:00 PM ET	News 4 at 5pm	WRC	NBC	00:01:37	\$19,200	76,640
11/27/22	9:00 AM ET	News 4 Today 9am	WRC	NBC	00:00:22	\$103,733	90,989
11/29/22	4:00 PM ET	ABC 7 News at 4pm	WJLA	ABC	00:00:32	\$14,000	17,975
11/29/22	5:30 PM ET	WUSA 9 News at 5:30pm	WUSA	CBS	00:01:00	\$5,750	33,107
11/29/22	7:00 PM ET	DC News Now 8pm	WDVM		00:00:32	\$412	4,442
11/30/22	7:00 AM CT	7News ON YOUR SIDE at 7AM	WJLA	ABC	00:01:00	\$8,000	41,933
11/30/22	12:00 PM ET	WUSA 9 News at Noon	WUSA	CBS	00:01:00	\$5,750	81,252
11/30/22	12:00 PM ET	ABC 7 News at Noon	WJLA	ABC	00:01:02	\$2,667	54,791
12/2/22	6:00 PM ET	Noticias Washington DC 6pm	WFDC	UNIVISION	00:01:46	\$18,167	34,344
12/2/22	11:00 PM ET	Noticias Washington DC 11pm	WFDC	UNIVISION	00:01:09	\$10,967	14,565
12/6/22	11:00 AM ET	News 4 Midday	WRC	NBC	00:00:56	\$15,633	46,431
12/6/22	5:00 PM PT	NBC SAN DIEGO NEWS 5 PM	KNSD	NBC	00:00:59	\$7,865	-
12/6/22	5:00 PM ET	News 4 at 5pm	WRC	NBC	00:00:11	\$3,300	76,640
12/6/22	5:00 PM ET	News 4 at 5pm	WRC	NBC	00:00:56	\$40,500	76,640
12/13/22	8:00 AM CT	WJLA 24/7 News ON YOUR SIDE at 8AM	WJLA	ABC	00:04:20	\$34,665	52,194
12/16/22	7:00 AM ET	Fox 5 Morning News at 7am	WTTG	FOX	00:03:13	\$33,292	49,484
12/21/22	4:00 PM ET	News 4 at 4pm	WRC	NBC	00:00:24	\$21,117	49,821
12/22/22	11:00 AM ET	12 News Before Noon	WWBT	NBC	00:00:51	\$2,550	10,284
12/22/22	4:00 PM ET	12 News First at 4	WWBT	NBC	00:00:55	\$8,721	19,459

SPRING TELEVISION COVERAGE							
Date	Time	Title	Source	Affiliation	Est Runtime	Calculated Publicity Value	Ratings Estimate
4/13/23	5:00 PM ET	Noticias Washington 5pm	WZDC	TELEMUNDO	00:04:16	\$21,335	18,991
4/13/23	6:00 PM ET	Noticias Washington DC 6pm	WFDC	UNIVISION	00:01:59	\$9,915	34,344

4/13/23	6:00 PM ET	Noticias Washington 6pm	WZDC	TELEMUNDO	00:04:06	\$20,500	25,791
4/13/23	11:00 PM ET	Noticias Washington DC 11pm	WFDC	UNIVISION	00:01:25	\$4,955	14,565
4/13/23	11:00 PM ET	Noticias Washington 11pm	WZDC	TELEMUNDO	00:00:32	\$2,665	19,824
4/14/23	4:00 AM ET	News 4 Today at 4am	WRC	NBC	00:00:09	\$150	12,818
4/15/23	7:30 AM ET	Wake Up Washington Saturday at 7am	WUSA	CBS	00:01:00	\$5,000	12,452
4/17/23	5:00 PM ET	Noticias Washington 5pm	WZDC	TELEMUNDO	00:00:50	\$4,165	18,991
4/19/23	4:00 PM ET	ABC 7 News at 4pm	WJLA	ABC	00:00:27	\$15,750	17,975
4/19/23	6:00 PM ET	Noticias Washington DC 6pm	WFDC	UNIVISION	00:01:53	\$9,420	34,344
4/19/23	9:58 PM ET	DC News Now 10pm	WDCW	CW	00:00:31	\$1,330	11,038
4/19/23	9:58 PM ET	DC News Now 10pm	WDCW	CW	00:00:13	\$555	11,038
4/19/23	11:00 PM ET	Noticias Washington DC 11pm	WFDC	UNIVISION	00:02:49	\$9,860	14,565
4/20/23	4:30 AM ET	Good Morning Washington at 430am	WJLA	ABC	00:00:27	\$450	4,938
4/20/23	5:00 AM ET	Good Morning Washington at 5am	WJLA	ABC	00:00:31	\$2,585	10,640
4/20/23	6:00 AM ET	Good Morning Washington at 6am	WJLA	ABC	00:00:35	\$5,250	19,114
4/20/23	7:30 AM ET	7News ON YOUR SIDE at 7AM	NC8	-	00:01:00	-	-
4/20/23	11:00 AM ET	WJLA 24/7 News ON YOUR SIDE at 11	NC8	-	00:01:00	-	-
4/20/23	11:30 AM ET	WJLA 24/7 News ON YOUR SIDE at 11	NC8	-	00:01:00	-	-
4/20/23	1:30 PM ET	WJLA 24/7 News ON YOUR SIDE at 1	NC8	-	00:01:00	-	-
4/20/23	3:00 PM ET	WJLA 24/7 News ON YOUR SIDE at 3	NC8	-	00:01:00	-	-
4/26/23	4:00 AM ET	News 4 Today at 4am	WRC	NBC	00:00:31	\$515	12,818
4/26/23	5:00 AM ET	News 4 Today at 5am	WRC	NBC	00:01:10	\$7,585	27,294
4/26/23	5:00 AM ET	News 4 Today at 5am	WRC	NBC	00:01:32	\$9,965	27,294
4/26/23	5:00 AM ET	Good Morning Washington at 5am	WJLA	ABC	00:00:16	\$1,335	10,640
4/26/23	6:00 AM ET	News 4 Today at 6am	WRC	NBC	00:01:32	\$27,600	46,074
4/26/23	6:00 AM ET	News 4 Today at 6am	WRC	NBC	00:00:14	\$4,200	46,704
4/26/23	6:30 AM CT	7News ON YOUR SIDE at 6	WJLA	ABC	00:01:00	\$9,000	23,214
4/26/23	7:00 AM ET	7News ON YOUR SIDE at 7AM	NC8	-	00:01:00	-	-
4/26/23	8:00 AM ET	7News ON YOUR SIDE at 8AM	NC8	-	00:01:00	-	-
4/26/23	8:25 AM ET	WRC Local Newsbreak 825am	WRC	NBC	00:00:21	\$6,650	97,765
4/26/23	11:00 AM ET	News 4 Midday	WRC	NBC	00:01:12	\$8,400	46,431
4/26/23	11:00 AM ET	WJLA 24/7 News ON YOUR SIDE at 11	NC8	-	00:01:15	-	-
4/26/23	11:30 AM ET	WJLA 24/7 News ON YOUR SIDE at 11	NC8	-	00:01:20	-	-

4/26/23	12:00 PM ET	DC News Now at Noon	WDVM	-	00:00:25	\$710	7,337
4/26/23	1:00 PM ET	WJLA 24/7 News ON YOUR SIDE at 1	NC8	-	00:01:15	-	-
4/26/23	2:00 PM ET	WJLA 24/7 News ON YOUR SIDE at 2	NC8	-	00:01:22	-	-
4/26/23	3:00 PM ET	WJLA 24/7 News ON YOUR SIDE at 3	NC8	-	00:01:45	-	-
4/26/23	4:00 PM ET	WJLA 24/7 News ON YOUR SIDE at 4	NC8	-	00:01:00	-	-
4/26/23	4:00 PM ET	News 4 at 4pm	WRC	NBC	00:01:12	\$8,400	49,821
4/26/23	5:00 PM ET	Noticias Washington 5pm	WZDC	TELEMUNDO	00:01:35	\$7,915	18,991
4/26/23	5:00 PM ET	Fox 5 News @ 5	WTTG	FOX	00:01:00	\$7,500	41,646
4/26/23	5:30 PM ET	DC News Now at 5PM	WDVM	-	00:01:00	\$3,240	13,934
4/26/23	6:00 PM ET	Noticias Washington 6pm	WZDC	TELEMUNDO	00:02:16	\$11,335	25,791
4/26/23	6:30 PM ET	Fox 5 News @ 6:30	WTTG	FOX	00:01:00	\$7,840	33,643
4/26/23	9:30 PM ET	DC News Now at 9pm	WDVM	-	00:01:00	\$2,130	9,138
4/20/23	10:00 PM ET	Fox 5 News at 10pm	WTTG	FOX	00:00:26	\$14,300	60,042
5/2/23	6:30 AM ET	Fox 5 Morning News	WTTG	FOX	00:01:00	\$8,500	35,312
5/2/23	8:30 AM ET	Fox 5 Morning News	WTTG	FOX	00:01:00	\$8,500	62,727
5/2/23	11:00 PM ET	Noticias Washington 11pm	WZDC	TELEMUNDO	00:01:16	\$6,330	19,824
5/3/23	3:30 PM ET	DMV Zone	WTTG	FOX	00:01:00	\$16,970	72,773
5/3/23	6:30 PM ET	Fox 5 News @ 6:30	WTTG	FOX	00:01:00	\$7,840	33,643
5/3/23	10:00 PM ET	Fox 5 News @ Ten	WTTG	FOX	00:01:00	\$33,000	77,198
5/4/23	8:00 AM ET	7News ON YOUR SIDE at 8AM	NC8	-	00:01:00	-	-
5/4/23	8:00 AM CT	WJLA 24/7 NEWS ON YOUR SIDE	WJLA	ABC	00:02:56	\$23,465	52,194
5/15/23	11:00 PM ET	Noticias Washington 11pm	WZDC	TELEMUNDO	00:00:47	\$3,915	19,824
5/17/23	5:00 PM ET	WUSA 9 News at 5pm	WUSA	CBS	00:01:17	\$7,380	30,551
5/17/23	11:00 PM ET	WUSA 9 News at 11pm	WUSA	CBS	00:01:07	\$26,800	62,683
5/19/23	5:00 AM ET	Get Up DC!	WUSA	CBS	00:02:58	\$17,060	16,278
5/20/23	8:00 AM ET	Fox 5 Morning News at 8am	WTTG	FOX	00:00:21	\$2,780	34,090
5/20/23	8:00 AM ET	Fox 5 Morning News at 8am	WTTG	FOX	00:02:50	\$22,495	34,090

RADIO MEDIA COVERAGE						
Date	Time	Program	Station	Runtime	Est Publicity Value	Ratings Estimate
11/17/22	2:00 PM MT	WTOP Radio News	WTOP-FM	00:01:00	\$8,110	52,700
11/17/22	4:00 PM MT	WTOP Radio News	WTOP-FM	00:01:00	\$9,840	63,900
11/18/22	2:00 AM MT	WTOP Radio News	WTOP-FM	00:01:00	\$780	5,100
4/13/23	12:00 PM ET	WMAL Local News	WMAL-FM	00:00:40	\$3,715	36,200
4/13/23	1:00 PM ET	WMAL Local News	WMAL-FM	00:00:42	\$3,500	32,500
4/13/23	2:00 PM MT	WTOP Radio News	WTOP-FM	00:01:00	\$8,110	52,700

4/13/23	2:00 PM ET	WMAL Local News	WMAL-FM	00:00:40	\$3,320	32,400
4/13/23	3:00 PM ET	WMAL Local News	WMAL-FM	00:00:42	\$3,480	32,300
4/13/23	4:00 PM ET	WMAL Local News	WMAL-FM	00:00:40	\$2,215	21,600
4/13/23	4:00 PM ET	News	WTOP-FM	00:06:02	\$8,517	66,400
4/13/23	5:00 PM ET	WMAL Local News	WMAL-FM	00:00:42	\$2,105	19,600
4/13/23	5:00 PM ET	News	WTOP-FM	00:01:08	\$8,233	64,200
4/13/23	6:00 PM ET	WMAL Local News	WMAL-FM	00:00:40	\$1,895	18,500
4/13/23	6:00 PM MT	WTOP Radio News	WTOP-FM	00:01:10	\$9,660	53,800
4/13/23	7:00 PM MT	WTOP Radio News	WTOP-FM	00:01:07	\$6,030	35,100
4/13/23	7:00 PM ET	WMAL Local News	WMAL-FM	00:00:42	\$1,700	15,800
4/13/23	8:00 PM ET	WMAL Local News	WMAL-FM	00:00:40	\$995	9,700
4/13/23	8:00 PM MT	WTOP Radio News	WTOP-FM	00:01:10	\$4,035	22,500
4/13/23	9:00 PM MT	WTOP Radio News	WTOP-FM	00:01:10	\$3,475	19,400
4/13/23	9:00 PM ET	WMAL Local News	WMAL-FM	00:00:42	\$545	5,100
4/13/23	10:00 PM ET	WMAL Local News	WMAL-FM	00:00:40	\$480	4,700
4/13/23	11:00 PM MT	WTOP Radio News	WTOP-FM	00:01:07	\$1,130	6,600
4/14/23	12:00 AM MT	WTOP Radio News	WTOP-FM	00:01:15	\$1,225	6,400
4/14/23	1:00 AM MT	WTOP Radio News	WTOP-FM	00:00:50	\$690	5,400
4/14/23	2:00 AM MT	WTOP Radio News	WTOP-FM	00:00:45	\$585	5,100
4/14/23	3:00 AM MT	WTOP Radio News	WTOP-FM	00:01:15	\$690	3,600
4/14/23	4:00 AM MT	WTOP Radio News	WTOP-FM	00:04:10	\$6,460	10,100
4/16/23	9:30 AM MT	WTOP Radio News	WTOP-FM	00:01:00	\$7,090	46,100
4/16/23	10:30 AM MT	WTOP Radio News	WTOP-FM	00:01:00	\$6,590	42,800
4/16/23	11:00 AM ET	News	WTOP-FM	00:01:31	\$4,658	36,300

**FALL ONLINE MEDIA COVERAGE**

Date	Title	Source	Ad Value	Calculated Publicity Value	Online Circulation / Potential Monthly Reach
11/17/22	Mayor Bowser talks Street Smart campaign to make streets safer for pedestrians, bicyclists	WUSA-TV	\$13,288	\$66,439	1,436,519
11/17/22	Fall safety tips for pedestrians, drivers, cyclists as daylight wanes	WTOP-FM	\$14,400	\$72,001	1,556,787
11/21/22	Auto Safety Advocates Call for Fix to Pedestrian Detection Flaws as Deaths Soar	WRC-TV	\$10,889	\$54,447	1,177,238
11/21/22	Auto Safety Advocates Call for Fix to Pedestrian Detection Flaws as Deaths Soar – NBC4 Washington	Wiredfocus	\$8	\$38	829
11/30/22	Pedestrian deaths continue to rise, as local police step up enforcement	WUSA-TV	\$13,288	\$66,439	1,436,519
12/1/22	Highway safety grant application now open for Virginia agencies, organizations: DMV	WSET-TV	\$4,387	\$21,935	474,269
12/5/22	DMV Calls for Organizations to Help Save Lives on Virginia's Roads	Chatham Star Tribune	\$147	\$737	15,945
12/9/22	94-year-old arrested in hit-and-run in Fairfax	WUSA-TV	\$9,365	\$46,825	1,012,427
12/14/22	District Street Safety Campaign	WJLA	\$12,040	\$60,201	1,301,646
12/21/22	Hit-and-Run Survivor Plays Cello for His First Responders	NBC4-TV	-	-	-

**SPRING ONLINE MEDIA COVERAGE**

Date	Title	Source	Ad Value	Calculated Publicity Value	Online Circulation / Potential Monthly Reach
4/13/23	Drivers encouraged to be more aware as pedestrian deaths rise	WTOP-FM	\$15,884	\$79,422	1,717,227
4/13/23	DMV kicks off Street Smart campaign to curb pedestrian, cyclist deaths	WJLA	\$11,428	\$57,140	1,235,464
4/13/23	DMV kicks off Street Smart campaign to curb pedestrian, cyclist deaths	WJLA-TV	\$12,860	\$64,300	1,390,273
4/13/23	Drivers encouraged to be more aware as pedestrian deaths rise - WTOP News	Trend Radars	\$277	\$1,383	29,896
4/13/23	DMV kicks off Street Smart campaign to curb pedestrian, cyclist deaths	MSN	\$1,646,102	\$8,230,508	177,956,931

4/14/23	Pedestrian, cyclist deaths increase 37 percent in 2022	WTTG-TV - FOX 5 DC	\$13,459	\$67,297	1,455,069
4/18/23	High-Visibility Traffic Enforcement Campaign Kicks Off In Arlington	Patch	\$107,388	\$536,941	11,609,544
4/18/23	ACPD planning 'high-visibility enforcement' along several Arlington streets	ARLnow	\$2,801	\$14,005	302,815
4/26/23	Awareness for pedestrian and bicyclist safety rises as summer months approach	WJLA-TV	\$12,860	\$64,300	1,390,273
4/26/23	New Traffic Enforcement Aims to Make Alexandria Roads Safer	WRC-TV	\$13,322	\$66,611	1,440,245
4/26/23	Pedestrian, cyclist deaths increased 37% in the DMV in 2022	MSN	\$1,646,102	\$8,230,508	177,956,931
4/26/23	Awareness for pedestrian and bicyclist safety rises as summer months approach	MSN	\$1,646,102	\$8,230,508	177,956,931
5/1/23	Pedestrian dead after being hit by a car on I-295	MSN	\$1,646,102	\$8,230,508	177,956,931
5/1/23	Pedestrian dead after being hit by a car on I-295	WUSA	\$13,295	\$66,476	1,437,329
5/20/23	Street Smart campaign works to educate drivers and bicyclists	Ground News	\$7,076	\$35,380	764,965
5/20/23	Street Smart campaign works to educate drivers and bicyclists	WTTG-TV - FOX 5 DC	\$12,151	\$60,753	1,313,583
5/20/23	Street Smart campaign works to educate drivers and bicyclists	Yahoo! News	\$544,392	\$2,721,961	58,853,207
5/20/23	Street Smart campaign works to educate drivers and bicyclists – NewsBreak	NewsBreak	\$79,317	\$396,585	8,574,810
5/21/23	Street Smart campaign works to educate drivers and bicyclists	Weekly Times Now	\$1,353	\$6,763	146,224
5/21/23	The Mercury Street Smart campaign works to educate drivers and bicyclists	The Mercury	\$3,087	\$15,433	333,683
5/21/23	Street Smart campaign works to educate drivers and bicyclists	Gold Coast Bulletin	\$3,179	\$15,893	343,622
5/30/23	Bicycle-involved crashes on the rise in Virginia	WTTG-TV - FOX 5 DC	\$12,151	\$60,753	1,313,583
6/23/23	Pedestrian deaths up 77% over the last decade, study says	WTTG-TV - FOX 5 DC	\$13,771	\$68,857	1,488,808

## APPENDIX II: PAID MEDIA RESULTS

FALL 2022 OUTDOOR		FLIGHT DATES: 11/14/22 - 12/11/22				
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE TOTAL
Bus Tails	175	4-weeks	5,923,656	\$ 64,225	\$ 58,100	\$ 6,125
<b>ADDED VALUE</b>						
Bus Tails (Bonus)	25	4-weeks	846,200	\$ 9,175	\$ -	\$ 9,175
Bus Tail Overrides	200	7-weeks	11,847,248	\$ 128,450	\$ -	\$ 128,450
Interior Cards (Bonus)	350	4-weeks	1,242,500	\$ 4,200	\$ -	\$ 4,200
Interior Cards Overrides	350	7-weeks	2,174,375	\$ 7,350	\$ -	\$ 7,350
Agency Placement Fee / Discount	-	-	-	-	\$ 8,202	\$ 2,036
<b>TOTAL</b>			<b>22,033,979</b>		<b>\$ 66,302</b>	<b>\$ 157,336</b>
SPRING 2022 OUTDOOR		FLIGHT DATES: 4/17/23 - 5/14/23				
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE TOTAL
Bus Tails	175	4-weeks	5,923,656	\$ 64,225	\$ 58,100	\$ 6,125
<b>ADDED VALUE</b>						
Bus Tails (Bonus)	25	4-weeks	846,200	\$ 9,175	\$ -	\$ 9,175
Bus Tail Overrides	200	8-weeks	13,539,712	\$ 146,800	\$ -	\$ 146,800
Interior Cards (Bonus)	350	4-weeks	1,242,500	\$ 4,200	\$ -	\$ 4,200
Interior Cards Overrides	350	8-weeks	2,485,000	\$ 8,400	\$ -	\$ 8,400
Agency Placement Fee / Discount	-	-	-	-	\$ 8,202	\$ 2,036
<b>TOTAL</b>			<b>24,037,068</b>		<b>\$ 66,302</b>	<b>\$ 176,736</b>
FALL 2021 DIGITAL		FLIGHT DATES: 11/8/21 - 11/28/21				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	INVOLVEMENTS	NET COST	ADDED VALUE
Mobile Video	3,458,542	78%	2,707,547	1,897,552	\$ 32,900	-
YouTube / Google Display (Video)	2,813,082	58%	1,619,616	1,134,225	\$ 32,900	-
Over-the-Top / Connected TV	2,688,768	95%	2,544,272	1,781,145	\$ 78,900	-
Agency Placement Fee / Discount	-	-	-	-	\$ 20,428	\$ 4,880
	<b>8,960,392</b>	<b>-</b>	<b>6,871,435</b>	<b>4,812,922</b>	<b>\$ 165,128</b>	<b>\$ 4,880</b>
SPRING 2022 DIGITAL		FLIGHT DATES: 4/17/23 - 5/17/23				
CHANNEL	PAID IMPRESSIONS	COMPLETION RATE	COMPLETED VIDEO VIEWS	INVOLVEMENTS	NET COST	ADDED VALUE
Mobile Video	2,305,601	72%	1,649,649	1,156,331	\$ 23,750	-
YouTube / Google Display (Video)	1,752,509	59%	1,038,840	727,636	\$ 21,209	-
Over-the-Top / Connected TV	1,099,046	94%	1,030,517	721,372	\$ 45,000	-
Agency Placement Fee / Discount	-	-	-	-	\$ 12,706	\$ 3,176
	<b>5,157,156</b>	<b>-</b>	<b>3,719,006</b>	<b>2,605,339</b>	<b>\$ 102,665</b>	<b>\$ 3,176</b>

**TOTAL PAID MEDIA SPENDING: \$400,397**  
**TOTAL ADDED VALUE: \$342,127**  
**TOTAL ESTIMATED IMPRESSIONS: 60,188,595**