

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART

PUBLIC EDUCATION CAMPAIGN

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

FISCAL YEAR 2024 ANNUAL REPORT

October 1, 2023 – September 30, 2024

Across the greater Washington metropolitan region walking or biking are important modes of transportation for large parts of the population. In 2023, preliminary numbers indicate that 110 pedestrians and 7 cyclists were killed in area, accounting for making up 30 percent of the 393 traffic fatalities in the Washington region in 2023.

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 2024, from October 2023 through September 2024.

MEDIA RELATIONS AND OUTREACH

Fall Launch Event

The fall kickoff event occurred on October 25th in Fairfax County at the Vienna/Fairfax-GMU Metrorail station. As daylight hours decrease, it's imperative for local safety officials to remind motorists, pedestrians and bicyclists to be extra vigilant. The event also included a demonstration of a newly installed Zicla bus platform across a newly built bike lane, which improves bus operations and safety of people walking and biking around buses. Live law enforcement activities also followed the press conference.



Speakers included:

- John Saunders, Director, DMV's Virginia Highway Safety Office;
- Jeffrey C. McKay, Chairman, Fairfax County Board of Supervisors;
- Rodney Lusk, COG Board Vice Chair and Fairfax County Supervisor, Franconia District;
- James Walkinshaw, Transportation Planning Board Vice Chair and Fairfax County Supervisor, Braddock District;
- Walter Alcorn, Transportation Planning Board Committee Member and Fairfax County Supervisor, Hunter Mill District;
- Captain Scott Colwell, Commander, Fairfax County Police Dept Traffic Division;
- Myra Wieman, Deputy Director, Maryland Highway Safety Office;
- Rick Birt, Director, DC Highway Safety Office, representing Deputy Mayor for Operations and Infrastructure;
- Bill Cuttler, PE, Deputy District Engineer, VDOT NOVA District

Spring Media Relations Efforts

In lieu of a tradition press conference for the spring campaign wave, the program instead launched a tour of the innovative Street Smart Virtual Reality Challenge, an eye-catching and interactive educational exhibit.

Participants sit behind the wheel of a Street Smart convertible where they immerse themselves in 360-degree virtual reality video of three high-risk traffic scenarios. The technology captures and scores the driver's ability to spot pedestrians and bicyclists, some of whom appear in unexpected places. The challenge reinforces the need for drivers to be alert for people walking and biking and gives pedestrians and bicyclists a clearer idea of what it's like to be in the driver's seat.

Sherry Matthews Group invited media to cover the innovative outreach tactics at three high traffic locations:

DATE	VENUE	CITY	METRICS
April 21	Springfield Town Center	Springfield, VA	3,629 Impressions 1,173 Engagements 80 Direct Participants

April 25	1200 Half St SE outside Washington Nationals Game	Washington, D.C.	3,425 Impressions 491 Engagements 20 Direct Participants
May 11	MCDOT Safety Day	Rockville, MD	8,798 Impressions 2,590 Engagements 85 Direct Participants

This interactive, virtual reality activation engaged participants and viewers alike, educated folks about safe driving and walking practices, and spread our message to a broad audience, generating:

- 15,852 impressions
- 4,254 engagements



Testimonial Wall Tour

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. The display traveled around the region totaling 29 days of outreach at 9 locations.

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

- 76,141 impressions
- 15,718 engagements

While visiting, 122 people responded to an iPad survey set up on a stand near the display. After seeing the display:

- 92% reported the activation made them more aware of local pedestrian safety issues.
- 94% said they will be more careful to stop for pedestrians if driving after engaging at the event.

Enforcement Activations

High-visibility enforcement is critical to deter and change unlawful traffic behaviors. 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 protect people walking and biking.

DATE	DEPARTMENT/LOCATION	JURISDICTION
October 25	Fairfax County PD Gallows Road and Lee Highway	Virginia
October 26	Arlington County PD 2900 block of S. Glebe Road	Virginia
October 26	Metropolitan PD Unspecified Location	Washington, DC
October 30	Metropolitan PD Unspecified Location	Washington, DC
October 31	Metropolitan PD Unspecified Location	Washington, DC
November 1	Alexandria PD 5100-5300 block of Seminary Way	Virginia
November 6	Arlington County PD Wilson Blvd and Clarendon Blvd at N. Veitch St	Virginia
November 7	Metropolitan PD 1200 Bladensburg Rd NE	Washington, DC
November 7	Montgomery County PD Wisconsin and Chase	Maryland
November 8	Alexandria PD Duke Street at N. Jordan	Virginia
November 8	Metropolitan PD 3400 George Ave NW	Washington DC.
November 14	Metropolitan PD 800 Rhode Island Ave NW	Washington, DC
November 14	Fairfax County PD 2957 Chain Bridge Rd (Route 123)	Virginia
November 15	Alexandria PD Commonwealth Ave at Del Ray Ave	Virginia
November 15	Arlington County PD Four Mile Run Drive at Walter Reed Dr.	Virginia
November 15	Metropolitan PD MLK and V Street SE	Washington, DC
October 25 – Nov 19 (various dates)	Prince William County PD Sudley Road between I-66 and Rixlew Ave. Prince William Pkwy @I-95 and Minnieville Rd Richmond Hwy btw Mary’s Way and Powell’s Creek Blvd.	Virginia
November 8	Alexandria PD Duke Street at N. Jordan	Virginia
November 8	Metropolitan PD 3400 George Ave NW	Washington, DC
November 14	Metropolitan PD	Washington, DC

	800 Rhode Island Ave NW	
November 14	Fairfax County PD 2957 Chain Bridge Rd (Route 123)	Virginia
April 29	Arlington County PD 200 – 700 block of S. Carlin Springs Road	Virginia
April 30	Fairfax County PD 5880 Crossroads Center Way	Virginia
May 6	Arlington County PD Areas of Williamsburg MS/ Discovery ES/Nottingham ES along 5200 block of 36 th Street N. and 5900 blk of Little Falls Road	Virginia
May 8	Alexandria PD North Jordan Street and Duke Street	Virginia
May 13	Metropolitan PD 2100 MLK Ave SE	Washington, DC
May 14	Metropolitan PD 3400 Georgia Ave NW	Washington, DC
April 22 – May 19 (various dates)	Prince William County PD Sudley Road between I-66 & Rixlew Ave. Prince William Pkwy between I-95 & Minnieville Rd Richmond Hwy b/w Mary’s Way & Powell’s Creek Blvd	Virginia

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

- 118 television and radio news segments reaching nearly viewers nearly 6.5 million times and totaling more than \$1.9 million in publicity value.
- 16 articles in online publications totaling an estimated \$1.2 million in publicity value.

FALL COVERAGE RESULTS

# of Broadcast Hits	Broadcast Ad Values	Broadcast Publicity Values	Broadcast Audience Ratings
17	\$19,146	\$95,729	522,154
# of Online Hits	Online Ad Values	Online Publicity Values	Online Total Monthly Website Circulation
6	\$136,237	\$681,184	14,728,294
TOTAL # of Hits	TOTAL Ad Values	TOTAL Publicity Values	TOTAL Circulation
23	\$155,382	\$776,912	15,250,448

SPRING COVERAGE RESULTS

# of Broadcast Hits	Broadcast Ad Values	Broadcast Publicity Values	Broadcast Audience Ratings
101	\$375,288	\$1,876,440	5,975,525
# of Online Hits	Online Ad Values	Online Publicity Values	Online Total Monthly Website Circulation
10	\$103,468	\$517,339	11,185,712
TOTAL # of Hits	TOTAL Ad Values	TOTAL Publicity Values	TOTAL Circulation
111	\$478,756	\$2,393,779	17,161,237

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.*

**134 NEWS STORIES AND
\$3,170,691 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 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.

**70 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 more than 8.5 million times during the fall and spring campaigns.

Digital media ads ran 11/1/23 to 11/30/24 with emphasis on the 15-second video spots and driving viewers to the testimonial website.

- 8,508,419 impressions
- 4,873,395 involvements
- 6,960,192 completed video views
- 81.80% 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 10/23/23 to 11/19/23.
- 200 tails, including 25 bonus tails, 350 bonus interior bus cards on WMATA’s Metrobuses from 4/22/24 to 5/19/24.



Added Value

Paid media value-add benefits including negotiated public service ad rates, bonus bus units and 24 weeks of overrides totaled more than **\$611,428**.

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

\$600,000+
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 \$300,000

**\$337,915
IN DONATED MEDIA**

Media	Jurisdiction/Agency	Quantity	Duration	Value
Transit Shelters	Clear Channel (DC)	1	12 months	\$19,059
Interior Bus Cards	University of Maryland College Park (MD)	30	2 months	\$ 1,765
Interior Bus Cards	TransIT - Frederick County (MD)	30	12 months	\$10,588
Interior Bus Cards	The BUS - Prince George's County (MD)	275	2 months	\$16,176
Bikeshare Kiosk Ads	Prince George's County (MD)	12	12 months	\$64,715
Transit Shelters	Insite Media - Prince George's County (MD)	30	2 months	\$54,000
Interior Bus Cards	Connector - Fairfax County (VA)	700	16 weeks	\$82,353
Interior Bus Cards	Omniride - Prince William (VA)	125	6 months	\$22,059
Interior Bus Cards	Omniride - Prince William (VA)	120	6 months	\$21,176
Exterior Bus Tails	CUE Bus - Fairfax City (VA)	4	12 months	\$19,200
Interior Bus Cards	CUE Bus - Fairfax City (VA)	24	12 months	\$ 8,471
Interior Bus Cards	ART - Arlington County (VA)	156	16 weeks	\$18,353

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 quadrupled its annual campaign budget in total campaign value. Combining added value with earned and donated media and services, the fiscal year 2024 Street Smart program garnered more than \$8.9 million in overall campaign value on a budget of \$850,000.

EFFORT	VALUE
Earned Media Publicity Value	\$3,170,691
Paid Media Added Value	\$611,429
Donated Media Value	\$337,915
Campaign Budget	\$850,000
TOTAL CAMPAIGN VALUE	\$4,970,035

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

APPENDIX I: EARNED MEDIA RESULTS

TELEVISION COVERAGE						
Date	Time	Title	Source	Affiliation	Calc Publicity Value	Ratings Estimate
10/24/23	6:00 PM	Fox 5 News Edge at 6pm	WTTG	FOX	\$3,364	41,227
10/25/23	11:00 PM	Noticias Washington DC 11pm	WFDC	UNIVISION	\$408	14,565
10/25/23	11:00 PM	Noticias Washington DC 11pm	WFDC	UNIVISION	\$10,092	14,565
10/25/23	11:00 PM	Noticias Washington 11pm	WZDC	TELEMUNDO	\$10,833	19,824
10/25/23	6:00 PM	News 4 at 6pm	WRC	NBC	\$ 15,300	119,759
10/25/23	6:00 AM	News 4 Today at 6am	WRC	NBC	\$ 6,000	46,704
10/25/23	6:00 PM	Noticias Washington DC 6pm	WFDC	UNIVISION	\$12,917	34,344
10/25/23	6:00 PM	Noticias Washington DC 6pm	WFDC	UNIVISION	\$ 750	34,344
10/25/23	5:00 PM	Noticias Washington 5pm	WZDC	TELEMUNDO	\$ 750	18,991
10/25/23	5:00 PM	Noticias Washington 5pm	WZDC	TELEMUNDO	\$12,167	18,991
10/25/23	5:00 AM	News 4 Today at 5am	WRC	NBC	\$ 2,383	27,294
10/25/23	5:00 AM	Fox 5 Morning News at 5am	WTTG	FOX	\$ 1,140	16,322
10/25/23	4:00 AM	News 4 Today at 4am	WRC	NBC	\$ 350	12,818
10/26/23	5:00 AM	Good Morning Washington at 5am	WJLA	ABC	\$1,750	10,640
10/26/23	4:30 AM	Good Morning Washington at 430am	WJLA	ABC	\$ 350	4,938
10/27/23	4:00 PM	Fox 5 News at 4pm	WTTG	FOX	\$ 13,755	50,563
10/28/23	6:00 AM	News 4 Today at 6am	WRC	NBC	\$ 3,420	36,265
4/17/24	12:20 PM	Fox 5 Morning News at 8am	WTTG (FOX)		\$ 4,250	60,758
4/17/24	8:00 AM	Fox 5 Morning News	WTTG	FOX	\$ 12,825	36,195
4/18/24	4:00 AM	Fox 5 Morning News @ 4:30	WTTG	FOX	\$ 3,623	8,542
4/18/24	5:00 AM	Fox 5 Morning News @ 5	WTTG	FOX	\$ 7,977	18,756
4/21/24	8:00 AM	Fox 5 Morning News Sunday	WTTG	FOX	\$ 4,472	15,514
4/22/24	5:00 AM	DC News Now @ 5am	DC News Now/ WDVM 25		\$ 667	2,272
4/22/24	6:00 AM	DC News Now @ 6am	DC News Now/ WDVM 25		\$ 634	2,198
4/22/24	7:00 AM	DC News Now @ 7am	DC News Now/ WDVM 25		\$ 634	2,187
4/25/24	11:00 PM	Noticias Univisi3n Washington	WFDC Univision	Univision	\$3,859	13,358
4/26/24	5:00 PM	Fox 5 News @ 5	WTTG	FOX	\$ 19,200	37,631
4/26/24	6:00 PM	Noticias Telemundo mediodía	WZDC	Telemundo DC	\$ 6,718	14,840
4/26/24	6:00 PM	Noticias Telemundo mediodía	WZDC	Telemundo DC	\$ 4,749	13,862
4/27/24	9:00 PM	48 Hours	WUSA	CBS	\$ 99,384	113,986
4/29/24	4:00 AM	The First 5	WTTG	FOX	\$ 3,343	7,825
4/29/24	4:00 AM	Fox 5 Morning News @ 4:30	WTTG	FOX	\$ 6,482	15,076
4/29/24	5:00 AM	Fox 5 Morning News @ 5	WTTG	FOX	\$ 8,407	19,983
4/29/24	5:00 AM	News4 Today at 5	WRC	NBC	\$ 17,985	50,763
4/29/24	6:00 AM	Fox 5 Morning News @ 6	WTTG	FOX	\$ 8,933	26,067
4/29/24	6:00 AM	News4 Today at 6	WRC	NBC	\$ 25,058	73,693
4/29/24	6:00 AM	News4 Today at 6	WRC	NBC	\$ 28,434	77,823
4/29/24	7:00 AM	Fox 5 Morning News	WTTG	FOX	\$ 13,180	51,613
4/29/24	11:00 AM	News4 Midday	WRC	NBC	\$ 8,841	20,610
4/29/24	4:00 PM	News4 at 4	WRC	NBC	\$ 56,544	32,323
4/29/24	5:00 PM	En casa con Telemundo	WZDC	Telemundo DC	\$ 19,170	10,711
4/30/24	4:00 AM	Fox 5 Morning News @ 4:30	WTTG	FOX	\$ 10,374	11,135
4/30/24	5:00 AM	Fox 5 Morning News @ 5	WTTG	FOX	\$ 9,965	26,541
4/30/24	12:00 PM	DC News Now @ 12	DC News Now	WDVM	\$5,256	5,571
4/30/24	4:00 PM	Fox 5 @ 4	WTTG	FOX	\$ 8,896	37,633
4/30/24	4:00 PM	DC News Now @ 4PM	DC News Now	WDVM	\$ 683	2,365

4/30/24	4:00 PM	Fox 5 @ 4	WTTG	FOX	\$54,560	36,783
4/30/24	5:00 PM	DC News Now at 5PM	DC News Now	WDVM	\$ 5,884	5,915
4/30/24	5:00 PM	Fox 5 News @ 5	WTTG	FOX	\$ 103,499	47,701
4/30/24	6:00 PM	Fox 5 News at 6	WTTG	FOX	\$10,205	58,099
4/30/24	6:00 PM	Fox 5 News @ 6:30	WTTG	FOX	\$98,426	56,541
4/30/24	7:00 PM	DC News Now @ 7PM	DC News Now	WDVM	\$15,027	5,235
4/30/24	10:00 PM	DC News Now	DC News Now	WDVM	\$ 8,018	3,813
4/30/24		Noticias Univisi3n Washington	WFDC Univision	Univision	\$35,580	15,801
5/1/24	5:00 AM	DC News Now @ 5am	DC News Now/ WDVM 25	WDVM	\$ 1,124	2,365
5/6/24	4:00 AM	News4 Today at 4:00	WRC	NBC	\$11,352	22,782
5/6/24	4:00 AM	Fox 5 Morning News @ 4:30	WTTG	FOX	\$26,793	15,076
5/6/24	5:00 AM	News4 Today at 5	WRC	NBC	\$20,208	38,519
5/6/24	5:00 AM	Fox 5 Morning News @ 5	WTTG	FOX	\$37,013	22,967
5/6/24	5:00 AM	Get Up DC! 5am	WUSA	CBS	\$13,743	9,334
5/6/24	6:00 AM	News4 Today at 6	WRC	NBC	\$33,438	75,845
5/6/24	6:00 AM	Get Up DC! 6am	WUSA	CBS	\$14,098	16,076
5/6/24	7:00 AM	Today	WRC	NBC	\$15,281	91,076
5/6/24	7:00 AM	Fox 5 Morning News	WTTG	FOX	\$69,412	51,613
5/6/24	8:00 AM	Fox 5 Morning News	WTTG	FOX	\$41,132	24,031
5/6/24	8:00 AM	Today	WRC	NBC	\$17,832	70,136
5/6/24	12:00 PM	7News ON YOUR SIDE at Noon	WJLA	ABC	\$ 5,476	14,615
5/6/24	1:00 PM	7News ON YOUR SIDE at Noon	WJLA 24/7 News		\$ 1,793	3,185
5/6/24	1:00 PM	GMA3: What You Need To Know	WJLA	ABC	\$ 1,632	6,279
5/6/24	2:00 PM	WJLA 24/7 News ON YOUR SIDE at 2	WJLA 24/7 News		\$ 684	1,455
5/6/24	3:00 PM	WJLA 24/7 News ON YOUR SIDE at 3	WJLA 24/7 News		\$ 3,330	7,766
5/6/24	3:00 PM	WJLA 24/7 News ON YOUR SIDE at 3	WJLA 24/7 News		\$ 2,885	9,715
5/6/24	4:00 PM	Fox 5 @ 4	WTTG	FOX	\$ 8,624	19,714
5/6/24	5:00 PM	Fox 5 News @ 5	WTTG	FOX	\$15,624	41,990
5/6/24	5:00 PM	News4 at 5	WRC	NBC	\$41,080	69,729
5/6/24	6:00 PM	Fox 5 News at 6	WTTG	FOX	\$15,534	46,735
5/6/24	10:00 PM	Fox 5 News @ Ten	WTTG	FOX	\$85,729	51,591
5/6/24	11:00 PM	Noticias Telemundo	WZDC	Telemundo DC	\$ 4,393	5,244
5/8/24	5:00 AM	DC News Now @ 5am	DC News Now	WDVM	\$ 390	2,365
5/8/24	5:00 AM	DC News Now @ 5am	DC News Now	WDVM	\$ 464	2,724
5/8/24	6:00 AM	DC News Now @ 6am	DC News Now	WDVM	\$ 1,193	2,575
5/8/24	6:00 AM	DC News Now @ 6am	DC News Now	WDVM	\$ 451	2,198
5/8/24	6:00 AM	DC News Now @ 6am	DC News Now	WDVM	\$ 424	2,198
5/8/24	7:00 AM	DC News Now @ 7am	DC News Now	WDVM	\$ 795	2,198
5/8/24	7:00 AM	DC News Now @ 7am	DC News Now	WDVM	\$ 795	2,198
5/8/24	7:00 AM	DC News Now @ 7am	DC News Now	WDVM	\$ 1,515	3,742
5/8/24	8:00 AM	DC News Now @ 8am	DC News Now	WDVM	\$ 970	2,578
5/8/24	8:00 AM	DC News Now @ 8am	DC News Now	WDVM	\$ 795	2,198
5/8/24	12:00 PM	DC News Now @ 12	DC News Now	WDVM	\$ 2,470	3,508
5/8/24	4:00 PM	DC News Now @ 4PM	DC News Now	WDVM	\$ 1,500	2,198
5/8/24	5:00 PM	DC News Now at 5PM	DC News Now	WDVM	\$ 1,185	2,198
5/8/24	5:00 PM	News4 at 5	WRC	NBC	\$ 220,150	92,096
5/8/24	6:00 PM	DC News Now at 6PM	DC News Now	WDVM	\$ 1,834	2,198
5/8/24	6:00 PM	News4 at 6	WRC	NBC	\$ 266,997	109,524
5/8/24	11:00 PM	Noticias Telemundo	WZDC	Telemundo DC	\$20,439	18,516
5/13/24	9:00 PM	DC News Now @ 9PM	DC News Now	WDVM	\$18,049	2,621
5/13/24	10:00 PM	DC News Now	DC News Now	WDVM	\$23,217	2,320
5/13/24	10:00 PM	Fox 5 News @ Ten	WTTG	FOX	\$51,896	68,429
5/14/24	4:00 AM	The First 5	WTTG	FOX	\$ 1,096	7,902
5/14/24	5:00 AM	Fox 5 Morning News @ 5	WTTG	FOX	\$ 5,937	26,194
5/14/24	6:00 AM	Fox 5 Morning News @ 6	WTTG	FOX	\$ 6,672	35,048

5/14/24	12:00 PM	DC News Now @ 12	DC News Now	WDVM	\$ 2,739	2,641
5/14/24	4:00 PM	DC News Now @ 4PM	DC News Now	WDVM	\$ 3,893	2,641
5/14/24	5:00 PM	DC News Now at 5PM	DC News Now	WDVM	\$10,240	7,130
5/14/24	6:00 PM	DC News Now at 6PM	DC News Now	WDVM	\$10,383	7,130

RADIO COVERAGE			
Date	Time	Source	Ratings Estimate
4/22/24	5:00 AM	WTOP	-
4/22/24	6:00 AM	WTOP	383,900
4/22/24	7:00 AM	WTOP	383,900
4/22/24	8:00 AM	WTOP	383,900
4/22/24	9:00 AM	WTOP	383,900
4/22/24	10:00 AM	WTOP	401,100
4/22/24	1:00 PM	WTOP	401,100
4/22/24	2:00 PM	WTOP	401,100
4/27/24	5:00 PM	WMAL	-
4/29/24	5:00 PM	WAMU-FM	355,200
4/29/24	7:00 PM	WAMU-FM	353,300
4/30/24	5:00 AM	WAMU-FM	-
4/30/24	7:00 AM	WAMU-FM	353,300

ONLINE COVERAGE			
Date	Source	Calc Publicity Value	Monthly Circulation
11/02/2023	Prince William Living	\$ 443	9,579
10/22/2023	Gazette Leader	\$ 1,014	21,918
10/24/2023	ARLnow.com	\$ 12,568	271,730
10/25/2023	WJLA-TV	\$ 58,320	1,260,969
10/26/2023	VA Patch	\$ 540,385	11,683,994
10/27/2023	FOX 5 DC	\$ 68,455	1,480,104
5/13/2024	DC News Now - DCW 50	\$ 21,496	464,786
5/07/2024	ReportWire	\$ 162	3,508
5/06/2024	WTTG-TV - FOX 5 DC	\$ 106,805	2,309,290
5/06/2024	WUSA-TV	\$ 63,273	1,368,066
4/29/2024	WRC-TV	\$ 86,364	1,867,338
4/27/2024	MIXED.de	\$ 4,642	100,362
4/26/2024	ARLnow.com	\$ 15,376	332,443
4/21/2024	WTOP-FM	\$ 111,361	2,407,795
5/13/2024	DC News Now - DCW 50	\$ 21,496	464,786
5/07/2024	WRC-TV	\$ 86,364	1,867,338

Two additional stories appeared on Yahoo News, but are not included in the publicity total.

APPENDIX II: PAID MEDIA RESULTS

FALL 2023 OUTDOOR		FLIGHT DATES: 10/23/23 - 11/19/23				
CHANNEL	QTY	DURATION	IMPRESSIONS	RATE CARD VALUE	NEGOTIATED NET COST	ADDED VALUE TOTAL
Bus Tails	175	4-weeks	6,102,250	\$75,558.82	\$58,100.00	\$17,459
ADDED VALUE						
Bus Tails (Bonus)	25	4-weeks	871,750	\$10,794.12	\$-	\$10,794
Bus Tail Overrides	200	12-weeks	20,922,000	\$259,058.82	\$-	\$259,059
Interior Cards (Bonus)	350	4-weeks	1,242,500	\$4,941.18	\$-	\$4,941
Interior Cards Overrides	350	8-weeks	2,485,000	\$9,882.35	\$-	\$9,882
Agency Placement Fee / Discount	-	-	-	-	\$8,202.00	\$2,051
TOTAL			31,623,500		\$66,302.00	\$304,186
SPRING 2024 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	6,102,250	\$75,558.82	\$58,100.00	\$17,459
ADDED VALUE						
Bus Tails (Bonus)	25	4-weeks	871,750	\$10,794.12	\$-	\$10,794
Bus Tail Overrides	200	12-weeks	20,922,000	\$259,058.82	\$-	\$259,059
Interior Cards (Bonus)	350	4-weeks	1,242,500	\$4,941.18	\$-	\$4,941
Interior Cards Overrides	350	8-weeks	1,242,500	\$9,882.35	\$-	\$9,882
Agency Placement Fee / Discount	-	-	-	-	\$8,202.00	\$2,051
TOTAL			30,381,000		\$66,302.00	\$302,135
FALL 2023 ONLINE VIDEO/CONNECTED TV		FLIGHT DATES: 11/1/23 - 11/30/23				
	PAID IMPRESSIONS	COMPLETED VIDEO VIEWS	COMPLETION RATE	INVOLVEMENTS	NEGOTIATED NET COST	ADDED VALUE
Online Video	3,044,531	2,394,686	78.66%	1,677,349	\$36,800	\$-
CTV	3,449,053	3,358,957	97.39%	2,351,308	\$78,900	\$-
YouTube Preroll/Midroll	2,014,835	1,206,549	59.88%	844,738	\$29,000	\$-
Agency Placement Fee / Discount	-	-	-	-	\$20,428	\$5,107
TOTAL						\$5,107

TOTAL PAID MEDIA SPENDING: \$297,732
TOTAL ADDED VALUE: \$611,429
TOTAL ESTIMATED IMPRESSIONS: 70,512,919