

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

STREET SMART PUBLIC EDUCATION CAMPAIGN

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

2016
FISCAL YEAR
ANNUAL REPORT

10/01/15

— THROUGH —

9/30/16

STREET
SMART
BeStreetSmart.net



PREPARED BY
SHERRY MATTHEWS, INC.



Everyone is a pedestrian. While many of the region's residents travel by car, train, or bus, nearly everyone walks at some point in his or her journey. Unfortunately, being a pedestrian or cyclist can also be dangerous. Preliminary data tell us that in 2015, crashes in the greater Washington metropolitan area resulted in the deaths of 69 pedestrians and 6 bicyclists, accounting for 28.7% of the 261 traffic fatalities in the region.

Since 2002, the Metropolitan Washington Council of Governments' (MWCOG) *Street Smart* program has worked to protect vulnerable road users by raising awareness and promoting enforcement of pedestrian and bicycle safety laws.

The region-wide *Street Smart* public safety campaign targets drivers, pedestrians, and bicyclists in the District of Columbia, suburban Maryland, and Northern Virginia. The initiative integrates several components, including radio, TV, and out-of-home advertising; media relations; donated media; street-level outreach events; digital efforts; and increased law enforcement.

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

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

THE FOLLOWING IS THE ANNUAL REPORT OF ACTIVITIES AND RESULTS OF THE *STREET SMART* PUBLIC AWARENESS AND ENFORCEMENT CAMPAIGN FOR FISCAL YEAR 2016, INCLUDING FALL 2015 AND SPRING 2016.



MEDIA RELATIONS

Fall Campaign Kickoff Press Event

Less daylight and darker commuting hours result in reduced visibility and more frequent collisions between cars and people walking and biking. On Tuesday, October 27, 2015, *Street Smart* held a regional media event in Alexandria Market Square in Old Town, Alexandria, Virginia. Messages focused on visibility issues, pedestrian vulnerability, and increased enforcement during a dangerous and darker time of year. Speakers included:

- William D. Euille, Mayor, City of Alexandria, Virginia
- Tim Lovain, First Vice Chair, Transportation Planning Board, City of Alexandria Council Member
- Captain Shirl Mammarella, Alexandria Police Department, Virginia
- John Saunders, Director of Highway Safety, Virginia Department of Motor Vehicles
- Greer Gillis, Deputy Director, District of Columbia Department of Transportation
- Michael Sabol, Pedestrian Safety Manager, Maryland Department of Transportation's Highway Safety Office

Multiple law enforcement agencies from across the region attended the event and warned residents that law enforcement would be stepping up efforts in November to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.



Tim Lovain, First Vice Chair, Transportation Planning Board and City of Alexandria Council Member



Police from across the region attended the press event.

Spring Campaign Kickoff Press Event

On Monday, April 11, 2016, *Street Smart* launched the spring initiative at the Paul S. Sarbanes Silver Spring Transit Center, a multi-modal transit hub serving pedestrians, bicyclists, bus riders, and train passengers. Metro was highlighted as the host of the event, and messaging emphasized safety around bus stops and Metrorail stations. Speakers included:

- Shyam Kannan, Managing Director of Planning, Metro
- Robert Potts, Assistant General Manager for Metrobus Services, Metro
- Councilmember Tom Hucker, Montgomery County Council, District 5
- Lt. David McBain, Montgomery County Police Department
- Christine Nizer, Maryland Motor Vehicle Administrator, Maryland Department of Transportation
- Sam Zimbabwe, Associate Director of Policy, Planning and Sustainability Administration, District of Columbia Department of Transportation
- John Saunders, Director of Highway Safety, Virginia Department of Motor Vehicles
- Al Roshdih, Director, Montgomery County Department of Transportation

Isabel Ricker, a DC bicyclist and crash survivor, shared her personal story and the importance of safety. Visuals included her smashed bicycle, a partially wrapped Metrobus with safety messaging, and a street team with walking billboards. Officials also called attention to area police departments' heightened enforcement of pedestrian and bicycle safety laws to take place between April 11 and May 8. Immediately following the event, the Montgomery County Police Department conducted live law enforcement demonstrations for the media.



Shyam Kannan, Managing Director of Planning, Metro



Isabel Ricker stands next to the bike she was riding when she was hit by a car.

Media Tours

In addition to the seasonal launch events, the *Street Smart* program sponsored local media tours with press interviews to extend the coverage of the campaign. Spokespeople for the campaign included Mike Sabol, Maryland Department of Transportation; Jeff Dunckel, Montgomery County Department of Transportation; George Branyan, District Department of Transportation; Michael Farrell, Metropolitan Washington Council of Governments; and Marco Trigueros, Metropolitan Washington Council of Governments. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and cutlines, and b-roll video and event footage to media outlets regionwide.

As part of the media tour, Gwendolyn Ward shared a story about her daughter, 15-year-old Christina Morris-Ward, being struck and killed while walking to school. The special Mother's Day opinion editorial piece appeared in *The Washington Post*.

Enforcement Activations

High-visibility enforcement is critical to deter and change unlawful traffic behaviors. In 2016, the program coordinated with police departments across the region to conduct six enforcement activations featuring live demonstrations of police activities. We alerted the press about these activations, and extended media coverage throughout the campaign wave with a series of events conducted by:

- Montgomery County Police Department, April 11
- Metropolitan Police Department, April 25
- Arlington County Police Department, April 26
- Prince George's County Police Department, April 27
- Arlington County Police Department, April 28
- Fairfax County Police Department, May 3

Media Relations Results

- 18 television news segments reaching more than 716,000 viewers, with more than \$134,000 in publicity value.
- 20 radio broadcast news stories reaching more than 353,500 listeners, valued at more than \$58,000 in publicity.
- 18 articles in online publications with a combined circulation of more than 3.8 million daily page views.
- 6 news articles in print outlets, including *The Washington Post*, reaching more than 929,000 readers and earning more than \$330,500 in publicity value.

**62 NEWS
STORIES
GARNERING
\$523,342
IN PUBLICITY
VALUE**

Press coverage is detailed in Appendix I.



Montgomery County Police Department



Arlington County Police Department



Metropolitan Police Department



Fairfax County Police Department



Prince George's County Police Department



STREET SMART
BeStreetSmart.net

Some mistakes you can't take back.

Look twice for people crossing.

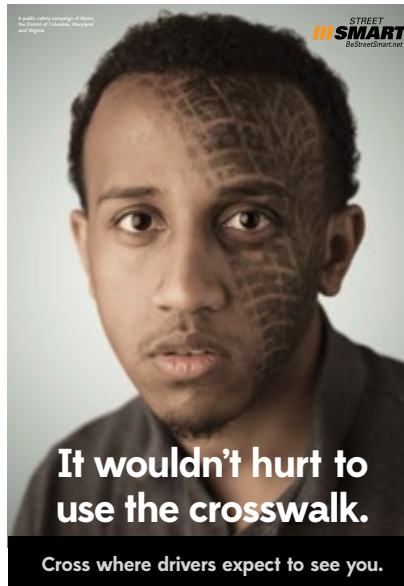
A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.



STREET SMART
BeStreetSmart.net

**Los jóvenes no vienen
con luces de freno.**

Reduce la velocidad. Atento a los peatones.

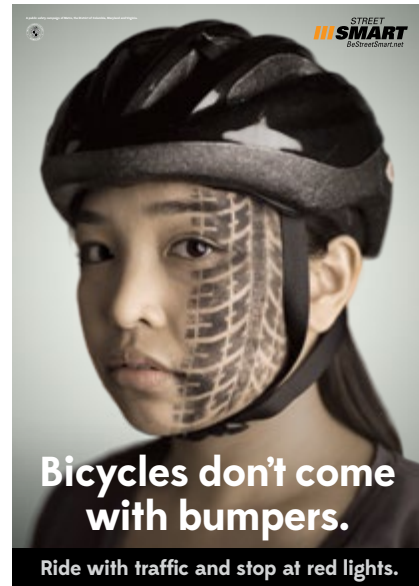


A public safety campaign of Metro,
the District of Columbia, Maryland
and Virginia.

STREET SMART
BeStreetSmart.net

**It wouldn't hurt to
use the crosswalk.**

Cross where drivers expect to see you.



STREET SMART
BeStreetSmart.net

**Bicycles don't come
with bumpers.**

Ride with traffic and stop at red lights.

Ads in English and Spanish

CREATIVE

In 2016, *Street Smart* built on the momentum of previous years. The “Tired Faces” series of advertisements continues to evolve and expand. These research-based ads emphasize the vulnerability of the human body compared to the two-ton metal machines pedestrians and bicyclists encounter on the street. We currently have more than a dozen versions of *Street Smart* safety messages, in English and Spanish, addressing pedestrian and cyclist vulnerability, speed, yielding, turning, distraction, jaywalking, visibility, eye contact, and bus safety.

Street Smart creative has been embraced worldwide and has expanded through programs in Hawaii, Ohio, Tennessee, New Jersey, Massachusetts, Michigan, and the United Kingdom. The “Tired Faces” TV spot has nearly half a million views on YouTube and recently won a Telly Award.

PAID MEDIA

Since our audience segment is broad, composed of drivers, pedestrians, and bicyclists, we use a variety of methods to deliver campaign messages. The target audience is adults 18–49, skewing male. With a media plan designed to achieve maximum reach across the region, our overall media strategy focused on street-level marketing to reach target audiences in the most relevant places. We targeted drivers on the road or filling up their gas tank and reached pedestrians walking or riding the bus. Media included both English- and Spanish-language channels.



Pumptopper Ad



Exterior Bus Ad

Outdoor Media

During the spring and fall campaigns, we deployed English and Spanish outdoor media in high-priority areas around the Washington metro area. Exterior bus ads put the *Street Smart* messages on wheels to cover as much geography as possible. Pumptoppers—ads placed on top of gas pumps—reached a captive audience of drivers filling up their tanks. Gas stations also displayed pedestrian safety messaging on their windows as added value to the campaign.

Television Ads

The “Tired Faces” TV spot puts our message in motion with 15-second spots in English and Spanish. The PSA educates motorists about safe driving behaviors by combining data-driven crash cause information with attention-grabbing visuals and 360-degree camera motions. The spot aired more than 1,000 times during three-week flights in fall and spring on the following television channels:



“Tired Faces” 15-Second Television Spot

- WDCA (IND)
- WFDC (UNIV)
- WRC (NBC)
- WUSA (CBS)
- WDCW (CW)
- WJLA (ABC)
- WTTG (FOX)

Radio

Radio is a way to reach motorists in their vehicles. We used cost-effective 15-second announcements during prime drive time—a higher-risk window for pedestrian and bicycle crashes. Messages mainly targeted drivers and focused on visibility issues, pedestrian vulnerability, increased enforcement, and watching for/yielding to pedestrians. Radio stations airing the spots were:

- 94.7 FM WIAD-FM (Hot Adult Contemporary)
- 95.5 FM WPGC-FM (Rhythmic Contemporary)
- 93.9 FM WKYS-FM (Urban Contemporary)
- 97.1 FM WASH-FM (Adult Contemporary)
- 107.9 FM WLZL-FM (Spanish Contemporary)
- 99.5 FM WIHT-FM (Hits)
- 101.1 FM WWDC-FM (Modern Rock)

Online

In the fall, six weeks of online ads on YouTube, Facebook, Twitter, and Pandora delivered 3.78 million impressions, 302,780 video views, and nearly 10,000 clicks to BeStreetSmart.net. In the spring, digital media ran for four weeks and included YouTube, Facebook, and Twitter, garnering more than 6.33 million impressions, 205,000 video views, and more than 8,800 clicks to BeStreetSmart.net.

Added Value

Paid media value-add benefits including negotiated public service ad rates, bonus 15-second spots, bonus gas station locations, window clings, and overrides on outdoor ads totaled **\$555,540.57**.

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

**MORE THAN
\$555,500 IN
ADDED VALUE
MEDIA BENEFITS.**

DONATED MEDIA

Street Smart leveraged many opportunities to expand reach and increase message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including more than 1,700 interior bus cards, 380 exterior bus ads, 9 “king kongs” (partial bus wraps), 90 transit shelters, and 46 junior billboards. Many of these remained in place for weeks or months after the campaign ended for the season. **The estimated total donated media value exceeded \$1,556,000.**

Donated media is detailed in Appendix III.

**MORE THAN \$1.55
MILLION IN
DONATED MEDIA.**



DDOT-Sponsored Junior Billboard



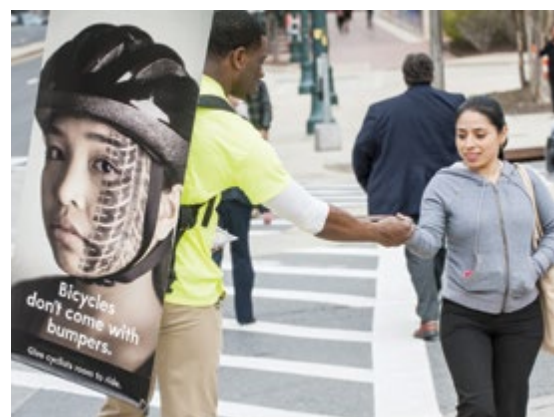
Metro-Sponsored Partial Bus Wrap

OUTREACH

Street Smart Safety Zone Outreach Promotions

To bring street-level outreach and education to pedestrians, bilingual street teams implemented targeted outreach in 16 high-priority locations throughout the region. Many of the street teams were placed in areas near Metrorail stations and bus corridors with heavy pedestrian traffic. Working in groups of four, street teamers distributed safety information and served as “walking billboards” that reached people on foot and behind the wheel. Locations and dates included:

- Alexandria Market Square (VA), October 27, 2015
- Wiehle/Reston Metrorail area (VA), October 27, 2015
- Bethesda Metrorail Station area (MD), October 29, 2015
- Union Station/Columbus Circle (DC), October 30, 2015
- Route 1/Longview Drive, Prince William County (VA), October 31, 2015
- Rhode Island Ave NE, (DC), November 2, 2015
- Branch Avenue/Naylor Road Metrorail Station (MD), November 3, 2015
- Silver Spring Transit Center (MD), November 4, 2015
- Silver Spring Transit Center (MD), April 11, 2016
- U Street NW (DC), April 18, 2016
- Addison Road Metrorail area, Prince George’s County (MD), April 19, 2016
- Wheaton Triangle (MD), April 20, 2016
- Wiehle/Reston Metrorail (VA), April 21, 2016
- Courthouse, Arlington (VA), April 25, 2016
- Anacostia (DC), April 26, 2016
- Adams Morgan (DC) April 29, 2016



Street teams conduct educational outreach.

ENFORCEMENT

Street Smart public awareness efforts are conducted in conjunction with increased law enforcement waves in which police step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. Fall 2015 enforcement dates were set as October 26 to November 15, and spring 2016 enforcement dates were set as April 11 to May 8. During the fall and spring campaigns, 8,091* citations and 1,797 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in DC, Arlington County, Alexandria, Fairfax County, Prince William County, the Central Intelligence Agency, and Rockville.



Local police departments conduct increased enforcement.

EVALUATION

Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2016 effort. We conducted online surveys to measure awareness and attitudes among drivers and pedestrians. The groups surveyed were a representative sample of respondents who live in the three targeted geographic regions: the District of Columbia, suburban Maryland, and Northern Virginia.

The pre-campaign benchmark survey was conducted March 24 – March 29, 2016, with 300 respondents. The follow-up survey was conducted May 3 – May 11, 2016, with 302 respondents. All significance testing was conducted at the 95% confidence level.

STREET SMART
BeStreetSmart.net

You can't fix a pedestrian at a body shop.

Slow down and watch for pedestrians.

A public safety campaign of Metro, the District of Columbia, Maryland and Virginia.

One of three ads presented to measure aided awareness. On an aided basis, 74 percent of respondents said they saw at least one of the advertising executions.

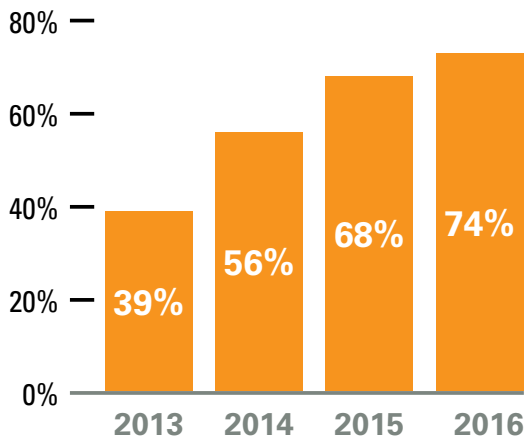
**Actual numbers may be higher. The metrics are based on enforcement reports received at the end of the campaign.*

Selected Survey Results

Advertising Awareness

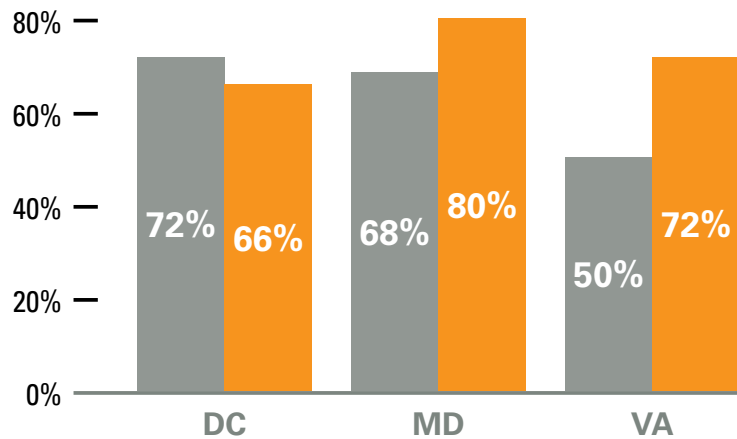
- Unaided awareness increased overall from 18% in Wave 1 to 26% in Wave 2. This was also consistent with 2014 and 2015, when unaided awareness registered at 26% and 27% respectively.
- The respondents who recalled ads reported specific campaign elements such as “treads on a face,” “exercise caution,” “Street Smart,” and “stay aware.”
- On an aided basis, 62% said they saw at least one of the advertising executions in Wave 1 and 74% in Wave 2. This is a significant increase from previous years, when aided awareness in Wave 2 was 56% (in 2014) 39% (in 2013), and 19% (in 2012).
- 45% of participants recalled seeing the video ad in Wave 2, up from 33% in Wave 1.
- Aided advertising awareness was slightly higher for pedestrians (79%) than for drivers (68%), though not significantly. This gap continues to shrink and is much smaller than it was in 2013, when aided advertising awareness was nearly twice as high for pedestrians (50%) as for drivers (27%).
- The main source of ad awareness was on buses and other public transportation, with television and posters on bus shelters the next most important sources.

Post-Campaign Advertising Awareness



Street Smart continues to build on past momentum.

Ad Recall by Jurisdiction



Overall aided awareness increased from 62% in Wave 1 to 74% in Wave 2.



General Awareness

- General awareness for the *Street Smart* program increased significantly (33% to 42%). When asked what the *Street Smart* program is about, the main element was “roadway safety” (44% in Wave 2).
- About one in four respondents said he or she had heard of police efforts to enforce pedestrian traffic laws. There were no statistically significant changes on this measure between waves.
- In general, respondents do not perceive the authorities to be very strict in enforcing laws for pedestrians, drivers, or bicyclists. There was no significant change in these measures between waves.

Behaviors and Attitudes

- Respondents reviewed a list of behaviors surrounding pedestrian and bicycle safety. Overall, there were no significant changes in any of the self-reported behavior measures between waves.
- In both waves, the respondents identified “driving while texting,” “driving while on cell phone,” and “aggressive driving” as the most serious problems in their area.
- Overall, in Wave 2, 45% of respondents said behavior problems are staying the same, 36% said they are getting worse, and 19% said they are getting better.
- In Wave 2, 68% of the respondents felt the streets in their area were as safe as other areas for driving. At the same time, only 55% felt they were as safe as other areas for pedestrians and bicyclists. Between the two waves there was little change in how the respondents perceive the safety of their streets and highways for drivers, pedestrians, or bicyclists.
- The statements garnering the highest agreement were consistent in both waves, namely:
 - The best thing any driver, pedestrian, and bicyclist can do to prevent injury is to pay close attention to his or her surroundings.
 - Pedestrians and bicyclists do not have the same crash protection in an accident as vehicles; therefore, drivers should be extra careful.
 - If everyone just followed the rules, there would be a lot fewer deaths and injuries when it comes to pedestrian and bicycle safety.

OVERALL CAMPAIGN VALUE

Thanks to a successful earned media campaign and a generous amount of in-kind donations from paid media vendors and jurisdictional partners, *Street Smart* more than tripled its annual campaign budget.

Combining added value with earned and donated media and services, the fiscal year 2016 *Street Smart* program garnered nearly **\$3.4 million in overall campaign value on a budget of \$750,000.**

TOTAL CAMPAIGN VALUE	
Earned Media Publicity Value	\$523,342.42
Paid Media Added Value	\$555,540.57
Donated Media Value	\$1,556,493.50
Campaign Budget	\$750,000.00
CAMPAIGN VALUE	\$3,385,376.49

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



APPENDIX I: Earned Media Summary
Fall 2015 and Spring 2016

Total Value: \$523,342.42

TELEVISION COVERAGE						
DATE	TIME	RUN TIME	CHANNEL	PROGRAM	PR VALUE	RATINGS
10/27/15	5:00 AM	0:27	WUSA (CBS)	9 News Now at 5:00 AM	\$2,590.00	16,902
10/27/15	5:00 PM	01:53	WJLA (ABC)	ABC 7 News at 5:00 PM	\$47,085.00	49,065
10/27/15	5:00 PM	02:43	NC8 (News Channel 8)	Afternoon Report at 5:00 PM	\$4,075.00	10,000
10/28/15	6:14 AM	04:00	WFDC (UNIVISION)	Noticias	\$9,600.00	6,681
11/2/15	10:00 AM	05:26	NC8 (News Channel 8)	Let's Talk Live	\$8,150.00	10,000
FALL TOTAL					\$71,500.00	92,648
4/11/16	11:00 PM	0:26	WZDC (TELEMUNDO)	Telenoticias Washington at 11:00 PM	\$1,299.00	18,954
4/11/16	6:00 PM	0:33	WZDC (TELEMUNDO)	Telenoticias Washington at 6:00 PM	\$1,650.00	15,144
4/11/16	10:00 PM	3:00	WFDC (UNIVISION)	Noticias	\$8,400.00	19,316
4/11/16	5:00 PM	4:00	WFDC (UNIVISION)	Noticias	\$9,000.00	15,675
4/11/16	5:56 PM	1:04	WTTG (FOX)	Fox 5 News Edge at 6:00 PM	\$4,800.00	71,632
4/11/16	6:00 AM	0:17	WTTG (FOX)	Fox 5 Morning News at 6:00 AM	\$1,446.00	56,041
4/14/16	5:00 PM	0:47	WRC (NBC)	News 4 at 5:00 PM	\$8,460.00	103,714
4/14/16	6:00 AM	0:27	WRC (NBC)	News 4 Today at 6:00 AM	\$4,860.00	77,698
4/21/16	6:00 AM	3:13	WJLA (ABC)	Good Morning Washington	\$15,440.00	53,614
4/25/16	5:00 PM	0:23	WRC (NBC)	News 4 at 5:00 PM	\$4,140.00	103,714
4/25/16	6:00 AM	0:30	WUSA (CBS)	9 News Now at 6:00 AM	\$1,725.00	19,348
4/25/16	5:00 AM	0:20	WRC (NBC)	News 4 Today at 5:00 AM	\$1,299.00	60,447
4/25/16	4:30 AM	0:20	WRC (NBC)	News 4 Today at 4:30 AM	\$199.98	8,958
SPRING TOTAL					\$62,718.98	624,255
TELEVISION TOTAL					\$134,218.98	716,903

*Publicity value is determined through an industry-standard equation based on advertising rates reported by third-party sources. Digital coverage is not reflected in the total publicity value.

APPENDIX I: Earned Media Summary (continued)
 Fall 2015 and Spring 2016

Total Value: \$523,342.42

RADIO COVERAGE						
DATE	TIME	RUN TIME	STATION	SHOW	PR VALUE	RATINGS
10/27/15	9:45 PM	01:02	WTOP-FM	Radio Programming	\$1,870.00	11,800
10/27/15	7:45 PM	00:53	WTOP-FM	Radio Programming	\$3,585.00	26,400
10/27/15	9:00 PM	00:46	WMAL-FM	Radio Programming	\$2,460.00	20,900
10/27/15	5:45 PM	01:16	WTOP-FM	Radio Programming	\$11,425.00	58,600
10/27/15	5:30 PM	00:27	WMAL-FM	Radio Programming	\$1,850.00	26,700
10/27/15	3:30 PM	00:51	WTOP-FM	Radio Programming	\$6,605.00	50,500
10/27/15	4:00 PM	00:47	WMAL-FM	Radio Programming	\$3,250.00	27,000
10/27/15	1:45 PM	00:55	WTOP-FM	Radio Programming	\$5,180.00	36,700
10/28/15	12:00 AM	00:33	WMAL-FM	Radio Programming	\$790.00	9,400
11/15/15	6:00 AM	12:00	WMZQ-FM WASH-FM WHIT-FM WWDC-FM	Bernie Lucas Show	NA	NA
11/15/15	6:00 AM	10:00	WPGC-FM	Guy Lambert	\$16,988.00	8,600
11/15/15	6:00 AM	08:34	WLZL-FM	Maria Carceres	NA	NA
11/15/15	6:00 AM	10:44	WKYS-FM	KYS in the Community	NA	NA
FALL TOTAL					\$54,003.00	276,600
4/11/16	12:00 PM	0:57	WMAL-FM	WMAL-FM	\$2,325.00	26,500
4/25/16	9:00 PM	0:27	WMAL-FM	WMAL-FM	\$366.00	8,800
4/25/16	6:00 PM	0:38	WMAL-FM	WMAL-FM	\$1,194.00	20,400
4/25/16	3:00 PM	0:21	WMAL-FM	WMAL-FM	\$684.00	21,200
SPRING TOTAL					\$4,569.00	76,900
RADIO TOTAL					\$58,572.00	353,500

PRINT COVERAGE				
DATE	COLUMN INCHES	PUBLICATION	PR VALUE	CIRCULATION
11/3/15	17	Reston Connection	\$1,105.00	6,645
11/5/15	9	Alexandria Gazette Packet	\$540.00	15,000
11/5/15	5	Alexandria Gazette Packet	\$300.00	15,000
FALL TOTAL			\$1,945.00	36,645
4/15/16	8	Washington Hispanic	\$552.42	30,000
4/17/16	20	Washington Post	\$173,433.12	431,521
5/1/16	18	Washington Post	\$154,620.90	431,521
SPRING TOTAL			\$328,606.44	893,042
PRINT TOTAL			\$330,551.44	929,687

APPENDIX I: Earned Media Summary (continued)
 Fall 2015 and Spring 2016

Total Value: \$523,342.42

ONLINE COVERAGE		
DATE	SOURCE	ONLINE DAILY CIRCULATION
10/24/15	ConnectionNewspapers.com	NA
10/26/15	WTOP.com	18,388
10/26/15	WTOP.com	18,388
10/27/15	WJLA.com	25,833
10/28/15	ConnectionNewspapers.com	37,838
10/28/15	Entravision.com	NA
10/29/15	ConnectionNewspapers.com	NA
11/2/15	WJLA.com	25,833
FALL TOTAL		126,281
4/11/16	WashingtonPost.com	611,517
4/11/16	WashingtonPost.com	611,517
4/14/16	WashingtonPost.com	611,517
4/15/16	WashingtonPost.com	611,517
4/21/16	WJLA.com	25,833
4/25/16	WTOP.com	18,388
4/25/16	WTOP.com	18,388
4/25/16	arlnow.com	3,833
4/29/16	WashingtonPost.com	611,517
5/5/16	WashingtonPost.com	611,517
SPRING TOTAL		3,735,543
ONLINE TOTAL		3,861,823

APPENDIX II: Paid Media Summary
 Fall 2015 and Spring 2016

Total Spending: \$486,681.28
Total Added Value: \$555,540.57
Total Estimated Impressions: 162,230,018

FALL 2015 OUTDOOR		GAS STATION FLIGHT DATES: 10/26/15 – 11/22/15 TRANSIT FLIGHT DATES: 11/2/15 - 11/29/15				
CHANNEL	QTY	DURATION	IMPRESSIONS	NEGOTIATED COST	RATE CARD VALUE	ADDED VALUE TOTAL
Bus Kings (60) and Bus Tails (60)	120	4 weeks	11,958,900	\$58,824.00	\$68,824.00	\$10,000.00
Pumptoppers	128	4 weeks	17,615,360	\$41,111.00	\$71,471.00	\$30,360.00
ADDED VALUE						
Bus Kings and Bus Tails Overrides	30	4 weeks	2,989,725	-	\$17,220.00	\$17,220.00
Bus Kings and Bus Tails Overrides	30	8 weeks	5,979,450	-	\$34,440.00	\$34,440.00
Interior Cards (Bonus)	200	8 weeks	4,400,000	-	\$5,648.00	\$5,648.00
Pumptopper Overrides	128	4 weeks	17,615,360	-	\$71,471.00	\$71,471.00
Gas Station Clings (Bonus)	135	8 weeks	8,775,000	-	\$31,765.00	\$31,765.00
Gas Station (Bonus) Locations	7	8 weeks	963,340	-	\$3,706.00	\$3,706.00
TOTAL			70,297,135	\$99,935.00		\$204,610.00

SPRING 2016 OUTDOOR		FLIGHT DATES: 4/11/16 -5/8/16				
CHANNEL	QTY	DURATION	IMPRESSIONS	NEGOTIATED COST	RATE CARD VALUE	ADDED VALUE TOTAL
Bus Tails	120	4 weeks	11,044,800	\$49,135.00	\$49,412.00	\$277.00
Pumptoppers	92	4 weeks	12,661,040	\$29,765.00	\$48,706.00	\$18,941.00
ADDED VALUE						
Bus Kings Overrides	60	4 weeks	5,522,400	-	\$24,706.00	\$24,706.00
Interior Cards (Bonus)	300	4 weeks	3,333,000	-	\$4,235.00	\$4,235.00
Pumptopper Overrides	92	4 weeks	12,661,040	-	\$48,706.00	\$48,706.00
Gas Station Clings (Bonus)	97	8 weeks	6,305,000	-	\$22,824.00	\$22,824.00
Gas Station (Bonus) Locations	5	8 weeks	1,376,200	-	\$5,294.00	\$5,294.00
TOTAL			52,903,480	\$78,900.00		\$124,983.00

APPENDIX II: Paid Media Summary (continued)
 Fall 2015 and Spring 2016

Total Spending: \$486,681.28
Total Added Value: \$555,540.57
Total Estimated Impressions: 162,230,018

FALL 2015 RADIO		FLIGHT DATES: 10/26/15-11/08/15				
CHANNEL	SPOT QTY	DURATION	A18-49 IMPRESSIONS	NEGOTIATED COST	GRPS	ADDED VALUE TOTAL
WASH	22	:15	297,038	\$3,450.00	11.40	-
WIAD	40	:15	416,896	\$6,500.00	16.00	-
WIHT	22	:15	448,163	\$5,210.00	17.20	-
WKYS	42	:15	547,176	\$8,200.00	21.00	-
WLZL	36	:15	145,914	\$4,600.00	5.60	-
WPGC	40	:15	521,120	\$6,000.00	20.00	-
WWDC	22	:15	260,560	\$2,170.00	10.00	-
ADDED VALUE						
WASH Bonus	32	:15	276,194	-	10.60	\$4,000.00
WIAD Bonus	50	:15/:30	260,560	-	10.00	\$7,500.00
WIHT Bonus	32	:15	442,952	-	17.00	\$5,600.00
WKYS Bonus	42	:30	437,741	-	16.80	\$8,400.00
WLZL Bonus	48	:15/:30	125,069	-	4.80	\$4,800.00
WPGC Bonus	40	:15/:30	312,672	-	12.00	\$4,000.00
WWDC Bonus	32	:15	250,138	-	9.60	\$2,400.00
TOTAL FALL 2015 RADIO	500		4,742,192	\$36,130.00	182.00	\$36,700.00

FALL 2015 DIGITAL		FLIGHT DATES: 4/11/16 -5/1/16					
CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	VIDEO VIEWS	CLICKS	ADDED VALUE	TOTAL COST
Facebook	1,704,903	-	1,704,903	N/A	3,034	-	\$3,934.14
Pandora	236,111	472,282	708,393	N/A	2,074	\$2,833.69	\$4,999.99
Twitter	154,069	-	154,069	26,168	1,116	-	\$2,498.35
YouTube (English)	1,102,532	-	1,102,532	249,846	3,475	-	\$23,595.00
YouTube (Spanish)	110,526	-	110,526	26,766	233	-	\$2,619.76
TOTAL FALL 2015 DIGITAL	3,308,141	472,282	3,780,423	302,780	9,932	\$2,833.69	\$37,647.24

SPRING 2016 DIGITAL		FLIGHT DATES: 4/11/16 -5/1/16					
CHANNEL	PAID IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSIONS	VIDEO VIEWS	CLICKS	ADDED VALUE	TOTAL COST
Facebook	623,056	2,206,531	2,829,587	-	2,786	\$16,613.88	\$3,987.56
Twitter	2,967,261	-	2,967,261	89,143	4,318	-	\$2,555.68
YouTube (English)	488,465	-	488,465	104,688	1,641	-	\$13,931.61
YouTube (Spanish)	48,970	-	48,970	11,622	79	-	\$1,548.19
TOTAL FALL 2015 DIGITAL	4,127,752		6,334,283	205,453	8,824	\$16,613.88	\$22,023.04

APPENDIX II: Paid Media Summary (continued)
 Fall 2015 and Spring 2016

Total Spending: \$486,681.28
Total Added Value: \$555,540.57
Total Estimated Impressions: 162,230,018

FALL 2015 TV		FLIGHT DATES: 10/26/15-11/08/15				
CHANNEL	SPOT QTY	DURATION	A18-49 IMPRESSIONS	NEGOTIATED COST	GRPS	ADDED VALUE TOTAL
WDCA (IND)	33	:15	618,721	\$6,000.00	21.90	-
WDCW (CW)	42	:15	593,294	\$9,300.00	21.00	-
WFDC (UNIV)	52	:15	1,596,244	\$17,535.00	56.50	-
WJLA (ABC)	34	:15	1,056,629	\$19,436.00	37.40	-
WRC (NBC)	66	:15	2,042,628	\$48,035.00	72.30	-
WTTG (FOX)	24	:15	779,758	\$12,760.00	27.60	-
WUSA (CBS)	11	:15	581,993	\$13,585.00	20.60	-
ADDED VALUE						
WDCA (IND)	33	:15	466,160	-	16.50	\$4,950.00
WDCW (CW)	42	:15	355,977	-	12.60	\$6,300.00
WFDC (UNIV)	51	:15	576,343	-	20.40	\$15,300.00
WJLA (ABC)	30	:15	678,051	-	24.00	\$12,000.00
WRC (NBC)	66	:15	1,864,639	-	66.00	\$26,400.00
WTTG (FOX)	24	:15	813,661	-	28.80	\$7,200.00
WUSA (CBS)	14	:15	355,977	-	12.60	\$5,600.00
TOTAL FALL 2015 TV	522		12,380,075	\$126,651.00	438.20	\$77,750.00

SPRING 2016 TV		FLIGHT DATES: 4/11/16 -5/1/16				
CHANNEL	SPOT QTY	DURATION	A18-49 IMPRESSIONS	NEGOTIATED COST	GRPS	ADDED VALUE TOTAL
WDCA (IND)	24	:15	372,928	\$4,560.00	13.20	-
WDCW (CW)	69	:15	1,050,978	\$11,625.00	37.20	-
WFDC (UNIV)	30	:15	559,392	\$7,000.00	19.80	-
WJLA (ABC)	48	:15	635,672	\$14,091.00	22.50	-
WRC (NBC)	45	:15	1,466,285	\$20,265.00	51.90	-
WTTG (FOX)	49	:15	1,073,580	\$16,080.00	38.00	-
WUSA (CBS)	42	:15	638,498	\$11,774.00	22.60	-
ADDED VALUE						
WDCA (IND)	24	:15	135,610	-	4.80	\$3,600.00
WDCW (CW)	69	:15	779,758	-	27.60	\$10,350.00
WFDC (UNIV)	30	:15	254,269	-	9.00	\$9,000.00
WJLA (ABC)	48	:15	949,271	-	33.60	\$19,200.00
WRC (NBC)	45	:15	1,398,479	-	49.50	\$18,000.00
WTTG (FOX)	49	:15	1,384,353	-	49.00	\$14,700.00
WUSA (CBS)	43	:15	1,093,357	-	38.70	\$17,200.00
TOTAL SPRING 2016 TV	615		11,792,431	\$85,395.00	417.40	\$92,050.00

APPENDIX III: Donated Media
FY 2016

DONATED MEDIA				
MEDIA	JURISDICTION/AGENCY	QUANTITY	DURATION	VALUE
Junior Billboards	DDOT (DC)	23	4 weeks	\$121,762.00
Junior Billboards	DDOT (DC)	23	8 weeks	\$243,524.00
Interior Bus Cards	American University (DC)	10	4 months	\$11,294.12
Transit Shelters	American University (DC)	2	4 months	\$4,705.88
Exterior Bus King Kong	WMATA (regionwide)	1	4 weeks	\$1,622.00
Exterior Bus Queens/Tails	TransIT - Frederick County (MD)	21	8 weeks	\$15,712.94
Interior Bus Cards	TransIT - Frederick County (MD)	24	8 weeks	\$1,411.76
Interior Bus Cards	The BUS - Prince George's County (MD)	260	4 weeks	\$7,647.06
Exterior Bus King Kongs	The BUS - Prince George's County (MD)	3	5 months	\$24,330.00
Transit Shelters	Prince George's County (MD)	25	8 weeks	\$45,000.00
Transit Shelters	Prince George's County (MD)	30	8 weeks	\$54,000.00
Exterior Bus Kings	Ride On - Montgomery County (MD)	27	6 months	\$104,061.18
Exterior Bus Tails	Ride On - Montgomery County (MD)	20	6 months	\$50,823.53
Exterior Bus Junior Kings	Ride On - Montgomery County (MD)	26	6 months	\$77,816.47
Exterior Bus Queens	Ride On - Montgomery County (MD)	75	8 weeks	\$74,823.53
Exterior Bus Junior Kings	Ride On - Montgomery County (MD)	40	8 weeks	\$39,905.88
Exterior Bus Tails	Ride On - Montgomery County (MD)	55	8 weeks	\$46,588.24
Exterior Bus Tails	Ride On - Montgomery County (MD)	15	8 weeks	\$12,705.88
Exterior Bus Kings	Ride On - Montgomery County (MD)	20	8 weeks	\$25,694.12
Exterior Bus King Kongs	Ride On - Montgomery County (MD)	4	7 months	\$45,416.00
Interior Bus Cards	Ride On - Montgomery County (MD)	1000	8 weeks	\$58,823.53
Exterior Bus King Kongs	Jewish Council for Aging / Montgomery County (MD)	1	8 weeks	\$3,244.00
Exterior Bus Queens	Jewish Council for Aging / Montgomery County (MD)	30	8 weeks	\$25,440.00
Exterior Bus Kings	Jewish Council for Aging / Montgomery County (MD)	10	8 weeks	\$12,847.06
Exterior Bus Tails	Jewish Council for Aging / Montgomery County (MD)	35	8 weeks	\$8,235.50
Transit Shelters	Jewish Council for Aging / Montgomery County (MD)	30	6 months	\$391,764.71
Interior Bus Cards	PRTC (VA)	175	4 weeks	\$5,147.06
Exterior Bus Tails	Fairfax City (VA)	5	6 months	\$12,000.00
Interior Bus Cards	Fairfax City (VA)	30	6 months	\$5,294.12
Bus Shelters	George Mason University (VA)	5	4 months	\$11,764.71
Interior Bus Cards	DASH - Alexandria (VA)	45	4 weeks	\$1,323.53
Interior Bus Cards	ART - Arlington County (VA)	200	8 weeks	\$11,764.71
TOTAL DONATED MEDIA VALUE				\$1,556,493.50

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

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