GOALS:
• Reduce roadway crashes and injuries among pedestrians
• Increase awareness of the responsibilities of pedestrians, bicyclists and motorists

OBJECTIVES:
• Raise awareness of safety in the Baltimore region
• Educate drivers, pedestrians and bicyclists about safe usage of roadways
• Build pedestrian, driver and bicyclist awareness of traffic safety issues in order to change behaviors
**In-Park Scoreboard Drops**
Five (5) lower scoreboard drops

**Orioles Promotional Support**
Event included in home stand press release
Orioles social media to promote event
Fliers created and distributed to area bike shops
Orioles Partnership

Six (6) permanent ramp or stair tower signs
Orioles Partnership

“Bike to the Ballpark” event (1)
30 bike light sets installed
VR Challenge Car – 40 people participated
First pitch with PA announcement

AT SOME POINT, EVERY ONE OF US IS A PEDESTRIAN – AND IN MARYLAND ONE IN FOUR TRAFFIC DEATHS IS A PEDESTRIAN. THE MARYLAND DEPARTMENT OF TRANSPORTATION WOULD LIKE TO REMIND YOU TO STAY ALERT WHEN DRIVING AND ALWAYS STOP FOR PEDESTRIANS. WHEN YOU LEAVE THE GAME TODAY, REMEMBER TO CROSS THE STREET AT CROSSWALKS OR INTERSECTIONS AND WAIT FOR THE WALK SIGNAL. LET’S LOOK UP AND LOOK OUT FOR EACH OTHER AND ALL GET HOME SAFE.
Orioles Partnership

Print Advertising (10,000 copies)
One (1) full-page print ad in the Orioles Magazine (3rd edition)
**TV/Outdoor**

**Television (:15 and :30)**
- WBFF-Family Feud, Seinfeld in Late Night and Family Guy in Sunday Prime
- WJZ-Early Morning News, station to bonus 7 traffic sponsorships throughout the campaign, Early News, Entertainment Tonight in Prime Access, Late News and Stephen Colbert in Late Night
- Comcast Spotlight Cable

**Outdoor/Out of Home:**
- Transit Advertising (added value interiors)
  - Baltimore and Anne Arundel counties
  - Baltimore City Bus tails, transit shelters, interiors
  - Howard County: Bus Kings, Tails interiors
  - Harford County: Bus Kings and Interiors
  - Annapolis: Kings and Shelters
- Billboards (8 week buy)
- Gas Station TV
- Gas pump toppers (added value clings)
Billboard Coverage
Transit
Gas Station TV

1,163,322 delivered impressions (5% over delivery)
CTV/OTT/FEP served ads to users who watch video via any app, website or on demand streaming service (Hulu, Sling, Apple TV, NBC, CBS, ABC, Amazon). YouTube TrueViews and Facebook ads were also utilized.

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>YouTube</th>
<th>OTT</th>
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</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>272,062</td>
<td>379,876</td>
<td>1,203,008</td>
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<tr>
<td>Link Clicks</td>
<td>712</td>
<td>357</td>
<td>321</td>
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<tr>
<td>CTR</td>
<td>0.26%</td>
<td></td>
<td>0.03% CTR</td>
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<tr>
<td>Video</td>
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<td>Video Views</td>
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<td>Video 10-Second</td>
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<tr>
<td>Video Completion Rate</td>
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<tr>
<td>Video Views</td>
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<td>Other</td>
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<tr>
<td>5 Post Comments</td>
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<td>Video View Rate: 37.02%</td>
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<tr>
<td>23 Post Shares</td>
<td></td>
<td>25% Completes: 89.18%</td>
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<tr>
<td>132 Post Reactions</td>
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<td>50% Completes: 65.92%</td>
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<tr>
<td>1.12 AVG. Daily Frequency</td>
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<td>75% Completes: 54.46%</td>
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<td>100% Completes: 46.52%</td>
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The Partner toolkit was posted for download on the Look Alive and Toward Zero Deaths websites.
Total Impressions Delivered:

70,000,000+