Baltimore Regional Transportation Board (BRTB)/Baltimore Metropolitan Council
Maryland Highway Safety Office (MHSO) - In partnership with Sherry Matthews Group

Safety Subcommittee Meeting

May 28, 2020
2018 is subject to change. Based on preliminary reports from the Maryland State Police. Excludes Bicycles & Other Pedalcycles. Includes pedestrians on foot and other conveyances.
Baltimore Region Safety Facts

- In 2018, there were 68 pedestrian fatalities in the Baltimore region, accounting for nearly one third of the 223 total traffic fatalities.
- The number of pedestrians killed in traffic crashes increased 30 percent, from 52 in 2017 to 68 in 2018.
- There were 268 pedestrian serious injuries in 2018, a five percent increase over 2017.
- In 2018, pedestrian crashes peaked during the month of December, with 209 incidents.
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STEERING COMMITTEE

- Baltimore City DOT
- Howard County Office of Transportation
- Anne Arundel County Office of Transportation
- Anne Arundel County Police Department (Bike Patrol)
- MIEMSS
- MDOT/MHSO
- MDOT/SHA
Campaign Goals

- Raise awareness of the behaviors most often involved in pedestrian collisions
- Educate the public about proper procedures around crosswalks, especially at intersections
- Motivate people to change behaviors to reduce the likelihood of a collision between a vehicle and a pedestrian or bicyclist
Campaign Challenges

• Multiple audiences
• Numerous messages
  – Always watch for pedestrians
  – Stop for pedestrians in the crosswalk
  – Pass bicyclists with caution
  – Cross at the corner/use the crosswalk
  – Wait for the walk signal
  – Avoid distractions
• Several jurisdictions
• Varied walkability and safety conditions
BRAKING NEWS: STOP FOR PEDESTRIANS

DON'T MAKE ME COME DOWN THERE. USE THE CROSSWALK.

EYES ON THE ROAD. NOT ON YOUR PHONE.

READ THE HAND: WAIT FOR THE SIGNAL.

STEER CLEAR OF CYCLISTS. GIVE 3 FEET WHEN PASSING.
Media Channels: Outdoor Transit & Billboards
Media Channels: Gas Station TV & Static Pumptoppers
Orioles Partnership – Stadium Signage/Bike to the Ballpark
Outreach: Virtual Reality Challenge + Signal People Street Teams
Online Survey
“Look Alive” Campaign Recall

Advertisement Stimuli

Recall Seeing Ads

<table>
<thead>
<tr>
<th></th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>Baltimore City (A)</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>Baltimore County (B)</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>Anne Arundel County (C)</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Howard County (D)</td>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td>Harford/Carroll Counties (E)</td>
<td>13%</td>
<td>87%*</td>
</tr>
</tbody>
</table>

Primarily Drive (F) = 18%
Primarily Other (G) = 29%

Media Recalled

- Television: 42%
- Online: 31%
- Bus: 27%
- Transit shelter: 17%
- Billboard: 13%
- Ad on top of a gas pump: 5%
- Other: 2%
- Don’t recall: 3%
ENFORCEMENT TRAINING

• Conducted four workshops so far (2019/2020)
• Led by Baltimore County PD – Training Academy
• Trained over 100 officers from agencies across the region/state
• Training includes a field exercise that demonstrates how to conduct successful enforcement operation
• Enforcement waves following training – resulted in warnings, citations, and great media coverage
Local Media Coverage

- 16 news stories
- 1.2 million impressions
- Estimated PR value: $137,650
- WBAL feature example
What’s Next

- FY 20 campaign underway – fall/winter enforcement activations and media relations pitching, Virtual Reality (VR) challenge at B’More Health Expo (March 7)
- Spring media campaign postponed due to COVID-19 – now planned for June/July – includes outdoor, transit, social media
- Plans for development of Signal Woman 2.0 with new messaging aimed at drivers
- BMC looking to sustain and step-up education and enforcement efforts
- Look for opportunities from local jurisdictions to supplement MHSO grant funds (ex. B’More Health Expo partnership with Baltimore City & SHA)
HOPE?
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For More Information

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