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# LOOK ALIVE

## Regional Pedestrian and Bike Safety Campaign

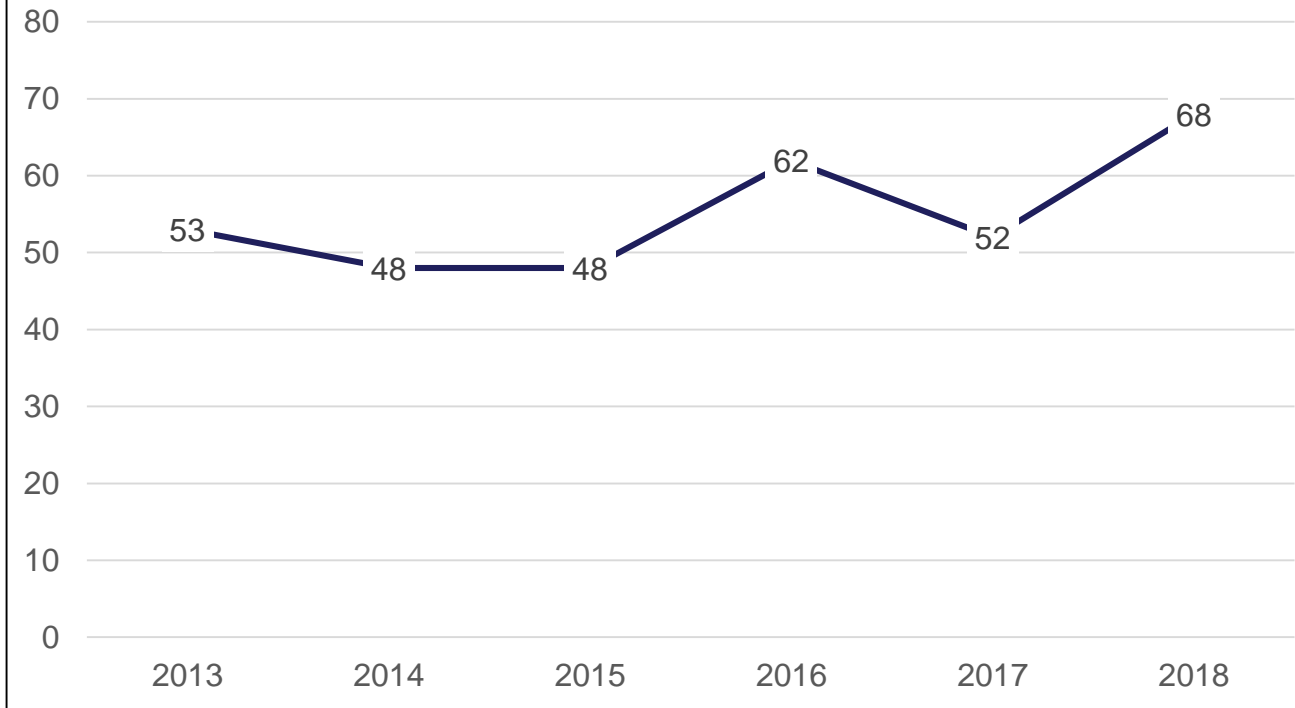
Baltimore Regional Transportation Board (BRTB)/Baltimore Metropolitan Council  
Maryland Highway Safety Office (MHSO) - In partnership with Sherry Matthews Group

Safety Subcommittee Meeting

May 28, 2020



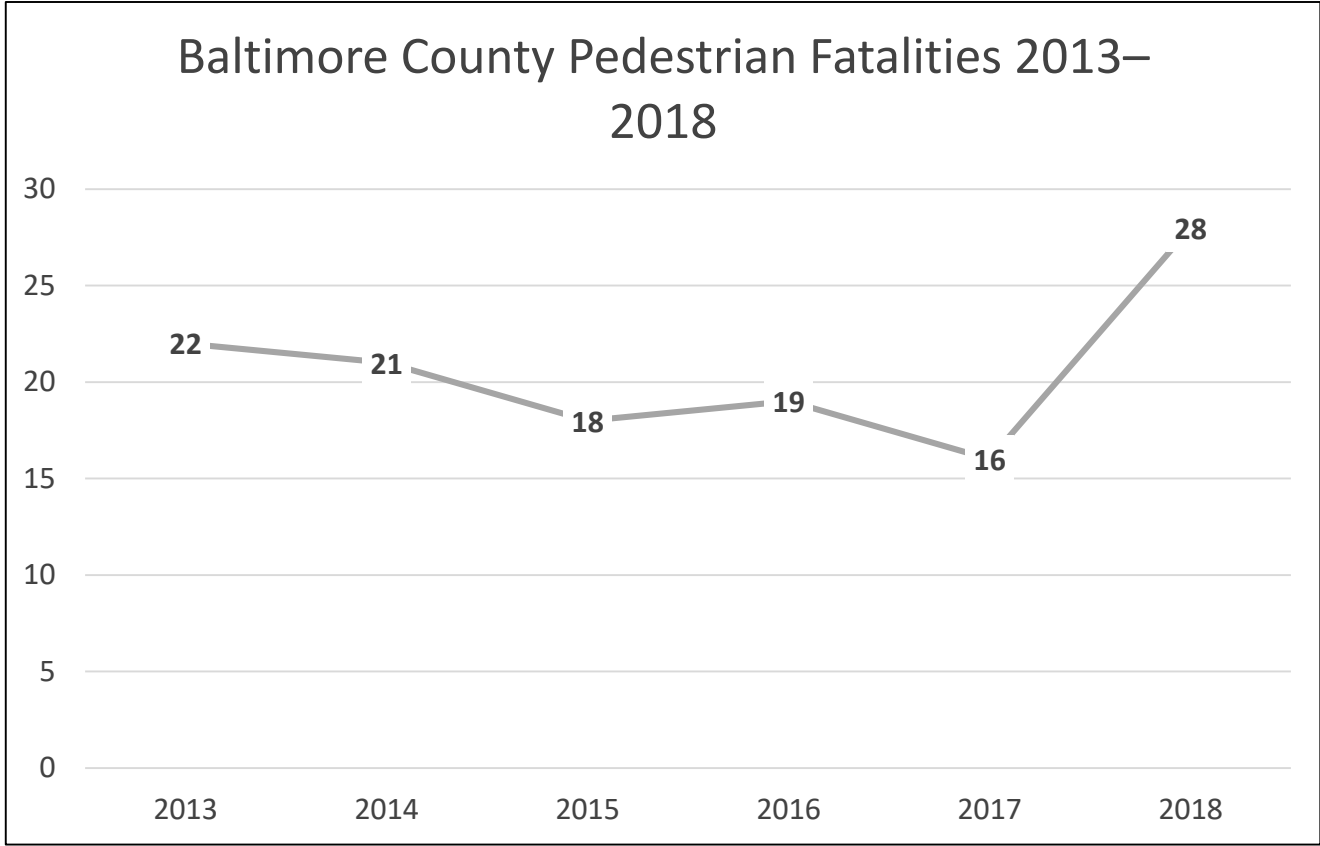
## Baltimore Metropolitan Region Pedestrian Fatalities 2013–2018



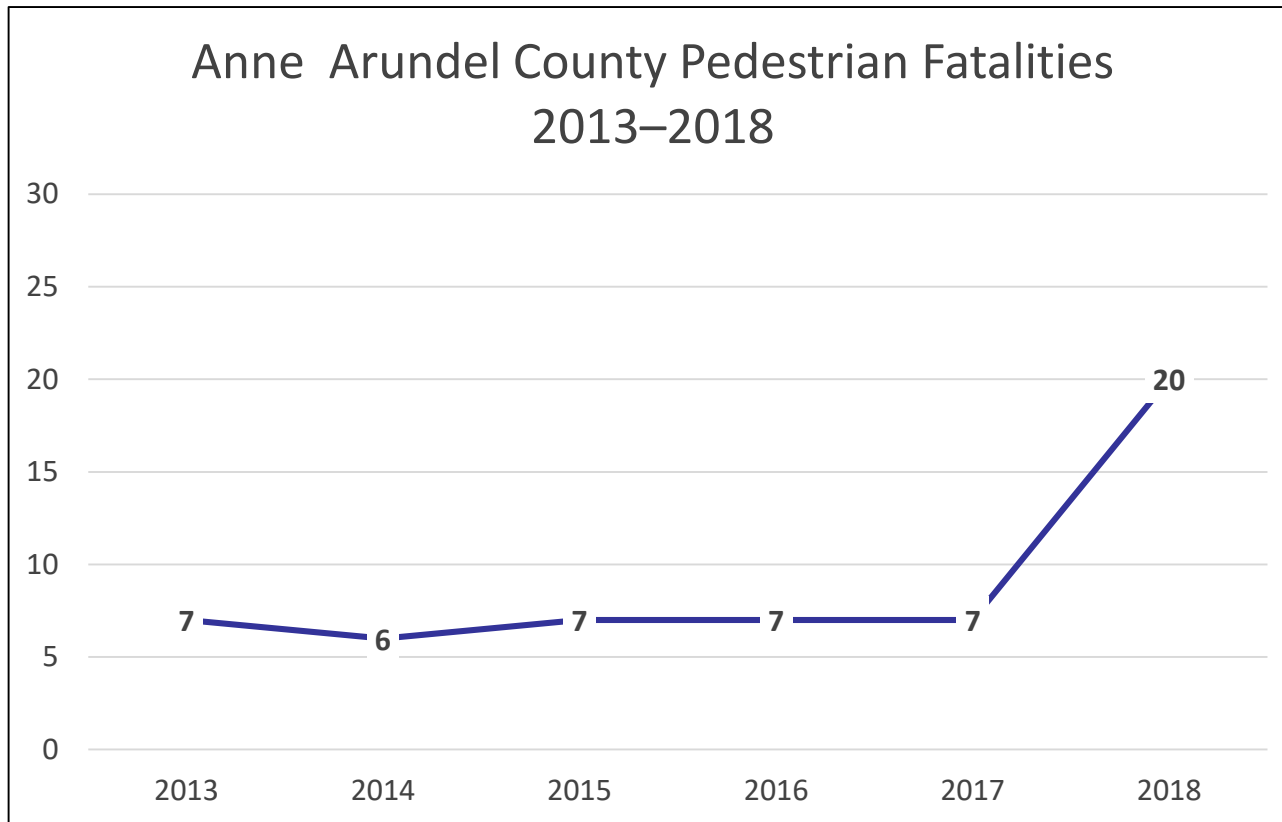
**\*2018 is subject to change. Based on preliminary reports from the Maryland State Police. Excludes Bicycles & Other Pedalcycles. Includes pedestrians on foot and other conveyances.**

# 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**



# LOOK ALIVE









**STOP**

**BRAKING NEWS:  
STOP FOR PEDESTRIANS**

LookAliveMD.org

LOOK ALIVE



LookAliveMD.org

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

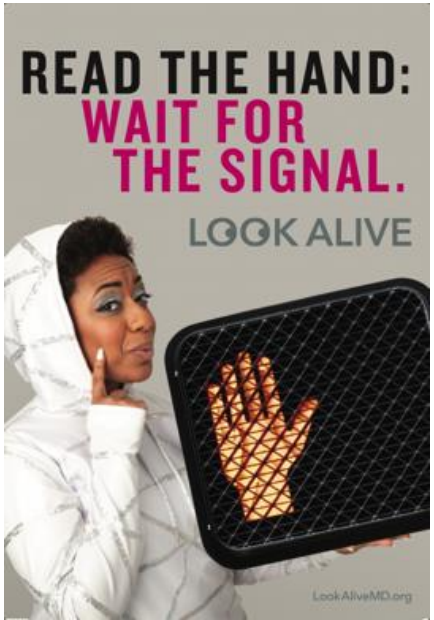
LOOK ALIVE



**EYES ON THE ROAD.  
NOT ON YOUR PHONE.**

LookAliveMD.org

LOOK ALIVE



**READ THE HAND:  
WAIT FOR  
THE SIGNAL.**

LOOK ALIVE

LookAliveMD.org



**STEER CLEAR  
OF CYCLISTS.  
GIVE 3 FEET  
WHEN PASSING.**

LOOK ALIVE

LookAliveMD.org

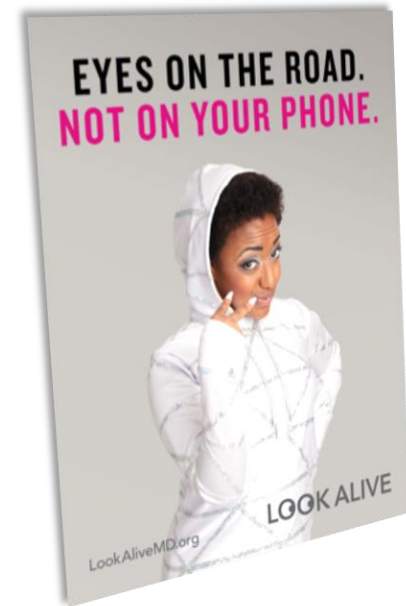
## Media Channels: Outdoor Transit & Billboards



## Media Channels: Gas Station TV & Static Pumptoppers



## Orioles Partnership – Stadium Signage/Bike to the Ballpark



## Outreach: Virtual Reality Challenge + Signal People Street Teams





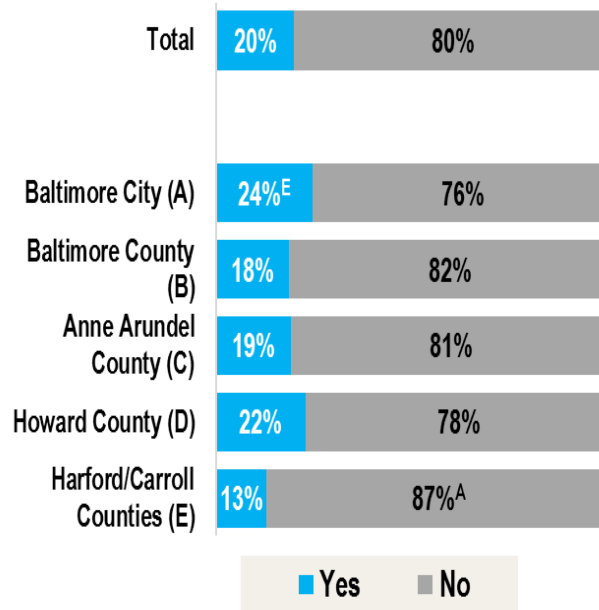
# Online Survey

## "Look Alive" Campaign Recall

### Advertisement Stimuli

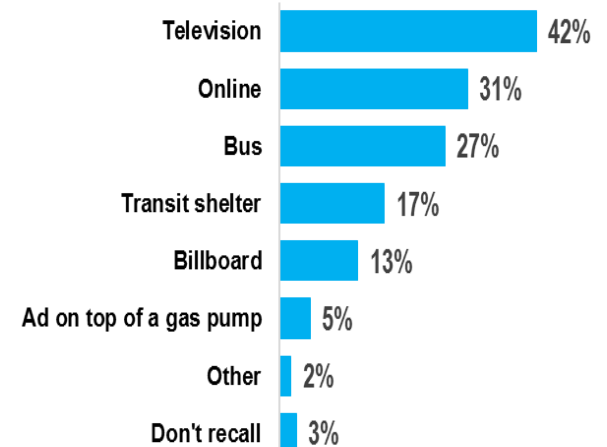


### Recall Seeing Ads



Primarily Drive (F) = 18%  
Primarily Other (G) = 29%<sup>F</sup>

### Media Recalled



# 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

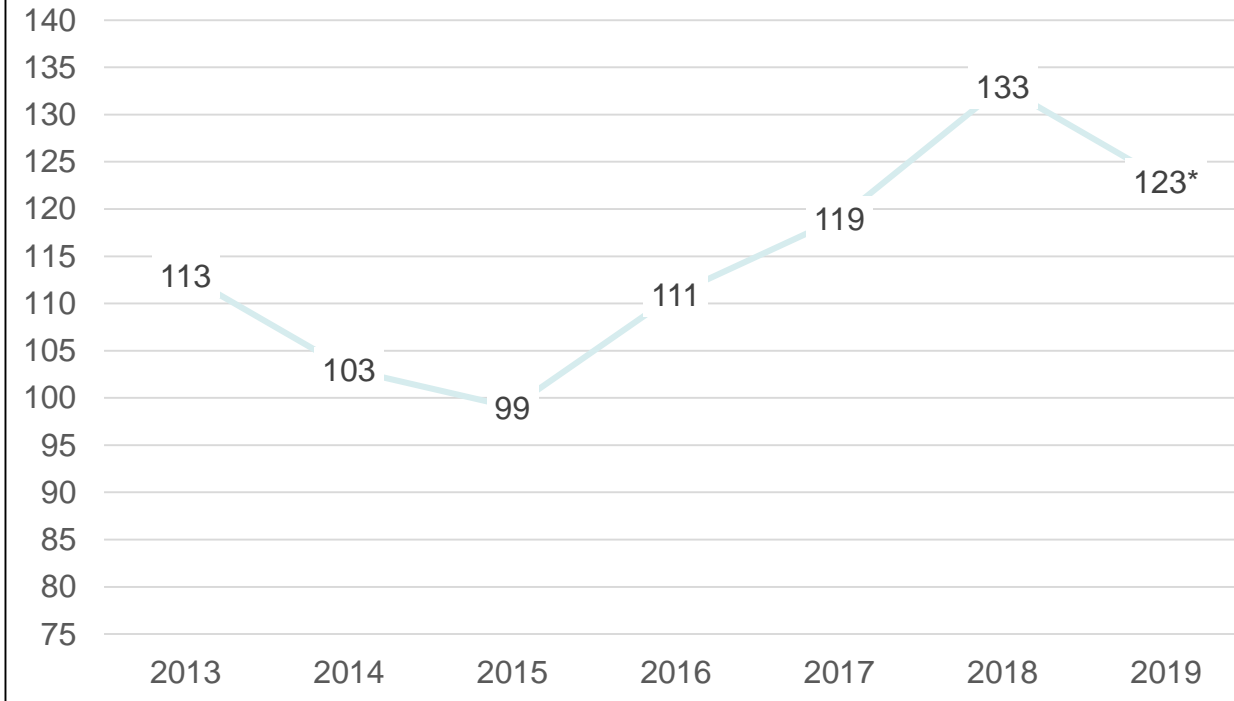


# What's Next

- 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)

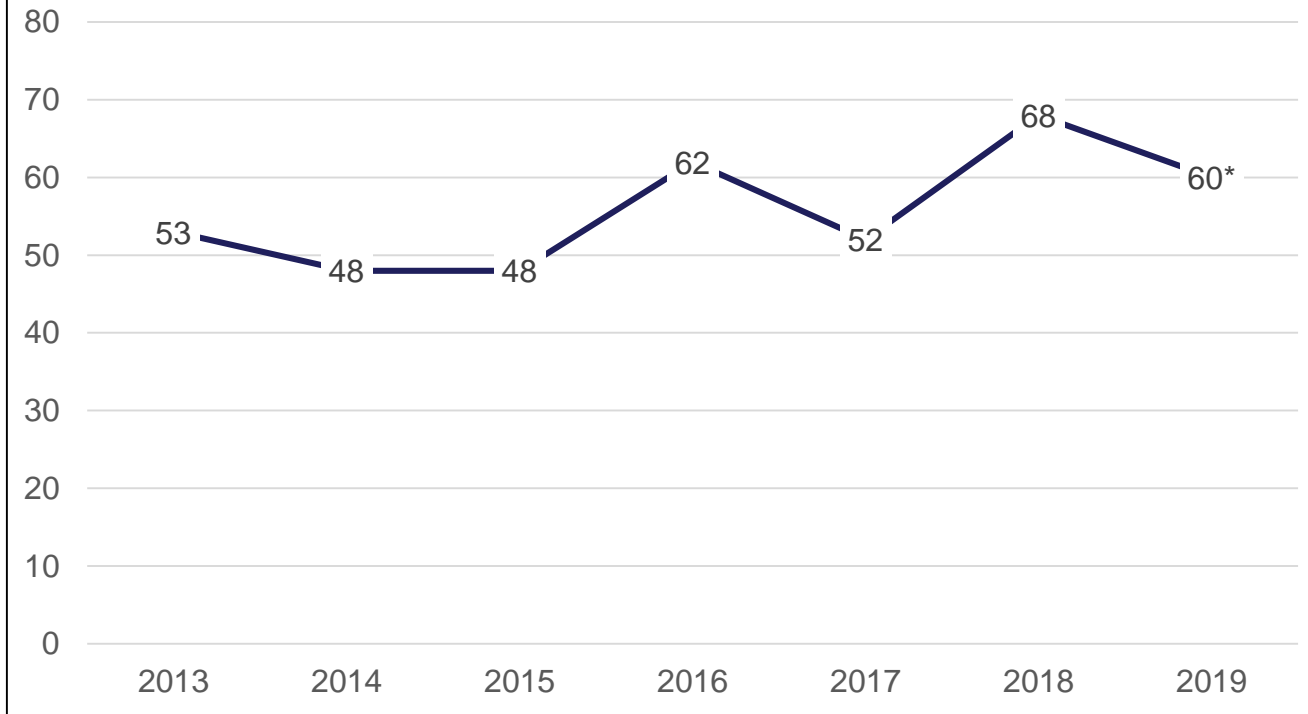
# HOPE?

## Statewide Pedestrian Fatalities 2013–2019



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## Baltimore Metropolitan Region Pedestrian Fatalities 2013–2019



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# For More Information

**Jeff Dunckel** | Pedestrian-Bicycle Safety Program Manager

Maryland Highway Safety Office

410-787-7743 | [jdunckel@mdot.maryland.gov](mailto:jdunckel@mdot.maryland.gov) |

**Bala Akundi** | Principal Transportation Engineer

Baltimore Metropolitan Council

410-732-0500 x1019 | [bakundi@baltometro.org](mailto:bakundi@baltometro.org) |

**Kenna Williams Swift** | Vice President

Sherry Matthews Group

202-416-0110 | [kennaw@sherrymatthews.com](mailto:kennaw@sherrymatthews.com) |