Baltimore Regional Pedestrian and Bike Safety Campaign

Regional Safety Subcommittee Meeting

May 27, 2021
Seven bicyclists and 61 pedestrians were killed in the Baltimore region in 2020. That’s 28% of all traffic deaths in the area. Pedestrian and bicyclist fatalities in the Baltimore region accounted for 46% of the total pedestrian and bicyclist deaths in the state of Maryland.
Statewide Pedestrian Fatalities 2013–2020

*2020 is preliminary and is subject to change. Based on preliminary reports from the Maryland State Police. Excludes Bicycles & Other Pedalcycles. Includes pedestrians on foot and other conveyances. Data as of Jan. 15, 2021
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Baltimore Metropolitan Council
Maryland Statewide Bicyclist Fatalities 2010-2020

*2020 is preliminary and is subject to change. Based on preliminary reports from the Maryland State Police. Includes Bicycles & Other Pedalcycles. Data as of Jan. 15, 2021

Baltimore Metropolitan Council
Maryland Pedestrian Fatalities - Excludes Bicycles & Other Pedalcycles

Interim Report for 2020 - Preliminary Totals (Incomplete and Subject to Change) 1/15/2021

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* Preliminary numbers subject to change

Source: Preliminary reporting from Maryland State Police, Local Police Jurisdictions, and Agency Media Advisories.

Pedestrian: A person struck and killed by a motor vehicle whose cause of death is traffic-related and indicated in ACRS as non-motorists: Pedestrian (on foot), rider of animal, in animal-drawn vehicle, machine operator/ rider, other conveyance, or other.
ENFORCEMENT TRAINING

• Conducted seven workshops so far (2019/2020/2021)
• Led by Baltimore County PD – Training Academy
• Trained over 150 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
SOCIALLY DISTANT SIGNAL PEOPLE

4/29, 3-6pm: Annapolis bike passing enforcement activation with AACPD’s new technology.

Signal People Outreach

5/1, 10am-2pm Aquahart Rd at Greenway Rd SE near the Baltimore and Annapolis Trail in Glen Burnie, MD
5/1, 4-8pm: Inner Harbor in Baltimore City
5/18, 3-7pm: Little Patuxent Parkway and Broken Land Parkway
5/25, 3-7pm: Pulaski and Rossville Baltimore County
Spring 2021 Media Coverage


We launched the Signal Woman social channels on Twitter and Instagram and executed a consistent, best practices cadence of content on an ongoing basis, with several popular content series.
Performance numbers for the Signal Woman Twitter and Instagram accounts for 3/2021

**Twitter**
- 403 followers (+136)
- 785,714 impressions
- 2,255 total engagements
- Top new follower: Baltimore County Police Department
- Top performing content focused on pedestrian safety tips and engaged partner accounts like @MDSHA

**Instagram**
- 109 followers (+23)
- 236,471 impressions
- 63,176 total engagements
- Top performing content this month is video content including gifs, especially from pop culture or Baltimore sports
SPRING CAMPAIGN – TOTAL BUDGET ~$283,000

Launched week of April 26 in advance of Bike Safety Month

PR / MEDIA OUTREACH
- **Materials Development**: fact sheet, media advisories for all on-the-ground efforts, news release
- **Local Media Tour/Pitching**: Pitch socially distant or remote interviews with campaign spokespeople via phone or virtual video chat software
- **Enforcement Activations**: We’ll coordinate with local police departments and drive media to cover high-visibility enforcement of laws that keep people walking and biking safe.

ON-THE-GROUND OUTREACH
- Four socially distant, masked Signal People street teams with walking billboards

SOCIAL MEDIA / DIGITAL OUTREACH
- Year-round social media content (3x/day on Twitter, 1x/day on Instagram)
- Ongoing community engagement and reporting
- Partner toolkit development for summer campaign

@SignalWoman  @Signal_Woman
**PAID MEDIA PLACEMENT ($139,280)**

Our overall media strategy integrates street-level marketing to reach drivers and pedestrians in the most relevant places and digital media, particularly social.

- **Target Audience:** Adults 21–54

**MTA Transit**
- 4-week flight starting 5/3
- 120 bus tails and 120 bonus interior cards

**Digital / Streaming**
- Twitter, Instagram promoted posts/video
- YouTube video
- Pandora Audio

**Gas Station TV**
- 4 weeks starting 5/3
- 142 locations with 852,776 est. impressions
- Signal Woman 15-second spot
Looking Ahead - Signal Woman 2.0

• Make “Signal Woman” mature into a "driver-concerned-icon" that has additional messages for those drivers not stopping for pedestrians in the crosswalks.
• Work with steering committee in developing new content
• Signal Woman is popular – Tennessee, PG County
Discussion