Baltimore Metropolitan Council

LOOK ALIVE
PEDESTRIAN AND BICYCLE SAFETY OUTREACH CAMPAIGN
OCTOBER - PEDESTRIAN SAFETY MONTH

- Most dangerous time of the year for pedestrians
- Educational outreach and enforcement
- Signal Woman social media channels launched

ENFORCEMENT ACTIVATION

- Baltimore County Police Department: September 29 at Eastern and Seversky
SOCIALLY DISTANT SIGNAL PEOPLE

- October 1, 4:30 pm – 7:30 pm, Eastern Avenue (MD150) at Rolling Mill
- October 3, 11:00 am – 2:00 pm, Liberty Road (MD26) and Old Court Road
- October 3, 4:30 pm – 7:30 pm, South Calvert at East Lombard, Baltimore
- October 21, 4:30 – 7:30 pm, Whiskey Bottom Rd & US1, Howard County
FALL 2020 MEDIA OUTREACH

COVERAGE RESULTS

- 7 stories (4 broadcast TV stories and 3 online articles)
- $64,678 in publicity value
- 428,357 in total potential audience reach estimated
MAY

- Bicycle Safety Month
- Warming weather, ending lockdown
- Educational outreach and enforcement
- Signal Woman social media, Signal People street teams

ENFORCEMENT ACTIVATIONS

- Anne Arundel Police Department – Bike Passing Activation
- Baltimore County Police Department
SOCKLY DISTANT SIGNAL PEOPLE

- **May 1 – Anne Arundel County**  
  Aquahart Road @ Greenway Road SE Glen Burnie, MD

- **May 1 – Baltimore City**  
  Inner Harbor

- **May 18 – Howard County**  
  Intersection of Little Patuxent Pkwy and Broken Land Pkwy

- **May 25 – Baltimore County**  
  Intersection of Pulaski and Rossville
COVERAGE RESULTS

- 23 stories (18 broadcast TV stories and 5 online articles)
- $201,340 in publicity value
- 2,306,648 in total potential audience reach estimated
MEDIA OUTREACH

COVERAGE RESULTS IN FY21 (so far)
- 30 stories
- $266,018 in publicity value
- 2.7 million in estimated total potential audience reach
PAID MEDIA PLACEMENT ($139,280)
Our overall media strategy integrated 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
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.
PEDESTRIAN SAFETY MONTH WAVE

Launch week of 9/27 in advance of October - Pedestrian Safety Month

PR / MEDIA OUTREACH
- Materials Development: news release, media advisories for all on-the-ground efforts
- Local Media Tour/Pitching: Pitch socially distant, outdoor or remote interviews with campaign spokespeople

SOCIAL MEDIA / DIGITAL OUTREACH
- Pre-loaded content (3x/day on Twitter, 1x/day on Instagram)
- Partner toolkit development

@SignalWoman  @Signal_Woman
PEDESTRIAN SAFETY MONTH WAVE con’t

Launch week of 9/27 in advance of October - Pedestrian Safety Month

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

• Anne Arundel @ MD 450 and MD 2

• Baltimore County @ Liberty & Old Court

• Howard County @ 8825-8815 Centre Park Dr, Columbia, MD 21045 and Centre Park Drive and MD108

• Baltimore City @ Pratt St and Light St and W Pratt and S Paca St
Thank you.

Kenna Swift  
Vice President / Account Director  
Sherry Matthews Group  
kennas@sherrymatthews.com  
202-416-0110