

# **LOOK ALIVE**

## **FISCAL YEAR 2021 RESULTS SUMMARY**

### **October 1, 2020 – September 30, 2021**

The following is the annual report of activities and results of the Look Alive education and enforcement campaign for fiscal year 2021, from October 2020 through September 2021.

## **MEDIA RELATIONS**

### **Virtual Campaigns**

The fall campaign was launched on October 1 for NHTSA's inaugural Pedestrian Safety Month and in advance of the most dangerous time of the year when pedestrian and cyclist visibility becomes challenging. The spring campaign effort was mounted in late-April in advance of Bicycle Safety Month, when temperatures warmed up, and pandemic lockdown restrictions began to ease – leading to more pedestrians, bicyclists and drivers on the roadways. At the tail end of the fiscal year, the Look Alive team pitched additional media coverage during the last week of September, ahead of Pedestrian Safety Month.

Due to the public health landscape, Look Alive conducted virtual media relations activities including a digital news room with pre-recorded video of soundbites from regional VIPs, b-roll video of multimodal street activity.

The Look Alive team conducted local media outreach and secured interviews for campaign spokespeople around the fall and spring campaigns, with Sherry Matthews Group distributing news releases, fact sheets, photos, and video footage in both English and Spanish to media outlets regionwide. The campaign resulted in dozens of news stories across major news channels in the region including CBS, NBC, FOX, ABC, the Capital Gazette, and more. The campaign also landed a Yahoo News article that was syndicated in national news outlets throughout the country.

### **Enforcement Activations**

In addition to the virtual activities, we coordinated with local police departments to conduct enforcement activations and drive media to cover high-visibility enforcement of laws that keep people walking and biking safely. High-visibility law enforcement is a critical means of deterrence for unlawful traffic behaviors. The Look Alive program coordinated with police departments across the region to conduct enforcement activations and drive media to cover live demonstrations of police activities.

In support of National Bike Safety Month, Look Alive teamed up with Anne Arundel Police Department Bike Patrol Unit in an effort to reduce bicyclist injuries and deaths by calling attention to the "three foot law." The event featured live law enforcement and outreach activities utilizing the "C3FT" – a bicycle-mounted electronic system designed for the purpose of detecting, capturing, and displaying the proximity of passing vehicles. The technology uses a sensitive ultrasonic detector on an adjustable arm to provide a fast, reliable distance measurement that provides a visual and audio alert when the driver of a vehicle passes too close to the cyclist.

- Baltimore County Police Department: March 8, 2021 at Eastern & Seversky
- Baltimore County Police Department: March 9, 2021 at York & Overbrook
- Baltimore County Police Department: March 11, 2021 at Harford & Garnet
- Anne Arundel Police Department: April 29, 2021 at Bike Passing Activation

## **Earned Media Results\***

- 22 television news segments reaching more than half a million viewers.
- 8 articles in online publications.

**30 NEWS STORIES AND  
\$266,000 + IN PUBLICITY VALUE**

Press coverage is detailed in Appendix I.

*\*Publicity value is determined through an industry-standard, NHTSA-approved equation based on advertising rates reported by third-party sources.*

## **OUTREACH**

Look Alive’s “Signal People” took to the streets to remind people driving, walking and biking to be more alert and follow traffic safety laws.

- Wave 1: October 2020 Pedestrian Safety Month
  - Baltimore County: Eastern Avenue (MD150) at Rolling Mill
  - Baltimore County: Liberty Road (MD26) and Old Court Road
  - Baltimore City: South Calvert at East Lombard, Baltimore
  - Howard County: Whiskey Bottom Rd & US1, Howard County
- Wave 2: May 2021 Bicycle Safety Month
  - Anne Arundel County: Aquahart Road @ Greenway Road SE Glen Burnie, MD
  - Baltimore City: Inner Harbor
  - Howard County: Intersection of Little Patuxent Pkwy and Broken Land Pkwy
  - Baltimore County: Intersection of Pulaski and Rossville
- Wave 3: October 2021 Pedestrian Safety Month (in advance - week of 9/27)
  - Anne Arundel County: 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

## **PAID MEDIA**

The Look Alive program reaches a wide audience segment, including drivers, pedestrians, and bicyclists, with campaign safety messaging. The target audience is adults 21–54, skewing male. To achieve maximum reach across this audience, we emphasize a multi-front strategy with street-level marketing throughout the region in both English and Spanish during May and June 2021.

**102,240,063  
PAID MEDIA IMPRESSIONS**

### **Bus Ads**

During the fall and spring campaigns, we relied on transit media to target safety messages to high-priority audiences around the Baltimore metro area. Bus routes align with corridors with high pedestrian exposure. We put Look Alive’s messages in motion to reach drivers, pedestrians, and transit riders by placing 120 exterior ads and 350 interior cards on MTA buses.

### **Gas Station TV**

Signal Woman TV spots reached a captive driver audience via television screens atop gas pumps at 142 gas stations across the greater Baltimore region.

### **Digital Ads**

Digital media ads ran 5/18/21 to 6/14/21 across YouTube, Twitter, Instagram, and Pandora with emphasis on the Signal Woman video spots and driving the audience to engage with Signal Woman’s social media channels.

### **Added Value**

Paid media value-add benefits including negotiated public service ad rates, bonus PSAs, bonus gas station locations, and overrides on outdoor ads totaled more than **\$155,000**.

Paid media and added value benefits are detailed in Appendix II.

**\$155,000+**  
**IN ADDED VALUE FROM PAID MEDIA**

## **SOCIAL MEDIA**

In October 2020, the Look Alive program launched a new social media initiative featuring its unusual spokesperson to assist with delivering critical safety messages online during the pandemic. Signal Woman now dishes out practical safety advice on Instagram (@SignalWoman) and Twitter (@Signal\_Woman) on how to stay safe on area roadways. The social media channels offer sustained, year-round virtual outreach opportunities and balance Signal Woman’s fun side and plethora safety messages. In its first year, this cost-effective channel produced 13 million impressions and 200,000 engagements including comments, shares, likes, and clicks.

We also created and distributed a digital toolkit to partners across the region to reach a larger audience through social media channels in May and in advance of October 2021 for Pedestrian Safety Month.

### **Twitter**

- 12,938,436 impressions
- 2,063 followers
- 17,141 engagements

**13,709,426 IMPRESSIONS AND  
207,606 ENGAGEMENTS  
ON SOCIAL MEDIA CHANNELS**

### **Instagram**

- 770,990 impressions
- 288 followers
- 190,465 engagements

### **Total Across Accounts**

- 13,709,426 impressions
- 2,351 followers
- 207,606 engagements

## APPENDIX I: EARNED MEDIA RESULTS

ONLINE COVERAGE			
Date	Source	Estimated Publicity Value	Online Circulation / Potential Monthly Reach
5/25/2021 05:41PM	WMAR Baltimore	\$ 8,336	180,242
4/29/2021 03:56PM	MSN - WMAR	\$ 40	864
4/29/2021 05:41PM	WMAR Baltimore	\$ 9,671	209,104
3/9/2021 06:45PM	WMAR Baltimore	\$ 8,744	189,061
3/9/2021 06:00PM	CBS Baltimore	\$ 60,943	1,317,694
10/14/2020 10:30AM	The Avenue News	\$188	4,068
10/2/2020 12:02PM	Capital Gazette	\$613	13,258
10/1/2020 08:47PM	WMAR Baltimore	\$ 13,835	299,136
		<b>\$ 102,371</b>	<b>2,213,427</b>

\*On March 9<sup>th</sup>, the campaign also landed a Yahoo News article with reach across the nation. The estimated publicity value of \$2,839,254 is not included in the coverage valuation.

TELEVISION COVERAGE							
Date	Time	Title	Source	Affiliation	Run Time	Estimated Publicity Value	Ratings Estimate
5/26/2021	4:30 AM	Good Morning Maryland	WMAR	ABC	03:06	\$750	6,189
5/25/2021	11:00 PM	WMAR-2 News at 11:00 PM	WMAR	ABC	01:30	\$ 3,833	14,837
5/25/2021	7:00 PM	WMAR-2 News at 6:30 PM	WMAR	ABC	02:50	\$ 10,500	11,476
5/25/2021	6:00 PM	WMAR-2 News at 6:00 PM	WMAR	ABC	02:37	\$ 6,400	13,548
5/25/2021	5:00 PM	WMAR-2 News at 5:00 PM	WMAR	ABC	02:12	\$ 3,062	7,408
5/25/2021	5:00 PM	WMAR-2 News at 5:00 PM	WMAR	ABC	00:44	\$350	7,408
4/30/2021	5:30 AM	11 News at 05:30 AM	WBAL	NBC	00:31	\$ 4,167	24,872
4/29/2021	5:30 PM	WMAR-2 News at 5:30 PM	WMAR	ABC	01:27	\$ 1,896	9,683
4/29/2021	5:00 PM	11 News at 5:00 PM	WBAL	NBC	00:24	\$ 10,750	45,344
3/10/2021	9:00 AM	FOX 45 Good Day Baltimore	WBFF	FOX	00:35	\$ 25,024	35,003
3/10/2021	9:00 AM	FOX 45 Good Day Baltimore	WBFF	FOX	00:53	\$ 1,360	35,003
3/10/2021	6:30 AM	WJZ News at 6:30 AM	WJZ	CBS	00:15	\$ 3,746	31,433
3/10/2021	5:30 AM	WJZ News at 5:30 AM	WJZ	CBS	00:11	\$ 2,392	23,006
3/10/2021	5:00 AM	11 News at 05:00 AM	WBAL	NBC	03:37	\$ 5,833	16,364
3/10/2021	4:30 AM	WJZ News at 4:30 AM	WJZ	CBS	00:17	\$175	11,915
3/9/2021	5:30 PM	WMAR-2 News at 5:30 PM	WMAR	ABC	01:19	\$ 1,867	6,094
3/9/2021	5:30 PM	11 News at 5:30 PM	WBAL	NBC	00:27	\$ 14,500	50,023
3/9/2021	5:30 PM	WJZ News at 5:30 PM	WJZ	CBS	00:48	\$ 17,000	60,077
10/6/2020	9:00 AM	FOX 45 Good Day Baltimore	WBFF	FOX	00:50	\$ 27,339	32,154
10/6/2020	9:00 AM	FOX 45 Good Day Baltimore	WBFF	FOX	02:43	\$ 1,123	32,154
10/1/2020	11:00 PM	WMAR-2 News at 11:00 PM	WMAR	ABC	03:37	\$ 18,085	15,533
10/1/2020	9:00 AM	FOX 45 Good Day Baltimore	WBFF	FOX	00:28	\$ 3,495	32,154
5/26/2021	4:30 AM	Good Morning Maryland	WMAR	ABC	03:06	\$750	6,189
5/25/2021	11:00 PM	WMAR-2 News at 11:00 PM	WMAR	ABC	01:30	\$ 3,833	14,837
5/25/2021	7:00 PM	WMAR-2 News at 6:30 PM	WMAR	ABC	02:50	\$ 10,500	11,476
						<b>\$ 163,648</b>	<b>521,678</b>

**TOTAL EARNED MEDIA PUBLICITY VALUE: \$266,019**  
**TOTAL POTENTIAL RATINGS/CIRCULATION: 2,735,105**

## APPENDIX II: PAID MEDIA RESULTS

<b>OUTDOOR</b>				<b>FLIGHT DATES: May 3, 2021 - May 30, 2021</b>			
<b>CHANNEL</b>	<b>QTY</b>	<b>DURATION</b>	<b>IMPRESSIONS</b>	<b>RATE CARD VALUE</b>	<b>NEGOTIATED NET COST</b>	<b>ADDED VALUE TOTAL</b>	
Bus Tails	120	4-weeks	22,881,600	\$55,080	\$51,480	\$ 3,600	
Gas Station TV (GSTV)	142 stations	4-weeks	426,388	\$28,994	\$14,497	\$ 14,497	
<b>ADDED VALUE</b>							
Bus Tail Overrides	120	8-weeks	45,763,200	\$110,160	-	\$ 110,160	
Interior Cards (Bonus)	120	4-weeks	8,198,400	\$6,000	-	\$ 6,000	
Interior Cards Overrides	120	8-weeks	16,396,800	\$12,000		\$ 12,000	
GSTV Over Delivery	146,228 imps	4-weeks	146,288	\$4,972		\$ 4,972	
Agency Placement Fee / Discount					\$9,318	\$ 2,325	
<b>TOTAL OUTDOOR</b>			<b>93,812,676</b>		<b>\$ 75,295</b>	<b>\$ 153,554</b>	
<b>DIGITAL</b>							
				<b>FLIGHT DATES: May 18 - June 14, 2021</b>			
<b>CHANNEL</b>	<b>IMPRESSIONS</b>	<b>COMPLETED VIDEO VIEWS</b>	<b>ACTIVE ENGAGEMENTS</b>	<b>CLICKS</b>	<b>NET COST</b>	<b>ADDED VALUE</b>	
Instagram	640,362	15,664	4,021	1,707	\$8,999.70		
Twitter	5,398,155	NA	732	383	\$16,080.00		
YouTube	1,460,413	775,280	NA	1,138	\$14,983.68		
Pandora	864,414	NA	NA	164	\$10,000.00		
Spotify	231,840	NA	NA	529	\$5,000.00	-	
Agency Placement Fee / Discount					\$ 8,226.00	\$1,491	
<b>TOTAL DIGITAL</b>		<b>8,427,387</b>	<b>790,944</b>	<b>4,753</b>	<b>3,921</b>	<b>\$63,289.38</b>	<b>\$1,491</b>

**TOTAL SPENDING: \$138,584.38**

**TOTAL ADDED VALUE: \$155,045.00**

**TOTAL ESTIMATED IMPRESSIONS: 102,240,063**