

Baltimore Metropolitan Council

LOOK ALIVE

PEDESTRIAN AND BICYCLE SAFETY
OUTREACH CAMPAIGN



SEPTEMBER 22, 2022

CAMPAIGN EFFORTS

OCTOBER

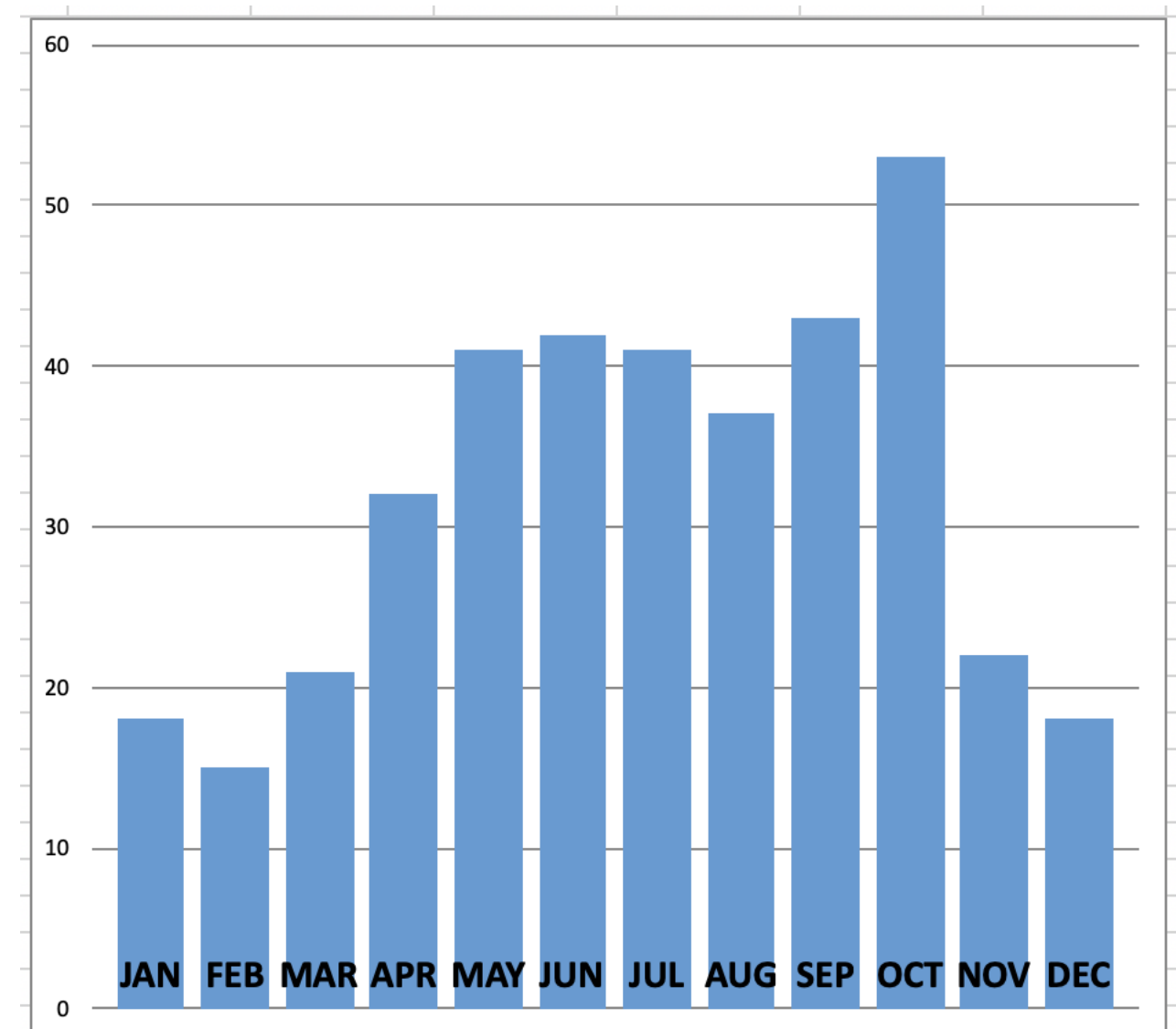
- Pedestrian Safety Month
- Shorter daylight hours
- Most dangerous time of the year for pedestrian and bicycle crashes

Campaign Components

- Media outreach/pitching interviews
- Signal People Street Teams and VR Events
- Signal Woman on Social Media
- Paid Media (bus ads, video ads, social media)

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2021 Pedestrian Crashes in Baltimore Region





STOP

**BRAKING NEWS:
STOP FOR PEDESTRIANS**

LookAliveMD.org

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

LookAliveMD.org

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

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

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

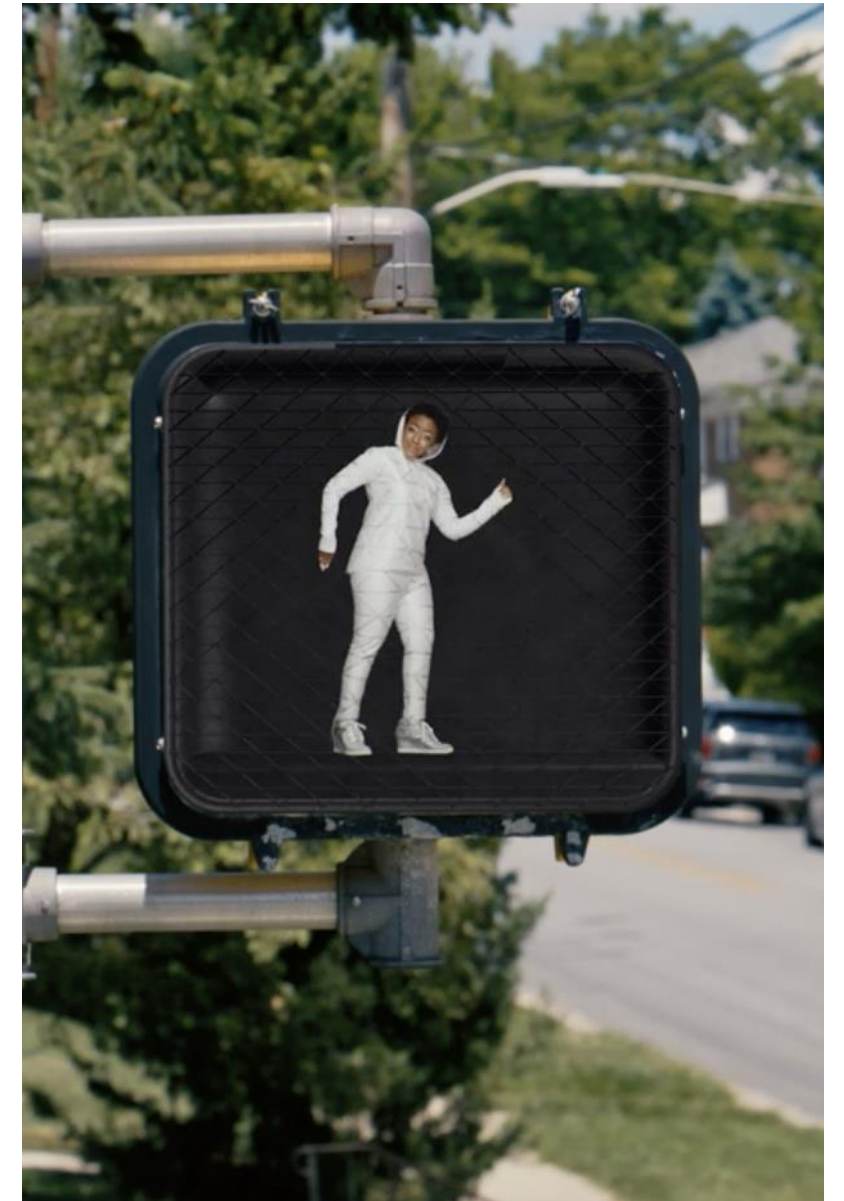
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LookAliveMD.org

NEW EXPANDED MESSAGING

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New Video



PAID MEDIA

PAID MEDIA PLACEMENT

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
- Drivers and pedestrians

Outdoor

\$58,771 total media cost

- 4-week flight starting 9/19
- Exterior Bus Ads:
- 120 bus tails
- 120 interior cards (bonus)

Online/Social Media Video

\$41,634 total media cost

- 9/19 through 9/30
- 4.3 million estimated impressions
- Instagram (Feed, Explore, Story & Reel)
- Twitter (Video ads on Desktop/Mobile)
- YouTube (Skippable in-stream ads)

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OUTREACH: SIGNAL PEOPLE

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DATE/TIME	LOCATION	JURISDICTION
Sept 26 – Monday 3:30p – 7:30p	Pratt Street between Paca St. and Light St.	Baltimore City
Sept 28 - Weds 7a-11a 1:30p-5:30p	Oakland Mills Road Various Intersections between Old Montgomery Rd and Dobbin Rd	Howard County
Sept 29 - Thursday 7a-11a 12p - 4p	Anne Arundel Area Schools Evergreen & Riggs Benfield and Holland Rd Riva Road @ Annapolis HS	Anne Arundel
Oct 3 – Monday 3:30 – 7:30p	Pulaski Hwy at Rossville Blvd	Baltimore County
Oct 4 – Tuesday 3:30p – 7:30p	Liberty Road at Old Court Road	Baltimore County
Oct 5 – Weds 3:30p – 7:30p	Liberty Heights Ave at Druid Hill Road	Baltimore City



OUTREACH: VIRTUAL REALITY EXHIBIT

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SEPTEMBER 25

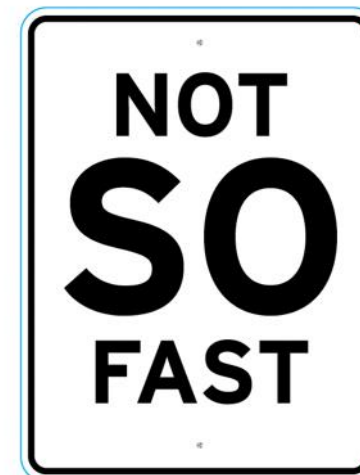
11am-7pm

Westfield Annapolis Mall

OCTOBER 1

8:30am-1pm

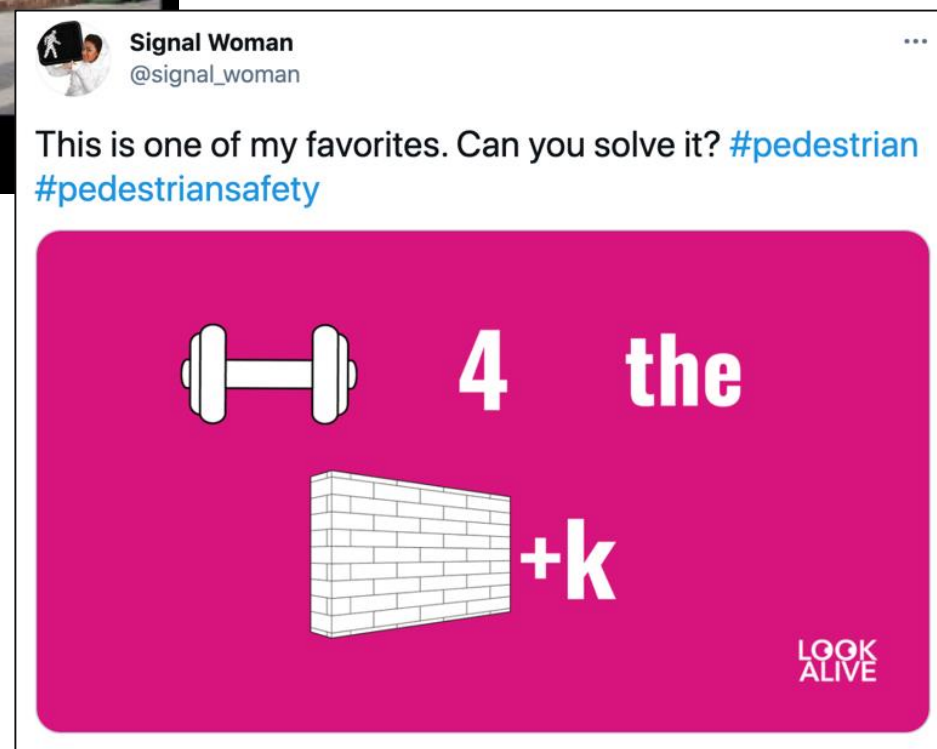
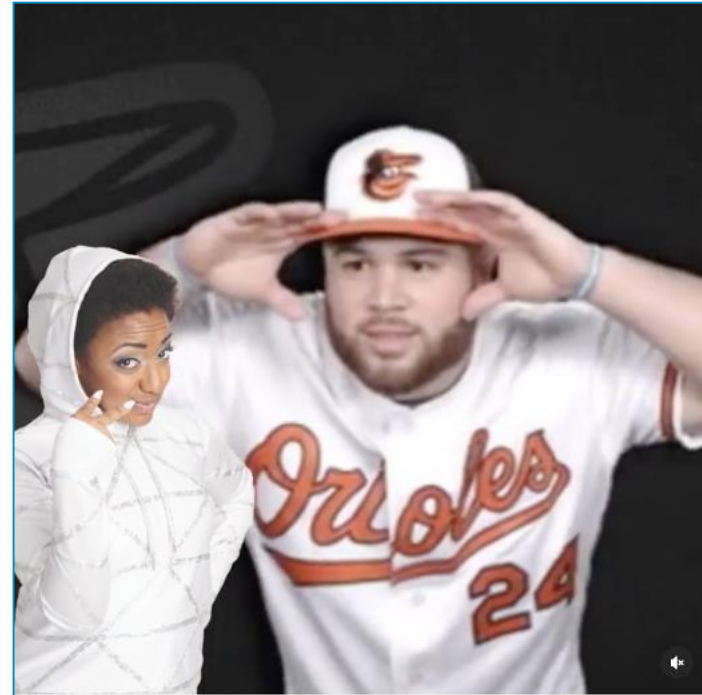
Young Driver Safety Program
Washington Carver Technical High
School in Towson



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OUTREACH: SOCIAL MEDIA

We have year-round Signal Woman social channels on Twitter and Instagram executing a consistent, best practices cadence of content on an ongoing basis, with several popular content series.



OUTREACH: SOCIAL MEDIA

GET INVOLVED:

- Follow Signal Woman!
- Pedestrian Safety Month Toolkits
- Pedestrian Safety Month Twitter Chat
— October 11 @2pm

Then your organization can participate by sending:

- New or planned engineering improvements!
- Key dates and events occurring in your jurisdictions.
- Hyperlocal hashtags, hashtags for events or ongoing efforts that Signal Woman can crosspromote.
- Or just engage with Signal Woman's challenges!

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SAVE THE DATE!

October 11 @ 2pm

**Pedestrian Safety Twitter Chat
with @Signal_Woman**



@SignalWoman



@Signal_Woman



Thank you.

Kenna Swift

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