



Safety Messaging and Outreach Campaign

June 27, 2024



UPWP Task

- On-call consultant task to develop and implement a schedule of safety messaging with prominent regional partners and at local events
- Build off of Baltimore Orioles partnership using Look Alive with Signal Woman campaign

Background

- Recent trends in the number and severity of crashes vary across the region
- Concerns go beyond pedestrian and bicycle safety in the Look Alive Campaign
 - Speeding
 - Impaired driving
 - Distracted driving
- BRTB is a US DOT Ally in Action committed to using the Safe System Approach

Look Alive with the Orioles

- **Bullpen Signage**
 - One half-inning of static signage during 30 regular season home games in 2024



Look Alive with the Orioles

- **In-Park Activation**
 - Two on-site activation dates
(September 20 @4pm & 21 @1:35pm – Detroit Tigers)
 - Virtual Reality display inside the ballpark
 - Signal People



Project Scope

- **Additional outreach for Look Alive with Signal Woman campaign**
- **Expanded outreach in alignment with National Highway Traffic Safety Administration (NHTSA) communications calendar:**
 - April – distracted driving
 - May - youth , bicycle, & motorcycle safety
 - October – pedestrian safety
 - Year-round – impaired driving & speeding

Budget and Tentative Schedule

- Budget for this project is \$100,000
- This project is expected run throughout FY2025

For More Information

Cynthia Burch | Transportation Planner-Safety

410.732.0500 ext. 1051 | cburch@baltometro.org | www.baltometro.org

