

LOOK  
ALIVE

Regional Pedestrian and Bike  
Safety Campaign

*Presentation to BRTB*

*May 28, 2019*

In partnership with Sherry Matthews Group





# BACKGROUND

- Increasing number of pedestrian crashes, fatalities and injuries in the Baltimore region
- 2009 – 2014 – Street Smart campaign from DC region
- Push from Maryland Highway Safety Office (MHSO) for a brand new Baltimore-themed campaign
- \$300,000 FFY 19 grant (Oct 1 2018 – Sept 30, 2019) to develop new creative
- Hired Sherry Matthews Group to develop creative



# CAMPAIGN STEERING COMMITTEE

- Baltimore City DOT
- Howard County Office of Transportation
- Anne Arundel County Office of Transportation
- Anne Arundel County Police Department (Bike Patrol)
- MIEMSS
- MDOT/MHSO – funded through a grant
- MDOT/SHA



# CAMPAIGN GOALS

- Raise awareness of the behaviors most often involved in pedestrian collisions
- Educate the public about proper procedures around crosswalks, especially at intersections
- Motivate people to change behaviors to reduce the likelihood of a collision between a vehicle and a pedestrian or bicyclist



# CAMPAIGN CHALLENGES

- Multiple audiences:
  - Drivers, pedestrians, bicyclists
- Expected to deliver varied messages:
  - Stop for pedestrians in the crosswalk
  - Cross at the corner/use the crosswalk
  - Always watch for pedestrians
  - Pass bicyclists with caution
- Serves multiple jurisdictions with differing challenges and priorities.
- Walkability and safety conditions vary within the region.



# FOCUS GROUPS



# FOCUS GROUPS

- January 23 in Towson
- Two groups with participants from:
  - City of Baltimore
  - Baltimore, Howard, and Anne Arundel counties



# FOCUS GROUPS

## REACTIONS AND RECOMMENDATIONS

- Everyone enjoyed the humor
- All liked the community aspect of “let’s look out for each other”
- City images worked for both city and surrounding county residents
  - County residents identified with the city images, not suburban images
- "Signal Woman" works well across many efforts to personify the issue:
  - Outreach
  - Public Relations
  - Education





SHERRY MATTHEWS GROUP | BALTIMORE METROPOLITAN COUNCIL

# LOOK ALIVE

# SIGNAL WOMAN





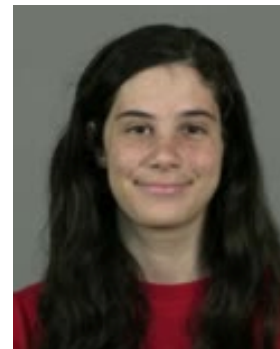
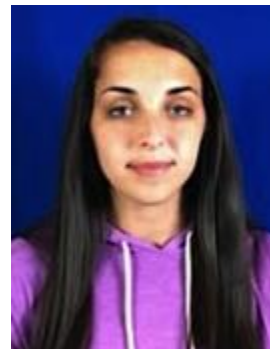
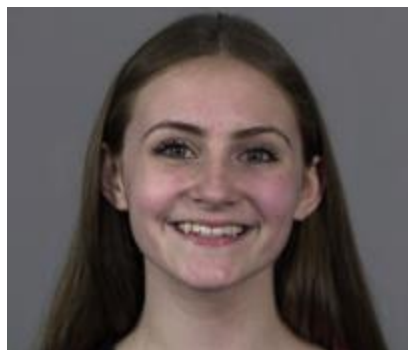
# CASTING



SIGNAL WOMAN



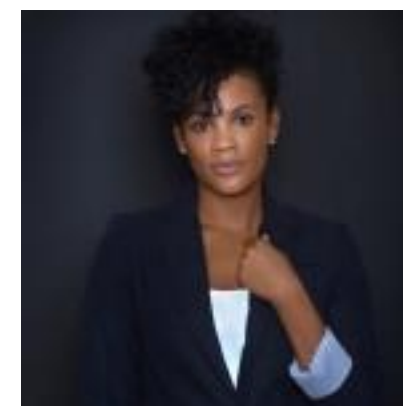
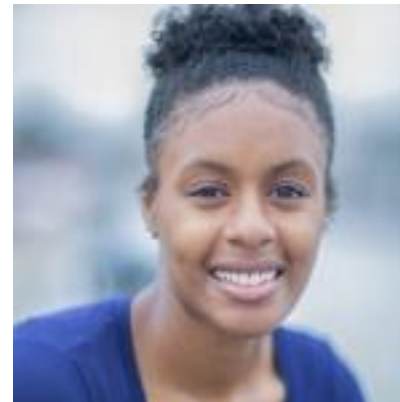
# CASTING



TEEN POOL FOR CALL BACKS



# CASTING



FINALIST POOL FOR DRIVER 2 / FEMALE PEDESTRIAN



# CASTING



FINALIST POOL FOR DRIVER 1

FINALIST POOL FOR MALE PEDESTRIAN



# LOCATION





W. I







W. I



LookAliveMD.org



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

**LOOK ALIVE**

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

**LOOK ALIVE**





**BRAKING NEWS:**  
**STOP FOR PEDESTRIANS**

[LookAliveMD.org](http://LookAliveMD.org)

**LOOK ALIVE**



**STEER CLEAR  
OF CYCLISTS.**

**GIVE 3 FEET  
WHEN PASSING.**

**LOOK ALIVE**

[LookAliveMD.org](http://LookAliveMD.org)



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

[LookAliveMD.org](http://LookAliveMD.org)

**LOOK ALIVE**



# NEXT STEPS

- Campaign launch June 3 – media event in Towson, 10:30 AM
  - Todd Lang (BMC)
  - Chrissy Nizer (MDOT/MVA)
  - Greg Slater (MDOT/SHA)
  - Baltimore County PD
  - Personal Story
- New website and social media
- Enforcement waves starting in July
- Pre- and post-campaign evaluation surveys



# MEDIA BUDGET

- Media budget: \$325,000
- 12 weeks
- Components:
  - TV
  - Outdoor – billboards, bus ads, pump toppers, etc.
  - Digital/social media
  - Public & business outreach
  - Street Teams