



# LOOK ALIVE

PEDESTRIAN AND BICYCLE SAFETY  
OUTREACH CAMPAIGN

April 26, 2022



# Baltimore Region Pedestrian Fatalities

	2016	2017	2018	2019	2020	2021
<b>Anne Arundel</b>	7	6	20	11	10	5
<b>Baltimore City</b>	17	20	9	19	19	19
<b>Baltimore County</b>	19	16	27	21	19	24
<b>Carroll</b>	5	3	1	6	3	0
<b>Harford</b>	4	4	3	2	1	6
<b>Howard</b>	9	2	6	2	6	9
<b>Queen Anne's</b>	1	0	0	0	2	1
<b>Whole Region</b>	62	51	66	61	60	64
<b>Maryland</b>	107	111	130	124	131	127

Source: MDOT/MHSO, 02152022, 2021 data preliminary



# Baltimore Region Pedestrian Injuries

	2016	2017	2018	2019	2020	2021
<b>Anne Arundel</b>	219	214	254	200	162	163
<b>Baltimore City</b>	1,119	1,125	979	842	650	709
<b>Baltimore County</b>	472	453	415	429	334	329
<b>Carroll</b>	46	20	28	30	22	32
<b>Harford</b>	46	65	61	74	46	38
<b>Howard</b>	59	58	57	64	37	47
<b>Queen Anne's</b>	6	7	7	11	6	9
<b>Whole Region</b>	1,967	1,942	1,801	1,650	1,257	1,327
<b>Maryland</b>	3,203	3,242	3,062	2,842	2,096	2,270

Source: MDOT/MHSO, 02152022, 2021 data preliminary



# Baltimore Region Bicycle Fatalities

	2016	2017	2018	2019	2020	2021
<b>Anne Arundel</b>	1	1	0	1	4	0
<b>Baltimore City</b>	1	1	0	2	1	0
<b>Baltimore County</b>	1	2	1	1	2	2
<b>Carroll</b>	1	1	0	0	0	0
<b>Harford</b>	1	0	0	0	1	0
<b>Howard</b>	0	0	0	0	0	1
<b>Queen Anne's</b>	0	0	0	0	0	0
<b>Whole Region</b>	5	5	1	4	8	3
<b>Maryland</b>	16	11	6	10	15	5

Source: MDOT/MHSO, 02152022, 2021 data preliminary

# BACKGROUND

- Launched LOOK ALIVE featuring Signal Woman - a brand new Baltimore-themed campaign in June 2019 with \$300,000 FFY 2019 MDOT Maryland Highway Safety Office (MHSO) grant. Development led by Sherry Matthews Group.
- Continued implementation in FFY 2020 (\$350,000) and FFY 2021 (\$375,000)
- Development of new creative currently underway in FFY 2022 (\$500,000). Look Alive – 2 (LA-2)
- Supported by a steering committee made up of state and local jurisdiction representatives.
- Partnership with Baltimore County PD to conduct training workshops and enforcement activation waves.

# CAMPAIGN GOALS

- Raise awareness of the behaviors most often involved in pedestrian and bicyclist 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
- Serve multiple jurisdictions with differing challenges and priorities.
- Walkability and safety conditions vary within the region.

# ENFORCEMENT TRAINING

- Conducted seven workshops so far (2019/2020/2021)
- Led by Baltimore County PD – Training Academy
- Trained over 150 officers from agencies across the region/state
- Training includes a field exercise that demonstrates how to conduct successful enforcement operation
- Enforcement waves following training – resulted in warnings, citations, and great media coverage



# FY 2020 & FY 2021 Campaigns

- Both implementations impacted by pandemic. Modified approach by focusing on social media, providing video clips of MDOT MVA Administrator Nizer, BMC Executive Director Kelly, and BCoPD Officer Enko to media outlets, socially distanced signal people, etc.
- FY 2021 Spring wave kicked off on 4/29/21 with Anne Arundel County Bike Patrol demonstrating C3FT technology.
- Signal People deployment on 5/1/21 in Anne Arundel County followed by three more in the region.

## CAMPAIGN EFFORTS

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### OCTOBER

- Pedestrian Safety Month
- Most dangerous time of the year for pedestrians
- Enforcement Activation
- Signal People Street Teams
- Signal Woman social media channels launched



### MAY

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






**BRAKING NEWS:  
STOP FOR PEDESTRIANS**

LookAliveMD.org

LOOK ALIVE

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



LOOK ALIVE

LookAliveMD.org



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

LookAliveMD.org

LOOK ALIVE



LookAliveMD.org

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

LOOK ALIVE



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

LOOK ALIVE

LookAliveMD.org

## PAID MEDIA

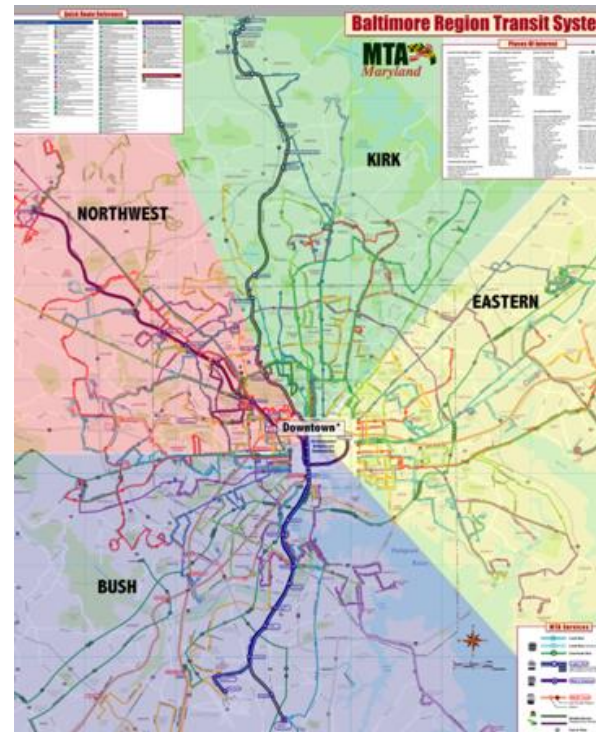
### PAID MEDIA PLACEMENT (\$138,584)

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

### MDOT MTA Transit

- 4-week flight starting 5/3
- 8-week bonus flight
- 120 bus tails and 120 bonus interior cards
- 68.6 million estimated impressions



# LOOK ALIVE

### Digital / Streaming: 8.4 million impressions

- Twitter, Instagram promoted posts/video
- YouTube video
- Pandora Audio

### Gas Station TV

- 4 weeks starting 5/3
- 142 stations 426,388 paid impressions + 146,288 bonus impressions
- Signal Woman 15-second spot



# PR RESULTS

- 27 news stories
- 2.4 million in ratings / monthly circulation
- Est. publicity value: \$325,000+



## MEDIA RELATIONS EFFORTS

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### ENFORCEMENT ACTIVATIONS

- Baltimore County Police Department: September 29, 2020 at Eastern and Seversky
- 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 -- Bike Passing Activation with C3ft tech



## OUTREACH: SIGNAL PEOPLE

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### Wave 1: October 2020 Pedestrian Safety Month

- Baltimore Co: Eastern Avenue (MD150) at Rolling Mill
- Baltimore Co: Liberty Road (MD26) and Old Court Road
- Baltimore Co: South Calvert at East Lombard, Baltimore
- Howard Co: Whiskey Bottom Rd & US1, Howard County

### Wave 2: May 2021 Bicycle Safety Month

- Anne Arundel Co: Aquahart Road @ Greenway Road SE Glen Burnie
- Baltimore City: Inner Harbor
- Howard Co: Little Patuxent Pkwy and Broken Land Pkwy
- Baltimore Co: Pulaski and Rossville

### Wave 3: October 2021 Pedestrian Safety Month (week of 9/27)

- Anne Arundel Co: MD 450 and MD 2
- Baltimore Co: Liberty & Old Court
- Howard Co: Centre Park Drive and MD108
- Baltimore City: Pratt St and Light St and W Pratt and S Paca St



## COVERAGE RESULTS IN FY21

- **30** stories
- **\$266,018** in publicity value
- **2.7 million** in estimated total potential audience reach





## SOCIAL MEDIA RESULTS

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### Twitter

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

### Instagram

770,990 impressions  
288 followers  
190,465 engagements

### Total Across Accounts:

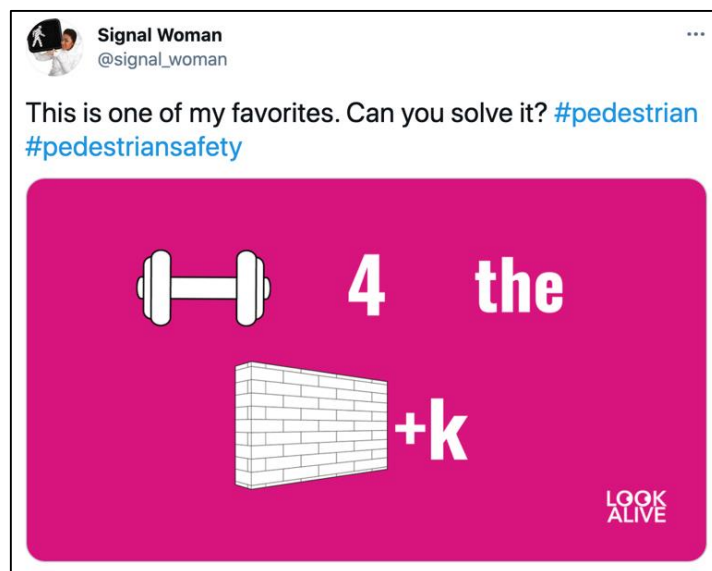
**13,709,426** impressions  
**2,351** followers  
**207,606** engagements



# SOCIAL MEDIA

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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.



@SignalWoman



@Signal\_Woman



## LOOKING AHEAD

### Shoot New TV spot in June

- Driver-targeted messaging on watching and yielding for pedestrians when turning

### Late Summer/Fall Campaign

- Launch Event with Virtual Reality Exhibit
- Signal People Outreach
- Continue Signal Woman Social Media Channels
- Paid Media
- Media Tour

# LOOK ALIVE



# For More Information

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**Bala Akundi** | Principal Transportation Engineer

bakundi@baltometro.org | [www.baltometro.org](http://www.baltometro.org)

[www.lookalivemd.org](http://www.lookalivemd.org)

