



Sherry Matthews Group | Baltimore Metropolitan Council

LOOK ALIVE



2022 CAMPAIGN SUMMARY

Data – Pedestrian Fatalities & Injuries

	2017		2018		2019		2020		2021	
	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury
Anne Arundel	6	229	20	271	11	219	10	179	5	179
Baltimore City	20	1,279	10	1,134	19	959	19	761	20	844
Baltimore Co	16	480	27	441	21	463	19	351	24	358
Carroll Co	3	21	1	31	6	31	3	25	0	33
Harford Co	4	69	3	63	2	79	1	54	6	41
Howard Co	2	60	6	61	2	73	6	46	11	52
Queen Anne's Co	0	7	0	7	0	11	2	6	1	8
Region	51	2,142	67	2,008	61	1,835	60	1,422	67	1,515
Maryland	111	3,531	131	3,355	124	3,108	131	2,341	127	2,514

Data – Bicycle Fatalities & Injuries

	2017		2018		2019		2020		2021	
	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury
Anne Arundel	1	81	0	64	1	84	4	59	0	75
Baltimore City	1	179	0	172	2	198	1	155	1	135
Baltimore Co	2	82	1	83	1	70	2	53	2	78
Carroll Co	1	7	0	3	0	5	0	7	0	6
Harford Co	0	17	0	10	0	16	1	15	0	11
Howard Co	0	19	0	14	0	21	1	17	1	9
Queen Anne's Co	0	2	0	2	0	2	0	3	0	1
Region	5	387	1	348	4	396	9	319	4	315
Maryland	11	767	6	634	10	728	16	616	6	613

Background

- Look Alive campaign featuring Signal Woman - developed and launched in 2019 specifically for the Baltimore region – funded by the Maryland Highway Safety Office (MHSO)
- Currently in the 5th year of implementation across the region
- New Creative developed in 2022 – Signal Woman 2.0 – more messaging targeted at drivers; backseat driver video and several social media video clips
- Outreach includes paid media (transit, gas pump TV), social media (YouTube, Instagram, Twitter), street teams, Virtual Reality Challenge, etc.
- Supports regional and statewide Strategic Highway Safety Plan (SHSP) goals

A black and white photograph of a woman with dark, curly hair, smiling and looking upwards. She is wearing a white hooded garment with decorative stitching. The background is blurred, showing what appears to be a tree or foliage.

SOCIAL MEDIA

Sample Posts

Twitter



Sample Posts

Instagram

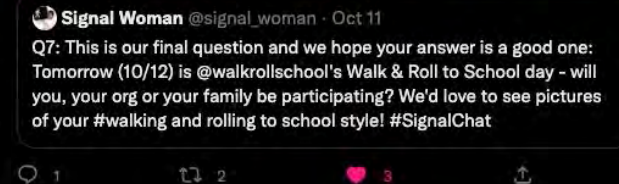


#SignalChat Success

286

likes, replies
& retweets

63
tweets



The Chat's Success for Signal Woman



Signal Woman @signal_woman · Oct 11

A6: (1/3) Will anyone judge me for a shameless plug? After all, I do this 24 hours a day! 🙋 Follow along and take a spin around lookalivemd.org — I promise you'll learn something new. #LookAliveMD #SignalChat



Signal Woman @signal_woman · Oct 11

Q6: Do you have a favorite resource for #pedestrian #safety information? What's one Twitter feed you think everyone should follow, one website everyone should visit, one news article everyone should read (or anything else that comes to mind)? #SignalChat

2 3 4

12,434
impressions



Signal Woman @signal_woman · Oct 11

Sure does! #Drivers, lend me your ears! 🙋 (And your eyes - we really need those eyes looking out to keep everyone safe. 🙏)



Bike to Work MD @Bike2WorkCentMD · Oct 11

A5: (1/1) Doesn't Maryland state law require that motor vehicle drivers leave a minimum of three feet of space when passing bicyclists? Drivers should be able to see the bicyclist in their rearview mirror before returning to the original lane of travel. Just FYI... #SignalChat twitter.com/signal_woman/s...

2 3



Signal Woman @signal_woman · Oct 11

Thank you to everyone who joined #SignalChat! If you haven't already, give me and my friends @zerodeathsMD, @BaltoMetroCo, @MCDOTNow, @COGStreetSmart & @Bike2WorkCentMD a follow to stay in the loop on anything and everything related to keeping our #Maryland roads safe.

Promote

3 8

486
engagements

Success by the Numbers

	Impressions	Engagements	Followers
Twitter	104,819	2,296	1,867
Instagram	13,783	902	346
TOTAL	118,602	3,198	2,213

Paid Media

Leading up to Pedestrian Safety Month, we launched a paid media campaign featuring the new series of Signal Woman videos online and in outdoor ads on local public transportation.

Campaign Parameters

- **Marketing Objective:** To alert Baltimore metro area of safety tips that protect pedestrians and bicyclists. To reduce pedestrian and bicyclist fatalities and injuries in the Baltimore region.
- **Target Audience:** Persons aged 21-54
- **Flight Dates:** 9/19/22-10/31/22 (*with funding from FY 2022 and FY 2023*)
- **Geography:**
 - Anne Arundel County, Baltimore County, Baltimore City, Howard County, Harford County, Carroll County

Detailed Performance

By Placement

PLACEMENT	SPEND	IMPRESSIONS	CLICKS	ACTIVE ENGAGEMENTS	COMPLETED VIEWS	INVOLVEMENTS
YouTube	\$ 32,759	3,398,410	2,820	-	1,826,535	1,279,985
Instagram	\$ 16,087	1,162,380	4,632	229	32,302	25,214
Twitter	\$ 778	31,920	63	1	1,148	836
Total	\$ 49,624	4,592,710	7,515	230	1,859,985	1,306,035

Bus Ads on MDOT MTA

- **Format:**
 - Bus tails
 - Interior cards (bonus)
- **Performance:**
 - *Bus tails:* **22,861,440** estimated campaign impressions, per 4 weeks (120 qty)
 - *Interior cards:* **6,915,580** estimated campaign impressions, per 4 weeks (120 qty)
 - *Total campaign impressions:* **29,777,020**
- **Flight Dates:** Launched 9/19/22 for four weeks, but ads are still up in February 2023!
- **Net Negotiated Cost:** \$51,500



Signal People Street Teams

Dressed as walking billboards, our Signal People took to some of the busiest streets in the Baltimore area to remind drivers, cyclists and pedestrians to practice traffic safety and obey the law.

Street Team Success



6
Events



60,510
impressions

2,713
engagements

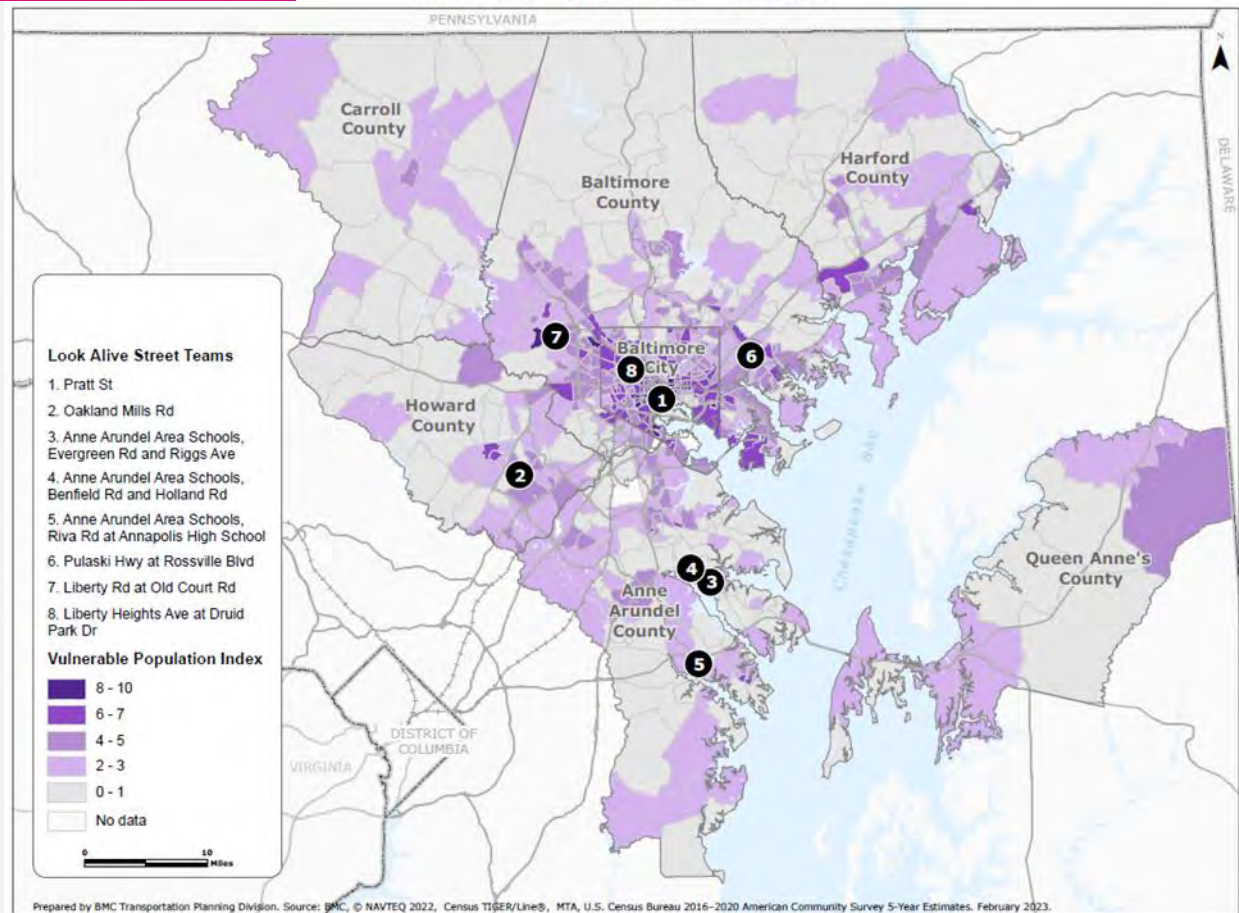


Street Teams in Action

Date	Location	Jurisdiction
Sept. 26	Pratt Street Between Paca Street and Light Street	Baltimore City
Sept. 28 Oct. 4	Oakland Mills Road Various intersections between Old Montgomery Road and Dobbin Road	Howard County
Sept. 29 Oct. 5	Anne Arundel Area Schools Evergreen and Riggs Benfield and Holland Road Rive Road at Annapolis High School	Anne Arundel
Oct. 3	Pulaski Highway at Rossville Blvd	Baltimore County
Oct. 4	Liberty Road at Old Court Road	Baltimore County
Oct. 5	Liberty Heights Ave at Druid Hill Road	Baltimore City

Vulnerable Population Index

Look Alive Street Team Locations



Signal People Street Team

Pratt Street – 9/26

11,481 Impressions | 693 Engagements

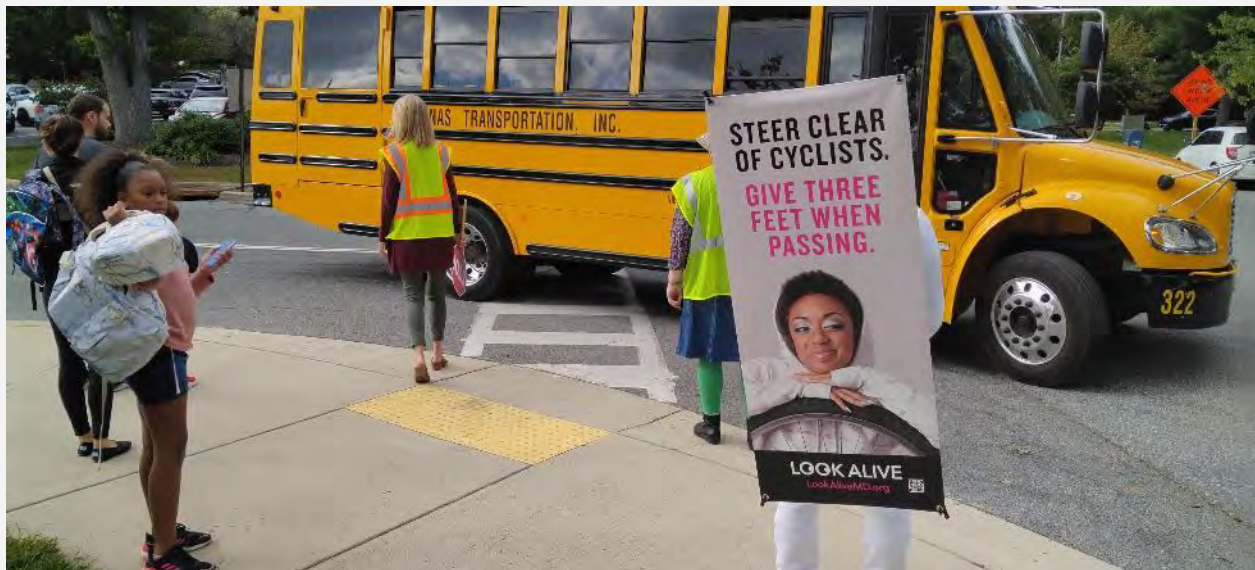


Baltimore City

Signal People Street Team

**Oakland Mills Rd –
9/28 & 10/4**

10,472 Impressions | 456 Engagements



Howard County

Signal People Street Team

Anne Arundel Schools – 9/29 & 10/5

13,362 Impressions | 1,024 Engagements



Anne Arundel

Signal People Street Team



Pulaski Hwy at Rossville Blvd – 10/3

7,732 Impressions | 105 Engagements



Baltimore County

Signal People Street Team

Liberty Rd at Old Court Rd – 10/4

6,519 Impressions | 98 Engagements



Baltimore County

Signal People Street Team

Liberty Heights Ave at Druid Hill Rd – 10/5

8,231 Impressions | 337 Engagements



Baltimore City

Look Alive VR Challenge

We brought the Signal People, a crosswalk box photobooth, and a real car equipped with a pedestrian safety VR experience to the Westfield Annapolis Mall, and even gave our Instagram followers the opportunity to watch all the action live.

VR Challenge Success



6,465
impressions



107
photo
giveaways



1,741
engagements



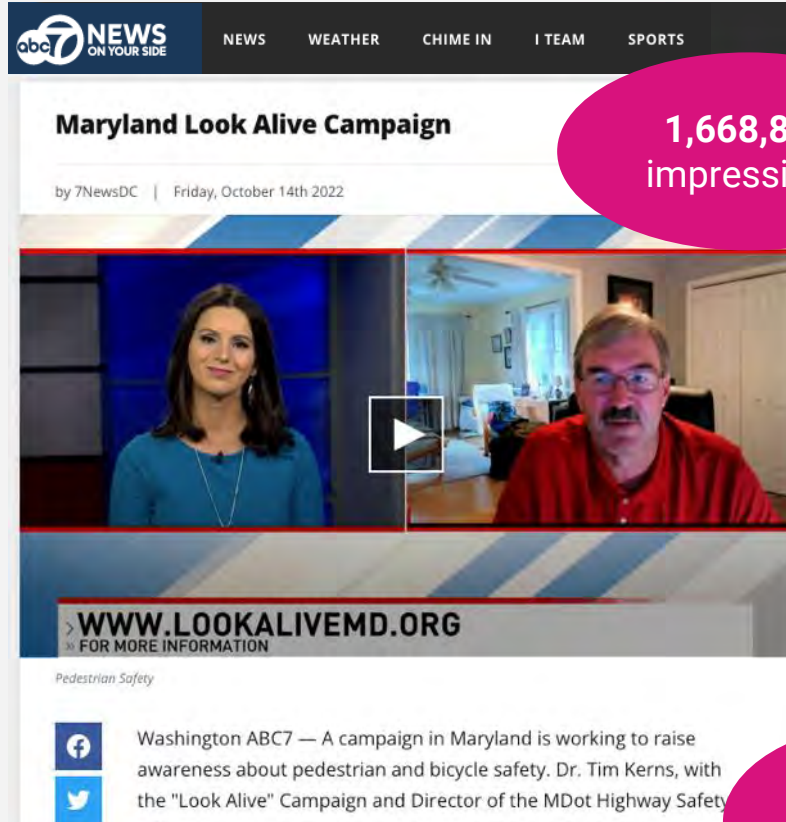
69
VR challenge
participants



Media Coverage

We leveraged our strong relationship with local media to drive coverage of every component of the campaign including our tips, enforcement activities and events.

Media Success



1,668,823
impressions



\$93,156
publicity value

The Look Alive campaign aims to cut traffic-related accidents in Baltimore



12
news
stories



**How to watch WMAR-2
News on streaming
devices**

Success by the Numbers

Our 2022 activities – which began in April – resulted in:

36,224,130
impressions

1,313,973
engagements

BALTIMORE PEDESTRIAN SAFETY ATTITUDE & AWARENESS STUDY

- **The Baltimore Pedestrian advertising campaign was designed to increase awareness of public safety issues surrounding drivers, pedestrians and bicyclists.**
- **The objectives of this study are to measure awareness of the advertising campaign along with general attitudes and behaviors towards safety.**

Methodology

- **The research was carried out by means of Internet interviews. A total of 352 interviews were completed. The sample was designed to obtain samples of “Drivers” and “Pedestrians.” These groups were defined as follows:**
 - DRIVERS: To get where I’m going, I drive. While I may occasionally walk, ride a bicycle or take public transportation, I primarily drive a vehicle for work; errands, etc. n=283.
 - PEDESTRIANS: To get where I’m going, I primarily walk, take public transportation or ride a bicycle. N=69.
- **The sample was also constructed to get approximately 50% men and 50% women and to obtain a fairly representative distribution of respondents from five geographic regions. Sample sizes in the key segments were a follows:**
 - Men: n=177; Women: n=175
 - Baltimore County n=90; Baltimore City n=107; Anne Arundel County n=56, Howard County n=37; Howard/Carroll n=62
 - Drivers n=283; Pedestrians n=69
- **Interviews were conducted November 12 to December 8, 2022.**

Executive Summary

We interviewed a randomized sample of 352 members of the Look Alive Maryland community and found that:

- Without any visual aid, **22%** of respondents **recalled advertising** for the Look Alive Signal Woman pedestrian safety campaign.
- The respondents who recalled Look Alive ads **played back key campaign messages**, including “eyes up, phones down,” crosswalk use, Signal Woman herself, and the need to look out for bicyclists and pedestrians.
- **47%** of respondents **recalled seeing at least one** of the five Look Alive ads.
- Each of the five ads was judged to be **relevant, memorable and motivational** for the majority of respondents.
- The main source of Look Alive ad awareness was **online**, accounting for **50%** of awareness.

Analysis & Recommendations

- **New Signal Woman creative is a winner.** Our audience loves photos and videos of Signal Woman in-situ, including behind the scenes content, new photos and new commercial creative.
- **Instagram Stories present a new opportunity.** We're expanding from Instagram posts to also include more stories content, which appear in a separate place on the app and disappear after 24 hours.
- **Games, holidays and fun pop culture memes continue to perform well across platforms.** We'll continue to leverage these tried and true content types while testing out new ideas.
- **Twitter's outlook is uncertain.** We'll continue to leverage the platform to reach our audience, while monitoring for platform changes and adjusting our strategy as needed.
- **Integrated activations drive success.** As you'll see especially from the Pedestrian Safety Month results, but also as we look at performance over time, positive performance spikes when:
 - Paid is running on a social platform where we are also organically engaged,
 - We create a moment in time to drive conversation and/or media attention, and
 - Signal People hold in person events that we can promote and create content from.
- **Engaged partners and affinity accounts bring new audiences to our feeds.** When local and even national traffic safety accounts share or simply engage with our content, we see an increase in followers and engagement.
- **Reply sentiment is overwhelmingly positive.** Social media users are engaging with our content positively and we've heard very little from those who don't believe in traffic safety education this year.

Thank you.

