

Look Alive with Signal Woman

FY 2024

VR Challenge



VR Challenge Calendar

DATE/TIME	LOCATION	LOCATION	METRICS
September 20 Friday, 5p - 9:30p	Baltimore Orioles Ballpark Camden Yards 333 W Camden St, Baltimore, MD	Baltimore City	Impressions - 15,916 folks entered through Gate H, directly in front of the activation spot. Engagements - 718 VR Participants - 42 Polaroids - 54
September 21 Saturday, 2p - 7p	Baltimore Orioles Ballpark Camden Yards 333 W Camden St, Baltimore, MD	Baltimore City	Impressions - 18,983 folks entered through Gate H, directly in front of the activation spot. Engagements - 859 VR Participants - 29 Polaroids - 97
October 19 Saturday, 9a-1p	Young Drivers Safety Program Carver High School 938 York Rd, Towson, MD	Baltimore County	TBD



Street Team Calendar

DATE/TIME	LOCATION	LOCATION
October 8 Tuesday Morning 8:00- 11:30a	Baltimore National Pike at Ingleside Ave	Baltimore County
October 8 Tuesday Afternoon - 2:00p-6:00p	Orleans St and N. Wolfe St	Baltimore City
October 9 Weds Morning 8:00a-11:30a	Cradlerock Way between Dockside Lane and Talisman Way	Howard County
October 9 Weds Afternoon 1:30p-5:00p	5th Ave at Ritchie Highway/(Highway 2) Near Glen Burnie High School	Anne Arundel County



Signal People Street Teams



Signal People Street Teams



BRTB Safety Campaign FY 2025

UPWP Task

- To develop and implement a schedule of safety messaging with regional partners
- Build a hyper-local campaign going beyond Look Alive with Signal Woman

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

Project Scope

- **Expanded outreach to local media outlets:**
 - October 1-31, [Pedestrian Safety Month](#)
 - November 1-30, Speeding into the Holidays
 - December 1-31, [Drive Sober or Get Pulled Over](#) & [Drive High, Get a DUI](#)
 - January 1-31, Speeding into the New Year
 - April 1-30, Speeding into Spring
 - May 1-31, [National Bicycle Safety Month](#)
 - June 1-30, Speeding into Summer

Soft launch – October

- Focus on Pedestrian Safety Month
- Radio ads: WYPR/WTMD
- Digital media: Latin Opinion Baltimore, Meta

Pedestrian Safety Month radio ads

- [20 second readout]
- This Pedestrian Safety Month, the Baltimore Regional Transportation Board asks you to stay alert, don't speed, and stop for pedestrians and bicyclists. Last year, more than four hundred pedestrians and bicyclists were killed or seriously injured in the Baltimore region. Please help us bring that number down to zero. Learn more about local road safety efforts at [balto metro dot org slash safety](http://balto.metro.dot.org/safety).
- [8 second readout]
- This Pedestrian Safety Month, the Baltimore Regional Transportation Board asks you to be a safe driver. Stay alert, don't speed, and stop for pedestrians and bicyclists to save lives.

Pedestrian Safety Month digital media



Outlets

- **Locally Operated Transit Systems (LOTS)**
- **Regional - Baltimore magazine, Radio (WYPR/WBAL/iHeart), Chesapeake Bay Magazine, The Beacon, The Daily Record, WTOP, Patch.com**
- **Baltimore City - Baltimore Banner, Baltimore Beat, Baltimore Fishbowl, Baltimore Afro-American, Latin Opinion Baltimore (Spanish), The Spokesman (Morgan), Baltimore Business Journal, South Baltimore Peninsula Post, Southbmore.com**
- **Baltimore County - The Avenue News (Essex + Middle River), The Dundalk Eagle (Dundalk), Nottingham MD, The Towerlight (Towson), The Retriever (UMBC), CCBC Connection (CCBC), Department of Aging media**

Outlets

- Anne Arundel County - Anne Arundel Community College Campus Current (student), Eye on Annapolis, Annapolis Home Magazine, Business Monthly (+ Howard, BWI Business District), WNAV, What's Up Annapolis magazine
- Carroll County - Carroll Magazine, Carroll Community Television (Carroll Community College), WTTR radio
- Harford County - Harford's Heart magazine, Owl Media (Harford Community College), I-95 Biz
- Howard County - Columbia Inspired magazine, The HCC Times (Howard Community College)
- Queen Anne's County - Kent Island Bay Times

Next Steps

- Use available creative materials from [National Highway Traffic Safety Administration \(NHTSA\)](#) and [Maryland](#)
- Customize for hyper-local messaging
- Create QR codes/links to local landing pages for safety programs
- Build a list of specific events or areas of interest for each jurisdiction

Budget and Tentative Schedule

- Budget for this project is \$100,000
- This project is expected run throughout FY 2025

