

Baltimore Metropolitan Council

LOOK ALIVE Regional Pedestrian
and Bike Safety Campaign

In partnership with Sherry Matthews Group





CAMPAIGN ASSIGNMENT

- 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.



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LOOK ALIVE









FALL / WINTER EFFORTS

- Enforcement Training Seminar
- Law Enforcement Activations with Baltimore County Police Department
- Media Tour with BMC & Law Enforcement Spokespeople



FALL / WINTER RESULTS

- 16 news stories
 - [WBAL](#) feature
- 1.2 million impressions
- Est. publicity value: \$137,650





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INTRODUCING...

Signal People Outreach Team





SPRING CAMPAIGN

- Enforcement: March 8 – 17 and April 12 – May 17
- Media Tour / Pitching
 - Inviting press to cover enforcement activations & outreach events
- Look Alive Virtual Reality Challenge Outreach
 - B'more Healthy – March 7
 - Looking for one more event opportunity in another county



SPRING CAMPAIGN – PAID MEDIA

	2020								ESTIMATED TOTAL IMPRESSIONS	TOTAL SPEND
Market: Baltimore	April				May					
Demo: A18-54	6	13	20	27	4	11	18	25		
OUTDOOR									46,713,384	\$77,207
Bus Tails, 120 units, (MTA Baltimore)*										
Interior Cards, 120 units (bonus)									45,763,200	\$58,771
Gas Station TV, :15 video, 118 locations									950,184	\$18,436
*4-weeks paid + 4-weeks bonus bus tails										
DIGITAL									7,547,619	\$82,792
Facebook/Instagram Newsfeed Ads										
(Desktop/Mobile, Static/Video, English)									2,500,000	\$28,529
Google Display Network (Desktop/Mobile,										
Static/Video, English)									1,714,286	\$17,118
Twitter - Promoted Tweets (Desktop/Mobile,										
Static/Video, English)									1,111,111	\$11,412
YouTube (Desktop/Mobile, Video, English)									2,222,222	\$23,388
Ad Serving, Tracking, & Reporting										\$2,345
TOTALS:									54,261,003	\$159,999



EVALUATION

- Post-campaign online surveys to determine campaign effectiveness.
- Mirror 2019 methodology to compare year-over-year.
- End-of-year analysis report to communicate the year's efforts.



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THANK YOU!