

Baltimore Regional Pedestrian and Bike Safety Campaign

Regional Safety Subcommittee Meeting

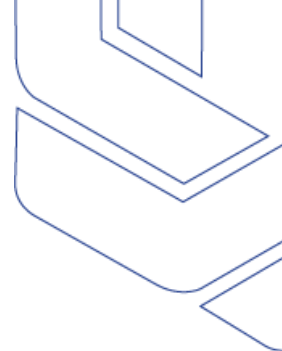
May 27, 2021

**LOOK
ALIVE**



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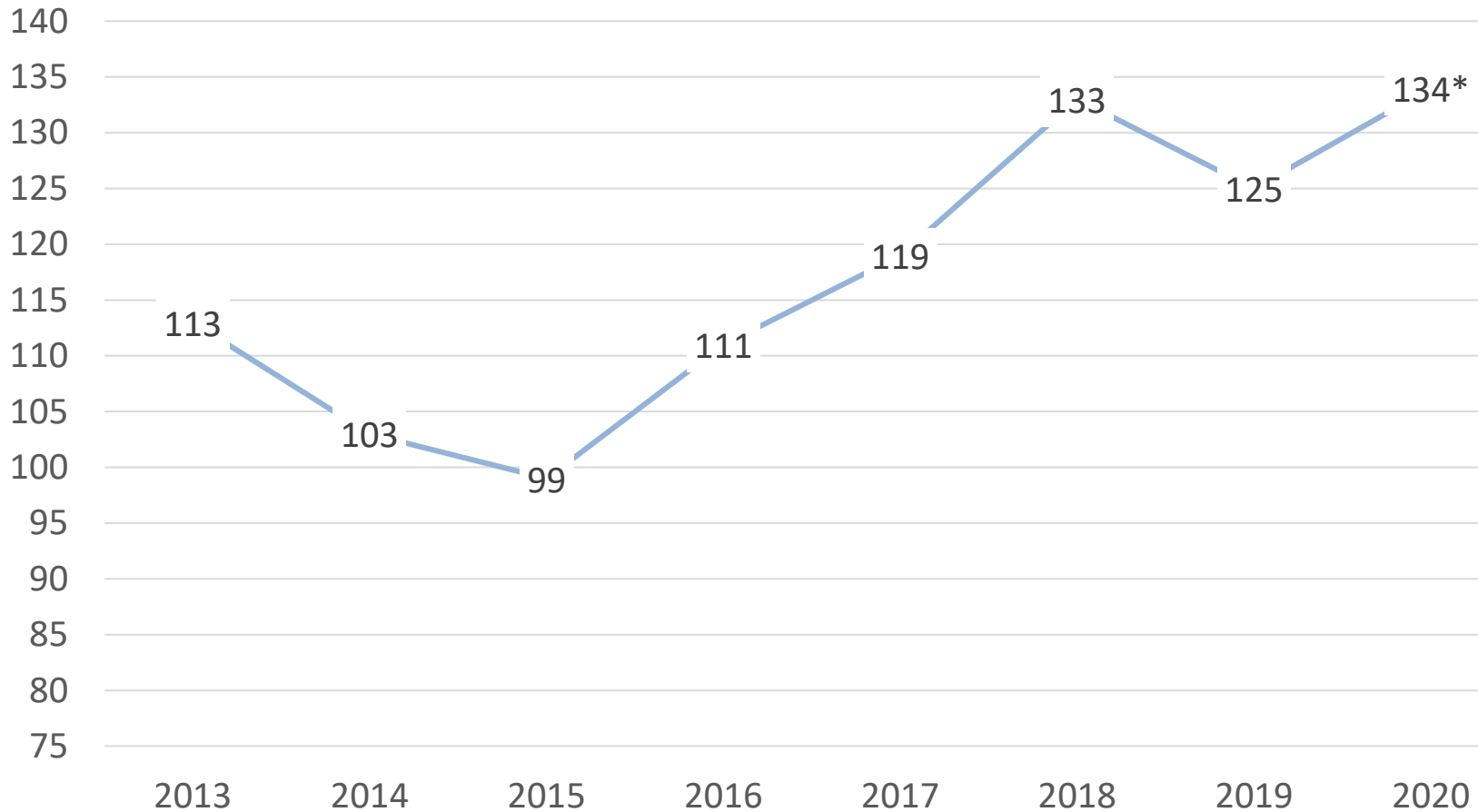




- Seven bicyclists and 61 pedestrians were killed in the Baltimore region in 2020. That's 28% of all traffic deaths in the area. Pedestrian and bicyclist fatalities in the Baltimore region accounted for 46% of the total pedestrian and bicyclist deaths in the state of Maryland.



Statewide Pedestrian Fatalities 2013–2020



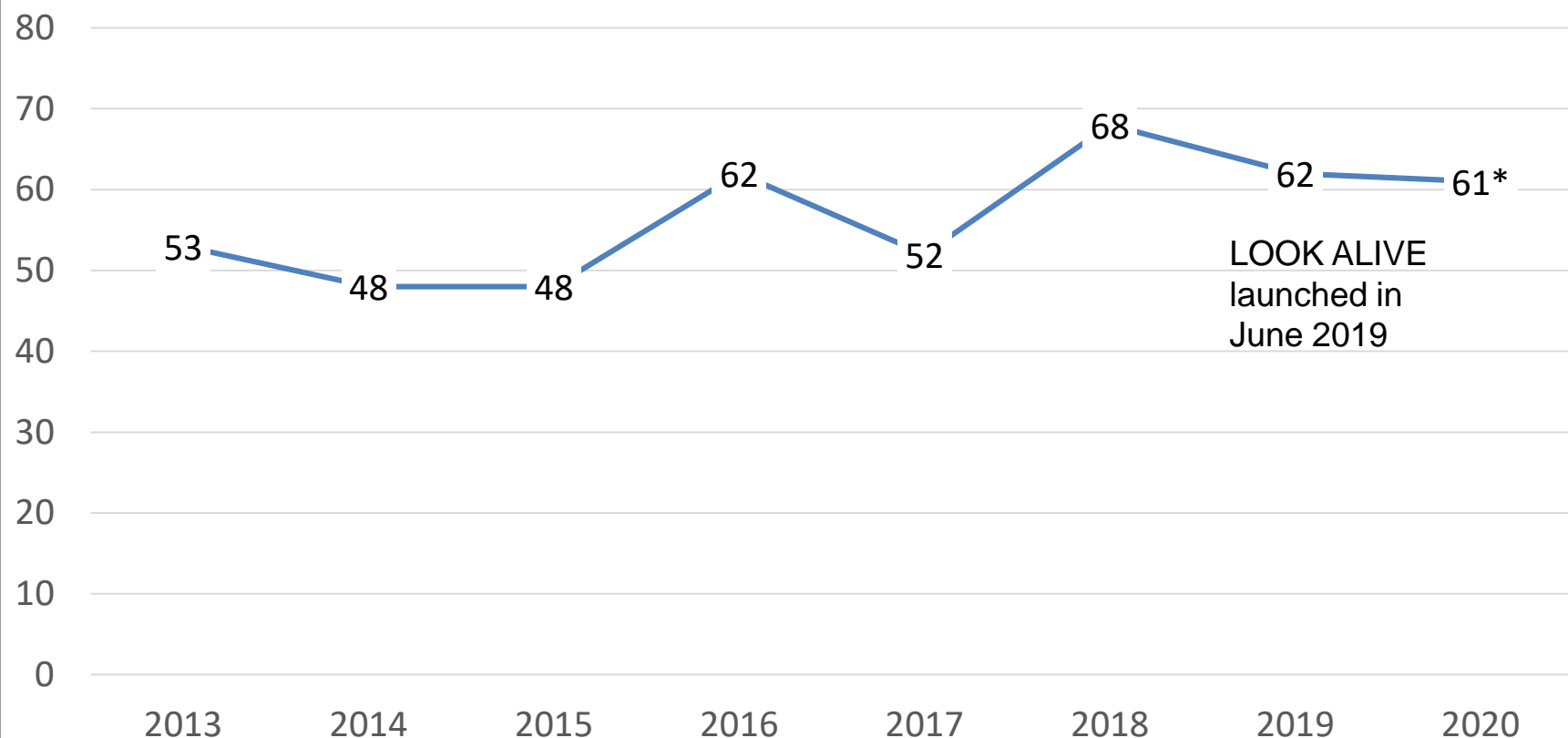
*2020 is preliminary and is subject to change. Based on preliminary reports from the Maryland State Police.
Excludes Bicycles & Other Pedalcycles. Includes pedestrians on foot and other conveyances.
Data as of Jan. 15, 2021



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Baltimore Region Pedestrian Fatalities 2013–2020



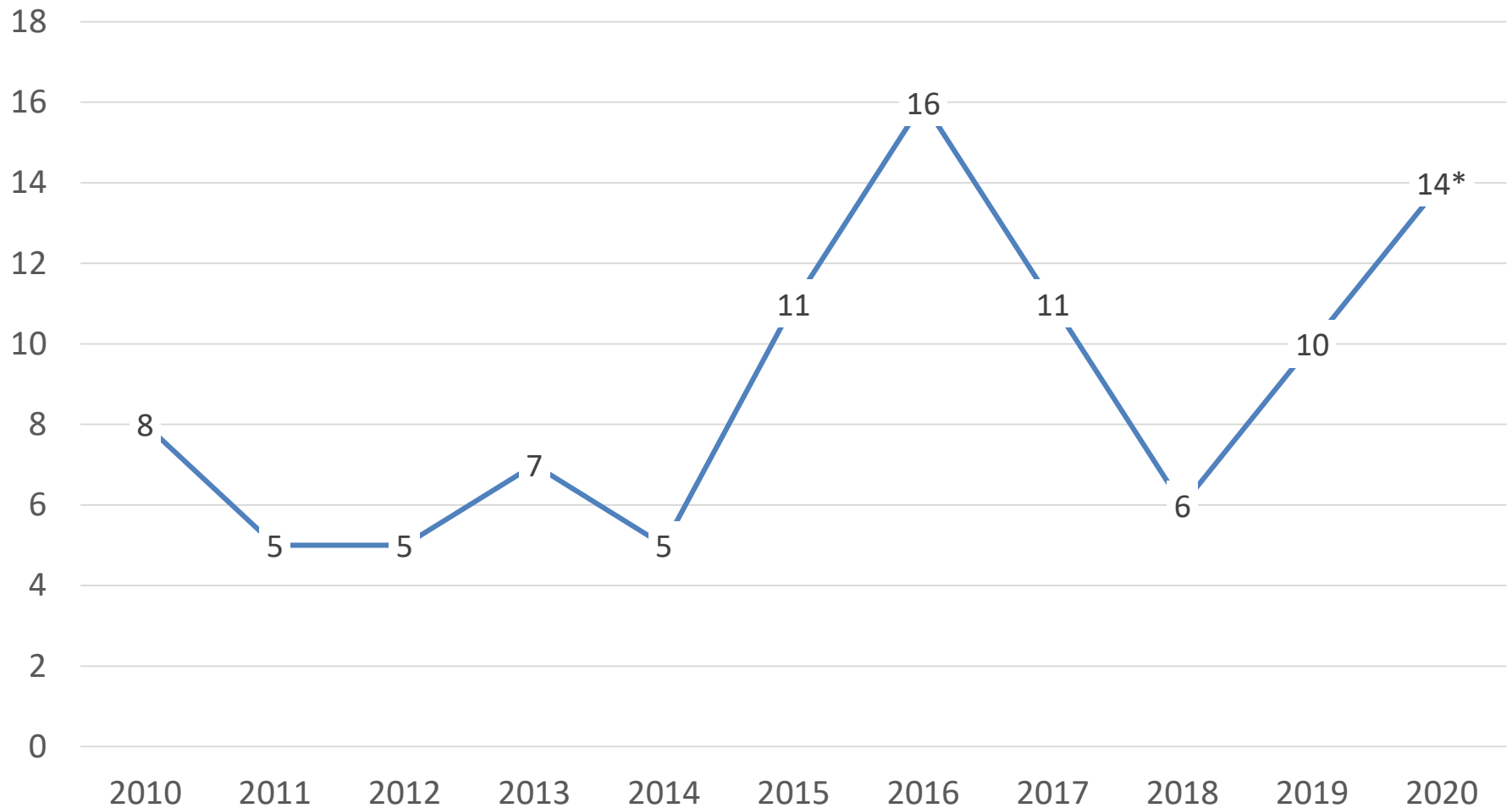
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Maryland Statewide Bicyclist Fatalities 2010-2020



*2020 is preliminary and is subject to change. Based on preliminary reports from the Maryland State Police. Includes Bicycles & Other Pedalcycles. Data as of Jan. 15, 2021



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Maryland Pedestrian Fatalities - Excludes Bicycles & Other Pedalcycles

Interim Report for 2020 - Preliminary Totals (Incomplete and Subject to Change)

1/15/2021

	2015	2016	2017	2018	2019	2020*	5-year Average (2015 - 2019)	Total (2015-2019)
State of Maryland	99	111	119	133	125	134	117	587
Individual Jurisdictions								
Anne Arundel	7	7	7	20	11	10	10	52
Baltimore	18	19	16	28	22	21	21	103
Carroll	1	5	3	1	6	4	3	16
Harford	5	4	4	3	2	1	4	18
Howard	2	9	2	6	2	6	4	21
Queen Anne's	0	1	0	0	0	2	0	1
Baltimore City	15	17	20	10	19	17	16	81
Baltimore Region	48	62	52	68	62	61	58.4	292

* Preliminary numbers subject to change

Source: Preliminary reporting from Maryland State Police, Local Police Jurisdictions, and Agency Media Advisories.

Pedestrian: A person struck and killed by a motor vehicle whose cause of death is traffic-related and indicated in ACRS as non-motorists: Pedestrian (on foot), rider of animal, in animal-drawn vehicle, machine operator/ rider, other conveyance, or other.



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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



Spring 2021 OUTREACH

LOOK ALIVE

SOCIALLY DISTANT SIGNAL PEOPLE

4/29, 3-6pm: Annapolis bike passing enforcement activation with AACPD's new technology.

Signal People Outreach

5/1, 10am-2pm Aquahart Rd at Greenway Rd SE near the the Baltimore and Annapolis Trail in Glen Burnie, MD

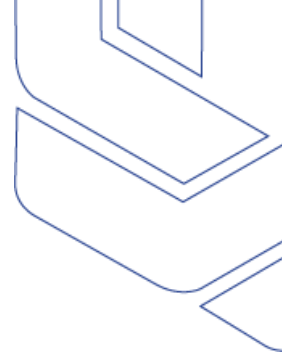
5/1, 4-8pm: Inner Harbor in Baltimore City

5/18, 3-7pm: Little Patuxent Parkway and Broken Land Parkway

5/25, 3-7pm: Pulaski and Rossville Baltimore County



Spring 2021 Media Coverage



- <https://www.wmar2news.com/news/local-news/anne-arundel-county-kicks-off-bicycle-safety-education-campaign>
- <https://www.wmar2news.com/news/local-news/bike-safety-campaign-targets-busy-dangerous-baltimore-co-intersection>



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.

Signal Woman
227 Tweets

LOOK ALIVE

Signal Woman
@signal_woman

I may not be at every crosswalk, but I'm always here to keep #Maryland #pedestrians, #cyclists and #drivers safe. Follow me for fun, games, and safety tips!

22 Following 277 Followers

signalwoman
Baltimore, Maryland

fraction in the driver's seat -- er turn out well. And unlike Phil to over... more

signalwoman
Maryland

19 likes

signalwoman #ThrowbackThursday to me lending a little help to my friends crossing Abbey Road... more

November 5, 2020

signalwoman
Maryland

19 likes

signalwoman From my family of Signal People to yours, Happy Thanksgiving. I'm so grateful to be a part of this Maryland community and can't... more

View 1 comment

Signal Woman
@signal_woman

This is one of my favorites. Can you solve it? #pedestrian #pedestriansafety

4 the

+k

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Followers

440

Impressions

1,971,514

Engagements

10,056



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Performance numbers for the Signal Woman Twitter and Instagram accounts for 3/2021

Twitter

- 403 followers (+136)
- 785,714 impressions
- 2,255 total engagements
- Top new follower: Baltimore County Police Department
- Top performing content focused on pedestrian safety tips and engaged partner accounts like @MDSHA

Instagram

- 109 followers (+23)
- 236,471 impressions
- 63,176 total engagements
- Top performing content this month is video content including gifs, especially from pop culture or Baltimore sports



SPRING CAMPAIGN – TOTAL BUDGET ~\$283,000

Launched week of April 26 in advance of Bike Safety Month

PR / MEDIA OUTREACH

- **Materials Development:** fact sheet, media advisories for all on-the-ground efforts, news release
- **Local Media Tour/Pitching:** Pitch socially distant or remote interviews with campaign spokespeople via phone or virtual video chat software
- **Enforcement Activations:** We'll coordinate with local police departments and drive media to cover high-visibility enforcement of laws that keep people walking and biking safe.

ON-THE-GROUND OUTREACH

- Four socially distant, masked Signal People street teams with walking billboards

SOCIAL MEDIA / DIGITAL OUTREACH

- Year-round social media content (3x/day on Twitter, 1x/day on Instagram)
- Ongoing community engagement and reporting
- Partner toolkit development for summer campaign



LOOK ALIVE

PAID MEDIA PLACEMENT (\$139,280)

Our overall media strategy integrates street-level marketing to reach drivers and pedestrians in the most relevant places and digital media, particularly social.

- Target Audience: Adults 21–54

MTA Transit

- 4-week flight starting 5/3
- 120 bus tails and 120 bonus interior cards

Digital / Streaming

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

Gas Station TV

- 4 weeks starting 5/3
- 142 locations with 852,776 est. impressions
- Signal Woman 15-second spot



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Looking Ahead - Signal Woman 2.0

- Make “Signal Woman” mature into a "driver-concerned-icon" that has additional messages for those drivers not stopping for pedestrians in the crosswalks.
- Work with steering committee in developing new content
- Signal Woman is popular – Tennessee, PG County



Discussion



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