



Sherry Matthews Group

Baltimore Metropolitan Council

LOOK ALIVE

PEDESTRIAN AND BICYCLE SAFETY
OUTREACH CAMPAIGN

FY21 SUMMARY | SEPTEMBER 23, 2021

FALL 2020 CAMPAIGN

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OCTOBER - PEDESTRIAN SAFETY MONTH

- Most dangerous time of the year for pedestrians
- Educational outreach and enforcement
- Signal Woman social media channels launched

ENFORCEMENT ACTIVATION

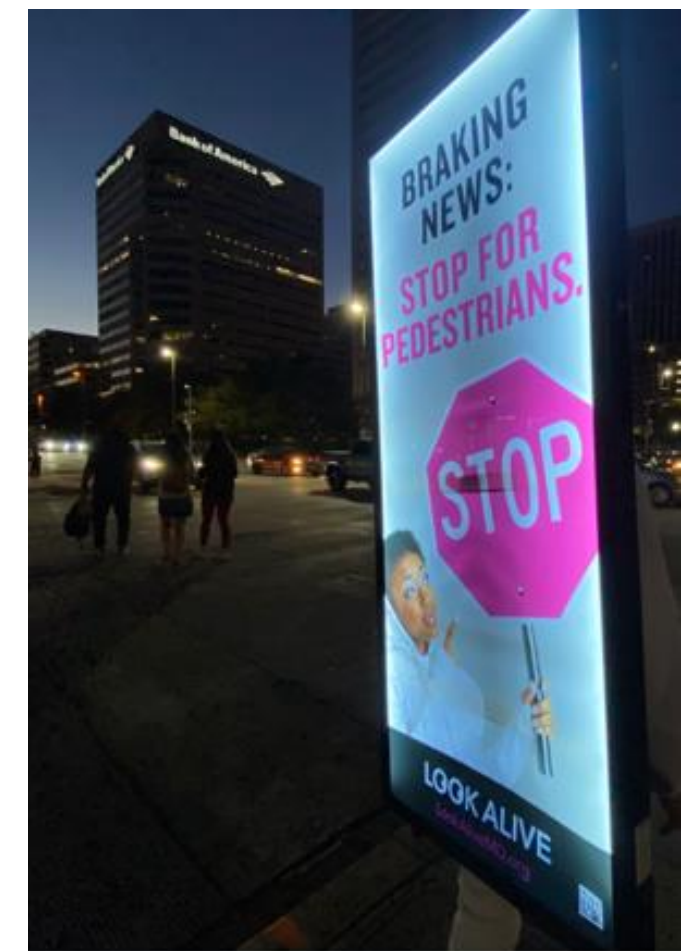
- Baltimore County Police Department: September 29 at Eastern and Seversky



FALL 2020 OUTREACH

SOCIALLY DISTANT SIGNAL PEOPLE

- October 1, 4:30 pm – 7:30 pm, Eastern Avenue (MD150) at Rolling Mill
- October 3, 11:00 am – 2:00 pm, Liberty Road (MD26) and Old Court Road
- October 3, 4:30 pm – 7:30 pm, South Calvert at East Lombard, Baltimore
- October 21, 4:30 – 7:30 pm, Whiskey Bottom Rd & US1, Howard County



FALL 2020 MEDIA OUTREACH

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COVERAGE RESULTS

- 7 stories (4 broadcast TV stories and 3 online articles)
- \$64,678 in publicity value
- 428,357 in total potential audience reach estimated



SPRING / SUMMER 2020 CAMPAIGN

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MAY

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

ENFORCEMENT ACTIVATIONS

- Anne Arundel Police Department –
Bike Passing Activation
- Baltimore County Police Department

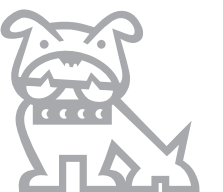
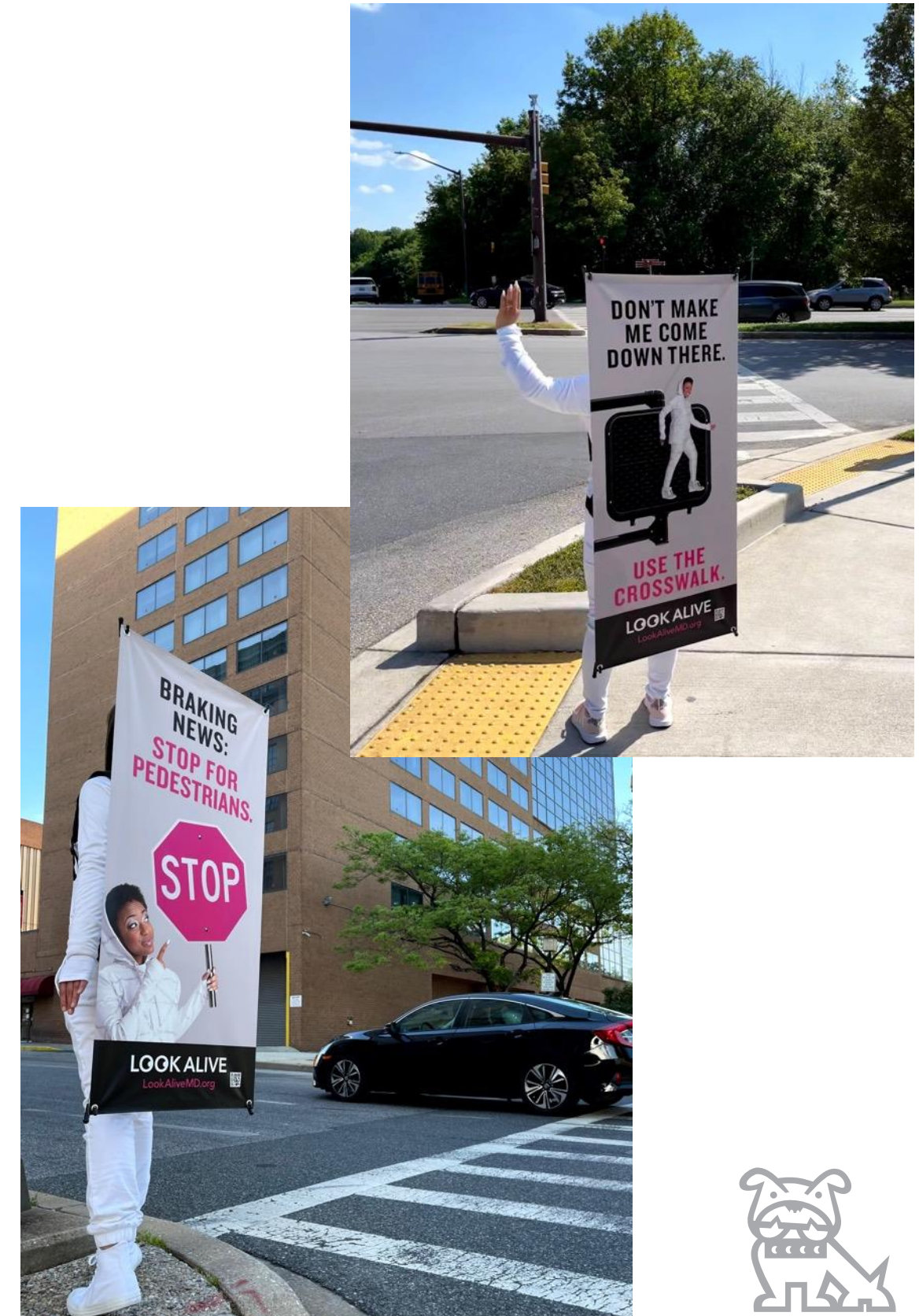


SPRING / SUMMER 2021 OUTREACH

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SOCIALLY DISTANT SIGNAL PEOPLE

- **May 1 – Anne Arundel County**
Aquahart Road @ Greenway Road SE Glen Burnie, MD
- **May 1 – Baltimore City**
Inner Harbor
- **May 18 – Howard County**
Intersection of Little Patuxent Pkwy and Broken Land Pkwy
- **May 25 – Baltimore County**
Intersection of Pulaski and Rossville

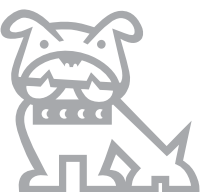


SPRING 2021 MEDIA OUTREACH

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COVERAGE RESULTS

- 23 stories (18 broadcast TV stories and 5 online articles)
- \$201,340 in publicity value
- 2,306,648 in total potential audience reach estimated



COVERAGE RESULTS IN FY21 *(so far)*

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



PAID MEDIA

PAID MEDIA PLACEMENT (\$139,280)

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

MTA Transit

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



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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



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



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!

Baltimore, M

22 Following

Signal Woman

@signal_woman

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



signalwoman

Baltimore, Maryland



19 likes

man Any distraction in the driver's seat -- #pets -- never turn out well. And unlike Phil don't get a do over... more

November 5, 2020

signalwoman

Maryland



19 likes

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

November 5, 2020

signalwoman

Maryland

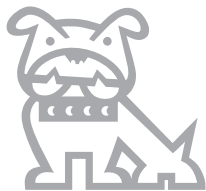


19 likes

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

Followers	2,300+
Impressions	13 million +
Engagements	204,000+



LOOKING AHEAD

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PEDESTRIAN SAFETY MONTH WAVE

Launch week of 9/27 in advance of October - Pedestrian Safety Month

PR / MEDIA OUTREACH

- **Materials Development:** news release, media advisories for all on-the-ground efforts
- **Local Media Tour/Pitching:** Pitch socially distant, outdoor or remote interviews with campaign spokespeople

SOCIAL MEDIA / DIGITAL OUTREACH

- Pre-loaded content (3x/day on Twitter, 1x/day on Instagram)
- Partner toolkit development



@SignalWoman



@Signal_Woman



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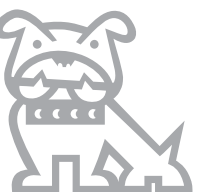
PEDESTRIAN SAFETY MONTH WAVE con't

Launch week of 9/27 in advance of October - Pedestrian Safety Month

ON-THE-GROUND OUTREACH

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

- **Anne Arundel** @ MD 450 and MD 2
- **Baltimore County** @ Liberty & Old Court
- **Howard County** @ 8825-8815 Centre Park Dr, Columbia, MD 21045 and Centre Park Drive and MD108
- **Baltimore City** @ Pratt St and Light St and W Pratt and S Paca St



Thank you.

Kenna Swift

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