



LOOK  
ALIVE



**2022 CAMPAIGN SUMMARY**

## Data – Pedestrian Fatalities & Injuries

### Pedestrian Fatalities

|                  | 2017 | 2018 | 2019 | 2020 | 2021 |
|------------------|------|------|------|------|------|
| Anne Arundel     | 6    | 20   | 11   | 10   | 5    |
| Baltimore City   | 20   | 10   | 19   | 19   | 20   |
| Baltimore County | 16   | 27   | 21   | 19   | 24   |
| Carroll          | 3    | 1    | 6    | 3    | 0    |
| Harford          | 4    | 3    | 2    | 1    | 6    |
| Howard           | 2    | 6    | 2    | 6    | 11   |
| Queen Anne's     | 0    | 0    | 0    | 2    | 1    |
|                  |      |      |      |      |      |
| Region           | 51   | 67   | 61   | 60   | 67   |
| Maryland         | 111  | 131  | 124  | 131  | 127  |

### Pedestrian Injuries

|                  | 2017  | 2018  | 2019  | 2020  | 2021  |
|------------------|-------|-------|-------|-------|-------|
| Anne Arundel     | 229   | 271   | 219   | 179   | 179   |
| Baltimore City   | 1,276 | 1,134 | 959   | 761   | 844   |
| Baltimore County | 480   | 441   | 463   | 351   | 358   |
| Carroll          | 21    | 31    | 31    | 25    | 33    |
| Harford          | 69    | 63    | 79    | 54    | 41    |
| Howard           | 60    | 61    | 73    | 46    | 52    |
| Queen Anne's     | 7     | 7     | 11    | 6     | 8     |
|                  |       |       |       |       |       |
| Region           | 2,142 | 2,008 | 1,835 | 1,422 | 1,515 |
| Maryland         | 3,531 | 3,355 | 3,108 | 2,341 | 2,514 |

## Data – Bicycle Fatalities & Injuries

| Bicycle Fatalities | 2017 | 2018 | 2019 | 2020 | 2021 |
|--------------------|------|------|------|------|------|
| Anne Arundel       | 1    | 0    | 1    | 4    | 0    |
| Baltimore City     | 1    | 0    | 2    | 1    | 1    |
| Baltimore County   | 2    | 1    | 1    | 2    | 2    |
| Carroll            | 1    | 0    | 0    | 0    | 0    |
| Harford            | 0    | 0    | 0    | 1    | 0    |
| Howard             | 0    | 0    | 0    | 1    | 1    |
| Queen Anne's       | 0    | 0    | 0    | 0    | 0    |
|                    |      |      |      |      |      |
| Region             | 5    | 1    | 4    | 9    | 4    |
| Maryland           | 11   | 6    | 10   | 16   | 6    |

### Bicycle Injuries

|                  | 2017 | 2018 | 2019 | 2020 | 2021 |
|------------------|------|------|------|------|------|
| Anne Arundel     | 81   | 64   | 84   | 59   | 75   |
| Baltimore City   | 179  | 172  | 198  | 155  | 135  |
| Baltimore County | 82   | 83   | 70   | 63   | 78   |
| Carroll          | 7    | 3    | 5    | 7    | 6    |
| Harford          | 17   | 10   | 16   | 15   | 11   |
| Howard           | 19   | 14   | 21   | 17   | 9    |
| Queen Anne's     | 2    | 2    | 2    | 3    | 1    |
|                  |      |      |      |      |      |
| Region           | 387  | 348  | 396  | 319  | 315  |
| Maryland         | 767  | 634  | 728  | 616  | 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 5<sup>th</sup> year of implementation across the region
- New Creative developed in 2022 – Signal Woman 2.0 – more messaging targeted at drivers; backstreet driver video and several social media video clips
- Outreach includes paid media (transit, gas pump TV), social media (you tube, Instagram, Twitter), street teams, Virtual Reality Challenge, etc.
- Supports regional and statewide Strategic Highway Safety Plan (SHSP) goals



**SOCIAL MEDIA**

## Sample Posts

## Twitter

 **Signal Woman**  
@signal\_woman

Who's ready to "walk" 'n' roll 🚶🚲 ?

The 26th annual National [#WalkRolltoSchoolDay](#) is today! See ya in the crosswalk. 📍  
[walkbiketoschool.org](#)  
[@walkrollschool](#)



6:00 AM · Oct 12, 2022

[View Tweet analytics](#) Promote

5 Retweets · 1 Quote Tweet · 13 Likes

 **Signal Woman**  
@signal\_woman

If you answered "Traffic Calming," you nailed it! 🙌 The [#MadeYouLook](#) art initiative is a prime example. [ndc-md.org/journal/made-y...](#)

What do you think? Can artistic approaches to traffic calming be effective?

[@mics](#) [@ZeroDeathsMD](#) [@NDCMaryland](#)



[@GrahamProjects](#)

 **Signal Woman** (@signal\_woman) · Sep 13, 2022

Montgomery has been experimenting with tactics like bump-outs and roundabouts to alter driver behavior and improve conditions for vulnerable street users. For today's #MadeYouLook, can you name the team for this combination of measures? [Show this tweet](#)

1:24 PM · Sep 14, 2022

[View Tweet analytics](#) Promote

5 Retweets · 4 Quote Tweets · 10 Likes

 **Signal Woman**  
@signal\_woman

Let's close out [#NationalBikeMonth](#) by refreshing your [#cycling](#) hand signals! Thanks to [@MDSIA](#) for this handy graphic. 🚲



8:00 PM · May 31, 2022

[View Tweet analytics](#) Promote

4 Retweets · 2 Likes

# Sample Posts

# Instagram



## Sample Posts

## Instagram





A black and white photograph of a person in a white rain suit and hood, holding a large banner. The banner features a 'NOT SO FAST' speed limit sign and text. The person is standing on a crosswalk with a blurred car in the background. A 'STATE LAW STOP' sign is visible on the right side of the road.

**SLOW DOWN.  
WATCH FOR  
PEDESTRIANS.**

**NOT  
SO  
FAST**

**LOOK ALIVE**  
LookAliveMD.org

# PEDESTRIAN SAFETY MONTH

# 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.

- **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 FY22 and FY23*)
- **Geography:**
  - Anne Arundel County, Baltimore County, Baltimore City, Howard County, Harford County, Carroll County

## Bus Ads on 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 were still up in December!
- **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

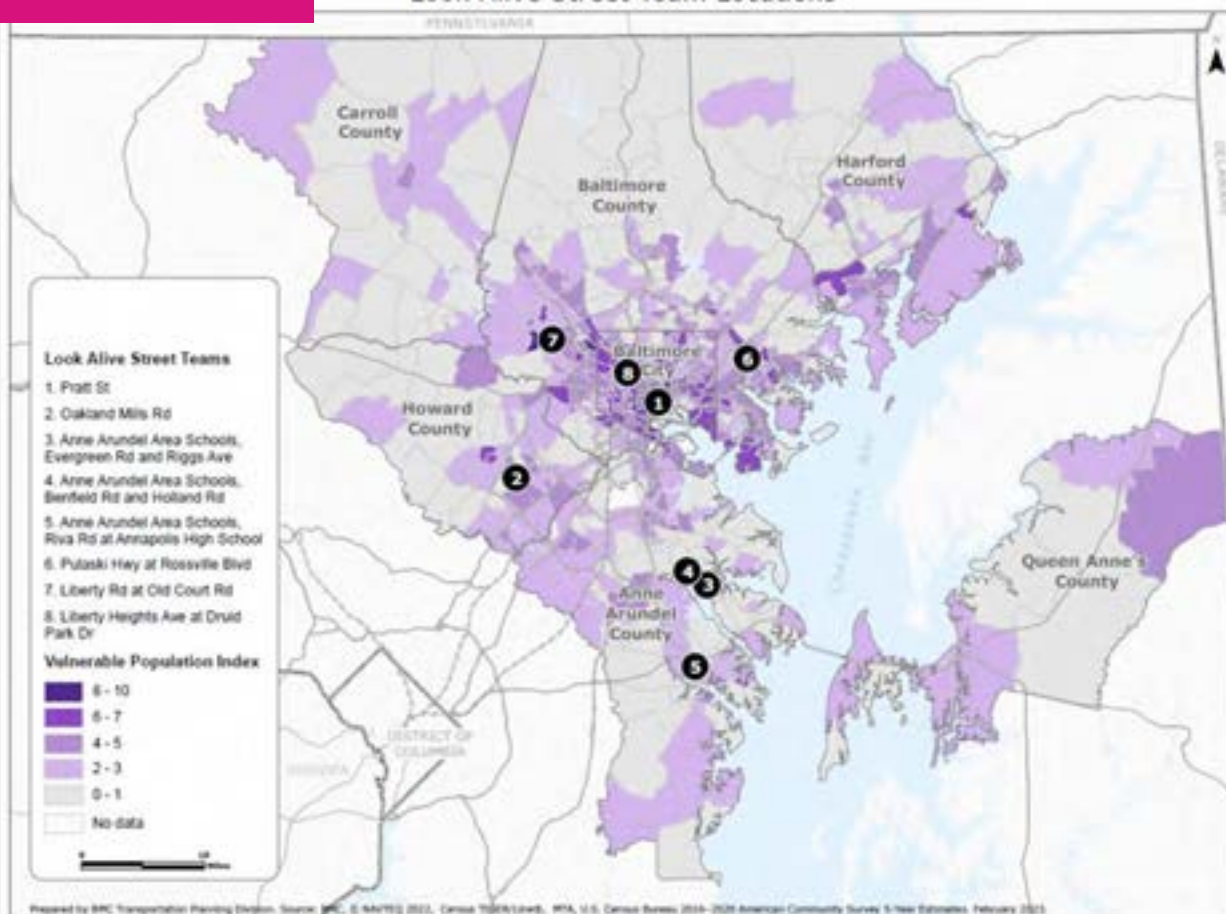


## Street Teams in Action

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

# Vulnerable Population Index

## Look Alive Street Team Locations







# Signal People Street Team

Oakland Mills Rd –  
9.28 & 10.4

10,472 Impressions | 456 Engagements



Howard County



**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

1,741  
engagements



107  
photo  
giveaways



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

The screenshot shows the ABC 7 News website with a navigation bar including 'NEWS', 'WEATHER', 'CHIME IN', 'TEAM', and 'SPORTS'. The main headline is 'Maryland Look Alive Campaign' by 7NewsDC, dated Friday, October 14th 2022. Below the headline is a video player showing a news anchor and a man in a red shirt. A play button is visible in the center of the video. Below the video is a banner for 'WWW.LOOKALIVEMD.ORG' with the text 'FOR MORE INFORMATION'. At the bottom, there is a Facebook share button and a text snippet: 'Washington ABC7 — A campaign in Maryland is working to raise awareness about pedestrian and bicycle safety. Dr. Tim Kerns, with the "Look Alive" Campaign and Director of the MDot Highway Safety'.

1,668,823 impressions

This block contains two screenshots of news articles. The top screenshot is from Patch.com for Annapolis, MD, featuring the headline 'Office Of Transportation Releases Draft Vision Zero Plan' under the 'Politics & Government' category. The bottom screenshot is from WMAR-2, featuring the headline 'The Look Alive campaign aims to reduce traffic-related accidents in Baltimore' and a sub-headline 'How to watch WMAR-2 News on streaming devices'. The WMAR-2 screenshot also includes a 'STREAMING 24/7' banner with logos for Roku, FireTV, Apple TV, and Android TV.

\$93,156 publicity value

12 news stories

# #SignalChat

In honor of Pedestrian Safety Month and to help drive awareness of and participation in Walk, Bike & Roll to School Day, we hosted Signal Woman's very first Twitter chat. It created a moment in time for traffic safety leaders to come together and amplify our messages to the local community.

# #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](http://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...](https://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

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

**36,224,130**  
**impressions**

**1,313,973**  
**engagements**

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.

- **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 out 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, we see 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
  - 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.**

