



Sherry Matthews Group | Baltimore Metropolitan Council

LOOK ALIVE

Kenna Swift, Sherry Matthews Group



2023 PEDESTRIAN SAFETY MONTH SUCCESSES

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 6th year of implementation across the region
- Marketing Objectives: To alert Baltimore metro area of safety tips that help keep pedestrians and bicyclists safe. To reduce pedestrian and bicyclist fatalities and injuries in the Baltimore region.
- Outreach includes paid media, social media, street teams, Virtual Reality Challenge, and earned media to amplify efforts.
- Year-round social media efforts with increased emphasis in fall, leading up to the most dangerous time of year and Pedestrian Safety Month.

Our Pedestrian Safety Month activities throughout September - October in total generated:

37,839,203
impressions

11,313
engagements

Paid Media

Leading up to Pedestrian Safety Month, we launched a paid media campaign featuring the series of Signal Woman videos online and in outdoor ads on local public transportation.

Video



Outdoor



Campaign Parameters

- **Target Audience:** Persons aged 21-54
- **Flight Dates:** 9/18/22 – 10/31/22 (*with funding from FY23 and FY24*)
- **Geography:**
 - Anne Arundel County, Baltimore County, Baltimore City, Howard County, Harford County, Carroll County

Bus Ads on MDOT MTA

- **Format:**
 - Bus tails
 - Interior cards (bonus)
- **Paid 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 9/18/22 for four weeks, overriding into October and beyond.



Flight Dates: 9/18/23 - 9/30/23 & 10/10/23 - 10/31/23

PLACEMENT	IMPRESSIONS	CLICKS	ACTIVE ENGAGEMENTS	COMPLETED VIEWS	INVOLVEMENTS
YouTube	2,607,730	2,784	n/a	1,766,258	1,237,773
Instagram	1,413,848	2,892	4,266	144,080	107,635
Over-the-Top / Connected TV	2,113,410	299	n/a	2,035,466	1,424,976
Total	6,134,988	5,975	4,266	3,945,804	2,770,383

Active Engagements: A custom metric that removes standard, platform-reported metrics that indicate less engagement (i.e., three-second video views) or display in reporting elsewhere (i.e., clicks)

- Reactions (IG)
- Comments (IG)
- Shares (IG)
- Saves (IG)

Involvements: The combination of 125% Active Engagements, 70% Video Completions, and 50% of Clicks

#SignalChat

Our second annual Twitter/X Chat created a moment in time for traffic safety leaders to come together with Signal Woman and amplify our messages to the local community.

#SignalChat Success

183
likes, replies
& retweets

Mont Co Vision Zero @VisionZeroMC · Oct 4
A9: We had a blast celebrating @walkrollschoo's Walk & Roll to School Day at Brook Grove Elementary. We'll have all our event photos on the @MCDOTNow Flickr page this week at flickr.com/photos/1955681... #SignalChat



Signal Woman @signal_woman · Oct 4
Once more for the folks in the back!

Baltimore Metropolitan Council @BaltoMetroCo · Oct 4

Replying to @signal_woman

Drivers must always stop for pedestrians at crosswalks. Stay alert in approaching crosswalks, and if you see someone crossing, stop for them! It's not a suggestion -- it's the law in Maryland! 🚶

3 retweets 6 likes 663 views

Signal Woman @signal_woman · Oct 4

Q9: Last question, so make your answer a good one: Today is @WalkRollSchool's Walk & Roll to School Day - how are you, your organization or your family participating? We'd love to see pictures 📸 of your #walking 🚶 and rolling 🚲 to school 🎓 in style! #SignalChat

2 retweets 6 likes 394 views

11,731
impressions

You reposted
Johns Hopkins Pediatric Injury Prevention Pr @JHCCTraumaB · Oct 4 ...
A2: We, along with @safekids Baltimore, provided #pedestrian safety activity books for #WalktoSchoolDay to a local Baltimore school, Hampstead Hill Academy.
Later this month, I am going to visit their 4th graders to talk about being safe pedestrians to and from school.

MD Highway Safety Office @zerodeathsMD · Oct 4
A9: We had an amazing time this morning with @MCDOTNow, @VisionZeroMC, & @NHTSAgov at @brookegroveees. Then some of our team headed over to #CentennialPark for a #Walktober stroll in honor of #WalkMaryland day! #SignalChat



Signal Woman @signal_woman · Oct 4

Q9: Last question, so make your answer a good one: Today is @WalkRollSchool's Walk & Roll to School Day - how are you, your organization or your family participating? We'd love to see pictures 📸 of your #walking 🚶 and rolling 🚲 to school 🎓 in style! #SignalChat

1 retweet 5 likes 380 views

The Chat's Success for Signal Woman

Signal Woman @signal_woman · Oct 4 Promote ...
Q1: Now that you know me, let's meet all of you: tell us about who you are & how you impact [#pedestrian](#) & traffic safety. Everyone has an important role, so [#walkers](#), [#bikers](#), [#drivers](#), [#parents](#) & caretakers. 🙋 we want to hear from you, too! [#SignalChat](#)

1 4 614

Signal Woman @signal_woman · Oct 4
A4 (1/2): While [#pedestrian](#) deaths are down, in 2022 they still made up 26% of [#traffic](#) deaths in the region, even though pedestrians were only involved in 2.6% of crashes. ❤️ Our goal this and every year is [#ZeroDeathsMD](#). [#SignalChat](#)

Signal Woman @signal_woman · Oct 4
Q4: Now, looking ahead, what's your biggest, boldest [#PedestrianSafety](#) ambition for the next year? What will you be proudly 🏆 telling us about at the 2024 [#SignalChat](#)?

1 2 86

Signal Woman @signal_woman · Oct 4 ...
A4 (2/2): I'll work closely with [@BaltoMetroCo](#), [#LawEnforcement](#), [@MDOTNews](#), [@ZeroDeathsMD](#) & other partners to implement solutions that incorporate [#educ](#), enforcement & [#infrastructure](#). Getting [#SeriousForASecond](#), no one should lose their lives on [#MD](#) roadways. [#SignalChat](#)

1 2 88

314
engagements

Signal Woman @signal_woman · Oct 4 Promote ...
Q6: OK, enough bragging about ourselves (even though everyone in this [#SignalChat](#) is pretty dang impressive). What's the best [#pedestrian](#) & [#TrafficSafety](#) initiative you've seen in your community? 🙋 What are others doing that's making a real difference? (Be sure to tag 'em!)

1 3 513

Baltimore Metropolitan Council @BaltoMetroCo · Oct 4 ...
So many to spotlight, but we're sooo excited to see upgrades on Wabash Ave from [@BmoreCityDOT](#) and Bay Ridge Ave from [@CityofAnnapolis](#). Once engineering and construction are complete, these corridors will be so much safer for all travelers!

1 1 1 75

Baltimore Metropolitan Council @BaltoMetroCo ...
We also have to shout out [@commutehoward](#) + [@HoCoGov](#) for their PERFECT Complete Streets score from [@SmartGrowthUSA](#) and congratulate them on their just-announced funding for a 1.5 mile Dobbin Road shared-use path!

1:29 PM · Oct 4, 2023 · 106 Views

1 2

8,778
impressions

Signal People Street Teams

Dressed as walking billboards, our Signal People took to high priority areas in the Baltimore area to remind drivers, cyclists and pedestrians to practice traffic safety and obey the law.

Street Team Success

13,978
impressions



5 locations
over 2 days



Street Teams in Action

Date	Location	Jurisdiction
Oct. 4	Pulaski Highway at Rossville Blvd	Baltimore County
Oct. 4	Pulaski Highway at Chesaco Ave	Baltimore County
Oct. 4	Montgomery Road between Rowanberry Drive and Timberlee Road	Howard County
Oct. 5	Forest Drive at Hillsmere Drive	Anne Arundel
Oct. 5	Orleans Street at North Broadway	Baltimore City



Signal People Street Team

Montgomery Road – 10.4

between Rowanberry Dr & Timberlee Rd



Howard County



Signal People Street Team

Orleans St. at N. Broadway – 10.5



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 game to the Arundel Mills Mall.

VR Challenge Success

4,908
impressions

260
photo
giveaways

383
engagements

115
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

1,896,578
impressions

Maryland MVA administrator Chrissy Nizer discusses rise in Maryland roadway deaths

By WBTV Digital Team | Sat, October 7th 2023, 9:18 AM EDT



Slowing down and paying attention: Safety on Maryland roadways

Share



Updated: 11:35 PM EDT Oct 26, 2023

Infinite Scroll Enabled

Jennifer Francis | News Editor



\$133,293
publicity value

Capital Gazette

Baltimore's 'Look Alive' campaign comes to...

NEWS

Baltimore's 'Look Alive' campaign comes to Annapolis following increase in traffic incidents involving pedestrians



Towson Patch

News Calendar Community Business Guide Advertise

Look Alive Campaign Boosts Pedestrian Safety Measures Amid Rising Fall Accidents In Baltimore Area

Vin Fisher Editor



16
media
placements

WBAL NEWSRADIO 1030 AM / 1030 FM

HOME

SHOWS

NEWS

WEATHER

TRAFFIC

MDOT to hold outreach events on pedestrian safety

October 5, 2023

THE BALTIMORE SUN

Baltimore's 'Look Alive' campaign

NEWS

Baltimore's 'Look Alive' campaign comes to Annapolis following increase in traffic incidents involving pedestrians



By MEGAN LOOKOCK | mlook@baltisun.com

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Post Campaign Survey

Online survey conducted in November with Drivers and Pedestrians in the Baltimore Metropolitan Area to measure ad recall and effectiveness. Analysis is still under way and results will be compiled.

Thank you.



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