



Sherry Matthews Group | Baltimore Metropolitan Council

LOOK  
ALIVE



**FALL 2024 PEDESTRIAN AND BICYCLE SAFETY CAMPAIGN**

# Fall 2024 Look Alive Pedestrian and Bicycle Safety Campaign Overview

In Fall 2024, the Look Alive Campaign reached people all over the greater Baltimore area - Signal Woman and her representatives could be seen on buses, on sidewalks, in crosswalks, at ballgames online, and in the news, spreading pedestrian safety messages – at a critical time of year.

## 2024 Success by the Numbers

In 2024, Look Alive's integrated Pedestrian and Bicyclist Safety campaign efforts reached millions of folks in the Baltimore area:

**76 million  
Impressions**

**12,819  
Engagements**

# Signal People Hit the Streets

# 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 Orioles Ballpark for two days, and then reached Baltimore's newest drivers at Baltimore County PD's Young Drivers Safety Program.

## VR Challenge Success: Orioles Ballpark 9/20 & 9/21



34,899  
impressions



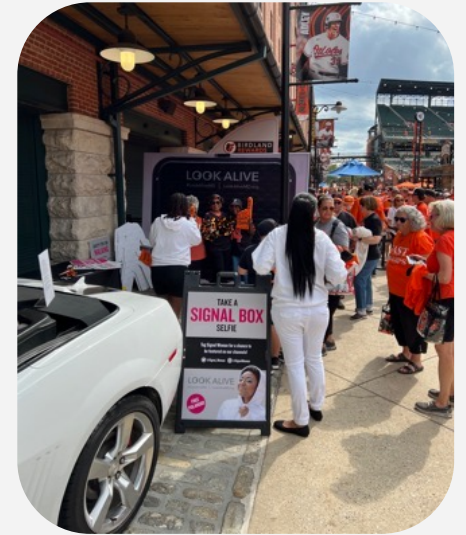
71  
VR challenge  
participants

151  
photo  
giveaways



1,577  
engagements

## VR Challenge Success: Orioles Ballpark 9/20 & 9/21



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**VR Challenge Success + Street Team: Young Drivers Safety Program 10/19**



**171**  
engagements



**136**  
VR challenge  
participants



**1,237**  
impressions

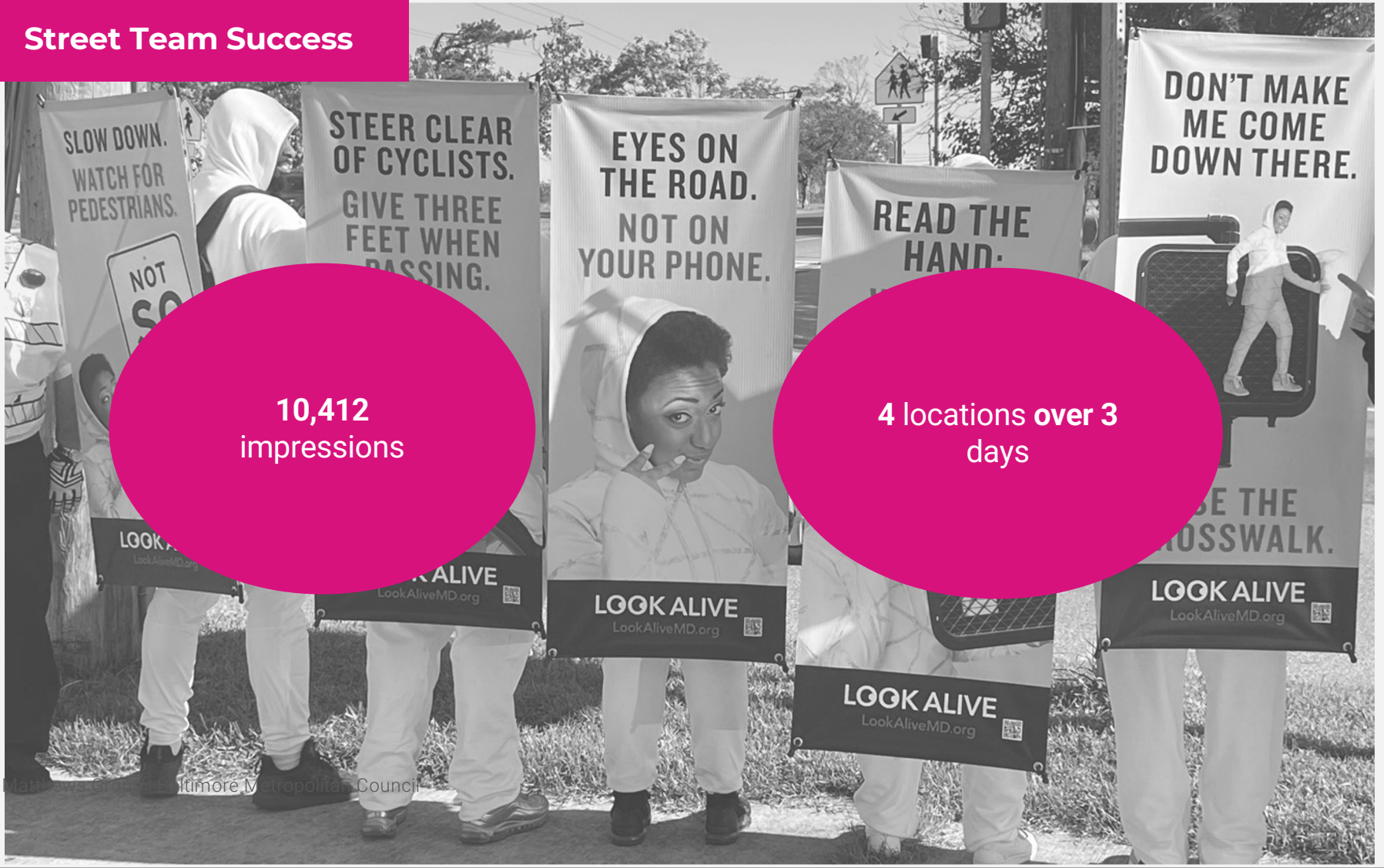




# Signal People Street Teams

Dressed as signal people and wearing educational 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



10,412  
impressions

4 locations over 3  
days

## Street Teams in Action

Date	Location	Jurisdiction
Oct. 8	Orleans St at North Wolfe St	Baltimore City
Oct. 9	Cradlerock Way between Dockside Lane and Talisman Way	Howard County
Oct. 9	5 <sup>th</sup> Avenue at Ritchie Highway (Hwy 2)	Anne Arundel County
Oct. 19	938 York Road (Combined with VR Event)	Baltimore County

**Signal People  
Street Team**

**Orleans St. at N. Broadway –  
10.8**

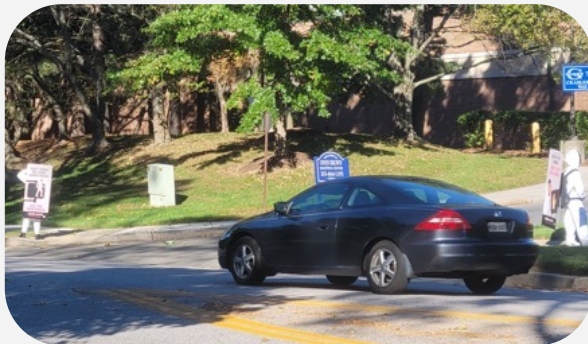


**Baltimore City**

**Signal People  
Street Team**

**Cradlerock Way – 10.9**

between Dockside Ln & Talisman Way



**Howard County**

**Signal People  
Street Team**

**Ritchie Highway at 5<sup>th</sup> Avenue –  
10.9**



**Anne Arundel**

# Law Enforcement Activation Support

We coordinated with Baltimore County PD to drive media to cover high-visibility enforcement of laws that keep people walking and biking safe.

## Law Enforcement

Worked with Baltimore County Police Department to support enforcement efforts by amplifying the safety message via news coverage. Enforcement activations as follows:

Date	Location	Jurisdiction
April 22	Liberty Road, West of Old Court Rd	Baltimore County
April 29	Eastern Road at Seversky Ct	Baltimore County
Oct. 1	Eastern Road at Seversky Ct	Baltimore County



# Earned Media

We leveraged our strong relationships with local media to drive coverage of every component of the campaign including our tips, enforcement activities and events.

## Earned Media Success



47,605,305  
potential  
impressions

### MDOT campaign advises safety precautions during National Pedestrian Safety Month

By: Rachel Sawicki, WBAL NewsRadio 1090 and FM 101.5 | October 20, 2024 (https://www.wbal.com/2024/10/20/)



\$516,060  
ad value

42  
media  
placements



\$2,580,303  
publicity value



# 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



**STEER CLEAR  
OF CYCLISTS.  
GIVE 3 FEET  
WHEN PASSING.**

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LookAliveMD.org



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**DON'T MAKE ME  
COME DOWN THERE.  
USE THE CROSSWALK.**

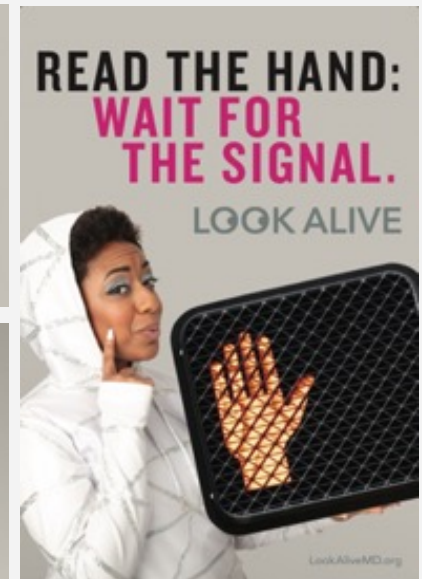
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**EYES ON THE ROAD.  
NOT ON YOUR PHONE.**

LookAliveMD.org

LOOK ALIVE



**READ THE HAND:  
WAIT FOR  
THE SIGNAL.**

LOOK ALIVE

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**STOP**

**BRAKING NEWS:  
STOP FOR PEDESTRIANS**

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## Campaign Parameters

- **Target Audience:** Persons aged 21-54
- **Flight Dates:** 9/2/24 – 10/31/24 (*with funding from FY24 and FY25*)
- **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 million** estimated campaign impressions, per 4 weeks (120 qty)
  - *Interior cards*: **6.9 million** estimated campaign impressions, per 4 weeks (120 qty)
- **Flight Dates:** Launched 9/2/24 for four weeks, overriding into October and beyond.



## DIGITAL VIDEO

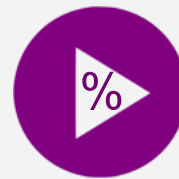
## By Placement

**Flight Dates:** 9/18/24 - 9/30/24 & 10/16/24 - 10/31/24

PLACEMENT	IMPRESSIONS	CLICKS	COMPLETED VIEWS	INVOLVEMENTS
YouTube	3,305,365	2,784	2,376,960	1,664,837
Over-the-Top / Connected TV	1,864,200	522	1,514,733	757,628
<b>Total</b>	<b>5,169,565</b>	<b>2,451</b>	<b>3,891,693</b>	<b>2,422,464</b>



**5.1 million impressions**



**75% view rate**

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

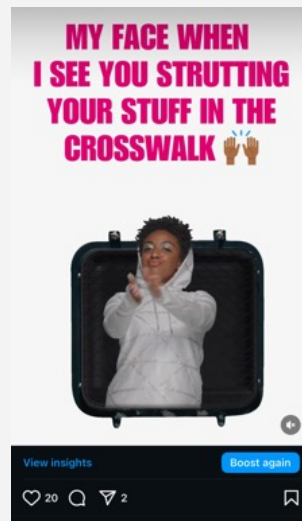


# Social Media

## Social Success

## By the Numbers

	Twitter	Instagram	Total
Followers	1,685	597	2,282
Impressions	31,870	192,579	224,449
Engagements	811	6,715	7,526



# Post Campaign Survey

Online survey conducted in November with Drivers and Pedestrians in the Baltimore Metropolitan Area to measure ad recall and effectiveness.

## Methodology

A total of **375 online surveys** were completed. The sample was designed to obtain samples of “Drivers” and “Pedestrians.” These groups were defined as follows:

- DRIVERS: To get where I’m going, I drive. While I may occasionally walk, ride a bicycle or take public transportation, I primarily drive a vehicle for work; errands, etc. n=300.
- PEDESTRIANS: To get where I’m going, I primarily walk, take public transportation or ride a bicycle. N=59.

The sample was also constructed to get approximately 50% men and 50% women and to obtain a fairly representative distribution of respondents from five geographic areas in the Baltimore region. Sample sizes in the key segments were as follows:

- Men: n=187; Women: n=188
- Baltimore County n=113; Baltimore City n=111; Anne Arundel County n=66, Howard County n=35; Harford/Carroll n=50
- Drivers n=300; Pedestrians n=75

Interviews were conducted November 13 to November 29, 2024.

## Executive Summary

### Highlights from the survey:

- Without any visual aid, **20%** 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.
- **Half (52%)** of respondents **recalled seeing at least one** of the seven Look Alive ads presented.
- Each of the ads was judged to be **relevant, memorable, and motivational** for the majority of respondents.
- The main source of Look Alive ad awareness was **on public transportation (48%)** and **streaming video (47%)**.

**Thank you.**

