



Sherry Matthews Group | Baltimore Metropolitan Council

# LOOK ALIVE

PEDESTRIAN AND BICYCLE  
SAFETY CAMPPAIGN



**SPRING 2024 UPDATE**

## Background

- Look Alive campaign featuring Signal Woman – developed and launched in 2019 specifically for the Baltimore region by Baltimore Metropolitan Council – funded by the Maryland Highway Safety Office (MHSO)
- GOAL: 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 bus ads, video ads, social media, street teams, Virtual Reality Challenge and earned media to amplify efforts.



# **Signal People Hit the Streets this Spring**

# Signal People Street Team

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.

**Signal People  
Street Team**

**Pulaski Highway & Chesaco - 4/18  
Baltimore County**



# 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 two locations.



## VR Challenge Success: Carroll County Teen Driver Event - 4/12



113 engagements  
+ 205 impressions



29  
photo  
giveaways



94  
VR challenge  
participants



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## VR Challenge Success: Chesapeake High School - 5/19



141 engagements  
+ 116 impressions

50  
photo  
giveaways

91  
VR challenge  
participants



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# Looking Ahead

## Looking Ahead

### **Pedestrian Safety Month** - September – October fall campaign

- Paid media (transit, digital, video)
- Virtual Reality Challenge
- Signal people street teams
- Amplification through news pitching, media tour and social media



## Looking Ahead

### Partner Resources and Opportunities

- Monthly social media toolkits with pedestrian and bicycle safety content
- Event toolkit
- Printed materials for donated media



**Thank you.**

