Regional Pedestrian and Bike Safety Campaign

Presentation to BRTB
May 28, 2019

In partnership with Sherry Matthews Group
BACKGROUND

• Increasing number of pedestrian crashes, fatalities and injuries in the Baltimore region
• 2009 – 2014 – Street Smart campaign from DC region
• Push from Maryland Highway Safety Office (MHSO) for a brand new Baltimore-themed campaign
• $300,000 FFY 19 grant (Oct 1 2018 – Sept 30, 2019) to develop new creative
• Hired Sherry Matthews Group to develop creative
CAMPAIGN STEERING COMMITTEE

- Baltimore City DOT
- Howard County Office of Transportation
- Anne Arundel County Office of Transportation
- Anne Arundel County Police Department (Bike Patrol)
- MIEMSS
- MDOT/MHSO – funded through a grant
- MDOT/SHA
CAMPAIGN GOALS

• Raise awareness of the behaviors most often involved in pedestrian collisions
• Educate the public about proper procedures around crosswalks, especially at intersections
• Motivate people to change behaviors to reduce the likelihood of a collision between a vehicle and a pedestrian or bicyclist
CAMPAIGN CHALLENGES

• Multiple audiences:
  • Drivers, pedestrians, bicyclists

• Expected to deliver varied messages:
  • Stop for pedestrians in the crosswalk
  • Cross at the corner/use the crosswalk
  • Always watch for pedestrians
  • Pass bicyclists with caution

• Serves multiple jurisdictions with differing challenges and priorities.
• Walkability and safety conditions vary within the region.
FOCUS GROUPS

• January 23 in Towson
• Two groups with participants from:
  • City of Baltimore
  • Baltimore, Howard, and Anne Arundel counties
FOCUS GROUPS

REACTIONS AND RECOMMENDATIONS

• Everyone enjoyed the humor
• All liked the community aspect of “let’s look out for each other”
• City images worked for both city and surrounding county residents
  • County residents identified with the city images, not suburban images
• "Signal Woman" works well across many efforts to personify the issue:
  • Outreach
  • Public Relations
  • Education
LOOK
ALIVE
CASTING

SIGNAL WOMAN
TEEN POOL FOR CALL BACKS
FINALIST POOL FOR DRIVER 2 / FEMALE PEDESTRIAN
CASTING

FINALIST POOL FOR DRIVER 1

FINALIST POOL FOR MALE PEDESTRIAN
READ THE HAND: WAIT FOR THE SIGNAL.

LOOK ALIVE

LookAliveMD.org
BRAKING NEWS:
STOP FOR PEDESTRIANS

LookAliveMD.org
STEER CLEAR OF CYCLISTS.
GIVE 3 FEET WHEN PASSING.
EYES ON THE ROAD.
NOT ON YOUR PHONE.

LookAliveMD.org
LOOK ALIVE
NEXT STEPS

• Campaign launch June 3 – media event in Towson, 10:30 AM
  • Todd Lang (BMC)
  • Chrissy Nizer (MDOT/MVA)
  • Greg Slater (MDOT/SHA)
  • Baltimore County PD
  • Personal Story

• New website and social media

• Enforcement waves starting in July

• Pre- and post-campaign evaluation surveys
MEDIA BUDGET

• Media budget: $325,000
• 12 weeks
• Components:
  • TV
  • Outdoor – billboards, bus ads, pump toppers, etc.
  • Digital/social media
  • Public & business outreach
  • Street Teams