



Safety Messaging and Outreach Campaign

Technical Committee

April 1, 2025



Safety Messaging and Outreach Campaign

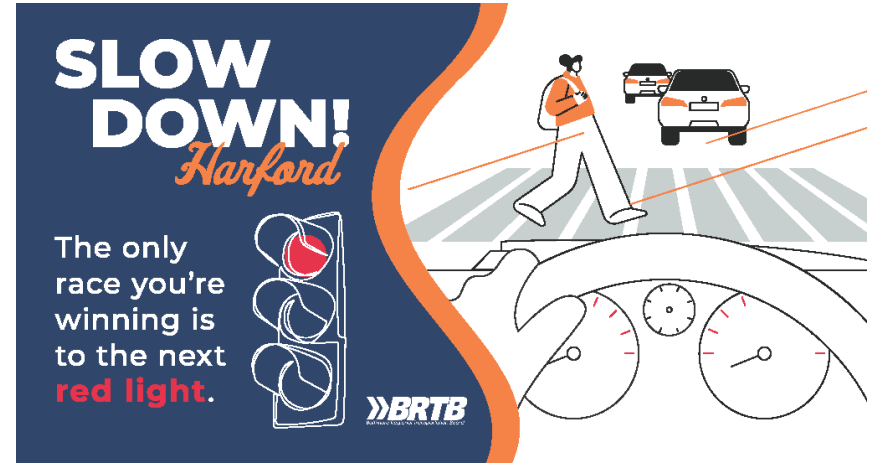
Purpose

- This project will expand safety messaging for the BRTB. It will include an on-call consultant to develop graphics. BMC will implement a schedule of safety messaging with prominent regional partners and at local events.

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Currently Planned				
What's Up Print & digital	Eastern Shore	Annapolis	Central Maryland	
Chesapeake Publishing Digital geo-targeting	Anne Arundel County	Baltimore County	Baltimore City	
LOTS – transit vehicles	Annapolis	Harford	Howard	
Harford's Heart Print				
WBFF B'More Lifestyle TV spot & digital				
Mid-Atlantic Media Print & digital	Baltimore Jewish Times	Baltimore Style	Baltimore's Child	Chesapeake Family Life
WBALTV				

For More Information

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