

Sherry Matthews Group | Baltimore Metropolitan Council





# **2022 CAMPAIGN SUMMARY**

	2017		2018		2019		2020		2021	
	Fatal	Injury								
Anne Arundel	6	229	20	271	11	219	10	179	5	179
Baltimore City	20	1,279	10	1,134	19	959	19	761	20	844
Baltimore Co	16	480	27	441	21	463	19	351	24	358
Carroll Co	3	21	1	31	6	31	3	25	0	33
Harford Co	4	69	3	63	2	79	1	54	6	41
Howard Co	2	60	6	61	2	73	6	46	11	52
Queen Anne's Co	0	7	0	7	0	11	2	6	1	8
Region	51	2,142	67	2,008	61	1,835	60	1,422	67	1,515
Maryland	111	3,531	131	3,355	124	3,108	131	2,341	127	2,514

	2017		2018		2019		2020		2021	
	Fatal	Injury								
Anne Arundel	1	81	0	64	1	84	4	59	0	75
Baltimore City	1	179	0	172	2	198	1	155	1	135
Baltimore Co	2	82	1	83	1	70	2	53	2	78
Carroll Co	1	7	0	3	0	5	0	7	0	6
Harford Co	0	17	0	10	0	16	1	15	0	11
Howard Co	0	19	0	14	0	21	1	17	1	9
Queen Anne's Co	0	2	0	2	0	2	0	3	0	1
Region	5	387	1	348	4	396	9	319	4	315
Maryland	11	767	6	634	10	728	16	616	6	613

## 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 5<sup>th</sup> year of implementation across the region
- New Creative developed in 2022 Signal Woman 2.0 more messaging targeted at drivers; backseat driver video and several social media video clips
- Outreach includes paid media (transit, gas pump TV), social media (YouTube, Instagram, Twitter), street teams, Virtual Reality Challenge, etc.
- Supports regional and statewide Strategic Highway Safety Plan (SHSP) goals

# SOCIAL MEDIA

## Sample Posts



Who's ready to \*walk\* 'n' roll 🕍 ?

The 26th annual National #WalkRolltoSchoolDay is today! See ya in the crosswalk. 🕍 walkbiketoschool.org @walkrollschool



#### 6:00 AM · Oct 12, 2022

II View Tweet analytics

Promote

5 Retweets 1 Quote Tweet 13 Likes



If you answered "Traffic Calming," you nailed it! #MadeYouLook art initiative is a prime example. ndcmd.org/journal/made-y...

What do you think? Can artistic approaches to traffic calming be effective?

#### @mica @ZeroDeathsMD @NDCMaryland



👗 Graham Projects

Signal Woman @signal\_woman + Sep 13, 2022

#Baltimore has been experimenting with tactics like bump-outs and colorful #crosswalk murals to alter driver behavior and improve conditions for vulnerable street users. For today's #TrafficTrivia, can you name the term for this combination of measures? Show this poll

1:34 PM | Sep 14, 2022

5 Retweets 4 Quote Tweets 15 Likes

### **Twitter**





Let's close out #NationalBikeMonth by refreshing your #cycling hand signals! Thanks to @MDSHA for this handy graphic.



#### Sample Posts

#### Instagram



signalwoman • Follow Westfield Annapolis

signalwoman The Signal People are at the Westfield Mall in #Annapolis letting drivers test their pedestrian safety skills with #VR. Come see us right out in front of the Cheesecake Factory!

6w

C Q V Add a comment... Post



### **#SignalChat Success**

MD Highway Safety Office 🤣 @zerodeathsMD · Oct 11 A5: (2/3) Second, the Vulnerable Road User law has been in effect for one year! Read up on the law below #SignalChat

#### MARYLAND'S VULNERABLE ROAD USER LAW

#### Do you know the consequences?

A driver in violation of the law (distracted, speeding, impaired, etc.) who causes the serious injury or death of a law abiding "vulnerable individual" (pedestrian, cyclist, emergency responder, etc.) may be subject to the following penalties:

- A maximum fine of \$2,000
- Mandatory court appearance
- · Participation in a motor vehicle safety course
- 150 hours of community service
- Suspension of driver's license for a least source days and up to six months



## 286 likes, replies & retweets



#### MCDOT 🥝 @MCDOTNow · Oct 11

@MCDOTNow is hosting #WalktoSChoolDay at @WheatonWoods in Rockville. We'll have all the fanfare ... balloons, music, games, giveaways, County firetrucks and a special guest visit from @MCDOTNow's Zeal the Safety Zebra. #SignalChat

MONTGOMERY COUNTY

Bike to Work MD @Bike2WorkCentMD · Oct 11

A1: Hey y'all! We organize #BikeToWork in central Maryland, helping to spread the good word of bike safety and the health benefits of biking for ourselves and our communities. #SignalChat

#### Signal Woman @signal woman - Oct 11

Q1: Let's kick off by getting to know each other - tell us a bit about who you are and your role in #pedestrian and traffic safety. #Walkers. #bikers and #drivers, you play a big part and we want to hear from you, too! #SignalChat

Baltimore Metropolitan Council @BaltoMetroCo - Oct 11 A3: (1/1) Safety is an important factor to consider with every transportation project in our plans. It's not a quick fix, but by working with our state and local partners to prioritize pedestrian safety, we can make our roads and communities safer and more accessible. #SignalChat

#### Signal Woman @signal\_woman - Oct 11

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Q3: From your perspective, at the 5,000-foot level, what efforts can help reach zero traffic deaths in #Maryland? #SignalChat

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#### Signal Woman @signal\_woman · Oct 11

Q7: This is our final question and we hope your answer is a good one: Tomorrow (10/12) is @walkrollschool's Walk & Roll to School day - will you, your org or your family be participating? We'd love to see pictures of your #walking and rolling to school style! #SignalChat

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### The Chat's Success for Signal Woman



Signal Woman @signal\_woman · Oct 11

A6: (1/3) Will anyone judge me for a shameless plug? After all, I do this 24 hours a day! So Follow along and take a spin around lookalivemd.org — I promise you'll learn something new. #LookAliveMD #SignalChat

## READ THE HAND: WAIT FOR THE SIGNAL.

LOOK ALIVE

12,434 impressions Signal Woman @signal\_woman · Oct 11

Sure does! #Drivers, lend me your ears! (And your eyes - we really need those eyes looking out to keep everyone safe. ())

#### Bike to Work MD @Bike2WorkCentMD - Oct 11

A5: (1/1) Doesn't Maryland state law require that motor vehicle drivers leave a minimum of three feet of space when passing bicyclists? Drivers should be able to see the bicyclist in their rearview mirror before returning to the original lane of travel. Just FYI... #SignalChat twitter.com/signal\_woman/s...

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Signal Woman @signal\_woman · Oct 11

11 2

#### Signal Woman @signal\_woman - Oct 11

Q6: Do you have a favorite resource for #pedestrian #safety information? What's one Twitter feed you think everyone should follow, one website everyone should visit, one news article everyone should read (or anything else that comes to mind)? #SignalChat

Q 2 1] 3 ♡ 4 1. dii

Thank you to everyone who joined #SignalChat! If you haven't already, give me and my friends @zerodeathsMD, @BaltoMetroCo, @MCDOTNow, @COGStreetSmart & @Bike2WorkCentMD a follow to stay in the loop on anything and everything related to keeping our #Maryland roads safe.

## Promote O tl 3 O 8 486 engagements

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	Impressions	Engagements	Followers
Twitter	104,819	2,296	1,867
Instagram	13,783	902	346
TOTAL	118,602	3,198	2,213

# **Paid Media**

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

- **Marketing Objective:** To alert Baltimore metro area of safety tips that protect pedestrians and bicyclists. To reduce pedestrian and bicyclist fatalities and injuries in the Baltimore region.
- Target Audience: Persons aged 21-54
- Flight Dates: 9/19/22-10/31/22 (with funding from FY 2022 and FY 2023)
- Geography:
  - Anne Arundel County, Baltimore County, Baltimore City, Howard County, Harford County, Carroll County

PLACEMENT	SPE	ND	IMPRESSIONS	CLICKS	ACTIVE ENGAGEMENTS	COMPLETED VIEWS	INVOLVEMENTS
YouTube	\$	32,759	3,398,410	2,820	-	1,826,535	1,279,985
Instagram	\$	16,087	1,162,380	4,632	229	32,302	25,214
Twitter	\$	778	31,920	63	1	1,148	836
Total	\$	49,624	4,592,710	7,515	230	1,859,985	1,306,035

## **Bus Ads on MDOT MTA**

- Format:
  - o Bus tails
  - o Interior cards (bonus)
- 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)
  - o Total campaign impressions: 29,777,020
- **Flight Dates:** Launched 9/19/22 for four weeks, but ads are still up in February 2023!
- Net Negotiated Cost: \$51,500





Dressed as 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** STEER CLEAR OF CYCLISTS 6 OOK ALIV **Events** READ THE HAND: WAIT FOR THE SIGNAL DON'T MAKE ME COME DOWN THERE. 60,510 impressions LOOKALIVE 2,713 USE THE CROSSWALK engagements LOOK ALIVE

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**Street Teams in Action** 

Date	Location	Jurisdiction
Sept. 26	<b>Pratt Street</b> Between Paca Street and Light Street	Baltimore City
Sept. 28 Oct. 4	Oakland Mills Road Various intersections between Old Montgomery Road and Dobbin Road	Howard County
Sept. 29 Oct. 5	<b>Anne Arundel Area Schools</b> Evergreen and Riggs Benfield and Holland Road Rive Road at Annapolis High School	Anne Arundel
Oct. 3	Pulaski Highway at Rossville Blvd	Baltimore County
Oct. 4	Liberty Road at Old Court Road	Baltimore County
Oct. 5	Liberty Heights Ave at Druid Hill Road	Baltimore City

## **Vulnerable Population Index**

٨ Carroll County Harford County Baltimore County 10 Baltimore Look Alive Street Teams 6 BCit 1. Pratt St Howard 2. Oakland Mills Rd County 3. Anne Arundel Area Schools, 16 Evergreen Rd and Riggs Ave 0 4. Anne Arundel Area Schools, Benfield Rd and Holland Rd 5. Anne Arundel Area Schools, Riva Rd at Annapolis High School 6. Pulaski Hwy at Rossville Blvd Queen Anne's 03 County 7. Liberty Rd at Old Court Rd Anne 8. Liberty Heights Ave at Druid Arundel Park Dr County Vulnerable Population Index Ø 8 - 10 6-7 4-5 COLUMBIA 2-3 0-1 No data

Prepared by BMC Transportation Planning Division. Source: BMC, © NAVTEQ 2022, Census TIGER/Line®, MTA, U.S. Census Bureau 2016-2020 American Community Survey S-Year Estimates. February 2023.

Look Alive Street Team Locations





### Pratt Street – 9/26

### 11,481 Impressions | 693 Engagements



### **Baltimore City**



### Oakland Mills Rd – 9/28 & 10/4

### 10,472 Impressions | 456 Engagements



### **Howard County**

### Anne Arundel Schools – 9/29 & 10/5

#### 13,362 Impressions | 1,024 Engagements





**Anne Arundel** 



### Pulaski Hwy at Rossville Blvd – 10/3

### 7,732 Impressions | 105 Engagements



**Baltimore County** 

## Liberty Rd at Old Court Rd – 10/4



#### 6,519 Impressions | 98 Engagements



### **Baltimore County**

### Liberty Heights Ave at Druid Hill Rd – 10/5

#### 8,231 Impressions | 337 Engagements







### **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 experience to the Westfield Annapolis Mall, and even gave our Instagram followers the opportunity to watch all the action live.

## VR Challenge Success



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# 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.



Our 2022 activities – which began in April – resulted in:

# 36,224,130 impressions

# 1,313,973 engagements

## BALTIMORE PEDESTRIAN SAFETY ATTITUDE & AWARENESS STUDY

- The Baltimore Pedestrian advertising campaign was designed to increase awareness of public safety issues surrounding drivers, pedestrians and bicyclists.
- The objectives of this study are to measure awareness of the advertising campaign along with general attitudes and behaviors towards safety.

## Methodology

- The research was carried out by means of Internet interviews. A total of 352 interviews 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=283.
  - PEDESTRIANS: To get where I'm going, I primarily walk, take public transportation or ride a bicycle. N=69.
- 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 regions. Sample sizes in the key segments were a follows:
  - o Men: n=177; Women: n=175
  - Baltimore County n=90; Baltimore City n=107; Anne Arundel County n=56, Howard County n=37; Howard/Carroll n=62
  - Drivers n=283; Pedestrians n=69
- Interviews were conducted November 12 to December 8, 2022.

We interviewed a randomized sample of 352 members of the Look Alive Maryland community and found that:

- Without any visual aid, **22%** 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.
- 47% of respondents recalled seeing at least one of the five Look Alive ads.
- Each of the five ads was judged to be **relevant**, **memorable and motivational** for the majority of respondents.
- The main source of Look Alive ad awareness was **online**, accounting for **50%** of awareness.

- **New Signal Woman creative is a winner.** Our audience loves photos and videos of Signal Woman in-situ, including behind the scenes content, new photos and new commercial creative.
- **Instagram Stories present a new opportunity**. We're expanding from Instagram posts to also include more stories content, which appear in a separate place on the app and disappear after 24 hours.
- Games, holidays and fun pop culture memes continue to perform well across platforms. We'll continue to leverage these tried and true content types while testing out new ideas.
- **Twitter's outlook is uncertain.** We'll continue to leverage the platform to reach our audience, while monitoring for platform changes and adjusting our strategy as needed.
- **Integrated activations drive success.** As you'll see especially from the Pedestrian Safety Month results, but also as we look at performance over time, positive performance spikes when:
  - o Paid is running on a social platform where we are also organically engaged,
  - We create a moment in time to drive conversation and/or media attention, and
  - o Signal People hold in person events that we can promote and create content from.
- **Engaged partners and affinity accounts bring new audiences to our feeds.** When local and even national traffic safety accounts share or simply engage with our content, we see an increase in followers and engagement.
- **Reply sentiment is overwhelmingly positive.** Social media users are engaging with our content positively and we've heard very little from those who don't believe in traffic safety education this year.

# Thank you.

