



Baltimore Metropolitan Council Regional Pedestrian and Bike Safety Campaign



Welcome



C A M P A I G N A S S I G N M E N T

- **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**



COMMUNITY



C A M P A I G N C H A L L E N G E S

- **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.**

AVOID BUMPER-TO-BUMPER TRAFFIC
WALK TO
LOOK ALIVE

THERE'S A LIFE RIDING ON IT
GIVE CYCLISTS
LOOK ALIVE

PUT YOUR LIFE ON THE LINES.
WALK THE CROSSWALK

FOCUS GROUPS



F O C U S G R O U P S

- **January 23 in Baltimore**
- **Two groups with participants from:**
 - ◆ **City of Baltimore**
 - ◆ **Baltimore, Howard, and Anne Arundel Counties**



SHERRY MATTHEWS GROUP | BALTIMORE METROPOLITAN COUNCIL

LOOK ALIVE

SIGNAL WOMAN



SIGNAL WOMAN
:30 TV



OPEN ON SIGNAL WOMAN (SW) AT A CROSSWALK. HER SUIT RESEMBLES THE WALK SIGNAL ICON. SHE STOPS A WOMAN WHO IS ABOUT TO CROSS AT THE CROSSWALK.

SIGNAL WOMAN: Whoa, there! You're not crossing until that walk signal changes.

CUT TO SIGNAL WOMAN TURNING A WOMAN TO FACE A DRIVER WHO HAS STOPPED.

SW: Big car. Little you. **Car:** You stop at the line. (SHE POINTS, CAR STOPS.)
OK, now you walk between these lines.

DRIVER INDICATES THAT HE SEES THE PEDESTRIAN AND SHE CROSSES.

CUT TO SW ABOUT TO HELP TWO TEENS WHO ARE LOOKING AT THEIR PHONES.

SW: (MAKES WRONG ANSWER SFX) **No texting and crossing.**
Faces out of the phones and eyes on the road!

ONCE TEENS ARE SAFELY ACROSS THE STREET, THEY TURN AROUND AND SHOUT TO SW.

TEEN: Who are you, anyway?

SIGNAL WOMAN POSES LIKE THE HUMAN ICON IN THE WALK SIGNAL AND POINTS TO IT.

BOTH TEENS: Cool!

WALK SIGNAL TURNS GREEN. SW IS INSTRUCTING A MAN WHO IS ABOUT TO CROSS

SW: Ok, make sure the car stops . . . (CAR PULLS TO A STOP) . . . before you walk. Hey, that rhymes!

MAN BEGINS CROSSING. SW TALKS TO CAR

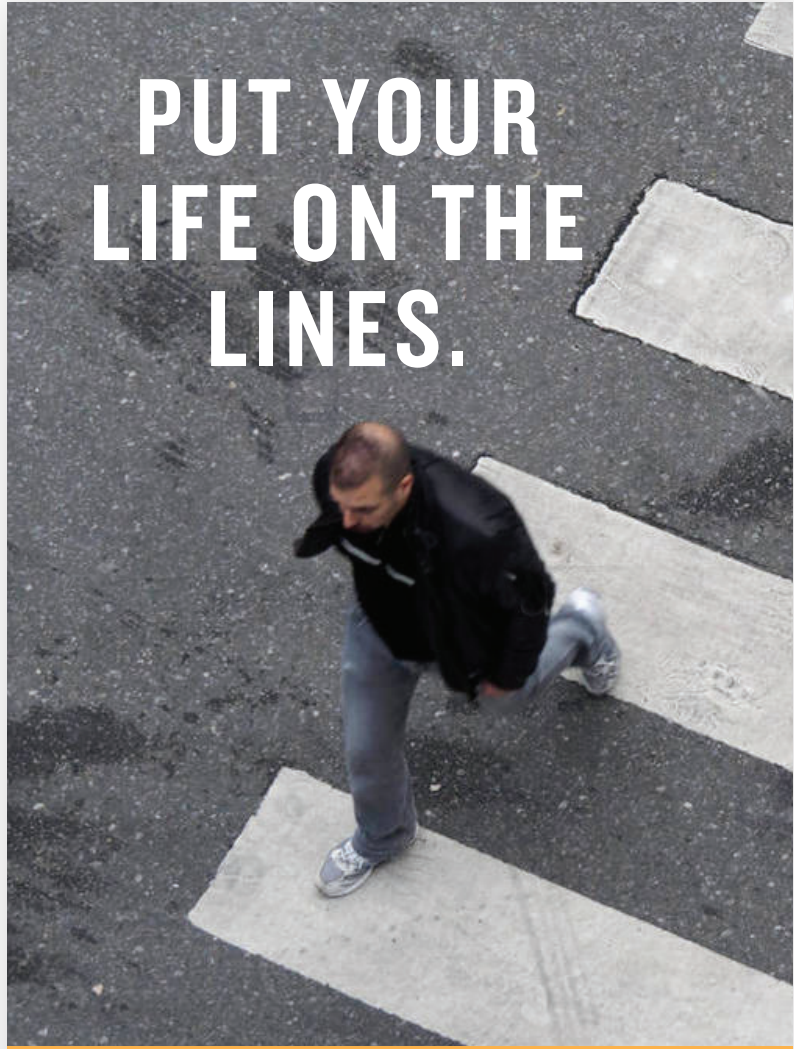
SW: Nice car.

SIGNAL WOMAN SHOUTS AFTER MAN

SW: Hey, we gotta look out for each other!

CAMERA CARD: LOOK ALIVE

**LOOK
ALIVE**



**PUT YOUR
LIFE ON THE
LINES.**

USE THE CROSSWALK LOOK
ALIVE



AVOID BUMPER-TO-BODY TRAFFIC

**YIELD TO
PEDESTRIANS**

LOOK
ALIVE



**THERE'S A LIFE
RIDING ON IT.**

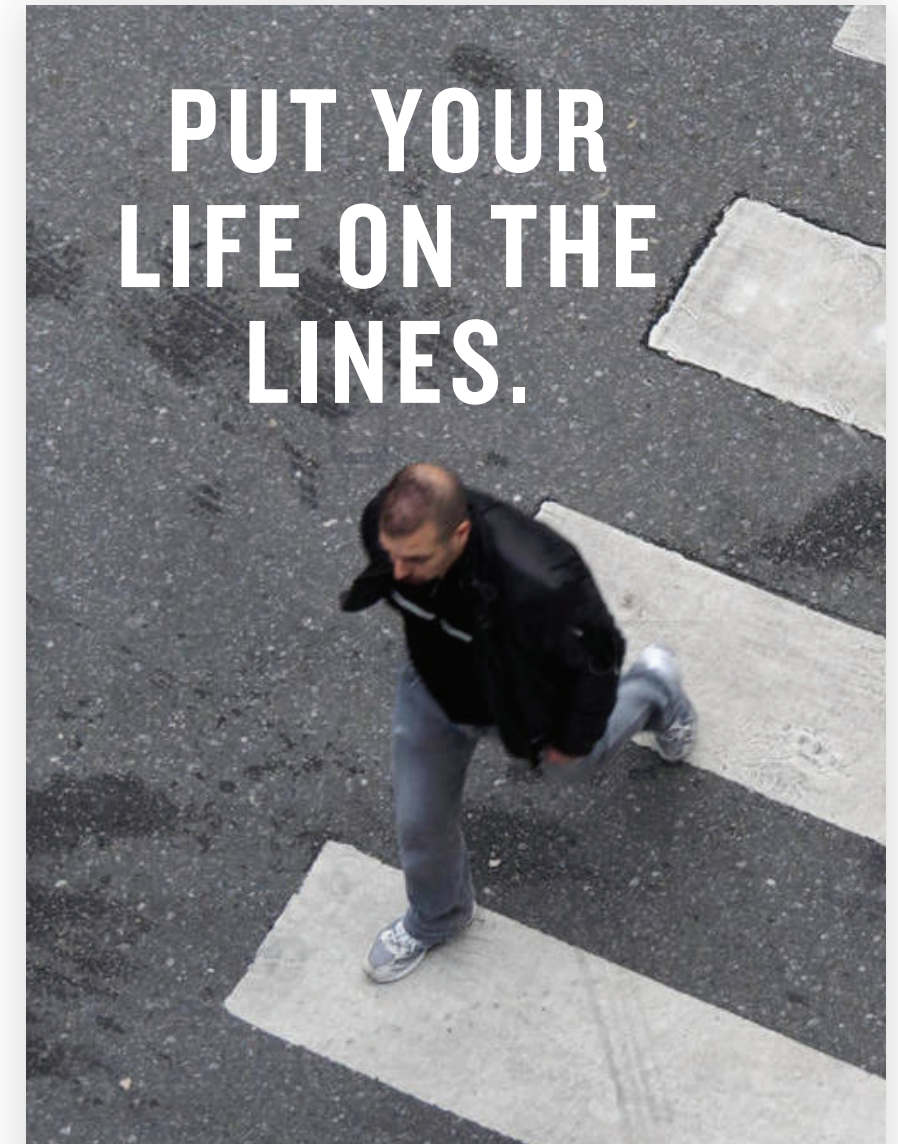
**GIVE
CYCLISTS
ROOM**

LOOK
ALIVE



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**
- **Signal woman works well across many efforts:**
 - + **Outreach**
 - + **Public Relations**
 - + **Education**



**PUT YOUR
LIFE ON THE
LINES.**

USE THE CROSSWALK LOOK ALIVE



**YIELD TO
PEDESTRIANS**

LOOK
ALIVE



**THERE'S A LIFE
RIDING ON IT.**

**GIVE
CYCLISTS
ROOM**

LOOK
ALIVE



NEXT STEPS

- **TV shoot week of April 8**
- **Campaign launch June 3**



THANK YOU!

