

LOOK ALIVE

LookAliveMD.org

OVERVIEW

In the spring, warmer weather means more people walking and biking outside, which can lead to more crashes between cars and pedestrians or bicyclists. *Look Alive* reminds Baltimore-area drivers, pedestrians and bicyclists to obey traffic safety laws and offers tips on how everyone can travel safely through the region.

The Baltimore Metropolitan Council and Maryland Department of Transportation Motor Vehicle Administration Highway Safety Office (MDOT MVA MHSO) work with local partners on the *Look Alive* campaign to raise awareness of pedestrian and bicycle safety and educate drivers, pedestrians, and bicyclists about safe use of roadways in the greater Baltimore region.

A NATIONAL PROBLEM

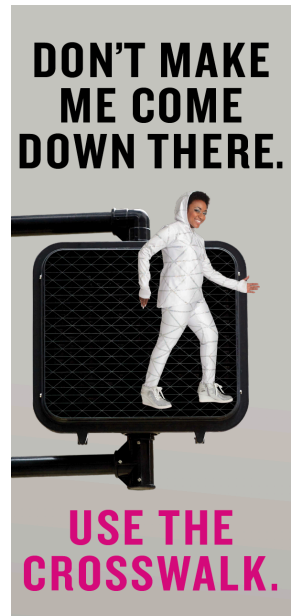
- In the first half of 2020, the COVID-19 lockdown decreased the number of vehicle miles traveled, but the fatality rate for pedestrians increased 20%.¹
- Despite fewer cars on the road in the first half of 2020, the number of pedestrian fatalities stayed flat. From January through June 2020 there were 2,957 pedestrian deaths, while in 2019, there were 2,951 for the same time period.¹

BALTIMORE REGION FACTS

- Even with fewer cars on the road, the total number of traffic fatalities in the Baltimore region increased from 207 in 2019 to 243 in 2020.²
- Despite less traffic on the road, pedestrian fatalities stayed flat. There were 61 pedestrian fatalities in the Baltimore region in 2020 and 2019. ²
- In 2020, the number of bicyclist fatalities increased by 75%, from four to seven.²

CAMPAIGN COMPONENTS

- Signal Woman, the pedestrian figure in “walk/don’t walk” signal light box has been brought to life and now dishes out practical safety advice on Instagram (@SignalWoman) and Twitter (@Signal_Woman) on how to stay safe on area roadways.
- Socially distancing, spandex-wearing Signal People will hit the streets in high-priority areas to educate road users on safety tips.
- Law enforcement will conduct increased enforcement April through May, ticketing drivers and pedestrians who break traffic safety laws. Fines range from \$40 to \$500.



Baltimore Metro Traffic Fatality Data 2020 ²

2020	Anne Arundel County	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	TOTALS
<i>Pedestrian fatalities</i>	10	17	21	4	1	6	2	61
<i>Bicyclist fatalities</i>	4	0	2	0	1	0	0	7
<i>Total traffic fatalities</i>	50	63	62	16	17	29	6	243

LOOK ALIVE STREET SAFETY TIPS

If you're driving...

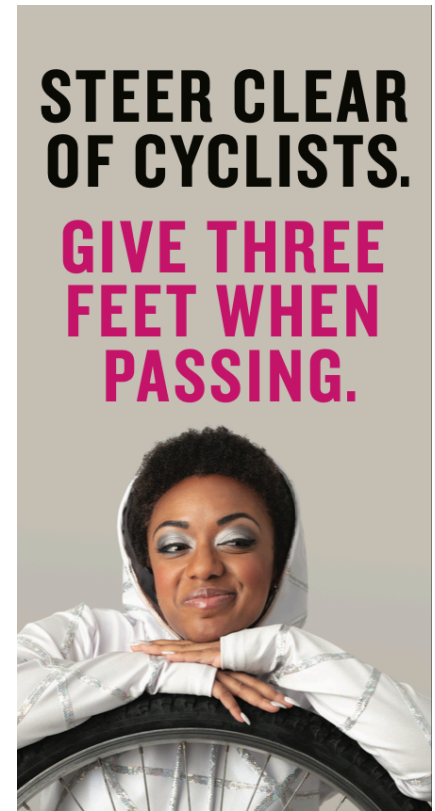
- Slow down and obey the speed limit.
- Stop for pedestrians at crosswalks.
- Be careful when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Look for bicyclists before opening your door.
- Allow at least 3 feet when passing bikes.
- Do not use your cell phone and never text while driving.

If you're walking...

- Cross the street at crosswalks and intersections.
- Use the pushbuttons.
- Wait for the walk signal to cross the street.
- Watch for turning vehicles.
- Before crossing look left, right, and left again.
- Be visible. Wear something light or reflective after dark.
- Watch out for blind spots around trucks and buses.
- Avoid using your cell phone when crossing the street.

If you're biking...

- Cross the street at crosswalks and intersections.
- Use the pushbuttons.
- Obey signs and signals.
- Never ride against traffic.
- Ride in a straight line at least 3 feet from parked cars.
- Use hand signals to tell drivers what you intend to do.
- Wear a helmet.
- Use lights at night and when visibility is poor.
- On an off-street trail, obey all posted signs and approach intersections with caution.



Visit www.LookAliveMD.org for more information.

¹ Governors Highway Safety Association, [Pedestrian Traffic Fatalities by State: 2020 Preliminary Data](#), published March 2021

² Preliminary data compiled from Maryland Department of Transportation in April 2021, subject to change