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## **NEWS RELEASE**

### **Bicyclists and Pedestrians Account for 1 in 4 Traffic Deaths in the Baltimore Region**

*Ahead of Bike Safety Month, the Look Alive campaign highlights new bike safety enforcement technology and other safety measures to prevent deadly crashes*

**BALTIMORE (April 29, 2021)** – The pandemic shutdown resulted in fewer motorists on Baltimore area roads last year, but still 68 people were killed in traffic crashes while biking and walking. With the launch of the 2021 Baltimore [Look Alive](#) campaign, local and state officials combine education with increased enforcement of safety laws to ensure everyone reaches their destination safely.

In 2020, seven people in the Baltimore metropolitan region were killed while riding their bikes, an increase of 75% over 2019; and 61 people were killed walking, the same number as in 2019.

“Even with fewer people driving during the pandemic, Baltimore saw the same number of deaths of pedestrians and a big increase in bicyclists killed in traffic crashes, which is simply unacceptable,” said Chrissy Nizer, Administrator of the Maryland Department of Transportation Motor Vehicle Administration, and Governor Larry Hogan’s Highway Safety Representative. “We must protect our most vulnerable roadway users and National Bike Safety Month in May is the perfect time to remind drivers to remain alert and to expect to see more people walking or biking as the nice weather draws more people outside.”

The campaign’s law enforcement partners will put an added emphasis on enforcing traffic safety laws during May’s National Bike Safety Month to protect people walking and biking, including highlighting a new technology designed to educate drivers who pass too close to people on bikes.

“The law says to give bikes three feet when passing, but that’s hard to enforce, until now” says Dominic Scali of the Anne Arundel Police Department Bike Patrol Unit. “The C3FT is a bicycle-mounted system designed for capturing the proximity of passing vehicles. The technology uses a sensitive ultrasonic detector to provide a reliable distance measurement that provides an alert when the driver of a vehicle passes a cyclist too closely. We then radio a patrol car to stop the vehicle and share the results with the driver. It’s an eye-opening, educational experience for everyone.”



“With increased biking on our roads, safety is a top priority,” says Anne Arundel County Executive Steuart Pittman. “People walking and biking don’t have the same protections as someone inside a vehicle. We’re working with the Look Alive program to remind everyone that we need to work together to protect our most vulnerable road users.”

In keeping with the *Look Alive* campaign’s attention-grabbing approach to deliver serious life-saving reminders, a team of socially distanced, spandex-wearing Signal People will hit the streets in high-priority areas throughout May. These “signal people” are based on the pedestrian figure in the “walk/don’t walk” signal light box--brought to life and now dishing out practical safety advice on how to stay safe on area roadways. They’ll be wearing highly visible backpack billboards with messages for drivers to always remain alert for bicyclists.

*Look Alive* is a regional pedestrian and bicycle safety program that combines education and enforcement across the Baltimore metropolitan region. Visit [LookAliveMD.org](http://LookAliveMD.org) for more safety tips and information about the program.

*The Baltimore Metropolitan Council (BMC) works collaboratively with the chief elected officials in the region to create initiatives to improve our quality of life and economic vitality. BMC, as the Baltimore region’s council of governments, hosts the Baltimore Regional Transportation Board (BRTB), the federal metropolitan planning organization (MPO), and supports local government by coordinating efforts in a range of policy areas including emergency preparedness, housing, cooperative purchasing, environmental planning and workforce development.*

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