



FOR IMMEDIATE RELEASE
CONTACT: Jeff Salzgeber (512) 743-2659
Ciara Blue (410) 732-9564

NEWS RELEASE

October is National Pedestrian Safety Month

Regional Look Alive campaign asks everyone to take action to prevent deadly crashes

BALTIMORE (September 27, 2021) – As summer heat gives way to cooler temperatures, fall's waning daylight hours create more dangerous walking conditions for pedestrians on the road. That's why the *Look Alive* campaign and transportation officials are asking local residents to make pedestrian safety a top priority as they move about the Baltimore region.

The National Highway Traffic Safety Administration has declared October as National Pedestrian Safety Month to raise awareness about pedestrian safety and remind drivers and walkers that staying safe is a shared responsibility.

"Everyone, at some point in the day, is a pedestrian," said Chrissy Nizer, Administrator of the Maryland Department of Transportation Motor Vehicle Administration and Governor Larry Hogan's Highway Safety Representative. "Whether you're walking the kids to school, accessing transit, running errands on foot, or simply walking the dog, you're a pedestrian. We want to encourage everyone—people walking and driving—to remain alert and watch out for each other on the roads."

The region typically sees a spike in pedestrian-involved crashes during the fall and winter months. That's particularly the case in the midst of the pandemic, despite fewer cars on the road. Last year, 61 people were killed while walking in the Baltimore region, with September, October and November being the months when most pedestrian crashes occur.

The *Look Alive* safety campaign is reminding pedestrians and drivers to be alert and obey traffic safety laws during Pedestrian Safety Month and throughout the year.

If you're driving:

- Look twice before turning, and yield to people walking and biking.
- Stop for people in crosswalks, and never pass another vehicle stopped at a crosswalk.

If you're walking:

- Use the crosswalk and wait for the walk signal.
- Cross with caution. Look left, right, and left again.

1500 Whetstone Way | Suite 300 Baltimore, MD 21230-4767

T (410) 732-0500 F (410) 732-8248 W www.baltometro.org



To remind drivers and pedestrians to watch out for each other, the *Look Alive* campaign will kick off Pedestrian Safety Month when its team of Signal People takes to the streets in high-priority areas. They'll be wearing backpack billboards with messages for drivers to always stop for pedestrians, for pedestrians to wait for the signal and cross in crosswalks, and for everyone to stay alert and aware of their surroundings.

Look Alive is a regional pedestrian and bicycle safety program that combines education and enforcement across the Baltimore metropolitan region. Visit LookAliveMD.org for more safety tips and information about the program.

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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.

BMC's Board of Directors includes the executives of Anne Arundel, Baltimore, Harford and Howard counties, the mayor of the City of Baltimore, a member of the Carroll County and Queen Anne's County boards of commissioners, a member of the Maryland State Senate, a member of the Maryland House of Delegates, and a gubernatorial appointee from the private sector.