

LOOK ALIVE

LookAliveMD.org

OVERVIEW

The National Highway Traffic Safety Administration (NHTSA) has declared October as National Pedestrian Safety Month. The *Look Alive* campaign reminds drivers and people walking that keeping pedestrians safe is a shared responsibility and offers tips on how everyone can travel safely in the month of October and all year long.

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 year-round of pedestrian and bicycle safety and educate drivers, pedestrians, and bicyclists about safe use of roadways in the greater Baltimore region.

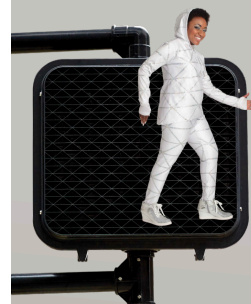
BALTIMORE REGION FACTS*

- Pedestrians account for 1 in 3 traffic deaths in the region.
- Pedestrian deaths in the Baltimore region increased from 61 in 2020 to 66 in 2021.
- Less than 3% of traffic crashes in the Baltimore Region involve pedestrians, yet pedestrians account for 29% of all regional roadway deaths.
- Last year in October, there were 169 pedestrian crashes in the Baltimore Region—more than in any other month.

CAMPAIGN COMPONENTS

- Signal Woman, the pedestrian figure in the “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).
- New videos and bus ads featuring Signal Woman giving tips on how to stay safe on area roadways.
- Spandex-wearing Signal People will take to the streets in high-priority areas to educate road users on safety tips.
- The *Look Alive* Virtual Reality Challenge, an educational outreach exhibit that features an interactive, virtual reality experience that lets participants encounter different traffic scenarios that often lead to deadly pedestrian and bicycle crashes.
- Law enforcement will conduct increased enforcement in October, ticketing drivers and pedestrians who break traffic safety laws. Fines range from \$40 to \$500.

**DON'T MAKE
ME COME
DOWN THERE.**



**USE THE
CROSSWALK.**

A woman wearing a white spandex suit is holding a large red octagonal stop sign. She is looking at the sign with a slight smile. The background is a plain, light-colored wall.

**BRAKING NEWS:
STOP FOR PEDESTRIANS.**

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Baltimore Region Crash and Fatality Data 2021*

2021	Anne Arundel County	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	Regional TOTALS	Maryland Statewide
<i>Pedestrian fatalities</i>	5	20	24	0	6	10	1	66	126
<i>Bicyclist fatalities</i>	0	1	2	0	0	1	0	4	6
<i>Total traffic fatalities</i>	39	48	78	7	18	33	4	227	562
<i>Pedestrian crashes</i>	180	783	382	34	49	59	10	1,497	2,548
<i>Bicyclist crashes</i>	88	163	93	12	13	13	1	383	734
<i>Total traffic crashes</i>	9,480	17,888	20,325	1,859	3,253	3,621	780	57,206	108,629

LOOK ALIVE STREET SAFETY TIPS

If you're driving . . .

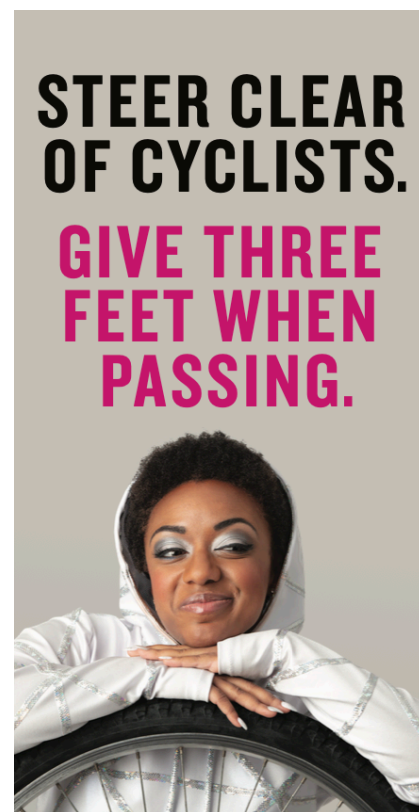
- Slow down and obey the speed limit.
- Stop for pedestrians at crosswalks.
- Be careful when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Look for bicyclists before opening your door.
- Allow at least 3 feet when passing bikes.
- Do not use your cell phone and never text while driving.
- Be especially careful if you drive an SUV or pickup truck—high profile vehicles are more likely to kill or seriously injure people walking and biking.

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.

*Preliminary data compiled from Maryland Department of Transportation August 29, 2022, subject to change.