



FOR IMMEDIATE RELEASE
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NEWS RELEASE

Pedestrians Account for 1 in 3 Traffic Deaths in the Baltimore Region

Baltimore's Look Alive campaign urges drivers to pay attention and stop for pedestrians

BALTIMORE, MD (September 21, 2022) – On the first day of fall and with the approach of National Pedestrian Safety Month, regional transportation officials and the *Look Alive* campaign want pedestrians and drivers to make safety a top priority during this risky time of year.

Last year, 66 people were killed while walking in the Baltimore region, and October 2021 saw 169 pedestrian crashes—more than any other month. Regional transportation officials warn that the coming months can be a dangerous time of year for pedestrians because of fewer daylight hours.

“We know visibility plays an important role in pedestrian safety,” said Chrissy Nizer, Administrator of the Maryland Department of Transportation Motor Vehicle Administration and Governor Larry Hogan's Highway Safety Representative. “That’s why we’re reminding everyone to be alert and on the lookout for one another, especially as it gets dark earlier every day.”

The *Look Alive* safety campaign is reminding pedestrians and drivers to make safety a top priority this fall.

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 crosswalks, wait for the walk signal, and cross with caution.
- Watch for turning vehicles. Look left, right, and left again.

The *Look Alive* campaign kicks off the start of fall with its interactive Virtual Reality Challenge, an immersive activity that lets participants experience firsthand what it's like to be a driver in three scenarios frequently associated with crashes, injuries and deaths of pedestrians. Teams of “Signal People” will take to the streets in high-priority areas acting as human billboards, carrying important safety messages literally on their backs. Signal People remind drivers to always stop for pedestrians, pedestrians to wait for the signal and cross in crosswalks, and everyone to stay alert and aware of their surroundings.

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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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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.