

LOOK ALIVE

LookAliveMD.org

OVERVIEW

As temperatures cool and days become shorter, pedestrians are at increased risk for injury from traffic crashes. This is why 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 to help everyone travel safely in the month of October and beyond.

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.

A NATIONAL PROBLEM

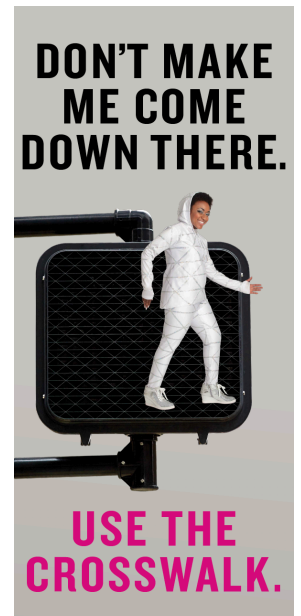
- Data from the National Highway Traffic Safety Administration (NHTSA) paints a distressing picture for people walking in the United States over the last decade: pedestrian deaths increased a staggering 77% between 2010-2021, compared to a 25% rise in all other traffic fatalities during the same period.¹

BALTIMORE REGION FACTS ²

- Despite an 11% decrease in pedestrian fatalities from 2021 to 2022, people walking still make up a disproportionate amount of total traffic fatalities in the Baltimore region.
- While only 2.6% of traffic crashes in the region last year involved people walking, pedestrians accounted for 26% of traffic deaths during the same time period.
- Pedestrian deaths decreased from 66 in 2021 to 59 in 2022.
- Last year, there were 162 pedestrian crashes in the Baltimore region in October – more than 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 / X (@Signal_Woman) on how to stay safe on area roadways.
- Signal People clad in white spandex will hit the streets in high-priority areas to educate road users on safety tips.
- Local law enforcement will conduct increased enforcement in October, ticketing drivers and pedestrians who break traffic safety laws. Fines range from \$40 to \$500.



¹ Governors Highway Safety Association, [2022 Pedestrian Fatalities by State](#)

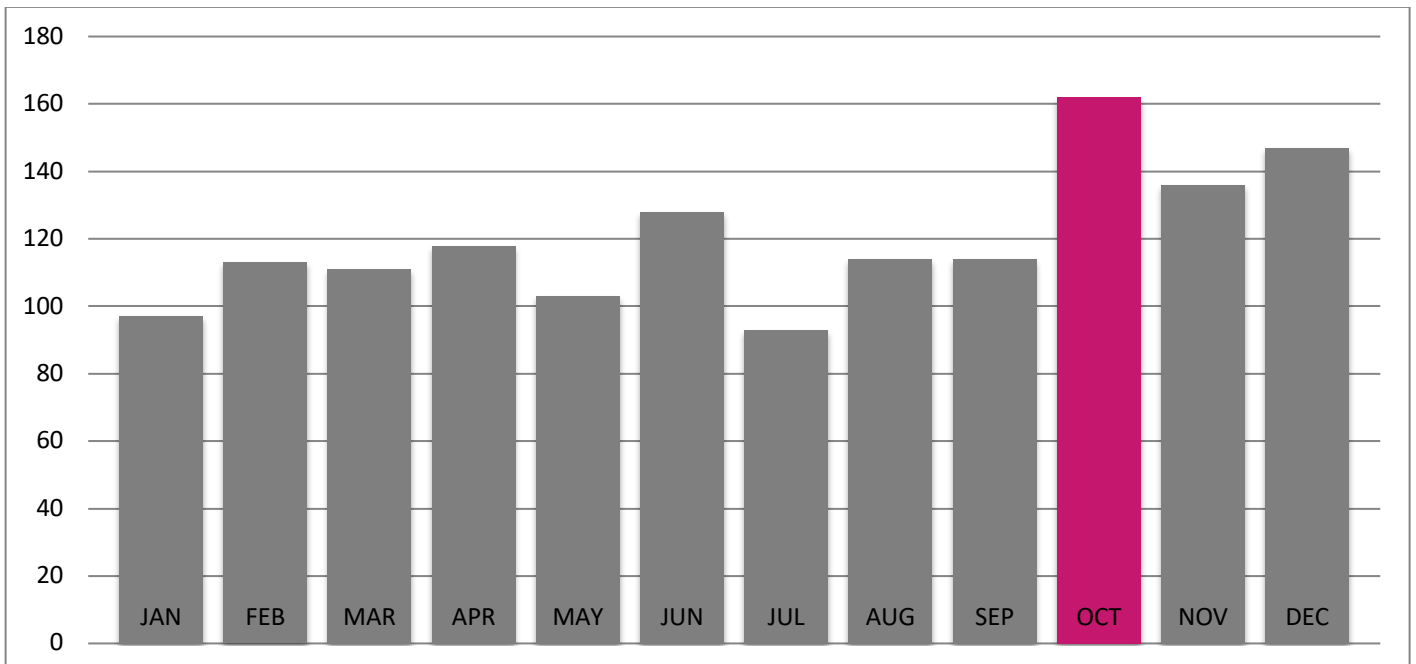
² Preliminary data compiled from Maryland Department of Transportation August 22, 2023 subject to change.

2022 Baltimore Region Crash and Fatality Data

2022	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>	13	19	16	2	3	5	1	59	129
<i>Bicyclist fatalities</i>	1	1	0	0	1	1	0	4	11
<i>Total traffic fatalities</i>	48	46	66	9	21	29	4	223	564
<i>Pedestrian crashes</i>	179	732	398	24	35	60	8	1,436	2,609
<i>Bicyclist crashes</i>	78	179	92	7	21	16	3	396	746
<i>Total traffic crashes</i>	9,570	16,165	20,534	1,899	3,288	3,881	822	56,159	108,365

2022 Monthly Crashes Involving Pedestrians in the Baltimore Region

2022	Anne Arundel County	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	TOTALS
JAN	8	45	31	4	4	4	1	97
FEB	17	58	30	1	3	4	0	113
MAR	15	59	25	3	3	3	3	111
APR	16	58	36	2	2	3	1	118
MAY	10	53	32	2	4	2	0	103
JUN	13	67	32	2	1	12	1	128
JUL	8	55	24	0	2	4	0	93
AUG	13	62	27	3	2	7	0	114
SEP	18	57	29	1	5	4	0	114
OCT	20	83	48	3	3	5	0	162
NOV	19	66	40	1	4	4	2	136
DEC	22	69	44	2	2	8	0	147
TOTALS	179	732	398	24	35	60	8	1436



Preliminary data compiled from Maryland Department of Transportation August 22, 2023, subject to change.

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.