



FOR IMMEDIATE RELEASE
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NEWS RELEASE

59 Pedestrians Killed in Baltimore Region Traffic Crashes Last Year

Baltimore's Look Alive campaign urges people driving and walking to take precautions to safely share the road as part of National Pedestrian Safety Month

BALTIMORE, MD (October 2, 2023) – As the fall season brings shorter days and less sunlight, regional transportation officials are using National Pedestrian Safety Month and the *Look Alive* campaign to teach pedestrians and drivers how they can stop dangerous crashes before they happen.

In 2022, 59 pedestrians were killed by drivers on streets in the Baltimore region, and there were 162 crashes involving people on foot during October — more than any other month.

“It’s really critical that drivers look out for pedestrians and that pedestrians engage in safe behavior while on the roadway,” said Maryland Motor Vehicle Administrator Chrissy Nizer who also serves as Governor Wes Moore’s Highway Safety Representative. “By working together, by looking out for each other, we can reduce those numbers, and everyone can arrive home safely.”

Look Alive campaign sponsors warn that fall brings an increase in the number of pedestrians injured or killed as daylight hours wane, and visibility becomes more challenging. Regional and state officials are asking everyone to take action to ensure that everyone reaches their destination safely.

“People walking are the most vulnerable in any kind of crash,” said Mike Kelly, Executive Director of Baltimore Metropolitan Council. “As it gets dark earlier this fall, it’s even more important for all of us to stop these deadly crashes before they happen by watching out for each other and following the rules of the road.”

Because October is the most dangerous month of the year for people walking, the *Look Alive* safety campaign is reminding pedestrians and drivers of the simple tips they can follow to safely share the road this Pedestrian Safety Month and beyond.

If you’re driving:

- Stop for people in crosswalks and never pass another vehicle stopped at a crosswalk.
- Look twice before turning and yield to people walking and biking.
- Always obey the speed limit so you have time to react to a pedestrian.

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If you're walking:

- Use the crosswalk or cross at the corner with caution.
- Wait for the walk signal.
- Watch for turning vehicles. Look left, right, and left again.

The *Look Alive* campaign is also holding interactive events across the region to draw attention to the pedestrian safety issue. A Virtual Reality event will challenge participants to experience firsthand what it's like to be a driver in three scenarios frequently associated with pedestrian crashes. 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.

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.