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NEWS RELEASE

76 Pedestrians Died in Baltimore Region Traffic Crashes Last Year

Ahead of National Pedestrian Safety Month, Baltimore's Look Alive campaign reminds drivers and pedestrians how to share the road and save lives

BALTIMORE, MD (October 1, 2025) – While autumn's cooler temperatures and crisp air entice pedestrians and cyclists outside, the season's shorter days and fewer daylight hours create roadway visibility challenges and safety risks. That's why regional transportation officials are leveraging the *Look Alive* campaign to encourage safer driver, cyclist and pedestrian behavior to prevent deadly crashes.

October, which is National Pedestrian Safety Month, is the most dangerous month of the year for pedestrians and cyclists in the Baltimore Region. Darker conditions in the early mornings and evenings make it harder for drivers to spot people walking and biking on the road, leading to tragedy. It's a crucial time of year for all road users to stay alert and increase caution.

In 2024, 76 pedestrians and 3 bicyclists in the Baltimore region were killed in crashes, an 8.1% decrease in combined pedestrian and cyclist deaths compared to 2023. Despite this reassuring annual decline, this time of year remains particularly perilous—184 pedestrian-involved crashes occurred in the month of October alone, more than any other month last year.

"Pedestrians and cyclists are our most vulnerable road users in even the best conditions," said Maryland Motor Vehicle Administrator and Governor Wes Moore's Highway Safety Representative Chrissy Nizer. "But fall is a particularly risky time of year. Shorter days and decreased visibility make it harder to see people in the road, so it's critical that drivers, bicyclists and pedestrians follow all traffic laws and make safety a top priority."

To get the public engaged and encourage people driving, walking and biking to look out for one another, the *Look Alive* campaign is kicking off National Pedestrian Safety month with educational initiatives and an increased enforcement period. Teams of "Signal People" will act as human billboards to draw attention to the issue of pedestrian safety and provide simple tips to help everyone get home safely. A Virtual Reality Challenge will let drivers practice spotting pedestrians and bicyclists in a safe virtual environment. And local police will ramp up enforcement of traffic safety laws with violations resulting in fines of \$50–\$400.

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"While the fall and winter months may increase risks for people walking and biking, crashes are still preventable if we all work together," said Mike Kelly, Executive Director of Baltimore Metropolitan Council. "We all have a responsibility to keep our community safe by following the rules of the road and staying alert."

To help keep *all* regional commuters safe this National Pedestrian Safety Month and beyond, the *Look Alive* campaign offers the following tips.

If you're driving:

- Always obey the speed limit and drive to conditions so you have time to react to a pedestrian.
- 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.

If you're cycling:

- Always wear a helmet.
- Use hand signals to communicate your intentions to drivers.
- Use bike lights at night and when visibility is poor.

If you're walking:

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

Look Alive is a regional pedestrian and bicycle safety program that combines education and enforcement across the Baltimore metropolitan region. The campaign brings Signal Woman, the pedestrian icon in the "walk/don't walk" signal light box, to life, and she now dishes out practical safety advice on Instagram (@SignalWoman) and Twitter / X (@Signal_Woman) on how to stay safe on area roadways. Learn more about the program at LookAliveMD.org.

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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.



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