

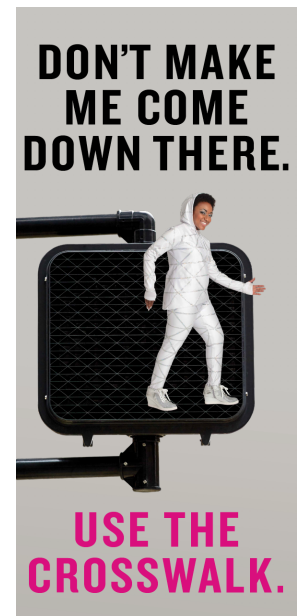
LOOK ALIVE

LookAliveMD.org

OVERVIEW

Autumn's colorful foliage and cooler weather may entice people outside, but shorter days and reduced visibility can create dangerous conditions for people on foot. As commutes get darker, drivers can struggle to see people walking, leading to an uptick in pedestrian-involved crashes. That's why the National Highway Traffic Safety Administration (NHTSA) designated October as National Pedestrian Safety Month. More pedestrian crashes happen in October than any other month of the year in the greater Baltimore region, so the *Look Alive* campaign is supporting Pedestrian Safety Month by reminding drivers and people walking how to safely use the road together.

The Baltimore Metropolitan Council (BMC) and the Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office (MDOT MVA MHSO) work with local partners on the *Look Alive* campaign to promote traffic safety and encourage shared responsibility among road users to reduce crashes. The campaign educates drivers, pedestrians, and cyclists with traffic facts and safety tips.



A NATIONAL PROBLEM*

- According to the National Highway Traffic Safety Administration (NHTSA), one pedestrian was killed every 74 minutes and one was injured every 7 minutes in U.S. traffic crashes in 2024, the most recent year with national data available.
- This amounted to a total of 7,080 pedestrian deaths across the country in 2024, a 3.9% decrease from the 7,367 pedestrians killed in traffic crashes in 2023.
- Pedestrians made up 18% of all traffic fatalities and 3% of all people injured in traffic crashes in 2024.

BALTIMORE REGION FACTS**

- Pedestrian and cyclist fatalities decreased by 46% from 2024 to 2025, the most significant year-over-year improvement in the past 5 years.
- Despite this marked decline, people traveling by foot or bike are still vulnerable. In 2025, 42 pedestrians and 2 cyclists were killed in traffic crashes in the greater Baltimore area.
- Pedestrians make up a disproportionate amount of traffic fatalities in the Baltimore region. While pedestrians were involved in only 3% of crashes in the region last year, they accounted for 20% of traffic fatalities.
- Last year, there were 142 pedestrian-involved crashes in October alone—more than any other month.

CAMPAIGN COMPONENTS

- Signal Woman, the pedestrian figure in the “walk/don’t walk” signal box, was brought to life by the *Look Alive* campaign to promote practical roadway safety advice. She offers pedestrian and traffic safety tips in her signature humorous style on Instagram (@SignalWoman) and X (@Signal_Woman).
- Signal Woman is supported by a crew of Signal People who act as human billboards, walking while wearing distinctive white outfits and backpack banners. They’ll take to the streets and educate commuters at some of the region’s most dangerous intersections for pedestrians.
- Local police will increase enforcement of traffic safety laws throughout October, ticketing drivers, bicyclists, and pedestrians who break the law, with fines ranging from \$40 to \$500.

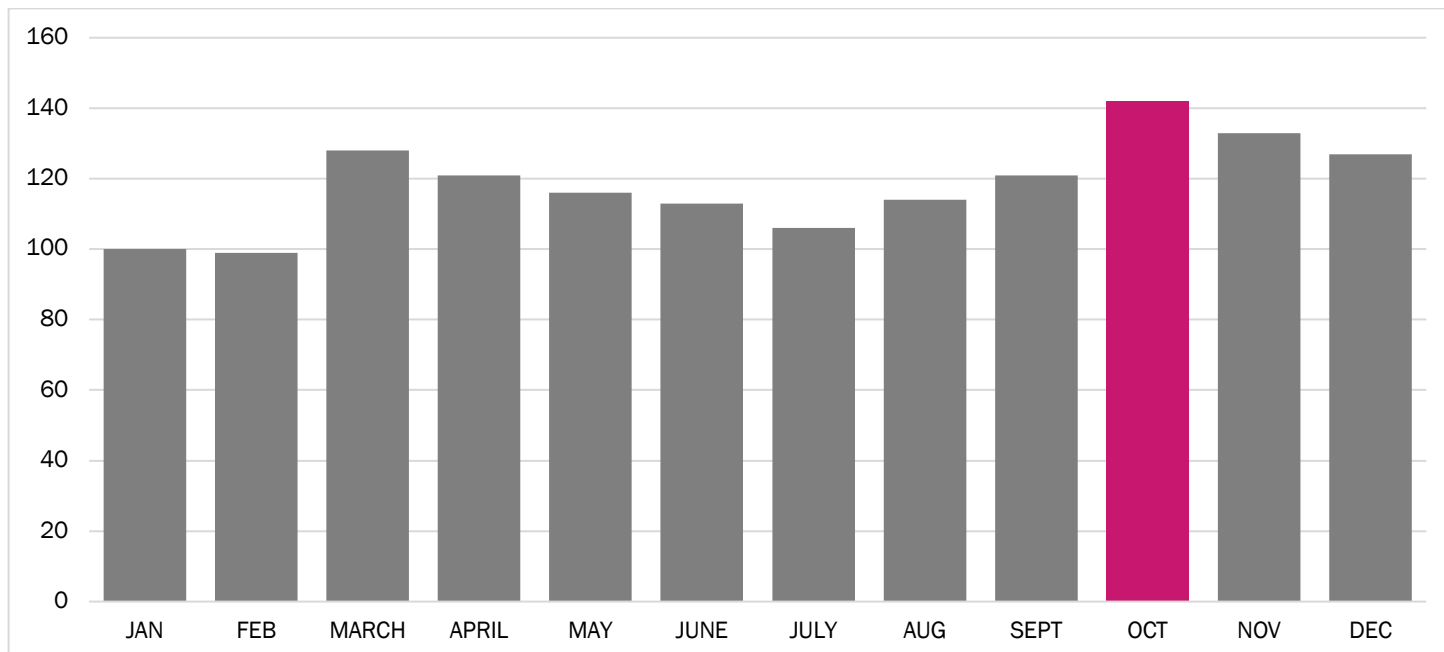


2025 Baltimore Region Crash and Fatality Data

2025	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>	8	11	16	1	6	0	0	42	97
<i>Bicyclist fatalities</i>	1	1	0	0	0	0	0	2	10
<i>Total traffic fatalities</i>	30	44	66	21	20	15	9	205	478
<i>Non-motorist crashes</i>	324	1,154	626	43	88	90	8	2,333	4,177
<i>Pedestrian crashes</i>	180	672	431	26	51	56	4	1,420	2,611
<i>Total traffic crashes</i>	9,121	14,242	18,365	2,021	3,342	3,962	877	51,930	103,088

2025 Monthly Crashes Involving Pedestrians in the Baltimore Region

2025	Anne Arundel County	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	Regional Totals
<i>January</i>	18	44	31	1	3	3	0	100
<i>February</i>	10	48	31	3	4	2	1	99
<i>March</i>	8	64	44	4	3	4	1	128
<i>April</i>	14	52	45	1	2	7	0	121
<i>May</i>	22	47	37	3	3	4	0	116
<i>June</i>	13	56	31	0	6	6	1	113
<i>July</i>	13	57	26	3	2	5	0	106
<i>August</i>	14	59	26	3	5	7	0	114
<i>September</i>	19	56	36	1	6	3	0	121
<i>October</i>	16	75	34	4	5	7	1	142
<i>November</i>	10	62	46	3	6	6	0	133
<i>December</i>	23	52	44	0	6	2	0	127
<i>Total</i>	180	672	431	26	51	56	4	1,420



LOOK ALIVE STREET SAFETY TIPS

If you're driving . . .

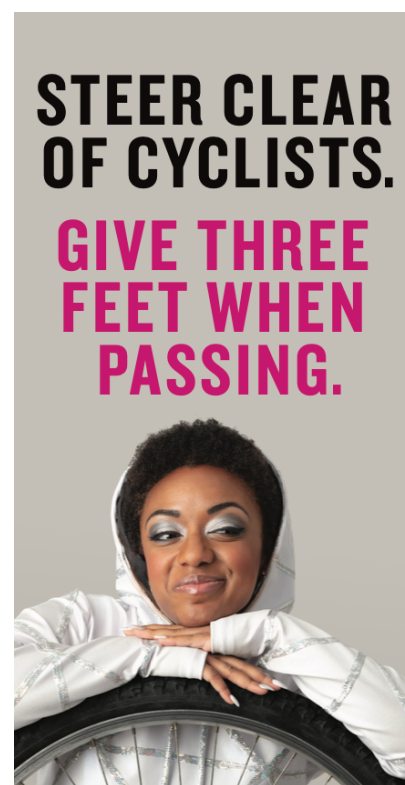
- Slow down and obey posted speed limits.
- Stop for pedestrians at crosswalks.
- Use caution when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Check for bicyclists before opening your car door.
- Allow at least 3 feet of space when passing bikes.
- Do not use your cell phone or text while driving.
- Be especially careful if you drive an SUV or pickup truck—crashes involving high profile vehicles are more likely to cause death or serious injury for 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.
- Make eye contact with drivers before stepping into their path.
- Watch for turning vehicles.
- Before crossing look left, right, and left again.
- Be visible. Wear something light or reflective after dark.
- Be aware of blind spots around trucks and buses.
- Avoid using your cell phone when crossing the street.

If you're biking . . .

- Obey traffic signs and signals.
- Travel in the same direction as traffic or in designated bike lanes where available.
- Ride in a straight line at least 3 feet from parked cars.
- Use hand signals to communicate your intentions to drivers.
- Wear a helmet.
- Use bike lights at night and when visibility is poor.
- On an off-street trail, obey all posted signs and approach intersections with caution.



*<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813791>

**Preliminary data compiled from Maryland Department of State Police, September 22, 2026, subject to change.