

LOOK ALIVE

LookAliveMD.org

OVERVIEW

The fall and winter months bring less daylight and darker commuting hours, which can lead to more crashes between cars and pedestrians. *Look Alive* reminds Baltimore-area drivers and pedestrians to obey traffic safety laws and offers tips on how everyone can travel safely through the region.

The Baltimore Metropolitan Council and Maryland Department of Transportation Motor Vehicle Administration Highway Safety Office (MDOT MVA MHSO) teamed up with local partners to develop the *Look Alive* campaign to raise awareness of pedestrian and bicycle safety and educate drivers, pedestrians, and bicyclists about safe use of roadways in the greater Baltimore region.



A NATIONAL PROBLEM

- Nationwide, pedestrian fatalities increased 53 percent in the last decade (2009 to 2018).¹
- In 2018, 6,283 pedestrians were killed across the U.S., accounting for 17 percent of all traffic fatalities.²
- According to the NHTSA, 76 percent of pedestrian fatalities occur after dark.²

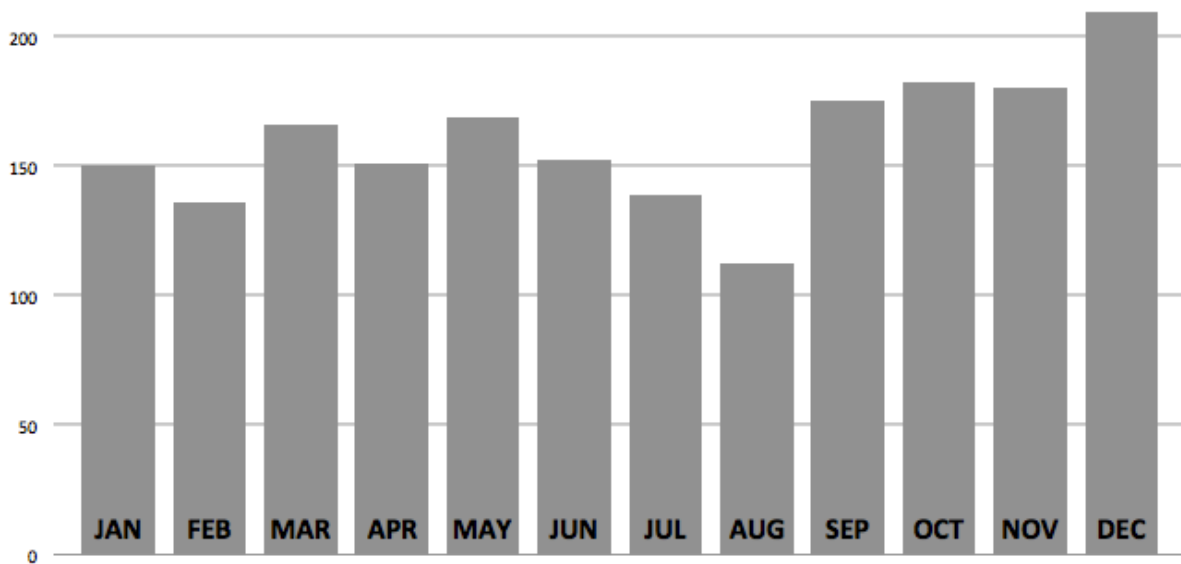
BALTIMORE REGION FACTS

- In 2018, there were 66 pedestrian fatalities in the Baltimore region, accounting for nearly one third of the 223 total traffic fatalities.³
- The number of pedestrians killed in traffic crashes increased more than 29 percent, from 51 in 2017 to 66 in 2018.³
- There were 268 pedestrian serious injuries in 2018, a five percent increase over 2017.
- In 2018, pedestrian crashes peaked during the month of December, with 209 incidents.³
- Law enforcement will conduct increased enforcement starting November 21, ticketing drivers and pedestrians who break traffic safety laws. Fines range from \$40 to \$500.

Baltimore Metro 2018	Total Traffic Fatalities	Pedestrian Fatalities	Pedestrian Serious Injuries
Anne Arundel County	55	20	38
Baltimore City	34	9	139
Baltimore County	85	27	62
Carroll County	11	1	5
Harford County	13	3	10
Howard County	20	6	14
Queen Anne's County	5	0	0
TOTAL	223	66	268



Crashes Involving Pedestrians in the Baltimore Metro Region ³								
2018	Anne Arundel	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	TOTALS
JAN	27	79	36	1	5	2	0	150
FEB	19	72	30	7	5	3	0	136
MAR	26	85	39	1	6	8	1	166
APR	17	90	35	3	1	4	1	151
MAY	23	86	47	3	5	5	0	169
JUN	26	85	32	0	3	5	1	152
JUL	19	82	25	1	7	5	0	139
AUG	13	68	27	1	0	3	0	112
SEP	25	96	36	6	6	5	1	175
OCT	15	96	45	5	9	12	0	182
NOV	24	83	57	4	5	6	1	180
DEC	42	84	61	5	8	7	2	209
TOTALS	276	1,006	470	37	60	65	7	1,921



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.
- Avoid using your cell phone and never text while driving.

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.

Visit www.LookAliveMD.org for more information.

¹ National Highway Traffic Safety Administration's [Geographic Summary of Pedestrian Traffic Fatalities](#), published October 2019

² National Highway Traffic Safety Administration's [2018 Fatal Motor Vehicle Crashes: Overview](#), published October 2019

³ Data compiled from Maryland Department of Transportation in October 2019