

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

- Across the United States, pedestrian fatalities increased 53% over the last decade (2009 to 2018).¹
- Nationwide, 6,283 pedestrians were killed in 2018, 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 2019, there were 61 pedestrian fatalities in the Baltimore region, accounting for nearly 29% of the 207 total traffic fatalities.³
- In 2019, pedestrian crashes peaked in the month of November, with 175 incidents.³

CAMPAIGN COMPONENTS

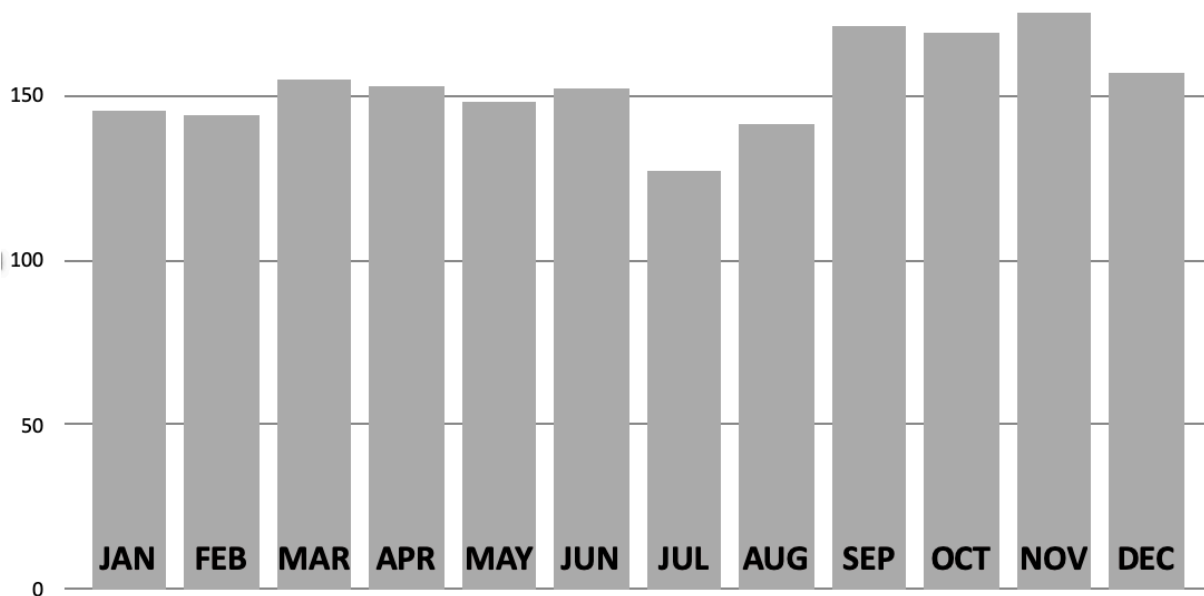
- National Highway Traffic Safety Administration has declared October national Pedestrian Safety Month.
- Signal Woman, the pedestrian figure in “walk/don’t walk” signal light box has been brought to life and now dishes out practical safety advice on Instagram (@SignalWoman) and Twitter (@Signal_Woman) on how to stay safe on area roadways.
- Socially distancing, spandex-wearing Signal People will hit the streets in high-priority areas to educate road users on safety tips.
- Law enforcement will conduct increased enforcement in October, ticketing drivers and pedestrians who break traffic safety laws. Fines range from \$40 to \$500.



Baltimore Metro 2019	Total Traffic Fatalities	Pedestrian Fatalities	Pedestrian Suspected Serious Injuries
Anne Arundel County	42	11	22
Baltimore City	48	19	123
Baltimore County	60	21	67
Carroll County	14	6	4
Harford County	17	2	10
Howard County	23	2	12
Queen Anne's County	3	0	0
TOTAL	207	61	238



Crashes Involving Pedestrians in the Baltimore Metro Region ³								
2019	Anne Arundel	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	TOTALS
JAN	18	71	40	6	4	6	0	145
FEB	18	64	44	5	7	5	1	144
MAR	27	70	42	2	7	6	1	155
APR	17	85	32	4	11	4	0	153
MAY	15	84	35	4	4	5	1	148
JUN	21	75	41	1	5	7	2	152
JUL	12	70	34	6	3	2	0	127
AUG	15	74	39	1	3	10	0	141
SEP	21	92	42	4	5	5	2	171
OCT	17	93	38	3	11	7	0	169
NOV	16	84	49	4	10	12	0	175
DEC	27	54	55	2	10	5	4	157
TOTALS	224	916	491	42	80	74	11	1,837



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 September 2019