

# LOOK ALIVE

LookAliveMD.org

## OVERVIEW

October is the National Highway Traffic Safety Administration's (NHTSA) National Pedestrian Safety Month. The arrival of fall ushers in the end of Daylight Savings Time, so days become shorter and darkness falls earlier. At this time of year, it's even more important for drivers to pay focused attention and for everyone to do what they can to increase visibility on our roadways.

At this important time of year, 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 as part of the *Look Alive* campaign to raise awareness of our shared responsibility to keep our Baltimore-area community safe from traffic injuries and deaths. The campaign offers tips and resources for drivers, bicyclists and pedestrians to keep our roadways safe.

## A NATIONAL PROBLEM

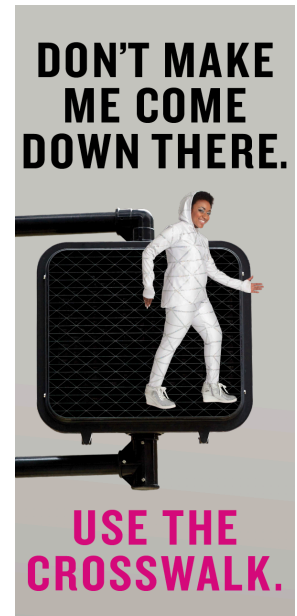
- According to the National Highway Traffic Safety Administration (NHTSA), in 2022 the United States experienced the most deaths from pedestrian crashes in more than 40 years.\* Traffic crashes killed 7,522 pedestrians in 2022, the most recent year with national data available.\*\*

## BALTIMORE REGION FACTS\*\*\*

- Pedestrian fatalities increased a startling 30.5% in 2023 compared to 2022. 77 pedestrians lost their lives on roadways in the Baltimore region last year.
- Pedestrians and bicyclists are particularly vulnerable on our region's roadway. While only 3.6% of crashes in the Baltimore region last year involved pedestrians or bicyclists, people walking or biking accounted for 34% of the traffic fatalities in 2023.
- The problem is particularly acute in the Baltimore region where nearly half of the statewide pedestrian traffic fatalities and more than half of the bicyclist fatalities occurred.

## CAMPAIGN COMPONENTS

- The *Look Alive* campaign brought the pedestrian figure in the "walk/don't walk" signal box to life as Signal Woman. She offers practical pedestrian and traffic safety tips in her humorous and memorable style on Instagram (@SignalWoman) and Twitter / X (@Signal\_Woman).
- Signal Woman is supported by a crew of Signal People who will act as literal walking billboards with their distinctive backpack banners. They'll hit the street and educate drivers at some of the region's intersections with the most pedestrian crashes.
- Local police will increase enforcement of traffic safety laws throughout October, ticketing drivers, bicyclists and pedestrians who break the law with fines range from \$40 to \$500.



## Baltimore Region Crash and Fatality Data 2023

2023	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>	13	22	29	2	5	6	0	<b>77</b>	<b>158</b>
<i>Bicyclist fatalities</i>	2	1	4	1	1	0	0	<b>9</b>	<b>15</b>
<i>Total traffic fatalities</i>	45	46	91	12	24	23	11	<b>252</b>	<b>621</b>
<i>Pedestrian crashes</i>	228	743	465	28	50	73	6	<b>1,593</b>	<b>2,892</b>
<i>Bicyclist crashes</i>	88	193	103	8	26	29	5	<b>452</b>	<b>838</b>
<i>Total traffic crashes</i>	9,636	15,956	20,232	1,950	3,359	4,178	914	<b>56,225</b>	<b>107,869</b>

### LOOK ALIVE STREET SAFETY TIPS

#### ***If you're driving...***

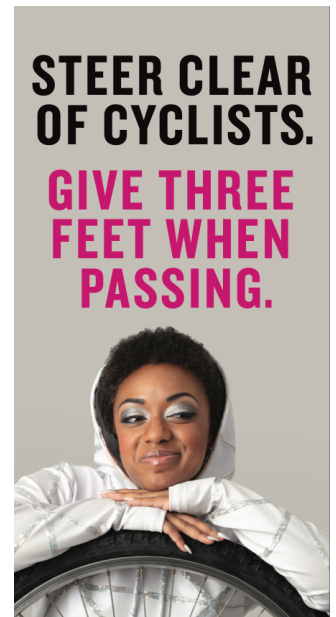
- Slow down and obey the speed limit.
- Stop for pedestrians at crosswalks.
- Be careful when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Look for bicyclists before opening your door.
- Allow at least 3 feet when passing bikes.
- Do not use your cell phone and never text while driving.
- Be especially careful if you drive an SUV or pickup truck – high profile vehicles are more likely to kill or seriously injure 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.
- 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.

#### ***If you're biking...***

- Cross the street at crosswalks and intersections.
- Use the pushbuttons.
- Obey signs and signals.
- Never ride against traffic.
- Ride in a straight line at least 3 feet from parked cars.
- Use hand signals to tell drivers what you intend to do.
- Wear a helmet.
- Use lights at night and when visibility is poor.
- On an off-street trail, obey all posted signs and approach intersections with caution.



\*<https://www.ghsa.org/resources/Pedestrians23>

\*\*<https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813590>

\*\*\* Preliminary data compiled from Maryland Department of State Police September 28, 2023, subject to change.