



FOR IMMEDIATE RELEASE
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NEWS RELEASE

Baltimore Region Experiences a More than 35% Increase in Pedestrian and Cyclist Deaths from Traffic Crashes

This National Pedestrian Safety Month, Baltimore's Look Alive campaign urges drivers to slow down and follow traffic laws to save lives.

BALTIMORE, MD (October 7, 2024) – This National Pedestrian Safety Month, Baltimore's Look Alive campaign is teaching and reminding drivers, bicyclists and pedestrians what they can do to save lives as shorter daylight hours decrease roadway visibility.

In 2023, 77 pedestrians and 9 bicyclists in the Baltimore region were killed in crashes, a more than 35% increase in pedestrian and bicyclist deaths from 2022.

"Every traffic death is 100 percent preventable. Each person had families, friends, and life stories – we cannot continue to tolerate poor choices behind the wheel," said Maryland Motor Vehicle Administrator Chrissy Nizer who also serves as Governor Wes Moore's Highway Safety Representative. "As we enter the fall season when lower visibility increases the risk of traffic deaths, it's critical that drivers, bicyclists and pedestrians look out for each other and follow the laws of the road – it truly saves lives."

The *Look Alive* campaign joins state and regional officials in marking National Pedestrian Safety Month with initiatives to help drivers, pedestrians and bicyclists look out for one another and ensure that everyone arrives home safely. Representing the "walk" icon in pedestrian signals, the campaign's signature "Signal People" will visit some of the region's intersections where pedestrian crashes happen most often as literal walking billboards with traffic safety tips. The Virtual Reality Challenge will let drivers practice spotting pedestrians and bicyclists in a safe virtual environment behind the wheel of a real car. And finally, local police will redouble enforcement of traffic safety laws with violations leading to fines of \$50–\$400.

"It is the responsibility of all of us to follow the rules of the road, look out for each other, and keep our fellow Marylanders safe," said Mike Kelly, Executive Director of Baltimore Metropolitan Council. "As fall approaches and daylight hours wane, we're asking the public to learn and remember what they can do as drivers, bicyclists and pedestrians to ensure that everyone gets home safely every day."

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The *Look Alive* safety campaign offers drivers, bicyclists and pedestrians these simple tips to keep everyone on our roadways safe.

If you're driving:

- Always obey the speed limit 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 bicycling:

- Wear a helmet.
- Use hand signals to tell drivers what you intend to do.
- Use lights at night and when visibility is poor.

If you're walking:

- Use the crosswalk 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. Learn more about the program at LookAliveMD.org and follow "Signal Woman" on Instagram (@SignalWoman) and Twitter / X (@Signal_Woman) to get daily pedestrian safety tips with Signal Woman's distinctive flare.

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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.

BMC's Board of Directors includes the executives of Anne Arundel, Baltimore, Harford and Howard counties, the mayor of the City of Baltimore, a member of the Carroll County and Queen Anne's County boards of commissioners, a member of the



Maryland State Senate, a member of the Maryland House of Delegates, and a gubernatorial appointee from the private sector.