

LOOK ALIVE

LookAliveMD.org

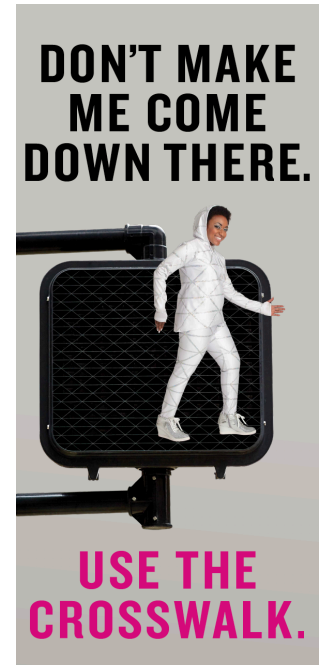
OVERVIEW

As autumn ushers in cooler temperatures and shorter days, pedestrians face increased risk on our region's roadways. Fewer daylight hours lead to decreased visibility, making it harder for drivers to see people walking. That's why the National Highway Traffic Safety Administration (NHTSA) has designated October as National Pedestrian Safety Month. In support of this initiative, the *Look Alive* campaign reminds drivers and people walking how to safely use the road together in the month of October and beyond.

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 our shared responsibility to keep our Baltimore-area community safe from traffic 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), a pedestrian was killed every 72 minutes and injured every 8 minutes in U.S. traffic crashes in 2023, the most recent year with national data available.
- This amounted to a total of 7,314 pedestrian deaths across the country in 2023, a 3.7% decrease from the 7,593 pedestrians killed in traffic crashes in 2022.
- Pedestrians made up 18% of all traffic fatalities and 3% of all people injured in traffic crashes in 2023.



BALTIMORE REGION FACTS**

- Despite an 8.1% decrease in combined pedestrian and cyclist deaths from 2023 to 2024, pedestrians and bicyclists are still particularly vulnerable on our region's roadways. In 2024, 76 pedestrians and 3 cyclists lost their lives in traffic crashes in the greater Baltimore area.
- Pedestrians make up a disproportionate amount of traffic fatalities in the Baltimore region. While pedestrians were only involved in 2.7% of crashes in the region last year, they accounted for 30.1% of traffic fatalities.
- Last year, there were 184 pedestrian-involved crashes in October alone—more than any other month.

CAMPAIGN COMPONENTS

- Signal Woman, the pedestrian figure in "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 Twitter / X (@Signal_Woman).
- Signal Woman videos and other campaign materials can be found on www.LookAliveMD.org/resources
- Signal Woman is supported by a crew of Signal People who will act as human billboards, walking with their distinctive white outfits and 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.



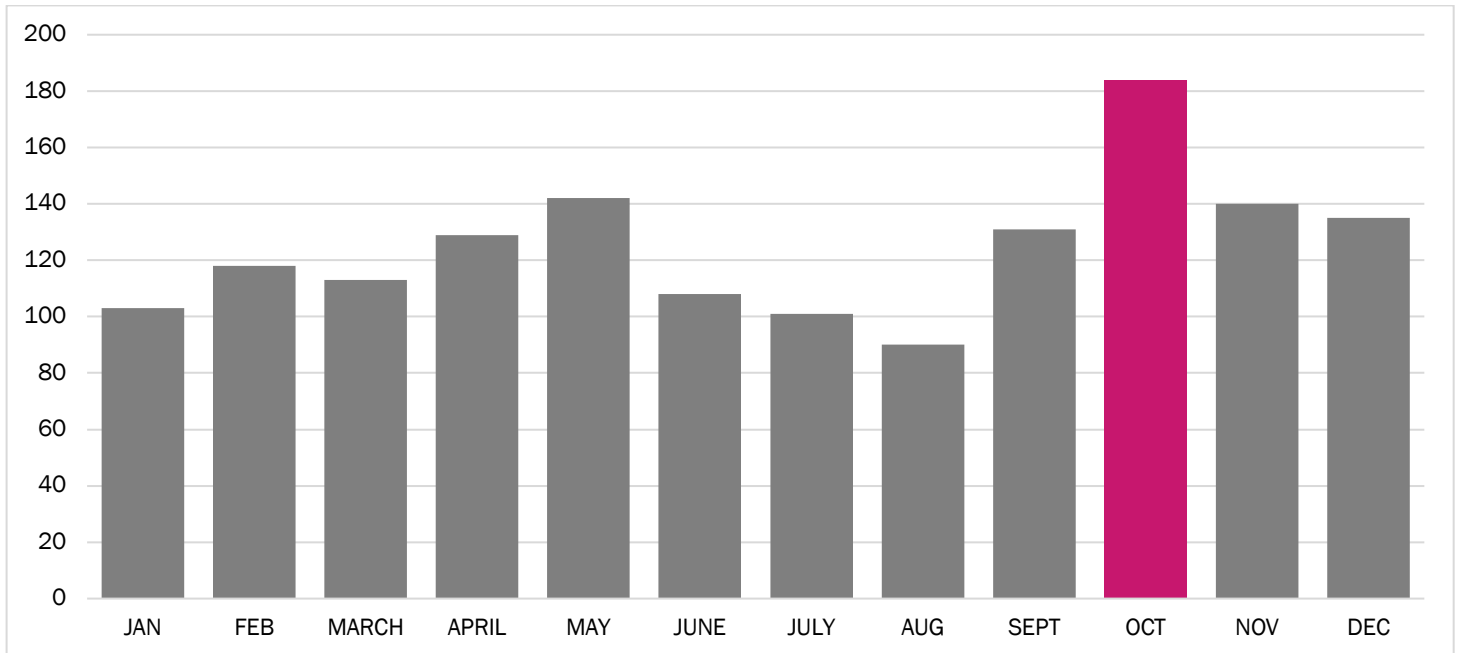


2024 Baltimore Region Crash and Fatality Data

2024	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	26	29	2	2	8	1	76	149
<i>Bicyclist fatalities</i>	0	2	0	1	0	0	0	3	10
<i>Total traffic fatalities</i>	53	62	74	16	13	21	7	246	579
<i>Pedestrian crashes</i>	198	707	429	27	59	72	2	1,494	2,806
<i>Bicyclist crashes</i>	78	152	97	10	28	22	3	390	817
<i>Total traffic crashes</i>	9,564	15,213	19,815	1,934	3,300	4,104	826	54,756	107,825

2024 Monthly Crashes Involving Pedestrians in the Baltimore Region

2024	Anne Arundel County	Baltimore City	Baltimore County	Carroll County	Harford County	Howard County	Queen Anne's County	Regional Totals
<i>January</i>	9	49	33	2	2	8	0	103
<i>February</i>	16	59	29	3	5	6	0	118
<i>March</i>	16	49	37	2	1	8	0	113
<i>April</i>	19	69	30	1	4	6	0	129
<i>May</i>	20	70	40	2	6	4	0	142
<i>June</i>	12	50	30	4	6	5	1	108
<i>July</i>	17	51	22	1	2	8	0	101
<i>August</i>	13	36	28	2	5	6	0	90
<i>September</i>	11	73	33	4	5	5	0	131
<i>October</i>	16	91	59	3	7	7	1	184
<i>November</i>	29	55	46	1	6	3	0	140
<i>December</i>	20	55	42	2	10	6	0	135
<i>Total</i>	198	707	429	27	59	72	2	1,494



LOOK ALIVE STREET SAFETY TIPS

If you're driving...

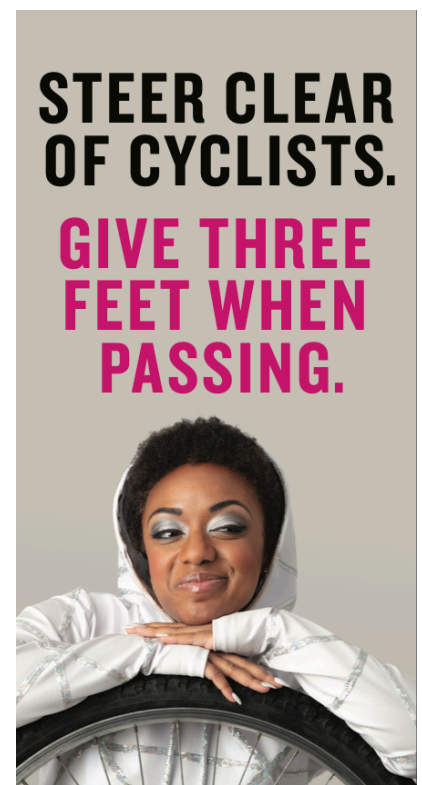
- Slow down and obey posted speed limits.
- Stop for pedestrians at crosswalks.
- Use caution when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Check for bicyclists before opening your car door.
- Allow at least 3 feet of space when passing bikes.
- Do not 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...

- Cross the street at crosswalks and intersections.
- Use the pushbuttons.
- Obey traffic signs and signals.
- Never ride against traffic.
- 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/813727>

**Preliminary data compiled from Maryland Department of State Police September 8, 2025, subject to change.