



**For Immediate Release  
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**Contact:** Julie Walsh, Communications & Marketing Manager, BikePGH,  
(412) 579-3938, [walsh.julie@bikepgh.org](mailto:walsh.julie@bikepgh.org)

## **With an Uptick in PA Fatalities, Pittsburgh Unites for World Day of Remembrance, Memorial Bike Ride Honoring Victims, and Groundbreaking Media Workshop**

**Pittsburgh, PA** – The Pittsburgh community will come together for a [memorial bike ride](#) alongside road safety advocates and community members at 9:00 a.m. on Sunday, November 17, 2024, at the intersection of Brookline Blvd and Pioneer Ave. This annual ride commemorates [World Day of Remembrance for Road Traffic Victims](#) (WDoR) and honors Austin Fike, who was killed in a roadway crash in Brookline in 2019:

***Event Details: Pittsburgh WDoR + Austin Fike Memorial Bike Ride*** → Sunday, November 17, 2024 | 9:00 a.m. at Austin Fike's ghost bike (Brookline Blvd & Pioneer Ave)

This Pittsburgh event is part of a global movement for World Day of Remembrance, coinciding with an alarming [16-year high in roadway fatalities](#) in the U.S., particularly affecting pedestrians, who are experiencing their [highest death toll in 40 years](#). Information on the national WDoR movement can be found at [wdor-usa.org](http://wdor-usa.org), and more information on the memorial ride and local WDoR can be found [here](#). #WDoR2024

Pennsylvania's 1,209 fatalities in 2023 represent the 2nd highest number in the state over the past 10 years. In light of this uptick in fatalities and injuries for vulnerable road users, Pittsburgh's commitment to Vision Zero, and groundbreaking research on the impact of the media's coverage of traffic crashes on public perception, BikePGH is also hosting a free workshop. This workshop will provide members of the media, communications professionals, and advocates with researched backed tools and know-how to report effectively on traffic crashes in Pittsburgh and beyond:

***Event Details: Reporting on Traffic Crashes Workshop*** → Thursday, November 21, 2024 | 3:30pm - 5:00pm (EST). Free. [RSVP here](#). Online: via Zoom (link provided upon rsvp). In person: BikePGH office - 188 43rd St, Pittsburgh, PA 15201 (Lawrenceville)

According to [PennDOT Crash Facts & Statistics](#), from 2019 to 2023, Allegheny County reported 267 pedestrian injuries, 71 pedestrian fatalities, and 8 bicyclist deaths due to roadway-related incidents. In Pittsburgh, approximately 6% of all crashes involve pedestrians and 2% involve cyclists. However, pedestrians and cyclists suffer a disproportionate number of serious injuries and fatalities, with pedestrians and bicyclists accounting for about one-third of all traffic deaths. Over the same 5-year period within the City of Pittsburgh, traffic violence claimed the lives of 107 Pittsburghers, including 27 pedestrians and 4 bicyclists, with another 115 pedestrians seriously injured. On average, a pedestrian is struck every 34 hours, and a cyclist is involved in a crash every 6 days.

Nearly a year ago, City of Pittsburgh Mayor Gainey committed to working toward eliminating traffic fatalities and serious injuries within the City, known as Vision Zero. This policy, long a Bike Pittsburgh campaign goal, recognizes that these tragedies are preventable. Over the past year, the City has increased funds for traffic calming, approved the use of red light cameras, added automated enforcement of no parking zones, and installed more bike-friendly infrastructure.

"Committing to zero traffic fatalities is a huge first step," said Seth Bush, Advocacy Manager of Bike Pittsburgh. "However, we have a long way to go to reverse decades of car-centric street design that is harmful to those outside the car, namely people who bike and walk."

In the U.S., the calls for change are particularly urgent, given that in the past two years, almost [20 percent more people died in traffic crashes](#), according to National Safety Council (NSC) estimates. The numbers reflect a genuine crisis: U.S. traffic crashes claimed 40,990 lives last year – almost equal to the number of gun-related deaths – and sent more than 2.7 million people to emergency rooms..

The U.S. is one of the most dangerous industrialized nations in terms of traffic violence, according to a [report](#) from the Center for Disease Control. The analysis shows:

- America has the highest rate of traffic deaths among 29 high-income countries analyzed by the Centers for Disease Control and Prevention
- During the pandemic, traffic deaths [increased by 18.4% in the U.S.](#), but in other high-income nations, fewer people died in crashes, which would be expected with fewer vehicle miles traveled: average overall reduction in fatal crashes was 8.6% – 19.2

Traffic deaths are a leading cause of preventable deaths, disproportionately harming people who are walking and biking, people of color and people in low-income communities. In Pennsylvania, about half of all bicycle and pedestrian crashes occur on state-owned roads, and [according to PennDOT](#), pedestrian collisions and fatalities in PA disproportionately affect vulnerable populations. This is especially concerning in Pittsburgh as about a quarter of households do not have access to a vehicle.