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## **BikeWalkKC Launches ‘Look Out for KC’ Campaign**

*New initiative combines billboards, digital outreach, public awareness, and community action to protect pedestrians and cyclists*

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**Kansas City, Mo.** (May 12, 2025) – [BikeWalkKC](#) is launching [Look Out for KC](#), a new campaign designed to make Kansas City streets safer by encouraging drivers to be more aware of pedestrians and cyclists. Distracted driving is costing Kansas Citians their lives, and this initiative challenges drivers to recognize the essential role they play in protecting lives.

Drivers in Kansas City will begin to encounter the campaign with street-level billboards, while pedestrians and cyclists will begin to see sidewalk decals that highlight victims’ stories and the crash data for that area. The human stories behind the statistics will be available on social media and across digital platforms.

The campaign is paid for with federal highway safety funding by the Missouri Department of Transportation. *Look Out for KC* reflects the ongoing commitment from BikeWalkKC and MoDOT to promote advocacy, education, and infrastructure improvements that create safer, more accessible transportation options for all.

“Sadly, this funding is only available when the death rate for pedestrians, cyclists, and other vulnerable road users reaches or exceeds 15% of a state’s annual crash fatalities,” said Eric Rogers, Executive Director for BikeWalkKC. “It’s money we wish didn’t exist given the circumstances. *Look Out for KC* is about shifting the way people think about road safety. Every time someone gets behind the wheel, they have the power to save a life or take a life. This campaign serves as both a reminder and a call to action for drivers to make choices that prioritize safety for all travelers.”

Missouri ranks among the most dangerous states for traffic fatalities, where statistics show a 34% increase in the likelihood of dying in a crash than in other parts of the country. In Kansas City, the crisis is even more severe. Since 2015, pedestrian deaths have risen by 50%.

One of the many victims of traffic violence around Kansas City is Anthony Saluto, who died after a driver hit him while he was riding a bicycle on Independence Avenue in 2016. His tragic death – and dozens of other crashes every year along Independence Avenue – have landed it on Kansas City’s High Injury Network, showing it’s one of the most dangerous roadways for drivers, cyclists, and pedestrians in the region.

Through *Look Out for KC*, BikeWalkKC will spotlight the human toll of traffic violence by sharing the real stories of lives forever altered by crashes. The initiative encourages drivers to take responsibility, stay alert, and make choices that protect the most vulnerable road users.

“The data is clear,” said Michael Kelley, Director of Policy of BikeWalkKC. “This is a public safety issue that affects everyone in our community.”

To learn more about the initiative, hear the stories of those impacted by traffic crashes, and discover ways to take action, visit [lookoutforkc.org](#).

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## **About BikeWalkKC**

Founded in 2010, BikeWalkKC is a nonprofit organization and a recognized leader for improving multimodal transportation options in the greater Kansas City region, offering a variety of planning, policy, and education services. Its mission-based, nonprofit model makes it more affordable for urban, suburban, and rural communities to access high quality planning, advocacy, and policy assistance, such as Complete Streets policy work, Safe Routes to School planning, community engagement strategies, traffic calming demonstrations, and advocacy workshops. More than half of its policy and planning services are offered pro bono to communities. For more information, please visit [www.bikewalkkc.org](http://www.bikewalkkc.org).

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