



**OVERVIEW**

Street Smart is launching their spring safety campaign to remind Washington area drivers, cyclists and pedestrians to remain alert, share the road and obey traffic laws.

**REGIONAL FACTS**

- In 2012, there were 3,033 crashes resulting in 70 pedestrian and bicyclist fatalities, accounting for 26.5% percent of the 264 traffic fatalities in the Washington region.\*
- In 2013 to date, there have been at least 14 pedestrian fatalities and 2 bicyclist fatalities in the region.
- Police in the District of Columbia, northern Virginia, and Maryland will be cracking down on drivers, pedestrians and bicyclists throughout the campaign, and issuing warnings and citations to those who violate pedestrian and bicycle safety laws – fines range from \$40 to \$500.

<b>2012</b>	Alexandria City	Arlington Co.	Charles Co.	Fairfax City	Fairfax Co.	Falls Church City	Frederick Co.	Loudoun Co.	Manassas City	Manassas Park City	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	<b>TOTALS</b>
<i>Crashes involving pedestrians</i>	66	140	32	16	169	5	39	53	19	1	264	312	56	845	2017
<i>Crashes involving bicyclists</i>	12	49	10	1	97	5	20	20	4	1	116	85	17	579	1016
															<b>3033</b>
<i>Pedestrian fatalities</i>	2	4	4	1	6	0	4	3	0	0	7	21	7	8	67
<i>Bicyclist fatalities</i>	0	0	0	0	1	0	0	0	0	0	1	1	0	0	3
															<b>70</b>
<i>All traffic fatalities</i>	4	4	15	4	45	0	16	18	1	0	36	83	19	19	<b>264</b>

\*Preliminary data compiled from DDOT, MSHO, and VHSO

## CAMPAIGN COMPONENTS

- Campaign kickoff media event in Washington, DC
- Three weeks of radio traffic sponsorships in English and Spanish
- Four weeks of English and Spanish exterior bus ads, interior bus cards, and transit shelter ads
- Nine *Street Smart Safety Zone* outreach events in partnership with local radio stations in Maryland, Virginia, and Washington, DC

## STREET SAFETY TIPS

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

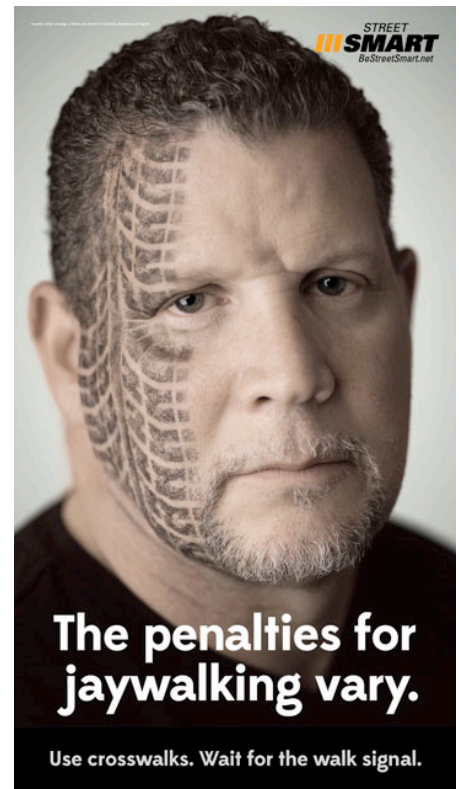
- Slow down and obey the speed limit
- Look twice for people in crosswalks and yield to pedestrians and bicyclists
- Be careful when passing stopped vehicles
- Yield to pedestrians and cyclists at intersections when you're turning
- Allow three feet when passing bicyclists
- Look for cyclists and cars before you open your door
- Avoid using your cell phone and never text while driving

### *If you're walking...*

- Cross the street at the corner and use marked crosswalks when they're available
- Wait for the "Walk" signal to cross the street
- Watch for turning vehicles. Before crossing look left, right, and left again
- Be seen! If you're walking after dark or in bad weather, make it easier for drivers to see you by wearing light clothing or something reflective
- Don't text while you're crossing the street
- If you're on an off-street trail, obey all posted signage and approach intersections with caution

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

- Obey all traffic signs and traffic signals
- Ride in the direction of traffic, at least a car door width away from parked cars
- Use hand signals so drivers, cyclists, and pedestrians know what you're going to do
- Always wear a helmet
- Use lights if you're riding at times of darkness
- If you're on an off-street trail, obey all posted signage and approach intersections with caution
- Slow down and watch for pedestrians on sidewalks, trails and in crosswalks



*Laws and regulations differ between jurisdictions.  
Visit [www.BeStreetSmart.net](http://www.BeStreetSmart.net) for more information.*