



OVERVIEW

Less daylight and darker commuting hours result in reduced visibility that can lead to more frequent collisions between cars and pedestrians or bicyclists. *Street Smart* is launching their fall safety campaign to remind Washington area drivers, bicyclists and pedestrians to remain alert, share the road and obey traffic laws.

A NATIONAL PROBLEM*

- In 2011, 4,432 pedestrians died in traffic crashes nationwide, a three percent increase from the number in 2010. Pedestrians accounted for 14 percent of all traffic fatalities.
- An estimated 69,000 pedestrians were injured in traffic crashes across the country.
- Seventy percent of pedestrian fatalities occurred during nighttime hours.

*National Highway Traffic Safety Administration's *Traffic Safety Facts – Pedestrians 2011 Data*, published August 2013

REGIONAL FACTS**

- Last year in November and December, there were more than 400 crashes involving pedestrians in the Washington metro region.
- In 2012, 3,369 crashes resulted in 69 pedestrian and 3 bicyclist fatalities. These deaths accounted for 26.7 percent of the 270 traffic fatalities in the Washington region.
- More than 2,870 pedestrians and bicyclists were injured in crashes across the region.
- As part of the campaign, law enforcement will conduct increased enforcement October 28 through November 24, ticketing drivers, pedestrians and bicyclists who don't follow traffic safety laws. Fines range from \$40 to \$500.

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



CAMPAIGN COMPONENTS

- Campaign kickoff media event in Washington, DC
- Two weeks of English and Spanish radio traffic sponsorships
- Four weeks of English and Spanish exterior bus ads, interior bus cards, and pumptoppers at gas stations
- Three *Street Smart Safety Zone* outreach events in partnership with local radio stations
 - 10/23: Takoma/Langley Crossroads, MD, 3-5pm
 - 10/24: King Street Metro, Alexandria, VA, 3-5pm
 - 10/28: Columbia Heights, Washington, DC, 3-5pm

STREET SAFETY TIPS

If you're driving...

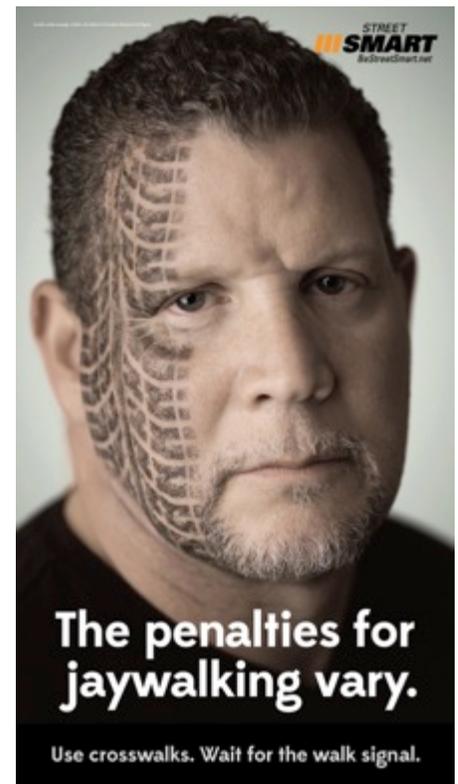
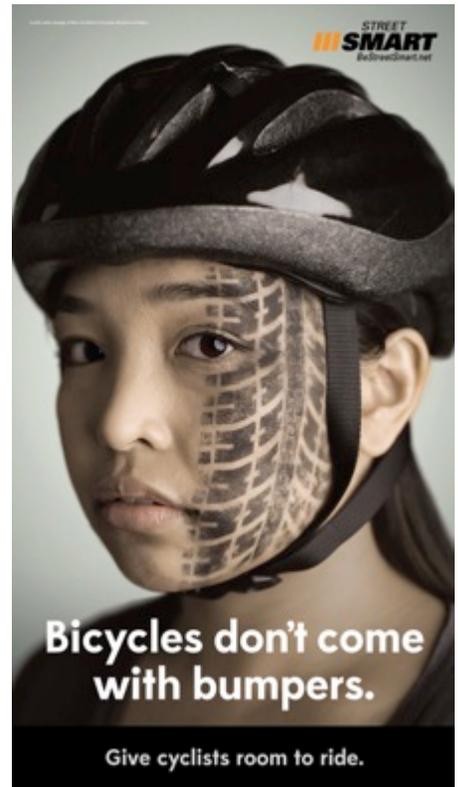
- Slow down and obey the speed limit
- Look twice for people in crosswalks and yield to pedestrians and bicyclists
- Be careful when passing stopped vehicles
- Yield to pedestrians and cyclists at intersections when you're turning
- Allow three feet when passing bicyclists
- Look for cyclists and cars 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 for more information.*