



OVERVIEW

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

CAMPAIGN COMPONENTS

- Campaign kickoff media event in College Park, Maryland.
- Radio traffic sponsorships and television in English and Spanish.
- Digital ads on Pandora and YouTube.
- English and Spanish exterior bus ads, interior bus cards, transit shelter ads, and “pumptopper” ads at gas stations across the region.
- Eight *Street Smart Safety Zone* street team outreach locations in Maryland, Virginia and Washington, DC.

REGIONAL FACTS

- In 2014, there were 72 pedestrian and 3 bicyclist fatalities, accounting for 28.5 percent of the 263 traffic fatalities in the Washington region.*
- Police in the District of Columbia, Northern Virginia, and Maryland will be cracking down on drivers, pedestrians and bicyclists from March 23–April 19, issuing warnings and citations to those who violate the traffic safety laws that keep people walking and biking safe—fines range from \$40 to \$500.

2014	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	TOTALS
<i>Crashes involving pedestrians</i>	56	143	40	17	188	4	42	53	10	3	424	397	56	1,171	2,064
<i>Crashes involving bicyclists</i>	19	39	13	5	102	3	23	30	5	0	129	87	25	842	1,322
<i>Pedestrian fatalities</i>	0	2	2	0	9	0	1	5	0	0	9	29	5	10	72
<i>Bicyclist fatalities</i>	0	0	0	0	0	0	0	0	0	0	1	1	0	1	3
<i>All traffic fatalities</i>	0	5	8	0	32	1	18	12	0	0	40	98	23	26	263

*Preliminary data compiled from DDOT, MHSO, and VHSO; Maryland crash data are derived from the State Highway Administration, based on reports submitted and processed by the Maryland State Police Central Records Division (MSP CRD) and through the Automated Crash Reporting System (ACRS). Includes preliminary data reported to MSP. Data as of March 3, 2015. Subject to change.

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, bicyclists, 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 signs and approach intersections with caution.
- Slow down and watch for pedestrians on sidewalks, trails and in crosswalks.

