



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 during the most dangerous time of the year.

A NATIONAL PROBLEM

- Last year, 5,376 pedestrians were killed in traffic crashes nationwide, a 9.5 percent increase from 2014, and the highest count since 1996.¹
- Also in 2015, 818 bicyclists were killed in traffic crashes across the country, a 12.2 percent increase from 2014, and the highest count since 1995.¹
- An estimated 70,000 pedestrians and 45,000 bicyclists were injured in traffic crashes across the country.¹
- Seventy-two percent of pedestrian fatalities occurred in the dark, with 26 percent occurring between 6pm and 8:59pm.²

¹ National Highway Traffic Safety Administration's 2014 Motor Vehicle Crashes: Overview, published August 2016

^{*}National Highway Traffic Safety Administration's Traffic Safety Facts – Pedestrians 2014 Data, published May 2016

REGIONAL FACTS

- In 2015, there were 69 pedestrian and 6 bicyclist fatalities in the Metropolitan Washington area.³
- While pedestrian fatalities have been increasing on the national level, the numbers in the Washington region have remained essentially flat.
- Law enforcement will conduct increased enforcement from through November 27, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

³ Preliminary data compiled from DDOT, MSHO, and VHSO

2015	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>Pedestrian fatalities</i>	1	1	1	0	13	0	1	2	0	0	13	20	2	15	69
<i>Bicyclist fatalities</i>	0	0	0	0	1	0	0	0	0	0	3	1	0	1	6

CAMPAIGN COMPONENTS

- Campaign kickoff media event in Washington, D.C.
- “Enforcement Activations” with police departments across the region.
- English and Spanish exterior bus ads, interior bus cards, transit shelter ads, digital ads on YouTube, Facebook, Pandora, and Twitter, and “pumptopper” ads at gas stations across the region.
- Street Smart Safety Zone street team outreach with “walking billboards” in DC, Maryland, and Virginia.

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.

