



## OVERVIEW

Spring is here, and more people are out walking and biking. Street Smart is launching their spring safety campaign to remind Washington area drivers, bicyclists, and pedestrians to remain alert and obey traffic laws.

## A NATIONAL PROBLEM

- In 2015, 5,376 pedestrians died in crashes nationwide, a 9.5 percent increase from the previous year. An estimated 65,000 pedestrians were injured.<sup>1</sup>
- In 2015, 818 cyclists were killed on streets across the country, and an estimated 45,000 cyclists were injured.<sup>2</sup>
- The Governors Highway Safety Association estimates the number of pedestrians killed in 2016 increased by 11 percent compared with 2015. This was the largest annual increase in both the number and percentage of pedestrian fatalities in the 40 years that national records have been kept.<sup>3</sup>

<sup>1</sup> National Highway Traffic Safety Administration's 2015 Traffic Safety Facts: Pedestrians, published February 2017

<sup>2</sup> National Highway Traffic Safety Administration's 2015 Traffic Safety Facts: Bicyclists and Other Cyclists, published March 2017

<sup>3</sup> Governors Highway Safety Administration's Pedestrian Traffic Fatalities by State, Preliminary Data published March 2017

## REGIONAL FACTS

- In 2016, there were 71 pedestrian and 10 bicyclist fatalities, accounting for 29 percent of the 279 total traffic fatalities in the Washington region.<sup>3</sup>
- Law enforcement will conduct increased enforcement through May 14, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

<sup>3</sup> Preliminary data compiled from DDOT, MHSO, and VHSO

<b>2016 Fatalities</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	TOTAL
<i>Pedestrian</i>	2	0	4	1	16	0	0	4	0	0	9	22	4	9	<b>71</b>
<i>Bicyclist</i>	0	0	3	0	0	0	0	0	0	0	2	3	1	1	<b>10</b>
<i>All Traffic</i>	4	1	29	4	35	0	16	12	0	0	40	80	30	28	<b>279</b>

## CAMPAIGN COMPONENTS

- Campaign kickoff media event in Langley Park, Maryland.
- Enforcement activations with police departments across the Washington metropolitan region.
- Pedestrian alert zone signage in targeted priority areas.
- Street team outreach in DC, Maryland, and Virginia.
- English and Spanish exterior bus ads, interior bus cards, TV commercials, ads on YouTube, and ads on top of gas pumps at gas stations.



## 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.
- Avoid using your cell phone while you're crossing the street.
- 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.
- 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.

