



OVERVIEW

The fall and winter months bring less daylight and darker commuting hours, which can lead to more crashes between cars and pedestrians or bicyclists. *Street Smart* is launching a new fall safety campaign to remind Washington-area drivers, bicyclists, and pedestrians about the human toll of not following traffic laws and to offer tips on how everyone can travel safely through the region.

A NATIONAL PROBLEM

- In 2016, 5,987 pedestrians died in crashes nationwide, a nine percent increase from the previous year and the largest number since 1990.¹
- In 2016, 840 cyclists were killed on streets across the country, the highest number since 1991.¹
- According to the most recent data available, 74 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 2016 Fatal Motor Vehicle Crashes: Overview, published October 2017

² National Highway Traffic Safety Administration's 2015 Traffic Safety Facts - Pedestrians 2015 Data, published February 2017

REGIONAL FACTS

- In 2016, there were 67 pedestrian and 10 bicyclist fatalities, accounting for 27 percent of the 278 total traffic fatalities in the Washington region.³
- Law enforcement will conduct increased enforcement through December 3, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

³ Preliminary data compiled from DDOT, MHSO, and VHSO, updated October 2017

2016 Fatalities	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
Pedestrian	2	0	4	1	16	0	0	4	0	0	8	19	4	9	67
Bicyclist	0	0	3	0	0	0	0	0	0	0	3	2	1	1	10
All Traffic	4	1	29	4	35	0	16	12	0	0	42	78	30	27	278

CAMPAIGN COMPONENTS

- Campaign kickoff media event in City of Fairfax, Virginia.
- Enforcement activations with police departments across the Washington metropolitan region.
- Street team outreach in DC, Maryland, and Virginia.
- English and Spanish exterior bus ads, interior bus cards, radio ads, bus wraps, transit shelters, and ads on top of pumps at gas stations.
- New website launched at www.BeStreetSmart.net.

STREET SAFETY TIPS

If you're driving...

- Slow down and obey the speed limit.
- Stop for pedestrians at crosswalks.
- Be careful when passing buses or stopped vehicles.
- When turning, yield to people walking and biking.
- Look for bicyclists before opening your door.
- Allow at least 3 feet when passing bikes.
- 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.
- Use the pushbuttons.
- Wait for the walk signal to cross the street.
- Watch for turning vehicles.
- Before crossing look left, right, and left again.
- Be visible. Wear something light or reflective after dark. Watch out for blind spots around trucks and buses.
- 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 signs and signals.
- Never ride against traffic.
- Ride in a straight line at least 3 feet from parked cars.
- Use hand signals to tell drivers what you intend to do.
- Wear a helmet.
- Use lights at night and when visibility is poor.
- On an off-street trail, obey all posted signs and approach intersections with caution.

*Laws and regulations differ between jurisdictions.
Visit www.BeStreetSmart.net for more information.*

