



OVERVIEW

Spring is here, and more people are out walking and biking. *Street Smart* is launching a safety campaign to remind Washington area drivers, bicyclists, and pedestrians to slow down, be alert, and obey traffic laws.

A NATIONAL PROBLEM

- Pedestrian fatalities are on the rise. The number of pedestrian fatalities increased 27 percent from 2007 to 2016, while at the same time, all other traffic deaths decreased by 14 percent.
- In 2016, 5,987 pedestrians died in crashes nationwide, a nine percent increase from the previous year and the largest number since 1990.²
- In 2016, 840 cyclists were killed on streets across the country, the highest number since 1991.²

REGIONAL FACTS

- Preliminary numbers indicate in 2017, there were 79 pedestrian and 6 bicyclist fatalities, accounting for 27 percent of the 314 total traffic fatalities in the Washington region.³
- Law enforcement will conduct increased enforcement through May 13, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

2017	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	TOTALS
FATALITIES															
Pedestrian	2	2	0	10	0	2	1	0	6	3	14	24	4	11	79
Bicyclist	0	0	0	0	0	1	1	0	1	1	0	0	0	2	6
All traffic	4	5	0	35	0	22	2	0	35	27	33	99	22	30	314
CRASHES															
Pedestrian	58	125	9	209	6	39	12	1	NA	NA	NA	NA	57	1,180	NA
Bicyclist	12	53	3	62	5	19	7	1	NA	NA	NA	NA	14	862	NA

IMPACT OF VEHICLE SPEED

- Speeding is more than just breaking the law. It's endangering other people on the road, especially pedestrians and bicyclists. According to NHTSA, the consequences of speeding are far ranging:
 - More likely for a driver to lose control of the vehicle;
 - Longer distance travelled after the driver perceives a danger;
 - Increased the time it takes for the car to stop.
 - Higher degree of crash severity and resulting pedestrian and bicyclist injuries; and
 - Greater possibility of death.
- Drivers are twice as likely to kill a pedestrian if they are traveling at 35mph than if traveling at 30mph.⁴

CAMPAIGN COMPONENTS

- Campaign kickoff media event in Washington, DC.
- 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.

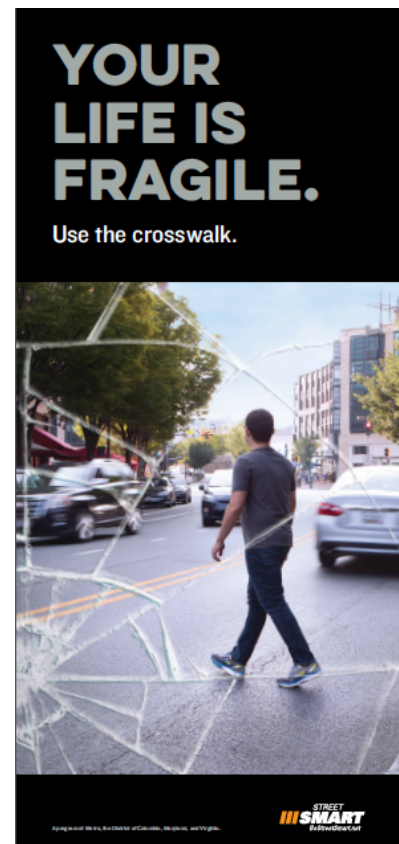
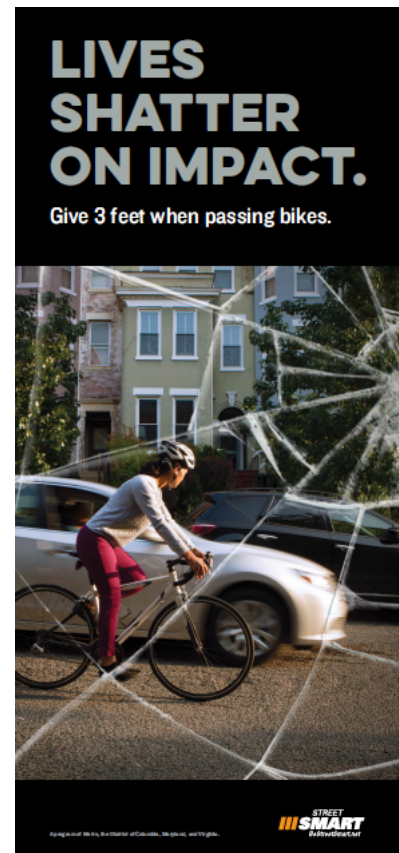
If you're walking...

- 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.*



¹ Governors Highway Safety Administration's [Pedestrian Traffic Fatalities by State, Preliminary Data](#), published March 2018

² National Highway Traffic Safety Administration's [2016 Fatal Motor Vehicle Crashes: Overview](#), published October 2017

³ Preliminary data compiled from DDOT, MDOT, and VHSO, subject to change

⁴ [Injury Prevention](#), published 2000