



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 fall safety campaign to remind Washington-area drivers, bicyclists, and pedestrians about the human toll of not following traffic laws and offer tips on how everyone can travel safely through the region.

A NATIONAL PROBLEM

- Nationally, pedestrian fatalities in crashes increased 53 percent in the last decade (2009 to 2018), with the pedestrians’ share of traffic fatalities increasing 42 percent, from 12 to 17 percent.¹
- In 2018, 6,283 pedestrians died in crashes nationwide.²
- In 2018, 857 bicyclists were killed on streets across the country.²
- According to the National Highway Traffic Safety Administration, 76 percent of pedestrian fatalities occur after dark.²

REGIONAL FACTS

- In 2018, pedestrian crashes in the peaked during the month of November, with 292 incidents.³
- In 2018, there were 88 pedestrian and 5 bicyclist fatalities, accounting for nearly one third of the 290 total traffic fatalities in the Washington region.⁴
- Most types of traffic fatalities declined in 2018, but the number of pedestrians killed in traffic incidents across the region increased more than 14 percent, from 77 in 2017 to 88 in 2018.⁴
- Law enforcement will conduct increased enforcement during the month of November, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

2018 FATALITIES	Alexandria City	Arlington Co.	Fairfax City	Fairfax Co.	Falls Church City	Loudoun Co.	Manassas City	Manassas Park City	Prince William Co.	Charles Co.	Frederick Co.	Montgomery Co.	Prince George's Co.	DC	TOTAL
FATALITIES															
Pedestrian	3	1	2	17	0	0	1	0	6	3	4	14	26	11	88
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	1	1	3	5
All traffic	5	2	2	47	0	11	4	0	24	21	17	31	95	31	290

¹ National Highway Traffic Safety Administration’s [Geographic Summary of Pedestrian Traffic Fatalities](#), published October 2019

² National Highway Traffic Safety Administration’s [2018 Fatal Motor Vehicle Crashes: Overview](#), published October 2019

³ Preliminary data compiled from District Department of Transportation, Maryland Department of Transportation, and Virginia Department of Motor Vehicles in October 2019, subject to change

⁴ National Highway Traffic Safety Administration’s FARS database, accessed October 2019

CAMPAIGN COMPONENTS

- Campaign kickoff media event in Washington, DC.
- Enforcement activations with police departments across the Washington metropolitan region.
- New testimonial television spots, documentary videos, and webpage featuring local residents affected by pedestrian crashes.
- “Lives Shatter on Impact” Testimonial Wall where visitors can don headphones and watch videos on individual iPads to hear those affected by a serious or deadly crash talk about the aftermath and repercussions on their lives.
- The *Street Smart* Virtual Reality Challenge, an educational outreach exhibit that features an interactive, virtual reality experience that lets participants encounter different traffic scenarios that often lead to deadly pedestrian and bicycle crashes.
- English and Spanish exterior bus ads, interior bus cards, bus wraps, transit shelters, and ads on top of pumps at gas stations.

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.*

