



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

- In 2017, 5,977 pedestrians died in crashes nationwide.¹
- In 2017, 783 bicyclists were killed on streets across the country.¹

REGIONAL FACTS

- Preliminary numbers indicate that in 2018, there were 94 pedestrian and 7 bicyclist fatalities, accounting for 33 percent of the 306 total traffic fatalities in the Washington region.²
- Most types of traffic fatalities declined in 2018, but the number of pedestrians and cyclists killed in traffic incidents increased nearly 19 percent across the region.²
- Police departments will conduct increased enforcement through May 10, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

2018	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	15	28	14	94
Bicyclist	0	0	0	0	0	0	0	0	0	0	0	1	2	4*	7
All traffic	5	2	2	47	0	11	4	0	24	21	17	36	101	36	306
CRASHES															
Pedestrian	62	113	12	194	6	53	16	3	68	59	75	484	557	1,280	2,982
Bicyclist	21	44	2	57	7	30	10	1	16	10	21	121	93	694**	1,127

*includes one e-scooter fatality; **includes 48 e-scooter crashes

CAMPAIGN COMPONENTS

- Campaign kickoff media event in Fairfax County, VA.
- Enforcement activations with police regionwide.
- Street Smart Virtual Reality Challenge event outreach.
- English and Spanish exterior bus ads, interior bus cards, radio ads, bus wraps, transit shelters, and ads on top of pumps at gas stations across the region.
- Website launched at BeStreetSmart.net.



STREET SMART 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 BeStreetSmart.net for more information.*



¹ National Highway Traffic Safety Administration's [2017 Fatal Motor Vehicle Crashes: Overview](#), published October 2018

² Preliminary data compiled from DDOT, MDOT, and VHSO, subject to change