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.

<table>
<thead>
<tr>
<th>2018</th>
<th>Alexandria City</th>
<th>Arlington Co.</th>
<th>Fairfax City</th>
<th>Fairfax Co.</th>
<th>Falls Church City</th>
<th>Loudoun Co.</th>
<th>Manassas City</th>
<th>Manassas Park City</th>
<th>Prince William Co.</th>
<th>Charles Co.</th>
<th>Frederick Co.</th>
<th>Montgomery Co.</th>
<th>Prince George’s Co.</th>
<th>DC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian FATALITIES</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>17</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>15</td>
<td>28</td>
<td>14</td>
<td>94</td>
</tr>
<tr>
<td>Bicyclist</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>4*</td>
</tr>
<tr>
<td>All traffic</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>47</td>
<td>0</td>
<td>11</td>
<td>4</td>
<td>0</td>
<td>24</td>
<td>21</td>
<td>17</td>
<td>36</td>
<td>101</td>
<td>36</td>
<td>306</td>
</tr>
</tbody>
</table>

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](http://BeStreetSmart.net) for more information.

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