



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 2019, pedestrian crashes in the Washington region peaked during the month of October, with 167 incidents. ³
- In 2019, there were 92 pedestrian and 7 bicyclist fatalities, accounting for nearly one third of the 305 total traffic fatalities in the Washington region. ³
- In the last two years, the number of pedestrians killed in traffic incidents across the region increased more than 19 percent, from 77 in 2017 to 92 in 2019. ³

2019	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	4	1	17	0	2	0	0	4	4	1	14	30	12	92
Bicyclist	0	0	0	0	0	1	0	0	0	0	1	1	2	2	7
All traffic	5	6	2	45	0	13	1	0	14	19	24	37	112	27	305
CRASHES															
Pedestrian	61	120	6	184	4	53	9	5	62	46	43	481	480	1071	2625
Bicyclists	9	69	4	65	4	21	3	0	22	17	25	121	104	647	1127

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 September 2020, subject to change

CAMPAIGN COMPONENTS

- Testimonial television spots, documentary videos, and webpage featuring local residents affected by pedestrian crashes.
- “Lives Shatter on Impact” Testimonial Wall, a touchless experience where visitors can watch videos on a large screen TV of those affected by a serious or deadly crash talking about the aftermath on their lives, and then scan a QR code for additional information.
- English and Spanish exterior bus ads, interior bus cards, bus wraps, and transit shelters.

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.*

