

*One Region Moving Forward*

### **Street Smart Fall 2012 Campaign Facts**

Less daylight and darker commuting hours result in reduced visibility that can lead to more frequent collisions between cars and pedestrians or cyclists. *Street Smart* is launching their fall safety campaign to remind residents to remain alert, share the road and obey traffic laws.

#### **REGIONAL PICTURE\***

- Last year in November and December, there were more than 450 crashes involving pedestrians in the Washington metro region.
- In 2011, there were 76 pedestrian fatalities, accounting for 27 percent of the 284 traffic fatalities in the Washington region. Bicyclist fatalities accounted for two percent of the fatalities with six lives lost.
- On average, more than 2,600 pedestrians and bicyclists are injured in this region every year, and 89 are killed.
- Police in the District of Columbia, northern Virginia, and suburban Maryland will be cracking down in November and issuing warnings and citations to those who violate pedestrian and bicycle safety laws – fines range from \$40 to \$500.

*\*Data compiled from DDOT, MSHO, and VHSO*

#### **A NATIONAL PROBLEM\***

- In 2010, 4,280 pedestrians died in traffic crashes nationwide, a four percent increase from the number in 2009. Pedestrians accounted for 13 percent of all traffic fatalities.
- An estimated 70,000 pedestrians were injured in traffic crashes across the country.
- On average, a pedestrian was killed every two hours and injured every eight minutes.
- Sixty-eight percent of pedestrian fatalities occurred during nighttime hours.

*\*National Highway Traffic Safety Administration's Traffic Safety Facts – Pedestrians 2010 Data, published August 2012*

#### **About Street Smart**

Sponsored by the Metropolitan Washington Council of Governments (COG) and the National Capital Region Transportation Planning Board (TPB), the *Street Smart* public awareness and enforcement campaign is in its eleventh year. Aimed at reducing the number of pedestrian and cyclist injuries and deaths in the Washington metropolitan area, the campaign uses creative radio and television advertising in English and Spanish to reach drivers, pedestrians and cyclists, while targeting them through outdoor and transit advertising on bus shelters and bus sides. In addition, law enforcement and local, county and state agencies will be distributing handouts and tip cards to further spread awareness and educate drivers and pedestrians. For more information about *Street Smart*, please visit [www.beststreetmart.net](http://www.beststreetmart.net) and [twitter.com/COGStreetSmart](http://twitter.com/COGStreetSmart).

#### **About the National Capital Region Transportation Planning Board (TPB)**

The TPB is the regional transportation planning organization for the Washington region. It includes local governments, state transportation agencies, the Washington Metropolitan Area Transit Authority (WMATA) and members of the Maryland and Virginia General Assemblies.

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