



## OVERVIEW

As the days get shorter and commuting hours get darker, the likelihood of pedestrian crashes increases. *Street Smart* is launching a fall safety campaign to give Washington area drivers, bicyclists, and pedestrians a refresher on traffic laws and to provide tips for traveling safely through the region with fewer daylight hours.

## A NATIONAL PROBLEM

- Nationwide, there were 2.32 pedestrian deaths per billion vehicle miles traveled (VMT) in 2021, up slightly from 2.3 the year before and *well* above the historic average of 1.9.<sup>1</sup>
- Pedestrian deaths are increasing faster than all other traffic fatalities, up 54% nationwide from 2010-2020.<sup>1</sup>
- As a percentage of total fatalities, fatalities among pedestrians increased October-December of 2021 compared to 2020. Total pedestrian fatalities increased by 13% year-over-year.<sup>2</sup>
- According to 2021 data from the National Highway Traffic Safety Administration, 75% of pedestrian fatalities occurred at night.<sup>2</sup>

## REGIONAL FACTS

- In 2021, pedestrian crashes in the Washington region peaked during Q4, with 627 incidents during the months of October, November & December.<sup>3</sup>
- Preliminary numbers indicate that in 2021, there were 93 pedestrian and 7 bicyclist fatalities, compared to 93 pedestrian and 5 bicycle fatalities in 2020.<sup>3</sup>
- Police departments are conducting increased enforcement from November 7th through December 4th, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

2021	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
<b>FATALITIES</b>															
Pedestrian	5	0	1	14	0	0	0	1	7	2	1	10	35	17	<b>93</b>
Bicyclist	0	0	0	3	0	0	0	0	1	0	0	0	0	3	<b>7</b>
All traffic	7	4	1	50	0	8	1	1	32	18	23	43	130	40	<b>358</b>
<b>CRASHES</b>															
Pedestrian	46	91	9	144	7	41	7	1	70	41	46	311	448	732	<b>1,994</b>
Bicyclist	14	33	2	53	2	31	3	1	27	18	18	124	92	413	<b>831</b>

## CAMPAIGN COMPONENTS

- Testimonial television spots, documentary videos, and webpage featuring local residents affected by pedestrian crashes.
- “Lives Shatter on Impact” Testimonial Wall, an interactive experience where visitors can read stories and watch videos of individuals talking about the aftermath of a serious or deadly crash on their lives.
- 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 and take extra care to scan for pedestrians after dark.
- 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.
- Be especially careful if you drive an SUV or pickup truck—crashes involving high profile vehicles more often result in the death or serious injury of people walking and biking.

### *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.

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

<sup>1</sup> Governors Highway Safety Association, [Pedestrian Traffic Fatalities by State: January - December 2021 Preliminary Data](#)

<sup>2</sup> National Highway Traffic Safety Administration (NHTSA), [Early Estimates of Motor Vehicle Traffic Fatalities And Fatality Rate by Sub-Categories in 2021](#)

<sup>3</sup> Preliminary data compiled from DDOT, MDOT, and VHSO in October 2022, subject to change

