



OVERVIEW

With Spring comes warmer weather, and many Washington area residents will take advantage of this time of year to walk and bike for both transportation and recreation. With more residents in the streets, bike lanes, sidewalks, and crosswalks, the Street Smart traffic safety campaign is reminding local drivers, bicyclists, and pedestrians to slow down, be alert, and obey traffic laws.

A NATIONAL PROBLEM

- Compared to a decade ago, pedestrian deaths in the U.S. were up an alarming 48% in the first half of 2024. While deaths declined a modest 2.6% from the same time period in 2023, the 10-year trend reveals a worrying increase in the loss of pedestrian life on our nation’s roadways.¹
- Drivers struck and killed 3,304 pedestrians nationwide in the first six months of 2024, which represents a sobering 1,072 more lives lost compared to the same time period in 2014.¹

REGIONAL FACTS

- According to preliminary data, the Washington, D.C. area experienced a modest decrease in pedestrian fatalities in 2024, down to 102 from 108 in 2023.²
- The same data shows a slight increase in bicycle fatalities from 7 deaths in 2023 to 8 in 2024.²
- While the numbers reveal a minimal decrease in total pedestrian and bicyclist fatalities year over year, the region has still not recovered from the dramatic increase in lives lost annually in 2022, a record-setting year for these fatalities.
- To help stem this tide, police departments across the region will conduct increased enforcement this spring, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

	2019	2020	2021	2022	2023	2024
TOTAL REGIONAL FATALITIES						
Pedestrian	92	94	96	129	108	102
Bicyclist	7	5	7	10	7	8
All Traffic	305	314	358	384	381	358

2024	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	1	0	0	18	0	2	0	0	8	6	3	16	29	19	102
Bicyclist	0	0	0	1	0	0	0	0	0	2	2	0	1	2	8
All traffic	6	2	0	55	1	13	0	0	30	37	23	47	92	52	358

¹ Governors Highway Safety Association, [Early 2024 U.S. Pedestrian Fatalities Up 48% From a Decade Ago.](#)

² Preliminary data compiled from DDOT, MDOT, and VHSO in March 2025, subject to change.

CAMPAIGN COMPONENTS

- “Slow Down, Life Ahead” Testimonial Wall exhibit tells the real stories of people whose lives were lost or dramatically altered following a pedestrian or bicycle crash in the region.
- Testimonial documentary videos and webpage featuring local residents affected by pedestrian crashes.
- “Slow Down, Life Ahead” Street Teams, featuring Street Smart’s Walking Billboard ambassadors visiting some of the region’s intersections where pedestrian-involved crashes most often occur. The street team’s eye-catching signs remind drivers, bicyclists and pedestrians to slow down and watch out for each other because we all have “Life Ahead” of us.
- Virtual reality experience puts drivers behind the wheel of a real car and immerses them in a virtual world – projected for onlookers to watch in real-time – where they’re challenged to spot bicyclists and pedestrians while driving.
- English and Spanish exterior bus ads, interior bus cards, Bikeshare posters, 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.
- Be especially careful if you drive an SUV or pickup truck—high profile vehicles are more likely to kill or seriously injure 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.
- 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.

