

For Immediate Release
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Savvy Drivers, Walkers and Cyclists = Safer Streets ***Street Smart Campaign Increasing Enforcement and Education Efforts***

District Heights, MD –The Prince George’s County Police Department and local elected officials gathered today at the intersection of Silver Hill Road and Marlboro Pike in District Heights, MD to kick off the spring *Street Smart* campaign. In addition to speaker remarks, officers from the Prince George’s County Police Department were on hand to conduct real-time traffic enforcement at this busy intersection, ticketing and warning drivers, pedestrians and cyclists who failed to yield properly to each other.

“Motorists and pedestrians have a shared responsibility to be aware each other,” stated Prince George’s County Police Chief Mark Magaw. “Educated drivers, cyclists, and walkers are critical to our concentrated efforts to reduce fatalities on our roadways.”

According to preliminary fatality data from the District Department of Transportation, the Maryland State Highway Administration and the Virginia Department of Motor Vehicles, 2011 saw a significant decline in total pedestrian and bicyclist fatalities across the region. Prince George’s County is experiencing significant YTD 2012 decreases in motor vehicle and pedestrian fatalities.

The *Street Smart* campaign is putting a dent in these numbers by educating the public on the tragic consequences of not looking out for each other. Law enforcement officers want the public to know that they are there to help and will continue to be out in full force throughout the spring and summer.

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 ninth 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.beststreetsmart.net and twitter.com/COGStreetSmart.

One Region Moving Forward

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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