



OVERVIEW

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

A NATIONAL PROBLEM*

- In 2012, 4,743 pedestrians died in traffic crashes nationwide, a six percent increase from the number in 2010. Pedestrians accounted for 14 percent of all traffic fatalities.
- An estimated 76,000 pedestrians were injured in traffic crashes across the country.
- Seventy percent of pedestrian fatalities occurred during nighttime hours, with nearly one third occurring between 8pm and 11:59pm.

**National Highway Traffic Safety Administration's Traffic Safety Facts – Pedestrians 2012 Data, published April 2014*

REGIONAL FACTS**

- In 2013, crashes in the Washington area resulted in the deaths of 65 pedestrians and 7 bicyclists, accounting for 24 percent of the 272 traffic fatalities in the region.**
- Law enforcement will conduct increased enforcement throughout the month of November, ticketing drivers, pedestrians and bicyclists who don't follow traffic safety laws. Fines range from \$40 to \$500.

***Preliminary data compiled from DDOT, MSHO, and VHSO*



CAMPAIGN COMPONENTS

- Campaign kickoff media event in Washington, DC
- Radio traffic sponsorships in English and Spanish
- English and Spanish exterior bus ads, interior bus cards, transit shelter ads and “pumptopper” ads at gas stations across the region
- Nine *Street Smart Safety Zone* street team outreach locations in Maryland, Virginia, and Washington, DC

STREET SAFETY TIPS

If you're driving...

- Slow down and obey the speed limit
- Look twice for people in crosswalks and yield to pedestrians and bicyclists
- Be careful when passing stopped vehicles
- Yield to pedestrians and cyclists at intersections when you're turning
- Allow three feet when passing bicyclists
- Look for cyclists and cars before you open your door
- 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
- Wait for the “walk” signal to cross the street
- Watch for turning vehicles. Before crossing look left, right, and left again
- Be seen! If you're walking after dark or in bad weather, make it easier for drivers to see you by wearing light clothing or something reflective
- Don't text while you're crossing the street
- If you're on an off-street trail, obey all posted signage and approach intersections with caution

If you're biking...

- Obey all traffic signs and traffic signals
- Ride in the direction of traffic, at least a car door width away from parked cars
- Use hand signals so drivers, cyclists, and pedestrians know what you're going to do
- Always wear a helmet
- Use lights if you're riding at times of darkness
- If you're on an off-street trail, obey all posted signage and approach intersections with caution
- Slow down and watch for pedestrians on sidewalks, trails and in crosswalks



*Laws and regulations differ between jurisdictions.
Visit www.BeStreetSmart.net for more information.*