



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 during the most dangerous time of the year.

A NATIONAL PROBLEM*

- In 2013, 4,735 pedestrians died in traffic crashes nationwide, accounting for 14 percent of all traffic fatalities.
- An estimated 66,000 pedestrians were injured in traffic crashes across the country.
- Seventy-two percent of pedestrian fatalities occurred in the dark, with 26 percent occurring between 6pm and 8:59pm.

**National Highway Traffic Safety Administration's Traffic Safety Facts – Pedestrians 2013 Data, published February 2015*

REGIONAL FACTS

- In 2014, there were 72 pedestrian and 3 bicyclist fatalities, accounting for 28.5 percent of the 263 traffic fatalities in the Washington region.**
- Law enforcement will conduct increased enforcement throughout 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 Alexandria, Virginia
- Radio traffic sponsorships and television in English and Spanish.
- Digital ads on Pandora, YouTube, Facebook and Twitter.
- English and Spanish exterior bus ads, interior bus cards, transit shelter ads, and “pumptopper” ads at gas stations across the region.
- Eight *Street Smart Safety Zone* street team outreach locations in Maryland, Virginia and 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, bicyclists, 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 signs and approach intersections with caution.
- Slow down and watch for pedestrians on sidewalks, trails and in crosswalks.

