



OVERVIEW

The fall and winter months bring less daylight and darker commuting hours, which can lead to more crashes between cars and pedestrians or bicyclists. *Street Smart* is launching a fall safety campaign to remind Washington-area drivers, bicyclists, and pedestrians about the human toll of not following traffic laws and offer tips on how everyone can travel safely through the region.

A NATIONAL PROBLEM

- Pedestrian fatalities are on the rise. The number of pedestrian fatalities increased 27 percent from 2007 to 2016, while at the same time, all other traffic deaths decreased by 14 percent.
- In 2016, 5,987 pedestrians died in crashes nationwide, a nine percent increase from the previous year and the largest number since 1990.²
- In 2016, 840 cyclists were killed on streets across the country, the highest number since 1991.²

REGIONAL FACTS

- Preliminary data indicate in 2017, there were 77 pedestrian and 5 bicyclist fatalities, accounting for 26 percent of the 313 total traffic fatalities in the Washington region.³
- In 2017, pedestrian crashes peaked during the month of November.⁴
- Law enforcement will conduct increased enforcement through December 2, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

2017	Total Traffic Fatalities	Pedestrian Fatalities	Pedestrian Serious Injuries	Bicycle Fatalities	Bicycle Serious Injuries
District of Columbia	31	11	71	2	37
Charles Co., MD	35	6	16	1	2
Frederick Co., MD	27	2	8	1	2
Montgomery Co., MD	33	14	66	0	12
Prince George's Co., MD	99	25	80	0	16
Arlington Co., VA	5	2	8	0	3
Fairfax Co., VA	34	9	59	0	14
Loudoun Co., VA	21	2	13	0	5
Prince William Co., VA	22	3	20	0	3
Alexandria, VA	4	2	12	0	3
Fairfax City, VA	0	0	3	0	0
Falls Church, VA	0	0	3	0	3
Manassas, VA	2	1	8	1	1
Manassas Park, VA	0	0	0	0	0
Total Fatalities	313	77	370	5	101

CAMPAIGN COMPONENTS

- Campaign kickoff media event in Silver Spring, Maryland.
- The new *Street Smart* Virtual Reality Challenge, an educational outreach exhibit that features an interactive, virtual reality experience that lets participants encounter different traffic scenarios that often lead to deadly pedestrian and bicycle crashes.
- Enforcement activations with police departments across the Washington metropolitan region.
- English and Spanish exterior bus ads, interior bus cards, radio ads, bus wraps, transit shelters, and ads on top of pumps at gas stations.

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.

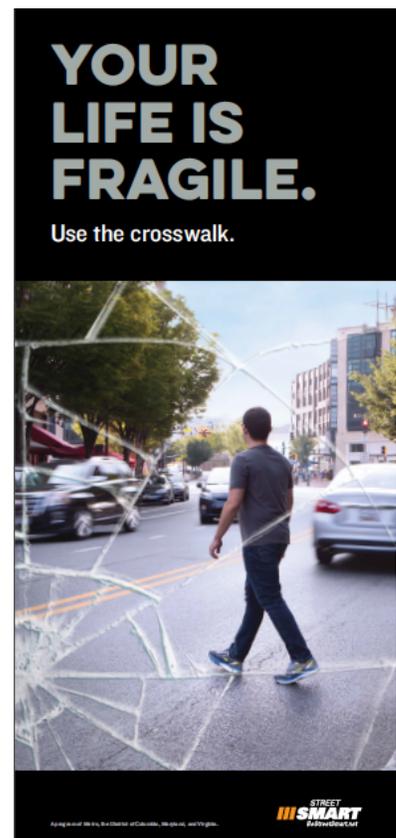
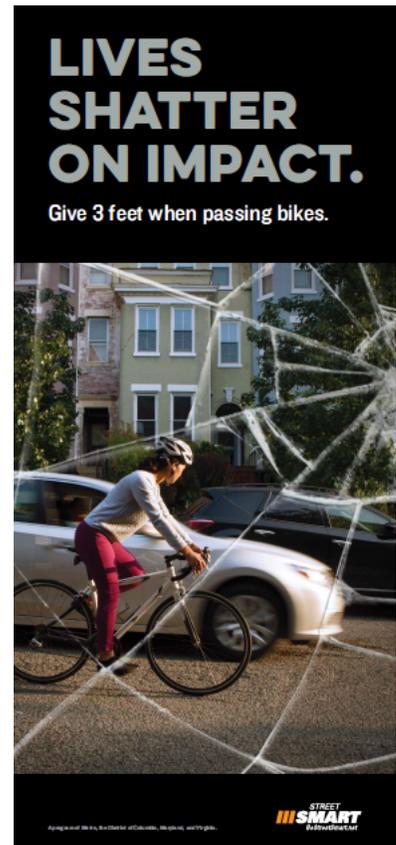
If you're walking...

- 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.

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



¹ Governors Highway Safety Administration's [Pedestrian Traffic Fatalities by State, Preliminary Data](#), published March 2018

² National Highway Traffic Safety Administration's [2016 Pedestrian Traffic Safety Facts](#), updated March 2018

³ Preliminary data compiled from NHTSA's FARS, updated October 2018

⁴ Preliminary data compiled from DDOT, MDOT, and VHSO, subject to change