

## Spring 2012 Street Smart Media Report

On Wednesday, March 28, 2012, the regional *Street Smart* campaign kicked off with area leaders gathering at a busy intersection in Prince George's County, MD to call attention for the need of drivers, cyclists and pedestrians to be mindful of each other when sharing the road.

Chairman Todd Turner of the National Capital Region Transportation Planning Board reported the latest pedestrian and bicyclist fatality data for the metropolitan Washington region and emphasized the need to remain vigilant in

light of progress made over the past year. Chiefs Mark Magaw and Marc S. Bashoor of the Prince George's County Police and Fire/EMS Departments respectively were on hand to stress the heightened enforcement for motorists, pedestrians and cyclists alike that will be taking place over the spring and summer months. Additional remarks were made by medics Stephanie Buffum and Amy Gunn of the Prince George's County Fire/EMS Department who both vividly shared personal experiences of being first-responders to the scene of a vehicle vs. pedestrian collision.



The speakers' presentation was followed by an hour of live enforcement at the intersection of Silver Hill Road and Marlboro Pike in which Prince George's County police officers issued warnings and citations to drivers and pedestrians who were not adhering to traffic safety laws.

Coverage highlights included:

- Reaching **more than 2.4 million people** across the region, specifically:
  - **12** print and online articles reaching at least **2,144,000 readers**
    - Including four online stories and one print story from *The Washington Post*
    - Including one online and one print story from *The Washington Examiner*
  - **Nine** television stories reaching at least **218,215 viewers**
  - Radio coverage on **WTOP** reaching at least **127,000 listeners**
  - Total estimated publicity value of **\$82,062.22**
    - Print and online coverage: \$59,880.00
    - Broadcast coverage: \$13,182.22
    - Radio coverage: \$9,000.00

We appreciate the opportunity to continue working with the *Street Smart* team on this valuable public safety program. Please contact Emily Howard or John Undeland with any questions at 202-289-2001.

## Broadcast Coverage

### Report Summary:

**Total Hits: 9**

**Total Broadcast Audience Impressions: 218,215**

**Total Broadcast Message Value: \$13,182.22**

#	Market	Date	Time	Aired On	Affiliate	Show	Audience	Publicity Value
1	Washington DC (Hagrstwn) [DC] [8]	03/28/2012	07:00:00pm	NCDC	NEWS8	Afternoon Report (15/16)	7,700	\$1,680.00
2	Washington DC (Hagrstwn) [DC] [8]	03/28/2012	07:30:00pm	NCDC	NEWS8	Afternoon Report (16/16)	7,700	\$1,680.00
3	Washington DC (Hagrstwn) [DC] [8]	03/28/2012	11:00:00pm	WUSA	CBS	9News Now at 11pm (1/2)	81,369	\$3,683.57
4	Washington DC (Hagrstwn) [DC] [8]	03/29/2012	04:30:00am	WUSA	CBS	9News Now at 4:30am	26,013	\$1,177.60
5	Washington DC (Hagrstwn) [DC] [8]	03/29/2012	07:00:00am	NCDC	NEWS8	Morning News at 7 (1/2)	2,200	\$420.00
6	Washington DC (Hagrstwn) [DC] [8]	03/29/2012	07:30:00am	NCDC	NEWS8	Morning News at 7 (2/2)	2,200	\$420.00
7	Washington DC (Hagrstwn) [DC] [8]	03/29/2012	08:00:00am	NCDC	NEWS8	Morning News at 8 (1/2)	6,934	\$313.90
8	Washington DC (Hagrstwn) [DC] [8]	03/29/2012	08:30:00am	NCDC	NEWS8	Morning News at 8 (2/2)	6,934	\$313.90
9	Washington DC (Hagrstwn) [DC] [8]	04/01/2012	07:00:00am	WRC	NBC	News 4 Today (3/4)	77,165	\$3,493.25

### [D.C. police kindly remind residents to watch out for pedestrians](#)

**TBD.com**

March 20, 2012

By John Hendel

### [\[VIDEO\] Street Smart campaign to save pedestrian lives](#)

**NBC 4 Washington**

March 22, 2012

By Darcy Spencer

### [PGPD kicks off Street Smart campaign to educate drivers, pedestrians and cyclists](#)

**WUSA9**

March 28, 2012

### [\[VIDEO\] Prince George's officials work to stop pedestrian fatalities](#)

**WJLA-7**

March 29, 2012

By Kathy Park

## Radio Coverage

[Traffic fatalities down in 2011, authorities say](#)

**WTOP**

March 28, 2012

By Kate Ryan



## Print and Online Coverage

[Walk, Bike and Drive Carefully: D.C. Police Kick Off Street Smart Campaign](#)

**DCist**

March 21, 2012

By Martin Austermuhle

[Wednesday afternoon commute - Marion and Rye](#)

**WashCycle**

March 21, 2012

By Staff

[Prince George's joins region in pedestrian-safety campaign](#)

**The Washington Examiner**

March 21, 2012

By Courtney Zott

[Be "Street Smart" - Safety first](#)

**Fire/EMS Department News**

March 28, 2012

By Prince George's Fire Department

[Street Smart campaign: Getting smart about traffic safety](#)

**The Washington Post**

March 28, 2012

By Robert Thomson

[Jaywalking, speeding targeted by police in pedestrian safety mission](#)

**Gazette.net**

March 29, 2012

By Daniel Gross

[The weekend and beyond](#)

**The Washington Post**

March 30, 2012

By Robert Thomson

[Dr. Gridlock's traffic, transit tips](#)

**The Washington Post**

March 31, 2012

By Robert Thomson

[The week ahead for traffic, transit](#)

**The Washington Post**

April 2, 2012

By Robert Thomson

[Pedestrian safety slogan exhorts but does not educate](#)

**Greater Greater Washington**

April 6, 2012

By Ben Ross

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[D.C. police kindly remind residents to watch out for pedestrians](#)

**TBD.com**

March 20, 2012

By John Hendel



(Photo: flickr/benthomas)

The D.C. police handed out pedestrian safety reminders recently on the streets of the District.

Here's [an example](#) of their leaflet, entitled "Pedestrian Safety for Drivers."

The leaflet breaks down three different scenarios: A) At crosswalks and intersections without traffic signals. B) At intersections with signals. C) Right Turn on Red After Stop. The leaflet also reminds drivers of the hundreds of dollars they can be fined for a collision. These moments all concern when drivers should give pedestrians the right of way. The Pedestrian Advisory Council recently testified before the D.C. Council about the need for greater pedestrian safety efforts — and if you're truly concerned, the District Department of Transportation outlined [the 24 most dangerous intersections for those traveling on foot](#). It's a small gesture but a good one. What commuter doesn't need reminders about the importance of pedestrian safety?

Matt Ackland [noted](#) police handing out these reminders at 15th and Pennsylvania yesterday on Twitter.

[Walk, Bike and Drive Carefully: D.C. Police Kick Off Street Smart Campaign](#)

**DCist**

March 21, 2012

By Martin Austermuhle



*A D.C. police officer making sure cyclists stop at the red light at 14th and U Streets NW yesterday. Photo by [@DCPoliceDept](#)*

This probably isn't the week to be in a rush.

Responding to the mild weather and the increase of people walking and cycling to work, D.C. police officers have been out in force this week enforcing pedestrian, cycling and driving laws as part of the annual Street Smart campaign.

Yesterday a police officer made sure cyclists [obeyed the red light at 14th and U Streets NW](#), today officers pulled over cars [not yielding the right-of-way to pedestrians](#).

And as ARLnow writes, Arlington is getting in on the action with [its own campaign and cheesy accompanying PSA](#).

If you need a quick rundown as to what your responsibilities as a walker, cyclist or driver are in D.C., Virginia and Maryland, check [here](#).

[Prince George's joins region in pedestrian-safety campaign](#)

***The Washington Examiner***

March 21, 2012

By Courtney Zott

Prince George's County has struggled with some of the highest pedestrian fatality rates in Maryland, prompting it to finally join the Washington region's Street Smart campaign this year, county officials announced Wednesday.

The county has been one of the only local jurisdictions to opt out of the annual, 10-year-old campaign despite leading the metro area in pedestrian deaths.

But Prince George's police officers took to the streets Wednesday to educate residents on pedestrian safety and will begin an enforcement surge next week, at last uniting the county with the regional initiative.

"We're ramping up our presence on our streets and highways -- to not only inform residents of the pedestrian rules of the roads, but to also enforce those rules," said Police Chief Mark Magaw.

The county posted 23 fatalities in 2009, edging out Baltimore for the most in Maryland, according to the latest data from the National Highway Traffic Safety Administration.

"The county has a lot of wide, high-speed roadways and spread-out land uses where you might have an apartment on one side and a store that people need to get to on the other," said Cheryl Cort, policy director with the Coalition for Smarter Growth. "So when you mix high-speed traffic and big, wide roads to cross, you're creating a dangerous situation."

Neighboring Montgomery County logged nine deaths in 2009, while Prince William and Fairfax counties in Virginia recorded five and two, respectively. The District saw 14 pedestrian deaths.

"A lot of people are getting hurt and unfortunately fatally hurt, and we just want to do our part as a police department," said police spokesman Cpl. Larry Johnson.

The Street Smart program is an annual campaign to educate local residents about safety issues. Newspaper, radio and transit ads are posted throughout participating counties to promote awareness. Two federal enforcement initiatives are coordinated in the fall and spring.

But Street Smart is only a complement to local infrastructure initiatives, like repairing roads and building sidewalks, which some observers say the county hasn't focused enough on.

"That's all good to do, but we need to design our communities to be safer to walk," Cort said. "We need to do a lot of things to make our community safer."

[Traffic fatalities down in 2011, authorities say](#)

**WTOP**

March 28, 2012

By Kate Ryan

WASHINGTON - There is some good news regarding highway crashes in our region: The number of people killed on the roadways is down across all categories -- drivers, passengers, pedestrians and cyclists.

According to 2011 figures the Metropolitan Washington Council of Governments, 184 motorists, 5 cyclists and 68 pedestrians died as a result of collisions last year. In 2010, 197 motorists, 9 cyclists and 77 pedestrians were killed.

While the downtrend is positive, authorities are working to make the roads even safer. On Wednesday, an effort called [The Street Smart Campaign](#) kicked off its ninth year with the goal of educating the public about road safety.

Prince George's County Police Chief Mark McGaw says everyone plays a part in reducing the number of fatalities.

"Whether behind the steering wheel, on foot or riding a bicycle, we all need to take responsibility for our own safety."

Officials from Virginia, D.C. and Maryland say engineering helps, too. In the District of Columbia, the Department of Transportation added traffic calming devices, such as crossing islands for pedestrians, that have helped slow traffic. In Montgomery County, bump outs that narrow traffic lanes, forcing cars to slow, are also cited as helping to reduce speeds.

While the statistics from COG reflect good news, state officials like Byran Young, with the Maryland State Highway Administration, say there's more work to be done.

"In fact, when I say that each year 100 people die walking, people think I'm citing a national statistic."

Sadly, Young says, that's not the case. He says in Maryland alone, "More than 3,000 crashes involving pedestrians occur each year. As a result, more than 2,500 people are injured, and 100 are killed."

The Street Smart campaign is sponsored by the Metropolitan Washington Council of Governments and the National Capital Region Transportation Planning Board. The campaign is in its 9th year.



[PGPD kicks off Street Smart campaign to educate drivers, pedestrians and cyclists](#)

**WUSA9**

March 28, 2012

DISTRICT HEIGHTS, Md. (WUSA) -- The spring [Street Smart campaign](#) launched Wednesday with a gathering in District Heights. The Prince George's County Police Department and elected officials were present for the event.

Police officers ticketed and warned drivers, pedestrians and cyclists who failed to yield for each other at the busy Silver Hill Road and Marlboro Pike intersection.

Street Smart aims to reduce traffic fatalities through education and enforcement. According to the Metropolitan Washington Council of Governments, a co-sponsor of the campaign, the county has seen a decrease in motor vehicle and pedestrian fatalities so far this year. But authorities stress that to keep those numbers low, drivers and pedestrians must be aware of each other and follow traffic rules.

The National Capital Region Transportation Planning Board is the other co-sponsor of Street Smart.

For more information about Street Smart, visit [the website](#) or [Twitter](#).

[Be "Street Smart" - Safety first](#)

**Fire/EMS Department News**

March 28, 2012

By Prince George's Fire Department

Members of the Prince George's County Fire/Emergency Medical Services (EMS) Department participated in a press conference held today to raise the awareness of pedestrian safety. "Street Smart" is an annual public education, awareness and behavioral change campaign in the Washington, DC, suburban Maryland and northern Virginia area. Since its beginning in 2002, the campaign has used radio, newspaper, and transit advertising, public awareness efforts, and added law enforcement to respond to the challenges of pedestrian and bicyclist safety. The press conference was held in a parking lot at the busy intersection of Marlboro Pike and Silver Hill Road in District Heights.



Fire Chief Marc S. Bashoor was one of the featured guest speakers and spoke of the Fire/EMS Department support for enforcement efforts and also on the strain on fire and EMS resources when required to respond to a pedestrian incident. "Pedestrian accidents consume not only our responder's physical presence, but also the psychological edge for the rest of their shift, and certainly that of the victims' families. In addition to the law enforcement presence, every pedestrian accident brings at least a fire engine, basic life support ambulance, and a paramedic - upwards of 8 to 10 responders - for every additional patient, another two responders, and if meda-vac helicopter is needed, another fire engine with additional personnel is needed," said Bashoor. "Fortunately we have a very robust trauma care network in the State of Maryland, but it is a network filled with traumas like pedestrian events that should never happen."



Prince George's County Paramedics Stephanie Buffum and Amy Gunn provided a personal overview of senseless traumatic pedestrian incidents that they worked which highlighted the challenges in dealing with victims and their families.



The Prince George's County Fire/EMS Department strongly support "Street Smart" and the enforcement effort that is required by our public safety partners which help to raise the awareness of pedestrian laws. We know that often times the motorist is not at fault and it is the pedestrian that could have avoided the crash had they followed the law.

Use crosswalks and obey traffic/pedestrian control devices at intersections are just two safety tips that will help pedestrian's from being struck and motorists should drive defensively, slow down in areas of high pedestrian traffic and obey all traffic control devices.

For additional information about the Street Smart program, [click here](#). Remember, Safety First Ensures Everyone Goes home.

[Street Smart campaign: Getting smart about traffic safety](#)

***The Washington Post***

March 28, 2012

By Robert Thomson

Law enforcement agencies in the [D.C. region](#) launched their latest Street Smart campaign Wednesday during a week in which traffic safety programs already were getting public attention.

The education and enforcement campaign, now in its ninth year, is renewed each spring with a media event in one of the region's jurisdictions. Wednesday's was at the intersection of Silver Hill Road and Marlboro Pike in District Heights.

As is usual with the Street Smart launches, police and local officials talked about what they were trying to do. "Educated drivers, cyclists, and walkers are critical to our concentrated efforts to reduce fatalities on our roadways," Prince George's County Police Chief Mark Magaw said in a statement.

Police then reinforced the message by engaging in some traffic enforcement at the intersection.

This is the type of thing law enforcement leaders have in mind when they say that traffic enforcement is about getting people to do the right thing rather than about raising revenue. They say what they're going to do, they say why they're going to do it, and then they do it.

Police aren't going to be around every time drivers, pedestrians and cyclists screw up. Notions about safety have to be internalized, so behavior changes.

On Tuesday, [a day-long session about distracted driving, sponsored by the National Transportation Safety Board](#), highlighted many of the challenges drivers face. But I think the key challenge is this: Most of us think our skills are above average.

The only data that supports that notion is the anecdotal kind. Most of us get home without crashing into anybody. Researchers and police pointed out that our ability to survive most traffic experiences does not make us good drivers.

The experts and the board discussed ways that awareness can be heightened and enforcement strengthened to make the roads safer.

Perhaps because it deals in recommendations rather than decrees, the NTSB is very good at raising awareness about travel safety and what it takes to achieve that goal.

The D.C. government took a very different approach in its first high-profile discussion of plans to expand the reach of its traffic enforcement cameras.



A camera is placed near a traffic light for drivers who run red lights on Constitution Avenue.  
(Mark Wilson - Getty Images)

Mayor Vincent Gray C. Gray chose to publicize the expansion through his presentation of the fiscal 2013 city budget. Budgets are about revenues and expenses and how they're going to be balanced. They're not about launching safety campaigns.

On Tuesday, Gray spoke about the budget and the expanded camera program with the D.C. Council. [Tim Craig](#) reported that when council members asked how many cameras the District government would like to install, Gray said, "[Eventually, we would like to be able to cover the entire city.](#)"

I think the District has the right to enforce its traffic safety laws. Period. I think drivers, cyclists and pedestrians do not have the right to decide when and where they will obey the law. Period.

But there's nothing wrong with getting travelers to understand the nature of their dangerous behavior and why it's being targeted.

One reason: The mayor isn't going to "cover the entire city" with cameras. As Craig pointed out in his story, D.C. now has 70 red light cameras and a couple dozen speed cameras.

The District has 2,295 lane miles. The entire city won't be covered in one mayoral administration, if it ever is.

Meanwhile, the most specific thing the mayor said about his traffic calming initiatives is that they would generate \$30.6 million.

When drivers say "it's just about revenue," that's a cop out for their own bad behavior. But unfortunately, it's an easy one, and it doesn't encourage good behavior. We'll all be a lot safer if city officials can stigmatize the behavior, rather than the enforcement program.

[Jaywalking, speeding targeted by police in pedestrian safety mission](#)

**Gazette.net**

March 29, 2012

By Daniel Gross



From the Prince George's County Police Department Prince George's police officers educate a pedestrian on traffic and pedestrian safety laws March 28 during a countywide campaign to enforce traffic- and pedestrian-related violations.

As the Prince George's County executive this week stressed the need for sidewalk and street lighting fixes as key to preventing pedestrian fatalities, county police did their part Wednesday afternoon, taking to busy streets to issue citations and educate drivers and pedestrians alike on how to stay safe when traveling.

The county police department is participating for the first year in Street Smart, a public education and enforcement campaign coordinated by the National Capital Region Transportation Planning Board to create safer streets and sidewalks and limit the number of traffic-related fatalities.

The latest figures from the Prince George's County Traffic Safety Facts report from the National Highway Traffic Safety Administration show the county had 23 pedestrian fatalities and 98 overall traffic fatalities in 2009.

There were 81 pedestrian fatalities in Prince George's County from 2008 to 2011, according to a county crash trends report from the Maryland State Highway Administration.

In his proposed budget for fiscal 2013, which starts July 1, County Executive Rushern L. Baker III (D) attributes the amount of pedestrian fatalities to a lack of sidewalks, insufficient street lighting and several other roadway issues, and noted that infrastructure repairs cannot be further delayed.

He said improvements to U.S. Route 1 from Laurel to Mount Rainier, Indian Head Highway and Silver Hill Road are some examples of what is needed.

SHA spends roughly \$19 million annually to maintain 1,900 lane-miles in Prince George's County, said SHA spokesman Charlie Gischler.

The Street Smart enforcement campaigns are done twice in the fall and spring, although Officer 1st Class Iris Borrero, a county police spokeswoman, said there are no current plans for another targeted enforcement day in the near future.

Police issued roughly 350 warnings to drivers and pedestrians and issued 41 citations for jaywalking throughout the county Wednesday.

Cpl. Mike Rodriguez, a county police spokesman, said the department chose to take part in the program to limit the number of traffic and pedestrian-related crashes and improve public safety.

“We want to prevent something from happening. We want to be preventive and not reactionary,” he said County police officers were stationed at 10 different locations throughout the county Wednesday at intersections and roads such as Marlboro Pike and Silver Hill Road in District Heights, the 8800 block of Greenbelt Road in Greenbelt and the 6100 block of Oxon Hill Road in Oxon Hill.

On March 21, county police conducted the first phase of the Street Smart campaign, which was to only distribute educational materials to violators, rather than issue citations.

By Wednesday, police efforts transitioned more into traffic enforcement of related violations such as reckless driving, speeding and jaywalking.

“The PGPD is working to reduce the number of accidents. We're ramping up our presence on our streets and highways to not only inform residents of the pedestrian rules of the roads, but to also enforce those rules,” said county Police Chief Mark A. Magaw during a Wednesday news conference at Marlboro Pike and Silver Hill Road in District Heights.

The county's fire/EMS department was also present at the conference to show their support for the Street Smart campaign and encourage residents to use caution when traveling.

“Pedestrian accidents consume not only our responders' physical presence, but also the psychological edge for the rest of their shift, and certainly that of the victims' families,” said Fire Chief Marc Bashoor during the conference. “Fortunately we have a very robust trauma care network in the state of Maryland, but it is a network filled with traumas like pedestrian events that should never happen.”

*Staff Writer Jeffrey K. Lyles contributed to this report.*

Prince George's County pedestrian fatalities on state roadways,  
2008-11

**Md. Route 4/Pennsylvania Avenue**

Fatalities: 9

**Md. Route 5/Branch Avenue**

Fatalities: 5

**Md. Route 193/University Boulevard**

Fatalities: 8

**Md. Route 197/Laurel-Bowie Road**

Fatalities: 1

**Md. Route 202/Landover Road**

Fatalities: 5

**Md. Route 210/Indian Head Highway**

Fatalities: 16

**Md. Route 212/Riggs Road**

Fatalities: 1

**Md. Route 214/Central Avenue**

Fatalities: 7

**Md. Route 295/Baltimore Washington Parkway**

Fatalities: 1

**Md. Route 373/Livingston Road**

Fatalities: 1

**Md. Route 381/Brandywine Road**

Fatalities: 1

**Md. Route 410/East West Highway**

Fatalities: 4

**Md. Route 414/Oxon Hill Road**

Fatalities: 1

**Md. Route 450/Annapolis Road**

Fatalities: 2

**Md. Route 500/Queens Chapel Road**

Fatalities: 1

**Md. Route 650/New Hampshire Avenue**

Fatalities: 4

**Md. Route 704/Martin Luther King Jr. Highway**

Fatalities: 2

**Md. Route 769C/Quincy Street**

Fatalities: 1

**U.S. 1/Baltimore Avenue**

Fatalities: 3

**U.S. 301/Md. Route 3 Crain Highway**

Fatalities: 5

**Total Fatalities: 81**

*Source: Prince George's County*

[\[VIDEO\] Prince George's officials work to stop pedestrian fatalities](#)

**WJLA-7**

March 29, 2012

By Kathy Park



Prince George's officials work to stop pedestrian fatalities

Crossing the street at the wrong time is getting a lot of people in trouble. For the past five years, Prince George's County has seen the highest number of pedestrian and bike fatalities in the region. Now, officials are trying to change that. "We'll be on high alert throughout the spring and summer for those who do not obey the rules of the road," said Mark Magaw, Prince George's County Police Chief.

Using the busy intersection of Silver Hill Road and Marlboro Pike in District Heights as a backdrop, Prince George's County law enforcement kicked off the spring- edition of the street smart campaign.

"It's really a piece to have everyone look out for each other. You're driving a car, a pedestrian or on a bicycle and it's important to be aware of your surroundings for your own safety but also the safety of others," Magaw said.

Paramedic Stephanie Buffum tried to drive the message home, by speaking about her own personal experience treating a victim who didn't use the crosswalk.

"I could actually see his lacerated lung and a portion of his heart," Buffum said.

She said the 26-year-old victim died at the hospital, and sadly his story isn't unusual.

"Right here in Maryland, more than 3,000 crashes involving pedestrians occur each year. As a result, 2500 people are injured and 100 of those are killed," said Brian Young of the Maryland Highway Administration.

Since 2002, the campaign has tried to put a dent in these numbers through regular enforcement and education.

Last week police were out informing pedestrians about safety on the streets, this week they're cracking down issuing tickets. A fine for jaywalking is \$50.

[The weekend and beyond](#)

**The Washington Post**

March 30, 2012

By Robert Thomson

Drivers, pedestrians and cyclists may notice some extra enforcement of the traffic safety laws. The Street Smart campaign has begun its spring offensive in the D.C. region.

While this is an educational campaign, and you'll hear and see safety ads, it's also about stepped up policing. Drivers, you don't want to be making right turns into pedestrians at crosswalks. Cyclists, you don't want to be going against traffic on a one-way street. Pedestrians, don't be jaywalking.

Basically, all you have to remember is to obey the law.

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[Dr. Gridlock's traffic, transit tips](#)

**The Washington Post**

March 31, 2012

By Robert Thomson

Drivers, pedestrians and cyclists may notice some additional enforcement of traffic-safety laws. The [Street Smart campaign's](#) spring offensive has begun in the D.C. region.

This is, in part, an educational campaign, and you'll hear and see safety ads. But it's also about stepped up policing. Drivers don't want to make right turns into pedestrians at crosswalks. Cyclists don't want to go against traffic on a one-way street. Pedestrians shouldn't jaywalk.

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[The week ahead for traffic, transit](#)

**The Washington Post**

April 2, 2012

By Robert Thomson

Drivers, pedestrians and cyclists may notice some extra enforcement of the traffic safety laws. The Street Smart campaign has begun its spring offensive in the D.C. region.

While this is an educational campaign, and you'll hear and see safety ads, it's also about stepped up policing. Drivers, you don't want to be making right turns into pedestrians at crosswalks. Cyclists, you don't want to be going against traffic on a one-way street. Pedestrians, don't jaywalk.



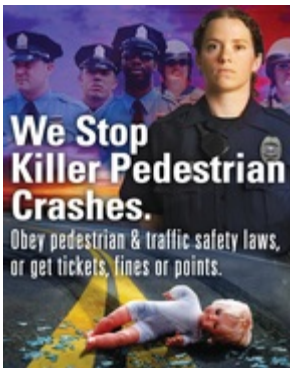
[Pedestrian safety slogan exhorts but does not educate](#)

**Greater Greater Washington**

April 6, 2012

By Ben Ross

No one questions the need for public education about pedestrian safety, but Washington-area agencies are missing a real opportunity to educate the public in this year's [annual "Street Smart" safety campaign](#).



Both drivers and pedestrians are ignorant of some important rules of sharing the road and only dimly aware of others. With the slogan "Obey pedestrian & traffic safety laws" now visible all over the city, Washington-area transportation agencies have substituted empty exhortation for education. Their publicity campaigns should teach pedestrians and drivers how to share the road.

Few drivers understand when they must yield to pedestrians and when pedestrians must yield to them; few pedestrians know when they can and cannot cross a street in the middle of a block.

A genuinely educational campaign could feature messages like "Never cross mid-block between two traffic lights" or "Come to full stop before turning right on red." The slogan "Stop for pedestrians at marked and unmarked crosswalks" would stimulate the public's curiosity, since few know about [unmarked crosswalks](#) (places where the pavement has none of the familiar crosswalk lines, but a crosswalk still legally exists, and drivers still must yield to pedestrians crossing the street).

Highway agencies [recognize](#) that education about pedestrian safety must accompany engineering and enforcement. But our region, especially outside the District and Arlington, has a spotty record in engineering and enforcement. That makes educating the public about pedestrian safety all that more important.