
One Region Moving Forward

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Savvy Drivers, Walkers and Cyclists = Safer Streets

Street Smart Campaign Increasing Enforcement Efforts to Protect Pedestrians and Drivers from Each Other

District Heights, MD – Walkers and cyclists in Prince George’s County take heed: the risk of being involved in a traffic accident is greater than anywhere else in the metropolitan Washington, D.C. region. 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. However two out of every five deaths involving a walker/cyclist took place in Prince George’s County last year.

Local elected officials and regional law enforcement gathered today at the intersection of Silver Hill Road and Marlboro Pike in District Heights, MD to kick off the spring *Street Smart* campaign and deploy their public safety education and enforcement efforts where they’re needed most. 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 drivers, pedestrians and cyclists who failed to yield properly to each other.

“Residents and commuters need to understand that the act of improving the safety of our roads is a shared responsibility,” stated Prince George’s County Police Chief Mark Magaw. “My officers and I will see to it that the ‘Do as I say, not as I do’ attitude is not permitted to persist.”

In 2011, 29 pedestrians and one bicyclist lost their lives on Prince George’s County roadways, up from 23 and zero respectively in 2010. Regionally, Prince George’s County accounted for 41 percent of all pedestrian and bicyclist fatalities last year, compared to 27 percent in 2010. The county has ranked number one in pedestrian/bicyclist deaths across the region for the past five years.

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.

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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.

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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