

ITEM 11- Information

April 18, 2007

Report on the Regional "Street Smart" Pedestrian and Bicycle Safety Education Campaign

Staff

Recommendation: Receive briefing on results of the recently completed Spring 2007 safety campaign, and a proposal for funding the FY 2008 campaign, which would include two phases, one in the Fall 2007 and one in the Spring 2008.

Issues: None

Background: At the November 15, 2006 meeting, the Board was briefed on the proposed budget and activities for the Spring 2007 safety education campaign entitled: "Street Smart," a regional public education and outreach campaign to reduce pedestrian and bicyclist deaths and injuries. The first campaign was in Fall 2002, the second in Spring 2003, the third in Spring 2005, the fourth in Spring 2006, and the fifth in Spring 2007. The campaigns consisted of three to four weeks of radio announcements, busbacks, bus cards, newspaper ads, transit shelter signs, and radio interviews.

It is proposed that the next campaign include two phases, one in the Fall 2007 and one in the Spring 2008.

National Capital Region Transportation Planning Board

777 North Capitol Street, N.E., Suite 300, Washington, D.C. 20002-4290 (202) 962-3310 Fax: (202) 962-3202 TDD: (202) 962-3213

MEMORANDUM

TO: Transportation Planning Board

FROM: Michael Farrell, Transportation Planner
Department of Transportation Planning

SUBJECT: Street Smart Regional Pedestrian and Bicycle Safety Campaign: the Spring 2007 campaign, and a Proposal for FY 2008

DATE: April 9, 2007

Background

The Washington region has an average of approximately 2,800 pedestrian injuries and 85 fatalities per year. To help raise public awareness of pedestrian safety, in 2002 the National Capital Region Transportation Planning Board (TPB) initiated a regional pedestrian and bicycle safety campaign known as Street Smart. Street Smart is an educational campaign, directed at motorists, pedestrians and bicyclists, with the goal of reducing pedestrian and bicyclist injuries and deaths. It consists of a one-month wave of radio, transit, internet, and outdoor advertising. A press conference is held at the beginning of each wave. All materials are translated into Spanish including the radio spots which run on Spanish-language radio. Previous waves ran in October 2002, April 2004, June 2005, March-April 2006, and March 18 – April 14 2007. Pedestrian-related law enforcement efforts occurred concurrently.

The TPB was briefed on the results of the 2006 campaign at its November 2006 meeting.

Spring 2007 Campaign

A kick-off press conference for the recently completed Spring 2007 campaign was held on Tuesday, March 20th, at Thomas Circle in Washington, D.C. The event received a great deal of press attention, including at least 65 TV and radio broadcast references, and 23 print and online articles. Further details are available in the attached media report.

The campaign included transit advertising directed at pedestrians, radio advertising directed at motorists, safety hand-outs and posters, web advertising directed at young male drivers, and an improved web site, <http://streetsmart.mwcog.org>. Law enforcement participation was enhanced, with fifteen law enforcement agencies distributing 50,000 pedestrian safety hand-outs.

The budget for the Spring 2007 campaign was \$428,000, including \$305,000 in federal funds, \$113,000 in local funds from TPB member governments, and \$10,000 from Honda North America, a private sponsor.

A full evaluation of the campaign and further details on campaign activities will be included in the Annual Report and Campaign Summary, which will be available by mid-summer 2007.

Proposal for FY 2008 (Fall 2007 and Spring 2008)

Members of the TPB have suggested that the Street Smart program be expanded. Accordingly, we are proposing to run two 2-3 week media waves in FY 2008. A Fall 2007 wave would take place in November, around the change back to Standard Time. It would use the materials from the Spring 2007 campaign. Another media wave would take place in Spring 2008, using new ads and materials.

It is highly desirable to have a Fall campaign, since the change to standard time in the Fall has been shown to lead to an increase in pedestrian fatalities. Spring is also a good time for a campaign, since warmer weather means more walking. Two campaigns will be much more effective than one.

Increased funding would be needed to support this bi-annual effort. To carry out two 2-3 week media waves about \$600,000 would be needed; an increase of approximately \$170,000 over the FY 2007 budget of \$428,000.

Possible Sources of Additional Funds for FY 2008

Possible sources of additional funds include increased federal funds provided through the states, increased TPB member government contributions, and increased private sponsorship. COG/TPB will apply for additional federal funds to support the expanded effort. TPB members may provide more funds than they had in previous years, or start contributing if they had not done so past years. Since a biannual campaign will also be more attractive to private sponsors, COG/TPB will make a concerted effort to find more sponsors and increase sponsorship levels.

Another possible source of funding could be the substitution of pro bono ads for paid ads by WMATA, or alternatively, cash contributions to the campaign by WMATA. WMATA accounts for more than \$100,000 in media costs for the campaign; if all or some portion of those fees could be waived the financial benefit would be substantial.

Committed TPB Member Local Contributions for FY 2008

In April 2005 the TPB approved a process to send letters each year to its member local government jurisdictions requesting contributions for the next year's Street Smart campaign, at a suggested level of five cents per capita. Accordingly, letters were sent to the TPB local government member jurisdictions on February 28, 2007 requesting funding for the FY 2008 campaign. A response was requested by July 1, 2007. The attached table shows the amounts requested.

Arlington County responded with a letter offering to double its contribution for FY 2008, to \$20,200, provided that other TPB members also increase their contributions. The City of Manassas Park sent its suggested amount of \$700, and the City of Rockville has also committed to send its suggested amount of \$2,900. Montgomery County Executive Isiah Leggett has informed the TPB that he has included the suggesting annual contribution to the Street Smart campaign in his FY 2008 recommended operating budget. Other TPB members have not yet provided written responses to the TPB.

Suggested Annual Local Contribution to
Street Smart Safety Campaign

Jurisdiction	COG FY 2006	
	Estimated Population	At Five Cents Per Capita
Fairfax County	1,055,167	\$52,800
Montgomery County	811,411	\$40,600
Prince George's County	741,218	\$37,100
Prince William County	336,820	\$16,800
Loudoun County	255,616	\$12,800
Frederick County	218,830	\$10,900
Arlington County	201,900	\$10,100
Alexandria, City of	136,500	\$6,800
Charles County, Urbanized Area	74,765	\$3,700
Gaithersburg, City of	61,641	\$3,100
Rockville, City of	57,619	\$2,900
Bowie, City of	55,240	\$2,800
Manassas, City of	36,500	\$1,800
College Park, City of	26,392	\$1,300
Fairfax, City of	22,031	\$1,100
Greenbelt, City of	21,340	\$1,100
Takoma Park, City of	17,229	\$900
Manassas Park	13,225	\$700
Falls Church, City of	10,700	\$500
Total	4,154,144	\$207,800



TONI COPELAND
CLERK TO THE
COUNTY BOARD

ARLINGTON COUNTY, VIRGINIA
OFFICE OF THE COUNTY BOARD
2100 CLARENDON BOULEVARD, SUITE 300
ARLINGTON, VIRGINIA 22201-5406
(703) 228-3130 • FAX (703) 228-7430
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CHAIRMAN
J. WALTER TEJADA
VICE CHAIRMAN
BARBARA A. FAVOLA
JAY FISETTE
CHRISTOPHER ZIMMERMAN

March 27, 2007

Ms. Catherine Hudgins
National Capital Region Transportation Planning Board
777 North Capitol Street NE Suite 300
Washington, D.C. 20002

Dear Ms. Hudgins:

Thank you for your letter requesting a contribution from Arlington for the 2008 Street Smart program. I agree that the program has been successful and Arlington has been a strong supporter of the program since its inception. Arlington feels that it is time to expand the program, with all jurisdictions not only meeting the current level of suggested contribution, but significantly increasing local contributions to the program.

Arlington is willing to double our contribution to the Street Smart program to \$20,200 if other jurisdictions in the region will also increase their contributions. Conversely, if other jurisdictions are not willing to meet the minimal per capita contributions of the current program, Arlington will have to review our willingness to participate in the program.

If we are going to improve the safety of pedestrians and bicyclists in the region a significant expansion of the Street Smart program is needed. Arlington's representative to the Transportation Planning Board (TPB), Chris Zimmerman, is planning to raise this matter at a future TPB meeting and I hope that others in the region will share Arlington's commitment to creating a safer region.

Sincerely,

Paul Ferguson
Chairman



March 22, 2007

Ms. Catherine Hudgins, Chair
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E., Suite 300
Washington, D.C. 20002-4290

Dear Ms. Hudgins,

Thank you for your letter requesting a voluntary contribution for the Spring 2008 Street Smart campaign. Pedestrian and bicycle safety is a high priority for the Rockville Mayor and Council and the City is committed to awareness campaigns, such as Street Smart, that provide pedestrian and bicycle safety education.

The City would like to contribute toward the Spring 2008 Street Smart campaign for the suggested donation of \$2,900.

Thank you again for you letter. If you have any questions, please do not hesitate to contact me.

Sincerely,

Scott Ullery
City Manager

SU/CS/mbw

cc: Craig L. Simoneau, Director of Public Works
Emad Elshafei, Chief, Traffic and Transportation Division
Day File

MAYOR
Larry Giammo

COUNCIL
Robert E. Dorsey
Susan R. Hoffmann
Phyllis R. Marcuccio
Anne M. Robbins

CITY MANAGER
Scott Ullery

CITY CLERK
Claire F. Funkhouser

CITY ATTORNEY
Paul T. Glasgow

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OFFICE OF THE COUNTY EXECUTIVE
ROCKVILLE, MARYLAND 20850

Isiah Leggett
County Executive

March 15, 2007

Ms. Catherine Hudgins, Chair
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Government
777 North Capitol Street, N.E., Suite 300
Washington, D.C. 20002-4290

Dear Ms. Hudgins:

Thank you for your recent letter regarding FY08 funding for the Street Smart campaign.

I am happy to inform you that my FY08 Recommended Operating Budget includes the suggested annual contribution for the Street Smart safety campaign. The funding is included in the County's Department of Public Works and Transportation's budget.

My FY08 Recommended Operating Budget was forwarded to the County Council on March 13, 2007, and is now subject to the Council's review and approval process which will be completed by the end of May. If you have other questions regarding the budget process, please contact Gladys Balderrama, Office of Management and Budget, at gladys.balderrama@montgomerycountymd.gov or 240-777-2751.

I appreciate all the work that the Metropolitan Washington Council of Governments does in partnership with the National Capital Region Transportation Planning Board and local jurisdictions to improve pedestrian safety in the Washington Metropolitan Area.

Sincerely,

Isiah Leggett
County Executive

IL:gbl

cc: Arthur Holmes, Jr., Department of Public Works and Transportation
Matt Greene, Planning Implementation, Offices of the County Executive



Memorandum
 To: The Street Smart Task Force
 National Capital Transportation Planning Board

From: Mary Ellen Menton

CC: John Undeland

Subject: *Street Smart* Pedestrian Safety 2007 Campaign Media Report

Date: April 12, 2007

We are pleased to report the 2007 *Street Smart* Campaign generated enormous local and even national media coverage and public visibility for this life-saving initiative. The launch event was very successful in gaining media attention and informing the public about stepped-up law enforcement activities throughout Virginia, Maryland and the DC Metropolitan area. **Coverage for this event garnered more than 10.3 million media impressions – doubling the results of the highly successful 2006 campaign.**

Thanks to all those who contributed to making this year’s campaign so successful.

If you have any questions please feel free to call John Undeland or Mary Ellen Menton at 202-289-2001.

Message Value Approximately: \$284,602.93

- Broadcast Value: \$101,633.36
- Print Value: \$182,969.57

Reaching Millions

The 2007 campaign launch earned an estimated **10,382,239 media impressions.**

- At least 65 TV and radio broadcast references
- At least 26 print and online articles

This includes:

- A conservative estimate of the television audience reach of **2,370,268 area viewers/listeners.**
 Broadcasts were on all affiliate stations and several regional cable news programs.
- A combined circulation of over **8,011,971 million area readers** for print and online articles.
 This includes at least 23 print and online stories, including six *Washington Post* hits as well as coverage by *USA Today*, the *Associated Press*, *Washington Times*, *Washington Examiner*, *Washington Hispanic* and many more.
- Radio coverage included WTOP and WAMU (NPR). For this report, we counted each radio clip only once, although these radio stations tend to run a story repeatedly in a 24-hour period.
- Multicultural print and broadcast coverage included Univision, *El Tiempo Latino* and *Washington Hispanic*.



Note: Complete audience estimates are unavailable for some media outlets (including radio, online outlets and wire services). Therefore, the total audience is likely much greater. Print media value total is derived by calculating the cost of advertisements of like size and duration in the covering media outlets multiplied by 1.875 to reflect the additional value of news versus ads.

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PRINT/ONLINE COVERAGE

[Campaign Will Target Pedestrians And Motorists](#)

The Associated Press (*Washington Post*, WJLA-TV, WDBJ-TV (Roanoke), NBC 4.com)
March 20, 2007

[Campaign For Pedestrian Safety Begins](#)

Washington Post

March 20, 2007

By Robert Thomson & Post by Dr. Gridlock

[Pedestrian Unfriendliness: Effort Will Include Targeting Drivers Who Don't Yield](#)

Washington Post

March 21, 2007

By Allison Klein

[Pedestrian Safety Campaign Is Launched](#)

Washington Post (Express)

March 21, 2007

By Allison Klein

[Woman Struck, Killed While Crossing Street](#)

Washington Post

March 25, 2007

By Martin Weil

[Week In Review: March 18-24](#)

Washington Post

March 25, 2007

[Vehicles 38, Pedestrians 0](#)

Washington Post

March 29, 2007

By Meg Smith

[Efforts Aim To Make Intersections Safe On Foot](#)

USA TODAY

March 27, 2007

By Charisse Jones

[Police And Lawmakers Pledge To Begin Crackdown On Vehicle, Walking Laws](#)

Washington Examiner

March 21, 2007

By Joe Rogalsky

[Metro Safety Campaign Awkward But Effective](#)

Washington Examiner

March 21, 2007

By Steve Eldridge

[Pedestrians Won't Win Against Cars](#)

Baltimore Examiner

March 21, 2007

By Steve Eldridge



[Pedestrian Fatalities Serve As A Warning](#)

The Washington Times

March 21, 2007

By Tarron Lively

[Region's leaders unite](#)

Alexandria Times

March 23, 2006

[Police encourage safety](#)

Alexandria Times

March 22, 2007

[OPINION: Street Smarts](#)

Alexandria Times

March 22, 2007

[Transportation Board Launches Pedestrian Safety Campaign](#)

The Afro American Newspaper

March 21, 2007

By James McCray III

[Editorial: Jaywalking, an American right](#)

The Georgetown Voice

March 29, 2007

[Educando A Los Peatones](#)

El Tiempo Latino

March 25, 2007

By Milagros Meléndez-Vela

[Caminantes Infractores También Serán Sancionados
Si No Usa Paso Peatonal Puede Recibir Multa De 20 Dólares](#)

Washington Hispanic

March 23, 2007

By Victor Caycho

[Morning Roundup: Pedestrian Safety Initiative Kicks Off](#)

DCist

March 21, 2007

By Tom Lee

[Walk This Way! Or Else...](#)

DCist

3/21/07

By Colin Peppard



RADIO COVERAGE

It should be noted that no comprehensive monitoring service for radio exists. Monitoring services cannot track all times, dates, or the number of occurrences.

WAMU Radio

March 20, 2007

No clip/transcript available

WTOP Radio (Washington, D.C.)

March 20, 2007 5:08 a.m.

No clip/transcript available

[Leaders Hope 'Street Smarts' Can Be Learned](#)

WTOP Radio (Washington, D.C.)

March 20, 2007 4:30 p.m.

[Man Follows Suspect Who Struck Pedestrian and Kept Going](#)

WTOP Radio (Washington, D.C.)

March 21, 2007 9:45 a.m.



TV BROADCAST COVERAGE

Audience estimates and media values are calculated by our monitoring service, based on Neilson ratings. This calculation can only be generated if stations release their data.

Total Audience: 2,370,268

Broadcast Value: \$101,633.36

Total Hits: 61

(Note: Some broadcast programs had multiple segments)

Campaign Will Target Pedestrians and Motorists

WJLA-TV (web posting)

March 20, 2007

Area Leaders Kick Off Pedestrian Safety Campaign

Campaign Will Target Pedestrians, Motorists

NBC4 (web posting)

March 20, 2007



1. Aired On: NewsChannel 8

Show: Newstalk (**2 hits**)

Date: 03/21/2007 Time: 04:00PM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550

DMA%: 2.04

16:02:13.22 (TRT=00:45)

16:37:32.91 (TRT=00:51)

2. Aired On: NewsChannel 8

Show: Afternoon Report (**2 hits**)

Date: 03/21/2007 Time: 03:00PM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550

DMA%: 2.04

15:07:27.14 (TRT=01:06)

15:37:24.25 (TRT=01:05)

3. Aired On: NewsChannel 8

Show: Afternoon Report

Date: 03/21/2007 Time: 02:00PM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550

DMA%: 2.04

14:07:34.69 (TRT=01:07)

4. Aired On: NewsChannel 8

Show: Afternoon Report

Date: 03/21/2007 Time: 01:00PM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550

DMA%: 2.04

13:37:37.85 (TRT=01:07)

5. Aired On: WJLA (ABC Affiliate)

Show: ABC 7 News at Noon

Date: 03/21/2007 Time: 12:00PM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550

DMA%: 2.04

12:06:21.01 (TRT=01:02)

12:23:41.63 (TRT=00:58)



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6. Aired On: NewsChannel 8
Show: 10AM Live This Morning
Date: 03/21/2007 Time: 10:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
10:20:26.46 (TRT=03:27)
10:23:20.14 (TRT=01:19)

7. Aired On: WRC (NBC Affiliate)
Show: News 4 at 10
Date: 03/21/2007 Time: 10:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
10:04:51.19 (TRT=00:59)

8. Aired On: NewsChannel 8
Show: 930AM Live This Morning
Date: 03/21/2007 Time: 09:30AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
09:34:05.75 (TRT=01:13)

9. Aired On: NewsChannel 8
Show: NC8 News
Date: 03/21/2007 Time: 08:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
08:05:21.27 (TRT=01:29)

10. Aired On: NewsChannel 8
Show: NC8 News
Date: 03/21/2007 Time: 07:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
07:05:37.82 (TRT=01:28)

11. Aired On: WJLA (ABC Affiliate)
Show: Good Morning Washington 6:00 (**2 hits**)
Date: 03/21/2007 Time: 06:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
06:02:52.74 (TRT=01:09)
06:33:04.95 (TRT=00:41)
06:46:24.28 (TRT=00:42)

12. Aired On: WRC (NBC Affiliate)
Show: News 4 Today (**2 hits**)
Date: 03/21/2007 Time: 06:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
06:06:04.04 (TRT=02:23)
06:38:06.93 (TRT=00:10)
06:43:23.79 (TRT=00:19)
06:48:18.74 (TRT=00:19)

13. Aired On: WUSA (CBS Affiliate)
Show: 9News at 6am
Date: 03/21/2007 Time: 06:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
06:03:08.50 (TRT=01:42)

14. Aired On: WUSA (CBS Affiliate)
Show: 9News at 5am
Date: 03/21/2007 Time: 05:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
05:02:29.74 (TRT=01:40)
05:03:08.02 (TRT=01:40)

15. Aired On: WRC (NBC Affiliate)
Show: News 4 Today (**2 hits**)
Date: 03/21/2007 Time: 05:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
05:04:39.47 (TRT=00:22)
05:34:54.82 (TRT=02:25)

16. Aired On: WJLA (ABC Affiliate)
Show: Good Morning Washington 5:00 (**2 hits**)
Date: 03/21/2007 Time: 05:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
05:03:16.76 (TRT=01:24)
05:04:26.73 (TRT=00:59)
05:45:13.33 (TRT=00:41)

17. Aired On: Univision/WFDC
Show: Noticias
Date: 03/20/2007 Time: 11:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
10:57:00 (TRT=00:10)

18. Aired On: NewsChannel 8
Show: Zone Report
Date: 03/20/2007 Time: 10:30PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
22:37:40.27 (TRT=00:56)

19. Aired On: NewsChannel 8
Show: Zone Report
Date: 03/20/2007 Time: 10:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
22:07:40.20 (TRT=00:56)

20. Aired On: NewsChannel 8
Show: Zone Report
Date: 03/20/2007 Time: 09:30PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
21:38:39.94 (TRT=00:56)

21. Aired On: NewsChannel 8
Show: Live Tonight
Date: 03/20/2007 Time: 07:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
19:06:40.33 (TRT=01:38)

22. Aired On: Univision/WFDC
Show: Noticias
Date: 03/20/2007 Time: 06:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
05:58:00 (TRT=00:10)

23. Aired On: WRC (NBC Affiliate)
Show: News 4 at 6 (**2 hits**)
Date: 03/20/2007 Time: 06:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
18:05:58.55 (TRT=02:24)
18:08:05.26 (TRT=02:24)
18:31:04.93 (TRT=00:27)

24. Aired On: WUSA (CBS Affiliate)
Show: 9News at 5pm
Date: 03/20/2007 Time: 05:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
17:04:28.21 (TRT=09:19)
17:05:28.63 (TRT=09:19)
17:06:23.89 (TRT=09:19)

25. Aired On: WTTG (FOX Affiliate)
Show: FOX 5 News at 5
Date: 03/20/2007 Time: 05:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
17:05:22.26 (TRT=03:28)

26. Aired On: WJLA (ABC Affiliate)
Show: ABC 7 News at 5:00
Date: 03/20/2007 Time: 05:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
17:06:52.45 (TRT=01:09)

27. Aired On: NewsChannel 8
Show: Newstalk
Date: 03/20/2007 Time: 04:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
16:01:56.80 (TRT=01:30)

28. Aired On: WJLA (ABC Affiliate)
Show: ABC 7 News at Noon
Date: 03/20/2007 Time: 12:00PM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
12:04:48.74 (TRT=00:19)
12:05:53.99 (TRT=01:54)

29. Aired On: NewsChannel 8
Show: 11AM Live This Morning
Date: 03/20/2007 Time: 11:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
11:01:08.12 (TRT=01:22)

30. Aired On: NewsChannel 8
Show: 10AM Live This Morning
Date: 03/20/2007 Time: 10:00AM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
10:00:38.86 (TRT=01:02)

31. Aired On: WRC (NBC Affiliate)
Show: News 4 at 10 (**2 hits**)
Date: 03/20/2007 Time: 10:00AM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
09:59:40.04 (TRT=01:04)
10:00:22.28 (TRT=01:06)
10:01:16.65 (TRT=00:56)
10:01:47.68 (TRT=00:55)

32. Aired On: WRC (NBC Affiliate)
Show: WRC Local Cut-In (**2 hits**)
Date: 03/20/2007 Time: 10:00AM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
09:56:42.57 (TRT=00:40)
09:59:40.04 (TRT=01:04)
10:00:22.28 (TRT=00:37)

33. Aired On: NewsChannel 8
Show: 930AM Live This Morning (**2 hits**)
Date: 03/20/2007 Time: 09:30AM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
09:30:57.74 (TRT=01:14)
09:32:18.37 (TRT=01:48)
10:00:38.86 (TRT=00:37)

34. Aired On: WUTB (Baltimore)
Show: My 24 News at 8am
Date: 03/20/2007 Time: 08:00AM

Market: Baltimore. MD [BA] [24] HUT: 1,089,220 DMA%: 0.98
08:06:05.43 (TRT=05:09)

35. Aired On: WTTG (FOX Affiliate)
Show: FOX Morning News
Date: 03/20/2007 Time: 08:00AM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
08:06:02.52 (TRT=00:46)

36. Aired On: WTTG (FOX Affiliate)
Show: FOX Morning News
Date: 03/20/2007 Time: 07:00AM

Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
07:10:33.32 (TRT=01:59)

37. Aired On: WJLA (ABC Affiliate)
Show: Good Morning Washington 6:00 (**3 hits**)
Date: 03/20/2007 Time: 06:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
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06:03:03.01 (TRT=00:47)
06:04:27.65 (TRT=01:40)
06:33:36.80 (TRT=00:44)
06:35:04.79 (TRT=01:01)

38. Aired On: WRC (NBC Affiliate)
Show: News 4 Today (**2 hits**)
Date: 03/20/2007 Time: 06:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
06:00:35.81 (TRT=00:27)
06:05:36.69 (TRT=00:21)
06:06:42.21 (TRT=01:37)
06:46:32.08 (TRT=02:15)

39. Aired On: WTTG (FOX Affiliate)
Show: FOX Morning News at 6
Date: 03/20/2007 Time: 06:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
06:07:08.96 (TRT=00:18)

40. Aired On: WJLA (ABC Affiliate)
Show: Good Morning Washington 5:00 (**4 hits**)
Date: 03/20/2007 Time: 05:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
04:59:58.09 (TRT=00:45)
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05:04:08.61 (TRT=01:43)
05:33:56.27 (TRT=10:00)
05:57:04.95 (TRT=10:00)

41. Aired On: WRC (NBC Affiliate)
Show: News 4 Today (**2 hits**)
Date: 03/20/2007 Time: 05:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
05:08:18.24 (TRT=02:10)
05:31:07.04 (TRT=00:17)
05:37:59.97 (TRT=01:48)
06:00:35.81 (TRT=00:15)

42. Aired On: WTTG (FOX Affiliate)
Show: FOX Morning News at 5 AM
Date: 03/20/2007 Time: 05:00AM
Market: Washington. DC (Hagerstown. MD) [DC] [8] HUT: 2,252,550 DMA%: 2.04
05:17:53.70 (TRT=00:10)

43. CTV, Prince George County Cable Programming – Coverage monitoring not available
44. Montgomery County Cable Programming – Coverage monitoring not available
45. OCTT TV-16, District Cable Programming – Coverage monitoring not available

Campaign Will Target Pedestrians And Motorists
The Associated Press (*Washington Post*, WJLA-TV, WDBJ-TV (Roanoke), NBC 4.com)
March 20, 2007

Washington-area police agencies are joining transit officials in launching a major campaign aimed at reducing deaths and injuries among pedestrians and cyclists.

One in four people killed on Washington-area roadways each year are not riding inside of vehicles. In the District, 40 percent of all highway fatalities last year were pedestrians or cyclists.

Officials from the District, northern Virginia and suburban Maryland are launching the Street Smart Pedestrian Safety Campaign today. The effort will include stepped up traffic enforcement and a public education campaign.

Officials from Metro, as well as Fairfax, Arlington counties in Virginia and Montgomery County, Maryland, are joining D-C Mayor Adrian Fenty to launch the annual safety campaign.

Campaign For Pedestrian Safety Begins

Washington Post

March 20, 2007

By Robert Thomson/Dr. Gridlock

Many of the region's political and law enforcement leaders were at Thomas Circle in Washington today to renew their annual "Street Smart" campaign for pedestrian and bicycle safety. Of late, pedestrian accidents have provided their own unfortunate reminders that we need to be alert and aware of our surroundings as we drive, ride and walk.

But the problem didn't suddenly arise in the past few weeks: One out of every four people killed on the region's roads was walking or biking when the accident occurred.

Police Chiefs Kathy Lanier of the District and Thomas Manger of Montgomery attended campaign launch. (Robert Thomson) There are many letters in the Dr. Gridlock mailbag from people concerned about what's going on. Some are proposing law enforcement solutions. Usually, that means they want to see more law enforcement, like more ticketing of cellphone-using drivers in the District. On the other hand, I did get my first letter the other day from a driver protesting the new D.C. pedestrian safety law that bars drivers from going around a stopped bus to make a right turn.

But quite often, the letter writers are calling for more personal responsibility, rather than more law enforcement. They note the unsettling number of people who cross in mid-block, wearing dark clothing and headphones, while avoiding eye contact with oncoming vehicles.

Rebuilt Thomas Circle allows pedestrians to enter circle. (Robert Thomson) The choice of Thomas Circle for today's safety campaign launch was interesting, because it illustrates another part of the solution, an engineering solution. When the District Department of Transportation completed the reconstruction of the circle last year, the new design included bicycle lanes on the outer part of the roadway and pedestrian access to the center of the circle. That last feature wasn't just to give pedestrians a better view of the Rock of Chickamauga astride his horse.

It's actually an easier, quicker and safer way to walk across the circle.

I find in my travels that there's a new emphasis on pedestrian safety among traffic engineers in the Washington region and across the country. I see it in the designs of streets, the markings on the roadways, the warning signs and the pedestrian and bike accessways.

New lane markers guide drivers and bikers through Thomas Circle. (Robert Thomson) Many folks just want to know what the rules are. The Street Smart campaign gives out some good advice for drivers, bikers and pedestrians in this brochure.

Montgomery County Police Chief Thomas Manger, who also has served as chief in Fairfax County, gave me an interesting theory on the causes of some pedestrian crashes. He thinks that urban drivers, who constantly see pedestrians, tend to be more aware of them. Suburban drivers, he theorizes, don't see as many pedestrians and may be less alert for them. He also suggested another urban/suburban split: Drivers who are rarely pedestrians themselves tend to be less aware of walkers.

Statistics compiled by the Northern Virginia Injury Prevention Center and Inova Regional Trauma Center for a report on the region's pedestrian injuries showed that most drivers involved in such accidents were driving straight and apparently not taking evasive action to avoid the collision, an indication that they were not paying attention.

The report showed that the most common action of a pedestrian before an accident was either crossing in the middle of the roadway or crossing without a "go" signal.

By Robert Thomson | March 20, 2007; 12:01 PM ET

Dr. Gridlock's post notes the following:

"The report showed that the most common action of a pedestrian before an accident was either crossing in the middle of the roadway or crossing without a 'go' signal."

This doesn't surprise me at all. The culture of "I want to walk, so I get to walk wherever and whenever I want" has become a plague in downtown DC. Drivers need to let pedestrians take their turn, but pedestrians need to reciprocate. It's unreasonable for pedestrians to walk out against the light and then to get annoyed at drivers who honk at them, just as it's unreasonable for drivers to force their way into crosswalks when the light says "Walk."

The finding that I quoted above is significant to me because I think it gives the lie to the DC government's current attempt to demonize all drivers and to portray aggressive drivers as being at fault in all pedestrian-related crashes. The huge mobile board currently set up just east of 9th & Pennsylvania NW is an example--it emphasizes that drivers must yield to pedestrians, yet there is NO emphasis on the rule that pedestrians may not cross the street when the sign says "Don't Walk." (Moreover, let's be realistic--if you're wearing non-reflective black clothes and you walk out at midblock at night, you're an idiot.)

Demonizing drivers is not going to be a productive solution to the problem (and there is a problem). Certainly drivers who are in the wrong for failing to yield to pedestrians who cross legally deserve to be ticketed. They're endangering the pedestrians. But pedestrians who cross illegally and hold up traffic ought not get off scot-free, either.

Ultimately, it seems to me that a lot of pedestrians in DC want to challenge the drivers, and that's just dumb; even if you're in the right, you do yourself no favors if you get hit by a bus. A lot of drivers (especially men in suits) seem to think that they should have special privileges, and that's wrong too. Bottom line, the rules for BOTH groups need to be better enforced.

Pedestrian Unfriendliness: Effort Will Include Targeting Drivers Who Don't Yield

Washington Post

March 21, 2007

By Allison Klein

Leaders in the District, Virginia and Maryland kicked off a pedestrian safety movement yesterday, citing the approximately 90 walkers killed and thousands injured each year on the region's streets.

Officials pledged to make streets safer for walkers and bikers and to encourage pedestrian-friendly communities. Their initiative has a somewhat macabre name: "Steel vs. Flesh -- It's no contest."

Across the District yesterday, police were posted at several intersections looking for pedestrians and motorists who violate the law. The extra enforcement will continue every few weeks through the summer in an effort to crack down on violators and educate the public.

Jaywalkers will be issued \$10 tickets, and motorists who do not yield to walkers will be fined \$50.

Since January, nine pedestrians have been killed by vehicles on District streets, including two Alexandria women hit by a Metrobus while crossing Pennsylvania Avenue NW. The women had the "Walk" signal when they were struck.

Montgomery County and Alexandria each have had one pedestrian fatality this year, and Fairfax County has had two, according to police data. Representatives from those jurisdictions participated in a news conference yesterday.

Late last night, a 22-year-old man was struck by a car and seriously injured while crossing a street on the Mall. Police took the driver into custody about six blocks from the scene after a witness followed the motorist, the U.S. Park Police said.

The pedestrian was struck about 10:30 p.m. near 14th Street and Madison Drive NW, apparently just after he stepped from a curb. A D.C. fire department spokesman said the man was taken to a hospital with a head injury. Police said a motorist followed a vehicle from the scene and boxed it in near Ninth Street and Constitution Avenue NW.

Pedestrians account for about 25 percent of the region's highway deaths and 40 percent of the District's traffic fatalities.

Mayor Adrian M. Fenty (D), an avid runner and bicyclist, said he is extra careful on the District's streets. "I see too many vehicles that are not obeying the laws," he said. "They aren't used to bicyclists. We're going to step up our enforcement."

Acting D.C. Police Chief Cathy L. Lanier said that motorists aren't the only problem. She said she often sees distracted walkers endangering themselves, too.

"When you're walking with your BlackBerry or your cellphone or your pager, even though we're all busy, we have a responsibility to stay alert," Lanier said.

The D.C. Department of Transportation is working on ways to make the city more pedestrian-friendly. But the initiatives are very much a work in progress.

Last week, for example, officials installed experimental flashing traffic lights on Connecticut Avenue NW and Morrison Street south of Chevy Chase circle. According to the plan, a walker who approached the flashing lights could press a button and every light would turn solid red, with vehicles headed in all directions having to stop.

But because there also are traffic lights a block away, in either direction -- at McKinley and Livingston streets -- vehicles were being stopped at three red lights, in three successive blocks.

Which was great for walkers. But bad for drivers -- and drivers are the ones equipped with loud, screeching horns.

Adding to the chaos, the lights stopped working over the weekend, reverting to ineffectual flashing.

D.C. officials blamed the problem on a temporary glitch. Transportation spokesman Erik Linden said engineers are still tweaking the experiment.

"It's a delicate balance," Linden said. "We'll be monitoring it to see if it will cause traffic tie-ups."

Staff writer Darragh Johnson contributed to this report.

Pedestrian Safety Campaign Is Launched
Washington Post (Express)
March 20, 2007
By Allison Klein

Leaders in Washington, Virginia and Maryland kicked off a pedestrian safety movement this morning, saying each year about 90 people are killed on the region's streets, and thousands are injured.

The initiative has a somewhat macabre name: "Street Smart 'Steel vs. Flesh -- It's no contest' Campaign."

Officials from each of the jurisdictions pledged their commitment to making streets safer for walkers and bikers, and to encouraging pedestrian-friendly communities.

Across D.C. today, police officers will be posted at eight intersections looking for violators. The enforcement will continue every few weeks through the summer.

Pedestrians who walk against the crosswalk will be issued \$10 tickets, and motorists who do not yield to walkers will be fined \$50.

Since January, nine pedestrians have been killed by vehicles on District streets, including two Alexandria women hit by a Metrobus while crossing Pennsylvania Avenue NW. The women had the walk signal when they were struck.

Mayor Adrian M. Fenty (D), who is an avid runner and bike rider, said he is extra careful on D.C.'s streets.

"I see too many vehicles that are not obeying the laws," Fenty said. "They aren't used to bicyclists. We're going to step up our enforcement."

Fenty added that he wants to make the District "not only pedestrian safe, but pedestrian friendly."

The Associated Press contributed to this report.

Woman Struck, Killed While Crossing Street

Washington Post

March 25, 2007

By Martin Weil

A 50-year-old woman was struck by a vehicle and fatally injured Friday night as she tried to cross Connecticut Avenue in Montgomery County on her way to religious services, authorities said.

Karen Shprintz-Grossman of Potomac was killed shortly after 8 p.m. as she was heading to services at Temple Emanuel in Kensington, according to officials at the Reform congregation.

"She was an amazing woman," said Itzik Eshel, director of education for the temple, where Shprintz-Grossman taught first grade in the religious school.

"She was very devoted, very, very conscientious, very loving for the children and very reliable," Eshel said. "She is going to be sorely missed."

Montgomery police did not release her name. They said she was struck at 8:18 p.m. as she was trying to cross Connecticut at Dresden Street, where no crosswalk exists. She was struck by a northbound vehicle, whose driver assisted other motorists who stopped and tried to help her, police said. The matter is under investigation, they said.

The death came in a week in which leaders in the District, Virginia and Maryland joined in launching a pedestrian-safety initiative, citing about 90 pedestrian deaths annually in the region. The fatality is apparently the second in Montgomery this year. There were 18 last year.

Week In Review: March 18-24

Washington Post

March 25, 2007

Across the Region Safety Measures for Metro, Pedestrians

Metro's board of directors appointed the first inspector general in agency history in an effort to improve oversight and track how money is managed. In addition, Metro General Manager John B. Catoe Jr. has ordered the repositioning of side mirrors on 15 buses to try to improve sightlines for drivers. Four pedestrians have been killed in bus accidents this year.

Leaders in the District, Virginia and Maryland kicked off a pedestrian safety movement, citing the approximately 90 walkers killed and thousands injured each year on the region's streets.

Vehicles 38, Pedestrians 0

Washington Post

March 29, 2007

By Meg Smith

About 90 pedestrians are killed each year on the streets of the Washington region. Think about that: almost eight a month. Dead.

Twenty-two have been killed in just the past three months.

And that doesn't include the critically injured, the maimed, the bruised. Many are injured here each year. By cars, sport-utility vehicles, buses, trucks, and even bicycles and police vehicles.

We drive too fast, we dart into the street, we're distracted by work, by cellphones, by iPods. Is it worth your life?

The District, Maryland and Virginia, in a campaign called "Steel vs. Flesh -- It's No Contest," are cracking down on jaywalkers with \$10 tickets and on drivers who don't yield to walkers with \$50 fines. Police say 38 people have been hit since January. Here are some of the cases.

Killed

Jan. 5: A car kills an 80-year-old woman in a parking garage at Arlington's Ballston Common Mall.

Jan. 6: A car kills a 43-year-old woman crossing Route 236 in Lexington Park.

Jan. 7: A car fatally injures a woman standing behind her car after a minor accident on Route 7 in Baileys Crossroads.

Jan. 12: A pickup truck kills a 35-year-old man jaywalking on Columbia Pike in Falls Church.

Jan. 14: A woman is killed after lying in front of a bus on Richmond Highway in Beacon Hill.

Jan. 16: A Metrobus making a left turn kills a 24-year-old woman in Mount Pleasant.

Jan. 17: A car kills a 25-year-old woman walking against the light in a crosswalk on Algonkian Parkway in Sterling.

Feb. 3: A 58-year-old man dies after a bicycle hits him as he crosses New Hampshire Avenue NW.

Feb. 7: A cement mixer kills a man on New York Avenue.

Feb. 9: A 6-year-old boy walking in a crosswalk to his bus stop is killed by a Jeep Cherokee at Sargent Road.

Feb. 10: An SUV kills a man jaywalking on New York Avenue NE.

Feb. 14: A Metrobus making a left kills two women in a crosswalk at Seventh Street NW.

Feb. 16: A car kills a 46-year-old woman crossing Ritchie Highway at night, then she's run over by a second vehicle.

Feb. 17: A Metrobus kills a 21-year-old woman after she steps out of a car in Southeast.

Feb. 23: A 55-year-old is killed crossing Richmond Highway in Hybla Valley.

Feb. 26: A hit-and-run driver leaves a 38-year-old man dead on Kenilworth Avenue in Riverdale Park.

Feb. 28: A car kills a 29-year-old man jaywalking on Edsall Road in Alexandria.

March 3: A 23-year-old is killed crossing against the traffic signal in Rockville.

March 9: A car fatally injures a 69-year-old woman jaywalking on South Van Dorn Street in Alexandria.

March 15: A man waiting beside his car after a fender-bender is killed by a pickup truck on Leesburg Pike.

March 23: A 50-year-old woman is killed by a vehicle as she tries to cross Connecticut Avenue in Keinsington on her way to religious services.

Injured

Jan. 1: A hit-and-run driver strikes a 24-year-old man who stepped into the car's path on Annandale Road in Falls Church.

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Offices in Washington, DC and Detroit

Jan. 8: A 54-year-old woman's foot is severed when a tanker at 14th and G streets NW hits her in the crosswalk.

Jan. 24: A 61-year-old woman jaywalking across Route 40 in Ellicott City is in serious condition after being struck by a car.

Feb. 13: A car loses control on ice on Route 50 in Bowie and injures two pedestrians.

Feb. 24: A Metrobus hits a stroller and injures a 3-year-old at Half and O streets SW.

March 8: An SUV running a red light hits two boys in a crosswalk on Georgia Avenue NW.

March 12: A police cruiser injures a 14-year-old girl when she changes directions on Mount Olivet Road in Northeast.

March 14: A tour bus making a left turn injures a pedestrian in a crosswalk at Fourth Street and Independence Avenue SW.

March 15: A couple get off a bus and are hit by a car near Tenley Circle. The driver flees.

March 20: A 22-year-old man is seriously injured when he is struck by a hit-and-run driver on 14th Street NW.

March 23: A van critically injures a 15-year-old boy in a crosswalk on Route 214 in Edgewater.

March 26: A woman is knocked down and bruised by a car while attempting to cross Old Georgetown Road at Greentree Road.

March 27: A 13-year-old Kensington girl is seriously injured by a car crossing a four-lane Bethesda street; the driver didn't see her.

Efforts Aim To Make Intersections Safe On Foot

USA TODAY

March 27, 2007

By Charisse Jones

NEW YORK — Deadly accidents involving pedestrians and national efforts to encourage walking are prompting cities and activists to target dangerous intersections and tap technology to make it safer for those on foot.

Pedestrian safety has become a bigger issue partly because of efforts that have promoted walking to address a range of issues, from reducing obesity to promoting use of public transit. A total of 4,881 pedestrians were killed by vehicles in 2005, the latest complete year for which statistics are available from the National Highway Traffic Safety Administration. That's down 13% from 1995 but up 4% from 2004.

"Clearly, it's moving in the wrong direction," says Anne Canby, president of the Washington, D.C.-based Surface Transportation Policy Partnership, a coalition that encourages walking, biking and the use of public transportation. "We have to be more concerned about safety in general and pedestrian and bike safety in particular."

Almost three-fourths of the 2005 pedestrian deaths occurred in urban areas. Community outrage has helped lead several cities to change the design of some streets, including extending curbs to funnel and slow traffic. Other initiatives include new traffic signals and public-awareness campaigns for drivers and walkers:

- In New York City, about 100 people rallied on the steps of City Hall this month to demand harsher penalties for motorists who kill pedestrians and call on the city to make a priority of upgrading dangerous intersections. "The atmosphere and culture around the streets of New York need to change," says Rachael Myers, 27, whose boyfriend was hit and killed by an SUV while crossing a Manhattan street in 2004.
- Washington, D.C., plans to complete its first pedestrian master plan by October. It has been in the works since November, but a spate of recent accidents, including the deaths of two women struck by a bus while crossing Pennsylvania Avenue in February, has highlighted the need for increased safety measures, officials say. "We've had nine fatalities already" this year, says George Branyan, pedestrian program coordinator for the city's Department of Transportation.
- Chicago Mayor Richard Daley launched a pedestrian-safety campaign in October that involves several city departments. Strategies include giving police handheld devices that use laser technology to ticket motorists who speed through neighborhoods.
- San Diego and nearby Encinitas have installed "roundabouts" that slow traffic to about 18 mph, one of many measures being implemented to make streets safer for pedestrians, says Stephan Vance, senior regional planner for the San Diego Association of Governments.

"Pedestrian advocates as well as bicycle advocates are concerned about this issue," Vance says. "It is something we're going to see more of in the future. We need to design our streets for everybody out there, not just motorists. All these things are coming together to create momentum for making our streets safer places for people to walk."

Activism in NYC

Even here in New York, where aggressive taxi drivers and fearless pedestrians are part of the city's lore, those who have lost loved ones and others are speaking out.

In mid-February, 4-year-old James Rice and his aunt were crossing a Brooklyn avenue when a Hummer turned the corner and crashed into him in the crosswalk. The boy was killed. The driver got a summons

for failure to yield. "My grandson is gone, and this man is walking around scot-free," says James St. John, 49. "It's not right."

"Friends and relatives of crash victims are becoming activists spurred by their own tragedies," says Ryan Nuckel, 25, a member of Visual Resistance, a Brooklyn-based arts collective. The group paints white hands on plaques and places them at sites where pedestrians have been killed. Two have been placed so far, including one at the intersection where James Rice died.

"We want to remember each individual while also raising awareness for the need for a change," Nuckel says.

Myers became an activist after her boyfriend, Peter Hornbeck, was struck and killed at Park Avenue and 96th Street. "Pedestrians and cyclists are almost an afterthought," says Myers, an archivist in Brooklyn. "That needs to change so pedestrians and cyclists are the priority."

Transportation Alternatives, a group that favors bicycling, walking and public transit, found that at least 50% of all pedestrian deaths and injuries in New York City from 1995 through 2004 happened at just 10% of the city's intersections.

The city still sees its "primary job as keeping traffic moving as fast as possible," says Paul Steely White, executive director of the group. "While they have taken some steps to protect pedestrians, they're not taking those steps quickly or consistently."

Safety a priority

City transportation officials say that while 163 pedestrians were killed last year, New York's pedestrian fatality rate dropped about 42% from 1994 to 2004. "Any time someone is injured or killed on city streets, it is of great concern," Ted Timbers, spokesman for the city's Department of Transportation, says in an e-mail.

Timbers says much of the city's transportation planning for decades centered on moving traffic. Now, he adds, Mayor Michael Bloomberg's administration plans to create neighborhood pedestrian plazas throughout the city, sidewalk space has increased in Times Square and many other safety measures have been implemented.

One move: Pedestrians at 147 locations get the walk signal at least six seconds before cars moving in the same direction get a green light, enabling them to cross before turning vehicles.

Metro Seniors in Action, a Chicago group, compiled a list of dangerous intersections after several of its members were injured.

The organization led local officials who deal with traffic and street design on "walk-throughs" to see and hear firsthand how perilous some streets can be.

"It's not only a senior problem," says Amanda Solon, executive director of Metro Seniors, whose actions have led to changes at a half-dozen intersections and plans to improve several more. "It's a problem for small children. ... It's a problem for people with any type of mobility issue."

The nation's capital plans to increase enforcement efforts in which plainclothes officers at crosswalks ticket drivers who do not yield to them. Last Tuesday, officials in the District of Columbia, Maryland and Virginia launched an annual pedestrian-safety campaign. The slogan "Steel vs. Flesh. It's No Contest. Cross Streets Carefully" will be emblazoned on billboards.

Transportation officials and safety advocates also emphasize the importance of education for pedestrians, not just drivers.

"We need to encourage pedestrians to be more careful," says Andy Pendoley, of the advocacy and educational group WalkSanDiego, "and to not take for granted that because they're in the crosswalk ... they can be so bold as to proceed without any caution."

Police And Lawmakers Pledge To Begin Crackdown On Vehicle, Walking Laws

Washington Examiner

March 21, 2007

By Joe Rogalsky

WASHINGTON - Area motorists and pedestrians now have a financial incentive to follow local traffic laws.

Local government leaders and police chiefs pledged Tuesday to improve pedestrian safety by stepping up enforcement of the safety laws governing interaction between motorists and walkers. Officers also will spend more time educating residents about the laws.

The region's fast growth has added thousands of walkers to the sidewalks and thousands of vehicles on the roads, a potentially lethal combination. In the District of Columbia, for example, nine pedestrians have been killed in the first three months of this year, compared to 17 in all of 2006. Pedestrian deaths in Montgomery jumped from seven in 2005 to 18 last year.

"Aggressive driving and total disregard for pedestrians must stop," Montgomery County Executive Ike Leggett said.

To toughen enforcement, officers will monitor busy intersections and hand out warnings to violators. In some cases, wrongdoers will get a ticket with a financial penalty.

Motorists driving in D.C. can be fined \$50 for offenses such as failing to yield the right of way. Bicyclists face \$25 fines for transgressions including riding in the wrong direction, running red lights and riding at night without a light. Pedestrian violations, such as crossing against the traffic signal, carry \$20 fines.

"We have to make sure this is a pedestrian-friendly city," D.C. Mayor Adrian Fenty said. "We should make sure our police departments are enforcing the law so pedestrians feel safe."

Several local officials said pedestrian safety is becoming even more important as local governments encourage development that maximizes mass-transit use, such as projects near Metro stations that also add to the pedestrian population.

"We need to have more walkable communities to combat traffic, congestion and global warming," Arlington County Supervisor Chris Zimmerman said. "We need to create an environment that will be safe for walkers."

Metro Safety Campaign Awkward But Effective
Washington Examiner
March 20, 2007
By Steve Eldridge

WASHINGTON - Problems with pedestrians being struck on the area's roadways have been front and center during the past few months. Here we are in the middle of March, and there have already been nine pedestrians hit and killed. That compares with 17 in all of last year.

Something must be done, and that's why regional leaders have launched another public awareness campaign.

This year's Smart Streets campaign carries the awkward title "Steel vs. Flesh." It's no contest, although that does convey the message that pedestrians don't have a chance against cars, trucks or even buses. The thing I like about this campaign is that it sends a message to drivers and to pedestrian since both share responsibility.

Pedestrians Won't Win Against Cars

Baltimore Examiner

March 20, 2007

By Steve Eldridge

BALTIMORE - As the weather begins to get a little warmer, more people are walking on the sidewalks, parking lots and across the streets. That means drivers need to be more cautious. Yes, the majority of car vs. pedestrian crashes are the fault of those on foot, but that doesn't mean any of us should be reckless.

Maryland's State Highway Administration is involved in a program called "Steel vs. Flesh — It's No Contest" to educate drivers and pedestrians about the dangers. Yes, the title is cumbersome, but it does get to the point: Pedestrians rarely win a battle against a vehicle.

Ted writes: "MTA and customer service have been contradictory terms. ... We used to try to take Light Rail to/from downtown locations [stadiums, Convention Center] and either BWI or Cromwell Station. We have had so many problems in recent years with late trains or machine difficulties that we really don't bother anymore... .

"MTA officials dream up ways to spend money on redundant transit systems based on obsolete studies — residential and commuting patterns have changed drastically since the urban transit studies of the 1960s [that] recommended six radial rail transit lines. Instead, they should focus on how to get better service out of the existing infrastructure. In particular, MARC is still underutilized. Commuter train lines go into the B&O station and over to Virginia, but these assets are barely used by MARC. ...

"Perhaps Mr. Wiedefeld's staff motivation approach will get us a change in attitude. Here is hoping."

As previously noted, new Maryland Transit Administration Administrator Paul Wiedefeld has been involved in many of the planning projects, and I think he will have a good sense of what will work within the existing system.

At the same time, I agree with Ted's statement that the current infrastructure needs to be improved before new lines are added. I don't see new rail transit projects as "follies," because ultimately the region needs several modes of transportation including roads and transit.

Pedestrian Fatalities Serve As A Warning
The Washington Times
March 21, 2007
By Tarron Lively

The region's annual traffic-safety campaign began yesterday in the wake of several pedestrian fatalities -- a situation that has frustrated residents, drivers and transportation officials.

The Street Smart pedestrian safety campaign, sponsored by the Metropolitan Washington Council of Governments, aims to change the behaviors of motorists, pedestrians and bicyclists.

The campaign involves increased traffic enforcement at dangerous intersections and a series of public service announcements on radio, billboards and buses, with messages in English and Spanish.

Traffic and law-enforcement officials started the joint campaign at National City Christian Church at Thomas Circle in Northwest, a busy circular intersection with heavy pedestrian traffic.

Mayor Adrian M. Fenty, a Democrat, said his administration is working on ways to make the streets safer and to encourage people to walk and to live close to Metro stations.

"This is a regional commitment," he said. "And with the District of Columbia at the core of the region, we've got to make sure that this is a pedestrian-friendly city, not just pedestrian-safe."

So far this year, nine pedestrians have been killed by vehicles in the District, including two Alexandria women hit by a Metro bus on Valentine's Day.

About 90 pedestrians are killed and 3,000 injured in the region each year in accidents with vehicles.

Cathy L. Lanier, acting chief of the Metropolitan Police Department, said enforcement and education are key, particularly among haphazard drivers and absent-minded pedestrians.

"There's been a lot of incidents in the media lately that has highlighted those areas where we need work," she said. "When you're walking as a pedestrian with your BlackBerrys and your cell phones and your pagers -- there's a lot going on and everybody's in a hurry -- but we all have a responsibility to be alert and pay attention."

In Montgomery County, the number of pedestrian fatalities increased from seven in 2005 to 18 last year. County Executive Isiah "Ike" Leggett said the situation will only get worse without help as the county's population increases.

"We're now approaching 1 million citizens in Montgomery County," said Mr. Leggett, a Democrat. "In addition, we're going older. We also have a large number of people who have limited English capacity, so our road signs and directions will adversely affect people who do not have English proficiency. "Given that combination, it is no wonder that we have the types of collisions that we have, and we must address this in a very fresh way."

The county has become the first jurisdiction in Maryland to use speed cameras.

Terry Lynch, executive director of the Downtown Cluster of Congregations, called last month for the Metropolitan Police Department to develop a traffic division after four pedestrians were killed in an eight-day span.

The District recorded 17 pedestrian fatalities last year, compared with 16 in 2005, according to the District Department of Transportation.

Mr. Lynch said he met with Chief Lanier and officials from the Washington Area Metropolitan Transit Authority, DDOT and D.C. Public Schools yesterday afternoon to discuss the problem.

Mr. Lynch said Chief Lanier told him the department is too understaffed to devote officers to a full-time traffic division but promised to reconsider if statistical improvements are not made within the next year.

"I think it's a bit of wishful thinking to think that this will be sufficient," Mr. Lynch said. "We agreed to disagree whether this will be enough."

Metropolitan Police Officer Erica Dortch-Jones said she alone had issued about 50 warnings to pedestrians and motorists at Thomas Circle by noon yesterday.

She said she routinely encounters hostility and indifference from pedestrians, some of whom disregarded her commands and crossed against the light in plain view.

"Many of them don't know the law, and some of them have a sense of entitlement," Officer Dortch-Jones said. "But it's for their own safety that we enforce the law."

She stopped a D.C. resident to warn him about jaywalking across Vermont Avenue. The pedestrian, who gave his name as Joel, became irate.

"I've got people cursing, calling me names ... when I attempt to cross with the light," he said, adding that he would continue to jaywalk when he felt it was safe until police cracked down on violators in motor vehicles.

Region's leaders unite
Alexandria Times
March 23, 2006

Among regional leaders promoting Street Smart initiatives in Alexandria this week were D.C. Police Chief Charles Ramsey, Chris Zimmerman and Gerald Connelly, chairmen of the Arlington and Fairfax County Boards of Supervisors, Alexandria Mayor Bill Euille, City Council members Ludwig Gaines and Rob Krupicka and Vice Mayor Redella Pepper, as well as members of the Metropolitan Washington Council of Governments and Street Smart outreach and enforcement campaign members.

Approximately 80 pedestrians die and 2,700 are injured in the Washington region each year in pedestrian related accidents. In Washington, D.C. alone, pedestrians and bicyclists accounted for nearly 36 percent of those killed on the roads in 2005.

New research shows the responsibility for pedestrian incidents appears shared, almost equally, between drivers and pedestrians. This is prompting regional leaders to launch a new effort to ensure drivers and pedestrians pay attention to one another.

The September 2005 study, commissioned by the Metropolitan Washington Council of Governments (MWCOCG) and conducted by the Inova Regional Trauma Center (IRTC), found that the failure to pay proper attention and the use of improper crossing areas threaten the safety of walkers more than any other factors.

Under the sponsorship of MWCOCG, the Street Smart outreach and enforcement campaign, that was spotlighted at the King Street Metro area this week, is designed to reduce pedestrian deaths and injuries throughout the Washington metropolitan area. Creative advertising strategically placed on the radio, metro, bus, and outdoor transit seeks to capture the attention of drivers, cyclists and walkers to ensure that they pay due attention to each other on area roads.

Campaign materials urge drivers to "Stop for Pedestrians" and "Watch for Bicyclists at Intersections." Materials also caution pedestrians to "Use the Crosswalks;" "Pay Attention Around Large Vehicles;" and "Look Before You Cross." A strong focus of the campaign is reaching the Hispanic audience through Spanish-language brochures and advertising outreach.

Among the regional leaders attending the event in Alexandria March 21 were Alexandria Mayor William Euille and Councilman Ludwig Gaines. Charles Ramsey, Chief of Police in Washington, D.C., was also in attendance, along with the chairmen of the Board of Supervisors for both Arlington and Fairfax counties.

"As area roads become more congested and aggressive driving behaviors increase, the consequences are tragically obvious," said Michael Knapp, Chairman of MWCOCG. "This campaign focuses on raising awareness of dangerous behaviors and educating drivers, pedestrians and cyclists on how to be safer on the roads in the Washington metropolitan area."

The National Highway Transportation Safety Administration (NHTSA) estimates that a pedestrian is killed almost every two hours and injured every eight minutes on the nation's roadways. Nationally, pedestrians account for 11 percent of motor vehicle deaths with urban areas having higher fatality rates than rural areas.

The Street Smart pedestrian safety effort focuses on the "four E's:" education, enforcement, engineering, and evaluation.

"We must not forget that pedestrian safety is everyone's responsibility," said Ludwig Gaines. "This campaign is an opportunity for jurisdictional leaders to band together to show their commitment to the welfare of their communities."

About Street Smart

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Offices in Washington, DC and Detroit

Street Smart is a public awareness program that was launched in October 2002 to change driver and pedestrian behavior in the Washington, D.C. metropolitan area. The program was based on the recognition that just in the Washington, D.C. metro area over 2,600 injuries and 89 fatalities involved pedestrians and bicyclists in 2001. For more information about Street Smart, go to <http://www.mwcog.org/transportation/streetsmart>.

Police encourage safety

Alexandria Times

March 22, 2007

Following the deaths of two pedestrians in the past month, Alexandria police are reminding area residents of the importance of pedestrian safety. Activities this week will encourage public awareness and participation in improving pedestrian safety.

In the past two years, five pedestrians have been killed in Alexandria including Jessica Aromin, a 69-year-old woman who died after she was hit on March 9 in the 100 block of South Van Dorn Street, and German Gonzalez, a 29-year-old man who was fatally injured on February 28 in the 5700 block of Edsall Road. All five pedestrian fatalities occurred in the West End. None of the victims was in a crosswalk.

City officials participated in the annual 'Street Smart' regional campaign that got underway on Tuesday, March 20, at Thomas Circle at 14th Street NW and Massachusetts Avenue in Washington, D.C. Also on Tuesday, Alexandria police increased their presence in the West End by handing out safety information to pedestrians along South Van Dorn Street and Duke Street. Police are reminding pedestrians of these safety tips:

- Use crosswalks
- Look left, right and left again before crossing
- Use pedestrian pushbuttons whenever possible
- Avoid wearing headphones and talking on cell phones
- Make eye contact with approaching drivers

In addition, message boards were set up on South Van Dorn Street and Duke Street to flash safety tips to passing motorists. On Thursday, March 22, the City of Alexandria will hold a community meeting to discuss its pedestrian and bicycle mobility plan. The meeting will be held at 7 p.m. in room 1101 at City Hall, 301 King Street. The plan will become the city's blueprint for infrastructure improvements and once implemented, will result in safer conditions and make walking and bicycling more attractive transportation choices in Alexandria. Public surveys in English and in Spanish, as well as more information about the plan, are available on the city's website at www.alexride.org/bikeped_study.php.

OPINION: Street Smarts

Alexandria Times

March 22, 2007

The Metropolitan Washington Council of Governments has launched a 'Street Smart' campaign to combat a wave of pedestrian deaths in the region. In the past two years there have been five pedestrian fatalities in the city. They occurred in the West End and the victims were all crossing outside of crosswalks.

Alexandria's campaign, led by the police and the Department of Transportation and Environmental Services, will focus on making pedestrians realize the importance of using crosswalks, obeying the traffic signals and looking both ways several times before moving into the traffic lanes. This is elementary stuff but in our hurried age of multi-tasking it is good to remind all of us of the consequences of stepping off the curb without proper preparation.

There are some who would prefer to give pedestrians the right of way no matter where they tried to cross. We do not agree that drivers should be penalized because pedestrians are not following the law. An educational program is the right first step.

Transportation Board Launches Pedestrian Safety Campaign

The Afro American Newspaper

March 21, 2007

By James McCray III

Chief of Police Cathy Lanier, who spoke at the conference along with Mayor Adrian Fenty (seen behind) says officers will be more strict in enforcing traffic laws to ensure the safety of pedestrians. (Photos by Robert Roberts) On March 20 the Washington, D.C., Transportation Planning Board launched their annual Street Smart campaign, which is aimed at curbing the number of fatalities involving pedestrians, cyclists and motorists.

"This campaign focuses on raising the awareness of dangerous behaviors and educating drivers," said Metropolitan Washington Council of Governments vice chairman Michel Knapp.

The announcement was made on the steps of the National City Christian Church, which is located across from the newly opened Thomas Circle, located at 14th St. and Massachusetts Ave., N.W., where new crosswalks and extra motor and pedestrian signal lights were added to increase safety.

In the District, 92 percent of pedestrians involved in accidents with a motor vehicle The District government is launching an awareness campaign to reduce the number of pedestrian-related vehicular accidents. (Photos by Robert Roberts) sustained one or multiple injuries. There have been nine pedestrian fatalities in 2007 so far, as opposed to 17 in 2006.

In a one-month push to heighten awareness, the campaign will use radio-ads, billboards, print-ads, advertising on buses and subway trains and hand-outs to inform the public. Along with the committee, law enforcement officials will enforce pedestrian traffic laws severely in efforts to help ensure pedestrians and motorists pay heed to each other.

"Steel wins and flesh loses when a vehicle and pedestrian collide," said Mayor Adrian Fenty of the dangers of a lack of care. "Drivers and pedestrians must open their eyes to this ever-present danger and must do a better job of monitoring their surroundings." Major funding for the campaign comes from the District along with Maryland and Virginia.

Editorial: Jaywalking, An American Right
The Georgetown Voice
March 29, 2007

Metro is at it again. No longer content to oppress the masses of D.C. through the enforcement of open container laws, underage curfews, and that pesky handgun ban, this month D.C.'s police will be cracking down on a new segment of our population that includes teachers, firemen, heroes and even you and me—jaywalkers. As part of the "Street Smart" campaign Metro is participating in, these ordinary citizens could find themselves slapped with an unjust \$20 dollar ticket for merely saving time. D.C. residents must unite and fight this injustice, one illegal crossing at a time.

This un-American policy must not stand. This country was founded upon the principles of individualism and liberty. If Thomas Jefferson were alive today, he'd be the first to zip across M St., crosswalk or not, to keep a date with his baby's mama. The right to jaywalk isn't in the Constitution, but neither is the right to suspend habeas corpus or arbitrarily wiretap citizens, and you don't see Metro giving the President a \$20 ticket. If this ordinance is enforced, the terrorists have already won.

The only group of people who would support implementing pedestrian rules is the elderly. And they're right—walking across the street can be a challenge for fogies, especially if you have a bad hip, blurred vision and a broken walker. When the old folks can't make it to the other side of the sidewalk before the walking man sign turns red, they make Metro bus drivers look bad. So enforce the law for the people over 75—fine them on their first offense, send them to the old-people's home on the second.

These days, speed is the name of the game. As walkers everywhere else in the world speed up, Metro is slowing our pedestrians down by making them wait for the walk signal. Before you know it, you'll be unemployed and some upstart in India will be doing your job for a third of the price, crossing the street wherever he pleases.

Martin Luther King, Jr. once wrote, "Injustice anywhere is a threat to justice everywhere." This law does not just oppress D.C.'s citizens, it oppresses each and every American citizen. Georgetown students, young professionals, older residents, annoying tourists, rise forth and unite! Cross every non-intersection you can find in this city until the agents of intolerance are defeated and jaywalking is persecuted no more.

Educando A Los Peatones
El Tiempo Latino
March 23, 2007
By Milagros Meléndez-Vela

Una mujer cruza a mitad de la calle 14, cerca de Thomas Circle, en el noroeste de DC. el mediodía del martes 20 esquivando los autos, cargando en una mano una taza de café y en la otra una bolsa de mercado. Horas después en la noche un conductor atropella a un transeúnte en la intersección de la calle 14th con la Madison, luego se da a la fuga.

Ambos incidentes ocurrieron el mismo día que líderes del área lanzaron la campaña anual de seguridad peatonal. Este 2007 registra por lo menos 13 muertes de transeúntes, nueve de ellas ocurridas en el Distrito de Columbia, situación que frustra tanto a autoridades como a peatones .

Y es que pese a las campañas, el mal comportamiento de los peatones y conductores continúa siendo un factor de alto riesgo en los accidentes mortales. Por lo que las autoridades se enfocarán en educar y aplicar las leyes de tránsito a ambas partes. “Tenemos que apuntar tanto a conductores como a peatones porque ambos son igualmente responsables de los accidentes que hemos presenciado en nuestras comunidades”, expresó el coordinador del programa de peatones del Departamento de Transporte de DC, George Branyan.

En el Distrito, la policía expedirá advertencias o multas de \$10 a los transeúntes que no respeten las señales. Al igual que multará con \$50 a los conductores por no ceder el paso.

Otras jurisdicciones aplicarán los mismos términos, en los condados de Arlington, Fairfax y Montgomery las multas por no ceder el paso pueden alcanzar hasta \$500.

El tema de la campaña de este año es bastante sugestivo con un cartel que semeja confrontar a un peatón con guantes de box y a un vehículo. El eslogan es “Metal vs. Carne y Hueso-No es una competencia” “¡Cruce las Calles con Cuidado!”.

El anuncio de la campaña se realizó durante una conferencia de prensa en las escalinatas de la Iglesia Cristiana Nacional, en Thomas Circle, una rotonda que fue recién construida entre las calles 14 y Massachusetts, en el noroeste de Washington con el fin de evitar accidentes peatonales.

El alcalde de DC Adrian Fenty estuvo acompañado por la jefa interina de la Policía, Cathy Lanier; el Ejecutivo de Montgomery, Isiah Leggett; la supervisora de Fairfax, Catherine M. Hudgins, y el miembro de la Junta de Arlington, Chris Zimmerman, entre otros.

Hasta el miércoles 21 el Distrito registró nueve muertes peatonales, cuatro de las cuales ocurrieron con conductores de bus. Fairfax reportó dos y Montgomery una.

Alrededor de 90 peatones mueren al año en la región y cerca de 3.000 son heridos, según informa el Concilio de Gobiernos Metropolitanos (COG).

El año pasado la región experimentó un incremento en los incidentes mortales. Montgomery y Fairfax casi duplicaron el número de 10 muertes registradas en 2005, a 17 en Montgomery y a 16 en Fairfax, al finalizar 2006. El Distrito tuvo 15 casos en 2005 y 16 en 2006.



CONFERENCIA. Catherine Hudgins, supervisora de Fairfax, habla durante el lanzamiento de la campaña en Thomas Circle, en DC. Atrás, la jefa interina de la Policía de DC, Cathy Lanier, y a su lado, Isiah Leggett, el Ejecutivo de Montgomery.

**Caminantes Infractores También Serán Sancionados
Si No Usa Paso Peatonal Puede Recibir Multa De 20 Dólares
Washington Hispanic
March 23, 2007
By Victor Caycho**

El alcalde Adrian Fenty da el ejemplo y con su comitiva cruza la calle por el paso peatonal, en Thomas Circle, localizada en la zona noroeste de DC. Foto: Álvaro Ortiz/ Washington Hispanic

Las autoridades del área metropolitana anunciaron nuevas medidas para sancionar a los infractores de las normas de tránsito, de las que no se escapan los peatones y los transeúntes, además de los conductores de vehículos. La campaña se enfoca con fuerza en la comunidad hispana, por el alto número de accidentes que dejaron un saldo sin precedentes de víctimas fatales y lesiones graves entre los caminantes de ese origen.

Los transeúntes que violen las reglas y que, por ejemplo, crucen las calles por un lugar indebido o fuera de las alfombras peatonales o cuando las luces del semáforo no lo permiten, recibirán una multa de 20 dólares. En el caso de los ciclistas, tendrán que pagar 25 dólares si la policía les sorprende conduciendo por una calle en el sentido contrario.

Con relación a los conductores automovilísticos, se reiteró que se les impondrá un tique de 50 dólares si cometen infracciones como el no ceder el paso a los peatones.

El pasado martes 20, los más altos dirigentes de la región metropolitana (DC, Maryland y Virginia) se reunieron en Thomas Circle (calle 14 y avenida Massachusetts, zona Noroeste de la ciudad), que precisamente fue rediseñada específicamente para reducir los accidentes que protagonizan conductores, caminantes y ciclistas.

Tras revelar que cada año mueren 90 transeúntes y otros tres mil resultan seriamente heridos, las autoridades se comprometieron a redoblar el esfuerzo regional de prevención y de aplicación rigurosa de las leyes contra los infractores.

“ El número de muertes entre los peatones (17 en 2006), sólo en el Distrito de Columbia, alcanza un 40 por ciento del total de muertes en las carreteras (43 en 2006)”, dijo Adrian Fenty, alcalde de la capital.

Fenty estuvo al lado de Emeka C. Moneme, director del Departamento de Transportes del Distrito, el Ejecutivo del Condado de Montgomery (Maryland), Isiah Leggett; el jefe del Cuerpo Directivo del Condado de Arlington (Virginia), Chris Zimmerman, y Catherine M. Hudgins, de la Junta de Supervisores del Condado de Fairfax (Virginia).

Todos ellos, junto a los jefes de los respectivos Departamentos de Policía de DC y de los Condados de Estados fronterizos como Maryland y Virginia, anunciaron el lanzamiento de una nueva campaña denominada “Steel vs. Flesh” (Acero versus Carne y Hueso), que grafica el problema que se suscita diariamente en las calles de las ciudades del área metropolitana.

En español

La operación se enfoca fuertemente en la comunidad hispana, que registra un alto porcentaje de transeúntes víctimas de accidentes vehiculares, que se ha incrementado en las recientes semanas, como ha dado cuenta Washington Hispanic en sus últimas ediciones.

Con ese objetivo se distribuirán decenas de miles de folletos en español y se pondrán avisos en el mismo idioma en los medios de difusión. Allí se advierte a conductores de vehículos a “Bajar la velocidad y poner atención a los peatones y ciclistas”. Los mensajes escritos y hablados también advierten a los transeúntes con instrucciones como: “Cruce por el paso de peatones” y “No juegue con su vida. Mire antes de cruzar”.

Responsabilidad compartida

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Al respecto, se mencionó que un estudio regional sobre incidentes peatonales descubrió que hay responsabilidad por igual entre conductores y caminantes, “que no ponen una adecuada atención o cruzan impropriamente las calles, amenazando la seguridad de la gente más que cualquier otro factor”.

Si bien los costos de los accidentes que afectan a los transeúntes son incalculables, las autoridades dieron a conocer que sólo el promedio de los gastos hospitalarios por paciente oscila entre 17.000 a 30.000 dólares en el área metropolitana.

La investigación fue conducida por el Centro Regional de Traumatismos INOVA a pedido del Consejo de Gobiernos de la región de Washington.

Morning Roundup: Pedestrian Safety Initiative Kicks Off

DCist

March 21, 2007

By Tom Lee

The Post reports on the pedestrian safety program that regional governments launched yesterday morning from a press event at Thomas Circle. What will this mean for you? Perhaps some new traffic lights, and definitely some additional enforcement of jaywalking and pedestrian right-of-way laws. Given the tragic number of pedestrian deaths that 2007 has already seen, we're all for it. But couldn't they have chosen a better tagline for the program than "Steel vs. Flesh — It's no contest"? It seems needlessly antagonistic to us.

Walk This Way! Or Else...

DCist

March 21, 2007

By Colin Peppard

Pedestrians, cyclists, and drivers beware! As we mentioned this morning, the Metropolitan Washington Council of Governments' annual Street Smart Pedestrian and Bicycle Safety Campaign kicked off yesterday. In addition to a flurry of ads on the radio, billboards, buses, and local papers, this campaign will also include a month of increased enforcement of traffic laws by local police.

We're not sure which to be more worried about, the potential jaywalking tickets or the relentless march of Street Smart PSA's, but color us cynical about this annual effort to get pedestrians, drivers, and cyclists to all play nice. We just don't have much faith that anyone is thinking twice about jaywalking because of ads on WTOP.

We've said it before: consistent enforcement of basic traffic laws, by cop or by camera, is the best and most cost effective way to change people's behavior. Yet, while a few ticketed pedestrians or a cyclist pulled over for speeding might make for a good local news item, it will hardly change the city's transportation culture. If you have any doubt, just look at the ban on cell phone use while driving. It's never enforced, and it's always ignored.

Likewise with other traffic laws, the fact that police can only find time to enforce them for one month a year is troubling. If there is a need for increased traffic enforcement, and we think there is, it should be a year-round policy. If it was, we might even have the distinct honor of appearing on Prevention Magazine's "Walkable Cities" list next year...

Leaders Hope 'Street Smarts' Can be Learned
WTOP Radio
March 20, 2007

WASHINGTON - This year's "Street Smart Campaign" is underway, and that means drivers, pedestrians and bicyclists in the Washington area are being encouraged to obey traffic laws.

D.C. Mayor Adrian Fenty joined officials from suburban Maryland and northern Virginia Tuesday to launch the campaign.

About 90 pedestrians are killed and 3,000 others injured in the Washington area each year. Already in 2007, nine pedestrians have been killed by vehicles on District streets -- including two Alexandria women hit by a bus in February.

George Branyan, pedestrian program coordinator with the District's Department of Transportation, says the trend with pedestrian accidents is headed in the wrong direction. The District has had two straight years of above average pedestrian fatalities: 15 in 2005, and 16 in 2006.

"You have to target both drivers and pedestrians because they are both equally responsible for the crashes that we witness in our communities," Branyan says.

Medical costs for pedestrians treated for injuries suffered in crashes can range from \$17,000 to \$30,000 per victim.

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Man Follows Suspect Who Struck Pedestrian and Kept Going
WTOP Radio
March 20, 2007
By Kristi King

WASHINGTON - Would you follow a car you'd just seen strike a pedestrian in a crosswalk and keep going?

A man in D.C. did Tuesday night. He followed the suspect six blocks and called police. Police arrested the suspect at 9th and Constitution Avenue.

"This is a good case of citizens looking out for one another and making sure the community is safe," says U.S. Park Police Sgt. Robert Lachance. "He certainly gave us great assistance in catching the suspect."

Lachance declined to identify the suspect, other than to say he's a 51-year-old Capitol Heights, Md. man. He's been charged with hit and run and driving while intoxicated. The Acura Integra the suspect was in has a shattered windshield.

The 25-year-old victim did not sustain life-threatening injuries when he was struck at 14th street and Madison Drive about 10:30 p.m. He was released from the hospital early Wednesday.

The pedestrian accident happened the same day the region launched a major safety campaign for pedestrians and bicyclists.

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Campaign Will Target Pedestrians and Motorists

WJLA-TV <http://www.wjla.com/news/stories/0307/406991.html>

March 20, 2007

Area law enforcement agencies have launched a region-wide stepped up enforcement effort aimed at making roads safer for cyclists and pedestrians.

About 90 pedestrians are killed and 3,000 others injured in the Washington area each year. Since January first nine pedestrians have been killed after being struck by vehicles on District streets.

D.C. Mayor Adrian Fenty joined officials from suburban Maryland and Northern Virginia to launch the Street Smart Pedestrian Safety Campaign. Besides stepped up enforcement, officials will press for greater public awareness among drivers, cyclists and pedestrians.

Public education messages in both English and Spanish will be circulated over the next few months.

Medical costs for pedestrians treated for injuries suffered in crashes can range from \$17,000 to \$30,000 per victim.

**Area Leaders Kick Off Pedestrian Safety Campaign
Campaign Will Target Pedestrians, Motorists**
NBC4 <http://www.nbc4.com/news/11305327/detail.html>
March 20, 2007

WASHINGTON -- Area police agencies are joining transit officials in launching a major campaign aimed at reducing deaths and injuries among pedestrians and cyclists.

Officials from the District, suburban Maryland and northern Virginia met in Thomas Circle at 10:30 a.m. on Tuesday to launch the Street Smart Pedestrian Safety Campaign. The effort will include stepped up traffic enforcement and a public education campaign.

"We're seeing more people walking, more people getting into the city and that's always challenging. People have to be more alert and more defensive walkers and drivers, and we're going to make sure with this street smart campaign. When you're on the streets use your smarts," said Emeka Moneme of the D.C. Department of Transportation.

Studies show pedestrians and bicyclists account for 25 percent of those killed on Washington-area roads each year. In the District, 40 percent of all highway fatalities last year were pedestrians or cyclists.

Officials said that about 90 pedestrians are killed and 3,000 others are injured in the Washington area each year. Since Jan. 1, nine pedestrians have been killed after being struck by vehicles on D.C. streets alone, officials said.

Health officials said medical costs for the victims are also rising, with many crash victims having medical bills ranging from \$17,000 to \$30,000.

Last month, two women were hit and killed by a Metrobus on Pennsylvania Avenue in the District. Police said the women had the right-of-way. The bus driver was charged with two counts of negligent homicide.

The husband of one of those women has filed a \$100 million lawsuit against the Washington Metropolitan Area Transit Authority.

Three days later, a 21-year-old woman from southeast Washington was killed when officials said she stepped into the path of a Metrobus.

D.C. Mayor Adrian Fenty said, "We do recognize that this is an abnormally high number of incidents and we are committed to doing anything possible to reduce them."

The city has recently made upgrades at Thomas Circle to make things safer, officials said. Crews have added countdowns at crosswalks and clearly marked bike and Metro bus lanes. They have also added additional lighting so the area is brighter at night.