

Media Advisory
March 26, 2012

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Pedestrians and Drivers Take Heed: Area Police Cracking Down on Unsafe Driving & Walking as *Street Smart* Campaign Kicks Off

Prince George's County to Conduct Live Enforcement at High-Crash Intersection to Illustrate Enforcement Efforts Across D.C. Region

WHY: *Despite an overall decline in traffic deaths, at least **one out of every four** fatal victims of traffic crashes across the metropolitan Washington region in 2011 was a walker or biker.*

- Across the region, pedestrian and bicyclist fatalities **decreased** to 73 in 2011, down from 86 in 2010, according to preliminary local statistics.
- However, **nearly 41 percent** (29 pedestrian, 1 bicyclist) of those deaths occurred in Prince George's County.
- Prince George's County has ranked **number one** both in Maryland and across the region for most pedestrian/bicyclist-related deaths over the past five years (2007 – 2011).

WHAT: *Kicking off the Spring 2012 Street Smart campaign, Prince George's County Police will conduct live pedestrian safety enforcement at a heavily-trafficked intersection.*

- Officers will pull over unsafe drivers and walkers.
- Real-life harrowing pedestrian crash stories related by a Prince George's County Fire/EMS first responder .
- Updates on local and regional pedestrian safety improvements and most recent crash and fatality data.

WHO: *Speakers*

- **The Honorable Todd Turner**, *Chairman, National Capital Region Transportation Planning Board*
- **The Honorable Karen Toles**, *Councilmember, Prince George's County, Maryland*
- **Mark Magaw**, *Chief of Police, Prince George's County Police Department*
- **Brian Young**, *District Engineer, Maryland State Highway Administration*
- **Sam Zimbabwe**, *Associate Director of Planning, Policy and Sustainability, District of Columbia Department of Transportation*
- **Marc S. Bashoor**, *Fire Chief, Prince George's County Fire/EMS Department*
- **Stephanie Buffum**, *Firefighter/Medic, Prince George's County Fire/EMS Department* OR **Amy Gunn**, *Firefighter/Medic, Prince George's County Fire/EMS Department*

WHEN: **Wednesday, March 28, 2012**

- Remarks: **11:30 a.m.**
- Live Enforcement: **12:00-1:00 p.m.**

WHERE: **Parking Lot of District Heights Church of Christ**

5922 Marlboro Pike
District Heights, MD 20747

***Live Enforcement** – Intersection of Silver Hill Road and Marlboro Pike, Prince George's County, MD

****Parking** – Available on-site in church lot

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