

Memorandum

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

From: Justin Celko

CC: John Undeland and Mary Ellen Menton

Subject: *Street Smart* Pedestrian Safety Spring 2008 Campaign Final Media Report

Date: March 10, 2008

We are pleased to present the media report from the highly successful *Street Smart* event held in Fairfax County on March 7, 2008. The event was attended by multiple print and broadcast media outlets and has garnered more than seven million estimated impressions.

Thanks to all those who contributed to making this event a success. If you have any questions, please call Justin Celko at 202-289-2001.

KEY FIGURES

- **Total estimated media impressions: 7,460,534**
- **Message Value Approximately: \$148,889**

COVERAGE HIGHLIGHTS

- **Print/Online:** Notable coverage included five *Washington Post* articles and an article in the *Washington Examiner*. The event generated nine articles with a combined circulation of over 5 million readers.
- **Broadcast:** Coverage on all area affiliates totaling more than 45 broadcast hits and 2.3 million viewer impressions.
- **Radio:** Coverage by WTOP and WAMU.
- **Hispanic Media:** Coverage included broadcast (Univision), radio (Radio America) and print (*El Pregonero*).

KEY MEDIA COVERAGE

Broadcast

WTTG-TV (Fox)
WUSA-TV (CBS) WJLA-TV (ABC)
NewsChannel 8
WRC-TV (NBC)

Radio

WAMU-FM
WTOP-FM

Print

The Washington Post
Washington Examiner

Hispanic Media

El Pregonero
Univision-TV
Radio America



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 3 to reflect the additional value of news versus ads.

PRINT/ONLINE COVERAGE

† Report Summary:

Total Hits: 9

Total Audience Impressions: 5,064,222

Total Publicity Value: \$40,407.08

[Dr. Gridlock's Get There Blog: Renewed Focus on Safety](#)

WashingtonPost.com

March 5, 2008

By Robert Thomson

Circulation: 1,985,882

[Ad Campaign Grabs For Public's Attention](#)

Washington Post

March 7, 2008

By Clarence Williams

Circulation: 635,087

[Terrifying Pedestrian Safety Ads Running In D.C.](#)

DCist.com

March 7, 2008

By Sommer Mathis

Circulation: Not available

[D.C. To Install Devices To Cut Pedestrian Deaths](#)

Washington Examiner

March 8, 2008

By Kathleen Miller

*Circulation: 243,151 (*Saturday circulation)*

[Week In Review: Ad Blitz Aims To Keep Pedestrians Safe](#)

Washington Post

March 9, 2008

*Circulation: 894,428 (*Sunday circulation)*

[Letter To The Editor: Cellphones On A Collision Course](#)

Washington Post

March 10, 2008

By Karen Mitrano Snyder

Circulation: 635,087

[Peatones y conductores deben ser más precavidos](#)

El Pregonero
March 12, 2008
By Andrea Acosta
Circulation: 35,500

[Pedestrian Safety Ads Vs. Wish Fulfillment](#) (Blog)
WashingtonCityPaper.com
April 2, 2008
By Andrew Beaujon
Circulation: Not available

[Police Push Anew to Halt Increase in Pedestrian Fatalities](#)
Washington Post
April 3, 2008
By Jerry Markon
Circulation: 635,087

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.

WTOP-AM
*No clip available

WAMU-FM
*No clip available

Radio America
*No clip available

TV BROADCAST COVERAGE

[D.C. Officials Launch Campaign To Promote Pedestrian Safety](#)
NBC4.com (DC)
March 7, 2008

[D.C. Officials Launch Pedestrian Safety Campaign](#)
WJLA.com (DC)
News8.net (DC)
March 7, 2008

[Police Encourage N. Va. Residents To Be Street Smart](#)
NBC4.com (DC)
March 10, 2008



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.

(Note: Coverage is not available for all broadcast that attended)

† Report Summary:

Total Hits: 47

Total Audience Impressions: 2,396,312

Total Publicity Value: \$108,482.08

1. Aired On: WRC Show: WRC Local Cut-In
Date: 3/10/2008 Time: 7:30am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 131,356
2. Aired On: WTTG Show: FOX Morning News
Date: 3/10/2008 Time: 7:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 80,493
3. Aired On: WRC Show: NBC News 4 Today
Date: 3/10/2008 Time: 6:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 106,972
4. Aired On: WTTG Show: FOX Morning News at 6
Date: 3/10/2008 Time: 6:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 57,267
5. Aired On: WJLA Show: Good Morning Washington 5:00
Date: 3/10/2008 Time: 5:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 35,454
6. Aired On: WRC Show: NBC News 4 Today
Date: 3/10/2008 Time: 5:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 66,065
7. Aired On: WTTG Show: FOX Morning News at 5 AM
Date: 3/10/2008 Time: 5:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 38,413
8. Aired On: WUSA Show: CBS 9News Now Saturday at 7am
Date: 3/8/2008 Time: 7:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 43,816
9. Aired On: WTTG Show: FOX 5 News at 5

- Date: 3/7/2008 Time: 5:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 78,548
10. Aired On: NCDC Show: Newstalk
Date: 3/7/2008 Time: 4:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
 11. Aired On: NCDC Show: Afternoon Report
Date: 3/7/2008 Time: 3:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
 12. Aired On: NCDC Show: Afternoon Report
Date: 3/7/2008 Time: 2:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
 13. Aired On: NCDC Show: Afternoon Report
Date: 3/7/2008 Time: 1:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
 14. Aired On: NCDC Show: Afternoon Report
Date: 3/7/2008 Time: 12:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
 15. Aired On: WJLA Show: ABC 7 News at Noon
Date: 3/7/2008 Time: 12:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 38,724
 16. Aired On: WRC Show: NBC News 4 Midday
Date: 3/7/2008 Time: 11:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 42,377
 17. Aired On: NCDC Show: Live This Morning
Date: 3/7/2008 Time: 10:30am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
 18. Aired On: WRC Show: WRC Local Cut-In
Date: 3/7/2008 Time: 10:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 68,273
 19. Aired On: NCDC Show: Live This Morning
Date: 3/7/2008 Time: 9:30am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
 20. Aired On: WRC Show: WRC Local Cut-In

- Date: 3/7/2008 Time: 8:30am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 121,392
21. Aired On: WTTG Show: FOX Morning News
Date: 3/7/2008 Time: 8:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 64,103
22. Aired On: WRC Show: WRC Local Cut-In
Date: 3/7/2008 Time: 7:30am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 127,770
23. Aired On: WTTG Show: FOX Morning News
Date: 3/7/2008 Time: 7:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 86,633
24. Aired On: WRC Show: NBC News 4 Today
Date: 3/7/2008 Time: 6:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 97,907
25. Aired On: WUSA Show: CBS 9News at 5:30am
Date: 3/7/2008 Time: 5:30am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 58,789
26. Aired On: WUSA Show: 9News at 6am
Date: 03/11/2008 Time: 6:00am
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 55,063
27. Aired On: WJLA Show: ABC 7 News at 6:00
Date: 03/10/2008 Time: 6:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 99,462
28. Aired On: WRC Show: News 4 at 6
Date: 03/10/2008 Time: 6:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 151,518
29. Aired On: NCDC Show: Live Tonight
Date: 03/10/2008 Time: 6:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]

30. Aired On: WRC Show: News 4 at 5
Date: 03/10/2008 Time: 5:00pm
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 134,696

31. Aired On: WTTG Show: FOX 5 News at 5
Date: 03/10/2008 Time: 5:00pm
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 72,277

32. Aired On: WUSA Show: 9News at 5pm
Date: 03/10/2008 Time: 5:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]
Estimated Audience Number: 50,480

33. Aired On: NCDC Show: Live Tonight
Date: 03/10/2008 Time: 5:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]

34. Aired On: NCDC Show: Afternoon Report
Date: 03/10/2008 Time: 3:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]

35. Aired On: NCDC Show: Afternoon Report
Date: 03/10/2008 Time: 2:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]

36. Aired On: NCDC Show: Afternoon Report
Date: 03/10/2008 Time: 1:00pm
Market: Washington. DC (Hagerstown. MD) [DC] [9]

37. Aired On: WJLA Show: ABC 7 News at Noon
Date: 03/10/2008 Time: 12:00pm
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 33,026

38. Aired On: WUSA Show: 9News at Noon
Date: 03/10/2008 Time: 12:00pm
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 102,606

39. Aired On: NCDC Show: Afternoon Report
Date: 03/10/2008 Time: 12:00pm
Market: Washington. DC (Hagerstown. MD) [DC]

40. Aired On: WRC Show: News 4 Midday
Date: 03/10/2008 Time: 12:00pm
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 48,582

41. Aired On: WTTG Show: FOX 5 News at Midday
Date: 03/10/2008 Time: 11:00am
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 32,470
42. Aired On: NCDC Show: Live This Morning
Date: 03/10/2008 Time: 10:30am
Market: Washington. DC (Hagerstown. MD) [DC]
43. Aired On: NCDC Show: Live This Morning
Date: 03/10/2008 Time: 9:30am
Market: Washington. DC (Hagerstown. MD) [DC]
44. Aired On: WUSA Show: 9News at 9am
Date: 03/10/2008 Time: 9:00am
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 40,358
45. Aired On: WRC Show: WRC Local Cut-In
Date: 03/10/2008 Time: 8:30am
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 114,199
46. Aired On: WTTG Show: FOX Morning
Date: 03/10/2008 Time: 8:00am
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 63,460
47. Aired On: WJLA Show: WJLA Local Cut-In
Date: 03/10/2008 Time: 8:00am
Market: Washington. DC (Hagerstown. MD) [DC]
Estimated Audience Number: 53,763

Dr. Gridlock's Get There Blog: Renewed Focus on Safety

WashingtonPost.com

March 5, 2008

By Robert Thomson

The region's transportation and law enforcement officials are about to launch their 2008 Street Smart campaign for pedestrian safety. It's both an educational and enforcement effort, directed at pedestrians and bikers as well as motorists.

The campaign, which began in 2002, responds to these sad facts: On average in our region, about six pedestrians are injured each day, and a pedestrian is killed every 4.4 days. Pedestrians account for a quarter of traffic fatalities

What's your pedestrian safety tip? Many safety improvements are visible on our roads, including better crosswalks and traffic calming methods. But here's a letter I got from a reader illustrating things we can do to protect ourselves, without waiting for the government or the police to take action on our behalf.

DC Officials Launch Campaign To Promote Pedestrian Safety

The Associated Press

March 7, 2008

**Picked up by WTOPNews.com (DC), WTTG MyFox.com (DC), WDBJ7.com (Roanoke, VA), WRIC.com (Richmond, VA), WBFF Fox Baltimore, WMDT.com (VA)*

WASHINGTON – D.C. area officials are kicking off a campaign this week to promote pedestrian safety.

The effort by the Metropolitan Washington Council of Governments comes after recent increases in accidents involving pedestrians. The campaign includes drawings on Metrobuses and shelters, and radio ads in English and Spanish.

Law enforcement and government leaders say the campaign will run through March, and that the \$400,000 cost will be picked up by various jurisdictions.

Officials say officers also will be more aggressive about citing drivers who block crosswalks or speed through pedestrian areas, as well as ticketing jaywalkers.

Information from: The Washington Post, <http://www.washingtonpost.com>.

Ad Campaign Grabs For Public's Attention

Washington Post

March 7, 2008

By Clarence Williams

The driver hits the brakes while his passenger screams in horror at what is about to take place. Tires screech, but it's too late. The man in blue jeans is slammed by the car while crossing the street, his head about to hit the windshield.

Officials are hoping that a drawing of that scene -- to be posted on Metrobuses and shelters -- will put a sharper focus on the life-or-death issue of pedestrian safety. A month-long advertising campaign, kicking off this week, will also feature radio ads in English and Spanish.

The "Street Smart" campaign is sponsored by the Metropolitan Washington Council of Governments and comes after recent increases in accidents involving pedestrians, including fatalities. It is more graphic than past efforts because of the need to grab people's attention, officials said.

"It's the edgiest, bluntest campaign we've had yet," said George Branyan, the pedestrian coordinator for the D.C. Department of Transportation, one of the partners in the project.

Five pedestrians were killed in Metrobus accidents last year, and the campaign includes reminders to passengers to be alert when getting off a bus. "Stay out of blind spots," one message states. "If you can't see the driver, they can't see you."

Area law enforcement and government leaders said the ad campaign will run through March, with the \$400,000 cost picked up by various jurisdictions. Officials plan to promote the effort at a news conference today and will issue the findings of a study by Inova Fairfax Hospital of pedestrian accidents from 1994 through 2006.

The study found that on average more than 80 people die and 2,000 people are injured a year in pedestrian accidents in the Washington region. Maryland jurisdictions averaged 44 pedestrian fatalities a year over the 12-year period; Northern Virginia, 21; and the District, 16.

In addition to the ad campaign, officials said, police will be stepping up enforcement. Officers will be more aggressive about citing drivers who impede crosswalks or speed through pedestrian areas and about ticketing jaywalkers.

The ad's radio spots are as graphic as the drawings, with sounds meant to dramatize the suddenness and impact of a crash. Officials are targeting a young audience with those spots by running them on stations that feature rock and hip-hop music.

The campaign urges drivers to drive as if their lives depend on it. For pedestrians, it's "Cross like your life depends on it."

"The idea of the campaign is to get to the core of the issue. It's a life-and-death situation," said Jim McAndrew, vice president of Design House, the firm responsible for producing the ads.

D.C. Assistant Police Chief Patrick A. Burke said risks have increased in recent years because pedestrians and drivers are often distracted by cellphones and text-messaging. "We've got to get people's attention back on the road and the street," he said.

The challenge will be for jurisdictions to sustain the enforcement and awareness once the ads run their course.

"We haven't gotten angry about the number of people dying on our roadways," Burke said. "We can't tolerate any of these fatalities. These are preventable incidents."

Terrifying Pedestrian Safety Ads Running In D.C.

DCist.com

March 7, 2008

By Sommer Mathis

The Post's Clarence Williams alerts us to the new ad campaign from the Metropolitan Washington Council of Governments's Street Smart program, which aims to scare the bejeezus out of drivers and pedestrians in the hopes that we'll all be a lot more careful out on the road. A new study shows that on average more than 80 people die and 2,000 people are injured a year in pedestrian accidents in the Washington region.

In addition to bus and transit shelter posters like the one at the right, which depict pedestrians being hit by cars and buses, MWCOG is also running a radio spot containing screaming and brake sounds that's right out of a horror film. All of the Street Smart ads are available for download from their web site, though we're having trouble downloading the radio spot, which was produced in both English and Spanish. The Post is also streaming it on their web site (although unfortunately you'll have to sit through one of their ads before you can listen). The radio spot begins with the screams, brakes and collision noises. Then a Hollywood thriller-style announcer comes on and says the following in a foreboding tone:

When your car hits a pedestrian, speed kills. At 40 mph, the person almost always dies. At 25, they might live. Drive like their life depends on it. Slow down. Watch for pedestrians. Stop for them at crosswalks. Area police are strictly enforcing safety laws. It's Street Smart of D.C., Maryland and Virginia. streetsmart.mwcog.org.

The Post article quotes officials saying their scare tactics are purposeful -- they want all of us to be afraid of being hit by a bus. Personally, ever since I saw that video of two women being struck and killed by a Metrobus last year, I've been plenty scared already.

D.C. To Install Devices To Cut Pedestrian Deaths

Washington Examiner

March 8, 2008

By Kathleen Miller

WASHINGTON - People approaching some unsignaled crosswalks in the District will soon be greeted with "Hi there. To cross the road, push the red button" and, in Spanish, "Para cruzar la calle, por favor toque el boton rojo por dos segundos."

The orders come from a bilingual, motion-detecting squawk box that walks pedestrians through the proper way to cross a street, reminding them to step to the curb, look both ways, cross and even thank the drivers for stopping. Pushing the red button also triggers high-intensity flashing lights that remind drivers to stop at crosswalks without stoplights.

District officials said they hope to install at least three of the \$12,500 devices this year in an effort to reduce pedestrian fatalities, which studies have shown are disproportionately foreign-born residents because they are less likely to own cars and often not familiar with U.S. safety laws.

The new technology is already being used in Miami-Dade County and St. Petersburg, Fla., where officials say drivers now yield to people in crosswalks 84 percent of the time, up from about 8 percent at 18 marked intersections.

Local leaders and police officials unveiled the devices as part of their 2008 Street Smart campaign Friday, pointing to a new report from Inova Regional Trauma Center that says an average of one pedestrian is killed every 4.4 days in the Washington region and nearly six pedestrians are injured every day.

Fairfax County Chairman Gerry Connolly said he saw two individuals jaywalking along Route 7 while driving to the announcement of the Street Smart campaign.

"One gentleman juttet out across many lanes of traffic, and then a little further down a woman pushing a baby carriage jaywalked while her toddler walked in front of her as a lookout," Connolly said. "If we needed a reminder of why we're here today, that should show us."

The new campaign includes airing 500 radio ads, 22 transit shelter ads and 140 ads posted on the sides of buses. The ads depict a driver slamming into a pedestrian whose head smacks against the car's windshield, while the car passenger screams in horror. They include the slogan: "Cross like your life depends on it."

Week In Review: Ad Blitz Aims To Keep Pedestrians Safe
Washington Post
March 9, 2008

Edgy Visuals Meant to Grab Drivers' Attention

Officials launched an advertising campaign aimed at promoting pedestrian safety. The Street Smart campaign comes amid concerns about pedestrian deaths and injuries across the region.

The month-long effort includes ads on Metrobuses and shelters and in other places, as well as on the radio. "It's the edgiest, bluntest campaign we've had yet," said George Branyan, of the D.C. Department of Transportation, one of the partners in the project.

Letter To The Editor: Cellphones On A Collision Course
Washington Post
March 10, 2008
By Karen Mitrano Snyder

I was encouraged to read about the new ad campaign for pedestrian safety [Metro, March 7], and I wholeheartedly agree that both pedestrians and drivers need to treat the importance of precaution as a matter of life or death.

One must wonder whether the widespread erratic driving of cellphone users contributed to the increase in pedestrian accidents in the region. In the District, where the use of cellphones by drivers has been banned, I was rear-ended by a driver talking on his phone last year. Would it be out of the realm of reason that in the case of any traffic fatality a mandatory investigation be undertaken to determine whether the driver was using a cellphone at the time of the accident?

D.C. Officials Launch Campaign To Promote Pedestrian Safety
NBC4.com (DC)
March 7, 2008

WASHINGTON -- D.C.-area officials are kicking off a campaign this week to promote pedestrian safety.

The effort by the Metropolitan Washington Council of Governments comes after recent increases in accidents involving pedestrians. The campaign includes drawings on Metrobuses and shelters, and radio ads in English and Spanish.

"We have to get the message out to save lives and save injuries that people need to obey the law and think and act safely in driving and in walking," said David Rohrer, Fairfax County chief of police.

Law enforcement and government leaders from D.C., Fairfax and Montgomery counties said the Street Smart program will run through March, and that the \$400,000 cost will be picked up by various jurisdictions.

The safety initiative targets drivers, pedestrians and bicyclists.

There were 87 pedestrian-related fatalities in the metro area last year. Twenty-five percent of all motor vehicle accidents involved pedestrians. In Fairfax county, 14 pedestrians and two bicyclists were killed. Thirty-one percent of all accidents in the county involved pedestrians.

"We're about enhancing awareness and education. The rules and the laws have been in the books for a long time. People are not obeying the law," Rohrer said. "They're not crossing at crosswalks. They're not walking safely. They're crossing at nighttime in dark clothing. They're riding bikes the wrong direction into oncoming traffic."

Metro was involved in several pedestrian roadway fatalities last year. Metro buses have been equipped with safety equipment like ultrasound devices that detect pedestrians and special lights to improve visibility.

"A year ago Metro had a series of unfortunate accidents where pedestrians lost their lives," said John Catoe, Metro general manager. "We are involved from the perspective of training all employees, but we also want to be involved in letting the residents of the community know they have to be careful when crossing the street."

Pedestrians are reminded to use crosswalks, and bicyclists are reminded to ride with the flow of traffic. Pedestrians should wear reflective gear, officials said.

Officials said officers also will be more aggressive about citing drivers who block crosswalks or speed through pedestrian areas, as well as ticketing jaywalkers.

The Associated Press contributed to this report.

D.C. Officials Launch Pedestrian Safety Campaign

WJLA.com (DC)

News8.net (DC)

March 7, 2008

Eighty-seven pedestrians were killed across the Washington area in 2006 pushing D.C. area officials to kick off a campaign to promote pedestrian safety.

There may be signs, signals and a crosswalk, but crossing the street isn't always easy or safe.

Justin Sosne watches out for the signals, "I trust the sign more than the drivers."

In busy areas like Dupont Circle, new numbers show more people are killed while walking across the street in the D.C. area, almost 82 a year.

Thursday night, a man was hit and killed by a car in Germantown. Police say he was not in a crosswalk. In Northwest D.C. another person was killed when the driver didn't stop.

Officers in Fairfax County are clamping down on people jaywalking.

Signs warning you when to walk, with blinking yellow lights and a talking message may go up in D.C. at the end of the year.

Some pedestrians say they will still be weary, "You have to constantly check. Look both ways. Follow your mom's advice right," said David White.

The campaign includes drawings on Metrobuses and shelters, and radio ads in English and Spanish.

Law enforcement and government leaders say the campaign will run through March, and that the \$400,000 cost will be picked up by various jurisdictions.

Police Encourage N. Va. Residents To Be Street Smart

NBC4.com (DC)

March 10, 2008

ROSSLYN, Va. -- Police in Arlington on Monday kicked off a new effort to keep pedestrians safe in northern Virginia.

The program is called Street Smart. It hopes to cut down on the number of pedestrian-related accidents and deaths in the region.

Police were out at two busy intersections in Rosslyn on Monday morning to kick off the program. Police will be cracking down on pedestrian safety at the intersection of Lynn Street and Wilson Boulevard and at the intersection of N. Lynn and Lee Highway.

Last year, there were 87 pedestrian deaths in the Washington region, News4's Megan McGrath reported.

McGrath said that 25 percent of traffic deaths involve walkers or bikers.

In Arlington, there are 100 pedestrian-related accidents on average each year, McGrath reported.

During the program kick-off on Monday, officers will be ticketing speeding drivers and motorists who fail to yield the right of way to pedestrians in the crosswalk. Officers will also be handing out informational pamphlets to people walking and biking in the area.

Officers will also be reminding pedestrians to use the crosswalks and pay attention to street signs.

The Associated Press.

Peatones y conductores deben ser más precavidos

El Pregonero

March 12, 2008

By Andrea Acosta

Más de ochenta personas mueren y dos mil resultan heridas en accidentes peatonales cada año en el área metropolitana de Washington.

El promedio de muertes por esta causa es 44 en Maryland , 21 en Virginia y 16 en el Distrito de Columbia. Aproximadamente un 25 por ciento de los decesos por tráfico en esta región corresponden a ciclistas y peatones.

Precisamente para prevenir tragedias de este tipo, que han ido en aumento en años recientes, los departamentos policiales del área se unieron el viernes pasado para anunciar el relanzamiento de la campaña de seguridad Street Smart.

"Si eres un conductor, tienes que manejar como si tu vida dependiera de eso. Si eres un peatón, tienes que cruzar como si tu vida dependiera de eso. Virtualmente, cada muerte o herida de peatones puede ser prevenida si ambas partes -conductores y peatones- hacen un mejor esfuerzo por mirarse uno a otro", dijo Gerald Connolly, presidente de la junta de supervisores del condado de Fairfax, en Virginia, en el marco del evento de relanzamiento que fue en el estacionamiento del centro comercial Baileys Crossing en Falls Church, VA.

Street Smart es un esfuerzo regional enfocado en reforzar el cumplimiento de las leyes peatonales, el mejoramiento de la señalización y el despliegue de información para evitar accidentes que involucren a ciclistas, peatones y conductores.

La campaña publicitaria de información será en inglés y español durante el mes de marzo a un costo de 400 mil dólares.

Hay un número extraordinario de peatones hispanos afectados por accidentes de tránsito y ello le preocupa a las autoridades. "Suele ocurrir que no cruzan por los pasos peatonales, cruzan en sectores de mucho riesgo con ropa oscura de noche, no se dan suficiente tiempo para cruzar y no calculan bien la velocidad del automóvil que viene", según el teniente Richard Pérez de la Policía del condado de Fairfax.

El jefe de la policía del condado de Montgomery, Tom Manger, explicó que aunque mucho hacen las autoridades por mejorar la señalización, es necesario que tanto ciclistas como conductores y peatones pongan atención.

"No arriesguen su vida y crucen con precaución", dijo Leni González, representante del Departamento de Vehículos Motorizados de Virginia, subrayando que se trata de una responsabilidad cívica. "Al manejar, los conductores no deben olvidarse de los peatones y de los ciclistas", agregó.

Esfuerzo regional

La policía de las diferentes jurisdicciones realizarán iniciativas variadas para llevar adelante esta campaña.

Primeramente están comprometidos en continuar mejorando la señalización, las aceras y el uso de tecnología como detectores láser en los cruces peatonales.

Por ejemplo, la policía de Arlington, en Virginia, (el condado con mayor porcentaje de hispanos) reporta unos cien accidentes al año y está comprometida en educar y hacer cumplir la ley. "Queremos estar seguros de que los conductores obedezcan las leyes, al mismo tiempo queremos que las personas a pie y en bicicleta entiendan su rol y responsabilidades", según el vocero de ese cuerpo policial John Lisle quien a la vez informó que repartieron ya 700 folletos de la campaña Street Smart a ciclistas y peatones.

"Este lunes en Rosslyn, los oficiales emitieron 60 multas a conductores por doblar inapropiadamente y no obedecer las señales en autopistas. Además, se registraron 30 advertencias verbales a ciclistas que no obedecieron la señales peatonales en Lynn Street y Lee Highway ", explicó el portavoz.

Al final de mes, los oficiales de Arlington se enfocarán en congestionadas intersecciones a lo largo de la avenida Columbia Pike.

Por su parte, la policía de Alexandria, desde este lunes incrementó la vigilancia en diferentes puntos de la ciudad para hacer cumplir la ley de seguridad peatonal. Los oficiales se concentran en las inmediaciones de las estaciones del Metro en horas de mucho tráfico.

La ciudad de Rockville, Maryland, planea instalar las señales numéricas, que indican a los peatones los segundos que restan para cruzar, en todas las intersecciones de la ciudad para finales del 2008.

El condado de Montgomery, el mes pasado se inauguró el último tramo de la acera a lo largo del lado este de la ruta 29, entre University Blvd. Oak Leaf Dr.

Proyectos así se vienen realizando en toda la región en pro de la seguridad de los peatones, como por ejemplo el puente peatonal de la ruta 50 en Seven Corners, condado de Fairfax, VA, que está en construcción.

Como resultado de la iniciativa Street Smart, el año pasado la policía metropolitana del DC emitió casi 6 mil citaciones a peatones y conductores. Se espera que este mes la ciudad difunda un gran plan sobre seguridad peatonal, para hacer más seguro y transitible el Distrito de Columbia.

CONDUCTOR:

- Ponga atención.
- Evite distracciones como enviar mensajes de texto o hablar por teléfono celular.
- Obedezca los señalamientos de velocidad.
- Ceda el paso a los que van a cruzar.
- Mire antes de abrir la puerta.
- Sea cuidadoso cuando pase autos estacionados.
- Mantenga 3 pies de distancia cuando pase a un ciclista.

PEATON:

- Antes de cruzar, mire a la izquierda, luego a la derecha, luego otra vez a la izquierda.
- Utilice los pasos peatonales.
- Espere la señal para cruzar.

- Use ropa clara si camina de noche o hay mal clima.
- Esté atento a los autos que salen marcha atrás.
- Esté alerta al bajar de un autobús.

Pedestrian Safety Ads Vs. Wish Fulfillment

WashingtonCityPaper.com

April 2, 2008

By Andrew Beaujon

There's nothing funny about traffic fatalities. I'd just like to get that out there at the start. Still, looking at the bus and bus-stop ads for the Metropolitan Washington Council of Government's Governments' "StreetSmart" program, I can't help but notice what sort of person they've chosen to illustrate the hazards of crossing streets.

Look at this man being hit by a car. His stripy sweater, artfully distressed jeans, overdesigned shoes, and flying cup of Starbucks—they all scream "oblivious, over-consuming hipster." I guess the question here, then, is: How effective are ads that portray the horrors of a scenario that I suspect many people secretly fantasize about?

Police Push Anew to Halt Increase in Pedestrian Fatalities

The Washington Post

April 3, 2008

By Jerry Markon

Fatal crashes involving pedestrians are increasing throughout the Washington area, sparking an education and law-enforcement campaign to make roads and intersections safer for people who walk and ride bicycles.

For the past month, buses and bus shelters in the region have been plastered with graphic drawings of a car with screeching tires slamming into a man in bluejeans who is crossing the street. The \$400,000 advertising campaign, part of the "Street Smart" initiative sponsored by the Metropolitan Washington Council of Governments, has also included radio ads in English and Spanish.

The ads were to end Monday, but local governments and police are proceeding with a variety of pedestrian safety initiatives, including heightened traffic enforcement at busy intersections in Arlington County and improvements to sidewalks and pedestrian interchanges in Fairfax County.

"Pedestrian fatalities and injuries seem to be on the increase in many of our jurisdictions, especially our urbanizing suburban areas," said Penelope A. Gross, vice chairman of the Council of Governments, which has run periodic pedestrian safety campaigns over the past decade. "It's a significant issue for us, because in most cases these accidents can be avoided."

Although accidents involving drivers distracted by cellphones and other gadgets have received more publicity, Gross said many crashes are caused by "pedestrian error, not driver error. Quite often, we find

that accidents are in the middle of a block where people just decided to dash across the road, and they're almost always wearing dark clothing."

Gross said drivers should be more alert to such sudden movements, and pedestrians "need to remember what we learned in kindergarten, what our parents and grandparents taught us: Stop, look and listen, look both ways before crossing the road and cross at the light."

Gross and police attributed the decrease in safe practices among pedestrians in part to the flood of immigrants and others who have moved to the Washington area in recent years. "I think what we're seeing is a lot of people new to our community, not used to the speed at which cars travel here, our wide roads, and they figure they can get across the road, but they can't," she said.

A recent study by Inova Fairfax Hospital found that many pedestrians involved in crashes are from "marginalized portions of society," including immigrants, the poor, minorities, the homeless and elderly people.

The study found that total regional pedestrian fatalities have increased after dipping to 65, the lowest figure in a decade, in 2004. In 2006, the last year for which statistics are available, 87 pedestrians were killed regionwide. Pedestrians account for about 25 percent of overall traffic fatalities in the area.

In Northern Virginia, pedestrian fatalities spiked from 17 in 2005 to 28 in 2006, according to separate data compiled by the Council of Governments. Of the 2006 fatalities, 18 were in Fairfax, seven were in Prince William County and one each occurred in Loudoun and Arlington counties and the city of Alexandria.

"We're trying to get the message out to motorists, bikers and walkers that they have a shared responsibility to share the road safely," said John Lisle, a spokesman for Arlington police, who stepped up traffic enforcement on busy streets including Columbia Pike and Glebe Road on two days last month.

During a March 10 crackdown in Rosslyn, police issued 60 tickets to motorists for making improper turns, failing to obey highway signs or failing to yield to pedestrians. Police also warned 30 bicyclists who didn't obey pedestrian signals and handed out 700 Street Smart brochures to cyclists and pedestrians.

Arlington has also changed traffic signals countywide to give pedestrians more time to cross. Fairfax has allocated \$37 million for pedestrian and bus stop improvements and recently completed construction that improved sidewalks on roads including Route 1 and Little River Turnpike. Fairfax has also heightened police pedestrian safety enforcement and installed signs at more than 400 intersections to remind drivers to yield to pedestrians at crosswalks.

In Alexandria, police have participated in Street Smart by increasing enforcement of pedestrian safety laws, especially at the King Street, Braddock Road, Eisenhower Avenue and Van Dorn Street Metro stations.