

# **Street Smart Pedestrian and Bicycle Safety Campaign**

Briefing to the Pedestrian and Bicyclist Enforcement Seminar  
March 10, 2009

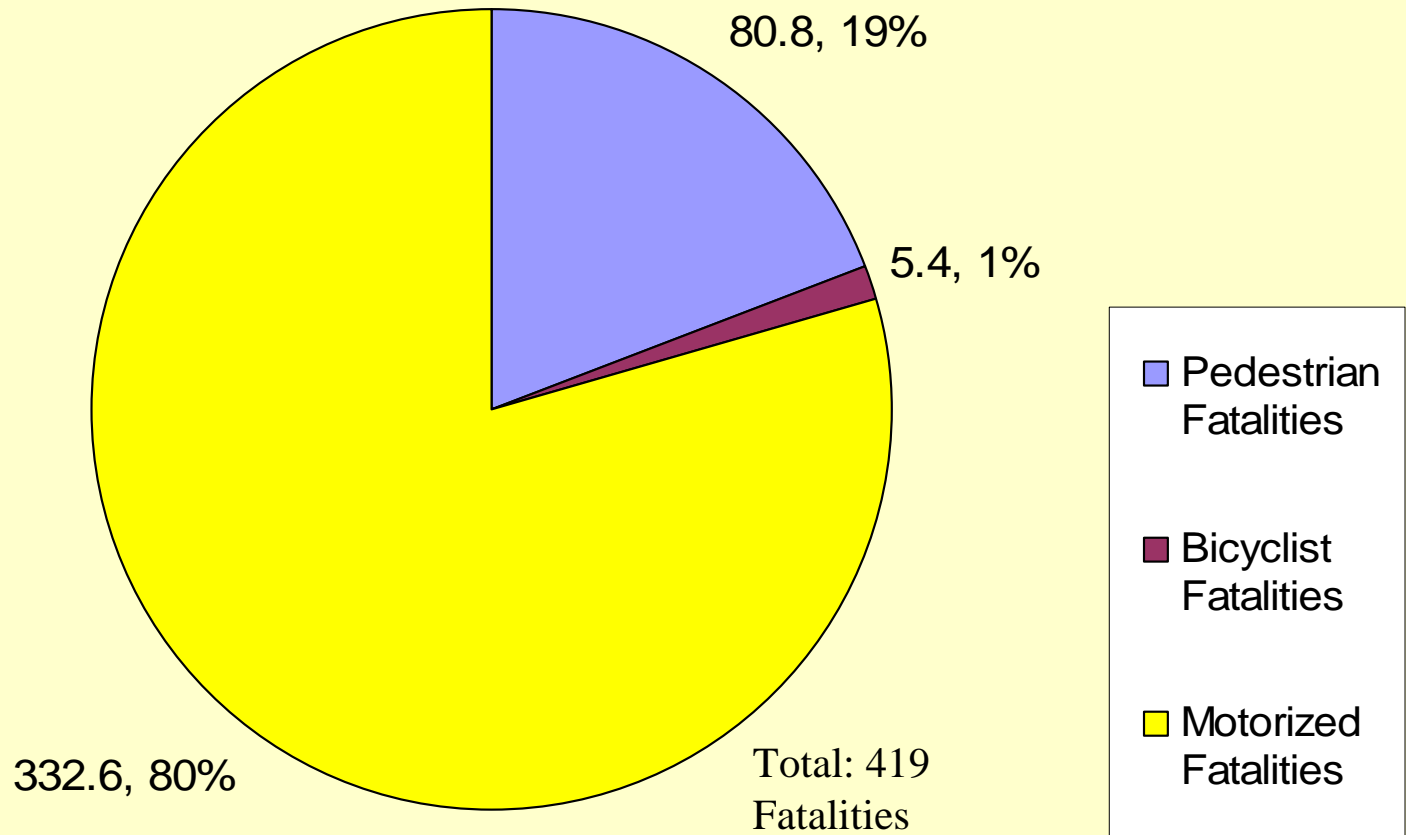
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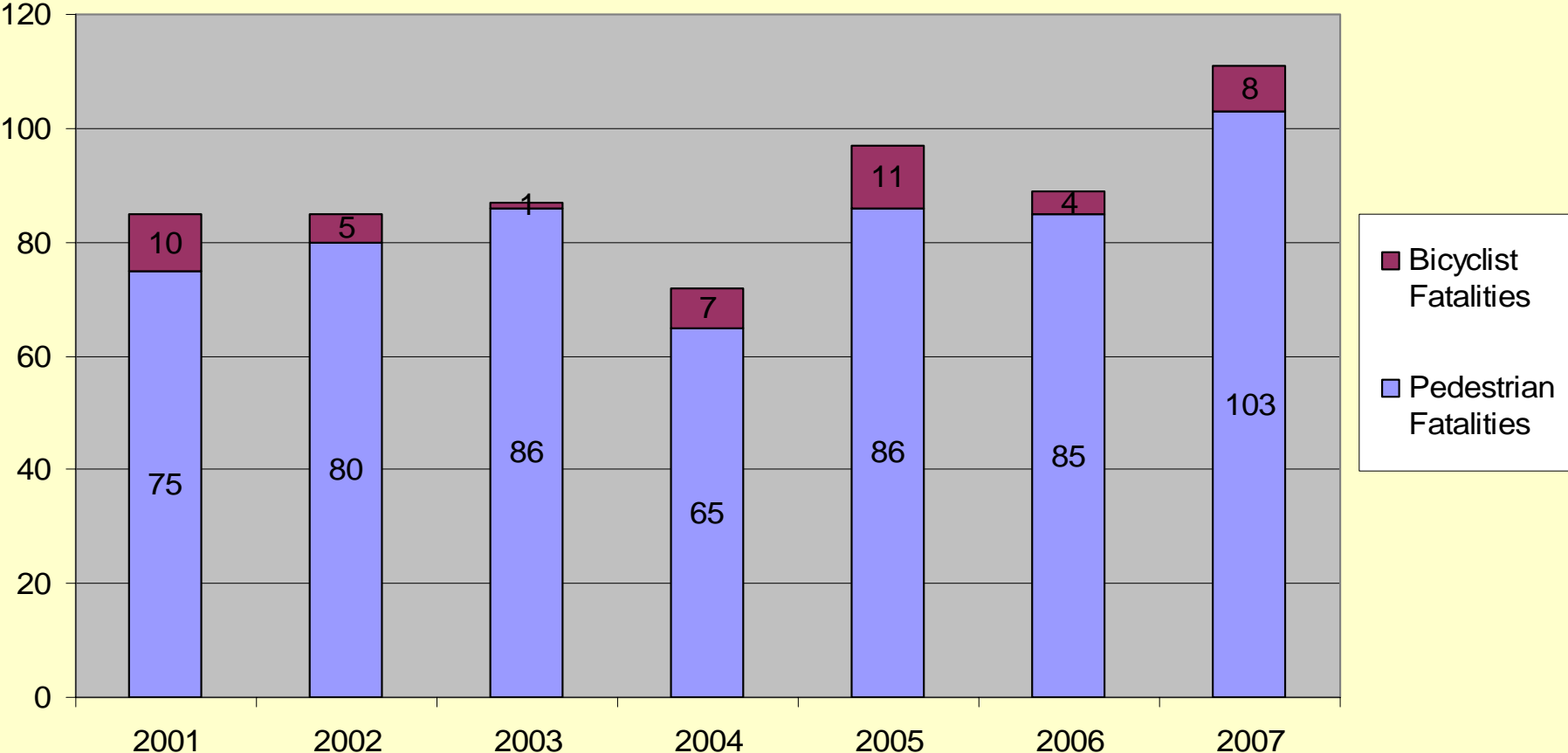
# Pedestrian and Bicyclist Deaths

Average Annual Pedestrian, Bicyclist, and Motorized Traffic Fatalities in the Washington Region, 2002-2006



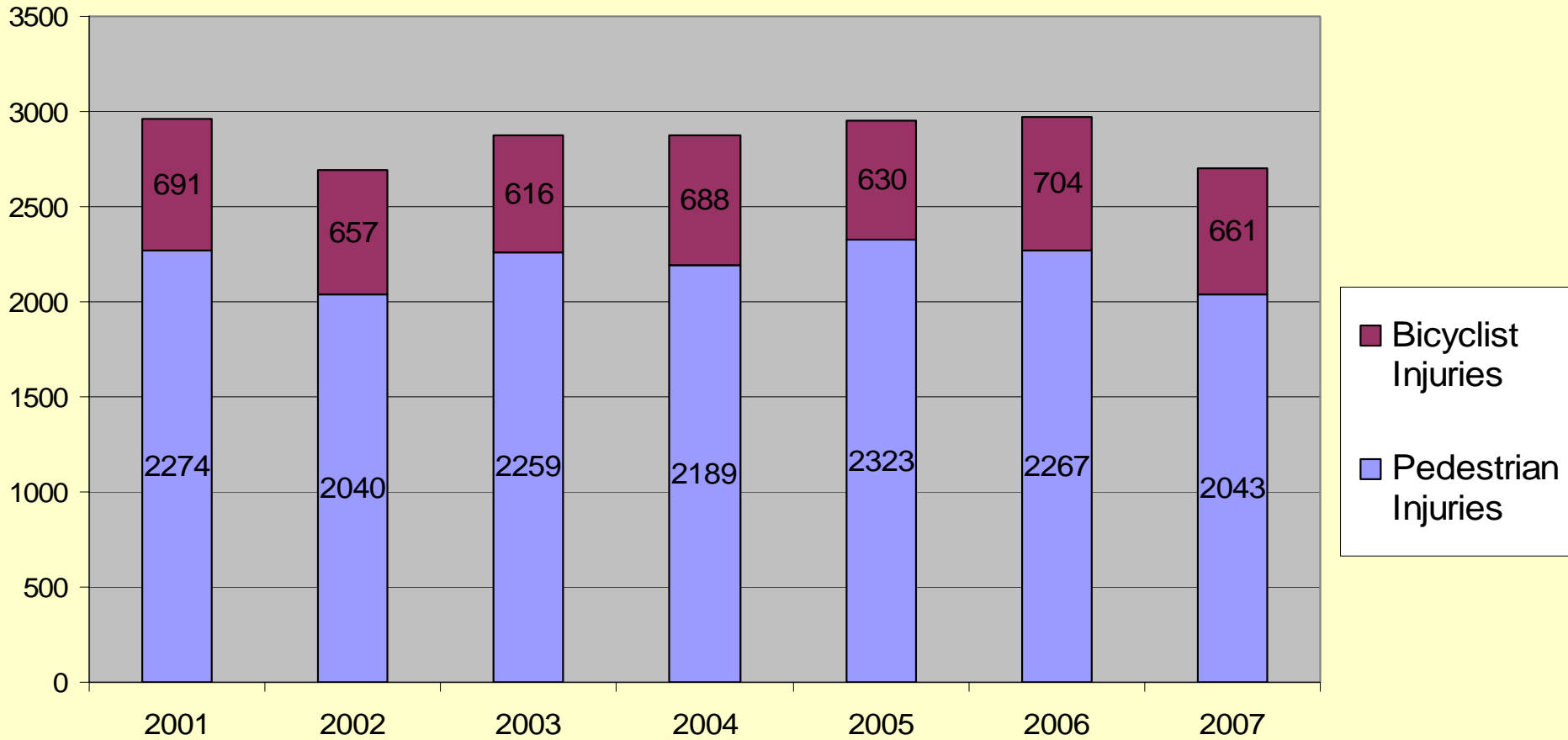
# Pedestrian and Bicyclist Deaths 2001-2007

Pedestrian and Bicyclist Fatalities in the Washington Region, 2001-2007



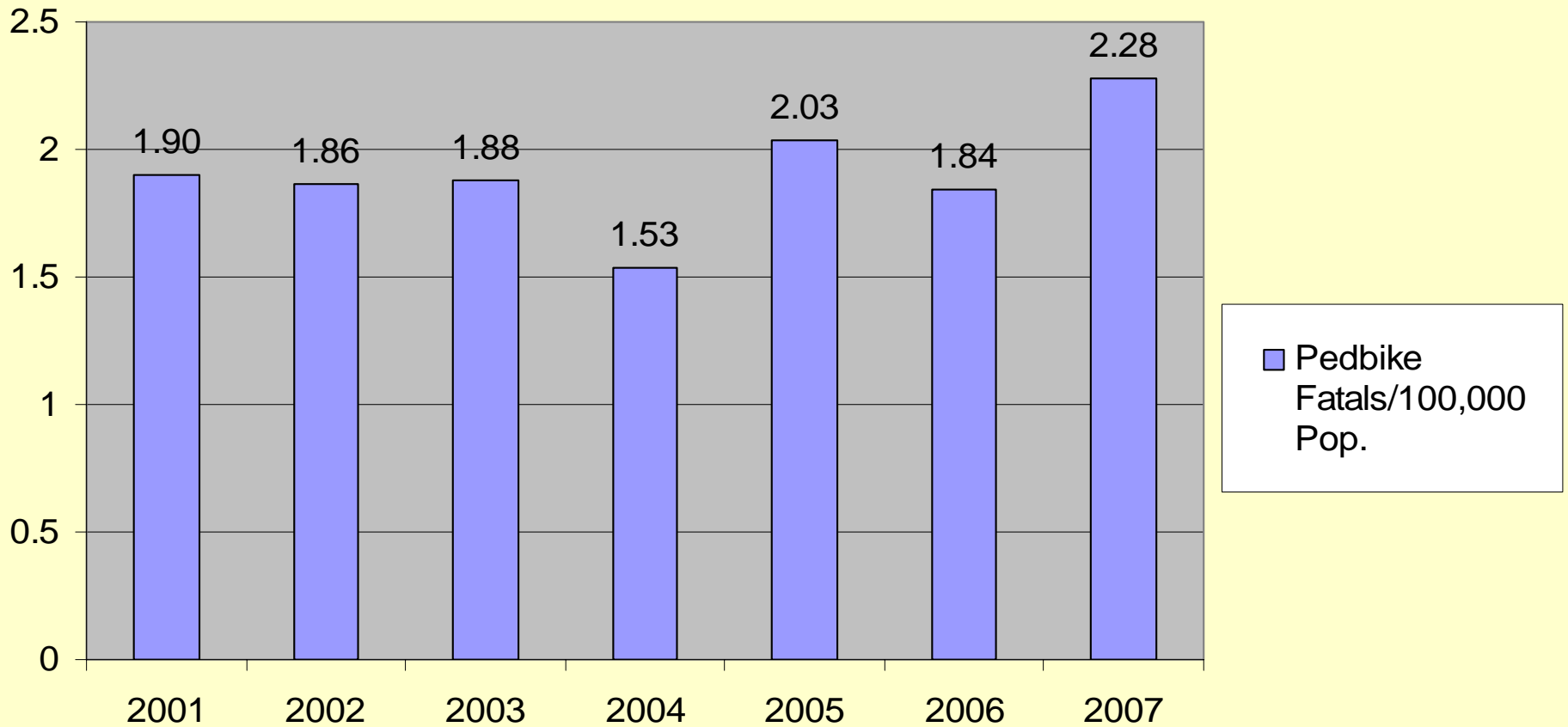
# Pedestrian and Bicyclist Injuries 2001-2007

Pedestrian and Bicyclist Injuries in the Washington Region, 2001-2007



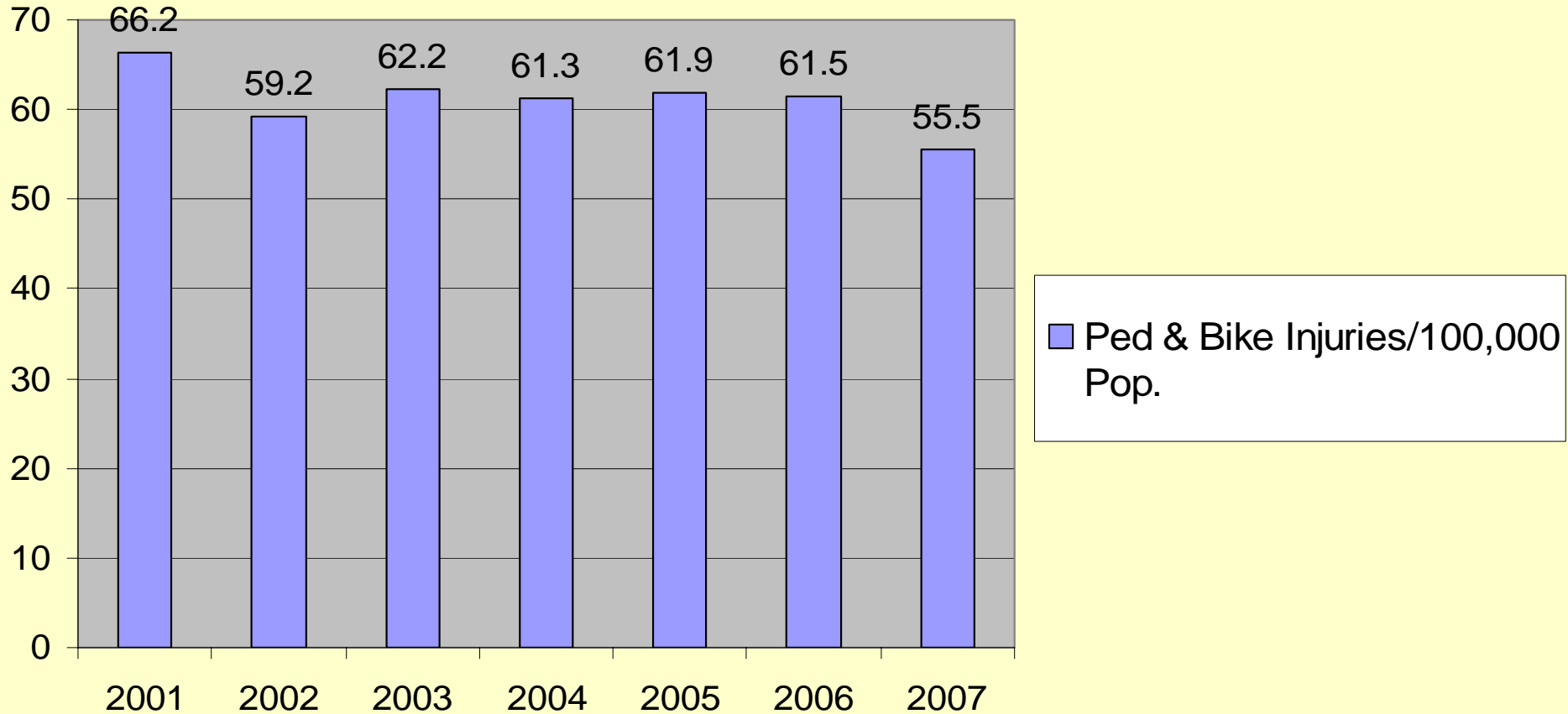
# Fatalities per 100,000 Population, 2001-2007

## Pedestrian and Bicyclist Fatalities/100,000 Population, TPB Members



# Injuries per 100,000 Population, 2001-2007

Ped & Bike Injuries/100,000 Population, TPB Members



# The “Street Smart” Campaign

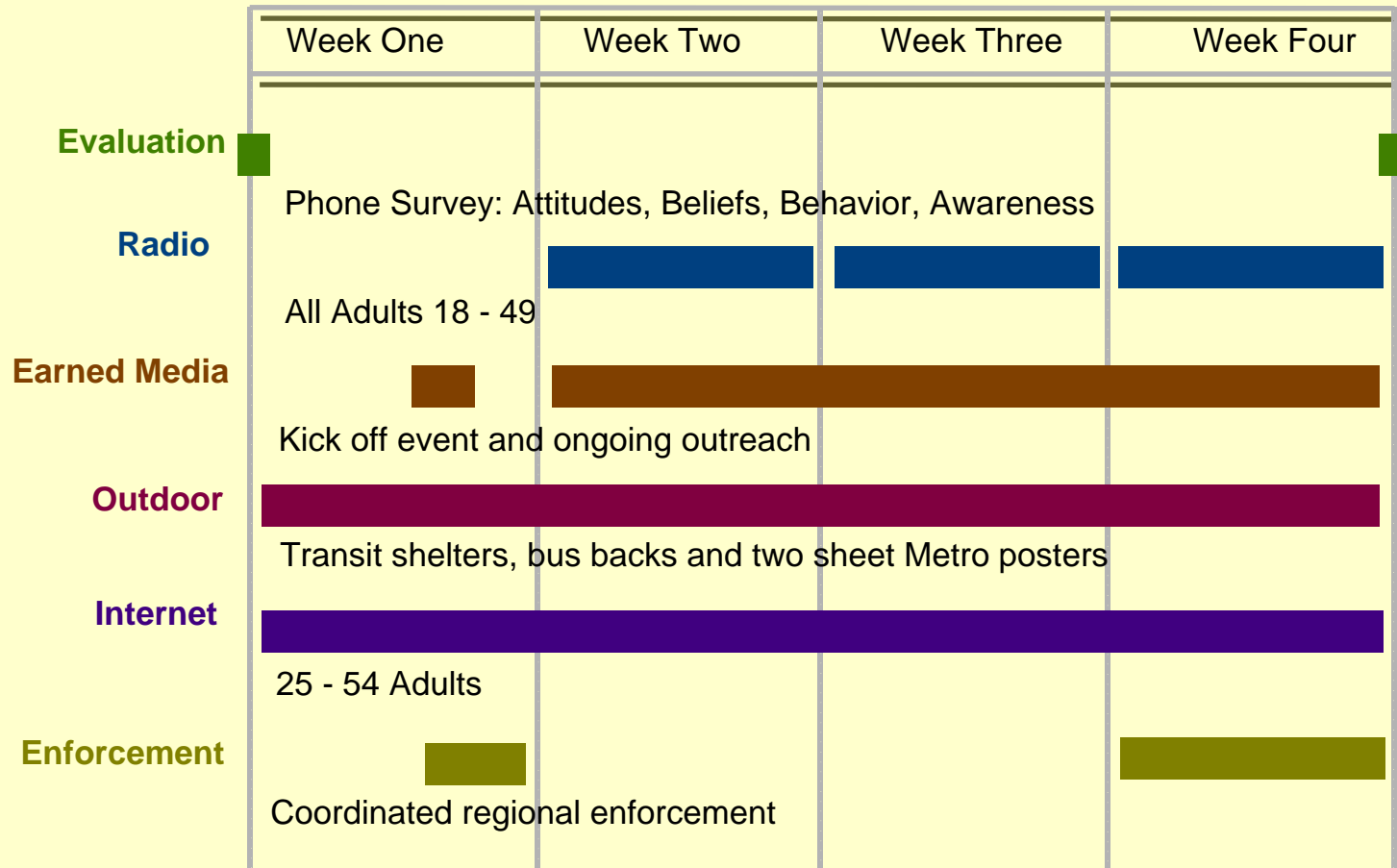
- Three E’s of Safety: Education, Enforcement , Engineering
- Street Smart focuses on Education
  - Concentrated waves of Radio, Transit, and Internet advertising
  - Supported by concurrent law enforcement
- Funded by Federal Funds leveraged with voluntary matching contributions from WMATA, some TPB Member Governments
- Now twice per year, in the Spring and Fall. Annual FY 2003-FY 2007
- FY 2009 budget is \$700,000, Spring 2009 \$430,000
- Details at <http://streetsmart.mwcog.org>

# SPRING 2009 MEDIA

**March 23 through April 19**

Kick-off event March 25<sup>th</sup> in DC

10 a.m. at Reeves Center





# SPRING 2009 MESSAGES

Messages produced in English and Spanish

	Radio	Transit Shelter	Bus Back	Bus interior	Internet
<b>PEDESTRIAN</b>					
<b>Peds</b>		●			●
		"Wait for walk and use crosswalks"			
<b>Driver/Ped</b>	●		●		●
	"Yield to pedestrians when turning and stop for them at crosswalks"				
<b>BICYCLE</b>					
<b>Cyclist</b>		●			●
		"Ride with traffic and obey signals, signs and laws"			Blast email
<b>Driver/Cyclist</b>	●		●		●
	"Yield to bikes when turning and give them room to ride"				
<b>BUS</b>					
<b>Ped/Bus</b>		●		●	
	"Cross after the bus leaves the stop and be sure the driver can see you"				9

# Drivers and Pedestrians

**YIELD** to Pedestrians when Turning

Stop for Them at Crosswalks.

**STREET  
/// SMART**  
streetsmart.mwcog.org

**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia

This advertisement features a driver in the foreground on the left, looking towards a pedestrian crossing the street. The pedestrian is a woman pushing a stroller with a child inside. The background shows a city street with buildings and a car. The text is overlaid on the image in a clean, sans-serif font.

**WAIT FOR THE WALK**

Use crosswalks.

**STREET  
/// SMART**  
streetsmart.mwcog.org

**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia

This advertisement shows a pedestrian in a red shirt walking across a crosswalk. A car is stopped at the curb, and a driver is visible in the foreground on the right, looking towards the pedestrian. The background includes a city street with buildings and a traffic light. The text is overlaid on the image in a clean, sans-serif font.

# Transit and Bikes



# BI-LINGUAL

**OBEY**  
Signs and Signals

*Ride with Traffic.*

STREET  
**/// SMART**  
streetsmart.mwcoo.org

**Police are enforcing traffic laws!**

A public safety program of the District of Columbia,  
Maryland and Virginia

**OBEDÉZCA**  
las señales y señas

*Circule en el sentido  
del tráfico*

STREET  
**/// SMART**  
streetsmart.mwcoo.org

**La policía controla estrictamente el cumplimiento  
de las leyes de tránsito**

Un programa de seguridad pública del Distrito de Columbia,  
Maryland y Virginia

# Tips Cards

## SAFETY TIPS

For Drivers, Pedestrians, and Bicyclists

### FOR DRIVERS:



- STOP FOR PEDESTRIANS at crosswalks and be careful when passing stopped vehicles.



- SLOW DOWN and obey the posted speed limit.



- YIELD TO PEDESTRIANS & CYCLISTS when turning.



- LOOK before opening your door.



- ALLOW 3 FEET when passing bicyclists.

### FOR PEDESTRIANS:



- CROSS THE STREET AT MARKED CROSSWALKS and intersections.



- BEFORE CROSSING, LOOK left, right, then left again.



- USE PEDESTRIAN PUSHBUTTONS.



- BEGIN CROSSING THE STREET ON "WALK" signal.



- STAY VISIBLE AFTER DARK and in bad weather.



- WATCH OUT FOR TRUCKS AND BUSES backing out of parking spaces and driveways.

### FOR BICYCLISTS:



- OBEY ALL REGULATORY SIGNS and traffic lights.



- NEVER RIDE AGAINST TRAFFIC. Ride with traffic to avoid potential accidents.



- USE HAND SIGNALS to tell motorists what you intend to do.



- RIDE IN A STRAIGHT LINE to the right of traffic and about a car door width away from parked cars.



- ALWAYS WEAR A HELMET. Helmets dramatically reduce the risk of head injury in a bicycle accident.



- USE LIGHTS AT NIGHT and when visibility is poor.

- Pedestrians and cyclists should watch for turning vehicles. Motorists must yield to cyclists and pedestrians when turning.**

STREET  
**SMART**  
streetsmart.mwcog.org

A public safety program of the District of Columbia, Maryland and Virginia

# Crosswalks Cards



**USE THE  
CROSSWALKS**

**CRUCE POR EL PASO DE PEATONES**

**請走斑馬線過街**

**건널목을사용하십시오**

**HÃY ĐI TRONG ĐƯỜNG LẶN  
DÀNH CHO NGƯỜI ĐI BỘ**

**የአገረኛ ማረጋገጫ ዎችን  
ይጠቀሙ**

# Law Enforcement

- Enforcement is key
  - The press loves to report it
  - Ads get more attention if there is enforcement
  - Enforcement gets more attention if there are ads
- COG Police Chiefs Committee has been briefed regularly
- Tuesday March 10 Pedestrian Enforcement Workshop at COG
- New Standard Enforcement reporting form
- Safety tips cards



Arlington County Police enforcing speeding violations.

Photo: ACPD