

Spring 2016 Enforcement Activation & Street Team Schedule

Updated 4-27-16

ENFORCEMENT ACTIVATIONS

Monday, 4/11, 2:00-3:00PM: Montgomery County Police Department
Midblock crossing on Wayne Ave. just south of Georgia Ave., Silver Spring, MD

Monday 4/25, 11:30-1:30pm: Metropolitan Police Department (DC)
14th & Wallach NW, Washington, DC

Tuesday, 4/26, 8:30AM-10:30AM: Arlington County Police Department
Clarendon Blvd and Edgewood Street area, Arlington, VA

Wednesday, 4/27, 6AM-10AM: Prince George's County Police Department
Midblock crossing on Central Ave near Addison Road Metrorail station, Seat Pleasant, MD

Thursday, 4/28, 11:30AM-1:30PM: Arlington County Police Department
1800 Crystal Drive, Arlington, VA

Tuesday, 5/3, 9AM-11AM: Fairfax County Police Department
Wiehle Ave. between Rt. 267 and Chestnut Grove Sq, Fairfax County, VA

STREET TEAMS

Monday, 4/11, 11:30AM - 2:30PM
Campaign Kickoff at Silver Spring Transit Center, Silver Spring, MD

Monday, 4/18, 4PM-7PM
14th Street and U St Corridors, NW, Washington, DC

Tuesday 4/19, 4PM-7PM
Central Ave near Addison Road Metrorail station, Seat Pleasant, MD

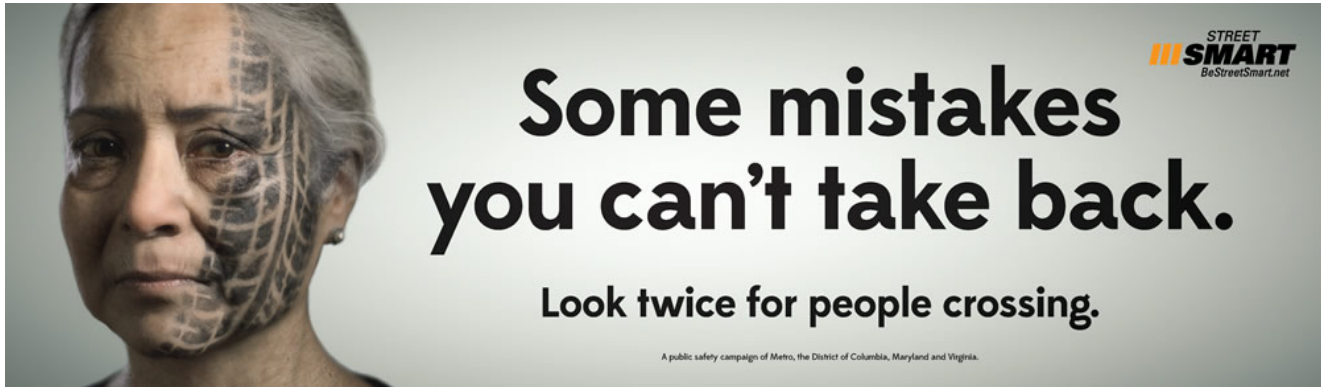
Wednesday, 4/20, 4PM-7PM
Wheaton Triangle, Montgomery County, MD

Thursday, 4/21, 4PM-7PM
Wiehle Ave. between Rt. 267 and Chestnut Grove Sq, near Wiehle-Reston Metrorail Station, Fairfax County, VA

Monday, 4/25, 4PM-7PM
Clarendon Blvd corridor from Edgewood Street to Barton Street, Arlington County, VA

Tuesday, 4/26, 4PM-7PM
Anacostia Metrorail area near Howard Rd/MLK Ave. SE, Washington, DC

Thursday, 4/29, 8PM-11PM
18th and Columbia NW, Adams Morgan neighborhood, Washington, DC



OVERVIEW

Spring is here, and more people are out walking and biking. *Street Smart* is launching their spring safety campaign to remind Washington area drivers, bicyclists, and pedestrians to remain alert and obey traffic laws.

A NATIONAL PROBLEM

- In 2014, 4,884 pedestrians and 726 bicyclists died in traffic crashes nationwide, accounting for 17.2 percent of all traffic fatalities.¹
- The Governors Highway Safety Association estimates a 10 percent increase nationwide in pedestrian traffic fatalities in 2015 compared with 2014.²
- An estimated 65,000 pedestrians were injured in traffic crashes across the country.¹

¹ National Highway Traffic Safety Administration's 2014 Motor Vehicle Crashes: Overview, published March 2016

² Governors Highway Safety Administration's Pedestrian Traffic Fatalities by State, published March 2016

REGIONAL FACTS

- In 2015, there were 69 pedestrian and 6 bicyclist fatalities in the Washington area, accounting for 28.7 percent of the 261 region's traffic fatalities.³
- While pedestrian fatalities have been increasing on the national level, the numbers in the Washington region have remained essentially flat.
- Law enforcement will conduct increased enforcement from April 11 through May 8, ticketing drivers, pedestrians and bicyclists who break traffic safety laws. Fines range from \$40 to \$500.

³ Preliminary data compiled from DDOT, MSHO, and VHSO

2015	Alexandria City	Arlington Co.	Charles Co.	Fairfax City	Fairfax Co.	Falls Church City	Frederick Co.	Loudoun Co.	Manassas City	Manassas Park City	Montgomery Co.	Prince George's Co.	Prince William Co.	DC	TOTALS
<i>Pedestrian fatalities</i>	1	1	1	0	13	0	1	2	0	0	13	20	2	15	69
<i>Bicyclist fatalities</i>	0	0	0	0	1	0	0	0	0	0	3	1	0	1	6
<i>All traffic fatalities</i>	4	5	15	0	30	0	21	11	0	0	47	91	11	26	261

CAMPAIGN COMPONENTS

- Campaign kickoff media event in Silver Spring, Maryland
- "Enforcement Activations" with police departments across the region.
- English and Spanish exterior bus ads, interior bus cards, transit shelter ads, digital ads on YouTube, Facebook, and Twitter, and "pumptopper" ads at gas stations across the region.
- *Street Smart Safety Zone* street team outreach with "walking billboards" in DC, Maryland, and Virginia.

STREET SAFETY TIPS

If you're driving...

- Slow down and obey the speed limit.
- Look twice for people in crosswalks and yield to pedestrians and bicyclists.
- Be careful when passing stopped vehicles.
- Yield to pedestrians and cyclists at intersections when you're turning.
- Allow three feet when passing bicyclists.
- Look for cyclists and cars before you open your door.
- Avoid using your cell phone and never text while driving.

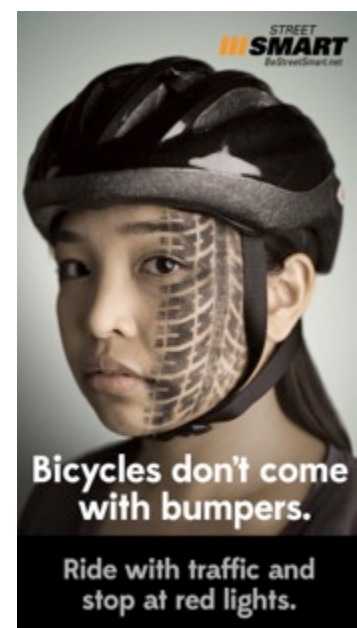


If you're walking...

- Cross the street at the corner and use marked crosswalks when they're available.
- Wait for the "Walk" signal to cross the street.
- Watch for turning vehicles. Before crossing look left, right, and left again.
- Be seen! If you're walking after dark or in bad weather, make it easier for drivers to see you by wearing light clothing or something reflective.
- Don't text while you're crossing the street.
- If you're on an off-street trail, obey all posted signage and approach intersections with caution.

If you're biking...

- Obey all traffic signs and traffic signals.
- Ride in the direction of traffic, at least a car door width away from parked cars.
- Use hand signals so drivers, bicyclists, and pedestrians know what you're going to do.
- Always wear a helmet.
- Use lights if you're riding at times of darkness.
- If you're on an off-street trail, obey all posted signs and approach intersections with caution.
- Slow down and watch for pedestrians on sidewalks, trails and in crosswalks.



	March			April
	21	28	4	11
PUBLIC RELATIONS				
Press Event				Dark Blue
Media Tour			Blue	Blue
Enforcement Activations				
Suggested Enforcement Dates				Dark Red
PAID MEDIA				
TV				Light Purple
Transit				Dark Purple
Digital				Dark Blue
Pumptoppers				Yellow
OUTREACH/PARTNERSHIPS				
Street Teams				Teal
Digital/Social Media	Light Green	Light Green	Light Green	Light Green
ONLINE SURVEYS	Green	Green	Green	
<i>April is "Distracted Driving Month"</i>				
<i>Click It or Ticket – Earned starts 5/9, paid 5/16, enforcement 5/23</i>				