

GET STREET SMART!

DID YOU KNOW...?



Street Smarts

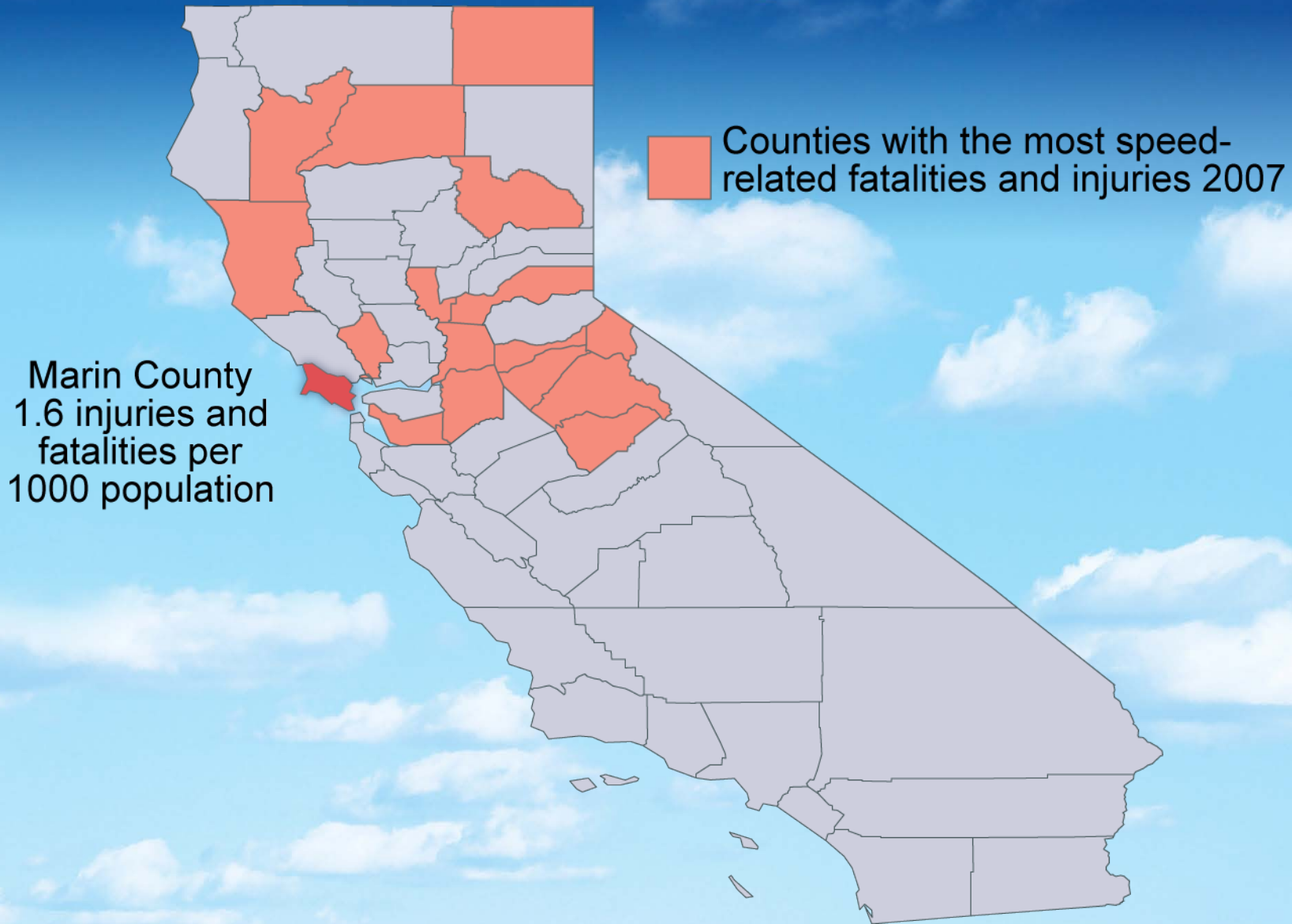
StreetSmartsMarin.org

Transportation Authority of Marin

DID YOU KNOW?

Out of 58 counties in California,
Marin ranks 17th worst in per
capita speed-related casualties?

DID YOU KNOW?



California Office of Traffic Safety

GET SMART SLOW DOWN



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DID YOU KNOW?

Pedestrians are almost twice as likely to die if they are struck by a vehicle at 40 mph than at 30 mph?

Utah Highway Safety

DID YOU KNOW?

PEDESTRIAN INJURIES AT IMPACT SPEEDS

MPH

40



85% death

15% injured

30



45% death

50% injured

5% uninjured

20



5% death

65% injured

30% uninjured

National Highway Traffic Safety Administration

GET SMART SLOW DOWN



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DID YOU KNOW?

The most common cause of death
for children?

DID YOU KNOW?

Motor vehicle crashes are the leading cause of death among children 3 and older.



*American Automobile
Association*

CHILDREN CROSSING PLEASE SLOW DOWN.



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DID YOU KNOW?

If motorists drove safer, what would Marin parents allow their children to do?

DID YOU KNOW?

43% of Marin parents would allow their children to walk or bicycle to school if motorists drove safer.



*Transportation Authority
of Marin*

CHILDREN CROSSING PLEASE SLOW DOWN.



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DID YOU KNOW?

Thousands of Marin County children walk to and from school each day?

DID YOU KNOW?

The percentage of children walking to school in Marin has increased from 16% in 2003 to 21% in 2008.



*Transportation
Authority of
Marin*

THANK YOU FOR SLOWING DOWN.



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DID YOU KNOW?

After braking at 40 mph, how far does a car travel before it comes to a complete stop?

DID YOU KNOW?

A car traveling 40 mph requires 120 feet to come to a complete stop.

*American Association of
State Highway
Transportation Officials*



STOPPING IS PART OF DRIVING



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DID YOU KNOW?

Are motorists required to yield to pedestrians who are crossing the street where there is no crosswalk?

DID YOU KNOW?

Motorists must yield to pedestrians crossing at an intersection, even if there is no crosswalk painted.



California Vehicle Code

**LET PEDESTRIANS
CROSS,
THEN TAKE
YOUR TURN.**



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DID YOU KNOW?

Drivers behave differently when you cross at a painted crosswalk?

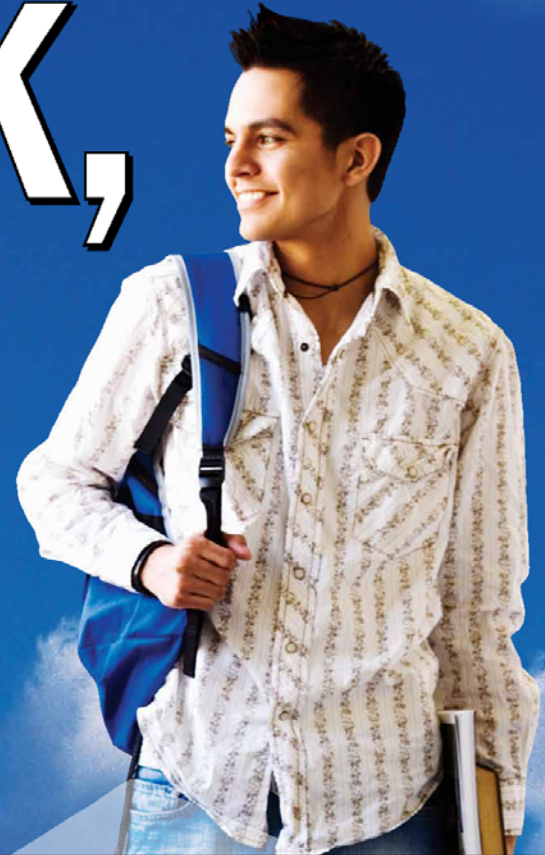
DID YOU KNOW?

Drivers are up to 40% more likely to yield for pedestrians crossing in crosswalks than at intersections without crosswalks.

Federal Highway Administration



**IT'S CALLED A
CROSSWALK,
NOT A CROSS-
WHEREVER.**



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DID YOU KNOW?

Out of 58 counties in California, Marin ranks 11th in bicyclists killed or injured per capita?

DID YOU KNOW?



California Office of Traffic Safety

SAME ROAD, SAME RULES



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DID YOU KNOW?

How many bicyclists and pedestrians are hit by motorists in Marin County?

DID YOU KNOW?

Last year, 30 pedestrians and 54 bicyclists were involved in motor vehicle collisions in Marin.



California Highway Patrol

DRIVE BIKE WALK SMART



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DID YOU KNOW?

Using a cell phone while driving is the equivalent to driving drunk?

DID YOU KNOW?

Driving while talking on a cell phone, with or without a hands-free device, is equivalent to driving with a blood-alcohol content of 0.08.

*National Highway and
Traffic Safety
Administration*



Photo: Don Mason, Blend Images, Getty Images

DRIVE BIKE WALK SMART



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DID YOU KNOW?

Distracted driving is a major contributor to automobile crashes?

DID YOU KNOW?

Every year,
distracted driving
contributes to 3
million crashes in
the United States.

American Automobile Association

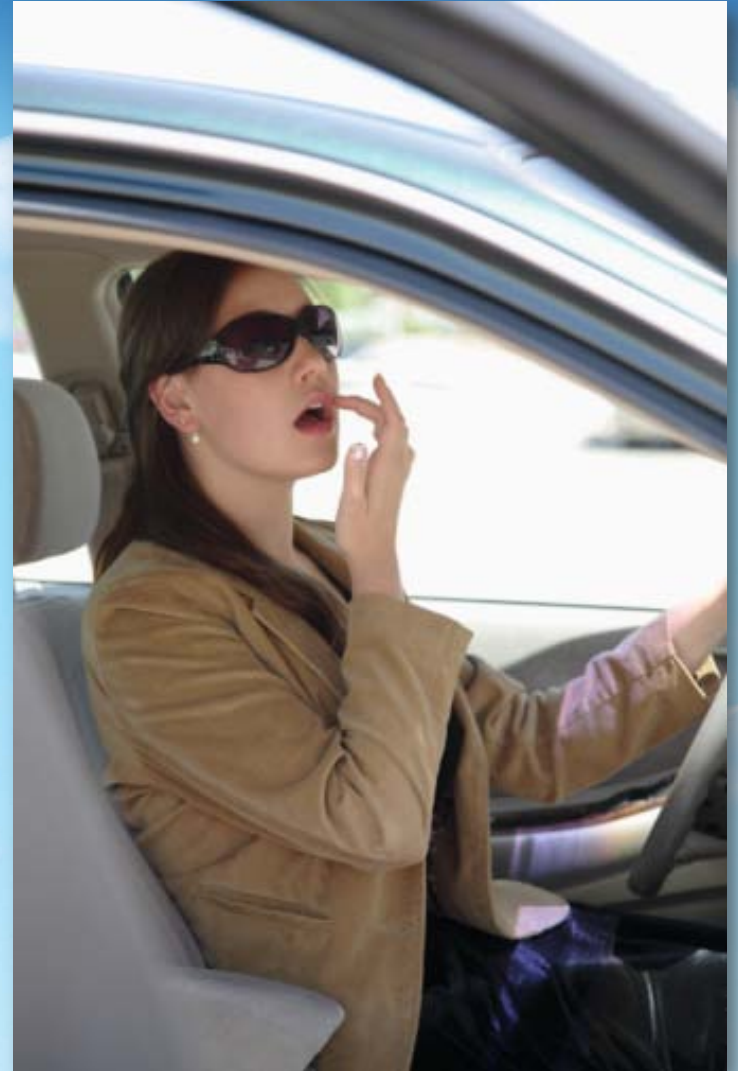


Photo: John Block, Brand X Images, Getty Images

DRIVE BIKE WALK SMART



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DID YOU KNOW?

Bicycle helmets save lives,
but only if they are worn?

DID YOU KNOW?

Each year in the US, 350 bicyclist deaths could have been prevented if the bicyclist had worn a helmet.



*American Automobile
Association*

SPANDEX ISN'T ARMOR EXERCISE CAUTION.



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DID YOU KNOW?

Are bicyclists allowed to ride in the middle of the lane, and are they required to stop at stop signs and red lights?

DID YOU KNOW?

Yes. Bicyclists have the same rights and must obey the same laws as drivers of motor vehicles.



California Vehicle Code

SAME ROAD, SAME RULES



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DID YOU KNOW?

What are the top concerns drivers and bicyclists have about each other's behavior?

DID YOU KNOW?

Drivers' #1 concern: bicyclists not stopping at STOP signs or red lights.

Bicyclists' #1 concern: motorists passing too closely.

Marin County Bicycle Coalition

SAME ROAD, SAME RULES



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DID YOU KNOW?

Your community is committed to changing the behaviors of drivers, pedestrians and bicyclists to increase safety and civility on our streets.

YOUR COMMUNITY SUPPORTS



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For more information:

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