

BALTIMORE METROPOLITAN PLANNING ORGANIZATION

**BALTIMORE REGIONAL TRANSPORTATION BOARD
RESOLUTION #11-4**

**ENDORSE REGIONAL EFFORTS TO PROMOTE THE PEDESTRIAN AND BICYCLE
SAFETY CAMPAIGN KNOWN AS STREET SMART**

WHEREAS, the Baltimore Regional Transportation Board (BRTB) is the designated Metropolitan Planning Organization (MPO) for the Baltimore region, encompassing the Baltimore Urbanized Area, and includes official representatives of the cities of Annapolis and Baltimore, the counties of Anne Arundel, Baltimore, Carroll, Harford, and Howard and the Maryland Department of Transportation, the Maryland Department of the Environment, and the Maryland Department of Planning; and

WHEREAS, there were 7,135 pedestrian and bicycle crashes in the Baltimore region over the 3-year period (2006-2008) resulting in 157 deaths and representing nearly 39 percent of all pedestrian and bicycle crashes and fatalities statewide; and

WHEREAS, Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) law required each state to develop an Strategic Highway Safety Plan that is based on accurate and timely safety data, consultation with safety stakeholders, and performance based goals that address infrastructure and behavioral safety problems on all public roads; and

WHEREAS, the Baltimore Regional Transportation Board created a Safety Subcommittee to enhance and coordinate regional safety efforts and to assist with regional implementation of Maryland's Strategic Highway Safety Plan; and

WHEREAS, it is agreed upon that safety stakeholders from jurisdictions representing the 4 E's (Engineering, Education, Enforcement, Emergency Medical Services), Community Traffic Safety Program Coordinators and SHSP team members continue to provide support on SHSP implementation in the Baltimore region; and

NOW, THEREFORE, BE IT RESOLVED, that the Baltimore Regional Transportation Board approves and supports the regional Street Smart initiatives (see Attachment 1) in an effort to reduce highway carnage, human suffering, and economic loss.

I HEREBY CERTIFY that the Baltimore Regional Transportation Board, as the Metropolitan Planning Organization for the Baltimore region, approves the aforementioned resolution at its July 27, 2010 meeting.

Date

Emery Hines, Chairman
Baltimore Regional Transportation Board



Summer 2010 Campaign

The Baltimore Metropolitan Council (BMC), in partnership with the Baltimore Regional Transportation Board (BRTB) and the Maryland Highway Safety Office (MHSO) will launch the second round of the Street Smart campaign in July. Building on last fall's launch, Street Smart is back to emphasize and enforce the laws that protect our most vulnerable road users – pedestrians and cyclists.

Street Smart will target intersections and corridors where 10 or more crashes involving pedestrians have occurred within a one-mile stretch. Banners and billboards will be placed at these locations, and street teams will blanket the surrounding neighborhoods with safety messages. The campaign will include editorials and public safety announcements, as well as maps, crash data, laws and other information posted at www.DriveSafeBaltimore.com.

On July 8, 2010 at 10:30 a.m. the Street Smart campaign was announced in conjunction with the Smooth Operator kick-off event in Baltimore City outside of Camden Yards with a speed demonstration yielding the results of striking a pedestrian at 25, 35 and 40 mph. Street teams, dressed in green, will be distributing postcards at nearby light rail stations.

During 2008, in the Baltimore region:

- 231 lives were lost
- 23,574 people were injured
- 50,096 crashes were reported
- **44 pedestrians lost their lives**

Drivers, pedestrians, and cyclists are urged to look out for one another and obey the rules of the road; "Stop/Yield for Pedestrians", "Wait for Walk", "Cross after the Bus leaves the Stop", and "Obey Signs and Signals".

Share the road with bicyclists and pedestrians.



DriveSafeBaltimore.com

STREET
/// SMART

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