

CITY OF CHULA VISTA ENGINEERING DEPARTMENT
276 Fourth Avenue
Chula Vista, CA 91910

CHULA VISTA POLICE DEPARTMENT
315 Fourth Avenue
Chula Vista, CA 91910

Running late?

Better Late

than **NEVER.**



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SLOW DOWN, Chula Vista!



A joint effort from the City of Chula Vista's
ENGINEERING and
POLICE DEPARTMENTS

Someone is in a hurry.
Tires screech. Metal grinds.
Sirens wail.

When accidents happen,
speeding is often to blame.

Speeding is a hard habit to break. But think about it. Speed can kill you or someone you love. Changing everyone's behavior behind the wheel can save lives.

- In a 2005 Resident Opinion Survey, Chula Vista told us that speeding is their #1 concern.
- Unsafe speed was the primary factor in 23% of all collisions in the city between 2003 and 2006.

It's a deadly trade: One person's life for another person's time.



**"Slow down,
Chula Vista!"
starts with
YOU.**

Why you shouldn't speed

The faster you go, the harder you hit. That's a fact--simple physics. In a vehicle, it means the faster you drive, the greater the damage. Speed also has a direct affect on how severe injuries will be. While doctors can mend broken bones, there is no cure for organ failure or severe head injuries.

Think about how your life could change on impact! You're on your way to work and running late. It's so easy to step on the gas because, after all, the speed limit applies to someone else. The unexpected happens when another car pulls out in front of you. Cars crash, someone dies, and you're charged with manslaughter. Now, the only thing you worry about being late for is the next court appearance. Your life as you knew it, is over.

What are we doing to help keep you and your family safe?

The City's Engineering and Police Departments have teamed up to create a comprehensive Neighborhood Traffic and Pedestrian Safety Program, which includes efforts to change high risk behavior in eight focus areas:

1. East Orange Avenue between Melrose Avenue and Hilltop Drive
2. Olympic Parkway between Brandywine Avenue and Heritage Road
3. L Street between Hilltop Drive and Second Avenue
4. East H Street between Paseo Del Rey and Auburn Avenue
5. Telegraph Canyon Road between Paseo del Rey and Paseo Ranchero
6. H Street between I-805 and Third Avenue
7. Otay Lakes Road between Bonita Road and Canyon Drive
8. Olympic Parkway between Heritage Road and La Media Road

**Watch for us. We'll be watching for you.
Change your behavior behind the wheel.**

Choose to be safe.

To learn more, go to www.chulavistaca.gov/trafficsafety



BE SAFE:

Did you know that 70% of motorists drive faster than the speed limit?

- 1 Choose to obey the speed limit and drive safely.
- 2 Allow enough time to reach your destination.
- 3 Accept the possibility that you might be late. A late arrival is better than no arrival.

Follow the speed limit and help prevent the pain and suffering traffic collisions cause Chula Vista's victims and families.