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POLICE MEDIA ADVISORY

Date: October 4th, 2022
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Anthony Molina, Public Information Officer
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Email: pio@chulavistapd.org
Subject: **Everyone is a Pedestrian: October is National Pedestrian Safety Month**

Message: FOR IMMEDIATE RELEASE



Chula Vista, Calif. – October is National Pedestrian Safety Month and the Chula Vista Police Department will raise awareness about the safety of people walking throughout the month, emphasizing that “safe drivers, safe speeds and safe vehicles save lives.”

“Whether in a parking lot, crosswalk, or sidewalk, we are all pedestrians at one point,” Chula Vista Police Officer Miranda said. “Drivers, please slow down and be extra careful around people walking. Put yourself in their shoes and drive how you would want someone to drive when you are walking.”

The safety of people outside of vehicles is a significant traffic safety concern, with at least two pedestrians or bicyclists killed on California roads every day. Between 2010 and 2019 in California, pedestrian deaths increased more than 40 percent and bicyclist deaths went up more than 60 percent. In 2020, 6,516 pedestrians were killed in the United States – an average of 18 pedestrians a day and one pedestrian killed every 81 minutes.

Speeding, poor lighting, mid-block crossing and impairment are the main factors in pedestrians being struck by vehicles.

The Chula Vista Police Department offers the following safe driving and walking tips:

Drivers

- Do not speed and slow down at intersections. Be prepared to stop for pedestrians at marked and unmarked crosswalks.
- Avoid blocking crosswalks while waiting to make a right-hand turn.
- Never drive under the influence of alcohol and/or drugs.

Pedestrians

- Use signalized crosswalks where drivers expect foot traffic.
- Watch for approaching vehicles and be careful crossing the street, especially busier streets with higher speed limits. At 30 mph, a driver needs at least 90 feet to come to a stop.
- Get in the habit of wearing light colors, reflective material, and walking with a flashlight at night so it is easier for drivers to see you.

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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Prepared By: Sergeant Anthony Molina
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