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POLICE MEDIA ADVISORY

Date: September 4th, 2024
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Anthony Molina, Public Information Officer
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Subject: ***September is Pedestrian Safety Month in California***
Message: FOR IMMEDIATE RELEASE



Pedestrian Safety Starts with You: Stay Alert to Protect People Walking

September is Pedestrian Safety Month in California

Chula Vista, CA – September is Pedestrian Safety Month in California. The Chula Vista Police Department would like to remind drivers to slow down and be alert for people walking on our roads. By always taking extra precautions, you can help protect pedestrians and reduce the risk of crashes and injuries. Walking should always be an easy and safe option for getting around any community.

According to projections from the Governors Highway Safety Association, 7,318 pedestrians were killed in traffic crashes across the United States in 2023. In California alone, pedestrian deaths make up more than 27 percent of all traffic-related fatalities, highlighting the urgent need for increased awareness and safety measures on our roads.

“Every step we take towards greater pedestrian safety is a step towards saving lives,” Agent Brian Carter said. “We want to remind everyone that safety begins with you, whether you’re behind the wheel or on foot. Small actions, like slowing down, putting away distractions and yielding at crosswalks, can make a life-saving difference.”

To promote the safety of people walking, the Chula Vista Police Department will conduct four traffic safety operations throughout September. The operations will be focused on the most dangerous driver behaviors that put the safety of pedestrians at risk. These violations include speeding, making illegal turns, failing to yield, and running stops signs or signals.

The Chula Vista Police Department offers safe driving and walking tips, including staying off the phone when behind the wheel or walking:

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 impaired.

Pedestrians

- Be predictable. Use signalized crosswalks where drivers may anticipate foot traffic.
- Watch for approaching vehicles and practice due care crossing the street. At 30 mph, a driver needs at least 90 feet to stop.
- Make it easier for drivers to see you at night – consider wearing bright colors, reflective material, or use a flashlight when practical.
- Be careful crossing streets or entering crosswalks at night or on busier streets with higher speed limits.

Share your thoughts about pedestrian safety by participating in the Go Safely Movement, a call-to-action traffic safety survey from the California Office of Traffic Safety. Take the survey at gosafelyca.org.

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