



## PRESS RELEASE

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I. DATE OF PRESS RELEASE: September 30, 2010

II. ANNOUNCEMENT:

Livermore Police to target pedestrian safety violations in October 2010.

III. FACTUAL INFORMATION:

A pedestrian is defined as any person not in or upon a motor vehicle or other vehicle. On average, a pedestrian is killed in a traffic collision every 120 minutes and injured in a traffic collision every 8 minutes in the United States. Many of these collisions can be avoided if drivers and pedestrians take extra effort to recognize their role in reducing these types of collisions. The City of Livermore's pedestrian involved collision statistics are below the national average. In 2009 there were 10 collisions involving pedestrians, all which resulted in injuries to the pedestrian. That was a significant drop from the 24 pedestrian injury collisions in 2008. So far, through August 31<sup>st</sup>, there have been 11 pedestrian involved collisions in Livermore this year.

The Livermore Police Department takes a proactive approach to ensure the safety of pedestrians. The department's Traffic Unit routinely conducts pedestrian safety operations throughout the City to enforce pedestrian right-of-way violations. The department has worked with the City of Livermore's traffic engineers to obtain grant funding for the installation of several crosswalk traffic devices throughout the city at locations with high vehicle and pedestrian traffic.

The devices are in-ground flashing lights to warn drivers of foot traffic crossing the roadway. Pedestrians are encouraged to use these crosswalks.

Drivers and pedestrians have equal responsibilities in the efforts to reduce pedestrian collisions.

Drivers should take extra caution when approaching crosswalks. Look for pedestrians near the crosswalk and prepare to yield when they enter the crosswalk. When driving in a residential area, particularly during the afternoon hours, or near a school zone, scan ahead for pedestrian traffic, especially for children, who may suddenly run out into the roadway. Drivers should apply extra caution in the evening hours when visibility is reduced and more pedestrians are likely to be crossing roadways.

Pedestrians should always use designated crosswalks when crossing a busy roadway.

Pedestrians should assume that drivers don't see them until they have made eye contact.

Once in a crosswalk, pedestrians should continue to scan for traffic in each lane of the roadway. When walking in traffic, pedestrians should protect themselves by staying on the sidewalk and using crosswalks whenever possible. If they have to walk on a road that does not have sidewalks, they should walk facing traffic. Pedestrians should cross at intersections, as most people are hit by cars when they cross the road at places other than intersections. Stop at the curb and look left, right, and left again for traffic. Stopping at the curb signals drivers that a pedestrian intends to cross the roadway. If possible, pedestrians should wear bright colors or reflective clothing when walking near traffic at night. Carrying a flashlight when walking in the dark is also helpful.

During the month of October, the Livermore Police Department will be making extra enforcement efforts in the area of pedestrian safety. The Traffic unit will conduct at least two pedestrian decoy operations at marked crosswalk locations. During these operations, LPD employees will be pedestrians and uniformed officers will be watching for and citing drivers who fail to yield to the pedestrians.

The Livermore Police Department is participating in the "Walk and Roll to School" campaign at Junction Avenue School. During the month of October, students are encouraged to walk or bicycle to school. As part of this campaign, LPD staff has provided safe walking and riding information at two school assemblies. LPD staff will interact with students throughout the month of October encouraging their use of traffic safety tactics while walking or riding their bicycles to or from school.

The Livermore Police Department Traffic Unit's primary goal is to reduce traffic collisions, particularly pedestrians, as those often result in injury. If you have questions regarding pedestrian safety or general traffic issues, you can contact the Livermore Police Department Traffic Unit at (925) 371-4850.

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