



PRESS RELEASE

- I. DATE AND TIME OF PRESS RELEASE: October 1, 2009
- II. TYPE OF INCIDENT/SITUATION/ANNOUNCEMENT:
Livermore Police to target pedestrian safety and violations in October 2009.

- III. FACTUAL INFORMATION:

The Livermore Police Department will be stepping up their education and enforcement efforts of pedestrian violations in the month of October. Through the first six months of 2009 there has been a 56% decrease in the number of pedestrian involved vehicle collisions in the City of Livermore. The police department hopes to keep those numbers declining and will be looking for drivers who fail to yield to pedestrians as well as pedestrians who put themselves in danger by not following the rules of the road.

On average, a pedestrian is killed in traffic collisions in the United States every 108 minutes, and one is injured every 7 minutes. Fortunately, the City of Livermore's pedestrian accident statistics are below national average. Many of these accidents can be avoided if drivers and pedestrians take extra effort during their encounter.

The Livermore Police Department takes a proactive approach to ensure the safety of pedestrians. The city has several crosswalk traffic devices throughout the city at locations with high vehicle and pedestrian traffic. The devices are in-ground flashing lights to warn approaching drivers of pedestrian traffic crossing the roadway.

The department's Traffic Unit routinely conducts pedestrian safety operations throughout the city to enforce pedestrians' right-of-way violations. There will be two such operations occurring in the month of October. The department also designates crossing guards to schools with high pedestrian and vehicle traffic. The crossing guards are there to assist students with crossing designated roadways during school hours.

The Livermore Police Department is participating in the "Walk and Roll" campaign at Jackson Avenue School. During the month of October students are encouraged to walk or bicycle to school. As part of this campaign, LPD staff provided safe walking and riding information at a school assembly.

The Livermore Police Department wants to remind everyone that drivers and pedestrians have equal responsibilities in the efforts to reduce pedestrian involved collisions. Drivers should take extra caution when approaching crosswalks. Look for pedestrians near crosswalks and intersections, and prepare to yield as they approach these locations. 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. Extra caution should apply in the evening hours. Pedestrians should always use designated crosswalks when crossing a busy roadway. Assume that vehicle drivers can't see you until you have made eye contact. Once in the crosswalk continue to scan for traffic in each lane of traffic. When in doubt, yield to vehicle traffic. These are basic rules of the road; however pedestrian accidents continue to occur when drivers and/or pedestrians ignore these rules.

When walking in traffic, protect yourself and your family by staying on the sidewalk and using crosswalks whenever possible. If you have to walk on a road that does not have sidewalks, walk facing traffic. 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 you intend to cross. Cross in marked crosswalks and obey the signal. Wear bright colors or reflective clothing if you are walking near traffic at night. Carry a flashlight when walking in the dark.

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. Be safe!

IV. CONTACT PERSON: Sergeant John Hurd
PHONE NUMBER: 925-371-4850

Should you require further information please call the contact person designated in this press release. If the contact person is not available, and you have a deadline, please call the on duty Watch Commander at (925) 371-4820.

Steve Sweeney
Chief of Police

V. DISTRIBUTION:

City Manager	Operations Captain	Briefing Board
Chief of Police	Dispatch/Records	Press Board
Support Services Captain	Watch Commander	