



PRESS RELEASE

- I. DATE OF PRESS RELEASE: October 3, 2012
- II. ANNOUNCEMENT: Traffic Safety Topic October 2012 - Pedestrian Safety

During the month of October, the Livermore Police Department will be focusing its efforts on vehicle safety as it pertains to pedestrian safety.

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 crash every 120 minutes and injured in a traffic crash every 8 minutes. 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. Our pedestrian collision statistics are below national average. The department's Traffic Unit routinely conducts pedestrian safety operations throughout the city to enforce pedestrians' right-of-way violations. The department also designates crossing guards to schools with high pedestrian and vehicle traffic. The crossing guards are there to assist students with crossing busy roadways during school hours. Additionally, the city has several crosswalk traffic devices at locations within the city that have high vehicle and pedestrian traffic. The devices are in-ground flashing lights to warn drivers of pedestrian traffic crossing the roadway. Pedestrians are encouraged to use these crosswalks.

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 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. Extra caution should apply in the evening hours. Pedestrians should always use designated crosswalks when crossing a busy roadway. Assume that 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 collisions continue to occur when drivers and/or pedestrians ignore these rules.

When walking in traffic, protect yourself and your family by doing these things:

Walk on the Sidewalk

- Stay on the sidewalk and crosswalks. Avoid walking in traffic where there are no sidewalks or crosswalks. If you have to walk on a road that does not have sidewalks, walk facing traffic.

Cross at Intersections

- Most people are hit by cars when they cross the road at places other than intersections.

Look left, right, and left for traffic

- 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.

See and Be Seen

- Drivers need to see you to avoid you.
- Stay out of the driver's blind spot.
- Make eye contact with drivers when crossing busy streets.
- Wear bright colors or reflective clothing if you are walking near traffic at night. Carry a flashlight when walking in the dark.
- Do not let kids play near traffic or cross the street by themselves. Kids are small, and drivers may not see them if they run into the street.

Watch your kids

- Children should not cross streets by themselves or be allowed to play or walk near traffic. Kids are small, unpredictable, and cannot judge vehicle distances and speeds.
- When kids get older, teach them three things to do before they cross the street:
1) Try to cross at a corner with a traffic light. 2) Stop at the curb. 3) Look left, right and then left again to make sure no cars are coming.

During the month of October the Livermore Police Department will be conducting at least two pedestrian safety enforcement operations at locations with marked crosswalks and typically high pedestrian activity. These operations will target vehicle drivers who fail to yield to pedestrians in crosswalks.

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

III. CONTACT PERSON: Officer Joe Nguyen
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