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CITY OF SAN DIEGO

PRESS RELEASE

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CITY ATTORNEY'S OFFICE PARTNERS WITH CHP, DISTRICT ATTORNEY, AND MADD ON DUI PUBLIC SERVICE CAMPAIGN AHEAD OF FOURTH OF JULY WEEKEND

SAN DIEGO — The City Attorney's Office has partnered with the California Highway Patrol (CHP), the San Diego County District Attorney's Office (DA), and Mothers Against Drunk Driving (MADD) on a joint public service campaign launching across Instagram and social media ahead of the Fourth of July weekend. The campaign carries a direct message to San Diegans: make a plan, and drive sober this holiday.

Holiday weekends are consistently among the highest periods for DUI arrests in California. CHP and local law enforcement will increase patrols and checkpoints across the region throughout the Fourth of July weekend. The campaign is designed to reach people before they make that choice, with facts about what impaired driving actually costs.

"A single decision to drive impaired can end a life and turn many others upside down, and all of it is preventable," said **City Attorney Heather Ferbert**. "Our message this Fourth of July is simple. Have a plan before the celebration starts. A rideshare, a designated driver, or a quick call to a friend costs a tiny fraction of what one impaired driving decision will cost you, in dollars, in freedom, and sometimes in lives. We're proud to stand with our law enforcement and community partners to keep San Diego safe."

"The freedom to celebrate comes with the responsibility to protect one another," said **District Attorney Summer Stephan**. "Every DUI is a choice, and every choice has consequences. Our goal isn't to make arrests, it's to prevent the devastating crashes that forever change families. Plan ahead, never drive impaired, and help keep our roads safe this Fourth of July weekend."

"As families and friends travel to celebrate Independence Day, we urge everyone to make safety their top priority by driving sober, buckling up, eliminating distractions, and allowing extra time to reach their destination," said **Assistant Chief Goulding**. "During the Holiday Enforcement Period, CHP officers will be actively targeting dangerous driving behaviors to keep our communities safe. Together, we can make this holiday weekend a safe one for everyone on California's roadways."

"As families and friends come together to celebrate Independence Day, we encourage everyone to make safety part of the celebration. Planning ahead by designating a sober driver, using a rideshare service, or arranging a safe ride home can save lives. At MADD, we want everyone to enjoy the holiday and return home safely. Together, we can make this a safe and memorable Fourth of July for everyone." **MADD San Diego**.

A DUI conviction carries real consequences. Under California law, impairment from any substance qualifies, whether alcohol, cannabis, a prescription medication, or an illegal drug. A first-time DUI can exceed \$10,000 once legal fees, increased insurance, and mandatory programs are included. A conviction can also mean a suspended license, mandatory DUI school, jail time, and a criminal record that remains for years. The escalation can be swift: a single impaired driving decision can elevate charges from a misdemeanor to a felony, or to a homicide charge.

The City Attorney's Office along with the CHP, DA, and MADD, reminds San Diegans that the alternative is simple and affordable. A rideshare, a designated driver, or public transit costs a fraction of what a single impaired drive can take from you. Plan ahead before the celebration begins, look out for one another, and if you see a driver who appears impaired, call 911.

The full campaign is available now on Instagram and other social media channels at [@heatherferbert.ca](#), [@sddistatty](#), [@chpsandiego](#), and [@maddcalifornia](#).

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