



THE CITY OF SAN DIEGO

MEDIA ADVISORY

POLICE DEPARTMENT

SENT: March 6, 2013

- What:** Pedestrian Traffic Education and Enforcement Detail
- When:** Thursday, March 7, 2013 between 7:00 a.m. and Midnight
- Where:** San Diego - Citywide
- Contact:** Lt. Steve Hutchinson (858) 495-7821
San Diego Police Department Traffic Division

During the month of February 2013, there were six traffic fatalities involving pedestrians. In five of the six instances, the pedestrian's actions were the primary cause of the collision.

In 2012, the San Diego Police Department investigated a total of twenty traffic fatalities involving pedestrians. Eight of the twenty incidents occurred in January and February. In three of the eight instances, investigators determined that the pedestrian was the primary cause of the collision. In 2011, the Department investigated fourteen traffic fatalities involving pedestrians. Four of the fourteen incidents occurred between January 1st and February 28th. The pedestrian was found to be at fault in three of the four instances.

In an effort to address the increase in pedestrian fatalities, as well as educating the pedestrian public on the dangers of violating traffic laws (i.e. jaywalking, walking against a red light, etc.), the San Diego Police Department Traffic Division will be conducting a concentrated and directed traffic enforcement and education detail in various areas of the City.

This detail will consist of Traffic officers issuing traffic citations and traffic warnings, as well as providing verbal education on pedestrian violations. The goal of the detail is to raise awareness of the pedestrian public on the dangers associated with violating pedestrian traffic laws and/or distracted walking while interacting with motor vehicles in motion.

This detail was partially funded by a Grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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