



THE CITY OF SAN DIEGO  
**PRESS RELEASE**

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## **Distracted Driver / Pedestrian Enforcement Detail**

**San Diego CA** – San Diego Police Department Traffic Motor Unit will be conducting a Distracted Driver / Pedestrian Enforcement Detail on Thursday, 3/13/2014 in the downtown and Hillcrest areas of the City between the hours of 7:00 a.m. to 3:00 p.m.

From January 1, 2014 to present, there have been five (5) fatal accidents involving pedestrians. Of the five (5) fatal accidents involving pedestrians, three (3) occurred as a result of the pedestrian being at fault.

In 2013, there were more pedestrian fatalities than the prior four (4) years. There were twenty-one (21) pedestrian fatalities in the City as compared to the lowest pedestrian fatality year of 2011, in which fourteen (14) pedestrian fatalities were investigated.

The San Diego Police Department is committed to ensuring the safety of its citizens. Pedestrians who violate traffic signals, jaywalk or otherwise interfere with the smooth flow of vehicular traffic will be identified and warned or cited.

Vehicle drivers, who are driving while distracted, violate traffic signs and/or signals or otherwise violate the rights of pedestrians legally crossing the street will be identified and warned or cited.

In attempts to decrease the number of fatal or serious injury accidents involving pedestrian; this enforcement detail will continue throughout the City specifically targeting areas identified as having an unusual number of collisions and/or traffic related complaints.

The ultimate goal of this enforcement detail is to educate the citizens of San Diego about the dangers of distracted driving, distracted walking, and violating the rules of the road as defined in the California Vehicle Code.

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