



CITY OF DUBLIN

100 Civic Plaza, Dublin, California 94568

PRESS RELEASE

FOR IMMEDIATE RELEASE

DATE: August 27, 2018
CONTACT: Capt. Nathan Schmidt
PHONE: 925-833-6670
EMAIL: nate.schmidt@dublin.ca.gov

Share the Road: Highlighting Pedestrian Traffic Safety Efforts *September is California Pedestrian Safety Month*

Dublin, CA – September 1 marks the beginning of Pedestrian Safety Month, with the goal to reduce the numbers of pedestrians being killed and injured on California roadways. Dublin Police Services, as well as state agencies, community partners, and law enforcement agencies throughout the state are urging pedestrians and drivers alike to be aware of each other at all times and share the road responsibly.

Pedestrian deaths are on the rise both in California and nationally. In 2016, 867 pedestrians were killed and more than 14,000 were injured on California roadways alone. Since 2012, pedestrian deaths have increased by nearly 33 percent, growing substantially faster than any other type of traffic-related death. Dublin Police Services has investigated three pedestrian-fatal collisions and another 36 collisions involving pedestrians since 2016.

In order to reverse this upward trend of pedestrian injuries and deaths, Dublin Police is joining the Office of Traffic Safety (OTS) in its efforts to remind the public that [“Pedestrians Don’t Have Armor.”](#) The campaign highlights the importance of pedestrian safety, whether one is on foot or behind the wheel. The campaign features everyday pedestrians clad in body armor made from car parts, symbolic of the fact that in real life, pedestrians don’t have any protection when hit by a vehicle, no matter who is at fault.

“Pedestrian safety goes both ways,” OTS Director Rhonda Craft said. “Whether you are walking or driving, there is a shared responsibility when it comes to looking out for one another.”

Dublin Police Services, OTS, law enforcement, and other community partners will use Pedestrian Safety Month as a way to educate the public about traffic rights, rules, and responsibilities, as well as to identify trouble spots where there are higher incidents of pedestrian-versus-vehicle collisions.

To ensure we can all get where we need to go safely, Dublin Police Services offers tips for pedestrians and drivers:

Pedestrians

- Be obvious and predictable, crossing at crosswalks or intersections only.
- Walk facing traffic and as far from traffic as possible if there is no sidewalk available.
- Make eye contact with drivers; never assume a driver sees you.
- Look left-right-left before you step into the crosswalk; having a green light or the “WALK” signal does not mean it is always safe to cross.
- Look for cars backing up, including white backup lights or signs the vehicle is running. Don’t dart out between parked cars.
- Avoid distractions. Don’t walk and use your phone at the same time.
- Wear bright clothing during the day and reflective materials (or use a flashlight) at night.

Drivers

- Be alert for pedestrians, especially at intersections and crosswalks where they have the right-of-way.
- Do not use your cell phone under any circumstances.
- Use extra caution when backing up. Look for bicyclists or pedestrians who may be approaching.
- Be patient and courteous. Wait for pedestrians to cross the street or intersection before proceeding.

Funding for this pedestrian safety campaign is provided to Dublin Police Services by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

