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MEDIA RELEASE / COMMUNITY ALERT

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Protecting Pedestrians: California Urges Drivers to Stay Alert This September

San Mateo, CA – September is Pedestrian Safety Month in California. The San Mateo Police Department would like to remind drivers to slow down and be alert for people walking on our roads. By always taking extra precautions, you can help protect pedestrians and reduce the risk of crashes and injuries. Walking should always be an easy and safe option for getting around any community.

In California alone, 1,090 people were struck and killed while walking in 2024, which accounted for 28% of all traffic fatalities.

Pedestrians do not have the same protections as drivers and passengers. It's important to slow down and follow the speed limit while driving. Speed increases increase the severity and impact to someone walking and hit in a crash. The Sane Mateo Police Department offers safe driving and walking tips when behind the wheel or walking:

Drivers

- Know and follow the speed limit.
- Slow down at intersections. Be prepared to stop for people walking at marked and unmarked crosswalks.
- Never drive impaired.
- Avoid distractions such as using a mobile device, deep conversations with passengers or eating while driving. Keep your focus on the road.
- Be extra cautious at night or when driving conditions are less than optimal such as in rainy or foggy weather.

Pedestrians

- When available, use marked crosswalks at signals where drivers anticipate foot traffic.
- Always walk on the sidewalk. If there is no sidewalk, walk facing traffic.
- Look both ways and make eye contact with drivers before crossing the street.
- Be visible at night – consider wearing bright colors, reflective material or using a flashlight.
- Don't wear headphones or talk on the phone while crossing the street.

Visit www.gosafelyca.org for more traffic safety information.

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