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~ Office of the Chief ~
MEDIA RELEASE

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October is National Pedestrian Safety Month
Drivers are urged to slow down and be alert for pedestrians

October is National Pedestrian Safety Month, and the Citrus Heights Police Department would like to remind drivers to always take extra precautions to help protect pedestrians.

On average, a pedestrian is killed every 72 minutes and one is injured every 8 minutes in traffic crashes, according to the National Highway Traffic Safety Administration. In California, 1,106 pedestrians were struck and killed in 2023.

“In Citrus Heights, walking should always be an easy and safe option for getting around.” Citrus Heights Police Department Sergeant Kane Kissam said. “We want to make sure that people walking are safe. We urge drivers to take the time to look out for people. Small actions, like slowing down, putting away distractions, and yielding at crosswalks, can reduce crashes and serious injuries.”

Vehicle speed impacts people walking, who do not have the same protections as drivers and passengers. A difference of just 15 MPH (20 MPH to 35 MPH) significantly increases the likelihood that a person walking will be killed if struck by a vehicle.

To promote the safety of people walking, the Citrus Heights Police Department will conduct multiple safety operations during the month of October, focused on the most dangerous driver behaviors that put the safety of pedestrians at risk. These violations include speeding, making illegal turns, failing to yield, and running stop signs or signals.

Citrus Heights Police Department offers these driving tips to keep everyone safe:

- Follow the speed limit, especially around people on the street, around schools, and in neighborhoods where children are present.
- Use extra caution when driving in hard-to-see conditions.
- Drive sober.
- Always stop for people in crosswalks and avoid blocking crosswalks while waiting to make a right-hand turn.
- Avoid distractions such as texting or eating while driving. Keep your focus on the road.

Funding for this program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.