CHULA VISTA POLICE DEPARTMENT
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Chief of Police

POLICE MEDIA ADVISORY

Date: August 27, 2026
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Manny Salazar, Public Information Officer
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Subject: Chula Vista Police Department Promotes Safe Driving During Pedestrian Safety Month

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Message: FOR IMMEDIATE RELEASE

September is Pedestrian Safety Month in California. The Chula Vista 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.

“Everyone, regardless of how they travel, deserves to arrive at their destination safely," Chula Vista Police Department Traffic Division Agent Brian Carter said. "Drivers play a critical role in keeping people walking safe. By staying focused and slowing down, especially in areas where more people are walking, we can help prevent crashes and put safety first on every trip.”

Pedestrians do not have the same protection as drivers and passengers. It’s important to slow down and follow the speed limit while driving. Speed increases the severity of injuries and the impact on someone who is struck while walking.

To promote the safety of people walking, the Chula Vista Police Department will conduct traffic safety operations on Sept. 16 and 17, focusing on dangerous driving behaviors that put pedestrians at risk.

These violations include speeding, making illegal turns, failing to yield, and running stop signs or traffic signals.

The Chula Vista 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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