CHULA VISTA POLICE DEPARTMENT
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Roxana Kennedy
Chief of Police

POLICE MEDIA ADVISORY

Date: October 7, 2026
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Manny Salazar, Public Information Officer
Phone: (619) 691-5111
Email: pio@chulavistapdca.gov
Subject: October is National Pedestrian Safety Month

Message: FOR IMMEDIATE RELEASE

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

October is National Pedestrian Safety Month and the Chula Vista Police Department would like to remind drivers to take extra precautions to help protect people walking.

“In Chula Vista, we’re committed to reinforcing everyday safety actions like slowing down, following the posted speed limit, staying alert and yielding to people in crosswalks,” Chula Vista Police Department Officer Oscar Miranda said. “Drivers have an outsized role to keep all people walking safe. Remember that pedestrians do not have the same protections as drivers and passengers traveling inside vehicles.”

On average, 19 pedestrians are killed in traffic crashes every day in the United States, according to the National Highway Traffic Safety Administration. In 2024, an estimated 7,080 people walking were struck and killed by vehicles.

The Chula Vista Police Department offers these driving tips to keep everyone safe:

- Follow the speed limit, especially in areas with heavy foot traffic, around schools and in neighborhoods where children are present.
- Slow down at intersections. Be prepared to stop for people crossing or walking at marked and unmarked crosswalks.
- Use extra caution when driving at night or when driving conditions are less than optimal such as rain or fog.
- Avoid distractions such as using a mobile device, deep conversations with passengers or eating while driving. Keep your focus on the road.
- Drive sober.

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

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CALIFORNIA OFFICE OF TRAFFIC SAFETY

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Copies Sent To: San Diego Media

Date/Time: 10-7-2026 / 1300