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: National Walk, Bike and Roll to School Day is Here

Message: FOR IMMEDIATE RELEASE

OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY

National Walk, Bike and Roll to School Day is Here
Help our community champion safe trips to school

Chula Vista, Calif. – This Oct. 7, the Chula Vista Police Department encourages schools, families and students to join in this year's National Walk, Bike and Roll to School Day to support and reinforce healthy and safe travel habits for children heading to and from school.

"This annual event is a reminder that students biking and walking to school safely is a shared commitment," Chula Vista Police Department Officer Oscar Miranda said. "It also reinforces the need for drivers to slow down, stay alert and look out for children using crosswalks, sidewalks and bike lanes to get to school. Every safe choice helps protect students who rely on these routes every day."

With increased foot and bike traffic, it's important to stay alert not just this National Walk, Bike and Roll Day, but every day. Drivers should be prepared to stop for school buses and children crossing the street, and slow-down in school zones.

The Chula Vista Police Department offers tips for students who walk, bike or roll to school:

- Plan your route on roads with sidewalks or paths away from heavy vehicle traffic. If there are no sidewalks, walk facing traffic as far to the left as possible.
- If you are riding a bike, always ride on the right side of the road in the same direction as vehicles.
- Always wear a properly fitted helmet when riding or rolling.
- Use crosswalks at stop signs or signals. If there are unmarked crosswalks, cross at corners on streets.
- Always look left-right-left before crossing the street.
- Make eye contact with drivers before crossing in front of them. Never assume a driver sees you.
- Be visible. Wear bright clothing during the day and wear reflective materials or use a flashlight when it's dark.
- Stay alert. Avoid electronic devices that take your eyes (and ears) off the road.

Schools are encouraged to register at walkbiketoschool.org as a way of tracking participation and showing support for active, healthy, and safe transportation.

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WALK BIKE & ROLL TO SCHOOL

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