



CITY OF BEVERLY HILLS
POLICE DEPARTMENT

Chief Sandra Spagnoli

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MEDIA RELEASE

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September is Pedestrian Safety Awareness Month

Beverly Hills, CA - September is Pedestrian Safety Month and the Beverly Hills Police Department will be joining the California Office of Traffic Safety (OTS), along with other law enforcement agencies, transportation agencies and pedestrian advocates to promote public awareness aimed at pedestrian safety.

Both in California and nationally, the number of pedestrians killed or injured on roadways is rising at alarming rates. In 2016, 867 pedestrians were killed and more than 14,000 injured in California alone, a nearly 33 percent increase from 2012.

This month, Beverly Hills Police officers will be working overtime and on routine patrol focusing enforcement on drivers and pedestrians who violate traffic laws. Special attention will be focused on, speeding, illegal turns, distracted driving, stop sign violations and failing to yield to pedestrians.

The Beverly Hills Police Department supports efforts by OTS to educate drivers that “***Pedestrians Don’t Have Armor.***” This campaign highlights the importance of pedestrian safety awareness, regardless of whether one is on foot or behind the wheel.

Pedestrians should always use crosswalks or intersections with a stop sign or light, make eye contact with drivers and look before stepping into a crosswalk. Drivers should be alert for pedestrians, use caution when backing up and be courteous and patient, waiting for pedestrians with the right of way to safely cross the street. Both drivers and pedestrians should avoid distractions by not using cell phones and focusing on the task at hand.

Safety goes both ways, and drivers and pedestrians must work together to exhibit safe behaviors that protect themselves and those around them.

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