



City of Arts & Innovation

PRESS RELEASE

Police Department
SERGIO G. DIAZ
Chief of Police

FOR IMMEDIATE RELEASE

Date: August 20, 2014

Contact:
Lieutenant Mark Rossi
Traffic Bureau Commander
(951) 826-8777

CROSSWALK ENFORCEMENT NETS 89 CITATIONS

RIVERSIDE, CA – On August 20, 2014, Traffic Officers from the Riverside Police Department conducted crosswalk enforcement stings at various locations within the City of Riverside. The locations were determined based on collision data, as well as citizen complaints of observed violations. The identified locations were; Streeter Ave. at Sierra Ave., Magnolia Ave. at Elizabeth St., Arlington Ave. at Aden Way, and Market St. at 11th St. The three hour operation resulted in 89 citations for failure to yield to pedestrians lawfully within a marked crosswalk. Two vehicles were also impounded.

The U.S. Department of Transportation Federal Highway Administration reports that each year, pedestrian fatalities comprise about 12 percent of all traffic fatalities and there are approximately 4,000 pedestrian deaths. Another 59,000 pedestrians are injured in roadway crashes annually. Deployment operations such as these are conducted to help educate the public about the needed awareness of pedestrians in crosswalks.

