



Santa Barbara Sheriff's Office

City of Goleta Police



Sergeant John Maxwell
Sheriff's Media Team
805-681-4100

Date: 8/6/2019
Time: 5:00 pm

News Release

Pedestrian Safety Enforcement Operation Planned for Goleta

Goleta, CA – The Goleta Police Department will conduct a pedestrian safety enforcement operation intended to educate drivers and pedestrians on traffic laws meant to keep them safe on the road.

On Thursday, August 8th, officers will be looking for violations made by drivers and pedestrians that are illegal and dangerous. Special attention will be directed toward drivers failing to yield to pedestrians in crosswalks, speeding, making illegal turns, not stopping for signs and signals or any other traffic violation. Officers will stop pedestrians who cross the street illegally, fail to yield to drivers who have the right of way, or are distracted while walking.

Pedestrian fatalities are rising at an alarming rate. In 2016, 867 pedestrians were killed on California roads, up nearly 33 percent from 2012. In 2018, there were no fatal collisions involving pedestrians in Goleta, but the Goleta Police Department investigated 10 injury collisions involving pedestrians.

Pedestrians should only cross the street using crosswalks or intersections, preferably with a stop sign or signal. In addition, pedestrians should be looking for cars backing up and avoid darting between parked cars, make eye contact with drivers and wear bright clothing during the day and reflective materials or use a flashlight at night.

Drivers should wait for pedestrians to cross the street, slow down or prepare to stop when crossing an intersection where there is foot traffic and stop at the crosswalk line to allow other drivers to see and yield to pedestrians. Pedestrians and drivers can ensure everyone gets where we need to go safely by avoiding distractions.

“Drivers and pedestrians should be looking out for one another and not down at their phones,” said John Maxwell, Sergeant of the Goleta Traffic Unit. “When it comes to roadway safety, they share equal responsibility.”

The Goleta Police Department supports the new OTS public awareness campaign, “Go Safely, California,” a resource for Californians on how to be safe on the go. To find out more about the campaign, visit gosafelyca.org.

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

**The City of Goleta contracts for its law enforcement services with
the Santa Barbara County Sheriff's Office.**

