



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Pedestrian Safety Comes First This Month in Menifee

Additional speed bumps and safety measures will be coming soon

MENIFEE, CA— City leadership, along with the Menifee Police and Public Works departments recently formed a task force to identify innovative solutions to protect the safety of all students walking to local schools.

Menifee's Police Department has increased patrols in response to safety concerns about students walking to school and the City regularly conducts traffic engineering studies to determine the need for additional controls such as stop signs and signals.

The City of Menifee is reminding drivers and pedestrians to review safety tips and follow the rules of the road, particularly since children have returned to school and with the coming of Halloween and the end of Daylight Saving Time on November 7.

October is National Pedestrian Safety Month, sponsored by the National Highway Traffic Safety Administration (NHTSA) to address the increased number of incidents that occur after the end of Daylight Savings Time. From September to February, almost one-third of pedestrian fatalities occur between 6 p.m. and 8:59 p.m., according to the NHTSA.

"From precautions drivers can take, to increased attentiveness by pedestrians, this initiative serves as an important reminder that the safety of our community is a shared responsibility," Mayor Bill Zimmerman said. "It is critical that we continue these efforts year-round to keep our roads safe."

Important reminders for drivers, pedestrians, and bicyclists include:

- Do not use a cell phone while driving, biking, or walking.
- Drivers should slow down and prepare to stop when turning or entering a crosswalk; never pass a vehicle stopped at a crosswalk; follow the speed limit; maintain caution when backing up; do not drive under the influence of drugs or alcohol.
- Pedestrians should cross streets at crosswalks or intersections; look for cars in all directions, including those turning; and walk on sidewalks when available.
- Bicyclists should ride with the flow of traffic and follow all the same rules of the roadway as vehicles, including stopping at stops signs and red lights.

For more information about how the City of Menifee protects public safety, please visit www.cityofmenifee.us and www.menifeepolice.org.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 100,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing, and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail, and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events, and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*

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