



MEDIA RELEASE

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Lompoc Puts The Spotlight On Pedestrian Safety In September *Bike To Work Day on Sept. 29 will be a highlight of Pedestrian Safety Month*

LOMPOC, CA, Sept. 1, 2017 – Sept. 1 marks the beginning of California Pedestrian Safety Month, first implemented in 2016 by the California Office of Traffic Safety (OTS), with the goal to reduce the numbers of pedestrians being killed and injured on California roadways.

The City of Lompoc fire and police departments, along with state agencies, community partners and law enforcement agencies throughout the state, are urging pedestrians and motorists alike to be aware of each other at all times and share the road responsibly.

Lompoc Fire Department Acting Chief Mark Bray said that pedestrian safety is a priority in Lompoc.

“Lompoc is fortunate to have great year-round weather, and we have many residents who regularly walk and bike to work, for recreation, and for other purposes,” he said. “Protecting the safety of these pedestrians is important, and all of us in the community play a part in keeping pedestrians safe in Lompoc.”

In addition to Lompoc police holding traffic and driving under the influence enforcement operations throughout September, the City of Lompoc will be participating in Bike To Work Day on Sept. 29. Bike To Work Day is hosted by the Healthy Lompoc Coalition in partnership with OTS. Details are available at: <http://www.healthylompoc.org/lompoc-event/biketowork/>.

In 2015, 852 pedestrians were killed and over 13,000 were injured – just on California’s roadways alone. Preliminary figures indicate that 2016 may reach a modern record high 900 fatalities. Pedestrians account for nearly 25 percent of all roadway deaths in the state, up from 17 percent just ten years earlier.

Bicycle and pedestrian fatalities are rising in California as more people use these non-motorized means of transportation. Locally, the Lompoc Police Department has investigated 97 injury collisions involving pedestrians and bicyclists during the past three years.

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“Pedestrian safety starts with an important reminder that those on foot and those behind the wheel share an equal responsibility when it comes to looking out for one another,” said Rhonda Craft, Director of the California Office of Traffic Safety. “Our goal is to encourage safe behaviors throughout the entire year, but California Pedestrian Safety Month gives us a timely opportunity to really drive the message home.”

Partnering with the OTS safety campaign [“Pedestrians Don’t Have Armor,”](#) the City of Lompoc is highlighting the importance of pedestrian safety awareness, whether one is on foot or behind the wheel. The campaign’s theme which features characters who represent everyday pedestrians, but clad in body armor made from car parts, reminds everyone that in real life, pedestrians don’t have armor and always lose when hit by a vehicle, no matter who is at fault.

Joint efforts from the City of Lompoc, OTS, law enforcement and other community partners increases pedestrian safety throughout the entire state. Increasing awareness and enforcement at trouble spots works toward eliminating pedestrian-related injuries and fatalities.

Both drivers and walkers are cautioned to put down the cell phones, since electronic distractions are seen in increasing numbers of pedestrian crashes. Other factors for drivers include unsafe speed and failure to see and yield to pedestrians in crosswalks and intersections. For pedestrians, the major dangers are jaywalking and thinking that they can be seen at night, especially while wearing dark clothing. To learn about the dangers of being a pedestrian, who is at risk and safety tips visit [Pedestrian Safety](#).

Funding for this pedestrian safety campaign is provided to the City of Lompoc by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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City of Lompoc

The City of Lompoc was founded as a town in 1874 and incorporated as a city on Aug. 13, 1888. Prior to the City’s establishment, the building of La Purisima Mission in 1787 marked the earliest European settlement in the Lompoc Valley. Growth in the Lompoc Valley was sparked by the 1901 completion of the coastal railroad between San Francisco and Los Angeles, which included the extension of a spur into Lompoc. The Lompoc Valley is home to Vandenberg Air Force Base, the first missile base of the United States Air Force. Today, the City of Lompoc is a travel destination known for its downtown mural program, local wines and acclaimed cuisine, historic landmarks, parks and nearby beaches. For more information, visit:

<http://www.cityoflompoc.com/>