



SAN MATEO POLICE DEPARTMENT

Ed Barberini
Chief of Police

200 Franklin Pkwy
San Mateo, CA 94403
(650) 522-7710

www.sanmateopolice.org



MEDIA RELEASE / COMMUNITY ALERT

For Immediate Release No. 20251002-070

Thursday, October 2, 2025

OCTOBER IS NATIONAL PEDESTRIAN SAFETY MONTH

Drivers are urged to slow down and be alert for pedestrians

San Mateo, CA – October is National Pedestrian Safety Month and the San Mateo Police Department would like to remind drivers to always take extra precautions to help protect pedestrians.

On average, a pedestrian is killed every 72 minutes, and one is injured every 8 minutes in traffic crashes, according to the National Highway Traffic Safety Administration. In California, [1,106 pedestrians were struck and killed in 2023](#).

In San Mateo, walking should always be an easy and safe option for getting around. We want to make sure that people walking are safe. We urge drivers to take the time to watch out for people. Small actions, like slowing down, putting away distractions and yielding at crosswalks, can reduce crashes and serious injuries. Making eye contact also goes a long way.

Vehicle speed impacts people walking. They do not have the same protection as drivers and passengers. A difference of just 15 MPH (for example increasing speed from 20 MPH to 35 MPH) significantly increases the likelihood that a person walking will be killed if struck by a vehicle.

To promote the safety of people walking, San Mateo PD will be concentrating on pedestrian safety this month, just as we do any other time of the year. By focusing on the most dangerous driver behaviors that put the safety of pedestrians at risk, we can help reduce auto vs. pedestrian crashes. These violations include speeding, making illegal turns, failing to yield and running stop signs or signals.

San Mateo PD offers these driving tips to keep everyone safe:

- Follow the speed limit, especially around people on the street, around schools and in neighborhoods where children are present. Remember, we have reduced the speed limit near our schools as part of the Slow for Schools program.

San Mateo Police Media Relations • (650) 522-7626 • pdpio@cityofsanmateo.org

Protect with Honor / Serve with Pride

- Use extra caution when driving in hard-to-see conditions. It's begun to rain, so make sure your wipers are working.
- Drive sober. That means avoid alcohol, drugs, and medications while driving.
- Always stop for people in crosswalks and avoid blocking crosswalks while waiting to make a right-hand turn. Make eye contact with those crossing the streets so you have a shared consensus that you see each other.
- Avoid distractions such as texting or eating while driving. Keep your focus on the road. Horizon drive and drive defensively.

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

###