# City of Monterey Park News Release

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**Monterey Park Police Department Special Traffic Enforcement Campaign Targeting Traffic Safety**

*Police to increase enforcement aimed at dangerous, careless motorists & pedestrians impacting traffic*

Monterey Park, Calif. - June 19, 2014 - The Monterey Park Police Department will be conducting a special Traffic Safety Enforcement Operation on Tuesday, June 24, 2014. Extra officers will be on duty patrolling areas where officers have responded to frequent collisions cracking down on driving and pedestrian violations that cause collisions, injuries and fatalities.

Motorists failing to yield to pedestrians and those walking into traffic are a serious safety concerns that puts everyone on the road at risk. In the most recent release of data for 2010, 578 have been killed and 11,429 seriously injured in California as a result of collisions that involved pedestrians. In Monterey Park, officers have investigated 44 pedestrian involved fatal or injury collisions.

Officers will focus efforts in areas with heavy pedestrian traffic especially at intersections, streets where speed related collision are high and they will pay particular attention towards distracted driving – those using hand held cell phones or texting. Drivers and pedestrians who break the law and place themselves and others in danger will be cited.

The police department reminds motorist to slow down and obey posted speed limits, signs and signals; stay alert and always give pedestrians the right-of-way. Those on foot should always use crosswalks, use sidewalks, walk facing traffic where there are no sidewalks, and never walk into traffic. If you are walking in crosswalks, always watch for motorist who may not see you. In other words, expect the unexpected while crossing the street.

To avoid a distracted driving ticket or crash, Monterey Park PD offers drivers the following tips:

- Turn off your phone and/or put it out of reach while driving.
- Include in your outgoing message that you can't answer while you are driving.
- Don't call or text anyone at a time when you think they may be driving.

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

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