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CITY LAUNCHES CAMPAIGN TO REDUCE TRAFFIC FATALITIES

In response to the nationwide increase of fatal accidents involving distracted drivers, and pedestrians and bicyclists not following traffic rules, the Garden Grove Police Department Accident Reduction Team was organized as part of a City campaign to reduce traffic collisions, and to prevent fatal accidents involving pedestrians and bicyclists.

According to the Accident Reduction Team, more people are using electronic devices while driving and walking. To reduce the number of fatalities in Garden Grove, the Accident Reduction Team began enforcing "zero tolerance" weeks in August, by looking for distracted drivers, pedestrians jaywalking, and bicyclists not traveling on the right side of the roadway in the direction of traffic. The enforcement resulted in the issuing of more than 300 citations. This year-round effort focuses on re-educating commuters on traffic safety rules, and the importance of safely sharing roads.

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City Launches Campaign to Reduce Fatalities

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Along with the California Office of Traffic Safety, in September the Garden Grove Police Department joined other law enforcement agencies, pedestrian advocates, and walking clubs in the "California Pedestrian Safety Month," passed by the California State Senate.

Police Chief Todd Elgin stated, "With the growing obsession on texting and social media, distracted driving has become an epidemic, and distracted walking has become an increasingly serious problem, not just in Garden Grove, but nationwide. More and more people are getting injured and killed for something that could wait. This is something we all have to think about."

According to the Garden Grove Police Department, to date, eight fatal accidents have occurred in Garden Grove for 2016.

To prevent fatalities and life-changing injuries, the Garden Grove Police Department Accident Reduction Team will be reaching out to commuters through various media outlets, as well as through presentations, and community meetings to educate the public on the dangers of not following traffic laws. The City's website, social media, and other mediums will be used to promote the campaign.

For more information, please contact the Garden Grove Police Department Community Liaison Division at (714) 741-5760.

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