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## Press Release

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### For Immediate Release

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## City of Modesto Urges Drivers to Slow Down with “Let Kids Cross” Campaign

**Modesto, CA, April 9, 2025** - Each year, too many pedestrians and cyclists in Modesto are involved in crashes and near misses. Walking and biking, especially in school zones, should be safe, not scary. That’s why the City of Modesto is launching a new pilot traffic safety campaign to remind drivers of the critical role they play in keeping our kids safe.

From April 9 through May 16, “Let Kids Cross” messages will be visible across Modesto—on signs, streets, and social media. Community members are invited to participate by taking a traffic safety quiz and signing a pledge to commit to safety.

“The goal of this campaign is to educate and remind our community members about the traffic laws that keep everyone safe,” said Bill Sandhu, Director of Public Works. “The risk of a pedestrian crash fatality increases significantly with speed, with the risk increasing to 85% when speed reaches 40 mph. Studies show speed makes a huge difference in crash survival rates—at 20 mph, nine out of ten pedestrians survive, but at 40 mph, only two out of ten do. Slowing down saves lives.”

While people walking, driving and bicycling all work together to create safer roads in Modesto, this campaign will focus on driver behavior as an important way to address high-injury crashes. Drivers can help keep kids safe in two ways. First, slow down and pay attention to speed limits, especially in school zones. Second, stop at corners and crosswalks, whether they are painted or not.

The campaign is funded by a Safe Streets for All (SS4A) grant program, which supports the U.S. Department of Transportation's National Roadway Safety Strategy and the goal of achieving zero roadway deaths. The campaign quiz is now available online:

- English: [modestosafestreeets.com/quiz](https://modestosafestreeets.com/quiz)
- Spanish: [modestosafestreeets.com/quiz-es](https://modestosafestreeets.com/quiz-es)

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