Distracted Walking

Distracted Walking is a major concern that can put pedestrians in potential slips, trips, and falls situations or even collisions with motor vehicles. The growing use of mobile phones and devices may be contributing to the risk of slipping or falling. National Safety Council reported 5,987 pedestrian fatalities in 2016. Many of these incidents were due to pedestrians losing focus of their surroundings due to cellphone usage and other distractions. Recent legislature in San Francisco, Chicago, and Honolulu looks to ban cellphone usage in crosswalks.

Stay Safe

- STOP walking while texting or reading - step away from the flow of pedestrian traffic and find a safe zone to read, text, or use your phone
- Give walking your full undivided attention
- FOCUS on getting from Point A to Point B – eliminate any distracting tasks that interrupt you from getting to your destination
- ALWAYS cross the street at designated intersections
- OBEY all traffic signals
- MAKE eye contact with drivers before crossing at the intersection
- LOWER headphone volume to a reasonable level so that you can still hear your surroundings
- CHOOSE pathways with high visibility to eliminate potential trip hazards

Distracted walking campaign from San Francisco Municipal Transportation Agency