



News Release
Ashland Police Department
www.ashlandpolice.us
Douglas A. Goodman, Chief
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For Immediate Release

APD Announces “Be Safe – Be Seen” Pedestrian and Bicycle Safety Initiative

Ashland is a wonderful place to bike or walk and APD wants to help make it safer. Starting this month, officers will be giving out free bags with pedestrian and bicyclist safety equipment and information to cyclists and walkers who may not be clearly visible to motorists. Included in these bright and reflective bags are bicycle lights, lighted and reflective bands and safety information.

Unfortunately, pedestrian and bicyclist fatalities comprise about 16 percent of all traffic fatalities with approximately 5,000 pedestrian deaths and 800 bicyclist deaths each year. Another 65,000 pedestrians and 48,000 bicyclists are injured in roadway crashes annually. In many of these crashes, drivers fail to see the pedestrian or cyclist until it is too late.

In addition, Virginia law requires bicycles to have a white front light and red rear reflector (or red light when on a road with a 35 mile per hour or higher speed limit) while operating at night. While a violation is a traffic offense, APD is working to keep residents safe through education and awareness.

For more information about pedestrian and bicyclist safety in Ashland call 804-412-0613.

APD would like to thank Olde Towne Bicycles in Ashland for helping us acquire the bicycles lights.



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