



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



Ashland Police Department Announces Downtown Pedestrian Safety Initiative

During the next few weeks, in an effort to provide continued safety to our pedestrians, the Ashland Police Department will be conducting ongoing traffic safety enforcement in Ashland with a special emphasis on speeding and crosswalk infractions. Officers will also be on the watch for reckless driving, texting and other traffic safety violations.

“According to the 2014 VDOT traffic count, we see 14,000 vehicles per day on England Street alone. With a multitude of events and activities bringing people to our downtown corridor during the holidays, it is imperative to ensure the safety of our pedestrians and our motoring public,” said Chief Doug Goodman.

When appropriate, officers will be conducting enforcement action to ensure the safety of all walkers, runners and drivers in the community. All residents are reminded that Virginia state code requires motorists to yield for pedestrians that are in crosswalks. In addition, the code requires that pedestrians show due regard for approaching traffic before crossing the road.

According to the U.S. Department of Transportation, in 2013 on average a pedestrian was killed every two hours and injured every seven minutes in traffic crashes in the United States. Fourteen percent of all traffic fatalities involve pedestrians.

Pedestrians can improve their safety by wearing bright colors during the day and reflective material or flashing lights at night. While light colored clothing can be helpful in making you visible at night, reflective tape or reflective fabric is much better. **Be Aware, Share the Road, Save a Life!**

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