

HEADS UP HERD

Pedestrian Safety



**PUBLIC
SAFETY**

HEADS UP HERD

- In summer 2022, the Heads Up Herd pedestrian safety campaign was launched. The goal of the campaign is to create continued awareness for pedestrian safety and send out helpful reminders and tips for students who cross busy streets.



- A new crosswalk was created on 20th Street between 3rd and 5th Avenues that make it safer for pedestrians crossing the street to access the Marshall University Recreation Center or Joan C. Edwards Stadium.

Push buttons on each side of the crosswalk trigger beacon lights that flash to alert motorists in both lanes that pedestrians are preparing to enter the crosswalk.



DID YOU KNOW...

- Pedestrian deaths account for 17% of all traffic fatalities.
- More pedestrian deaths occur in accidents between 6:00-8:59pm.
- On average, a pedestrian is killed every 85 minutes and a pedestrian is hurt every 7 minutes in traffic crashes.



Pedestrian Safety is our Priority



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SAFETY TIPS

- Keep your head up and your eyes off your cell phone while crossing streets.
- Cross streets at crosswalks.
- When exiting a city bus, wait until the bus pulls away to cross the street – cars are not required to stop for a city bus and it could obstruct your view.



SAFETY TIPS

- Always look left, right and left again before crossing a street.
- Make sure you are SEEN
 - *Make eye contact with drivers when crossing busy streets*
 - *Wear bright/reflective clothing and turn on your phone's flashlight when crossing at night*
- Walk on the sidewalk whenever possible.
- Walk defensively – be ready for unexpected events.



Scan the code for video instructions.



BE SAFE. BE SMART. BE SEEN.



**MAKE SURE DRIVERS
CAN SEE YOU.**