



2023 PEDESTRIAN/CYCLIST CRASH STATS

→ **WOAH! IS A PUBLIC AWARENESS INITIATIVE TO PROMOTE SAFER STREET FOR ALL!**

What is Watch Out Ahead Henrico (WOAH!)?

Vehicle crashes involving pedestrians and bicyclists are on the rise, often leading to serious or fatal injuries. The problem is occurring across the country and throughout Virginia.

In October 2023, the Henrico County Police Division, in collaboration with Henrico County Government, revamped the former “Watch Your Step!” campaign to ensure there was public safety-awareness for all methods of travel on county roads:

- By foot
- By bicycle
- By motor vehicle



WOAH! was created to have our community members say that very phrase. Staying alert, aware of your surroundings and avoiding distractions – including headphones and cell phones - is what makes the difference in preventing these types of crashes.

In 2023, Henrico County had:

- **87 crashes** involved pedestrians, with **nine fatalities**.
- **23 crashes** involved cyclists, with **one fatality**.



Safety Tips:

DRIVERS

- Stay alert and obey all traffic laws.
- Reduce your speed around pedestrians and bicyclists, including at crosswalks and in areas where parked cars may obstruct views.
- Leave at least 3 feet of space to the left of bicyclists when passing or overtaking them.

WALKERS & RUNNERS

- Use sidewalks and crosswalks where they are available.
- Face traffic if sidewalks are not available.
- Assume drivers can't see you, especially at

night.

- Wear bright or reflective clothing and walk in well-lit areas away from parked cars and other obstacles.

BICYCLISTS

- Follow the rules of the road as if you were a motorist.*
- Wear a helmet and bright or reflective clothing.
- Be predictable, use proper hand signals and avoid sudden movements.
- Use front and rear lights, required at night.*

*Required under Virginia law

(Information updated March 2026)