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#HeadsUpFramingham

Framingham, MA – During the holidays, the number of travelers on our roadways and sidewalks peak as friends and families come together to celebrate. The holidays are known for spreading happiness and joy, but they are also known for being the season with the highest number of traffic related incidents.

For a three month period this winter (Tuesday, December 6, 2016 through Monday, March 6, 2017), The Town of Framingham in conjunction with the Framingham Police Department, Framingham Fire Department and the Framingham Department of Public Works is launching #HeadsUpFramingham. #HeadsUpFramingham is a public safety awareness campaign designed to inform our residents, businesses and those that travel through Framingham of strategies to navigate safely through Framingham; whether on foot, in a vehicle or on wheels.

“Framingham is a thriving full service community with everything in motion. The holidays in particular bring an extra layer of time pressures and rushing about. The #HeadsUp campaign will hopefully be a reminder to people to display a little extra measure or care and caution as they drive, walk and move around town,” said Bob Halpin, Town Manager.

“Travelers need to be extra cautious of their surroundings during the winter months when snow and ice can be further impediments to drivers and pedestrians alike,” said Paul Barden, Deputy Director of the Framingham Department of Public Works.

The #HeadsUpFramingham public safety awareness campaign spotlights unsafe behavior by reminding drivers, pedestrians and cyclists to obey the rules of the road in order to keep themselves and others safe. This public safety awareness campaign is combined with increased traffic patrols to proactively fight distracted behaviors.

“The businesses in our town attract a great deal of holiday traffic. If the driver in front of you appears to have no idea where they are going; they probably don’t. Even locals get confused as to which lights we should turn at for certain stores. Please protect yourself, and give the car in front of you a little room. Then, when that driver realizes they missed their turn, your afternoon won’t be ruined, and no one will be hurt. Their spending in Framingham keeps our taxes lower and helps pay for the services we all need,” said Cheryl Tully Stoll - Chairman, Framingham Board of Selectmen

"Have a safe holiday season, be patient and cautious in your travels. Public safety is our priority, please make it your priority too in this holiday season," said Chief Joseph Hicks, Framingham Fire Department

For more information about #HeadsUpFramingham visit www.framinghamma.gov/HeadsUpFramingham. If you have any questions, please contact Nichol Figueiredo, Public Information Officer at nml@framinghamma.gov or (508) 532-5437.



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