

Vision Zero School Kit 2021

edmonton.ca/VisionZeroSchoolKit



**VISION
ZERO**

Edmonton

INTRODUCING THE VISION ZERO SCHOOL KIT

To: Parents, Guardians, Students, and School Administration

Edmonton's goal is Vision Zero: to eliminate traffic-related fatalities and serious injuries by 2032 by supporting a safe and livable city for all. Street safety around schools is particularly essential to protect our most vulnerable road users and to support healthy and vibrant communities. For this reason, school safety is one key action in Edmonton's Safe Mobility Strategy. When neighbourhood streets are safe, parents, guardians, caregivers, and children are more likely to choose to walk and bike to school and use their community playgrounds. This is why we are introducing the Vision Zero School Kits!

Vision Zero School Kit

Schools can use the Vision Zero School Kit to build awareness of street safety around schools and create new experiences and conversations around street safety with students.

The Vision Zero School Kit includes a [postcard](#) that can be distributed to parents and guardians through School Zone to share information regarding safety at schools, centreline and lawn signs, resources to learn more about street safety in Edmonton, and activities for students and teachers to work together to create a vibrant crosswalk and co-create signage.



YOUR CONNECTION TO

THE CITY: Community Activators are your main point of contact with the City of Edmonton and will support you. Contact them at saferoads@edmonton.ca

Spread the Word

Share pictures of your Vision Zero School Kit in action. Use the hashtag #SafeSpeedsYEG and tag @CityofEdmonton on Twitter, Facebook, and/or Instagram along with a message of why safe speeds and safe streets are important to you and your school!

Learn More

The City of Edmonton works closely with stakeholders to encourage safe behaviours around schools using enforcement, road design and engineering, and more. Learn more about Edmonton's safe mobility programs at edmonton.ca/VisionZero.

Questions? Contact us at saferoads@edmonton.ca.

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DIY SCHOOL SIGN ACTIVITY

Encourage students to get involved in safe street initiatives at their school by creating their own sign!

Create a contest to select one design for each participating class and work with us to print outdoor signage for roads around the school.

DIY School Sign Template:

Students can create designs that promote safer streets for their school using the [DIY School Sign Template](#) (11" x 17"): (reduced from the actual size of sign of 26" by 36")



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Suggested Supplies:

- Pencils/crayons/pencil crayons/markers
- Sign template (11" x 17") reduced from the actual size of sign of 26" by 36"
- Student imaginations

Benefits:

- Engage students in street safety
- Allow kids to express their creativity and take ownership of safety at their school
- Add outdoor signage in the school area to create awareness and influence road user behaviour

In order to support as many schools as possible, we ask that schools submit only one sign design per participating class to be printed for outdoor signage.



How to Participate:

1. Contact saferoads@edmonton.ca to let us know your class and/or school is participating in the DIY School Sign Activity by December 15, 2021.
2. Host a discussion with your students using Street Safety Resources (PG 10) or information from edmonton.ca/VisionZero. Discussion points:
 - Why is reducing vehicle speeds in neighbourhoods beneficial?
 - What can students do to make sure they are safe when they are a passenger in a vehicle or on the bus or when they are riding their bike?
 - What rules do we need to follow when walking to school?
 - What do drivers need to do to ensure that others on the road and in their vehicles are safe?
3. Invite students to create unique signs using the [DIY School Sign Template](#). Ask them to use their creativity to encourage everyone to participate in street safety. Some helpful guidance regarding the sign design includes:
 - Use clear and bold messages or pictures to be easily seen by drivers
 - Choose the best colours for people to see the sign regardless of how they move; drive, bike, walk, or roll!
4. Hold a contest to select the winning design for the class. Submit the winning sign to saferoads@edmonton.ca by January 31, 2022.
5. We will work with you to determine the best format and location for your sign based on your school's unique needs. Points to consider with your students regarding the placement of the signs are:
 - Which location will have the best impact to share the message with all road users?
 - Is the sign visible for all road users including people walking, biking, skating, or using a scooter?
6. Take a photo of your students with the sign and share it on social media with the hashtag #SafeStreetsYeg and tag @CityofEdmonton on [Twitter](#), [Facebook](#), and/or [Instagram](#).
7. Consider posting all signs that were created as part of the contest in a visible space within the school or the class for others to see. Displaying their art is an excellent way to showcase students' interest and commitment to safe streets!

DID YOU KNOW?

The City established a School Traffic Safety Committee in 2016 to improve traffic safety near schools. The School Traffic Safety Committee includes members from the City of Edmonton, school boards, the Edmonton Police Service, Alberta Motor Association, and many other external and internal stakeholders.

VIBRANT CROSSWALK ACTIVITY

DID YOU KNOW?

Edmonton was the first city in Canada to commit to Vision Zero, the goal to eliminate fatalities and serious injuries on Edmonton streets by 2032.



Encourage students to get involved in crosswalk safety by creating their own design for a safe and vibrant crosswalk!

Benefits:

- Draw attention to a crossing
- Add personality to your street while increasing safety

Students can design a colourful and meaningful crosswalk in order to promote safe crossings to and from their school.

In order to support as many schools as possible, we ask that schools submit only one candidate crosswalk to bring to life each year.

How to Participate:

1. Contact saferoads@edmonton.ca to let us know your class is interested in participating in the Vibrant Crosswalk Activity by December 15, 2021.
2. Host a discussion with your students about street safety using information from Vision Zero - School Kit Street Safety Resources (PG 10) or edmonton.ca/VisionZero. Discussion points:
 - What do drivers need to do to ensure that others on the road are safe?
 - What are some actions students can take to make sure they are safe when crossing a street or cycling to school?
3. Invite students to walk around the school to select one crosswalk to bring to life as part of this activity. Use the [Vibrant Crosswalk Do's and Don'ts](#).
4. Encourage the students to brainstorm different ideas for the crosswalk and discuss what they might want to symbolize or emphasize in their design. Please remember to use the [Vibrant Crosswalk Do's and Don'ts](#).
5. Take a photo of your students with the crosswalk and their design ideas. Share it on social media with the hashtag #SafeStreetsYeg and tag @CityofEdmonton on [Twitter](#), [Facebook](#), and/or [Instagram](#).
6. Hold a contest to select the winning design and submit it to saferoads@edmonton.ca by January 31, 2022.
7. We will work with you in the Spring of 2022 to arrange for a date where the students can paint the crosswalk.

DID YOU KNOW?

Since adopting Vision Zero in 2015, fatalities on our streets have decreased by 63% and pedestrian fatalities and serious injuries have decreased by 54%. ([2020 Vision Zero Annual Report](#))



CREATIVE SIGNAGE FOR YOUR SCHOOL



Centerline signs (pictured above) and lawn signs are available as part of the Vision Zero School Kit!

DID YOU KNOW?

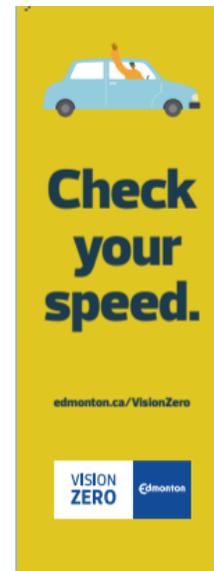
Biking to work or school can help people feel more awake, help them to mentally transition between locations, and provide them the opportunity to get outside in the fresh air.

Benefits:

- Remind people to slow down and look out for each other
- Show safe streets are important to your school

Centerline Signs:

Centreline signs are available in three different messages (see below). You can request up to two centerline signs as part of a Vision Zero School Kit. Please use the [Centerline Signs Do's & Don'ts](#) to help you decide the best placement for these signs.



DID YOU KNOW?

Each year, traffic safety opportunities are reviewed at schools with elementary grades. Since 2015, 237 schools in Edmonton have been reviewed and upgraded to increase street safety.

Lawn Signs:

You can request lawn signs to install at the school. These are lighter signs that are installed in the boulevard. Please use the [Lawn Sign Do's and Don'ts](#) to help you decide the best placement for these signs.



Shareable Messaging:

Does your local school have a customizable message board? If so, consider temporarily placing a message on the sign to support safe and livable streets in the community.

Take a picture of your sign and share it using #SafeSpeedsYEG and tag @CityofEdmonton on [Twitter](#), [Facebook](#), and/or [Instagram](#) along with a message of why safe speeds and safe streets are important to you!



STREET SAFETY RESOURCES

Teachers, students, and community members can use these resources to build awareness of street safety around schools and to create new experiences and conversations with students.

Safety education may require assistance from local experts - see the opportunities below to learn and connect with a local resource in Edmonton!

Vision Zero

Webpage: edmonton.ca/VisionZero

Did you know?

- Edmonton's goal is Vision Zero, eliminating traffic-related fatalities and serious injuries by 2032 to support a healthy, vibrant city for all.
- Since Vision Zero was adopted in 2015, traffic-related fatalities have decreased by 63%, serious injuries have decreased by 40% and pedestrian fatalities and serious injuries have decreased by 54%.



Videos:

- [Edmonton Zeros in - talking to Edmontonians](#)
- [Toward Vision Zero - 2019 Update](#)

Documents:

- [2020 Vision Zero Annual Report](#)
- [Safe Mobility Strategy 2021 - 2025](#)

Activities:

- [Safe Streets Scavenger Hunt](#)
- [Vision Zero Posters](#)

Crossing Safety

Webpage: [Safe Mobility Engineering](#)

Did you know?

- In 2020, 69 crosswalks were upgraded and 248 have been upgraded since Vision Zero began in Edmonton.
- In 2020, \$3 million was spent on improving crosswalks and \$1.1 million was spent on traffic signal improvements to improve safety for pedestrians.
- You can view the [Safe Crossings Dashboard](#) to see locations that have been updated and work that is planned.

DID YOU KNOW?

Automated Enforcement speeding ticket numbers have been decreasing every year since 2016; people are slowing down!



Bicycle Safety

Webpage: edmonton.ca/cycling

Did you know?

- The [Edmonton Bike Plan](#) guides how biking fits into our city in the future and supports the City's vision of a connected, accessible city.

Videos:

- How to cycle on Edmonton's Bike Route:
 - [Bike Turn Box - Turning Right](#)
 - [Bike Turn Box - Turning Left](#)
 - [Use a Bike Rack on an ETS Bus](#)
 - [Lego Bike Box](#)
 - [Lego - Turning left out of a bike lane](#)
- [Winter Cycling in Edmonton](#)

DID YOU KNOW?

Biking promotes active and healthy living and is one of the most affordable ways for people to add exercise to their daily routines.

Safety at Schools

Webpage: [Safe Mobility Engineering](#)

Did you know?

- Street safety is reviewed at schools each year, and when potential problems are identified, engineers identify specific countermeasures that are tailored to each school's unique experience. 48 schools were reviewed in 2020 for upgrades in 2021.
- In 2020, 54 schools were upgraded with the following improvements:
 - All marked crosswalks converted to zebra crosswalks
 - Yield signs replaced with stop signs
 - Yellow centre line pavement marking added if the roadway was wide enough
 - Retro-reflective sleeves added for stop sign and crosswalk poles to increase visibility
 - Flashing beacon added at the crosswalk for each school if there was not one already

Tag: @CityofEdmonton on [Twitter](#), [Facebook](#), and/or [Instagram](#)

Campaign Hashtag: #SafeSpeedsYEG

OPPORTUNITIES TO LEARN AND CONNECT

A number of community organizations in Edmonton offer opportunities for students, parents, and schools to learn about safe mobility. Contact them to see what they have to offer your school.

- **AMA School Safety Patrollers** are superheroes of the crosswalk, donning their fluorescent vests every day to keep their classmates safe — rain, shine, sleet or snow.
- **Bike Edmonton** operates two community bike shops, provides cycling education for people of all ages, hosts events with community partners year-round, and represents cycling interests at City Hall.
- **Ever Active Schools** support the implementation of a variety of cycling initiatives, including safe cycling education, cycling clinics, guided rides, and bicycle rodeos as part of a school's action plan.
- **Pedalheads** offers a bike camp with eight instructional levels which take kids from training wheels to trails.
- Alberta Safety Council's **Pedal Pushers** program offers a five-hour program of classroom and practical instruction to teach children the basic fundamentals of cycling and traffic skills needed for safe riding.
- **SHAPE** provides encouragement and support to school communities to encourage their students to walk or bike to school. Schools can choose event days, walking programs, or a weekly/monthly Walking Day to promote their plans.

Did you know?

Community Activation programs are just one key action in the Safe Mobility Strategy to reach Vision Zero. Learn more at edmonton.ca/SafeStreets.



Are you a non-profit community group who would like to be added to this resource? Please email saferoads@edmonton.ca.

GET STARTED

Schools interested in a Vision Zero Street Kit can email saferoads@edmonton.ca to get started. We are excited to work with students and schools to increase safety in our communities!

Questions? Email saferoads@edmonton.ca

Thank you for helping make our streets safe!