

# Our choices can make the difference between life and death.

## Speeding

While speed doesn't always cause crashes, it always determines the severity of a crash. Even a small difference in speed can mean the difference between life and death. This is especially true for pedestrians, motorcyclists and cyclists.

**Stay within the speed limit.**

## Distracted Driving

Distraction accounts for **20–30% of collisions**. Most people associate distracted driving with the drivers using cell phones. However, distraction can refer to anything that takes your eyes off the road and or your mind away from driving. **Make getting to your destination safely your priority.**

## Following Too Closely

Almost 40% of all motor-vehicle collisions in Edmonton are a result of drivers following too closely. Speeding and distraction contribute to this high number, but many could be prevented simply by leaving more space.

**Relax.** Get there in one piece. Leave more space when the roads are wet, icy, or have sand on them.

## Vision Zero

What is the acceptable annual number of fatalities and serious injuries on Edmonton roads? What is the acceptable number if the dead and injured are your family members? **Zero.**

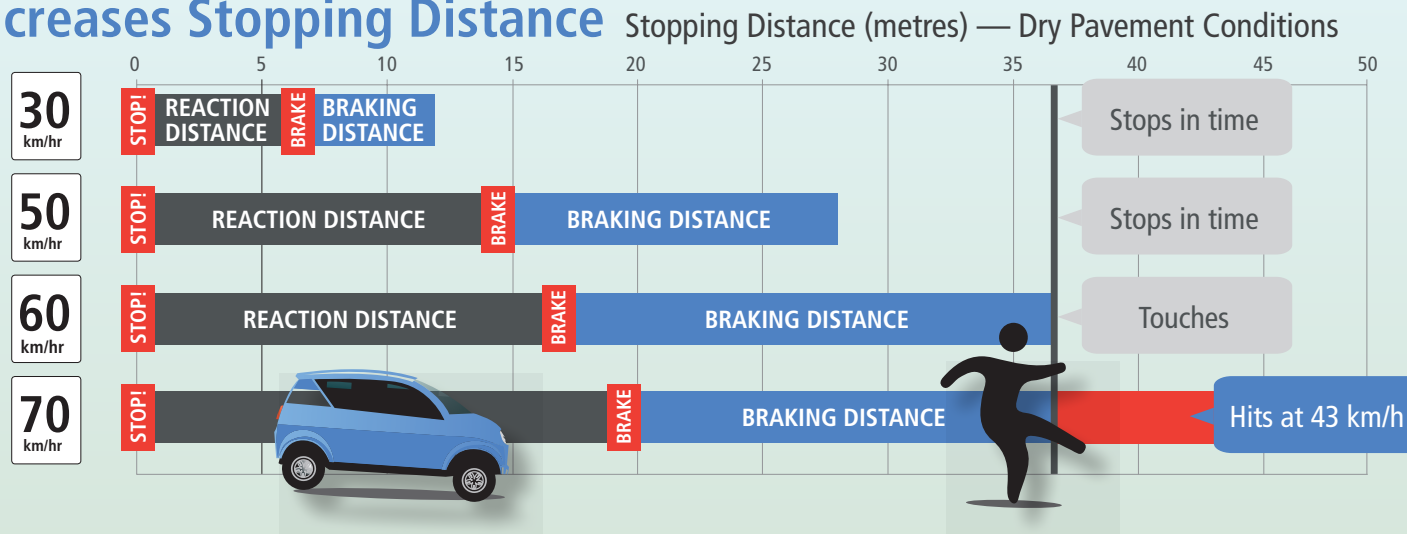
[edmonton.ca/visionzero](http://edmonton.ca/visionzero)

## Red Lights

Rolling through a red light or past a stop sign is a traffic violation and puts pedestrians and other drivers at risk. **Come to a complete stop** and look both ways before turning right. There may be pedestrians crossing.

## Speed Increases Stopping Distance

Even on dry pavement, the combination of reaction time and the braking distance means that your vehicle will travel a long way before stopping.



For pedestrians speed is particularly lethal. If hit by a vehicle travelling at:

**30** km/hr the survival rate is **90%**

**50** km/hr the survival rate is **20%**

**60** km/hr the survival rate is **10%\***

**VISION ZERO EDMONTON: zero traffic fatalities and serious injuries**

Fall is the most dangerous time of year for pedestrian collisions and there is usually a significant increase in vehicle to vehicle collisions.

## Shorter Daylight Hours

Less daylight means less visibility. Use your headlights. Be on high alert for pedestrians.

## Storms

From windstorms and blowing leaves to rain and snow, Fall weather can bring challenges. Put winter tires and winter wiper blades on early this year. Put a windshield scraper in your car. And be extra careful during the first snowfall.

## Sunrise and Sunset

Driving into the sun can hamper visibility. Be sure your windshield is clean and free from frost. Keep sunglasses in your vehicle.

## Kids are Back to School

Watch for children going to and from school and after-school activities. The speed limit in playground zones at schools is 30 km/h.

This brochure was created by Traffic Safety. This brochure is intended for information purposes only and is not a legal document.

Please forward any comment to [saferoads@edmonton.ca](mailto:saferoads@edmonton.ca)

# Safe Roads

Speeding impacts us all.  
Slow down.  
Safe roads begin with you!

