

Vision Zero School Kit

edmonton.ca/VisionZeroSchoolKit



VISION
ZERO

Edmonton

INTRODUCING THE VISION ZERO SCHOOL KIT



Vision Zero School Kit

The Vision Zero School Kit, launched in 2021, helps create new experiences and conversations that build awareness of street safety around schools. The kit includes activities for students and teachers to create imaginative signage and vibrant crosswalks together, obtain centreline and lawn signs, and request tools that encourage safer speeds such as portable driver feedback signs and automated enforcement.

Spread the Word

Share pictures of your Vision Zero School Kit in action. Use the hashtag **#YEGstreets** and tag **@CityofEdmonton** on Twitter, Facebook, and 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 education and awareness, road design, engineering, enforcement, and more. Learn more about Edmonton's safe mobility programs at edmonton.ca/VisionZero, or by contacting us at saferoads@edmonton.ca.

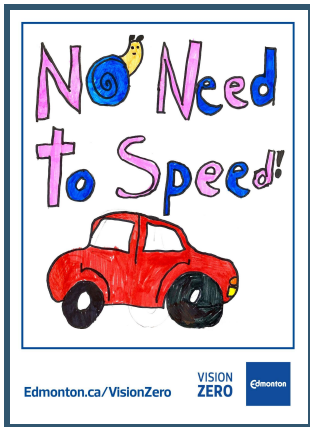
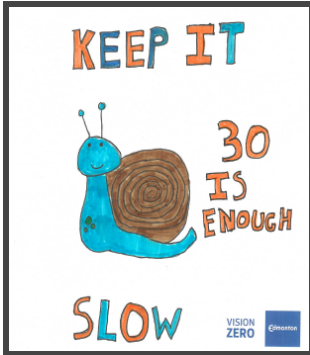
TABLE OF CONTENTS

DIY SCHOOL SIGN ACTIVITY	4
VIBRANT CROSSWALK ACTIVITY	6
SAFE SPEEDS FOR SCHOOLS	7
EXPLORING STREET SAFETY WITH DIY RESOURCES	9
GET STARTED	9
MORE OPPORTUNITIES TO LEARN AND CONNECT	10



TOOLS AVAILABLE

EXAMPLES:



DIY SCHOOL SIGN ACTIVITY

Encourage students to get involved in safe street initiatives by designing their own street sign!

Host a contest for students to design their own street sign to be displayed along the roads around your school! **Select up to 3 winning designs** and we will turn them into outdoor signage. In addition to the DIY signage, there is also the option to select one of those designs for a large printed banner.

Benefits of This Activity:

- Engage students in street safety
- Allow kids to express their creativity and take ownership of safety at their school
- Create awareness and help to influence road user behaviour

DIY School Sign/Banner Template:

Students can create designs using a blank 11" x 17" piece of paper. The printed signs will be 26" x 36", and the printed vinyl banners will be 2.5' x 6'.

Suggested Supplies:

- Pencils/crayons/pencil crayons/markers
- Blank 11" x 17" paper
 - Portrait orientation for the traffic safety sign
 - Landscape orientation for the vinyl banner
- Student imaginations!

In order to support as many schools as possible, we ask that schools submit only their **top three designs** to be printed for outdoor signage.

How to Participate:

1. Schools must **fill out the form** to express interest in the Do-It-Yourself (DIY) Safe Mobility Signage by December 15, 2023. After you have submitted the form, the City will reach out to you to let you know if your school has been approved to participate.
2. Host a discussion with your students. Below are some discussion points to help you get started:
 - 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. Use clear and bold messages or pictures that can be easily seen by drivers. Be sure to choose vivid and impactful colours so people can see the sign/banner regardless of how they move; drive, bike, walk, or roll!
4. Hold a contest within your school to select the winning designs.
5. Take a photo of the sign and share it on social media with the hashtag #YegStreets and tag @CityofEdmonton on [Twitter](#), [Facebook](#), and/or [Instagram](#). Here's an example to give you some inspiration:

DID YOU KNOW?

Edmonton was the first city in Canada to commit to the Vision Zero goal to eliminate crash-related fatalities and serious injuries on Edmonton's streets by 2032.



6. Consider posting all of the original signs in a visible space within the school. Displaying their art is an excellent way to showcase students' interest and commitment to safe streets!



VIBRANT CROSSWALK ACTIVITY

Encourage students to get involved in crosswalk safety by creating their own design for a vibrant crosswalk! Students can design a colourful and meaningful crosswalk to promote safe crossings to and from their school.

Benefits of This Activity:

- Draw attention to a zebra crossing to increase safety
- Add personality to your street
- Engage youth in safety issues around your school to help build safety culture and connect youth with the greater community

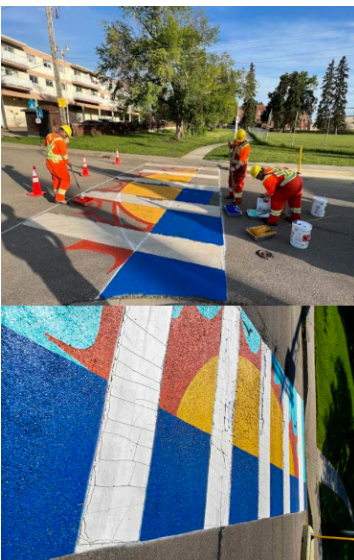
In order to support as many schools as possible, we ask that schools submit only one crosswalk submission each year.

How to Participate:

1. Schools must [fill out the form](#) to express interest in the Vibrant Crosswalk program by **December 15, 2023**. After you have submitted the form, the City will reach out to you to let you know if your school has been approved to participate.
2. Host a discussion with your students about street safety. Below are some discussion points to help you get started!
 - 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 the street or cycling to school?
3. Take a walk around the school to select the crosswalk you will bring to life with this activity.
4. Encourage the students to brainstorm ideas and discuss what they might want to symbolise or emphasize in their design.
5. Invite students to create their own vibrant crosswalk design. Hold a contest to select the winning design to submit.
6. We will let you know the installation date so you can celebrate walking safely in your new vibrant crossing!
7. Take a photo of your students with the crosswalk and their design ideas. Share it on social media with the hashtag #YegStreets and tag @CityofEdmonton on [Twitter](#), [Facebook](#), and/or [Instagram](#).

DID YOU KNOW?

Since adopting Vision Zero in 2015, fatalities on our streets have decreased by 50% and pedestrian fatalities and serious injuries have decreased by 27%. ([2021 Vision Zero Annual Report](#))



SAFE SPEEDS FOR SCHOOLS

To encourage and raise awareness about safer speeds near your school, you can request signage such as centreline signs, community lawn signs, a portable driver feedback sign and automated enforcement by [filling out this form](#).



Benefits:

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

Centreline Signs:

Centreline signs are available with three different messages, pictured below. You can request up to eight centreline signs as part of a Vision Zero School Kit. Please use the [Centreline Signs Do's & Don'ts](#) to help you decide the best placement and usage tips for these signs.

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, Ever Active Schools and many other external and internal stakeholders.



Centreline sign placed near a school.





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. Source: edmonton.ca/cycling

Lawn Signs:



Please use the [Lawn Sign Guidelines](#) to help you decide the best placement and usage tips for these signs. These are the same signs that are available for residents to install along their boulevard.

Portable Driver Feedback Signs

Portable driver feedback signs alert drivers to their current speed and encourage them to slow down if they are travelling above the speed limit. These signs reduce vehicle speeds and collisions and let drivers know that safe streets are important around your school. Signs can be placed at a City-approved location near your school for a period of two weeks.

Automated Enforcement

The City uses automated traffic enforcement in combination with other traffic safety programs to make our streets safer for everyone.

The City may be able to schedule additional automated enforcement near your school if you have noticed speeding concerns. This is only possible if there is an existing automated enforcement site along the street where speeding concerns have been observed. Enforcement locations are established based on provincial guidelines, and new sites cannot be added at this time due to a moratorium in place by the Government of Alberta.

Explore the [Safe Streets Map](#), which includes locations of all automated enforcement sites in Edmonton, to see if your school will be eligible.

DID YOU KNOW?

Biking, walking, and other forms of active transportation for getting 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.



EXPLORING STREET SAFETY WITH DIY RESOURCES

We've launched our Exploring Street Safety series of resources!

These resources can be used to create a Safe Mobility experience in the classroom. We all know that moving safely is an important message, and now we've developed some programming that can help teach how we all can participate in Vision Zero.

Check out our K-6 Lesson Plan, or pick from any of our class activities, stories and templates on our [new resources page](#).

GET STARTED

School staff who are interested in a Vision Zero School Kit can visit edmonton.ca/VisionZeroSchoolKit to get started. If you're a parent or community member interested in creating safe and livable streets around your local school, please reach out to the school to encourage their participation in the Vision Zero School Kit program. We are excited to work with students and schools to increase safety in our communities.

Thank you for helping make our streets safe!

MORE 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.

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.



- **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** supports active school travel through 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.
- **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. Check out activities such as Walk to School Week, Winter Walk Day and/or Wheel Week.
- **Alberta Safety Council** offers the [Safety City](#) program, which teaches children aged 5 to 10 about important safety topics such as pedestrian safety, stranger danger, and fire prevention.

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