

# Vision Zero School Kit

[edmonton.ca/VisionZeroSchoolKit](http://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 educational resources, activities and other tools to help teachers, students and parents learn about safety around schools. Community Activation, including the Vision Zero School Kit, is an important action within the [Safe Mobility Strategy 2021-2025](#), Edmonton's approach to advancing Vision Zero.

### 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!

OR

Email photos of your school engaging in Vision Zero Schoolkit activities to [saferoads@edmonton.ca](mailto:saferoads@edmonton.ca).

### 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](https://edmonton.ca/VisionZero), or by contacting us at [saferoads@edmonton.ca](mailto:saferoads@edmonton.ca).

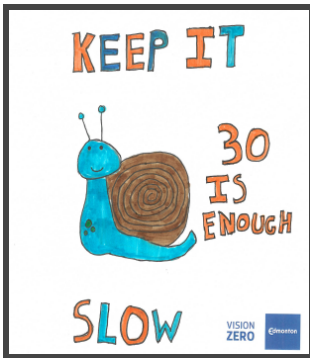
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# TOOLS AVAILABLE

## EXAMPLES:



## DO-IT-YOURSELF (DIY) SIGN ACTIVITY

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

Host a contest for students to design their own lawn sign to be displayed along the roads around your school! **Select up to three winning designs,** and we will turn them into outdoor signage and deliver them to your school.

### Benefits of This Activity:

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

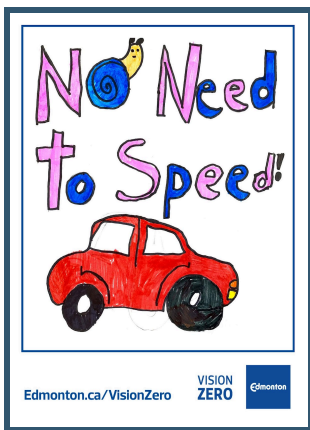
### DIY School Sign Template:

Students can create designs using a blank 11" x 17" piece of paper.

### Suggested Supplies:

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

In order to support as many schools as possible, we ask that schools submit only their **top three designs** to be printed and converted to outdoor signage. One sign of each design will be delivered to your school.



### **DID YOU KNOW?**

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



### **DID YOU KNOW?**

*Since adopting Vision Zero in 2015, total fatalities on our streets have decreased by 25% (2015-2023).*

## **How to Participate:**

1. Schools must **fill out the Do-It-Yourself (DIY) Sign Activity Form** to express interest in the activity by **November 1, 2024**. Once submitted, the City will review your application and reach out via email to let you know if your school has been approved/not approved to participate and provide you with the next steps by November 30, 2024.
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. Schools can choose to conduct this activity for students in a single class, multiple classes or schoolwide. 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 if they are driving, biking, walking or rolling!
4. Hold a contest to select the winning designs. Contest can be held for a single or multiple classrooms or schoolwide.
5. Submit your winning designs according to the instructions that will be provided.
6. 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**. You can also email your photos to [saferoads@edmonton.ca](mailto:saferoads@edmonton.ca) to be featured on the website and social media.

Here's an example to give you some inspiration:



7. Consider posting all of the original signs in a visible space around the school. 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, Ever Active Schools and many other external and internal stakeholders.*

## **SAFE SPEEDS FOR SCHOOLS SIGNAGE AND TOOLS**

To encourage and raise awareness about safer speeds near your school, you can request signage such as centreline signs and community lawn signs via the School Sign Package and a portable driver feedback sign via the Safe Speed Toolkit.

### **School Sign Package**

For the 2024/2025 school year, signs that encourage safe driver behaviour around schools will be available as a School Sign Package consisting of two centreline signs and six community lawn signs. **Fill out the School Sign Package Request Form** to request a new School Sign Package or replacement signs for your school.

### Centreline Signs:

Centreline signs are available with three different messages, pictured below. A combination of two of these centreline signs will be included in the Vision Zero School Kit. Up to two centreline signs can be requested as replacements. The [Centreline Signs Do's & Don'ts](#) has helpful tips for the best placement and usage for these signs.



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](http://edmonton.ca/cycling)*

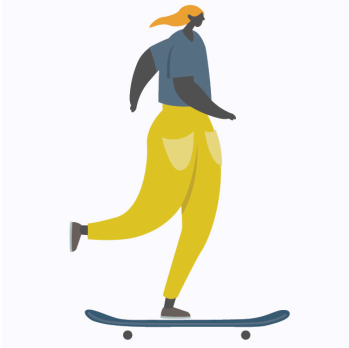
### Lawn Signs:



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

## Portable Driver Feedback Signs

In addition to the School Sign Package, schools can request portable driver feedback signs available through [Safe Speeds Toolkit](#). 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 can help reduce vehicle speeds and collisions and let drivers know that safe streets are important around your school. Signs will be placed at a City-approved location near your school for a period of two weeks. [Fill out the Safe Speeds Toolkit Request Form](#) to request a portable driver feedback sign near your school. Please note these temporary signs are in high demand, and we are working as quickly as possible to honour all of the requests.



### Benefits:

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

## EXPLORING STREET SAFETY WITH DIY RESOURCES

Check out our Exploring Street Safety series of resources!

These resources can be used to create a safe mobility learning experience in the classroom. We all know that moving safely is an important message, this programming can help share this message with students.

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

### ***DID YOU KNOW?***

*Biking, walking, and other forms of active transportation 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.*



# 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](https://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.
- **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.
- **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.
- **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](mailto:saferoads@edmonton.ca).

## GET STARTED



School staff who are interested in a Vision Zero School Kit can visit [edmonton.ca/VisionZeroSchoolKit](https://edmonton.ca/VisionZeroSchoolKit) to get started. If you are 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!***