



The Neighbourhood Pace Car Program provides a way for Edmonton communities, schools, and police to work together in combating speeding vehicles. This is an innovative program designed to form partnerships with the residents of Edmonton who pledge to drive within the speed limit, setting the pace and slowing traffic. A Pace Car is a “mobile speed bump”.

#### PROVINCIAL ACCIDENT STATISTICS<sup>1</sup>

- In 2009, there was an estimated 157,226 traffic collisions
- About four out of five collisions occurred in urban areas
- The direct cost of collisions in our region is estimated at \$1 billion a year
- In 2008, approximately 6.2% of all collisions involved at least one driver travelling at a speed too great for the given conditions. This jumps to 26.4% for fatal collisions.
- In 2009, 29.8% of total fatal collisions involved one or more drivers indicated by the police as having been travelling at a speed too great for the given conditions.

#### SPEED AND SAFETY: DID YOU KNOW?<sup>2</sup>

Speeding is a contributing factor in many fatal crashes. Some drivers think driving a few kilometers an hour over the posted speed limit is an acceptable risk because they believe the worst that can happen is receiving a speeding ticket. They are wrong. Speeding:

- Reduces your ability to steer safely around curves or objects in the roadway.
- Decreases your field of vision and your peripheral vision (on both sides).
- Extends the distance required to stop your vehicle in emergency situations.
- Reduces your ability to obey traffic control devices such as stopping for red lights and stop signs.
- Increases the chances that you will lose control of your vehicle.
- Reduces the effectiveness of seat belts and other safety devices such as airbags and side impact beams.
- Increases probability of death or injury if there is a crash.
- Reduces the effectiveness of roadside hardware such as barriers, crash cushions, and bridge rails.

<sup>1</sup> <http://www.transportation.alberta.ca/3121.html>

<sup>2</sup> [http://www.saferoads.com/drivers/rules\\_speed.html](http://www.saferoads.com/drivers/rules_speed.html)

## HOW THE PROGRAM WORKS

The program is currently being implemented in cities around the world and is based on community participation. The program helps you deal with speeding in your neighbourhood through a lead-by-example approach that improves safety and promotes respect.

As a Pace Car driver, speed limits are strictly followed. Because these cars are driving the speed limit, the cars behind them must also drive the speed limit.

One car can make a difference by educating others about the importance of safe driving. Take the pledge and place a removable Pace Car sticker on your vehicle to show other drivers that you obey traffic laws to make your neighbourhood a safer and better place to live.

## PACE CAR PLEDGE FORM

Participating community members read and sign a pledge which asks them to abide by all traffic laws. Once the pledge has been signed, the residents are given a sticker to be displayed in the rear window. The sticker identifies the resident as a "Neighbourhood Pace Car". The completed Pace Car Pledge Form can be mailed to the Office of Traffic Safety or Edmonton Federation of Community Leagues. Your decal will be sent to you.

