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 safe and livable streets for all. Street safety around schools is 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, families are more likely to walk and bike to school, use their community playgrounds, and enjoy local parks.

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. In 2022, 32 schools used the Vision Zero School Kit as an opportunity to educate students on traffic safety, citizenship, democratic engagement, and to build school spirit.

The Vision Zero School 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.

Already on board? Skip ahead to the Get Started section!
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DIY SCHOOL SIGN ACTIVITY

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

Host a contest to select up to 3 designs per school, and we will turn those designs into outdoor signage to display along roads around the school. In addition to the outdoor 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. Contact saferoads@edmonton.ca to let us know that your class and/or school is participating in the DIY School Sign Activity by February 28, 2023.

2. Host a discussion with your students using 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. 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!
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.

4. Hold a contest within your school to select the winning designs. Submit the winning designs to saferoads@edmonton.ca by March 31, 2023 and indicate in the file name:
   - Whether you want the design to be a banner or a sign. (Only one banner per school)
   - The number of copies you’d like of each sign (up to 5 per sign are permitted).

5. We will work with you to determine the best format and location for your sign(s) 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 and share the message with the most road users?
   - Is the sign visible for all road users including people walking, biking, rolling, scooting or driving?

6. Take a photo of your students with 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:

![Image of a student holding a sign with messages like "Lose a Minute not a Life" and "Listen Obey Keep to traffic sign 30 km"]

7. 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 in order to promote safe crossings to and from their school.

Benefits of This Activity:

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

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 February 28, 2023.

2. Host a discussion with your students about street safety using information from edmonton.ca/VisionZero. Discussion points include:
   - 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. Use the Vibrant Crosswalk Do's and Don'ts information sheet to help select the best location.

4. Encourage the students to brainstorm ideas and discuss what they might want to symbolise or emphasise in their design.

5. 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.

6. Hold a contest to select the winning design and submit it to saferoads@edmonton.ca by March 31, 2023.
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

7. We will work with you in Spring 2023 to arrange for a date for crosswalk painting and discuss options for safely including student and staff participation to make it an exciting event for all. Installations will take place from late May through June, and in September.
CREATIVE SIGNAGE FOR YOUR SCHOOL

Centreline signs and lawn signs are available as part of the Vision Zero School Kit!

Benefits of This Activity:
- 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?
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)
Lawn Signs:

Please use the Lawn Sign Do's and Don'ts 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.

To request centreline and/or community lawn signs, please complete the Safe Speeds for Schools form.

Shareable Messaging:

Does your 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 #YegStreets and tag @CityofEdmonton on Twitter, Facebook, and/or Instagram along with a message of why safe speeds and safe streets are important to you!
SAFE SPEEDS FOR SCHOOLS

To encourage and raise awareness about safer speeds near your school, you can request a portable driver feedback sign, automated enforcement, and/or a show and tell of our mobile enforcement vehicles and technology.

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.

Show and Tell
Ever wonder how automated traffic enforcement works? Teachers can book a session to have a Peace Officer visit the school. The officer will bring a mobile speed enforcement unit to share in depth knowledge of how these high tech speed cameras work to keep us all safe.

To request a portable speed trailer, automated enforcement, and/or a show and tell, please complete the Safe Speeds for Schools form.
SAFETY AT SCHOOLS

Webpage: Safe Mobility Engineering

Through the City’s School Safety Program, 268 schools with K-6 students received traffic safety upgrades between 2015 and 2022. When potential problems were identified, engineers found specific countermeasures tailored to each school’s unique characteristics. Schools were upgraded with the following measures:

- Marked crosswalks were converted to zebra crosswalks
- Yield signs were replaced with stop signs
- Yellow centre lines were painted where the roadway was wide enough
- Retro-reflective sleeves were added to stop signs and crosswalk poles to increase visibility
- One rapid flashing beacon was added at the most frequently used crosswalk at each school if there was not one already

Visit the Safe Streets Map to see locations that have been updated and work that is planned.

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.
OPPORTUNITIES TO LEARN AND CONNECT

A number of community organisations 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** 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.

GET STARTED

School staff who are interested in a Vision Zero School Kit can email saferoads@edmonton.ca 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!*