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.*

**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.*

**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

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**Speed Increases Stopping Distance**

**Stopping Distance (metres) — Dry Pavement Conditions**

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.

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.

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.

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

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