



Safe Walking

Drivers aren't Looking for You

In more than 60% of vehicle/pedestrian collisions, drivers are at fault. It is because they are watching for vehicles, not pedestrians! As pedestrians, we need to be visible, cautious, and obey the traffic rules.

Crosswalk Deadly Three

- Vehicles turning right
- Vehicles turning left
- Vehicles passing others stopped for pedestrians

You may have the right of way, you may even have a walk light, but a driver who is turning into your path may not have seen you.

Every Time You Cross

- Make eye contact
- Wait for drivers to stop
- Be alert all the way across

Mistakes You Don't Want to Make

- Distracted walking
- Assuming drivers have seen you
- Assuming drivers will stop

For information on traffic safety or Vision Zero Edmonton, go to edmonton.ca/visionzero

Produced by the Office of Traffic Safety



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The Biggest Losers

On average, more than 300 pedestrians are struck by vehicles every year in Edmonton. In those collisions, pedestrians always come out the losers. The age group most often struck are between 19 and 34 years old.

Your Responsibility for Safety

No matter who has the right of way, pedestrians are the ones likely to be seriously injured in collisions. Don't dash across to save a few seconds or jaywalk after getting off public transit. Protect yourself by crossing only at intersections and obeying traffic signals. Never assume drivers have seen you.



Start crossing.
Watch for vehicles.



Don't start.
Finish crossing
if started.



Don't start.
Time remaining to
finish crossing.



**Don't
cross.**

Be Seen

Being visible is not the same as being seen. Whether it is daylight or after dark, make sure drivers see you before you cross the street. Watch for drivers turning into the crosswalk.

Be Visible

Make reflective clothing or reflective stickers part of your lifestyle. Vehicle/pedestrian collisions occur throughout the year, but the risk increases as daylight diminishes.

A human body is no match for a vehicle. Pedestrians have only a 10% chance of surviving if the vehicle that strikes them is traveling over 50 km/h.

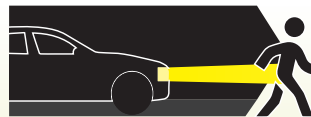
Visibility at Night

If you are wearing dark clothing, or even yellow or orange clothing in the dark, you are not visible to drivers until you are 36 metres from them.

If a vehicle is travelling at 60 km/h on dry pavement, and presuming that the driver sees you and reacts immediately, the minimum stopping distance is 36 metres. If you are lucky, it will only bump you.

If the vehicle is going 65 km/h, it will hit you at 30 km/h. Are you willing to take the chance?

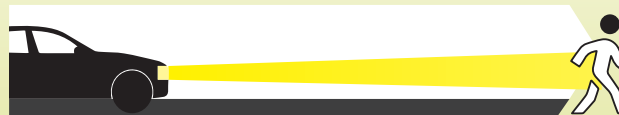
Pedestrian Visibility in the Dark



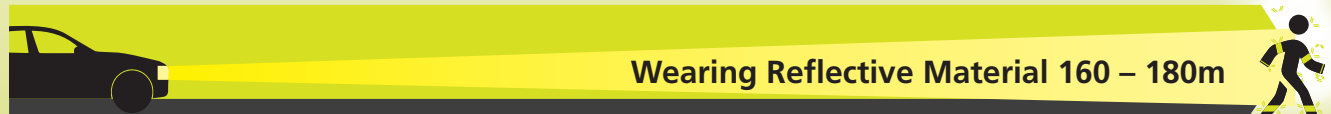
Wearing Dark Clothes 36m



Wearing Fluorescent Clothes (Yellow/Orange) 36m



Wearing White Clothes 85m



Wearing Reflective Material 160 – 180m

VISION ZERO: zero traffic fatalities and serious injuries