

New school zones introduced around Edmonton elementary schools

Student safety at the head of the class for the City of Edmonton

As of **September 2, 2014**, school zones will come into effect around elementary schools throughout Edmonton. Motorists will be required by law to slow down to 30 km/h between 8 a.m. and 4:30 p.m. on school days where new signage is posted. The lower speed limit will improve safety around elementary schools and protect the city's most vulnerable road users: young children.

"In my previous role with the Edmonton Public School Board and as an Edmonton City Councillor, I have heard very clearly from school administrators, teachers and parents that they don't feel children are safe around their own schools," said Bev Esslinger, Councillor for Ward 2. "I strongly believe that by reducing the speed limit to 30 km/h throughout the school day, our kids will be better protected."

"Speed, high traffic volumes and large numbers of young students make for a dangerous and potentially tragic combination around schools," said Dave Loken, Councillor for Ward 3. "Children don't always understand when it's safe to cross the street. By slowing down and paying careful attention, motorists have more time and space to react and can prevent serious injuries or deaths."

"Speeding and careless driving in neighbourhoods continues to be a top concern for citizens and police," said Deputy Chief Brian Simpson with the Edmonton Police Service. "We will be working closely with the City's Office of Traffic Safety to ensure that drivers adhere to the new speed limits in school zones and are doing their part to keep children safe."

Children aged 10 to 14 years have the highest incidence of pedestrian-related injuries, with children aged five to 14 years being at the greatest risk for pedestrian-related deaths. Crossing at an intersection puts young pedestrians at greatest risk of injury or death. Due to their size and weight, children who are struck by vehicles often suffer serious or life threatening injuries.

Information about the new school zones is available by visiting edmonton.ca/why30.

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