

Drivers urged to watch out for children in school zones

As students get ready to go back to school, Edmonton traffic safety experts and school officials are reminding drivers to take extra care in school zones. Most schools start back September 8, and children as young as four years old will be counting on drivers to mind their speed and drive with caution.

"The school year is fast approaching, and with some schools already in session drivers need to watch out for our most vulnerable citizens," said Dennis Tetreault, Traffic Safety Supervisor with Edmonton's Office of Traffic Safety.

In 2014, Edmonton reintroduced a 30 km/h school zone speed limit. Despite an education campaign and two-month warning period, 36,168 tickets were issued. In one case, a driver was travelling past an elementary school at 87 km/h.

In addition to reminding drivers of the speed limit, which is in effect between 8:00 a.m. and 4:30 p.m. on school days, motorists are asked to be careful where they drop children off, and to avoid dangerous behaviours such as U-turns.

"It's that time of year again, when roadways around our city begin to fill up with parents and children making their way back to school," said Staff Sgt. Randy Loxterkamp, of the EPS Specialized Traffic Operation Section.

"It's critically important that motorists and pedestrians start paying extra attention to one another, especially around School Zones. The last thing anyone wants to see is a child lying on the ground as a result of an avoidable collision."

Beginning in September, motorists can expect to see the EPS's "Textbook Driver" advertising campaign near congested school areas across the city, encouraging motorists to slow down.

The 30 km/h school zone speed limit helps protect children, who are especially vulnerable to injuries in collisions, but Tetreault stresses that isn't enough. "It takes the full support of a community to keep our kids safe. Drivers need to take responsibility, parents need to teach their children and we all need to set a good example."

For more information:

edmonton.ca/why30

Media contact:

[Sarah Meffen](#)

Communications

Mobile: 587-986-1736

Share:     

[Subscribe](#) | [Unsubscribe](#) | [Printer Friendly Version](#)

3rd Floor, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB
T5J 2R7
www.edmonton.ca

This email was created and delivered through [Industry Mailout](#)