

Decreasing daylight hours require increasing caution

Pedestrian safety is a shared responsibility

October 31, 2016

As trick or treaters head out for another year of Hallowe'en fun, Edmonton motorists and pedestrians are being reminded to look out for each other.



"As we move into the months with fewer hours of daylight and visibility decreases, the risk to pedestrians increases," says Laura Thue, Senior Research Coordinator, Office of Traffic Safety. "Motorists and pedestrians need to exercise greater caution now and throughout the fall and winter months."

Between 2011 and 2015, vehicles struck 1,545 pedestrians in Edmonton. That is an average of six pedestrians per week. The majority of these pedestrians were in intersections or crosswalks with the right-of-way when the collision happened.

To drivers, Thue said, "Watch for pedestrians, especially as you make left or right turns. Taking a few extra seconds to double check can save lives."

To pedestrians, Thue said, "Don't assume drivers have seen you. Try to make eye contact and always wait until traffic has stopped before proceeding."

In September, the City of Edmonton shared a preliminary design for the fall "Look Out For Each Other" pedestrian safety ad with the Insight Community. The feedback was mixed and the City adjusted the message to underscore the shared responsibility for safety. "Engagement in a safety conversation helped make the materials better," said Thue.

Vision Zero Edmonton is the long-term goal of zero traffic fatalities and serious injuries. The responsibility for safety is shared between those who design, maintain and use the roads.

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