

Winter is back so adjust your driving habits. Slow down and consider using winter tires. Apply the brakes early when stopping, and avoid quick braking. Use the signal light early to let others know your intention to change lanes.

Beware of Black Ice

Slow down for on and off ramps, over-passes, shady spots, and bridge decks. Be extra cautious when it first starts to snow.

Storms

From blowing snow to freezing rain, winter 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.

Sunrise and Sunset

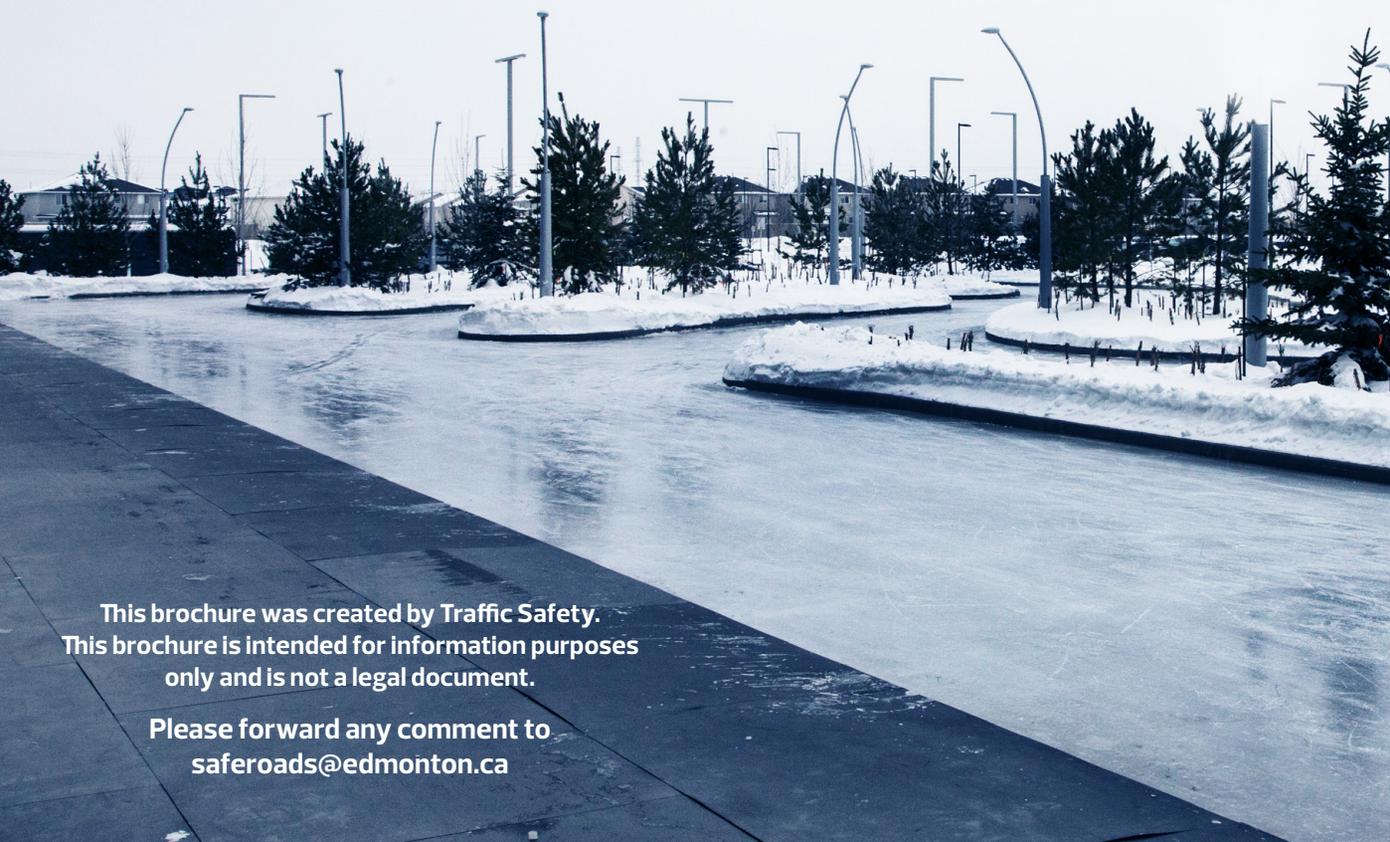
Driving into the sun can hamper visibility. Be sure your windshield is clean and free from frost. Keep sunglasses in your vehicle.

Sand and Gravel

Clear winter roads may still have sand and gravel on them. Although sand can improve traction on snow and ice, on dry roads it acts like tiny ball bearings between your tires and the road. Brake early.

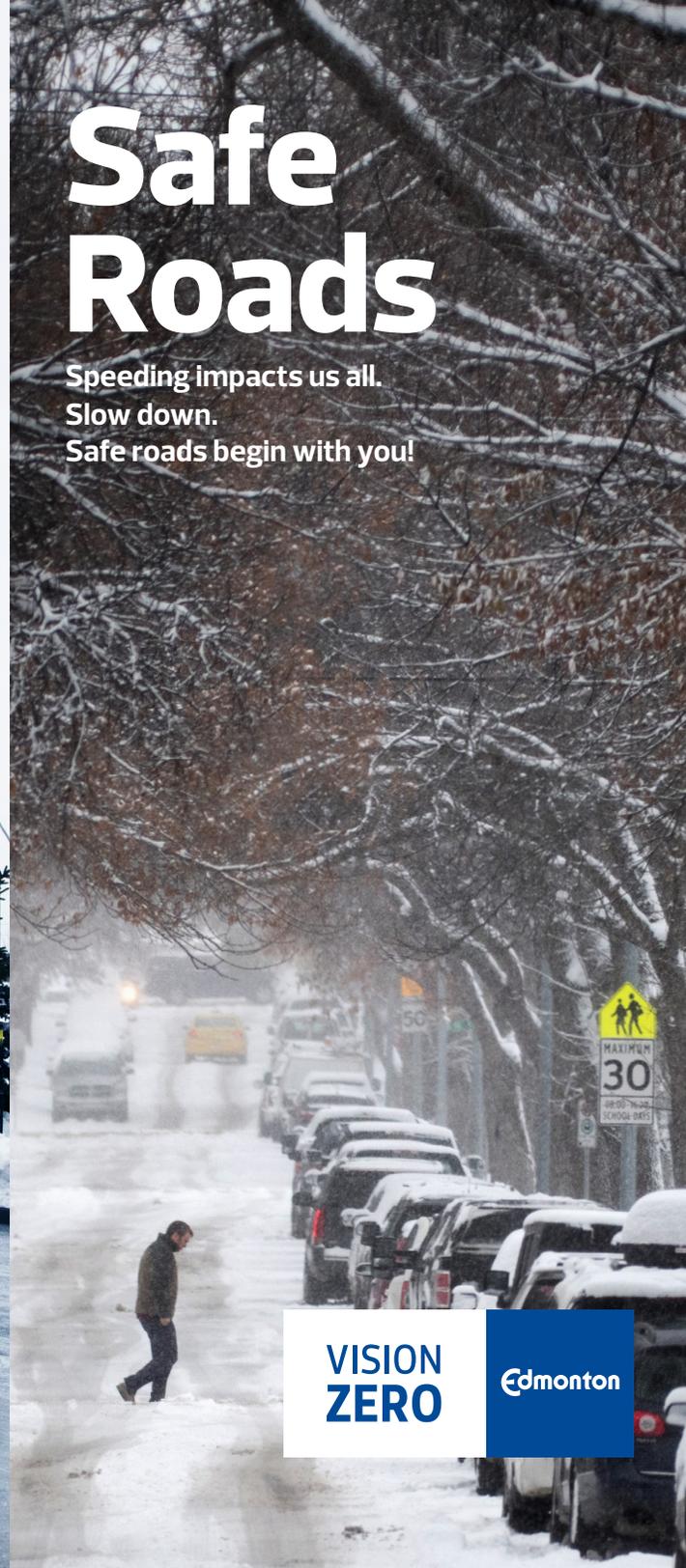
Safe Roads

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



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Please forward any comment to saferoads@edmonton.ca



**VISION
ZERO**

Edmonton

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.

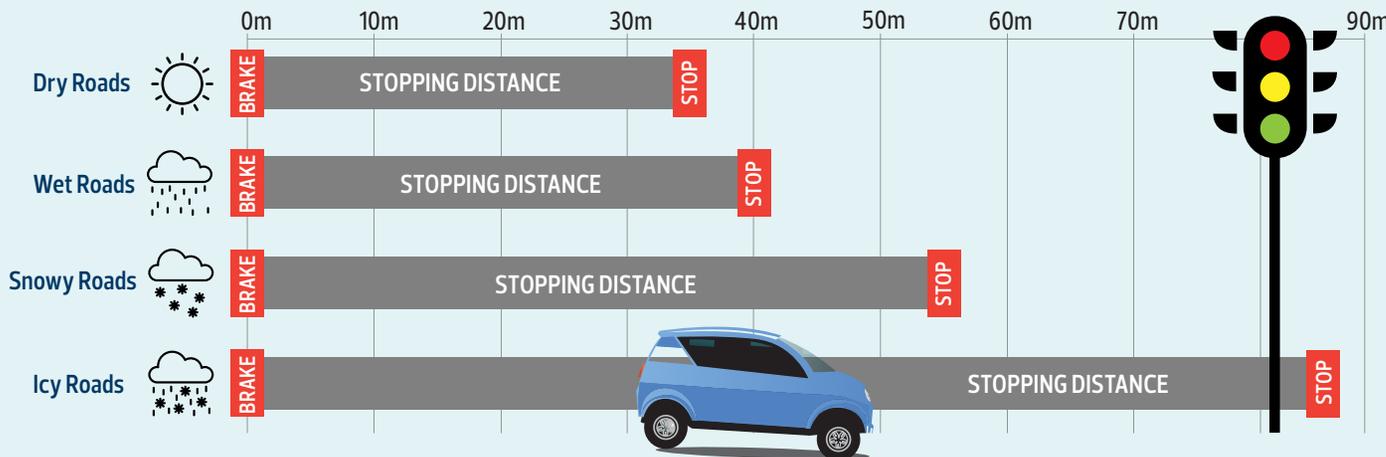
Stay within the speed limit.

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.**

Stopping Distance in Different Weather

Stopping distance increases as weather worsens – Car travelling 50 km/h on a dry road, wet road, packed snow road, and icy road.



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

Stopping

If your vehicle slides through an intersection because you could not stop, you are travelling too fast for road conditions. **Slow down.**

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