



MEDIA RELEASE



Thursday, November 3, 2011

Media invited to launch of Pedestrian Safety Campaign

NEWMARKET – York Regional Police and York Region Transportation Services have teamed up to launch a new Pedestrian Safety Campaign “*Motorists and Pedestrians ... Let’s work on our Relationship.*”

WHEN: Monday, November 7
6:30 a.m. to 8 a.m. (Speeches at 7 a.m.)

WHERE: Northwest corner of Yonge Street and Carrville Road
Town of Richmond Hill
(Southeast corner of Hillcrest Mall parking lot, located at 9350 Yonge Street)

ATTENDING: York Regional Police Deputy Chief Bruce Herridge
York Region Transportation Services Commissioner Kathleen Llewellyn-Thomas

The launch will feature members of York Regional Police and York Region Transportation Services wearing bright clothing and distributing reflective key chains to passing pedestrians to help improve their visibility to drivers. The event coincides with the end of daylight time and a return to Eastern Standard Time, when research shows pedestrians are most likely to be involved in a collision.

The overall goal of the Pedestrian Safety Campaign is to foster respect between motorists and pedestrians in an effort to reduce the number of collisions, injuries and fatalities on York Region roads.

York Regional Police and York Region have been working co-operatively on a number of initiatives to help prevent collisions between vehicles and pedestrians, including:

- A revised speed limit policy
- High-visibility zebra crosswalk markings at intersections
- Pedestrian countdown signals
- Increased pedestrian crossing time at traffic signals
- Audible signals for pedestrians with low vision

Please see the attached Fact Sheets “Safety tips for pedestrians and motorists” and “Collision statistics in York Region” for more information.

Fact Sheet

Pedestrian Safety Campaign Fact Sheet Collision statistics in York Region

NEWMARKET – The Regional Municipality of York Transportation Services works collaboratively with York Regional Police and York Region Community and Health Services to collect and analyze collision information to help improve the safety of pedestrians and drivers.

Information collected by York Region over the past decade (2001 to 2010) indicates:

- Motor vehicle collisions are the leading cause of accidental death (35 per cent) and the third leading cause of injury-related hospitalizations (13 per cent) in York Region
- There is a higher risk of collisions occurring between November and February
- The majority of collisions on York Region roads are rear-end collisions (48 per cent) at signalized intersections
- Data suggests 55 per cent of collisions are due to driver error
- Despite a drop in overall roadway fatalities, fatalities involving pedestrians is increasing
- Pedestrian and cyclist collisions account for 18 per cent of all fatal collisions, 9.2 per cent of all injury collisions and 5.3 per cent of all collisions
- Pedestrians are particularly at-risk of a collision in the fall during the transition from daylight time to Eastern Standard Time
- A large proportion of pedestrian fatalities involve seniors, who are more susceptible to serious injury or death in the event of a vehicle-pedestrian collision
- The probability of severe pedestrian injury or death is directly related to the speed of the vehicle at the time of collision
- Small increases in vehicle speed can result in an increase in pedestrian fatalities

Fact Sheet

Pedestrian Safety Campaign Fact Sheet Safety tips for pedestrians and motorists

NEWMARKET – Following these simple safety tips can help avoid potential collisions between motorists and pedestrians:

Pedestrians:

- Always walk on the inside of the sidewalk, or stay as far from the curb or travelled portion of the road as possible
- Where there are no sidewalks, always walk facing traffic in order to see oncoming vehicles
- Refrain from wearing headphones or talking on a cell phone, which can reduce your awareness of the traffic around you
- Wear bright, reflective clothing in low-light conditions to ensure you are visible to drivers
- During the evening, attach a small flashing light to your clothing

Motorists:

- Stay alert for pedestrians and slow down on residential streets
- Always be aware of pedestrians around your vehicle, especially when turning
- Be patient, especially with older pedestrians, who need more time to cross the road

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