



BEACONSFIELD

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NEWS RELEASE

Beaconsfield Launches Its Road Safety Campaign

Beaconsfield, April 30, 2018 - The City of Beaconsfield is proud to launch its new awareness campaign aimed at making drivers more mindful of the need to slow down and drive cautiously. Outdoor signs will soon be set up at main entry points of the municipality, school zones and near parks and playgrounds to highlight this message to drivers.

More than 1000 traffic studies have been conducted in the last 10 years in Beaconsfield. They were used to analyze and measure the speed of close to 365,000 vehicles. **Here are the highlights:**

- Nearly 60% of motorists travel at a speed of between 11 km/h and 20 km/h above the speed limit in school zones
- More than 8% of motorists travel at a speed exceeding 20 km/h above the speed limit in school zones
- Less than 12% of motorists travel at a speed below the speed limit of 40 km/h
- Nearly 58% of motorists travel at a speed between 1 km/h and 10 km/h above the speed limit of 40 km/h

Targeting local schools

Over the next few days, communication tools for parents will be given to students attending elementary schools in Beaconsfield. Parents are invited to **take the Safe Driving Pledge** and **become Road Safety Ambassadors** by affixing an electrostatic sticker with the slogan “**Safe Driving Pledge. I’m on Board!**” to their vehicle.

The City plans to install speed displays in school zones in 2018 in order to make motorists more aware of the speed limit of 30 km/h. This project is receiving financial



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assistance equivalent to 50% of the costs for purchasing and installing equipment under a financial assistance program from the ministère des Transports, de la Mobilité durable et de l'Électrification des transports.

“The respect of signage requires all users of the road to exercise vigilance at all times. As a motorist, we need to know, adhere to and adopt the practices of a good driver in school zones; the safety of our children is at stake. While road safety improvements are essential, the fact remains that awareness and education are crucial to changing one’s own behaviour and that of others,” said Mayor Georges Bourelle.

For more information on our road safety campaign, residents can visit the City's website at **beaconsfield.ca**

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Information : Mayor’s Office
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