

Hello Dan,
Vision Zero Update:
Vision Zero identifies pedestrians and cyclists as the most vulnerable road users.

Vision Zero London has created 6 themes and a timeline, with a pedestrian focus on school-age and older adults as follows:

Themes:

- **Theme 1: Pedestrian movements near bus stops (target area: pedestrians – Mar / Apr)**

It has been identified that pedestrian movements near bus stops is a current / emerging issue. Transit users often cross the street (jaywalk) as opposed to using a safe pedestrian crossing at an intersection or a designated pedestrian crosswalk. This activity often occurs due to a sense of urgency to catch the bus.

- **Theme 2: Cycling with a focus on intersections (target area: cyclists – May / Jun)**

Data shows that 66% of cyclist collisions occurred in or close to intersections. To raise awareness of cyclists among drivers at intersections, tactics can be targeted towards areas with high conflict points and/or areas with new (less familiar) cycling infrastructure such as the upcoming bike lane improvements on King Street.

- **Theme 3: Respect the (speed) limit (target area: pedestrians – July / Aug)**

Because of its high success rate, we will be continuing and expanding last year's "respect the limit" campaign which empowered residents to help encourage people to reduce speed in residential areas. This year, with a focus on our most vulnerable road users, the City will partner with the Age Friendly Network to create campaign materials that encourage slower speeds in areas with high volumes of elderly citizens in addition to the children-at-play versions used in residential areas.

- **Theme 4: 40km/h school zones (target area: pedestrians – Sep / Oct)**

To help drivers adjust and understand the scope of these new limits, promotion for 40km/h school zones will begin in the fall, when "back to school" is top of mind.

- **Theme 5: Winter walking city-wide (target area: pedestrians – Nov / Dec)**

As winter weather kicks in, pedestrians, especially the elderly and the very young, often require assistance when navigating on the right of way due to snowy or slippery conditions. The City will shift its focus to pedestrian navigation tips as we move into the fall months.

- **Theme 6: Red-Light Cameras – "Embrace the Red"**

The Committee is also in early stages for developing an educational campaign on Roundabouts.

Yours truly,
Jayne

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