

Delta Police Department

Media Release



4455 Clarence Taylor Crescent · Delta, BC · V4K 3E1

www.deltapolice.ca

Release date/time: **September 02, 2010 1200 p.m.**
Incident: Traffic Safety - Back To School
Date/Time: September 2010
Location: Community Wide
DPD file:

Media Contact:

Sgt. Sharlene Brooks
Media Relations
604.940.5016
media@deltapolice.ca

Delta Police - Walk- Ride- Drive - Back to School Traffic Safety Plan Commences September 07, 2010

Moving toward the goal of making Delta roads the safest in BC, the Delta Police are initiating their "Walk Ride Drive Back to School Traffic Safety Plan". With the school year about to commence, the safety of those traveling by foot, bike or vehicle is paramount.

The Delta Police will focus efforts on increasing the safety of everyone through a variety of strategies in our "Walk -Ride- Drive Back to School Safety Plan". Delta Police will be utilizing resources across the Department including; Community Police Stations (and their volunteers), Patrol, Traffic and School Liaison Sections. There will be concentrated efforts on road safety issues through-out Delta and all school zones will be primary target areas. The focus will be on education and creating road safety awareness to influence change, making our roads safer for everyone.

The Delta Police are encouraging the motoring public, pedestrians and cyclists to employ safety measures to reduce the potential of injury and carnage on our roadways.

Motorists:

- Slow down; be aware of your surroundings.
- Avoid distractions while the vehicle is in motion.
- Buckle up
- Ensure all children are in their proper child safety seat.
- Allow yourself sufficient travel time to reach your destination safely.

For those picking up and dropping off students - Remember to follow school identified drop off and pick up procedures at your respective schools.

Pedestrians:

- When crossing the road do so in a marked crosswalk
- Make direct eye contact with the driver to ensure you have been seen prior to stepping into the crosswalk
- Check all lanes of traffic before proceeding through the crosswalk to ensure it is safe to cross all lanes.
- Wear light colored clothing and/or reflective clothing

Motorcyclists/Cyclists

- Wear helmets
- Wear reflective gear
- Remember, motorcycles/bicycles are hard to see.

The Delta Police are hopeful everyone will do their part to ensure the safety of our young people as they return to their studies.

Whether you are walking, riding or driving, be aware and take care on our roadways for everyone's sake.

###