
NEWS RELEASE

City of Abbotsford collaborates with ICBC on road safety in school zones

ABBOTSFORD – April 18, 2019 –The City of Abbotsford, with support from ICBC, has recently installed reflective road panels in school zones to improve road safety in our community, announced Mayor Henry Braun today.

The reflective road signage panels are focused on increasing awareness of school zones and the 30km/h speed limit in the 36 Elementary Schools across the city. A total of 106 panels across the 36 locations were installed to remind drivers to adhere to the school zone speed restrictions.

Funding from ICBC's Road Improvement Program was utilized toward the upgrading of these signs.

The City of Abbotsford, in partnership with the Abbotsford Police Department and ICBC, will monitor the project to determine opportunities for future installation phases. The City of Abbotsford and ICBC aim to improve road safety for all road users by developing road safety projects and programs. The program strives to combine education campaigns and engineering design alongside police enforcement to create a safer city.

Quotes:

"I'm pleased to see the implementation of this new high-visibility signage to promote road safety near elementary schools in our community. This initiative will hopefully lead to greater awareness and compliance by drivers, and ultimately fewer accidents."

*Henry Braun
Mayor, City of Abbotsford*

Quick Facts:

- 106 panels were installed across 36 elementary school zones
- "School Zone" fluorescent yellow-green reflective panels:
 - Indicate reduced speeds of 30 km/h from 8:00 a.m. to 5 p.m. on school days
- "End School Zone" signs:
 - installed on the backs of existing "School Zone" signs to indicate the end of the speed limit reduction

Links:

Abbotsford Traffic Safety:

https://www.abbotsford.ca/city_services/transportation_and_roads/traffic_safety.htm

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