

RRROCA – Pace Car Program

Goal: Encourage people to make better driving choices when driving through our community

Objectives	<ul style="list-style-type: none"> • Generate awareness about the program • Encourage participation in the program
Resources	<ul style="list-style-type: none"> • Bumper stickers • Window clings • Pace Car program pamphlet • RRROCA website • RRROCA newsletter
Potential Partners	<ul style="list-style-type: none"> • Royal Oak School • Local businesses
Key Messages	<ul style="list-style-type: none"> • Children’s physical and mental capacities are still developing into their teens and they often don’t keep pedestrian safety top of mind. Drivers need to be prepared for kids to act like kids. • Reducing vehicle speed has been proven effective in preventing crashes and the severity of injuries. “A pedestrian struck by a car traveling 50 km/hr is eight times more likely to be killed than a pedestrian struck at 30 km/hr.” (not sure we want to print this quote but it is a powerful talking point) • Traditional traffic calming measures used in Calgary include speed bumps, lowering speed limits, narrowing roadways and adding pedestrian curbs and islands. Pace Cars act as mobile speed bumps by forcing the cars behind it to slow down. • The more Pace Cars in the neighbourhood, the more traffic calming we will have throughout our communities to keep everyone safe.

Proposed Fall Activities

September 2015	<p>Update the RRROCA website with information about the Pace Car program and how to sign up – with a related article about driving safe now that kids are back to school</p> <p>Work with local businesses to see if pamphlets can be left at the counter</p> <p>Approach Royal Oak School to see if they will mention the Pace Car program in their newsletter or other communications to parents</p> <p>RRROCA website should be the destination for the Pace Car program information and pledge forms. Those who submit a pledge to the pace car email will receive the stickers and pamphlet.</p>
October 2015	<p>October 7 is International Walk to School Day – promote safe driving and Pace Car program through newsletter and website</p> <p>Ask Councillors if they would mention the Pace Car program in their community updates</p>
November 2015	<p>Article in the RRROCA newsletter with an update on the program – how many people have taken the pledge, interview someone who has participated and talk about their experience</p>