

SHERRI ROLLINS

For City Councillor
Fort Rouge – East Fort Garry



FOR IMMEDIATE RELEASE

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It's Time to Take Real Action on Cyclist and Pedestrian Safety, Create Zero Fatality Strategy: Rollins

Sherri Rollins, City Council candidate for Fort Rouge – East Fort Garry, commits to making Winnipeg streets safer by pushing for a zero traffic fatality strategy.

“It is time for Winnipeg to set the bar at zero fatalities so that everyone makes it home safe. Tragedies like last week’s fatal collision with a cyclist in Sage Creek are entirely preventable, and all of our families should be able to walk, bike, and drive in our city without fear,” Rollins said. “I’ve heard firsthand at the doorstep from people mourning the loss of their friend and neighbour.”

Every year, pedestrians and cyclists – both adults and schoolchildren – are injured or killed by drivers on Winnipeg roads. While some action has been taken, there are many areas that lack dedicated cycling lanes and traffic calming measures that are essential to ensure cyclists and pedestrians of all ages are safe, Rollins added.

The “Vision Zero” model was developed in Sweden in 1997 as a plan to eliminate pedestrian and cyclist fatalities by viewing every incident as a preventable tragedy rather than an accident. Under this model, a long-term, evidence-based strategy is developed targeting how infrastructure is built and traffic signs are used, including road redesign, traffic calming, lower speed limits, extended cross-walk times, pedestrian-driven signaling, targeted traffic law enforcements, and increased public awareness campaigns.

“Every year there are more preventable deaths on our roadways and another family is struck by tragedy. It’s time we get serious and make our roads work for all of our citizens, whether they walk, cycle, or drive,” Rollins said.

Since the “Vision Zero” model was developed it has been adopted in many jurisdictions including New York City, Toronto, Montreal, Vancouver, and Edmonton. Every city has seen decreases in traffic fatalities, with Sweden now having the lowest rate in the world.

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