



Media Release

THE CORPORATION OF THE CITY OF VERNON
3400 – 30th Street
Vernon, BC
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FOR IMMEDIATE RELEASE

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Heads-Up walking, riding, and driving

The City of Vernon is reminding everyone to take care of each other on our roads as the days get darker.

“We’re heading into the time of year when collisions with people walking and cycling are more common,” said Angela Broadbent, Active Transportation Coordinator. “Fortunately, there are simple things we can all do to keep these activities safe and enjoyable year-round.”

Drivers should keep their heads up at all times, especially near bike lanes or pathways, downtown, and even more so in low light:

- Scan for pedestrians, cyclists, and scooter riders before moving through an intersection.
- Always shoulder check before turning right.
- Be aware that people can ride in both directions on multi-use pathways and on the 30th street cycle track.

Being considerate while sharing the road is especially important during the colder months.

“When you pass someone walking or riding on the road, keep in mind that they may need to move further from the curb to avoid puddles or debris and give them extra space,” said Broadbent.

Year-round cycling means taking extra care. Layer up for changing temperatures and use a strong white headlight and red taillight. Be prepared to take a quieter route, such as a multi-use path or quiet street, and adjust your speed. Ride at least one metre from the curb to avoid wet leaves or puddles that can make you slip. Studded winter tires are a very wise investment for the colder months.

Wearing bright or reflective clothing while you walk, bike, or ride a scooter will make you more visible. Don’t forget Fido – reflectors or lights on their collar will help keep your four-legged friends safe. Reflectors for people and pets are available for free from the Community Safety Office located at 3010 31st Avenue.

For more information about road safety, please visit www.vernon.ca/headsup.