

April 21, 2015  
For immediate release

## **CAA MANITOBA CALLS FOR BETTER SCHOOL ZONE SIGNAGE**

*Reduced speed zones should be fair to motorists, send revenues back to schools*

Between potholes, road signs and other drivers, there is a lot to pay attention to while driving. That's why CAA Manitoba is calling for more visibility of school zones so drivers cannot miss the fact they are in a school zone, and they are required to slow down.

In 2014, provincial legislation was passed to allow municipalities to set lower speed limits in school zones, a move CAA Manitoba strongly supported. However, each municipality is allowed to set which days, months and even times of day it must be followed, causing confusion for some motorists.

The auto club believes most motorists ticketed for speeding in school zones are not blatantly defying the law, but rather many drivers aren't aware they are in a school zone due to signage that doesn't stand out.

"We want to make it fairer for motorists," says Mike Mager, President and CEO of CAA Manitoba. "Even adding flashing amber lights to the signs could make the more prominent, meaning more people slowing down and in turn, ensuring the safety of our kids."

Mager also suggests that revenues collected by speeders in school zones should go back to the school's road safety initiatives, or to help pay for sign improvements, like adding lights.

In Ontario and Quebec, flashing lights in many municipalities are added just before the start of a school zone to alert drivers that there is a reduced speed zone ahead, something Mager agrees is a big step in the right direction. Other measures could include painted curbs or "Safety Sams" (plastic signs placed on the street in a school zone with reduced speed limit).

"It's not about enforcement and penalties," says Mager. "If you are going over the reduced speed limit in school zones, you are putting children at risk. At the same time, we want to be fair to motorists. That's what it's about."

- 30 -

**For more information please contact:**  
Angèle Young, Public and Government Affairs Specialist  
P 204 262.6134 • C 204 797.4326  
F 204 775.9989 • E [angeley@caamanitoba.com](mailto:angeley@caamanitoba.com)

