



Pace Car Program Overview

What is the Pace Car Program?

The Pace Car program is a locally delivered, nation-wide program that focuses on raising awareness around speed reduction in the community, especially in school zones and pedestrian-dense areas. Pace Car is part of Parachute's child-pedestrian safety program, *Walk This Way*, which is proudly sponsored in by FedEx.

The Pace Car program involves seeking out community members to sign up as Pace Car drivers. Participants will sign the Pace Car Supporters Pledge and receive a window cling and/or bumper sticker to proudly display on their cars. Many Pace Cars work to calm traffic throughout a neighbourhood - the more people who participate, the better it works!

What is the Pace Car Pledge?

It is simple! When driving, residents agree to **drive with courtesy and respect to other drivers, and to drive the posted speed limit** (road conditions may further alter speeds such as snow, ice, heavy rainfall or fog, construction etc.). Pace Cars act as a traffic-calming device slowing speeding traffic behind them. Traffic can be calmed on one street and may assist throughout a neighbourhood. Drivers also agree to be more aware of, and courteous to, other road users- especially pedestrians and cyclists.

It is important for Pace Car drivers to display the Pace Car sticker, so that other motorists know why they are driving courteously and at the speed limit depending on the road conditions, (i.e. this may help to reduce the chance of road rage!). If someone urgently wishes to pass, a Pace Car driver simply pulls over and lets them by.

Why Pace Car and Why Target Vehicle Speed?

Children's physical and mental capacities are still developing well into their teens and they are often unable to make safe judgments about pedestrian safety. Drivers must be prepared for children to act like children.

- Reducing vehicle speed has been proven effective in preventing crashes and **reducing the severity of injuries.**
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