

# News Release

City of Medicine Hat  
580 First Street SE  
Medicine Hat, Alberta T1A 8E6  
403.502.8719

**For Immediate Release**  
January 21, 2019

## **Road Safety Survey Yields Great Feedback** *First Campaign of the year focuses on Intersection Safety*

**Medicine Hat** – Almost 300 residents completed the City’s Road Safety Survey over the past month, providing close to 1,000 individual comments and suggestions focusing on various road safety issues. Watch for future road safety messages and contests to begin this week on the City’s social media channels as the 2019 Road Safety Campaign begins.

“We are very enthusiastic about the community’s response to the survey and especially to the thought people have put into sharing ideas with us as we begin our 2019 Road Safety Campaign,” says Randi Buchner, Municipal Engineer with the City’s Municipal Works department. “On the survey, residents provided insights into the things they see and experience which will help us to enhance the campaign by including local road safety reminders. We are set to begin with a focus on Intersection Safety.”

200 comments were received about intersection safety. Some of the common themes included:

- Stop means stop - not slow down
- Pay attention and be aware of your surroundings
- Check all directions before proceeding
- Know who has the right of way
- Obey the rules, lights and signs at intersections

“The average score for the Road Safety Survey was 78%,” noted Buchner. “This illustrates the community has a good base knowledge of rules of the road, however there is also room for improvement. Knowing the rules of the road is everyone’s responsibility as we work together to improve safety in our community.”

The 2019 Road Safety Campaign is a partnership with the South Eastern Alberta Traffic Safety Coalition, which includes the City and the Medicine Hat Police Service, Alberta Health Services, Alberta Motor Association, Brain Injury Relearning Services, CP Rail Police, MADD and RCMP. The Campaign is funded by the Government of Alberta safe Roads initiative. The City places a high priority on safety and will promote road safety throughout the coming year through surveys, contests, informational videos, and local and community events.

For more information and to complete the survey visit [medicinehat.ca/roadsafety](http://medicinehat.ca/roadsafety).

- 30 -

**For more information:**  
Municipal Works  
403.529.8177