

## Transcript

### Toronto Police Pedestrian Safety PSA | November 2017

00:00:00 - 00:00:15

[Video: *Sgt Moore is seen with the Toronto skyline in the background talking to the camera. Several images are shown involving cars that have been in collisions are shown.*

[Text on Screen: *Sgt. Brett Moore, Toronto Police Traffic Services*

*Actual 2017 Pedestrian-Involved Vehicle Collisions]*

Sgt. Brett Moore >> In Toronto, the worst month for pedestrian involved collisions is November. Some of the contributing factors are changing daylight hours, and weather patterns, but the fact remains that poor decisions and the lack of attention lead to collisions, which are too often fatal.

00:00:15 - 00:00:32

[Video: *Videos showing re-enactments of pedestrians almost being hit by cars are shown.*]

Sgt. Brett Moore >> Recent trends show that regardless of the time of year, turning motor vehicles in intersections are striking pedestrians who have the right-of-way. We also see pedestrians crossing mid-block who are getting struck by vehicles, and senior members of our community are over-represented in fatal collisions.

00:00:32 - 00:00:49

[Video: *A fast paced variety of clips show busy Toronto roadways. Sgt. Brett Moore is seen talking to the camera. A night time view of one of Toronto busy roadways is shown.*

[Text on Screen: *Toronto Police Pedestrian Road Safety]*

Sgt. Brett Moore >> Regardless of whether you are a pedestrian, driver, or cyclist, all road users are in this together...here are some tips.

00:00:49 - 00:00:58

[Video: *P.C. Clint Stibbe is beside a Toronto roadway talking to the camera*

*Busy Toronto roadways are shown in black and white]*

[Text on Screen: *P.C. Clint Stibbe, Toronto Police Traffic Services 1. Intersections]*

P.C. Clint Stibbe >> Drivers, you are operating motor vehicles ensure you take a second look before proceeding through or turning at an intersection. Remember, other vehicles are your threat, but you are a pedestrian's threat.

00:00:58 - 00:01:33

[Video: *Pedestrians waiting at a corner are shown in black and white. The signal changes to walk but as they start to cross a car turning almost hits them.*

*P.C. Clint Stibbe is seen talking to the camera again.*

*A re-enactment of a person crossing midblock an almost getting hit is shown.*

*P.C. Clint Stibbe is seen talking to the camera again.*

*A variety of Toronto city streets are shown.]*

[Text on Screen: 2. *Mid-Block Crossing*]

P.C. Clint Stibbe >> Pedestrians, take a second look and ensure you make eye contact with drivers to ensure that you're being seen. Pedestrians, mid-block crossing or jaywalking is not illegal, but it is risky. Before you make a decision to step off the curb and onto the roadway ensure it's safe to do so. Make sure you have enough time to get across the roadway. Drivers, when driving in the city ensure you drive at or below the posted speed limits, ensure you are scanning for other vehicles, pedestrians or cyclists along your route, and do not be distracted.

00:01:33 - 00:01:51

[Video: *A senior woman is seen attempting to cross a road mid-block. Another senior citizen is seen pressing the crosswalk button at an intersection and waiting for the signal to change. Busy Toronto roadways are shown.]*

[Text on Screen: 3. *Seniors*]

P.C. Clint Stibbe >> Seniors, too many seniors are getting killed on our roads. We advise seniors and all pedestrians, to cross the road safely at marked road crossings, avoid, mid-block crossing, and most importantly, for all road users, take your time, slow down, be predictable, and be safe.

00:01:51 - 00:02:08

[Video: *Sgt. Brett Moore is talking to the camera.*

*An ambulance is seen driving towards the camera.*

*A POV shot then shows paramedics working on a patient.*

*Sgt. Brett Moore is talking to the camera.]*

Sgt. Brett Moore >> Far too often, vulnerable road users are on the receiving end of the injury after a collision. These are our friends, family members, and loved ones, that are being injured on our roads. Remember, road safety is a shared responsibility, so do your part and be safe.

00:02:08 - 00:02:19

[Soft music plays]

[Video: *A busy Toronto street at night is shown*]

[Animation: *The background fades slightly to show the Toronto Police logo.*]

[Text on Screen: *A Message From Toronto Police Traffic Services*]