



# NEWS RELEASE

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## **SPEED KILLS CAMPAIGN TO ENHANCE SAFETY ALONG 16 AVENUE**

A new campaign designed to reduce speed and save lives along the 16 Avenue corridor has been launched by the Township of Langley and the Langley RCMP.

Called **Speed Kills**, the campaign urges drivers to reduce their speed along the well-travelled road through new signage and an enhanced police presence.

“Our message is clear: stop speeding now, before someone is killed,” said Langley RCMP Sergeant Alexandra Mulvihill. “Those who choose to ignore the message can expect to face hefty fines and impounded vehicles.”

The new program was developed after a resolution was made by Township Council in April, directing staff to implement a new campaign this summer to reduce the number of accidents that occur along the corridor.

“Through **Speed Kills**, we aim to educate the public about the need to observe posted speed limits, remind them of the dangers of speeding, and encourage drivers to respect other road users and the crash history of this particular roadway,” said Richard Welfing, Langley Township’s Senior Transportation Engineer.

As part of the campaign, which is being done in consultation with ICBC, Township staff reviewed the locations of existing signs, based on the Township’s sign inventory. They also consulted with staff at the Langley School District to determine where school bus pick-up and drop-off areas are located along the corridor.

Township staff and the RCMP discussed potential locations for additional signage, and over the summer, 33 new bright yellow signs were installed along 16 Avenue. They include School Bus Ahead and Farm Vehicle signs, along with nine **Speed Kills**, which were installed close to speed limit signage to enhance awareness of posted speed limits.

Staff will monitor the effectiveness of the campaign and the RCMP will be on the road, proactively targeting speeders through increased patrols along the 16 Avenue corridor.

“Speeders,” Mulvihill said, “can expect to be caught.”