

MOTION WITHOUT NOTICE

Incorporating Pedestrian and Cyclist Safety into End of School Year Public Education Campaigns

Moved by: Councillor

Chernos Lin

Seconded by: Councillor

Cheng

SUMMARY:

With summer fast approaching, students across Toronto are preparing for their summer breaks. That means more children out in our streets and parks throughout the day, enjoying their free time in the City – and it is why it’s essential that over the coming months, we are educating our children about the importance of pedestrian, cycling and active travel safety.

Traffic awareness and knowledge of the rules and regulations in place for pedestrians, cyclists, drivers and other road users are critical to ensuring safety for all. The risks associated with common behaviours such as the use of phones while crossing the street, wearing noise cancelling earbuds while walking or cycling in public spaces, and the use of unpermitted or regulated mobility devices such as e-scooters and e-bikes, should be outlined clearly and consistently for all Torontonians, and especially for our children.

Incorporating this messaging into messaging and public safety campaigns at the end of the school year is one of the most effective ways to distribute this information, and these efforts should begin as soon as possible to maximize awareness.

This motion is urgent as its recommendations should immediately be enacted to ensure the messaging directed is appropriately incorporated into end of school year public safety campaigns.

RECOMMENDATIONS:

1. City Council request the Chief Communications Officer coordinate with the Toronto Police Service, Toronto Public Health, and all Toronto school boards, to incorporate messaging on pedestrian safety, traffic awareness and rules with respect to e-bikes and e-scooters, including clear communication that e-scooters are not permitted to be operated on public roads, sidewalks or paths, regardless of user age, into end of 2026 school year public education campaigns.

Date: May 15, 2026