

Communiqué de Presse - **Pour diffusion immédiate**

Road Safety in Dollard-des-Ormeaux

The city is increasing its actions with a new awareness campaign

Dollard-des-Ormeaux, April 23, 2025 — The City of Dollard-des-Ormeaux takes another step forward in its commitment to road safety for its residents. In collaboration with the *Société de l'assurance automobile du Québec* (SAAQ) and the *Service de police de la Ville de Montréal* (SPVM), the city is pleased to announce the launch of a major road safety awareness campaign.

After having developed various measures to improve road safety in recent years, Dollard-des-Ormeaux is taking an original approach in 2025, with an entertaining cartoon-style visual campaign and a catchy slogan: **“So when you roll, take it slow!”**. **What's the goal?** To encourage our residents to adopt responsible behaviour on the road.

The first phase of the campaign will kick off this spring with a video featuring characters who experience unfortunate situations when they drive at high speed. This campaign will be broadcast on all our means of communication, to reach our entire community.

Over the past five years, the City has stepped up its efforts to improve road safety. For example, the number of bollards has increased by 91%, from 284 in 2019 to over 542 in 2024. The traffic committee handled 265 requests, optimizing street markings, sign installation and new traffic stops. Speed cameras and illuminated pedestrian crossings were also deployed.

“Our city is proud to launch a new road safety awareness campaign in partnership with the SAAQ and the SPVM. This innovative initiative aims to encourage responsible driving and reduce speeding and incidents for everyone's safety. We invite all citizens to actively participate and adopt safe practices daily. Let's make our roads safer for all of us.”

With this new campaign, the City is pursuing its commitment through an original and accessible approach. We invite all citizens to join in this initiative by sharing our messages and by adopting safer behaviours daily.

For more information, please visit our website [Traffic safety](#).

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