

FOR IMMEDIATE RELEASE

The City of Vaudreuil-Dorion launches a campaign to promote better cohabitation on its bike lanes

Vaudreuil-Dorion, June 25, 2025 - With the arrival of new modes of transportation and growing traffic on its bike lanes, the City of Vaudreuil-Dorion is launching an awareness campaign to encourage safe and respectful sharing of these public spaces.

Entitled "*Côte à côte - Partageons les voies dans le respect*", this initiative is part of a drive for prevention and responsibility. It responds to a reality that is very much present: the transformation of travel habits, marked in particular by the increase in the use of electric bikes, scooters and other motorized vehicles that can reach, or even exceed, permitted speeds.

"Traffic dynamics on cycle paths have changed rapidly. This campaign is a reminder that courtesy and mutual respect are essential, whatever the mode of transport used," said Mayor Guy Pilon.

Visible tools, at the heart of travel

To maximize the reach of the message, the "Côte à côte" slogan will be disseminated on several media: bus shelters, electronic billboards, the city's digital platforms, and above all, bollards will be installed in July directly at the center of bike lanes.

"We chose the bollards because they're right in the path of cyclists and other users. Unlike roadside signs, they really grab attention. It's an effective way of reaching our target audience where they are," explained Mayor Guy Pilon.

The campaign has several objectives:

- Inform citizens about traffic rules, in line with the Highway Safety Code;
- Promote harmonious cohabitation;
- Encourage a culture of respect between users, whether on foot, bicycle or scooter.

By focusing on proximity and visibility, the City of Vaudreuil-Dorion hopes to remind everyone that public space is a collective asset, to be shared with kindness side by side.