



CYCLIST SAFETY STRATEGY

Our world is changing. The United Nations forecasts that by 2050, the global population will rise to 9 billion people, 70% of which will be living in cities. Growing populations present unique challenges: congestion, brownouts, flooding, and pollution to name a few. These pressures imply that we need to change the way we plan, build and maintain our urban centres. We need to build communities that are more accessible, more diverse, and more connected.

As we build better cities, we need to consider how to move people within these communities safely and efficiently. We also need to consider how our communities can support healthier and more active populations.

At Lafarge, we support efforts to encourage more Canadians to adopt cycling, both as a means of transportation and to promote a healthy and active lifestyle. Cycling provides excellent opportunities for exercise whether undertaken recreationally, or as a means to get to school, to work, or to run errands especially for distances less than five kilometers. For many Canadians living in urban centres, cycling presents a viable and sustainable alternative mode of transportation.

Recent research has acknowledged, however, that safety concerns represent the greatest barrier for Canadians to adopt cycling.

To encourage more people to lead active lifestyles, Lafarge is committed to play a leading role in providing solutions to ensure safe cycling for all Canadians. We will demonstrate this leadership through:



Health Promotion

By partnering with key stakeholders, we will actively promote cycling as a valuable and sustainable alternative mode of transportation, which supports Canadians' health needs;



Infrastructure

By partnering with all levels of government, specifiers and experts, we will support improved road infrastructure, in the spirit of a "Complete Streets" approach that accommodates all road users, by leveraging our expertise with construction materials and use of other industry-accepted practices;



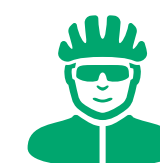
Vehicle Safety

By conducting a systematic review of vehicle fleets that transport our products on public roadways, we will identify industry-accepted engineering solutions to improve cyclist detection and to reduce vehicle blind spots, with the goal of preventing vehicle-cyclist collisions;



Driver Education

We will improve upon existing educational and training programs for our fleet drivers, including employees and contractors, by providing specific emphasis on cyclist awareness, road sharing, and defensive driving skills;



Cyclist Education

By engaging with key stakeholders and community groups, we will help to heighten public awareness of the risks inherent to commercial motor vehicles, and encourage constructive dialogue between cyclists, drivers, businesses, advocacy groups and government, with the goal of gaining greater understanding of, and respect for, all road users.

Our mission is to actively participate in building better cities. We believe such communities can be realized by focusing on smart growth, by studying how people interact with the built environment, and by looking at ways to improve those interactions. Communities built to accommodate and encourage cycling are better communities. They are communities that are more accessible, more inclusive and more productive. They are communities that are healthier, safer and more vibrant.

