

Canada's Road Safety Strategy 2015

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ROAD SAFETY

Walk 21
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Overview of Discussion

- Background
- Road Safety Strategy 2015 - What is it?
- How will the Strategy be used?
- Key Elements of the Strategy
- The Matrix and VRUs
- Next Steps



Background

- Canada has had a formal national road safety direction since 1996
 - Road Safety Vision 2001 (1996 – 2001)
 - Road Safety Vision 2010 (2002 – 2010)
- RSS 2015 approved by Council of Ministers in September 2010
- Canadian Council of Motor Transport Administrators (CCMTA) led the development of the new strategy in a collaborative fashion
 - Jurisdictional members
 - Enforcement Community
 - Road Safety Stakeholders and Partners



RSS 2015 - What is it?

- The new direction is an overarching framework to provide a guide for the development of individual jurisdictional plans.

Vision

**Canada –
Safest Roads in
the World**



CANADA'S ROAD SAFETY STRATEGY 2015



Jurisdictions Own Their Road Safety Plan



- Strategies adopted - suitable, feasible and acceptable
- Strategies most likely to drive down fatalities and serious injuries on Canada's roads



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CCMTA is Custodian of Strategy

Led the development of the Strategy

- Responsible for update to the plan
- New research projects
- Revising the framework
- Identifying new initiatives
- Reporting progress
- Coordinate overall Strategy communications and progress reports with stakeholders



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How will it be used? (Cont'd)

- **Reporting**

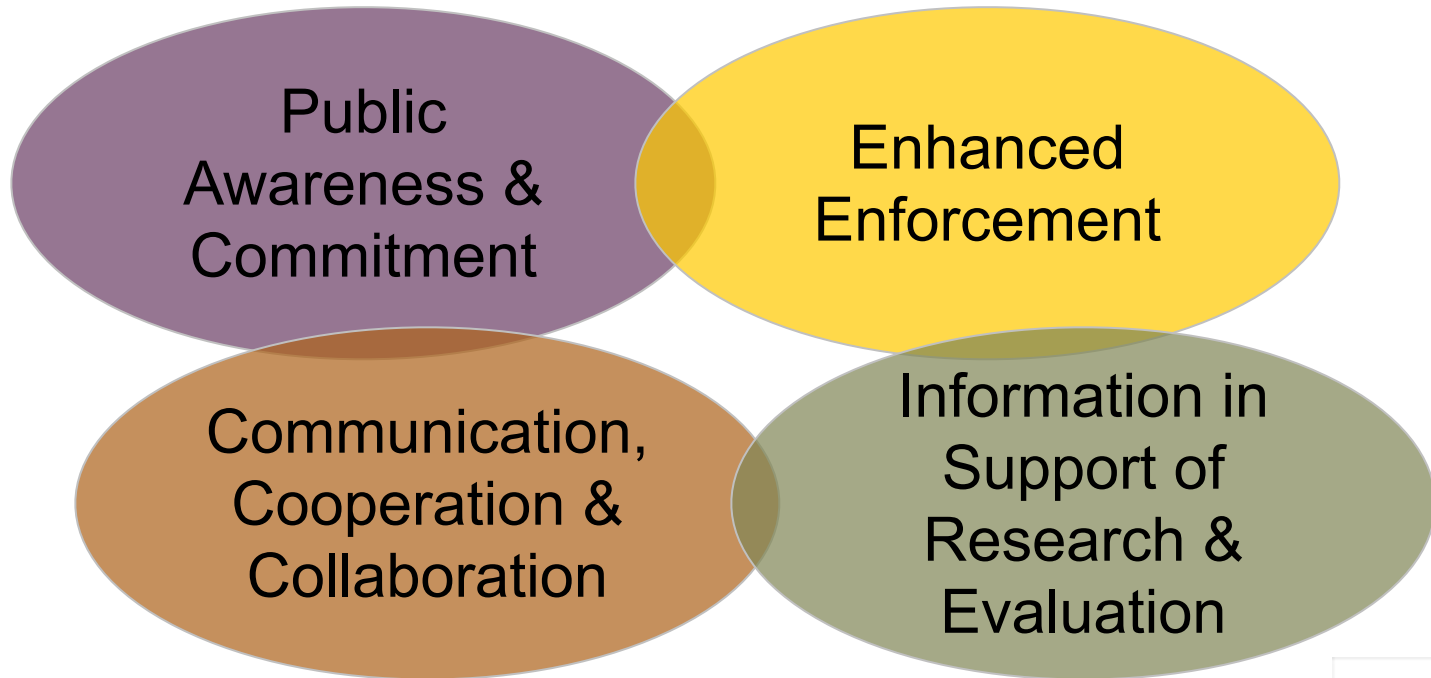
- National/international requirements
- Jurisdictional options
 - Road safety strategy progress (quantitative or qualitative) may be reported:
 - ☐ Jurisdictionally, regionally (e.g. east, central, west) or at federal/provincial/territorial meetings/forums (e.g. CCMTA)

- **Measuring Progress/Success Nationally**

- Rate based, downward trend in fatalities and serious injuries



Objectives



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Key Elements of Strategy

No Hard Targets

(Downward trending – rate-based measures)

Best Practice Framework

(Proven effective strategies)

Primary Risk Groups

Primary Risk Factors



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Key Elements *(Cont'd)*

Holistic - Strategies Address:

- Road Users
- Road Infrastructure
- Vehicle Design

Fluid & Flexible:

- Jurisdictions Adopt Strategies – Their Needs
- Best Practice Framework (Updated Regularly)



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How will the Strategy be used?

- Planning

- Strategy = Guide
- Jurisdictions determine problem areas
- Jurisdictional/stakeholder select cells
- Initiatives that correlate with the matrix cells may be selected
- Jurisdictions/stakeholders assess how initiatives would/could work in their environment
- CCMTA is custodian and to provide updates progress reports and update to the strategy



The Matrix: A Framework For Current And Future Planning

- Key Contributing Factors

- Impaired Driving (alcohol, drugs, fatigue, distraction)
- Speed & Aggressive Driving
- Occupant Protection
- Environmental Factors



- Key Target Groups

- Young Drivers
- Medically-at-risk-drivers
- **Vulnerable Road Users**
- Motor Carriers/Drivers
- High Risk Drivers
- General Population



The Matrix (cont'd)

- Strategies
 - Education/Training
 - Policy/Legislation/Regulation
 - Communication and Awareness
 - Technologies
 - Enforcement
 - Road Infrastructure
 - Information (data) for research
 - Linkages



The Matrix: VRU Strategies in BC

Key Target Groups	Major Contributing Factors			
	Impaired Driving (Alcohol, Drugs, Fatigue, Distraction)	Speed and Aggressive Driving	Occupant Protection	Environmental Factors
Young Drivers				
Medically-at-risk Drivers				
Vulnerable Road Users	<ul style="list-style-type: none"> • Education programs targeting drivers 	<ul style="list-style-type: none"> • Education programs targeting drivers 	<ul style="list-style-type: none"> • Helmet laws 	<ul style="list-style-type: none"> • Bicycle lanes • Pedestrian countdown
Motor Carriers				
High Risk Drivers				
General Population				



Next Steps

- Develop CCMTA operational processes to support the new Strategy
- Jurisdictions to develop their own road safety plans
- More information available at:

www.roadsafetystategy.ca

www.ccmta.ca



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