



London Road Safety Strategy (LRSS)

Maged Elmadhoon, P.Eng.

Transportation Advisory Committee (TAC)
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Introduction

The City of London has initiated a program to address the incidence and severity of motor vehicle collisions in the City and the adjoining County of Middlesex.

The program has many of the more traditional elements of a road safety strategy, but with some interesting or innovative elements.





The Problem

- Motor vehicle collisions and associated injury and death
- Social cost of transportation incidents in Ontario was over \$18 billion
- **In Canada 2009:** over 2200 fatalities & 11,000 plus serious injuries
- **In London 2005-2010:**
 - 50,000+ reported collisions
 - 7,500+ persons injured; 339 injured
 - 47 deaths





City Initiatives

- **Council's Strategic Plan**
 - A Vibrant and Diverse Community
 - A Green and Growing City
 - A Sustainable Infrastructure
 - A Caring Community
 - A Strong Economy
- **London 2030 Transportation Master Plan (TMP)**
- **ReThink London "City of Opportunity"**
- **London Road Safety Strategy (LRSS)**





The Key Steps in the LRSS

- Review road safety status and trends
- Establish two-tiered committee structure
- Develop Mission, Vision & Goal
- Identify target areas from literature, collision data, public consultation
- Develop countermeasures
- Assess the capacity to deliver service
- Finalize program





Who?

- **4Es**: Engineering, Education, Enforcement, & Empathy
- **Partnership: Already in place with a strong history**
 - Ministry of Transportation (MTO)
 - Young Drivers of Canada
 - Ontario Provincial Police (OPP)
 - London Police Services
 - City of London Engineering
 - Middlesex London Health Unit
 - London Health Sciences Centre- Trauma Program
 - Community Safety and Crime Prevention Advisory Committee
 - 3M
 - Western Ontario University
 - Fanshawe College
 - CAA





The Goal

Discussion among the committee members led to the following:

10% reduction in injury/fatal collisions at the end of five years

- Can be non-linear
- Consideration for adjusting goal up or down based on program experience



Vision & Mission Statement

□ Vision:

A Path to a Safer Road environment for all transportation users in London

□ Mission statement:

To save lives and reduce serious injuries to all transportation users through leadership, innovation, coordination, and program support in partnership with other public and private organizations

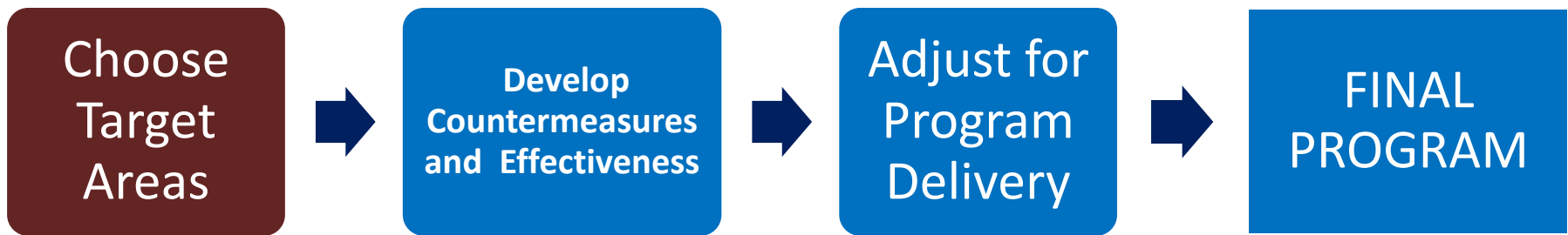


Overall Program Flow





Overall Program Flow

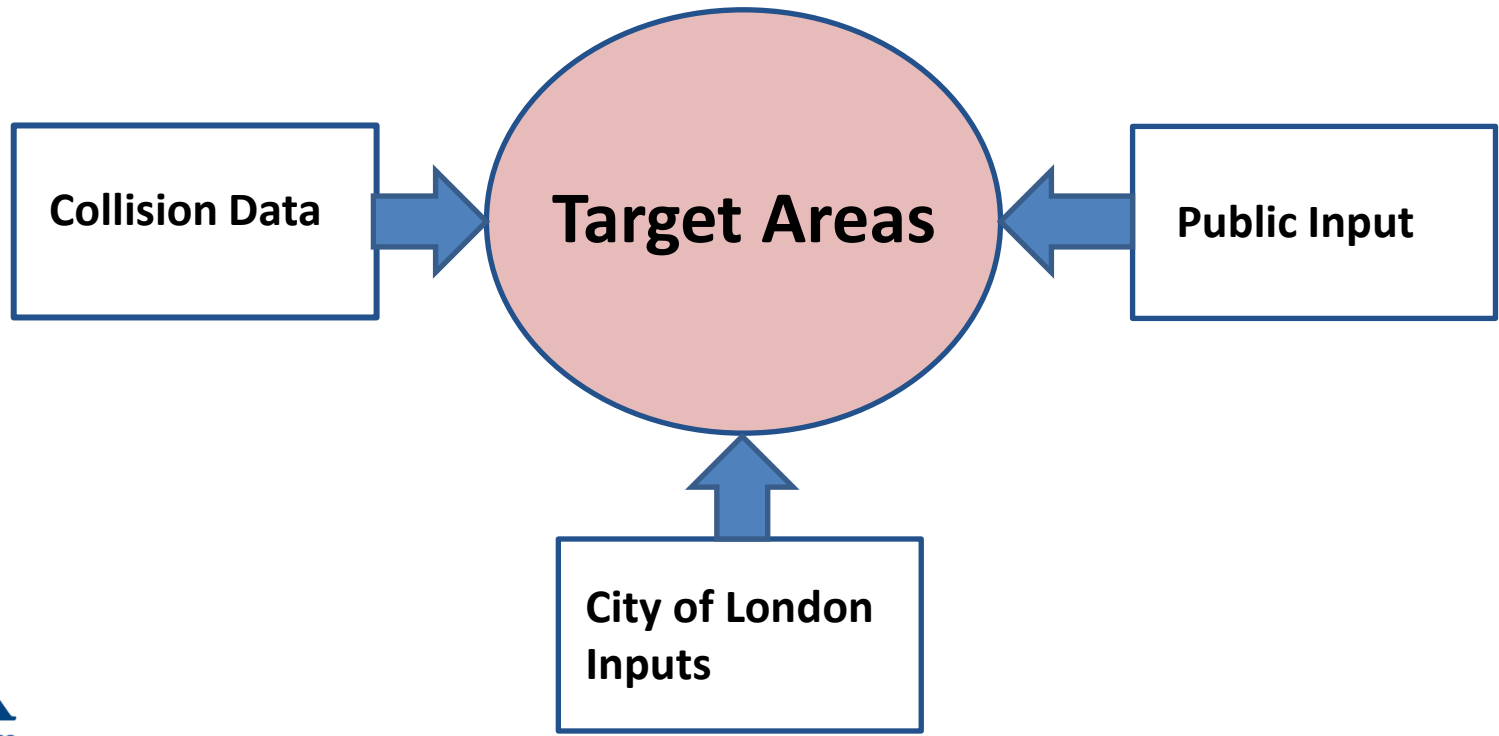


- Target areas based on fatal or injury collisions only: better data, more direct effect
- Literature review directed investigation into target areas, but results were different from the typical plan



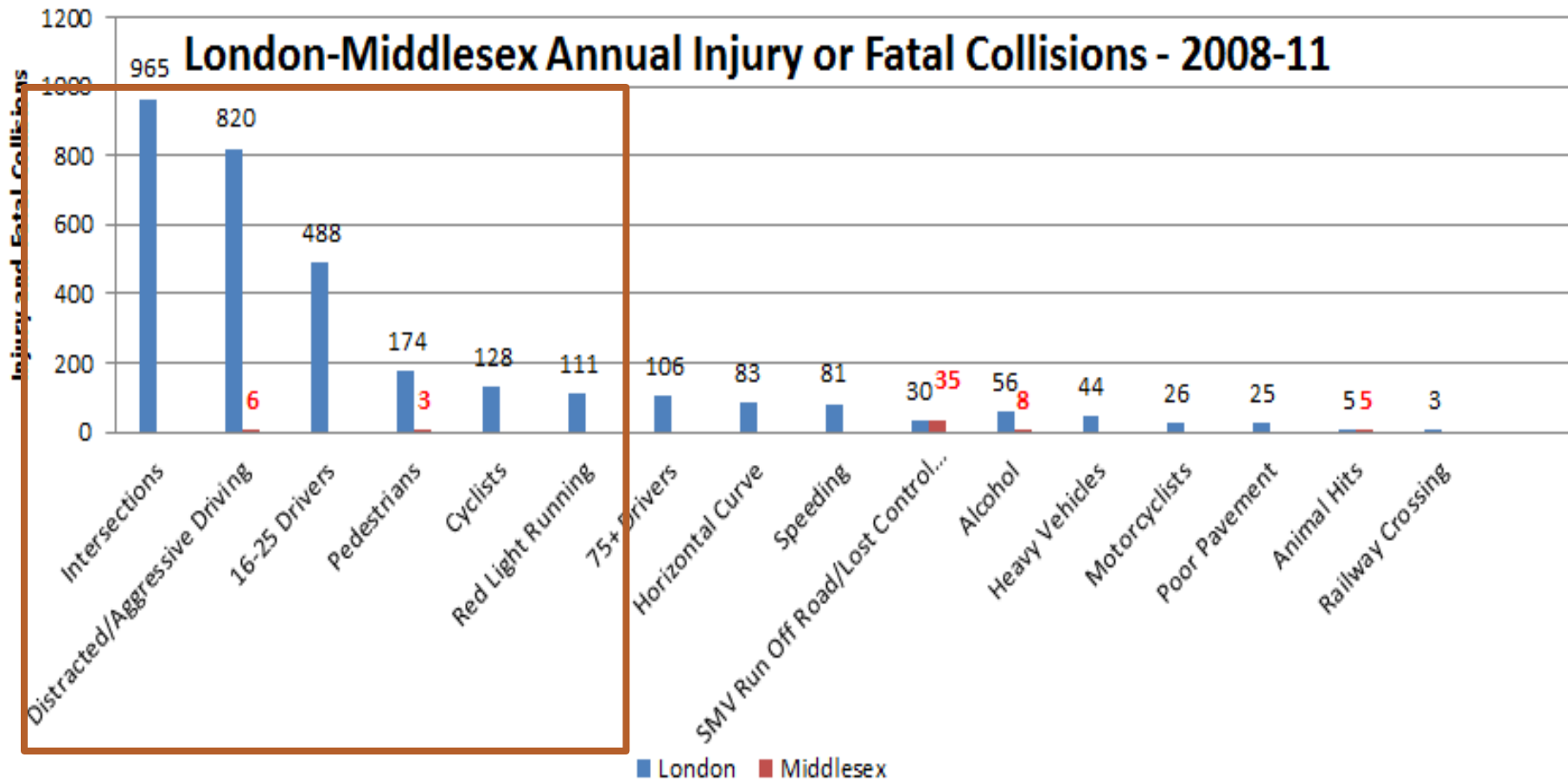
Choosing Target Areas

Somewhat uniquely, the choice of target areas was not purely data-driven. There were three sources of input to the development of target areas:





Target Areas Identified



The collision frequencies overlap – that is, more than one factor can be a cause.





Overall Program Flow

Choose
Target
Areas



Develop
Countermeasures
and Effectiveness



Adjust for
Program
Delivery



FINAL
PROGRAM



Countermeasure Development

Process:

Expert panel met and brainstormed solutions

Basis:

Top six target areas

Response:

At least one countermeasure for each target for:

- Engineering
- Enforcement
- Education
- Empathy



Overall Program Flow





Program Delivery Capacity

Issue:

A strategic road safety program is only as good as its implementation initiatives. The steering (implementation) committee provided feedback and, more importantly, commitment.

Basis:

Specific programs were proposed by the committee agencies in response to the countermeasure list developed by the expert panel. Programs had to address the problem and be “more” or “different” from current. Specific numerical measurements and goals were requested.



Program Delivery Capacity

Sample of programs is shown below:

| Countermeasure Type | Target Area | Countermeasure Title | Agency |
|---------------------|---------------|--------------------------------|--------|
| Engineering | Intersections | Traffic Signal Improvement | COL |
| Enforcement | Intersections | Pro-Active Enforcement Program | LP |
| Education/Empathy | Young Drivers | Education Campaign | LHSC |
| Engineering | Pedestrians | Pedestrian Facilities Upgrades | COL |
| Education/Empathy | Pedestrians | Active & Safe Routes to School | MLHU |
| Engineering | Cyclists | Annual Addition of Bike Lanes | COL |



Overall Program Flow





Next Steps

- Finalize countermeasure list
- Divide list into Immediate and Longer-Term implementation
- Finalize plan
- Present plan to Committee and Council
- Develop charter and have member agencies sign on as commitment
- Monitor after year 1 and year 2 – assess and report, adjust if required



Road Safety Strategy Outcomes are Measureable

- ✓ Reduce collisions
- ✓ Reduce injury severity
- ✓ Inform public
- ✓ Improve Road Safety knowledge
- ✓ Safer roads
- ✓ Improve quality of life



Conclusions

- Having public and institutional inputs made for a broader base of possible target areas, but the overall lists were quite consistent
- Require “more” or “different” for success
- Implementation commitment is key
- The LRSS will consist of a number of “smaller” programs – harder to manage, but possibly greater chance of success



Road Safety Strategy

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