




City of London Road Safety Strategy 2014-2019

Presentation to Cycling Advisory Committee (CAC)



Transportation Planning & Design
September 17, 2014



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	





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**
 - City of London
 - Ministry of Transportation (MTO)
 - Young Drivers of Canada
 - Ontario Provincial Police (OPP)
 - Middlesex County
 - London Police Services
 - Middlesex London Health Unit
 - London Health Sciences Centre- Trauma Program
 - Community Safety and Crime Prevention Advisory Committee
 - 3M
 - Western 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

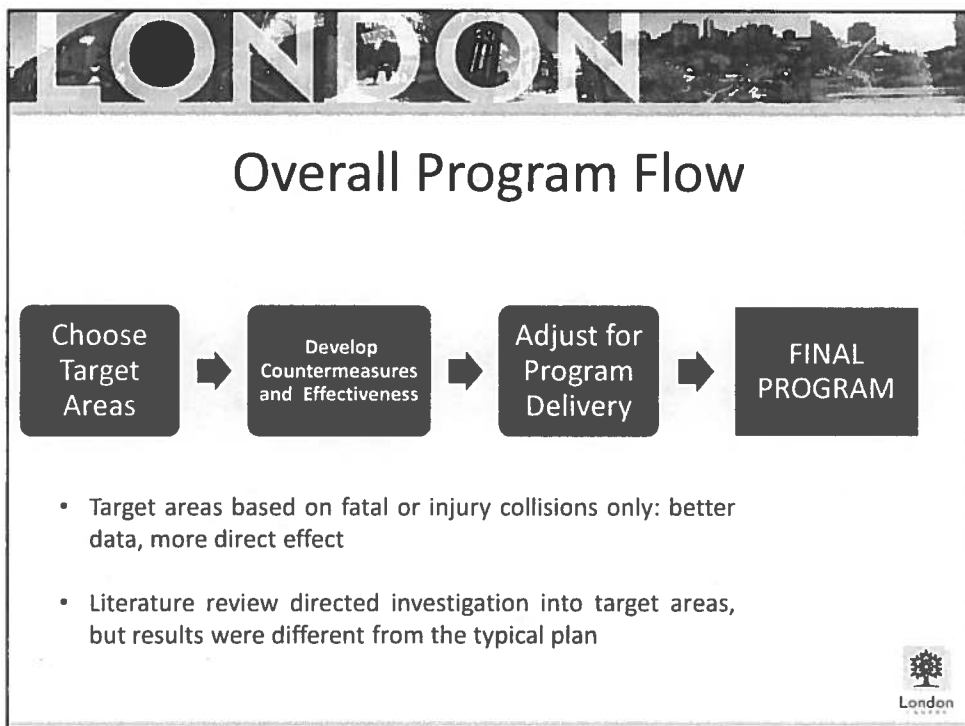
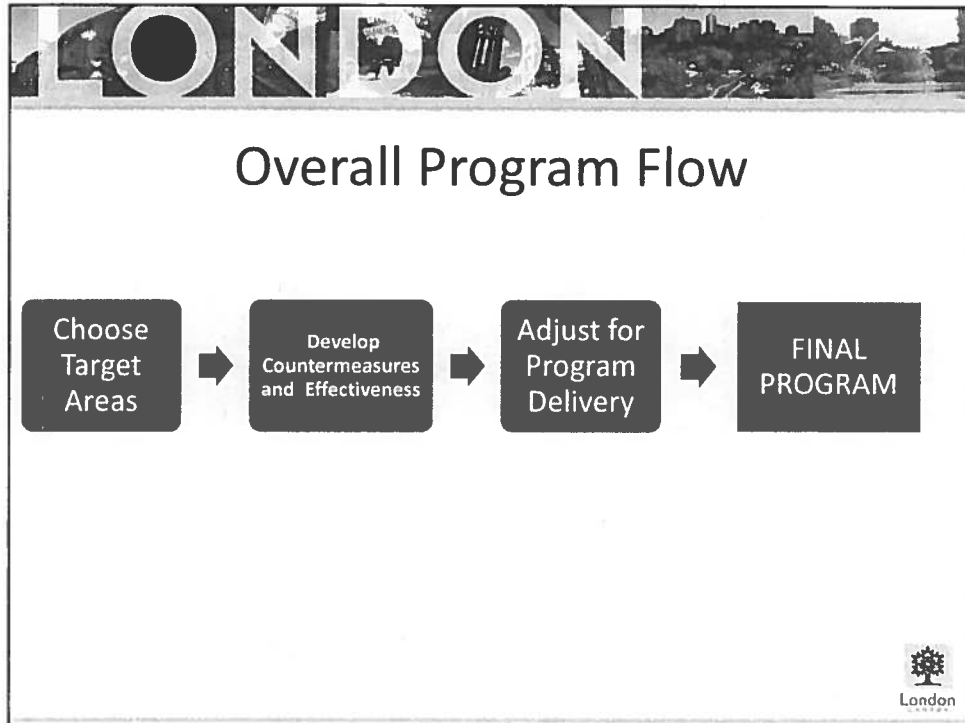
Vision:

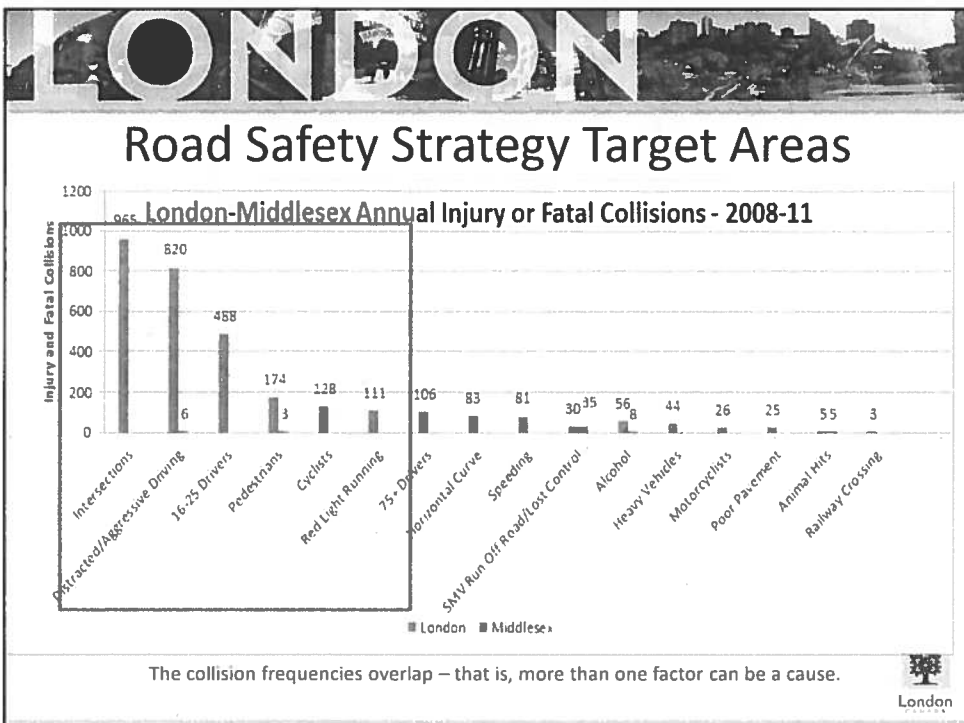
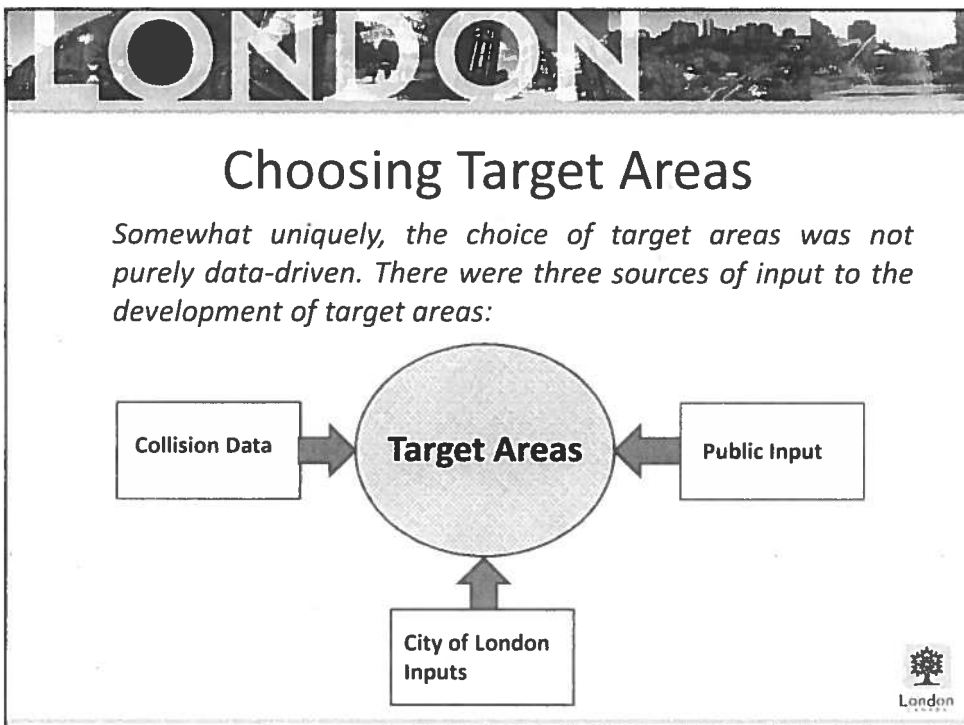
A Path to a Safer Road environment for all transportation users in London

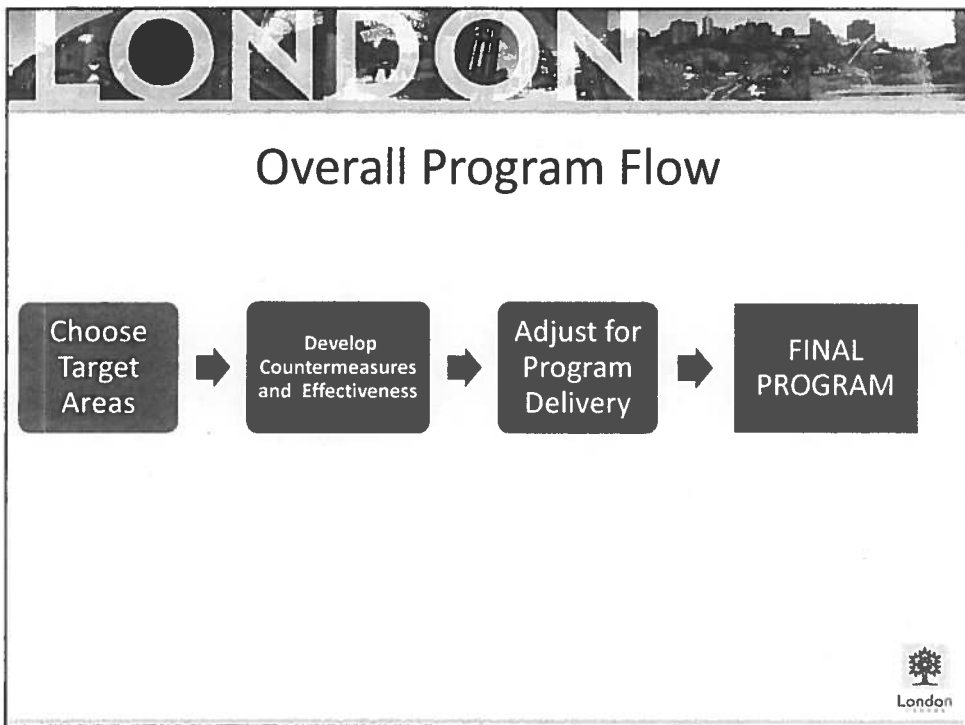
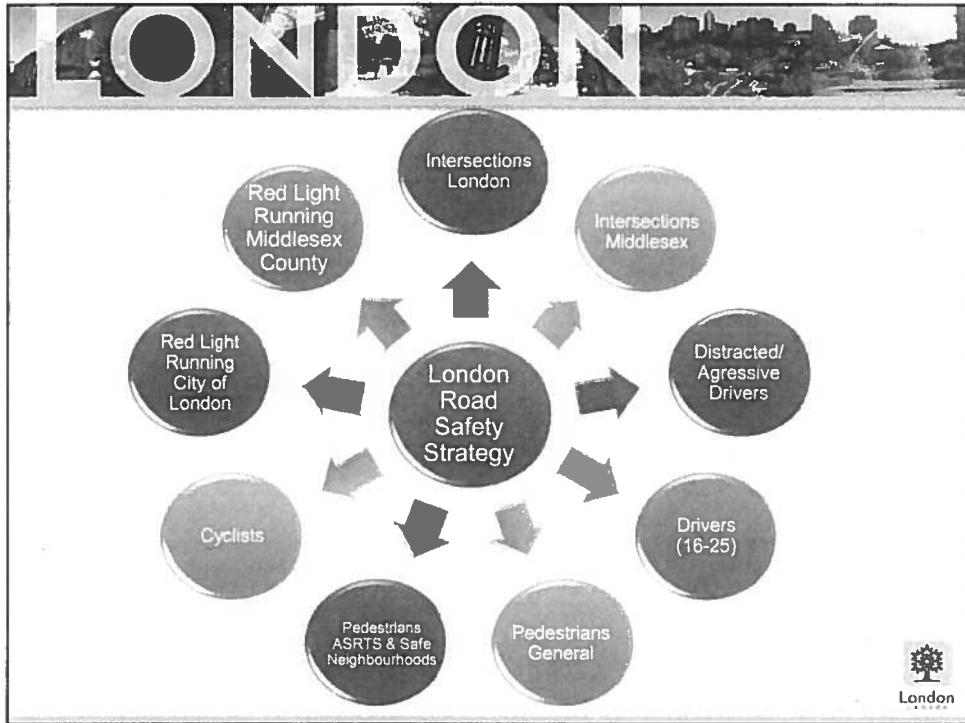
Mission statement:

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









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Countermeasure Development

Process:
Expert panel met and brainstormed solutions

Basis:
Top six target areas: *Intersection, Aggressive/Distracted Drivers, Young Drivers, Pedestrians, Cyclists, and Red Light Running*

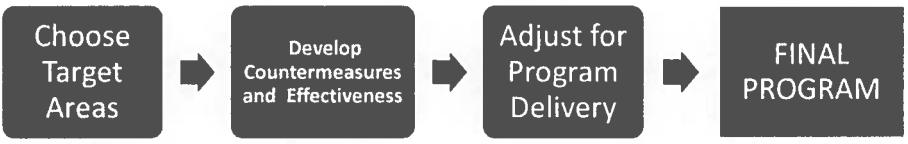
Response:
At least one countermeasure for each target for:

- Engineering
- Enforcement
- Education
- Empathy





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Overall Program Flow



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graph LR; A[Choose Target Areas] --> B[Develop Countermeasures and Effectiveness]; B --> C[Adjust for Program Delivery]; C --> D[FINAL PROGRAM];
```






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

Out of 38 programs, a sample is shown below:

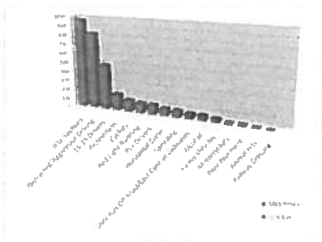
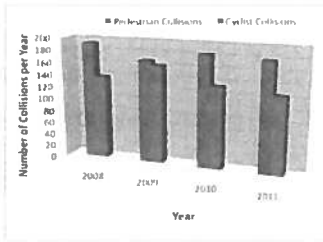
Countermeasure Type	Target Area	Countermeasure Title	Agency
Engineering	Intersections	Traffic Signal Improvement	COL
Enforcement	Intersections	Pro-Active Enforcement Program	LPS
Education/Empathy	Young Drivers	Education Campaign	LHSC
Engineering	Pedestrians	Pedestrian Facilities Upgrades	COL
Education/Empathy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




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Programs for Cyclists


Countermeasure Type	Countermeasure Title	Agency
Enforcement	Cyclist Crossing Enforcement Strategy	London Police
Education/Empathy	Share the road signage and educational project	MLHU
Engineering	Annual Addition of Bike Lanes	City of London




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Overall Program Flow



```



graph LR
    A[Choose Target Areas] --> B[Develop Countermeasures and Effectiveness]
    B --> C[Adjust for Program Delivery]
    C --> D[FINAL PROGRAM]
    
```






Next Steps

- Final Report posted on the City website
- Agency Leaders to sign the Charter 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



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<http://www.london.ca/residents/Roads-Transportation/Road-Safety/Pages/London-Road-Safety-Strategy.aspx>

