

Share The Road Signage Pilot Project London & Middlesex

City of London - Cycling Advisory Committee, Jan 21, 2015

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Overview

- Background
- Project Components
- Discussion
- Recommendations

Collaborators

- Middlesex-London Health Unit
- City of London
- Middlesex County
- Middlesex Centre
- London Middlesex Road Safety Committee (LMRSC)
- Healthy Communities Partnership Middlesex-London (HCP ML)

Project Description

To **educate** drivers and cyclists about sharing the road.

To install **Share The Road signage** on the west side of London and within Middlesex Centre/Middlesex County where appropriate.

Overall Goals

1. To improve **safe driving and cycling practices** when sharing the road.
2. To increase **physical activity** levels.
3. To increase **collaboration** on share the road initiatives.

Project Rationale

- **Popular** activity
- **Demand** for safe & supportive environments
- Club & recreational cyclists using roads on the west side of London expressed **safety concerns**



Project Rationale (cont'd)

- **Preventing** injuries & deaths paramount
- **Reports & studies**
- **Funding**



Strategic Approach

1. Part of a **comprehensive** approach
2. Builds on **local initiatives**
3. Reinforces **Ontario Cycling Strategy**
4. Follows Ontario Traffic Council draft **Book 18**
5. Complements **Ontario Share the Road Cycling Coalition** efforts
6. Supports **health**

The screenshot shows the #CycleON website. At the top, there is a navigation bar with the following items: "Welcome", "Strategic Directions 1 2 3 4 5", "Achieving the Vision", and "Appendix". There are also navigation icons for home, back, and forward. The main content area is titled "Minister's Message".

#CycleON

Welcome Strategic Directions 1 2 3 4 5 Achieving the Vision Appendix

Minister's Message

I am pleased to share with you #CycleON, Ontario's 20-year vision for cycling in the province. #CycleON is a strong and integrated strategy – our goal is to help make Ontario the number one province for cycling in Canada.


We do not live in a world of cyclists, drivers, pedestrians, wheelchair users and transit riders. We live in a world of people who move, whether it's our eight-year-old daughter walking to school, mom riding her bike to work or dad driving in his car on Highway 417, we are people who make choices about how we move. We make those choices based on travel time, convenience, and for many, ethics and civic responsibility. This Strategy is one more step in giving Ontarians healthier, more convenient and safer choices on how they want to move.

Ontarians have told us they want transportation options that are convenient and affordable. They want transportation that uses less fuel, is safer, causes less pollution and requires less expensive infrastructure. Ontarians want transportation that brings neighbourhoods together and integrates seamlessly into the built form of their community.

We think #CycleON will add significantly to those choices. #CycleON will give Ontarians and their families greater mobility.

To strive for our vision of a more cycling-friendly Ontario, we need to work in partnership – across ministries, with municipalities, schools, transit agencies, cycling associations, tourism organizations, drivers, health promotion agencies, and many others. There's a role for everyone.

I would like to express my sincere thanks to all of our partners and the people of Ontario, particularly the more than 1,000 people from across the province who provided valuable suggestions and advice during the development of this Strategy.


Uyen Murray
Minister of Transportation,
Minister of Infrastructure



Local & Provincial Statistics 2009- 2013

- Middlesex-London - 128 ER visits/yr
- Average Yearly Rate of Emergency Room (ER) Visits for Bicycle related Traffic Collisions per 100,000
 - Middlesex-London: 27.8 ER visits
 - Ontario: 18.8 ER visits

Ontario Ministry of Health and Long Term Care, 2014

Number of Motor Vehicle Collisions by Type *(HEAL, 2014)*

Type	2008	2009	2010	2011	2012	2013	Total
All MVCs	7,888	7,117	7,473	7,132	6,625	6,606	42,841
MVCs Causing Injury/Fatality	865	1,000	1,034	1,048	1,076	833	5,856
Auto V Cyclist MVCs							
All MVCs	134	156	130	126	135	98	779
Driver at Fault	50	49	38	44	47	45	273
Cyclist at Fault	84	107	92	82	88	53	506
Auto V Pedestrian MVCs							
All MVCs	146	154	174	170	163	163	970
Driver at Fault	78	98	109	110	104	106	605
Pedestrian at Fault	68	56	65	60	59	57	365
Distracted Driver MVCs							
All MVCs	626	825	1,025	976	716	657	4,823
Young (16-18) Driver at Fault	46	55	68	61	37	19	286

Project Components

- Initiation
- Development
- Implementation
- Measurement / Evaluation



Initiation & Development

- Project Charter
- Presentations
- Data Sources
- Cyclist / driver input
- Education campaign planning
- Determination of Road signage placement

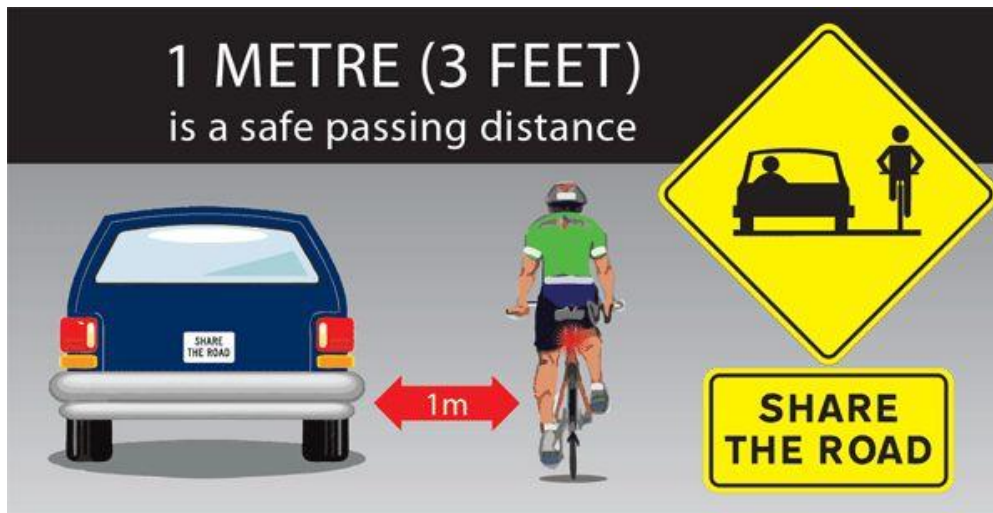
Implementation / Measurement / Evaluation

Education Campaign

- Media event
- Radio ads
- Websites
- Facebook
- Twitter
- Print materials (rack cards, posters, placemats, T-shirts, measuring tapes)
- Display board for community events



Implementation - Signage



Implementation – Social & Electronic Media

Common Themes:

- Education
- Infrastructure
- Enforcement

Measurement – Cyclist Counts

5 Sites on 4 Different Dates

- City of London – 3 counts
- Middlesex County – 2 counts

Discussion

Project Objectives:

1. Educate drivers and cyclists about Sharing the Road
2. Installation of Share the Road signage

London Road Safety Strategy Target Areas

- Intersections
London
- Intersections - MC
- Distracted drivers
- Young drivers
- Pedestrians -
general
- Pedestrians -
ASRTS
- Cyclists
- Red light running
London
- Red light running
MC

The 4 E's

- Engineering
- Enforcement
- Education
- Empathy



Recommendations

Consider current strategies & projects:

- City of London
- Middlesex County
- Other local initiatives
- Provincial initiatives

Further development:

- Education
- Infrastructure
- Enforcement

Thank you!

