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<b>TO:</b>	<b>CHAIR AND MEMBERS BUILT AND NATURAL ENVIRONMENT COMMITTEE SEPTEMBER 26, 2011</b>
<b>FROM:</b>	<b>JOHN LUCAS, P. Eng. ACTING DIRECTOR, ROADS AND TRANSPORTATION</b>
	<b>LONDON ROAD SAFETY STRATEGY</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Acting Director, Roads and Transportation, the following actions **BE TAKEN** with respect to the development of a Road Safety Strategy for London:

- (a) The Terms of Reference as set out in Appendix 'A' **BE APPROVED**.
- (b) A budget in the amount of \$200,000, excluding HST, **BE APPROVED**, it being noted that this budget is available with TS4040 – Traffic Studies;

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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June 21, 2010; Road Safety Strategy Development to ETC

<b>BACKGROUND</b>
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**Purpose:**

This report seeks the approval of a budget and terms of reference for the development of a Road Safety. With this approval, the Civic Administration can initiate a consultant selection process.

**Context:**

On June 28, 2010, the Municipal Council considered a report from the Director, Roads and Transportation (Appendix "B") with respect to the preparation of a Road Safety Strategy for London. A comprehensive review of the major causes of road related fatalities, injuries and property damage was recommended as the best way to address a number of outstanding road safety questions of the Municipal Council:

- red light running,
- photo radar,
- community safety zones and school area traffic,
- Increased traffic units in all neighborhoods
- Pedestrian safety
- road/rail level crossing safety,
- traffic calming, and
- posted speed limit policy

The Municipal Council directed the Civic Administration to prepare Terms of Reference and a preliminary budget for the preparation of a Road Safety Strategy.

**Discussion:**

The goal of the London Road Safety Strategy (LRSS) is to provide direction for road safety projects and programs in London. The LRSS should set out the targets, policies and action plans to guide the City of London and its road safety partners to create safer roads and reduce the number of road fatalities and injuries on the roads and highways of London.

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Project partners include those agencies with road safety programs that would benefit from the analyses and recommendations of a Road Safety Study. Other cities have developed strategies to better focus and align programs, and London can also use this approach to manage the most prevalent and important road safety issues facing Londoners. Project partners for London are available within a readymade group that operate as the London-Middlesex Road Safety Committee. The following members of that group are ready to commit time and resources to the project as part of the study Steering Committee:

- Middlesex London Health Unit
- London Health Sciences Centre
- Ontario Provincial Police
- London Police Services
- Ministry of Transportation (MTO)
- Young Drivers of Canada
- 3M

Partners on road safety provide different programs with a common objective to decrease traffic related fatalities and injuries in London and Middlesex area. The following is a brief summary of some of these programs:

London Police Service

Thames Valley District School Board Drivers Ed, Drive wise, London Police Service Traffic Management Plan, Spring Seatbelt Campaign, Speedwatch, Meet the Police Officer, Children's Safety Village, IMPACT, ride, and Operation IMPACT

3M

Canada Traffic Safety Systems

London Health Sciences Centre

Impact, Idrive, Be Safe Be Seen, Helmets on Kids Campaign, and BeCause Campaign

Middlesex London Health Unit

"Because Injuries are Preventable and Predicable" educational and mass media campaign, Assessment and Surveillance for road and off-road safety, Cycling (helmet safety) / pedestrian safety, Vehicle safety, Child Safety Middlesex London, Safe Kids Week, Helmets on Kids, Risk Watch Training, Health Promotion activities for schools: Community messaging & awareness days, Safe Grad Workshop, Active and Safe Routes to School, All new legislation promotion, Municipal Alcohol Policy, Provincial Seat Belt Campaign, Child Restraints & Car Seat Clinics (Buckle Up Baby), and Workplace Health Promotion

Ministry of Transportation (MTO)

Road Safety Challenge, Spring Seatbelt Campaign, and Road Safety Community Partnership Program

Ontario Provincial Police

Middlesex Collision Reduction Strategy, New Driver Program, Licensed Driver Program, and Cognifit Personal Coach

Programs and services offered by some of the above partners on road safety in London and Middlesex are provided in more detail in Appendix "C".

The City of London provides the following programs with the same objective to decrease traffic related fatalities and injuries in London:

- Corporate Strategic Plan – One of the 5 Priority Areas is Community Development with the Major Objective being "a caring, safe and healthy community".

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- Official Plan – Safety is a theme carried through the Plan
- Council’s Community Safety and Crime Prevention Advisory Committee (reporting to the Community and Neighbourhoods Committee) – The Committee has a mandate to develop, encourage and promote activities and education programs related to safety.
- The Built and Natural Environment Committee has dealt with a number of traffic safety issues in recent years.
- Roads and Transportation programs and budgets have a strong safety influence:
  - A new collision data analysis program is now ready that can identify chronic road safety problems.
  - Warranted sidewalks, minor roads, rural roads, and optimization programs bring infrastructure up to present standards.
  - A recent rail crossing safety audit has identified various systematic and site specific concerns for action.
  - The Transportation Operations Public Service Program (TOPS) provides management, analysis and action on more than 800 traffic concerns per year.
  - Public Education and Enforcement Program (PEEP) uses radar boards as an education tool for local drivers.
  - Identified Traffic Calming areas are being remedied with arterial optimization, operational improvements and area studies.
  - Intersection concerns are followed up on with traffic counts, observations and computer modeling, with resulting actions including new signal timing, traffic control changes (if warranted).
  - Intersection Pedestrian Signal (IPS) program for warranted locations.
  - The Bicycle Master Plan includes a safety education component.

In order to achieve the goal of the Safety Strategy, a number of issues will be in the forefront of the study:

1. Access Management
2. Speeding
3. Impaired Driving
4. Red Light Running
5. Use of safety belts
6. Safety for vulnerable road users (e.g., pedestrians, cyclists and personal mobility devices)
7. New and better targeted education initiatives

All of these will be considered within the context of the classical road safety “3 Es”: Engineering, Education and Enforcement. The above seven primary concerns will form the basis for actions taken to improve road safety in London. These should remain ‘live’ during the entire strategy, and will be regularly monitored and evaluated to ensure the most effective mix of actions are proposed. As the strategy is implemented, the City of London and its partners may enhance initiatives that prove successful, or introduce promising new ones.

City staff has prepared the Terms of Reference for the London Road Safety Strategy (LRSS). The goal and the primary objectives of the study are presented in more detail within the Terms of Reference attached in Appendix “A”.

Subject to approval of the Terms of Reference, the Civic Administration will invite prospective consulting teams to submit proposals. The Steering Team will review these, and set a detailed work program and budget with the best team suited to the study. A further report will be forthcoming recommending a consultant for appointment and work program.

Although road safety is a subject common to all three levels of government, it is the local government that is looked to for leadership at the local level. However, substantial technical support is expected from others.

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Transport Canada has a funding program to support road safety initiatives. In early June this year, Transport Canada initiated a program called "Canada's National Road Safety Research and Outreach Program". This Contribution Program provides a funding mechanism for Transport Canada to enter into projects through formal Contribution Agreements with road safety organizations and stakeholders to achieve the strategic objective of safe and secure transportation systems that contribute to Canada's social development and economic growth. This Contribution Program will ultimately support the objectives of the Canada's Road Safety Strategy 2015. The ultimate goal of this Strategy is to continue to reduce fatalities and serious injuries caused by collisions on Canada's roads. The City submitted the required application on June 20<sup>th</sup> 2011. However, no funding was awarded to the City due to budgetary restrictions which prevented all eligible projects from being funded.

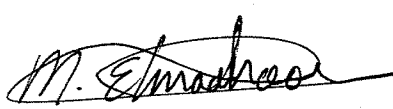
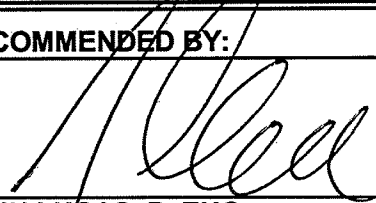
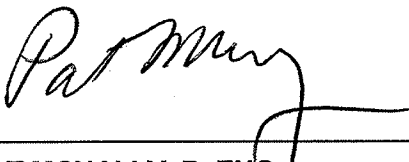
### Conclusions

1. The Primary Objectives for the London Road Safety Strategy have been prepared by City staff, and are recommended for acceptance by Municipal Council. It includes a number of long standing concerns of the Municipal Council that could not be answered in isolation.
2. Terms of Reference prepared for prospective consulting teams to respond to are recommended for approval.
3. The strategy will be supported by enforcement and health agencies, and private companies with in kind services, information and technical assistance. The development of a strategy requires municipal leadership.
4. Preparation of a Road Safety Strategy is estimated to cost \$200,000. Required funding is available within existing budgets for traffic studies.
5. Subject to approval of the recommendations in this report, staff will pursue the best qualified consulting team for this assignment, develop a detailed work program with the input of the Steering Committee, and make further recommendations on these to Council.

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**Acknowledgements:**

This report was prepared with the assistance of Maged Elmadhoon, Manager, Traffic Engineering and Transportation Planning within the Transportation Planning and Design Division.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
	
<b>MAGED ELMADHOON, M.ENG., P. ENG TRANSPORTATION PLANNING &amp; DESIGN, ENVIRONMENTAL AND ENGINEERING SERVICES</b>	<b>JOHN LUCAS, P. ENG. ACTING DIRECTOR, ROADS AND TRANSPORTATION, ENVIRONMENTAL AND ENGINEERING SERVICES</b>
<b>REVIEWED &amp; CONCURRED BY:</b>	
	
<b>PAT MCNALLY, P. ENG. EXECUTIVE DIRECTOR, PLANNING, ENVIRONMENTAL AND ENGINEERING SERVICES DEPARTMENT</b>	

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**Attach:**

- Appendix 'A' – London Road Safety Strategy (LRSS) - Terms of Reference
- Appendix 'B' – June 21, 2010; Road Safety Strategy Development Report to ETC
- Appendix 'C' – Programs and services on road safety in London and Middlesex

**c.c.**

- J. Braam
- S. Maguire
- Sergeant T. O'Brien
- London-Middlesex Road Safety Committee

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**Appendix 'A'**

**London Road Safety Strategy (LRSS) - Terms of Reference**

# London Road Safety Strategy (LRSS) Terms of Reference

## 1. INTRODUCTION

### 1.1 Background

The City of London is situated in the heart of “the Great Southwest” Ontario with a population of over 365,000 people. The London Census Metropolitan Area (CMA) includes London and the communities of St. Thomas, Strathroy, Dorchester, and other smaller centres within Middlesex County.

As initiated by other Municipalities in Ontario and in other Canadian Provinces, London desires a road safety strategy that identifies the most important traffic safety issues in London and sets out the targets, policies and actions to guide the City of London, the London Police, Health and other local partners to create safer roads and reduce the consequences of traffic collisions on London roads.

On average, there are more than 8,000 reportable motor vehicle collisions in London each year. In 2003, there were 8,478 total collisions that resulted in 9 fatalities and 1,269 personal injuries. From a population perspective, these figures are equivalent to 2.6 fatalities and 362.2 injuries per 100,000 population respectively. These collisions also resulted in an estimated more than \$ 36 million total damage costs.

The 2006 Canadian Motor Vehicle Collision Statistics report prepared and collected by Transport Canada in cooperation with the Canadian Council of Motor Transport Administrators showed that in 2006 there were 2,889 fatalities and 199,337 total injuries in Canada. In addition, the report showed that there were 6.2 fatalities and 539.8 injuries per 100,000 population in Ontario compared to 8.9 fatalities and 604.0 injuries per 100,000 population in Canada.

Although the above figures show that London has lower fatalities and injuries nationwide, reducing fatalities resulting from road collisions should still continue to be a priority for municipalities and government agencies.

### 1.2 Context

Traffic safety improvements have been of interest to the City of London Municipal Council and the public for many years. The gaps in understanding local traffic safety should be closed so that effective countermeasures and programs can be identified. The focus should be on quantified safety issues – the ones that relate to excessive incidents of injury and public damage. It should also not lose sight of what makes people feel safe (i.e. safety and security). Generally, and at a strategic level, what are the primary road safety and security issues in London, and what direction should London consider taking to address them?

On June 28, 2010, City Council considered a report from the Director, Roads and Transportation with respect to the preparation of a Road Safety Strategy for London. City Council directed the Civic Administration to prepare Terms of Reference and a preliminary budget for the preparation of a Road Safety Strategy.

## 2. STUDY PURPOSE

A Road Safety Strategy should identify and target the most critical road safety issues in London with efforts and programs from a number of key stakeholders. The Strategy will set out the targets, policies and actions to guide the City of London and its partners to create safer roads and reduce the number of traffic collisions on the roads of London and the surrounding communities. Road safety is a shared and coordinated responsibility; governmental agencies are required to lead and allocate resources for improving road safety, while at the same time every road user has an obligation to act safely.

The classic three pronged approach involves the 3 E's: engineering, education and enforcement. Some municipalities have added other E's to the strategy, like evaluation and enhancement. It is important to note that the support, cooperation and commitment to implement such a strategy are required by a number of partners in the enforcement and health fields. For the most part, the required partners are already organized locally as the “London-Middlesex Road Safety Committee”. Internal interest in a strategy development would include the Community Safety and Crime Prevention Advisory Committee. Private interest could include the insurance industry. Development of a strategy should also involve the public. The following section briefly summarizes what we know about traffic safety in London and elsewhere.

### 3. ROAD SAFETY PROGRAMS

#### a) *Canada 's Road Safety Strategy 2015*

The ultimate goal of Road Safety Strategy (RSS) 2015 is to continue to reduce fatalities and serious injuries caused by collisions on Canada's roads. The core objectives of the Road Safety Strategy 2015 are:

- Raising public awareness and commitment to road safety.
- Improving communication, cooperation and collaboration among all stakeholders,
- Enhancing enforcement.
- Improving road safety information in support of research and evaluation.

The strategy outlines best practices and initiatives that jurisdictions will have the flexibility to adopt depending on their suitability, feasibility and acceptability within their respective operating environments. Each jurisdiction will develop and 'own' their respective road safety plans.

#### b) *Ontario – Road Safety Agenda*

Road safety was supported provincially through partnerships with police services and various safety groups with:

- province-wide truck safety blitzes
- seatbelt safety campaigns
- Allowing red light camera technology to enhance enforcement and traffic safety on municipal roads

#### c) *City of London*

- Corporate Strategic Plan – One of the 5 Priority Areas is Community Development with the Major Objective being “a caring, safe and healthy community”.
- Official Plan – Safety is a theme carried through the Plan: “Support the planning and development of bicycle routes and pedestrian paths that provide linkages among open space areas, major activity centres, employment nodes and the public transit system and that enhance the convenience, safety and enjoyment of these modes of travel; Support the provision of safe and effective pedestrian movement within the City for all populations, ages and health groups.”
- Council's Community Safety and Crime Prevention Advisory Committee (reporting to the Community and Neighborhoods Committee) – The Committee has a mandate to develop, encourage and promote activities and education programs related to safety.
- The Environment and Transportation Committee (ETC), now called “Built and Natural Environment Committee”, has dealt with a number of traffic safety issues in recent years, some of which are considered a work in progress: red light cameras, photo radar, community safety zones and school area traffic, road/rail level crossing safety, traffic calming, and posted speed limit policy.
- Roads and Transportation programs and budgets have a strong safety influence:
  - A new collision data analysis program is now ready that can identify chronic road safety problems,
  - Warranted sidewalks, minor roads, rural roads, and optimization programs bring infrastructure up to present standards.
  - A recent rail crossing safety audit has identified various systematic and site specific concerns for action
  - The Transportation Operations Public Service Program (TOPS) provides management, analysis and action on more than 800 traffic concerns per year. TOPS responds to all concerns brought in by the public relating to operational traffic issues including pedestrians, bicycles and accessibility. Through a variety of methods the concern is reviewed to determine if engineering, education or enforcement is required to correct identified safety issues.
  - Public Education and Enforcement Program (PEEP) uses radar boards as an education tool for local drivers



- Identified Traffic Calming areas are being remedied with arterial optimization, operational improvements and area studies
- Intersection concerns are followed up on with traffic counts, observations and computer modeling, with resulting actions including new signal timing, traffic control changes (if warranted)
- Intersection Pedestrian Signal (IPS) program for warranted locations
- The Bicycle Master Plan includes a safety education component
- London-Middlesex Road Safety Committee - Their mission is to implement, support and evaluate various road and off-road injury prevention initiatives, programs and events. The objective of this Committee is to decrease traffic related fatalities and injuries in London and Middlesex area. Members are from MTO, Middlesex-London Health Unit, City of London and OPP. Each of these has a number of road safety programs and initiatives which are coordinated through the committee. The committee supports a strategy development.

#### **d) Other Municipalities**

In other jurisdictions, there are programs geared toward specific problems. The hallmarks of the most successful ones are that they incorporate all of the 3 E's, involve the public and have measurable accomplishments. The most recent example of a Traffic Safety Strategy is the City of Hamilton, which was completed in two phases last year. The results of analysis is unique to that community, but is presented below to illustrate the type of issues identified as being the most important to address in a strategy, be it a type of driver, a location or behaviour.

##### Primary Concerns:

1. Aggressive Driving – Aggressive driving is defined as operating a motor vehicle in a selfish, pushy, or impatient manner, often unsafely, that directly affects other drivers (Disobeyed traffic control, following too close, improper turn, exceeding speed limit, improper lane change, speed too fast, failed to yield right of way, improper passing ). This was involved in 63% of fatal and injury related collisions.
2. Intersections – Intersection collisions represent collisions occurring within an intersection area or if it involves vehicles waiting at or proceeding towards the intersection regardless of the distance from the intersection. This was involved in 61% of fatal and injury related collisions.
3. Vulnerable users (pedestrians, cyclists, etc.) – Because they lack the protective enclosure of a vehicle, pedestrians, bicyclists, and motorcyclists are referred to as vulnerable road users. 90% of vulnerable road user collisions are fatal and injury collisions, which is much higher than the overall fatal and injury percentage for all collisions (52%) in the Hamilton area. This was involved in 24% of fatal and injury related collisions.

Secondary Concerns also addressed with strategies for Older Drivers, Hill Sections, Young Drivers, Curved Sections, Winter Weather, Impaired Driving, Commercial Vehicles, Improper Restraint Usage, Roadway Departure and Work Zones.

#### **e) Technical Organizations**

##### *Ontario Traffic Conference*

The Ontario Traffic Conference (OTC) is formed by a group of municipal officials in an effort to improve traffic management in Ontario, by drawing together the knowledge and expertise of those in the field of Enforcement, Engineering and Education (the 3 Es). As part of their role with respect to road safety, the OTC aims to develop and improve educational programmes relating to the fields of traffic safety, traffic/parking enforcement and traffic/parking operations.

##### *Transportation Association of Canada (TAC)*

The Transportation Association of Canada (TAC) is a national association with a mission to promote the provision of safe, secure, efficient, effective and environmentally and financially sustainable transportation services in support of Canada's social and economic goals.

##### *The Canadian Institute of Transportation Engineers (CITE)*

The Canadian Institute of Transportation Engineers (CITE) is an integral part of the Institute of Transportation Engineers (ITE) which consists of more than 13,000 transportation professionals

responsible for the safe and efficient movement of people and goods on streets, highways and transit systems. ITE facilitates the application of technology and scientific principles to research, planning, functional design, implementation, operation, policy development and management for any mode of transportation.

Other programs and services on road safety in London and Middlesex are provided in Appendix "A".

#### **4. STUDY OBJECTIVES**

The goal of the London Road Safety Strategy (LRSS) is to provide direction for road safety in London. The LRSS should set out the targets, policies and action plans to guide the City of London and its road safety partners to create safer roads and reduce the number of road fatalities and injuries on the roads and highways of London. In order to achieve the goal of the LRSS, the following primary objectives should be considered in the study:

##### **4.1 Access Management**

Engineering and planning better and safer roads can not only prevent collisions, but also improve people's chances of escaping serious injury or death when collisions occur. The tool of Access Management provides a framework for access control that will maintain a high level of service for through-traffic, while providing reasonable access to abutting properties. One of the main functions of access management control is to reduce collisions alleviate traffic congestion and protect pedestrians.

##### **4.2 Speeding**

Excessive speed contributes to about 30 percent of fatal collisions, and it increases injury severity in collisions with other causes. Reducing vehicle speeds is one of the most effective ways of reducing road trauma. Police enforcement and lower speed tolerances contribute to reduced average traffic speeds on highways. Road design can also contribute effectively to lower speeds, particularly in urban areas. Lowering speed limits and installing awareness signs with police enforcement in the vicinity of schools could contribute to safe walking and cycling to and from schools.

##### **4.3 Impaired Driving**

The risks of a fatal collision while drinking and driving is high due to fatigue and/or drowsiness. The ability to make a decision while driving a motor vehicle is weakened through the use of chemicals (alcohol, illegal and prescriptive drugs, etc.). Public health and government agencies awareness programs that educate drivers about the dangers of impaired driving will contribute to collision reduction involving impaired driving.

##### **4.4 Red Light Running**

Running a red light can cause severe traffic collisions especially when one vehicle runs into the side of another (i.e., right angle or "T-bone" collision). The property damage attributed to motorists failing to observe traffic signals is high as well. Automated photo enforcement at major intersections is one of the measures that could be used to deal with running red lights. For the success of a Red Light Camera program, it is crucial that the enforcement component be complemented by a strong awareness campaign to educate the public about the serious issue of red light running.

##### **4.5 Use of safety belts**

Safety belts are highly effective in saving lives and preventing injury. There is a significantly higher chance of fatality in a collision when safety belts are not used. Although there is a relatively high rate of safety belt use, improvements can be made through increased enforcement, supported by public education to persuade those who don't wear them of their advantages and to remind wearers of the need to use them at all times.

##### **4.6 Safety for vulnerable road of all ages (e.g., pedestrians, cyclists, and personal mobility devices)**

Municipalities and Regions strive for their road environments, particularly in urban areas, to be safer for pedestrians and cyclists as well as for motor vehicle users. Vulnerable road users make up 20% of road users killed or seriously injured each year in traffic crashes. Pedestrians comprised the largest group of victims among vulnerable road user casualties,

accounting for 61% of fatally injured victims. Motorcycle or moped riders accounted for 28% of fatalities, and cyclists comprised the remaining 11% of fatally injured.

The Ontario Traffic Council (OTC) has recently completed work on Book 15 of the Ontario Traffic Manual (OTM) series. Book 15, Pedestrian Crossing Facilities, will be the primary document used by the Ministry of Transportation and municipalities. OTC is currently working on the development of Book 18 of the Ontario Traffic Manual (OTM) series. Book 18, Bicycle Facilities, will focus on both urban and rural roads and will incorporate recent research, theory, concepts, innovations, new methodologies, design concepts and contain information on legal requirements, standards, best practices, procedures, guidelines and recommendations for bicycle facilities

It is important to reduce vehicle speeds, particularly in built-up areas and educate all road users about the needs of pedestrians and cyclists. Meanwhile, municipalities and other education and health agencies continue to work on different safe routes programs for communities such as the Safe Routes to School program.

The City of London is currently reviewing the possibility of amending sections of the Streets By-Law S-1 which deals with operating a motor vehicle or bicycle along a sidewalk. The main intent of the amendment is to allow children to cycle on sidewalks in order to permit young children to participate in cycling with greater confidence and in a safer environment. The recommendation is still under review after receiving public input.

#### 4.7 New and better targeted education initiatives.

Education initiatives can be achieved through public service campaigns (e.g., radio, television, posters, internet), distribution of fact sheets and/or brochures as well as articles in newspapers. Also, through integrating road safety education in elementary schools as part of their day-to-day curriculum, laying the foundations for a new attitude to road safety.

The above seven primary objectives are the basis for actions to be taken to improve road safety in London. These objectives should remain 'live' during the entire strategy, and will be regularly monitored and evaluated to ensure the most effective mix of actions are proposed. As the strategy is implemented, the City of London and its partners may enhance initiatives that prove successful, or introduce promising new ones.

The consultant is not limited to the noted objectives and shall provide a complete and comprehensive work plan; the consultant is encouraged to apply their expertise and experience to meet the intent of these objectives. Other secondary objectives may include, but not be limited to, addressing the needs of older drivers, reducing driving fatigue, improving the skills of road users, young drivers, aggressive driving, winter weather, community safety zones, and trauma management.

## 5. STEERING COMMITTEE

City of London  
Middlesex London Health Unit  
London Health Sciences Centre  
Ontario Provincial Police  
London Police Services  
Ministry of Transportation (MTO)  
Young Drivers of Canada  
3M

## 6. CONSULTANT SELECTION

The City will use a Best Value Based Selection process for the London Road Safety Strategy and rank proposals in accordance with the Consultant Selection Criteria described below. Three (to be confirmed) firms have been asked to submit detailed proposals. The firms may be a sole company or a consortium consisting of affiliated firms, which will complement the lead firm's core skills, experience and expertise. The budget for this study is \$200,000.

Staff changes by the successful Consultant during the assignment phase will require written approval from the City, prior to any such change. The qualifications and experience of the proposed staff must be equivalent or better to the staff identified in the proposal. Failure to comply may result in the termination of the assignment.

Your proposal shall disclose any active consulting engagements that they may have previously entered into that could be considered a conflict of interest.

### 6.1 Evaluation Criteria and Assessment Weighting

The following weighing will be used when assessing the Proposals:

Methodology and Understanding of Project Goals and Objectives:	30%
Experience on Directly Relevant Projects:	30%
Qualifications of Staff Assigned to Project:	30%
Presentation:	10%

The clarity and succinctness of the submission will be considered in the scoring.

### 6.2 Submission Requirements

Proponents shall address the following topics and any others found relevant. The Proposal shall be of legible text in the main body, with appendices as necessary. Figures, charts, and graphics may be included in an appendix. Resumes of key individuals shall be provided.

- Details of the project approach that shows an understanding of project success factors.
- Methodology in undertaking the project including the public engagement process.
- Key staff and their roles, including sub-consultants (organization chart and/or bios in Appendix). The City requests the consultant to include with their submission an estimate of the level of involvement of each individual who will be working on the project and their availability to work on the project. This information should include the following:
  - A percentage of the total time that each individual will be working on the project;
  - Availability for each individual working on the assignment
  - Identify individuals who will be assigned key roles, the city where they are currently geographically based and their availability to provide services over the duration of the project.
- Experience with directly relevant projects;
  - Project profiles
  - Provide 3 references at the municipal level covering consulting services on similar work.
- Estimate of fees:
  - By major study components
  - Disbursements

The Proposal shall be bound and printed on 2-sided paper.

Please submit ten (6) copies of the proposal by 3:30 pm Friday, November 4<sup>th</sup> 2011 to the attention of Maged Elmadhoon, P.Eng, Manager, Traffic Engineering and Transportation Planning, Transportation Planning and Design Division.

### 6.3 Questions

Questions on the Terms of Reference will be received up to October 20<sup>th</sup>, with answers provided by October 27<sup>th</sup>. All questions and answers will be shared with each consulting team.

### 6.4 Interviews

Each consultant will meet with the study evaluation committee to present their proposal on November 15, 2011. The presentation will last 20 minutes, with another 10 minutes allowed for questions/answers.

### 6.5 Schedule

A general timeline is provided below:

Terms of Reference distributed	October 6, 2011
Final day for questions	October 20, 2011
Answers before	October 27, 2011

Detailed Proposals to be received	November 4, 2011
Interviews	November 15, 2011
Recommendation to BNEC	November 28, 2011
City Council Approval	December 5, 2011
Project Initiation Meeting	to be included in the Proposal
Further study schedule	to be included in the Proposal

## 7. REFERENCE DOCUMENTS

1. Bicycle Master Plan Implementation Study-2007 (pdf)
2. Official Plan  
[http://www.london.ca/d.aspx?s=/Official\\_Plan/op\\_review.htm](http://www.london.ca/d.aspx?s=/Official_Plan/op_review.htm)
3. 2007 – 2010 Council Strategic Plan  
[http://www.london.ca/City\\_Council/pdfs/Council\\_Strategic\\_Plan\\_August07.pdf](http://www.london.ca/City_Council/pdfs/Council_Strategic_Plan_August07.pdf)

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Attachments: Appendix "A": Road safety programs and services

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**Appendix 'B'**

**Road Safety Strategy Development Report to ETC on June 21, 2010**



<b>TO:</b>	<b>CHAIR AND MEMBERS ENVIRONMENT AND TRANSPORTATION COMMITTEE MEETING ON JUNE 21, 2010</b>
<b>FROM:</b>	<b>DAVID A. LECKIE, P. ENG DIRECTOR, ROADS AND TRANSPORTATION ENVIRONMENTAL &amp; ENGINEERING SERVICES DEPARTMENT</b>
<b>SUBJECT</b>	<b>ROAD SAFETY STRATEGY DEVELOPMENT</b>

<b>RECOMMENDATION</b>
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That on the recommendation of the Director, Roads and Transportation, the Civic Administration **BE DIRECTED** to prepare and submit for approval terms of reference and a preliminary budget for the preparation of a Road Safety Strategy.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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None

<b>BACKGROUND</b>
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**Purpose:**

This report and recommendation responds to a number of Council resolutions related to traffic safety as noted below.

**Context:**

Over the last 6 years, Council has expressed interest in a number of traffic safety issues and possible countermeasures:

- Community Safety Zones
- Red Light Cameras
- Traffic running red lights
- Increased traffic units in all neighbourhoods
- Pedestrian safety

These issues are all included in the ETC Deferred list. Reporting on them had been difficult because of a lack of Provincial regulation, outdated guidelines and insufficient local data to assist in developing measures or programs. However, Provincial regulations are now in place for the operation of red light cameras. Pedestrian guidelines are being updated and the City now has a comprehensive collision database and a computer tool to aid in safety analysis.

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**Executive Summary:**

It is clear that Council and the public are interested in traffic safety improvements through discussion of various measures. Previous staff reports on some of these, like Community Safety Zones, indicate that they would not be effective measures. However, this has not lead to a resolution of the concern because other programs or possibilities are not established to provide an alternative.

This report briefly summarizes what we know about traffic safety in London and elsewhere. The gaps in understanding local traffic safety should be closed so that effective countermeasures and programs can be identified. The focus should be on quantified safety issues – the ones that relate to excessive incidents of injury and public damage. It should also not lose sight of what makes people feel safe (i.e. safety and security). Generally, and at a strategic level, what are the primary road safety and security issues in London, and what direction should London consider taking to address them?

The classic three pronged approach involves the 3 E's: engineering, education and enforcement. Some municipalities have added other E's to the strategy, like evaluation and enhancement. It is important to note that the support, cooperation and commitment to implement such a strategy are required by a number of partners in the enforcement and health fields. For the most part, the required partners are already organized locally as the "Road Safety Committee". Internal interest in a strategy development would include the Community Safety and Crime Prevention Advisory Committee. Private interest could include the insurance industry. Development of a strategy should also involve the public.

Technical work will require the services of a specialized consultant. Funding for this can be from the Traffic Studies capital account.

To get started, confirmation of support from key partners should be obtained and agreement on high level goals and roles. With this, Terms of Reference can be prepared for Council approval. It is typical in the development of such strategies for the municipality to take the leadership role.

**Discussion:**

London statistics

Typically, collision analysis data has a time lag in reaching City Hall. The following information may appear dated, but is sufficient to illustrate the level of collisions in Canada and London.

On average, there are more than 8,000 reportable motor vehicle collisions in London each year. In 2003, there were 8,478 total collisions that resulted in 9 fatalities and 1,269 personal injuries. From a population perspective, these figures are equivalent to 2.6 and 362.2 fatalities and injuries per 100,000 population respectively. These collisions also resulted in an estimated more than \$ 36 million total damage costs.

Transport Canada, Road Safety Directorate has a broad range of responsibilities that are of interest to the public. New statistics reveal that fewer people died on Canada's roads in 2006 than in 2005. Since 1987, road traffic deaths have declined by 32.5 per cent. The annual statistics show that in 2006, motor vehicle occupants accounted for 74.9 per cent of all road user fatalities, with 1,546 drivers and 617 passengers killed. In addition, 374 pedestrians, 218 motorcyclists and 73 bicyclists were killed on the roads.

The 2006 Canadian Motor Vehicle Collision Statistics report prepared and collected by Transport Canada in cooperation with the Canadian Council of Motor Transport Administrators showed that in 2006 there were 2,889 fatalities and 199,337 total injuries in Canada. In addition, the said report showed that there were 6.2 fatalities and 539.8 injuries per 100,000 population in Ontario compared to 8.9 fatalities and 604.0 injuries per 100,000 population in Canada.

The above statistics demonstrate that in comparison to Canada and Ontario, London has lower fatality and injury rates as a result of motor vehicle collisions. However, according to the



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Middlesex-London Health Unit, 47% of reported severe injuries are the result of motor vehicle collisions. It is also worth noting that the 2006 collision statistics showed that approximately 36% of fatal collisions occurred in urban areas where 64% occurred in rural areas. This indicates that in reality, London is within the same range with respect to fatal collision rates when compared with nationwide. It is suggested that more information related to severity degree of injuries and actual factors that contribute to collisions are needed to address the safety of London's roadways and intersections.

### The 3 Es

Effective road safety programs have long been associated with coordinated actions under the 3 Es: Engineering, Education, and Enforcement. In a review of other municipalities, it was found that those with comprehensive programs may have slight variations. Education could have a greater focus on driver behavioural change and/or encouragement. Also, because of the broad nature of the topic, the experience of others suggests a focus on key concerns can produce pragmatic coordination of the 3 Es into effective countermeasures.

### Road Safety Programs – Canada, Ontario, London, Other Municipalities

#### *Canada - Road Safety Vision 2010*

Originally started in 1996, it has been updated most recently in 2000. The goal is straightforward – to make Canada's roads the safest in the world. Its strategic objectives are to:

- Raise public awareness of road safety issues.
- Improve communication, cooperation and collaboration among road safety agencies.
- Enhance enforcement measures.
- Improve national road safety data quality and collection.

Learning from the successes in other countries, this federal initiative incorporates specific targets for a variety of persistent concerns, including:

- seatbelt usage
- influences of alcohol
- speed
- young drivers

The program is comprised of awareness programs, pilot projects, federal vehicle safety regulation changes, and data management.

#### *Ontario – Road Safety Agenda*

Road safety was supported provincially through partnerships with police services and various safety groups with:

- province-wide truck safety blitzes
- seatbelt safety campaigns
- Allowing red light camera technology to enhance enforcement and traffic safety on municipal roads

#### *City of London*

- Corporate Strategic Plan – One of the 5 Priority Areas is Community Development with the Major Objective being “a caring, safe and healthy community”.
- Official Plan – Safety is a theme carried through the Plan: “Support the planning and development of bicycle routes and pedestrian paths that provide linkages among open

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space areas, major activity centres, employment nodes and the public transit system and that enhance the convenience, safety and enjoyment of these modes of travel; Support the provision of safe and effective pedestrian movement within the City for all populations, ages and health groups.”

- Council’s Community Safety and Crime Prevention Advisory Committee (reporting to the Community and Protective Services Committee) – The Committee has a mandate to develop, encourage and promote activities and education programs related to safety. Programs undertaken by the Committee:
  - In partnership with many city services, associations and agencies, the Community Safety and Crime Prevention Advisory Committee, has organized a city-wide Community Safety Week.
  - Annual Public Input Session
  
- The Environment and Transportation Committee (ETC) has dealt with a number of traffic safety issues in recent years, some of which are considered a work in progress: red light cameras, photo radar, community safety zones and school area traffic, road/rail level crossing safety, traffic calming, and posted speed limit policy.
  
- Roads and Transportation programs and budgets have a strong safety influence:
  - A new collision data analysis program is now ready that can identify chronic road safety problems,
  - warranted sidewalks, minor roads, rural roads, and optimization programs bring infrastructure up to present standards.
  - A recent rail crossing safety audit has identified various systematic and site specific concerns for action
  - The Transportation Operations Public Service Program (TOPS) provides management, analysis and action on more than 800 traffic concerns per year. TOPS responds to all concerns brought in by the public relating to operational traffic issues including pedestrians, bicycles and accessibility. Through a variety of methods the concern is reviewed to determine if engineering, education or enforcement is required to correct identified safety issues.
  - Public Education and Enforcement Program (PEEP) uses radar boards as an education tool for local drivers
  - Identified Traffic Calming areas are being remedied with arterial optimization, operational improvements and area studies
  - Intersection concerns are followed up on with traffic counts, observations and computer modeling, with resulting actions including new signal timing, traffic control changes (if warranted)
  - Intersection Pedestrian Signal (IPS) program for warranted locations
  - The Bicycle Master Plan includes a safety education component
  
- London-Middlesex Road Safety Committee - Their mission is to implement, support and evaluate various road and off-road injury prevention initiatives, programs and events. The objective of this Committee is to decrease traffic related fatalities and injuries in London and Middlesex area. Members are from MTO, Middlesex-London Health Unit, City of London and OPP. Each of these has a number of road safety programs and initiatives which are coordinated through the committee. The committee supports a strategy development.

#### *Other Municipalities*

In other jurisdictions, there are programs geared toward specific problems. The hallmarks of the most successful ones are that they incorporate all of the 3 E’s, involve the public and have measurable accomplishments. The most recent example of a Traffic Safety Strategy is the City

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of Hamilton, which was completed in two phases last year. The results of analysis is unique to that community, but is presented below to illustrate the type of issues identified as being the most important to address in a strategy, be it a type of driver, a location or behaviour.

**Primary Concerns:**

1. **Aggressive Driving** -- Aggressive driving is defined as operating a motor vehicle in a selfish, pushy, or impatient manner, often unsafely, that directly affects other drivers (Disobeyed traffic control, following too close, improper turn, exceeding speed limit, improper lane change, speed too fast, failed to yield right of way, improper passing ). This was involved in 63% of fatal and injury related collisions.
2. **Intersections** -- Intersection collisions represent collisions occurring within an intersection area or if it involves vehicles waiting at or proceeding towards the intersection regardless of the distance from the intersection. This was involved in 61% of fatal and injury related collisions.
3. **Vulnerable users (pedestrians, cyclists, etc.)** -- Because they lack the protective enclosure of a vehicle, pedestrians, bicyclists, and motorcyclists are referred to as vulnerable road users. 90% of vulnerable road user collisions are fatal and injury collisions, which is much higher than the overall fatal and injury percentage for all collisions (52%) in the Hamilton area. This was involved in 24% of fatal and injury related collisions.

Secondary Concerns also addressed with strategies for Older Drivers, Hill Sections, Young Drivers, Curved Sections, Winter Weather, Impaired Driving, Commercial Vehicles, Improper Restraint Usage, Roadway Departure and Work Zones.

An analysis of London data, from the City, LPS, OPP, hospitals and others will help identify areas for London agencies to focus on. Each concern is addressed with a number of strategies, and assigned to an appropriate agency. Not all strategies are new – a focus and goal is needed.

Technical Organizations

The work of these is important for standards, comparisons, recent research and literature:

*Ontario Traffic Conference*

The Ontario Traffic Conference (OTC) is formed by a group of municipal officials in an effort to improve traffic management in Ontario, by drawing together the knowledge and expertise of those in the field of Enforcement, Engineering and Education (the 3 Es). As part of their role with respect to road safety, the OTC aims to develop and improve educational programmes relating to the fields of traffic safety, traffic/parking enforcement and traffic/parking operations.

*Transportation Association of Canada (TAC)*

The Transportation Association of Canada (TAC) is a national association with a mission to promote the provision of safe, secure, efficient, effective and environmentally and financially sustainable transportation services in support of Canada's social and economic goals. In urban areas, TAC's primary focus is on the movement of people, goods and services and its relationship with land use patterns. (Source: TAC online website).

*The Canadian Institute of Transportation Engineers (CITE)*

The Canadian Institute of Transportation Engineers (CITE) is an integral part of the Institute of Transportation Engineers (ITE) which consists of more than 13,000 transportation professionals responsible for the safe and efficient movement of people and goods on streets, highways and transit systems. ITE facilitates the application of technology and scientific principles to research, planning, functional design, implementation, operation, policy development and management for any mode of transportation. Through its products and services, ITE promotes professional development of its members, supports and encourages

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education, stimulates research, develops public awareness programs and serves as a conduit for the exchange of professional information. (Source: CITE online website).

Next Steps

Key partners should be engaged in a discussion on high level goals and roles. With this, Terms of Reference can be prepared for Council approval, including a strategy development team structure. The use of a consultant will be important to bring the latest research to bear, provide analytical services, relate best practices, document development and organize public consultation. It is typical in the development of such strategies for the municipality take the leadership role.

**Conclusions:**

There is a Council and public desire to positively influence traffic safety in London. There is a knowledge gap in understanding what the most important injury and property damage issues are in London. Therefore, there is a lack of focus on what to do, where, when and why.

A Road Safety Strategy has been used by other municipalities to identify and target the most critical road safety issues with efforts and programs from a number of key stakeholders.

Setting a Road Safety Strategy will need the support (for development and implementation) of local partners in the policing and medical fields; these are already organized on this topic. These partners and the City already have programs and resources which a strategy would assist in directing more effectively.

Public involvement should be included in the strategy development.

Technical assistance of a specialized consultant is needed, with funding available from the Traffic Studies capital account.

Leadership in development of a strategy should rest with the City.

**Acknowledgements:**

This report was prepared with the assistance of Maged Elmadhoon, Transportation Planning Engineer, and Mark Ridley, Senior Transportation Technologist.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
<b>JOHN LUCAS, P. ENG. DIVISION MANAGER TRANSPORTATION PLANNING AND DESIGN</b>	<b>DAVID A. LECKIE, P. ENG. DIRECTOR ROADS AND TRANSPORTATION</b>

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P. McNally  
Sergeant T. O'Brien

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**Appendix 'C'**

**Programs and services on road safety in London and Middlesex**



## LONDON-MIDDLESEX ROAD SAFETY

### PROGRAMS AND SERVICES

	PROGRAM NAME	PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)	What population are you reaching?	Evaluation (what does it include)	Sustainability (short-term or long-term)	Level of Effort (resources, time, etc.)
<b>Name of Organization:</b> 3M <b>Contact:</b> Lynn Hodgkinson <b>Phone:</b> 519-641-9130 <b>Email:</b> lmhodgkinson@mmm.com	3M Canada Traffic Safety Systems	Manufacture the highest quality of retro-reflective sign sheeting products for the construction of traffic signs to meet the regulations for roadways. Manufacture retro-reflective road marking products for same.	National		Long term	National team of Marketing and Sales staff.
<b>Name of Organization:</b> Fanshawe College <b>Contact:</b> Donna Van leeuwen <b>Phone:</b> 519-452-4400 ext. 4244 <b>Email:</b> dvanleeuwen@fanshawec.ca	Lock It or Lose	Proactive crime prevention program that encourages drivers to take a few simple precautions to protect their vehicles and vehicle contents from theft.	Students at Fanshawe College	Stats collected	Started August 2010	
	Enforce Code of Conduct on the roadways at Fanshawe College		Students, staff and visitors at Fanshawe College	Stats collected		
<b>Name of Organization:</b> London Health Sciences Centre – Trauma Program	IMPACT	Reduce drinking and driving among teenagers and to heighten their awareness to the potential consequences of high risk behavior.	High school students (grade 11)	Published evaluation complete	Long term (20+ years)	Full time staff and volunteers

	PROGRAM NAME	PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)	What population are you reaching?	Evaluation (what does it include)	Sustainability (short-term or long-term)	Level of Effort (resources, time, etc.)
<b>Contact:</b> Jane Harrington <b>Phone:</b> 519-685-5800 ext. 56041 <b>Email:</b> jane.harrington@lhsc.on.ca	iDRIVE	A road safety video and presentation aimed to educate students to better identify risk and consequences of unsafe driving, recognize factors that contribute to unsafe driving, and develop strategies for making better driving-related decisions.	Young drivers/passengers under 25 years of age	Evaluation complete (available from the Trauma Program)	Short term, will need updating every few years	Incorporate into existing educational events
	Be Safe Be Seen	South West Injury Prevention Network initiative for pedestrian/bike safety.	All ages, active population, migrant workers, elderly, adolescent.	unavailable		
	Helmets on Kids Campaign	A collaborative campaign for helmet education and helmet giveaway in the London-Middlesex community.	School age children		Long term as long as funding continues	Group effort, minimal resources, time monthly, collaborative
	BeCause Campaign	A MLHU and Trauma Program media campaign geared towards injury situations (eg. Home injuries)	Middlesex-London population	(See MLHU section)		Significant input of time, resources
<b>Name of Organization:</b> London Police Service <b>Contact:</b> Sgt. Tom O'Brien <b>Phone:</b> 519-661-4799 <b>Email:</b> tobrien@police.london.ca	Thames Valley District School Board Drivers Ed.	Educational lecture reviewing rules of the road, safe driving practices and police responsibilities toward road safety	G1 drivers taking the Driver's Ed program through their high school	Nil	lectures conducted over the year to 9-12 different groups	90 minute lecture to the Driver's Ed program at Wheable SS. Powerpoint
	Drivewise	Safe driving lecture to seniors	Senior drivers	Nil		90 minute ppt lecture arranged through CARP (Cdn Assoc of Retired persons). Generally conduct 2-3 lectures per year upon request.
	London Police Service Traffic Management Plan	Yearly outline of monthly enforcement themes towards safe driving and overall road safety.	All road users: pedestrians, cyclists, motorists	Year end stats	Yearly	Periodic traffic initiatives throughout the year announced

	<b>PROGRAM NAME</b>	<b>PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)</b>	<b>What population are you reaching?</b>	<b>Evaluation (what does it include)</b>	<b>Sustainability (short-term or long-term)</b>	<b>Level of Effort (resources, time, etc.)</b>
						with the assistance of the various media outlets
	Spring Seatbelt Campaign	Traffic initiative concentrating on seatbelt enforcement	Drivers and passengers	Sometimes a determination of compliance rate	Short term 10days in Spring	Media campaign, patrol officer involvement
	Speedwatch	Use of the Speedwatch trailer in problematic speeding areas throughout the city (based on citizen's complaints)	All drivers	Sometimes a followup review a few weeks later with officers conducting enforcement or a request from the city to do a speed study before and then after	Used non winter months at the availability of Auxiliary officers	Two volunteer auxiliary officers, use of a tow vehicle, the trailer and 4-6 hrs of commitment.
	Meet the Police Officer	School officer introduces themselves to the kindergarten class and reviews some basic safety rules with regards to crossing the street, wearing a bike helmet and riding the bus	Kindergarten classes	Nil		½ hr presentation
	Children's Safety Village	Street safety (crossing the road)	Gr 1 (optional on the part of teachers to take the class to the Children's village. Not all get it.)	Nil		1hr
	Children's Safety Village	Winter and Bus safety	Gr 2 (optional on the part of teachers to take the class to the Children's village. Not all get it)	Nil		1hr
	Children's Safety Village	Bike Safety	Gr 4 (optional on the part of teachers to take the class to the Children's village. Not all get it)	Nil		1hr
	IMPACT	Impaired driving lesson including a mock crash and emergency room visit	Very small group of Gr 11 students	Nil		Few classes
	Operation IMPACT	Operation Impact is a collaborative effort of Canadian police services to enforce the laws against high risk	All high risk drivers	RCMP gathers nationwide stats		Thanksgiving weekend



	PROGRAM NAME	PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)	What population are you reaching?	Evaluation (what does it include)	Sustainability (short-term or long-term)	Level of Effort (resources, time, etc.)
		activities of road users. This four day event starts on the Friday of the Thanksgiving weekend and ends on the evening of Thanksgiving Monday				
	RIDE	Year long efforts to deal with impaired drivers	All drivers	Stats gathering	Based on provincial funding	Approximately 30 "hire on" RIDE dates plus other on duty efforts
<b>Name of Organization:</b> Middlesex London Health Unit <b>Contact:</b> Joyce Castanza RN Public Health Nurse <b>Phone:</b> 519-663-5317 ext.2672 <b>Email:</b> joyce.castanza@mlhu.on.ca	"BeCause Injuries are Preventable and Predicable" educational and mass media campaign (phase one had a road safety message)	Goal: To encourage the public aged 24 – 55 to adopt injury prevention practices by focusing on the perceptions of predictability and preventability related to unintentional injuries. Objective: To increase community awareness and knowledge that injuries are predicable and preventable.	Ages 24 - 65	Formative: Focus testing and intercept interviews Outcome: Rapid Risk Factor Surveillance System module before the campaign begins and during the campaign to determine the following: <ol style="list-style-type: none"> <li>1. The percentage of adults 24-55 who understand that injuries are predictable and preventable will increase with in the Middlesex-London area by December 31, 2009.</li> <li>2. The percentage of adults 24 – 55 who acknowledge their own ability to predict and prevent injuries will increase with in the Middlesex-London area by December 31, 2009.</li> <li>3. MLHU and LHSC Pediatric Injury Prevention program will forge a new and</li> </ol>	Ongoing depending on evaluation results	Collaboration between MLHU and LHSC Pediatric Injury Prevention Program  High level of time and resources

	PROGRAM NAME	PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)	What population are you reaching?	Evaluation (what does it include)	Sustainability (short-term or long-term)	Level of Effort (resources, time, etc.)
				strengthened partner relationship that will increase and expand the reach of this and future prevention campaigns.		
	Assessment and Surveillance for road and off-road safety	Epidemiological analysis of surveillance data as required/available.	All ages		Ongoing	High level of effort and expertise
	Cycling (helmet safety) / pedestrian safety	Education and awareness about cycling and pedestrian safety. Key messages include "Be Safe Be Seen", "Wear it Right", "and "Share the Road".	Cyclists, pedestrians and motorists	Outcome: Feedback from individuals ad hoc Local or regional data	Ongoing	Medium level of effort and expertise
	Vehicle safety	Education and awareness about vehicle safety. Key message "Share the Road"	Motorists, cyclists and pedestrians	Outcome: Feedback from individuals ad hoc Local or regional data	Ongoing	Medium level of effort and expertise
	Child Safety Middlesex London	To provide a networking opportunity for community members who are interested in promoting childhood injury prevention.	Children, parents and caregivers	Outcome: SWOT analyses and survey completed 2010	Ongoing	High level of effort
	Safe Kids Week – London Committee	To initiate and coordinate a working group that focuses on the theme of Safe Kids Canada each year.	Elementary school aged children, parents and caregivers	Evaluation depends on the theme of the year	Ongoing	Medium level of effort
	Helmets on Kids (partnership)	The partnership is intended to put a helmet on the head of every child in London who needs one. The program is lead by members of the Ontario Trial Layers Association and the Brain Injury Association of London and Region.	Elementary school aged children, parents and caregivers	Ad hoc	Yearly launch Ongoing	Medium level of effort and high expertise
	Risk Watch	To provide educators with training	Elementary school aged	Outcome: Feedback from	Annual Training Day	Medium level of

	PROGRAM NAME	PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)	What population are you reaching?	Evaluation (what does it include)	Sustainability (short-term or long-term)	Level of Effort (resources, time, etc.)
	Training	and resources to equip children with the skills and knowledge necessary to recognize and avoid risk.	children, educators	individuals being trained		effort and high expertise
	Health Promotion activities for schools: Community messaging & awareness days	Public Health Nurses work in the school setting using a healthy school model. Community messaging: print material such as posters on health walls and school newsletter inserts (pedestrian and helmet safety) Awareness & Education Events: Healthy Living Rocks (pedestrian, water, bike, winter and road safety), Drug Awareness Days (fatal vision goggles at the "walk the line" station). Also work with the Racing Against Drugs Partnership which is lead by the RCMP.	Elementary and Secondary school aged children	Evaluate individual activities	Long term	High level of effort and resources
	Safe Grad Workshop	The mission of SafeGrad is to equip high school students with information, skills, peer support and community support to plan safer celebrations, not just for grad or prom but throughout the year. We promote safer party planning and drug/alcohol responsibility through our student workshop, website, and community promotion efforts. The planning committee consists of a diverse partnership of individuals from the areas of education, law enforcement, transportation, sexual health services, impaired driving, and alcohol/substance misuse. <a href="http://www.safegrad.com">www.safegrad.com</a>	Secondary school students in the Thames Valley region Parents through the website <a href="http://www.safegrad.com">www.safegrad.com</a>	Workshop evaluation and follow-up evaluation	Ongoing	High level of effort

	PROGRAM NAME	PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)	What population are you reaching?	Evaluation (what does it include)	Sustainability (short-term or long-term)	Level of Effort (resources, time, etc.)
	Active and Safe Routes to School	Steering committee promoting active and safe routes to school in the Thames Valley area (London, Elgin, and Oxford). Membership includes MLHU, TREA, TVDSB, LDCSB, City of London, UWO, London Police Services, Thames Valley Involvement Committee (parents), Elgin St.Thomas Public Health, Oxford County Public Health, Block Parent and Green Communities. Program includes school travel planning and I walk days. 3 pilot sites: two in London and one in Elgin County	Elementary school students and families in the pilot schools	Quantitative and qualitative evaluation by Green Communities at the end of the pilot (2011)	ongoing	High level of effort with limited resources( in kind)
	All new legislation promotion	To increase public awareness of an adoption of behaviours that are in accordance with current legislation,	All ages	Nil	Ongoing	High level of effort at times
	Municipal Alcohol Policy	Support the municipalities of Middlesex County and the City of London develop and revise their Municipal Alcohol Policy.	All ages	Process	Ongoing	Low level of effort
	Provincial Seat Belt Campaign (with LMRSC)	To increase community awareness and knowledge to wear a seat belt at all times.	Young adults ages 16 - 24	Process	Ongoing	Low effort
	London Middlesex Road Safety Committee (LMRSC)	This committee meets frequently. Mission is to implement, support and evaluate various road and off-road injury prevention initiatives, programs and events.	All ages	SWOT analysis completed 2010	Ongoing	Medium resources with medium effort MLHU currently chair LHSC currently recorder
	Child Restraints & Car Seat Clinics (Buckle Up	Buckle Up baby Community Group – a coalition of health care and child care professionals, retailers, and volunteers who work together to	Families of children 0-8 years, health & child care professionals and social service agencies in	Quantitative: annual statistics reflecting # of car seat clinics, # of car seats checked, # of calls	Ongoing since 1997	High/Medium resources: MLHU/FHS has six staff (one staff

	<b>PROGRAM NAME</b>	<b>PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)</b>	<b>What population are you reaching?</b>	<b>Evaluation (what does it include)</b>	<b>Sustainability (short-term or long-term)</b>	<b>Level of Effort (resources, time, etc.)</b>
	Baby)	<p>promote optimal child passenger safety practices.</p> <p>Goals: – increase awareness of consequences and dangers of improper seat installation and use</p> <p>-support appropriate skills and practices around child passenger safety</p> <p>Objectives: – provide consistent accurate education to parents, caregivers and the general public -co-ordinate and provide car seat safety checks on a regular basis -advocate for policy changes that support identified areas of concern</p>	London and the County of Middlesex	answered on Buckle up Baby line and # of subsidized care seats distributed to families in financial need		has FTE.5 for Child Passenger Safety) who maintain certification as car seat checkers; attend clinics & meetings, administer call line and seat subsidy program; partner agencies maintain certification as car seat checkers, coordinate clinic registration, attend clinics & meetings
	Workplace Health Promotion	The healthy workplace program provides health information and resources to workplace health and wellness representative to use to promote health behaviours and the adoption of healthy lifestyles by their employees. The “Blue Print for Success” is a manual geared to workplaces Road safety is one topic area in the manual	The “Blue Print for Success” manual is provided to workplaces of all sizes and types and contains information on various health promotion topics covered by health unit programs	The success of the document is measured by <ul style="list-style-type: none"> <li>• The number of requests received for more information on Road Safety</li> <li>• The number of “hits” to the website for more information on road safety</li> </ul>	The “Blue Print for Success” document has been in existence since 2004 and is currently undergoing a major revision that will contribute to its long-term sustainability and make it easier to update the information contained in it	Workplaces call the health unit for a copy of the document or print the document from the website for distribution to employees
	University of Western Ontario Health and Safety Fairs	Five – six locations at the various UWO residences during September/October. Topics include impaired driving and distracted driving.	Post secondary students at UWO residents	Process evaluation	Yearly with ongoing support of students throughout the year	Medium level of effort
<b>Name of Organization:</b> Ministry Of Transportation	Road Safety Challenge	We attempt to engage as many communities groups as possible to participate in a month long initiative	All ages	All groups must submit final reports on activities and disbursement of funds.	Increase participation each year. Reduce injuries and deaths on	Some funding is provided and at times special

	PROGRAM NAME	PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)	What population are you reaching?	Evaluation (what does it include)	Sustainability (short-term or long-term)	Level of Effort (resources, time, etc.)
<b>Contact:</b> John Warkentin Southwestern Regional Planner Road Safety Marketing Office Safety Policy & Education Branch  <b>Phone:</b> 519 – 873 -4420  <b>Email:</b> <a href="mailto:John.Warkentin@ontario.ca">John.Warkentin@ontario.ca</a>		that draws attention to provincially identified priorities and when possible to support locally identified road user safety priorities. We provide financial support based on population base and number of themes registered for. All for the purpose of reducing injury and death on our roadways and to raise awareness of new legislation.			Ontario roadways.	products are produced and MTO materials are available for distribution.
	Spring Seatbelt Campaign	We attempt to engage as many communities groups as possible to participate in a ten day initiative that draws attention to proper use of seatbelts, proper installation and use of child safety seats. It may also include awareness of new related legislation.	All ages with a primary focus on children under 8 years of age.	All groups must submit final reports on activities and disbursement of funds	Increase participation each year. Reduce injuries and deaths on Ontario roadways.	MTO provides limited funding, handouts and MTO materials for distribution.
	Road Safety Community Partnership Program	On-going opportunities for community groups to receive support for road user safety initiatives as determined by each group. This can vary depending on the group's ability to secure various sources of funding and in-kind support.	All road users	All groups must submit final reports on activities and disbursement of funds	Increase participation each year. Reduce injuries and deaths on Ontario roadways.	MTO provides funding based on project details and duration of initiatives. MTO materials are always available.
<b>Name of Organization:</b> Ontario Provincial Police  <b>Contact:</b> Christina Hunter Provincial Constable Middlesex OPP  <b>Phone:</b>	Middlesex Collision Reduction Strategy	Reduce Fatal and serious collisions in Middlesex County.	All areas policed by the OPP. The program is being expanded throughout the Province	Extensive manual evaluation of traffic reports and statements. Site analysis and cooperation with Rd Departments.	Long term	Very high level of dedications required. Very large time commitment.

	<b>PROGRAM NAME</b>	<b>PROGRAM DESCRIPTION (include goals, objectives, outcomes or desired results)</b>	<b>What population are you reaching?</b>	<b>Evaluation (what does it include)</b>	<b>Sustainability (short-term or long-term)</b>	<b>Level of Effort (resources, time, etc.)</b>
519-245-2323 Email: Christina.hunter@ontario.ca						
Name of Organization: Young Drivers of Canada  Contact: Steve Clark  Phone: 519-434-2181 Email: London@yd.com	New Driver Program	20 hours class, 10 hours in car and 10 hours online learning	New Drivers of any age			
	Licensed Driver Program	Various programs from in car only to class and in car programs for experienced and fleet drivers	Experienced drivers of any age			
	Cognifit Personal Coach	Computer based training to assess and improve Cognitive related to driving www.cognifit.com	All drivers	Cognitive assessment, training exercises followed by reassessment to see improvement		