

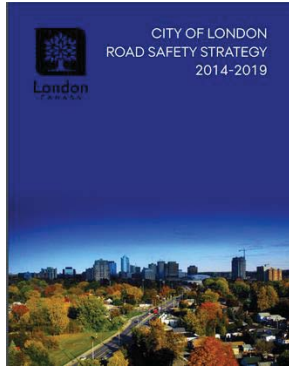


# London Road Safety Strategy 2014 - 2019



Led by the City of London, the London Middlesex Road Safety Committee (LMRSC) worked collaboratively to assist in the creation of the London Road Safety Strategy (LRSS) which addresses multiple road safety issues

[www.london.ca](http://www.london.ca)



# London Road Safety Strategy

- **Vision:** A path to a safer road environment for all transportation users in London
- **Mission:** 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
- **Goal:** 10% reduction in fatal and injury causing traffic collisions within five years (2014-2019)



## Partnership



## Background

- In 2011 there were 2006 motor vehicle fatalities in Canada, 498 from Ontario
- The same year 7,500 Motor Vehicle Collisions (MVCs) occurred in the city of London
- In 2014 there were 10,580 'MVCs' reported to London Police Service
- 'MVCs' remain the second leading cause of injury in Middlesex County & London
- In Ontario 69 people died from distracted driving collisions 2015, 61 speeding, 51 no seat belts, 45 alcohol/drug impairment (260 fatalities overall)
- There was a growing need to address preventable injuries and deaths due to 'MVCs' with a comprehensive road safety strategy



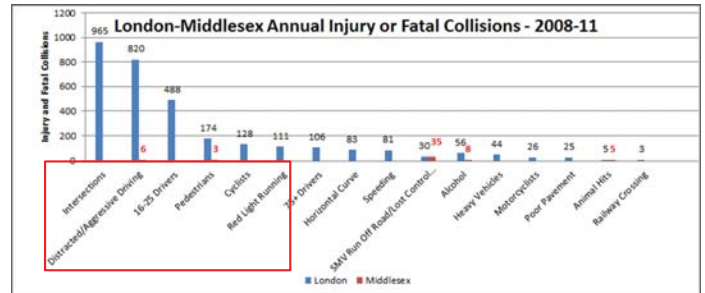
# Injury Prevention

## 4 E's of Injury Prevention



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## Road Safety Strategy Target Areas



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

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## Target Areas



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## Taking Action

- 38 Action Items with assigned lead organizations
- Broken down into 6 Target Areas and as an Education/Empathy, Enforcement & Engineering components.
- Top six target areas:



*Intersection, Aggressive/Distracted Drivers, Young Drivers, Pedestrians, Cyclists, and Red Light Running*

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## Example: Distracted Driving



ACTION No.	ACTION	DESCRIPTION	LEADER AGENCY	ENFORCEMENT	EDUCATION	BENEFIT
12	Roadway Alignment Improvement Program	Engineering improvements to horizontal and vertical alignments for reconstruction projects. Improved coordination with all HR (reconstruction, rehabilitation, resurfacing, restoration) projects.	Middlesex County	✓		
13	Unmarked Enforcement of Distracted Driving	Initiatives involving unmarked vehicles and/or officers in plain clothes	London Police Service	✓		
14	Driver Education Campaign - Tweets	Police media tweets campaign "Look where you are driving"	London Police Service		✓	✓
15	Driver Education Campaign for Distracted/Aggressive Drivers	Program in collaboration with London Health Sciences Centre and other partners	Middlesex-London Health Unit (MLHU)		✓	✓

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## Implementation

### Target Area: Cyclists

- **Agency Lead:** Middlesex London Health Unit
- **Partners :** LMRSC, Healthy Communities Partnership

### Share the Road Signage Project

May 29<sup>th</sup> 2014 –September 21<sup>st</sup> 2014

**Target Audience :** Cyclists 16+ years

**Invested:** \$30,000 (Healthy Communities Partnership & City of London)

- Media event, Radio ads, Website
- Facebook (FB) posts, Twitter
- Print material (rack cards, posters)
- Placemats (for restaurants)
- Promotional items (T-shirts, measuring tapes) display board for community events



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## Implementation

### Target Area: Cyclists



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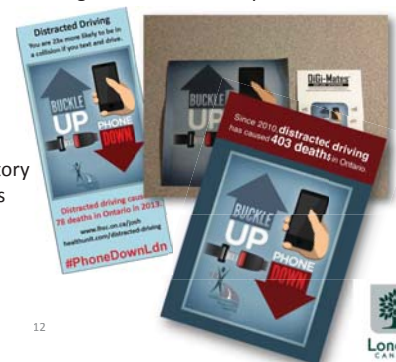
## Implementation

### Target Area: Distracted/Aggressive Drivers

- **Agency Lead:** Middlesex London Health Unit
- **Partners :** LMRSC
- **Target Audience :** males and females, ages 16 - 44 in the city of London and Middlesex county
- **Invested:** \$46,510

#### Development of:

- Educational Rack Card
- Logo
- Cinema Trailer for Josh's Story
- Cell Phone Screen Cleaners
- Static Window Clings
- Bus shelter ads
- Ad-Tube Ads
- High School Video contest



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## Implementation

Target Area: Distracted/Aggressive Drivers  
Phase 1: Dec 2014-Feb 2015



Josh's Story



### Cineplex Evaluation

Invested: \$16,313.25

Nov 28, 2014- Jan 1, 2015 = 35 days

- 3 Locations in Ontario on 31 Screens
- 30 second spot ran 1 time prior to each film on each screen

The attendance:

- 159,276 at the Cineplex locations.
- 16,285 at the Landmark location.
- 159,276 views of Lobby screens at Cineplex locations



### Phase 2: May 2015

Invested : \$9,288.56

- 1 location SilverCity Masonville
- 30 second spot within 10 minutes to show-time
- Evaluation Survey conducted after movie



## Implementation

Target Area: Distracted/Aggressive Drivers  
Phase 2: April – June 2015



High School Video Contest  
First Place – Aaron- John Williams



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## Implementation

Target Area: Distracted/Aggressive Drivers

- **Agency Lead:** London Police Service/MLHU
- **Partners :** LMRSC /OPP

### OPP Enforcement 2013-2015

- 20,000 distracted driving charges

### LPS Enforcement 2015

- LPS officers have issued a total of **1152** offence notices or warnings for driving while holding a handheld communication device

**4 day blitz March 26<sup>th</sup>- 30<sup>th</sup> 2015 : 147 tickets** Provincial Offences Act

- **87** distracted driving tickets issued in London (12 Warnings)
- **33** Seat belt tickets issued (5 Warnings)



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## Implementation

Target Area: Young Drivers

- **Agency Lead:** London Health Sciences Centre
- **Partners :** LMRSC

**Impact program** – over **150** students have participated in in-hospital impact program since November 2014 and over **6200** students received the in-school presentation



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## Implementation

### Target Area: Young Drivers



- Focus on issues affecting teens at each individual school
  - Drinking and Driving
  - Marijuana and Driving
  - Distracted Driving
- Purchased a distracted driving simulator for use in high schools and community events
- New Impact website [impactprogram.ca](http://impactprogram.ca) for teens by teens



## Implementation

### Target Area: Pedestrians /ASRTS

- **Agency Lead:** MLHU, Block Parent
- **Partners :** LMRSC
- 2016 LMRSC-ASRTS pedestrian safety video, steps for crossing a busy intersection
- LMRSC resources at community events
- Promotion of video for IWALK day
- Ad-Tube promotion, Facebook, Twitter



## Implementation

### Target Area: Pedestrians

- **Agency Lead:** City of London
- **Partners :** LMRSC



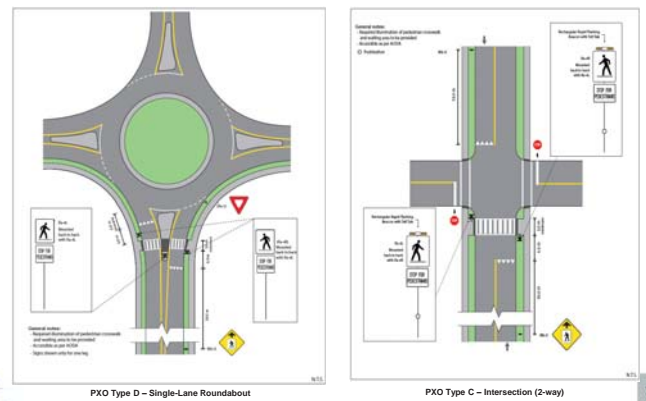
#### Pedestrian Crossover

- The recent update by MTO to Book 15, Pedestrian Crossing Treatments, identifies three new types of PXOs for lower volume and speed roads
- On January 1<sup>st</sup>, 2016, HTA amendments took effect that requires drivers, including cyclists, to yield the entire roadway crossing at PXOs
- A multi-year implementation program has been recommended to install Type D and Type C PXOs across the city
- Concurrently, a multi-faceted communication plan will be initiated to raise awareness and educate Londoners on the new PXOs



## Implementation

### Target Area: Pedestrians - Typical PXO Layouts



## Implementation

### Target Area: Red Light Running

- **Agency Lead:** City of London
- **Partners :** LMRSC



- The current RLC contract expires at the end of 2016.
- A new contract will be in place by beginning early 2017 for five years
- RLC Programs are a safety initiative and their implementation should be made independent of any revenue which may be received as a result of the program
- A review of London's collision history was used to create a list of 22 intersections where red light running may be an issue and correctable with additional enforcement
- The fine for red light running is \$325 which includes a \$60 victim surcharge.



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## Implementation

### Target Area: Red Light Running

- **Agency Lead:** Middlesex County
- **Partners :** OPP, Strathroy-Caradoc Police



- Prioritized a list of signalized intersections for upgrade to LED signals
- Improve visibility of signals from a greater distance
- Police will target intersections that are identified as high risk for red light running
- High risk intersections will be assessed in the future as part of the County traffic signal program



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## Summary & Questions

- ✓ Road Safety Strategy outcomes are measurable: reduce collisions and injury severity
- ✓ The City of London and its partners are committed to implement the recommendation of the LRSS
- ✓ Total cost – Education and Empathy Campaigns: November 2014 – June 2015 = \$105,000
- ✓ Estimated Total # of people reached with campaigns: 350,000+ people



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