



London
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London Road Safety Strategy

CWC – April 2, 2012

The Road Here



- Since 2004 - numerous Council interests in traffic safety
- 2010: Civic Administration recommended and was directed to prepare and submit for approval terms of reference and a preliminary budget for a Road Safety Strategy
- 2011: Civic Administration requested Council's approval of a budget and terms of reference for the development of a Road Safety Strategy
- Council directed the Civic Administration to give further consideration to the development of a Road Safety Strategy



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2011 – 2014 London Strategic Plan

- *Invest in strong, safe, modern and efficient infrastructure networks*
- *Invest in efficient and effective public safety services*
- *Promote Safety in our Neighbourhoods*
- *Promote public awareness through prevention programs*



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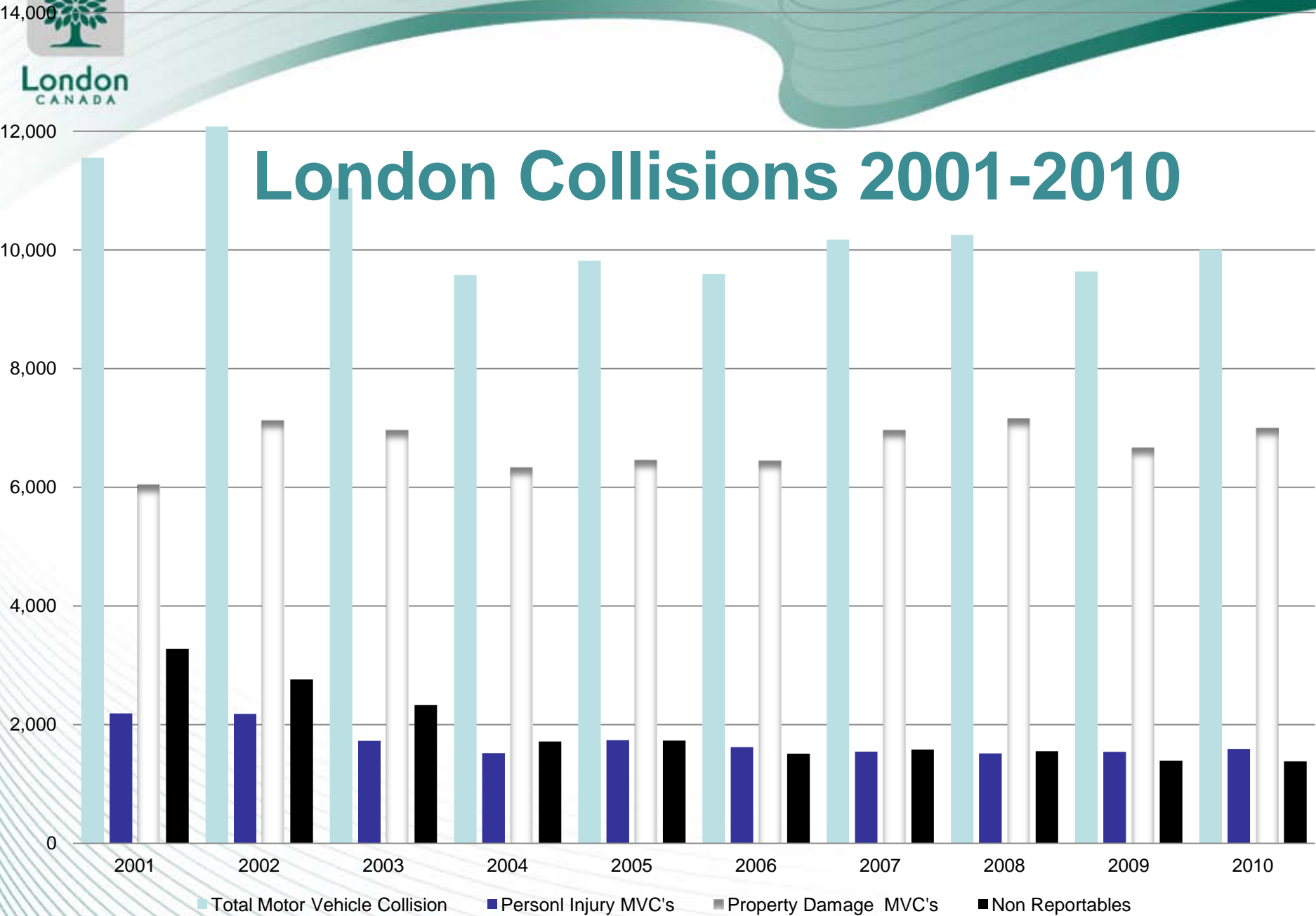
The Problem

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



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London Collisions 2001-2010





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London Road Fatalities



What Can Be Done?

- Closing information gaps
- Quantifying the safety issues
- Identify effective countermeasures for programs

Road Safety Programs?



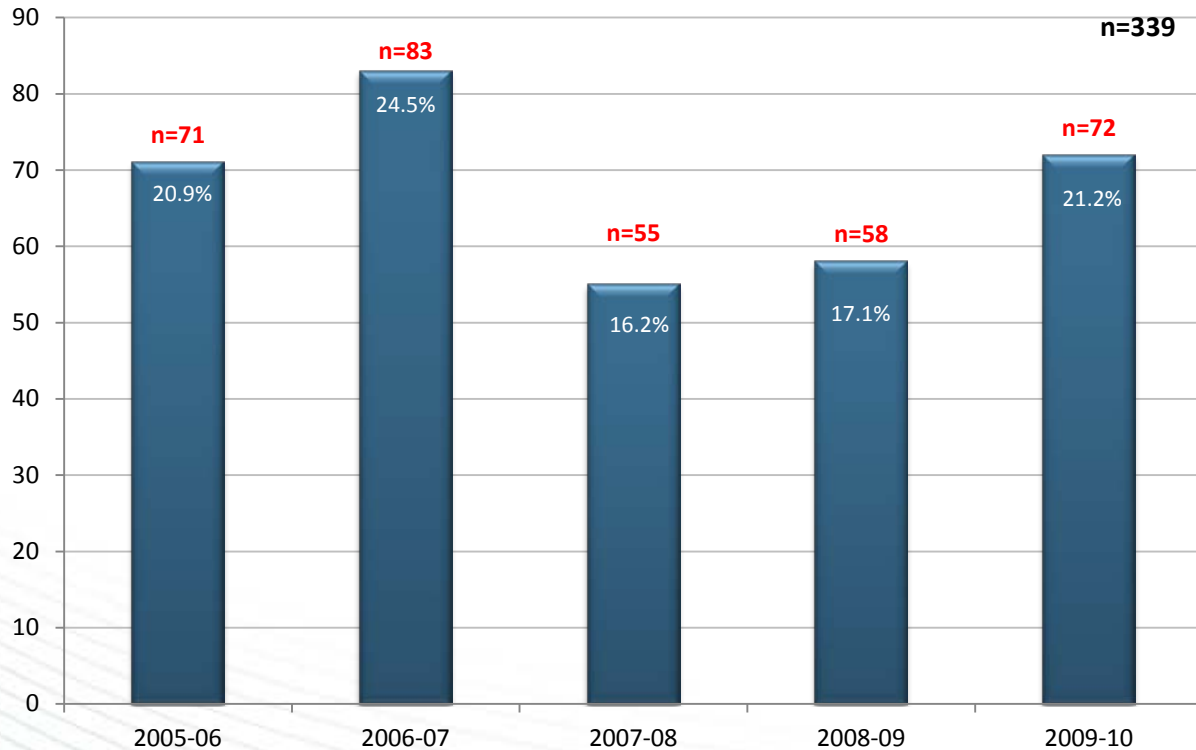
- Canada's Road Safety Strategy-2015 vision
- Provincial Road Safety Programs
- The City of London Strategic Plan 2011-2014
- London Road Safety Programs
- The City of London partners in road safety
- London-Middlesex Road Safety Committee



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Fiscal year analysis of severe traffic MVC in London, ON, 2005-10

TRAUMA PROGRAM, LONDON HEALTH SCIENCES CENTRE

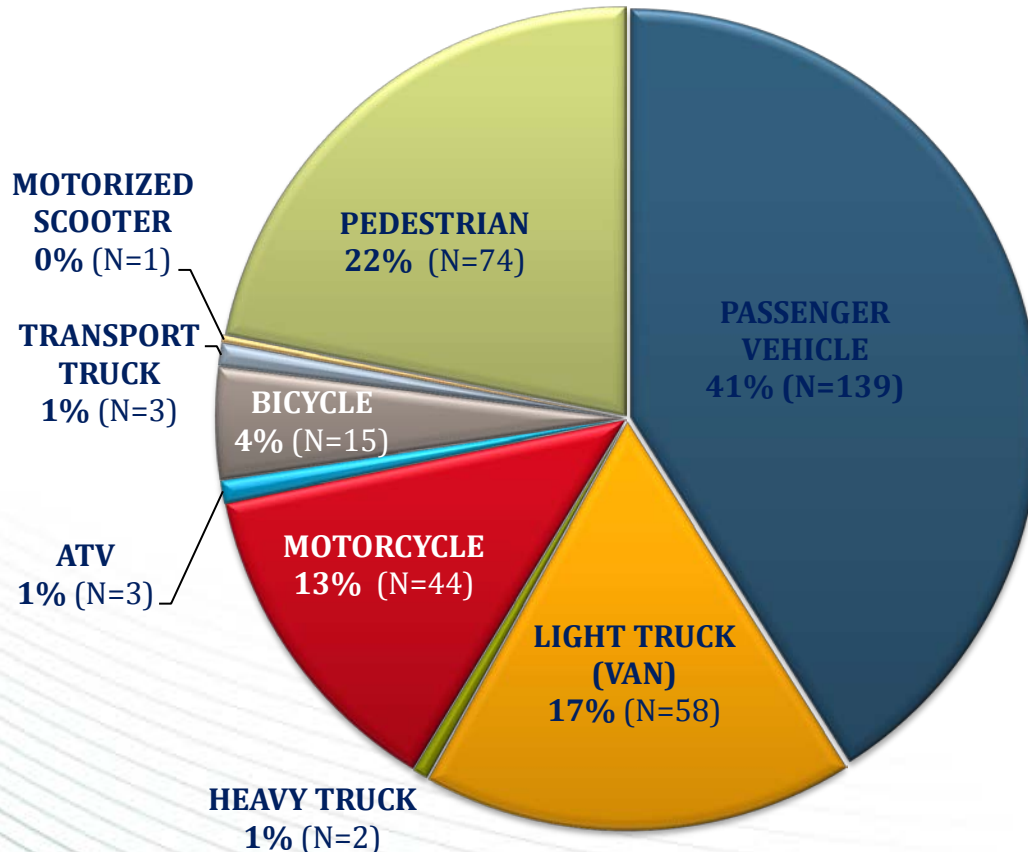




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Vehicle type, or pedestrian, involved in severe traffic crashes in London, ON

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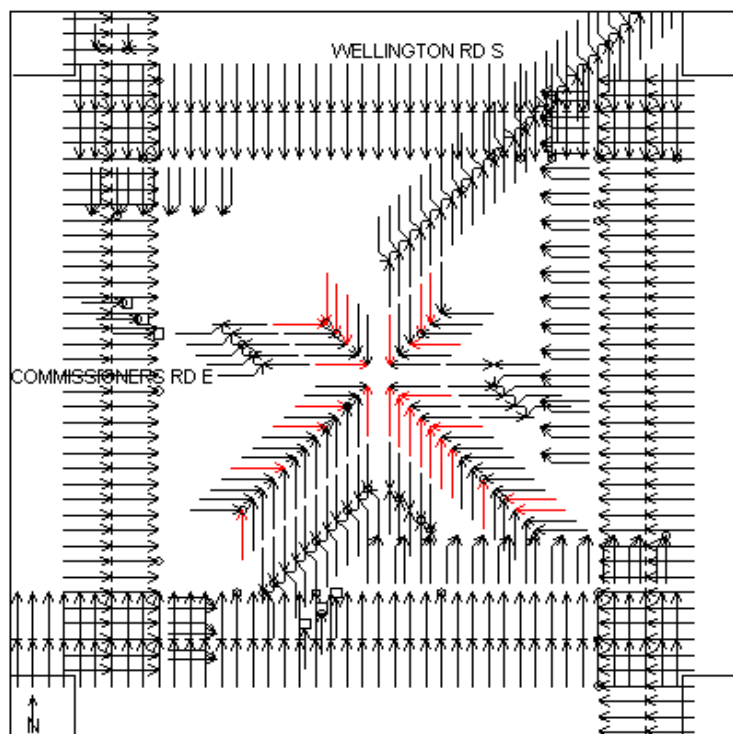
Police / City Data

COMMISSIONERS RD E @ WELLINGTON RD S

ID: INT4676

From: 01-Jan-2005

To: 31-Dec-2010



Head On	6
Right Angle	39
Rear End	210
Sideswipe	36
Turning Movement	63
SMV/unattended Vehicle	2
SMV/other	6
Other	0
Total	362

↔	Head On	→	Other
↕	Right Angle	◇	Injury
←←	Rear End	◆	Fatal
↔↔	Sideswipe	→	At Fault
↔↔	Turning movement		
↔	SMV/unattended		
↔	SMV/other		

Analysis Limitations

Pedestrians & Cyclists Collisions in Downtown 2005-2010



We Have an Approach...

Issues expected to be in the forefront:

- ❖ Access Management
- ❖ Aggressive driving (incl. speeding)
- ❖ Impaired Driving
- ❖ Intersections
- ❖ Use of safety belts
- ❖ Safety for vulnerable road users (e.g., pedestrians, cyclists and personal mobility devices)



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How?

Develop an integrated Road Safety Strategy:

- Set **data-driven** goals, emphasis areas and countermeasures
- Coordinate and leverage resources (**partnerships**)

Who?

- **Multidisciplinary Team**
- **4Es**: Education, Enforcement, Emergency & Engineering
- **London-Middlesex Road Safety Committee**
 - Ministry of Transportation (MTO)
 - Young Drivers of Canada
 - Middlesex London Health Unit
 - London Health Sciences Centre
 - Ontario Provincial Police
 - London Police Services
 - 3M
 - London Transportation Planning
- **Consult with**
 - School Boards
 - User Groups/General Public
 - Seniors



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Expertise

- Data analysis – correlations
- Factor identification
- Countermeasure options that are effective
- Experience of others

We Need a Champions

- 4Es of road safety: engineering, education, enforcement, & emergency services
- Safety Program Leadership (SPL) coalition
- Improve inter-agency co-operation and communication
- Dedicated and responsible safety advocates or safety champions
- Council leadership

We Are Not Alone

- Burlington
- Hamilton
- Ottawa
- Edmonton
- Red Deer
- Winnipeg
- Other major Cities in Canada are working on it now



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Road Safety Strategy Outcomes are Measureable

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



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Summary and Conclusion

- Vision: a safe city and safe roads
- Transportation incidents social cost of \$18 billion in Ontario.
- Follow a good process.
- Many major Cities in Canada have RSS.
- RSS will have measurable results.
- Need Safety Program Leadership (SPL) coalition.
- The strategy will be supported by enforcement, health agencies, public works and private companies.
- Need municipal leadership.





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City Leadership

Staff seeks the approval of the terms of reference for the development of the Road Safety Strategy

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

Road Safety Strategy

