



# Pedestrian Crossover (PXO) Program & Road Safety Campaign Updates



Transportation  
Advisory Committee

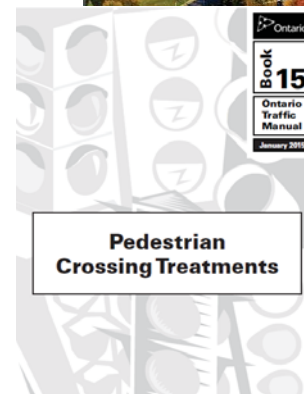
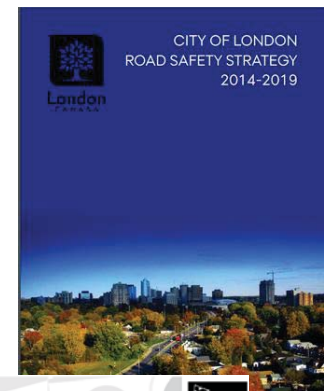
April 25, 2017

Transportation Planning &  
Design



## Background

- In 2014, Council approved the London Road Safety Strategy (LRSS)
- Ontario Traffic Manual Book 15 was developed in partnership with the Ontario Traffic Council and other municipalities including City of London
  - Three new variations of PXOs are introduced for lower-speed lower-volume roads
- Bill 31 took effect on January 1, 2016
  - Bill 31 dealt with the amendment to the Highway Traffic Act to enable the new devices





# Facts about PXOs

## Target Area: Pedestrians

- **Agency Lead:** City of London
- **Partners :** LMRSC
  - PXOs are a set of roadside signs and pavement markings to provide pedestrians the right-of-way when crossing the roadway
  - Limited to roads with max posted speed limit of 60 km/h
  - Require motorists & cyclists to yield to pedestrians within or intending to enter the crosswalk
  - PXOs are not traffic calming measures



## PXO Types

- **PXO Type D (new):** **low traffic volume** single lane roadways, such as locals, secondary collectors, single lane roundabouts and channelized right-turn lanes.
- **PXO Type C (new):** **low to medium traffic** volume single or multi-lane roadways, such as primary collectors, and low volume arterials and roundabouts
- **PXO Type B (new):** **medium traffic volume** single or multi-lane roadways, such as primary collectors, arterials and medium volume roundabouts
- **PXO Type A (Pre-existing):** **medium to high traffic volume** multi-lane arterials





# PXO Type D



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# PXO Type C



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## PXO Type B



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## PXOs Selection Criteria and Strategy

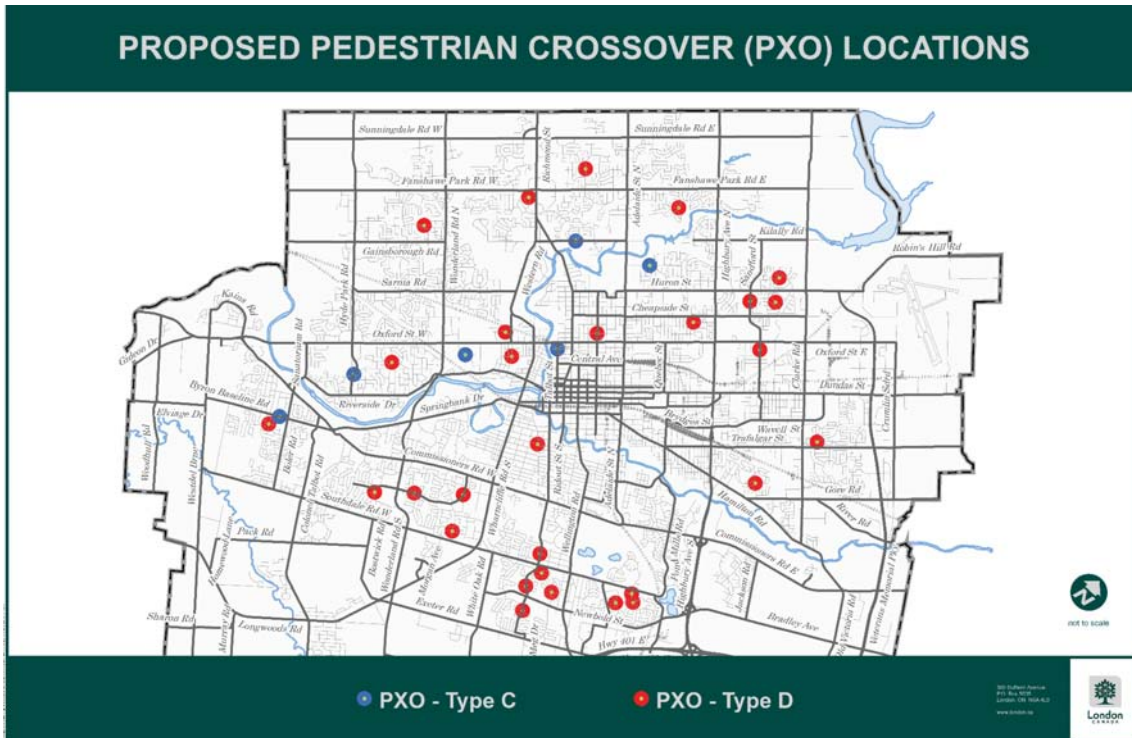
- Initial phasing of PXO implementation at low risk locations allowed road users to frequently become familiar with the treatments at lower risk locations
- Most of the initial PXO Type D locations have been selected from the current list of school crossing guard locations with no existing traffic control
- Locations were prioritized where drivers are already accustomed to pedestrians crossing
- The initial focus was on Type D installations then Types C & B to follow

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# Initial PXO Locations



# Status Update on PXOs

- A communication strategy to raise awareness was launched in 2016
- 22 PXOs Type “D” were installed in 2016
- Infrastructure Canada funding (PTIF) will support more PXOs in 2017
- To date, 65 PXOs are scheduled for installation in 2017
- 47 Type “D”, 9 Type “C”, & 9 Type “B” will be installed in 2017



## Pedestrian Crossover (PXO) & Road Safety Campaigns Update August 11<sup>th</sup> PXO Launch



Newly installed pedestrian crossover on Viscount Road and Amanda Pfeffer, Sergeant, Traffic Management Unit- London Police Service



Counselor Michael Van Holst, Mayor Matt Brown, Counselor Virginia Ridley using the Pedestrian Crossover at the event held on August 11<sup>th</sup> 2016.

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## Campaign Components

Rogers Television Commercials, Social Media Ads, Bus Back Ads, Newspaper Ads, Radio Ads, Rack Cards.

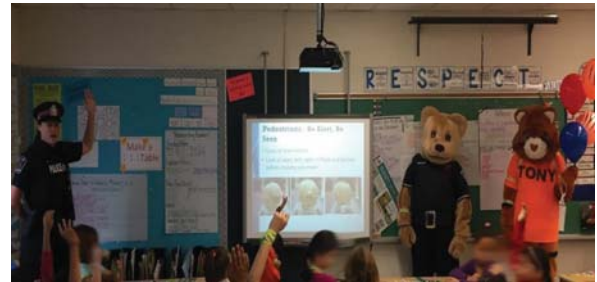


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## PXO Safety Event Rick Hanson Public School November 1<sup>st</sup> 2016



## Lego Brick Pedestrian Safety Video



<https://www.youtube.com/watch?v=KsdOku0lnP8>



As of January 26<sup>th</sup> 2017 there were  
75,989 views through MLHU Facebook  
Page





## Distracted Driving Social Media Event @ Saunders Secondary

**ML** Middlesex-London Health Unit  
Health Unit  
 Yesterday at 5:00am · 🌐

Drive now, LOL later. Your text can wait! PLEASE drive safely this long weekend. #PhoneDownLdn #PutThePhoneDown



HEALTHUNIT.COM

Learn More

32K Views

Like Comment Share

Wendy Hedington-Mcneill, Julie Calvert, Ron Millson and 116 others · Top Comments · like this.

As of January 26<sup>th</sup> 2017 Total views for 2016 on MLHU Facebook page = 64, 804



## Winter Driving Safety Campaign 2015-2016

- 1800 Winter Emergency blankets distributed throughout the community
- safety messages on MLHU website and refer back to MTO
- - Facebook Ads 218 likes/170 shares, 25 comments
- 475 reflective arm bands distributed
- London Police featured in 4 media articles with winter safety messages
- LHSC Parking Lot event
- 280 radio ads on four stations with potential reach of 150,000+

**ML** Middlesex-London Health Unit  
Health Unit  
 19 January at 12:35 · 🌐

Plan ahead, use your judgment. Check weather and road conditions before you head out. Call 511, visit [www.ontario.ca/511](http://www.ontario.ca/511) or follow @511Ontario on Twitter.



Winter Driving Tips  
 Be prepared, be safe!  
 WWW.HEALTHUNIT.COM

Learn More

218 Likes · 25 Comments · 170 Shares







# 2017 Projects

- MTO Road Safety Challenge: Spring 2017
  - Pedestrian Safety Event: Elementary School
  - Distracted Driving Event
- Bike Safety Messaging Summer 2017
- PXO Lego Brick Video Fall 2017
- Winter Safety Messaging

