





## Vision Zero – Road Safety Strategy

Civic Works Committee, November 21, 2017

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## Road Safety Initiatives

Five years of ongoing initiatives to improve safety for all roads and transportation users!

- March 18, 2013 – Traffic Calming Guidelines
- March 3, 2014 – London Road Safety Strategy
- May 20, 2015 – School Zone Speed Limit Policy
- January 5, 2016 – Red Light Camera Program Implementation




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## Road Safety Initiatives

- April 25, 2016 - Pedestrian Crossover Program
- April 24, 2017 – Rail Safety Week
- May 9, 2017 – Vision Zero – London Road Safety Strategy
- Today - Automated Speed Enforcement Program



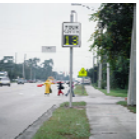



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## Tracking Residents' Concerns

- Over 7,000 complaints regarding traffic concerns were received from residents since 2005
- Approximately 77 streets have had physical traffic calming devices installed since 2005
- Approximately 278 speed and volume studies were conducted in response to public concerns since 2013 when the revised TC Guidelines were introduced
- Since 2005, Public Education & Empathy Program (PEEP) speed display boards have been installed at more than 570 locations on city streets
- Technical support for the Active and Safe Routes to School program

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**London Road Safety Strategy**

- Led by the City and in collaboration with partners from a well established Road Safety Committee
- Vision:** A Path to a Safer Road environment for all transportation users in London
- Top six target areas: *Intersection, Aggressive/Distracted Drivers, Young Drivers, Pedestrians, Cyclists, and Red Light Running*





- 38 Action Items with assigned lead organizations
- 4 E's Principles: *Engineering, Enforcement, Education, & Empathy*
- Road Safety Strategy outcomes are measureable: reduce collisions and injury severity

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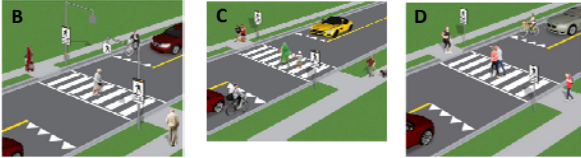
**Pedestrian Crossover PXO's**

- On May 3<sup>rd</sup>, 2016 Municipal Council approved the implementation of the Pedestrian Crossover Program
- Pedestrians have the right of way at PXO's
- Initial phasing of PXO's implementation at low risk locations
- Locations were prioritized where drivers are already accustomed to pedestrians crossing
- A communication strategy to raise awareness about the new PXO's was launched in 2016
- 2017 Infrastructure Canada funding (PTIF) support for PXO's
- By end of 2017, **89** PXO's Types "B", "C", & "D" would be installed

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**PXO Types**



*A pedestrian crossover is a designated crossing area that allows pedestrians to safely cross the road where vehicles must yield to the pedestrian. Pedestrian crossovers are identified by specific pavement markings and crossing signs.*

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**Distracted/Aggressive Drivers**

- Buckle Up – Phone Down Campaign
- Lead by the Middlesex London Health Unit with partners from the Road Safety Committee
- Invested approx. \$46,510 in the campaign
- Bus shelter ads, U-Tube Ads, high school video context (First Place: Aaron- John Williams)
- Josh's Story – Cineplex locations in Ontario on 31 screens





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## Share the Road Signage Project

- Target Audience : Cyclists 16+ years
- Invested: \$30,000 (Healthy Communities Partnership & City of London)
- Media event, Radio ads, Website
- Facebook (FB) posts, Twitter
- Promotional items (T-shirts, measuring tapes)
- Display board for community events






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## Vision Zero

- On May 16<sup>th</sup> 2017, Council adopted the Vision Zero Principles
- The road safety strategy actions are aligned with the aspirational goal of Vision Zero
- London is one of the early Canadian adopters of Vision Zero
- In 2017, "Embrace the Red", "Share the Merge", & "Mind the Green" campaigns were introduced
- In 2018, "Respect the Limit" campaign will be introduced
- Many Canadian cities are still in the process of developing Vision Zero policies and action





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## Vision Zero




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## Vision Zero

TRANSIT AD



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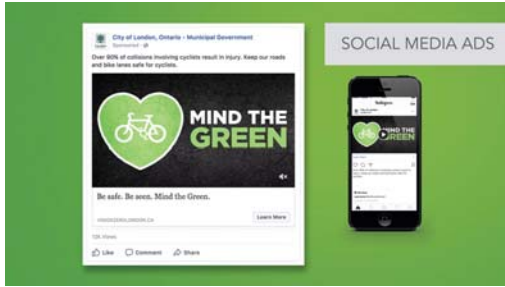
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## Vision Zero

DISPLAY ADS



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## Safer School Zones Act (Bill 65)

- Allows municipalities to set their own default speed limits and allows for introduction of automated speed enforcement (ASE) for school zones and community safety zones.
- ASE Working Group is working on implementation details
- Guidelines for temporary and permanent installations
- Approval to participate in working group and report back to Council on potential use in London



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