



CITY OF LONDON
ROAD SAFETY STRATEGY
2014-2019

City of London Vision Zero – Next Generation Road Safety Strategy



Presentation to Transportation Advisory Committee (TAC)

October 22, 2019



London Road Safety Strategy (LRSS)

- **The Context:**

- ❑ Motor vehicle collisions and associated injury and death
- ❑ Social cost of transportation incidents in Ontario (over \$18 billion)
- ❑ **In London – per year:**
 - ❑ 7,000 to 10,000 reported collisions
 - ❑ 1,000 to 1,500 persons injured; up to 100 severely injured
 - ❑ Up to 10 deaths





Key Steps in Developing the LRSS

- Review road safety status and trends
- Establish two-tiered committee structure
- Develop Mission, Vision & Goal
- Identify target areas from literature, collision data, public consultation
- Develop countermeasures
- Assess the capacity to deliver service
- Finalize program



London Road Safety Strategy

- Project Process:**





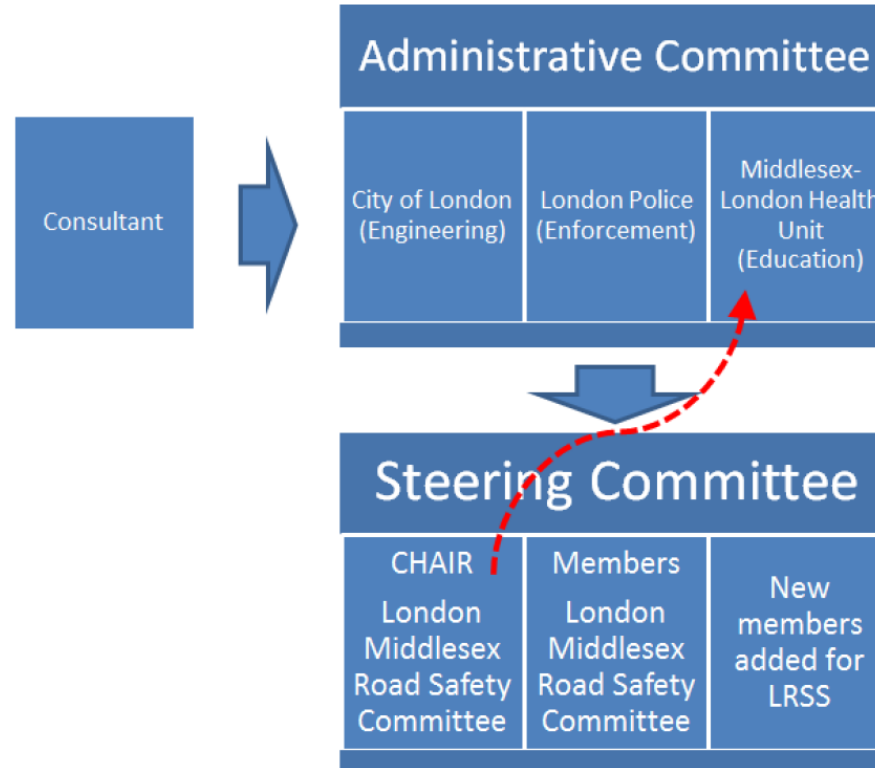
- Partners in Road Safety:





London Road Safety Strategy

- Two-Tiered Committee :**





London Road Safety Strategy

- **Vision, Mission, and Goal:**



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 traffic collisions within five (5) years (2014 – 2019).



London Road Safety Strategy

• Determining Emphasis Areas:



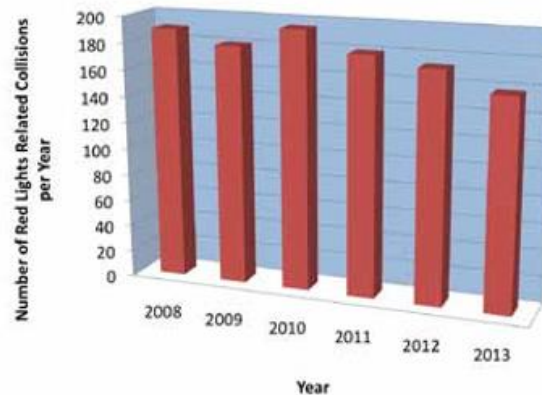
- Collision analysis



- Public opinion



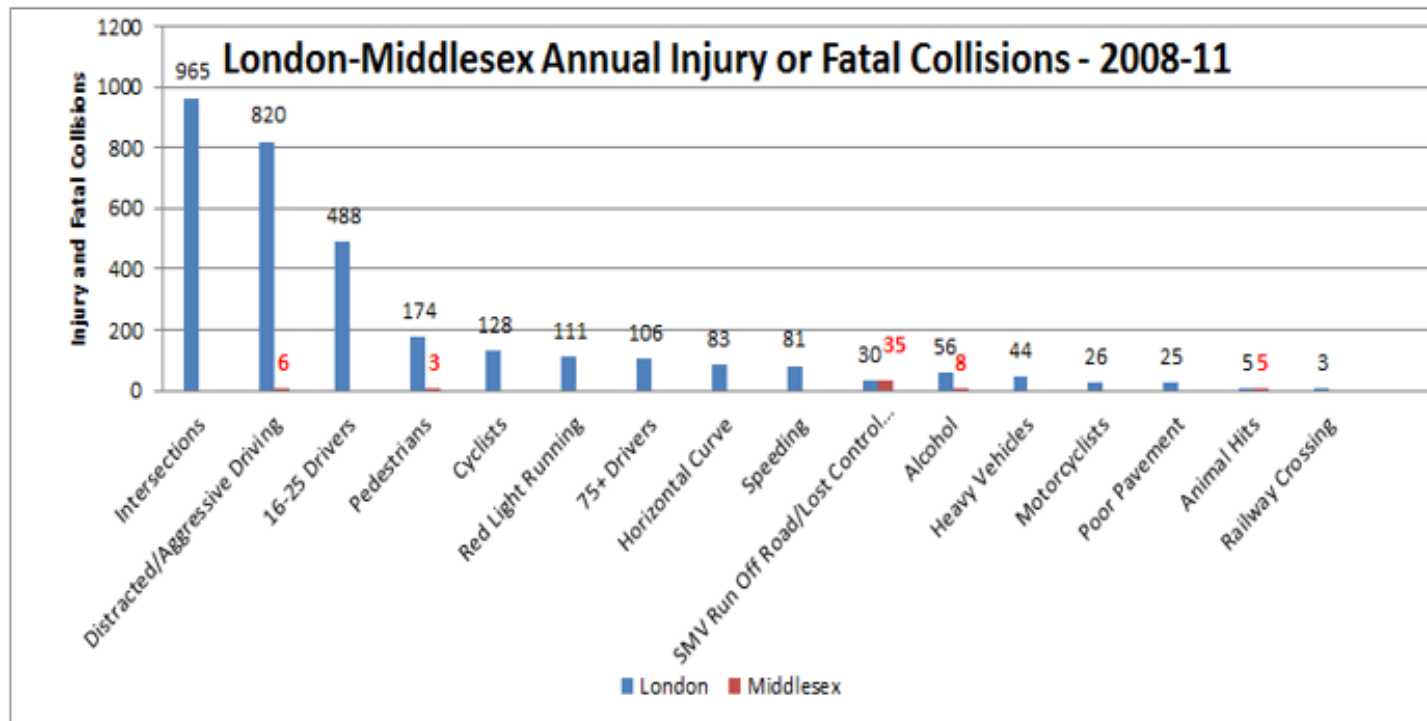
- Strategic and practical considerations





London Road Safety Strategy

- Collision Analysis:**





London Road Safety Strategy

- Selected Emphasis Areas:**



Cyclists



Distracted & Aggressive
Drivers



Young Drivers



Intersections



Pedestrians General



Pedestrians ASRTS & Safe
Neighborhoods



Red Light Running



4 E's of Injury Prevention

- Countermeasures:**



Engineering

Changes to the physical format of the roadway, traffic control, warning devices, pavement markings, or changes to the regulations.



Education

Change road user behaviors to be more aware of their surroundings and take less risky actions.



Enforcement

Manned police and automated enforcement of rules of the road intended to gain better compliance.

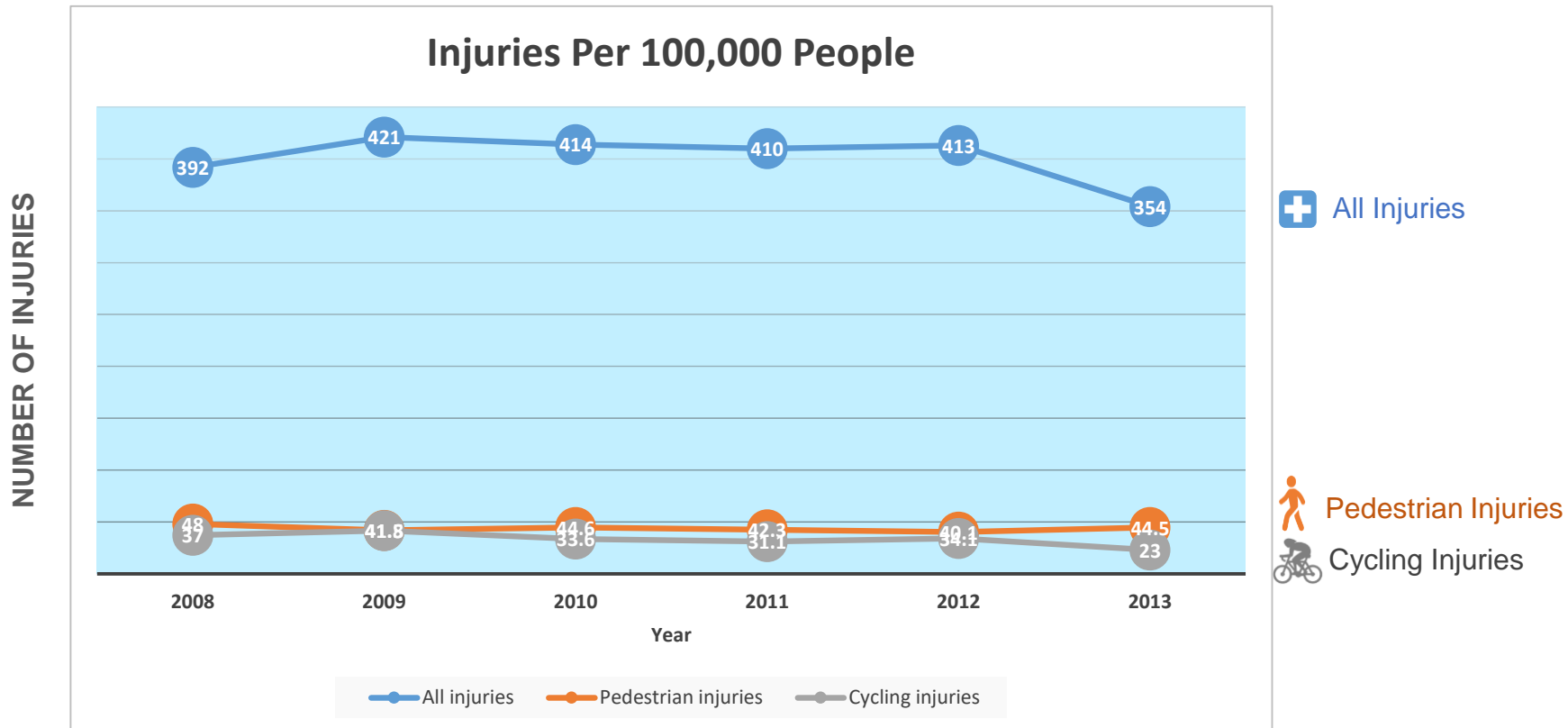


Empathy

Trying to put one road user in the position of another, so that they better understand the consequences of their actions.

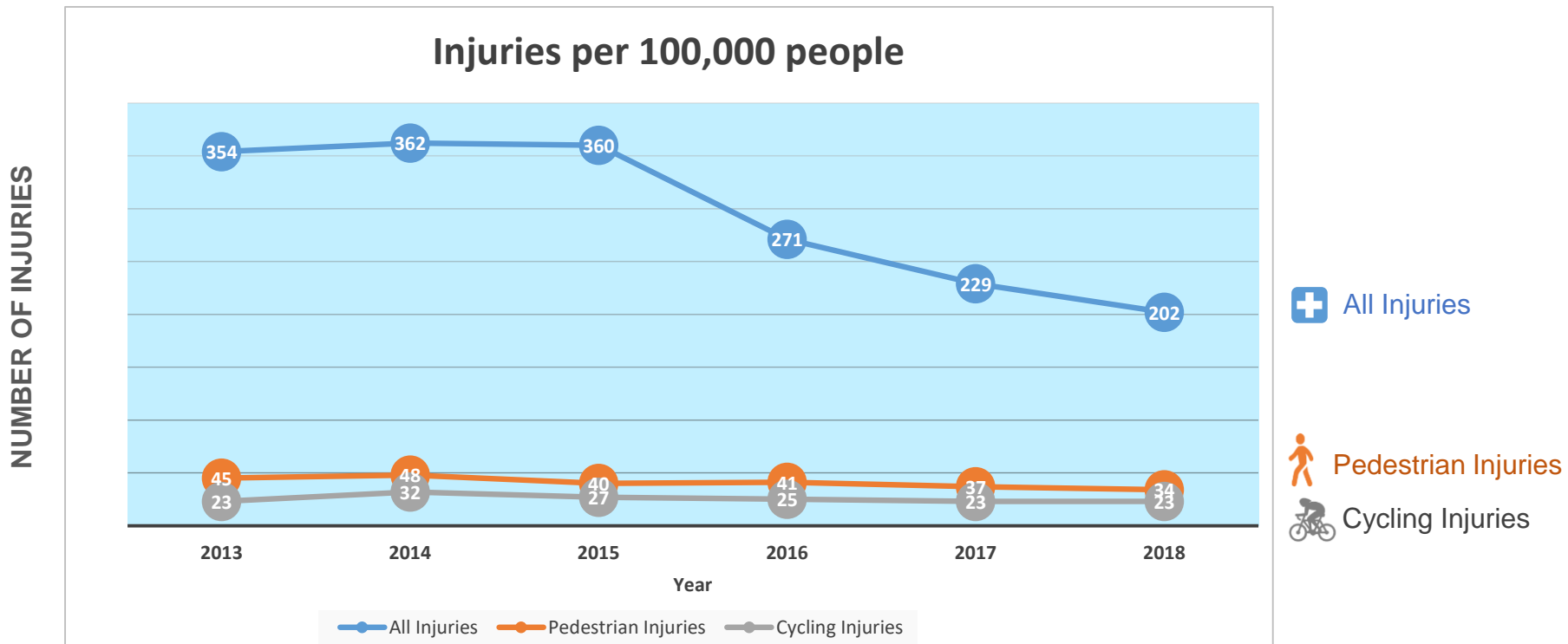


Before Implementation of LRSS!





After Implementation of LRSS!



How did we do it?



Implementation 2014 - 2019

□ Engineering

- Complete Streets
- Network screening
- Red Light Cameras
- Cycling Master Plan
- Peds' Crossovers / Book 15
- Cycling Facilities / Book 18
- Updated Traffic Calming Guidelines





Implementation 2014 - 2019

□ Engineering

- Designated-(Bike/Buffered bike lanes, Paved Shoulders): **82.1 km**
- Protected-(Cycle Tracks): **4.9 Km**
- Installed **116** Pedestrian Crossovers (PXO's)
- Installed Advance Street Name signs at more than **30** intersections





Implementation 2014 - 2019

□ Engineering

- Installed **10** Red Light Cameras
- Implemented **40 km/h** school zones
- Traffic LED Signals Improvement Program - Middlesex County
- Recently, Council approved the **Automated Speed Enforcement** in school zones





Implementation 2014 - 2019

☐ Enforcement

- Pro-active Enforcement Program
- Unmarked Enforcement of Distracted Driving
- PXO enforcement
- Safe Routes to elementary and secondary school program by Middlesex OPP

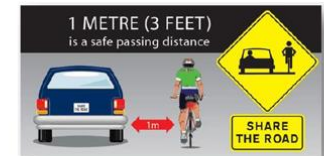




Implementation 2014 - 2019

Education

- completed **15** neighbourhood audits
- IMPACT for Young Drivers- more than **8,000** high school students reached
- Buckle Up Phone Down Campaign
- Safe Winter Driving Campaign
- Active and Safe Routes to School (ASRTS)



ACTIVE AND SAFE ROUTES TO SCHOOL
**ROUNDAABOUT
SAFETY TOOLKIT**
BE SEEN! BE SAFE!





Implementation 2014 - 2019

Supportive Campaigns: Distracted/Aggressive Drivers

Phase 1: Dec 2014-Feb 2015

Cineplex Evaluation

Invested: \$16,313.25

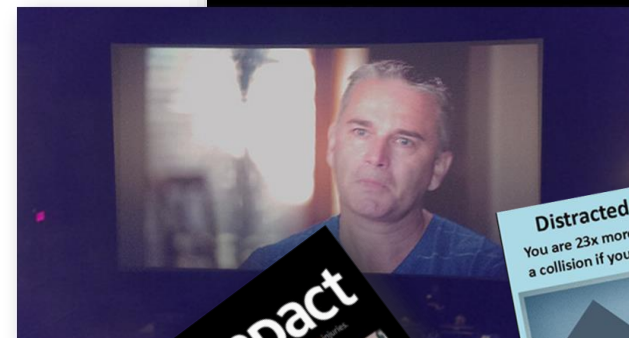
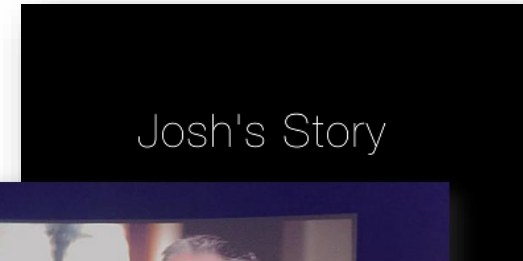
Nov 28, 2014- Jan 1, 2015 = 35 days

- 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 Silver City Masonville
- 30 second spot within 10 minutes to show-time
- Evaluation Survey conducted after movie





Implementation 2014 - 2019

Supportive Campaigns: Pedestrians LEGO Pedestrian Crossover Video

Educational video for Crossing safely at PXO!

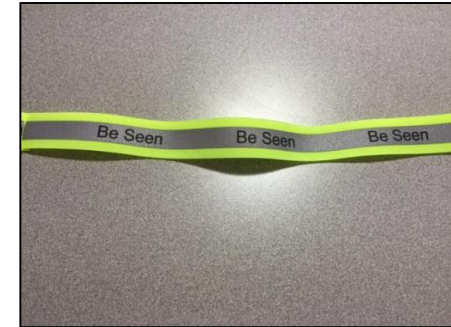
[http://www.london.ca/residents/Roads-Transportation/traffic-management/PublishingImages/MLHU%20-%20Crossing%20Safely%20at%20Pedestrian%20Crossovers-SUBTITLE-21December17%20\(1\).mp4](http://www.london.ca/residents/Roads-Transportation/traffic-management/PublishingImages/MLHU%20-%20Crossing%20Safely%20at%20Pedestrian%20Crossovers-SUBTITLE-21December17%20(1).mp4)





Implementation 2014 - 2019

Supportive Campaigns: Cyclists





VISION ZERO



LONDON

ROAD SAFETY STRATEGY

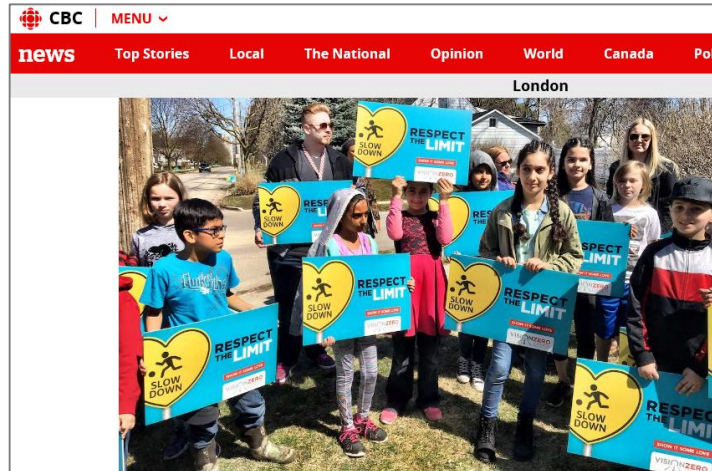
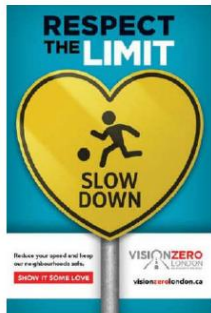
VISION ZERO PRINCIPLES

- ✓ No loss of life is acceptable
- ✓ Traffic fatalities and serious injuries are preventable
- ✓ All make mistakes
- ✓ Are physically vulnerable when involved in motor vehicle collisions
- ✓ Eliminating fatalities and serious injuries is a shared responsibility between road users and those who design and maintain our roadways



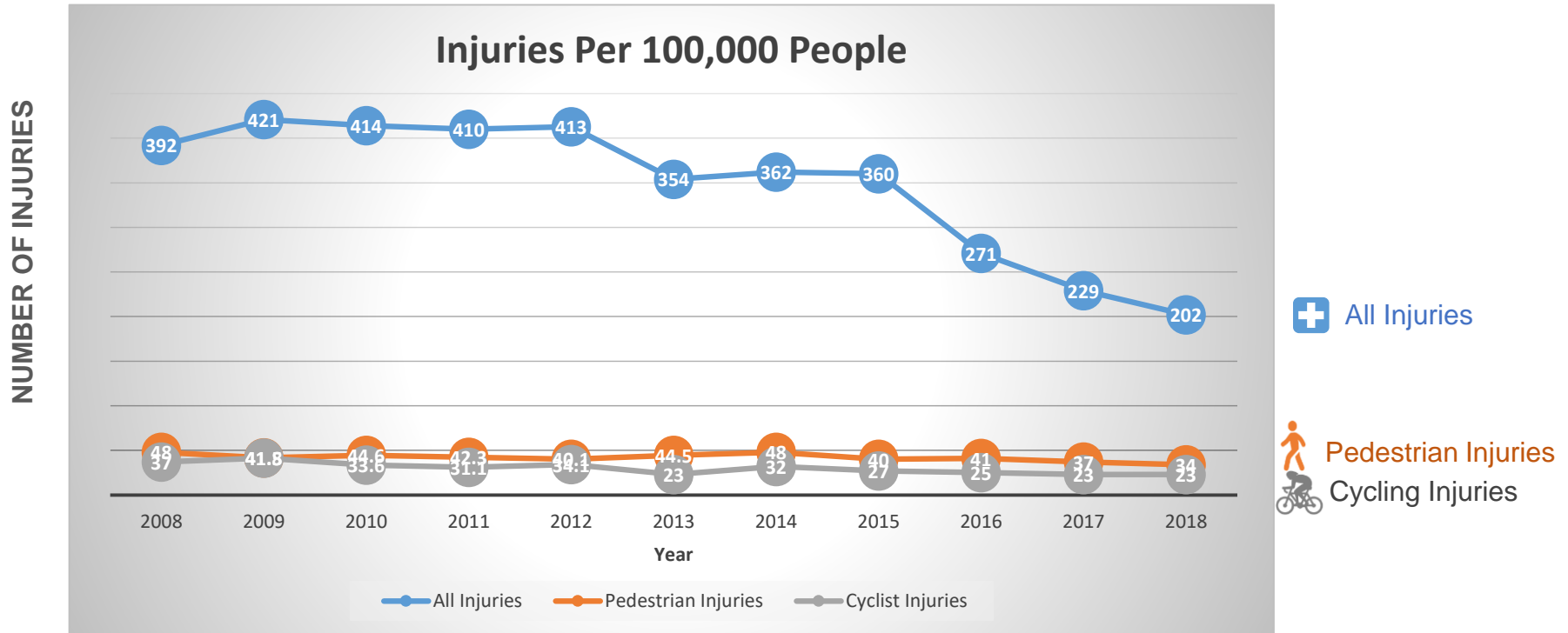
Implementation 2014 - 2019

Supportive Campaigns: Drivers





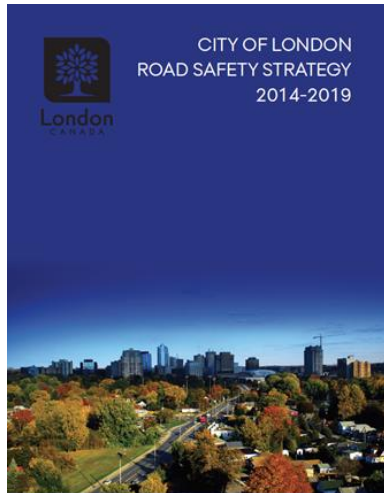
Road Safety Strategy-Vision Zero





VISION ZERO

LONDON
ROAD SAFETY STRATEGY





Steps to Next Generation LRSS 2.0

- Build on the success of the Vision Zero-London Road Safety Strategy 2014-2019
- Explore Vision Zero Canada for best practices to improve road safety for pedestrians and cyclists.
- Develop Mission, Vision & Goal
- Broaden the E's
- Develop countermeasures
- Assess the capacity to deliver service





Questions!

