

# Canada's Road Safety Strategy 2015

Presented by:

Ward Keith, Chair of the Board

Canadian Council of Motor Transport Administrators

**AAMVA International Conference**  
**August 21, 2011, Milwaukee, Wisconsin**



**RETHINK**  
ROAD SAFETY

# Overview

- Background
- Canada's Progress to Date
- What is Road Safety Strategy 2015
- Key Elements
- Jurisdictional Action Plans
- Next Steps



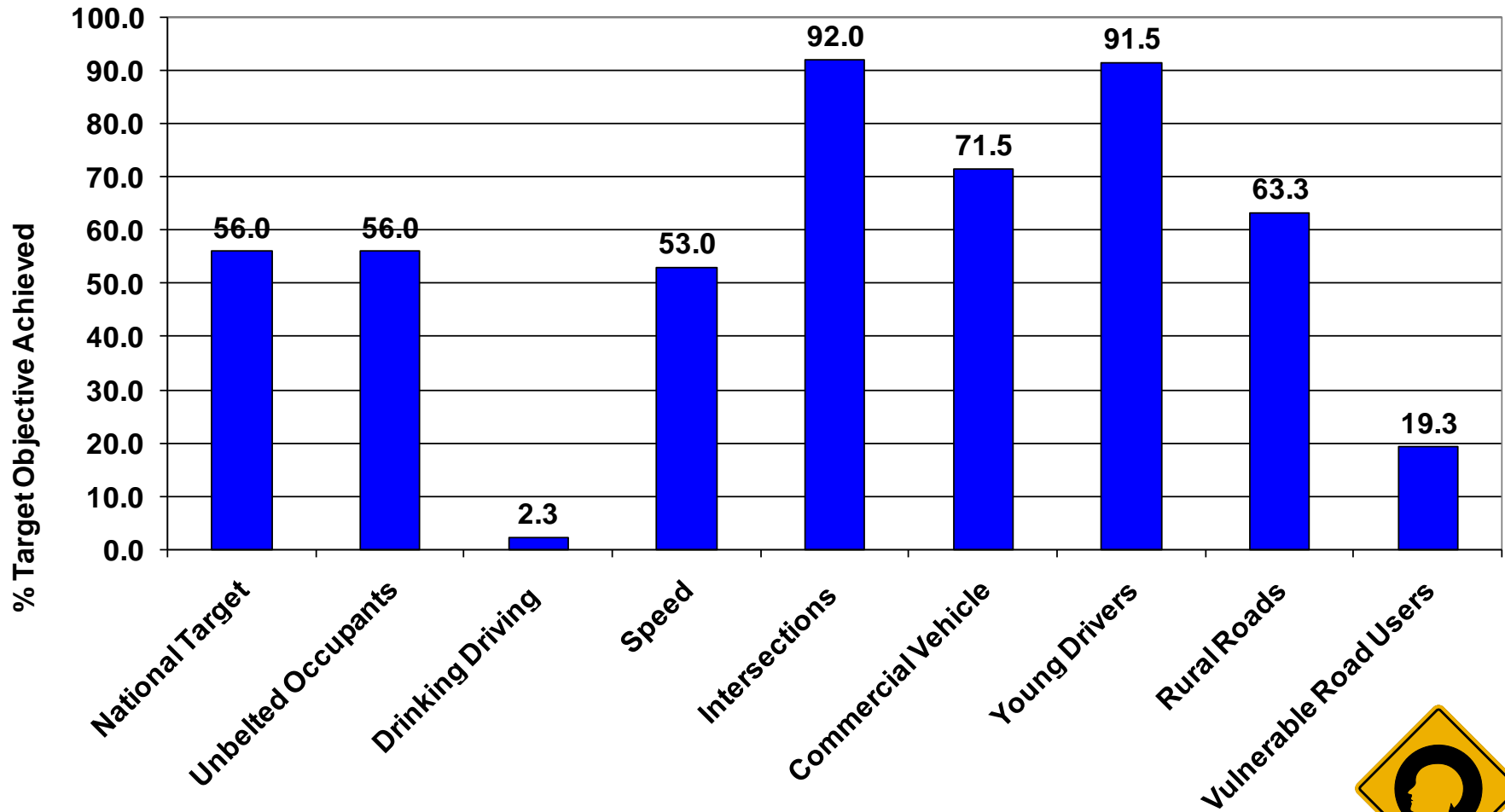
**RETHINK**  
ROAD SAFETY

# Background

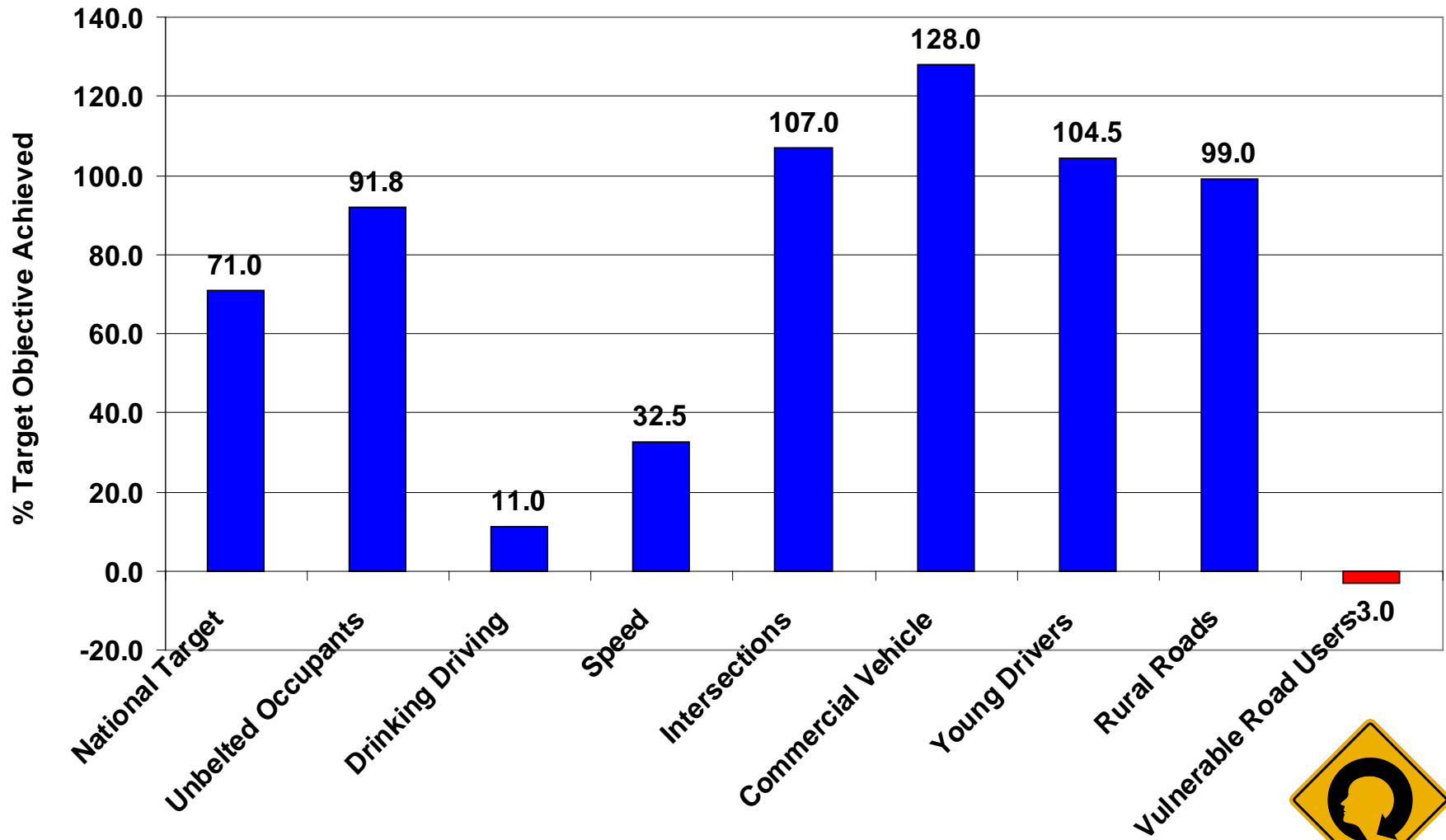
- Canada has had a national road safety direction since 1996
- Road Safety Vision 2010 has now come to a close
- Based on 2009 data, Canada has made significant progress in achieving the targets established under RSV2010



# Canada's Progress Among RSV 2010 Fatality Targets (2007-2009 average versus 1996-2001 baseline)



# Canada's Progress Among RSV 2010 Serious Injury Targets (2007-2009 average versus 1996-2001 baseline)



## 2009 & 2007-2009 Canadian Progress Overall National Target

### ➤ Fatalities

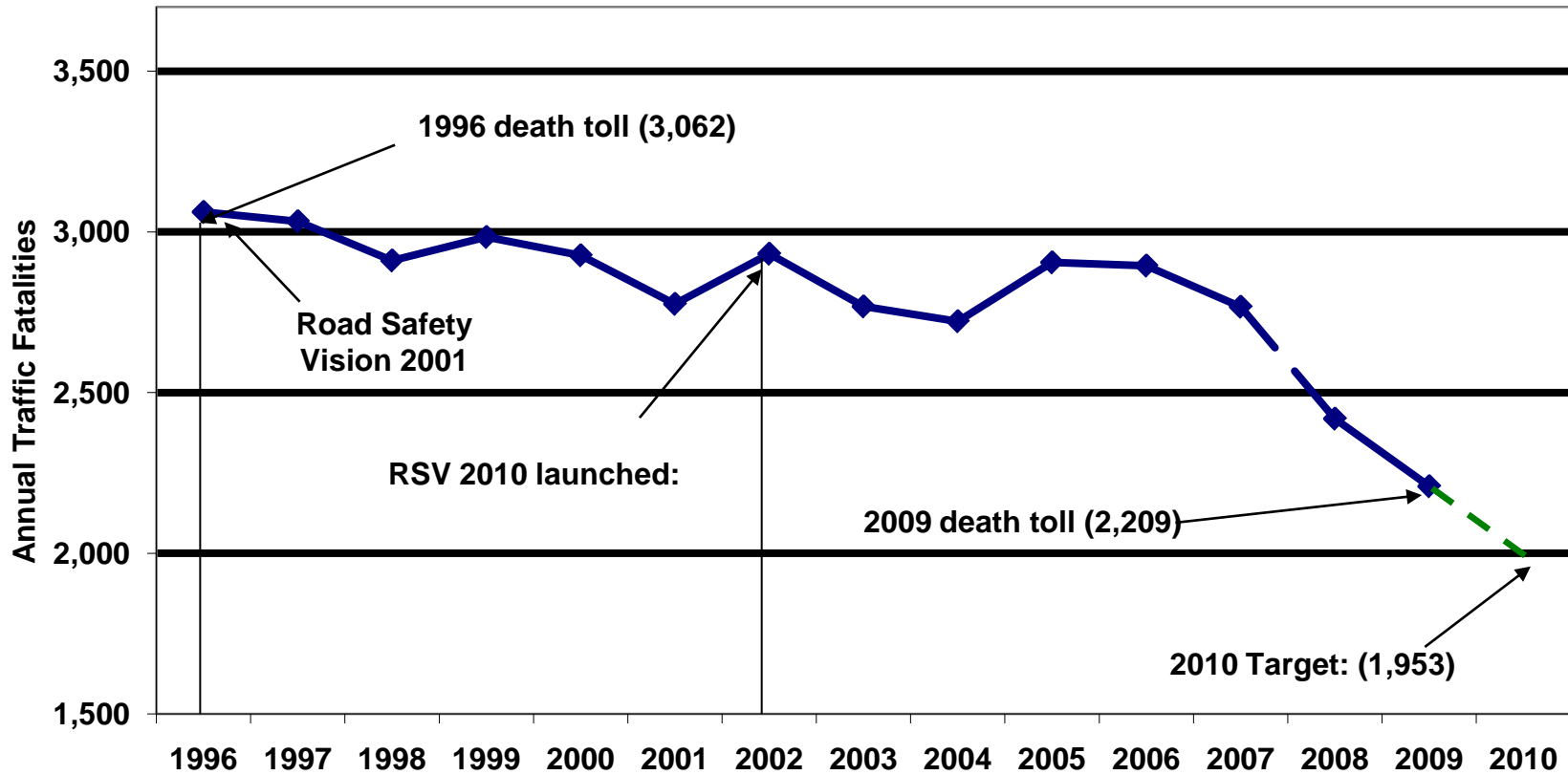
- 2009: -25.4%
- 2007-2009: -16.8%

### ➤ Serious Injuries:

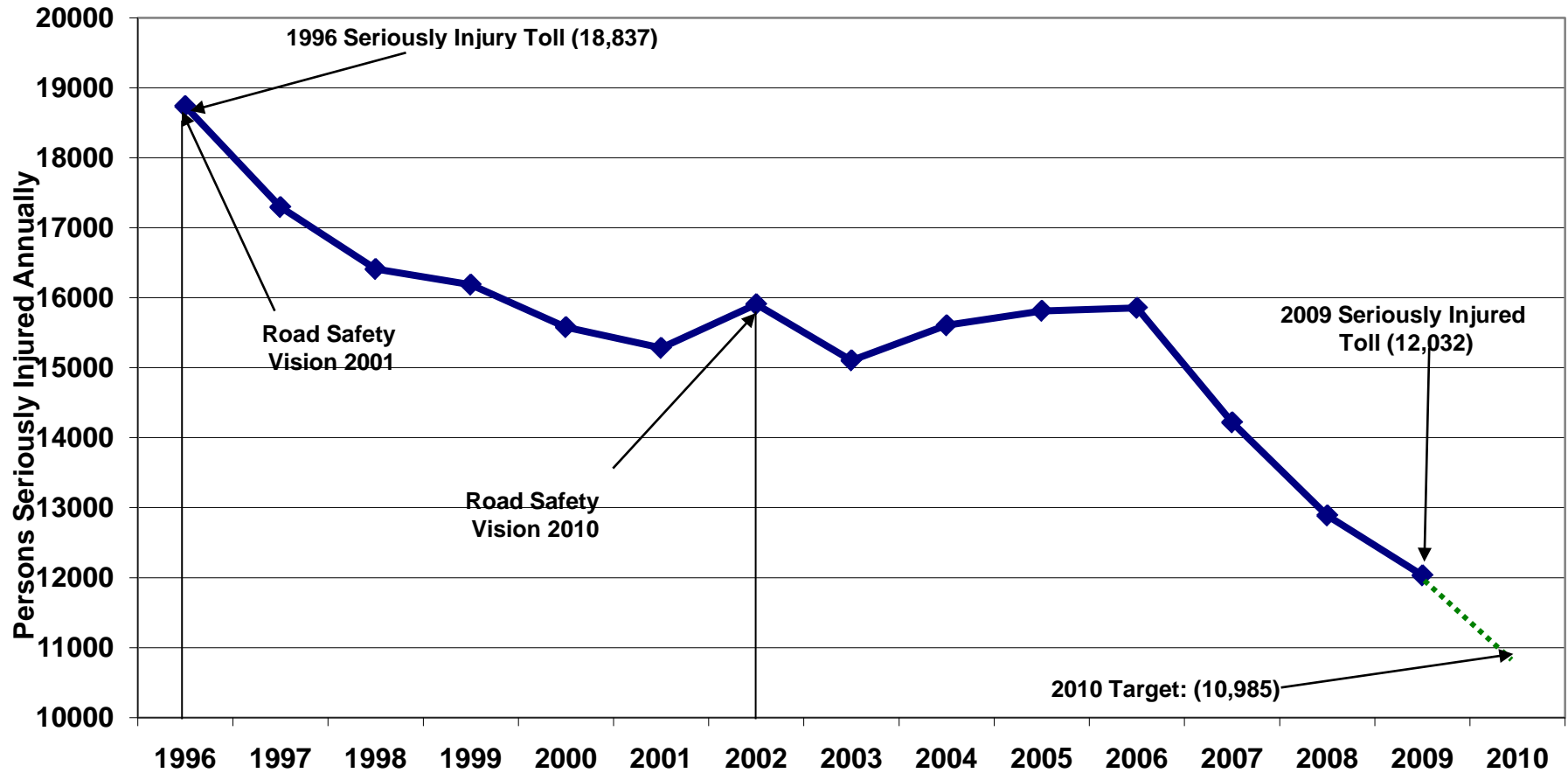
- 2009: -27.4%
- 2007-2009: -21.3%



# Improvement in Canada's Level of Road Safety Through Two National Road Safety Plans Traffic Fatalities 1996-2010



# Canada's Serious Injury Trend to 2009 versus RSV 2010 Serious Injury Target



**RETHINK  
ROAD SAFETY**



# Road Safety Strategy 2015

- Canada's successor to RSV2010 is called

## *Road Safety Strategy 2015*

- Road Safety Strategy 2015 announced in January 2011 and launched publicly by CCMTA in May 2011



# Collaborative Effort

**CCMTA  
Jurisdictional  
Members**

**Engineering and  
Infrastructure  
Community**

**Enforcement  
Community  
(CACP)**

**Industry & Non-  
Government  
Organizations**

# What is Road Safety Strategy 2015

- The new direction is an overarching framework to provide a guide for the development of individual jurisdictional plans

***Vision***



# Objectives



# Key Elements of Strategy

**No Hard Targets**

**Best Practice Framework**

**Holistic in Nature**

**Fluid and Flexible**



**RETHINK  
ROAD SAFETY**

# The Best Practices Framework

Key Risk Groups:	Key Risk Factors:	Strategies Include:
Young drivers	Impaired driving	Education/training
High-risk drivers	Speed	Communication/awareness
Vulnerable road users	Aggressive driving	Legislation/regulation
Medically at-risk drivers	Non-use of restraints	Enforcement
Motor carriers	Environment	Infrastructure
General population		Technologies
		Linkages

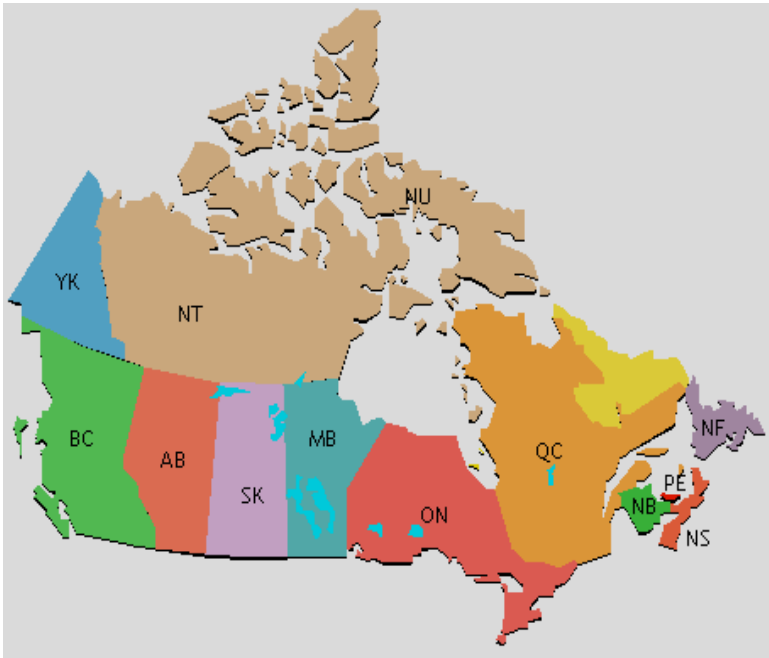


# CCMTA is Custodian

- Ensure the framework remains current and relevant
- Identify new or emerging best practices
- Report progress in “downward trending” annually at the National level
- Supporting Tools:
  - RSS2015 website
  - New call to action – “Rethink Road Safety”
  - Informational materials
  - Jurisdictional planning template



# Jurisdictional Action Plans



Jurisdictions can adopt or adapt elements of the Framework to develop their own road safety action plans

Strategies not prescriptive but intended to inform jurisdictions





# Next Steps

- Continue developing CCMTA operational processes to support the new Strategy
- Jurisdictions developing their own road safety plans
- More information available at:

[roadsafetystategy.ca](http://roadsafetystategy.ca)

[ccmta.ca](http://ccmta.ca)



**RETHINK  
ROAD SAFETY**