Canada’s Road Safety Strategy 2015

Presented by:
Ward Keith, Chair of the Board
Canadian Council of Motor Transport Administrators
Overview

• Background
• Canada’s Progress to Date
• What is Road Safety Strategy 2015
• Key Elements
• Jurisdictional Action Plans
• Next Steps
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
Canada’s Progress Among RSV 2010 Serious Injury Targets
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

1996 death toll (3,062)

Road Safety Vision 2001

RSV 2010 launched:

2009 death toll (2,209)

2010 Target: (1,953)

CANADA’S ROAD SAFETY STRATEGY 2015
Canada’s Serious Injury Trend to 2009 versus RSV 2010 Serious Injury Target

1996 Seriously Injury Toll (18,837)

Road Safety Vision 2001

2009 Seriously Injured Toll (12,032)

Road Safety Vision 2010

2010 Target: (10,985)


Persons Seriously Injured Annually


CANADA’S ROAD SAFETY STRATEGY 2015
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

Canada – Safest Roads in the World
Objectives

- Public Awareness & Commitment
- Enhanced Enforcement
- Communication, Cooperation & Collaboration
- Information in Support of Research & Evaluation
Key Elements of Strategy

- No Hard Targets
- Best Practice Framework
- Holistic in Nature
- Fluid and Flexible
### The Best Practices Framework

<table>
<thead>
<tr>
<th>Key Risk Groups:</th>
<th>Key Risk Factors:</th>
<th>Strategies Include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young drivers</td>
<td>Impaired driving</td>
<td>Education/training</td>
</tr>
<tr>
<td>High-risk drivers</td>
<td>Speed</td>
<td>Communication/awareness</td>
</tr>
<tr>
<td>Vulnerable road users</td>
<td>Aggressive driving</td>
<td>Legislation/regulation</td>
</tr>
<tr>
<td>Medically at-risk drivers</td>
<td>Non-use of restraints</td>
<td>Enforcement</td>
</tr>
<tr>
<td>Motor carriers</td>
<td>Environment</td>
<td>Infrastructure</td>
</tr>
<tr>
<td>General population</td>
<td></td>
<td>Technologies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Linkages</td>
</tr>
</tbody>
</table>
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:
  o RSS2015 website
  o New call to action – “Rethink Road Safety”
  o Informational materials
  o 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:

[Links]
roadsafetystrategy.ca
ccmta.ca