

# **ROAD SAFETY PRESENTATION**

A yellow diamond-shaped sign with a black border and black text is mounted on a black post. The sign is positioned on the left side of a paved road that curves to the right. The road is covered with fallen autumn leaves. The background consists of a dense forest of trees with yellow and orange foliage, suggesting an autumn setting. The sign's text is centered and reads "KIMBERLEY SAFETY GROUP" in a bold, sans-serif font.

**KIMBERLEY  
SAFETY GROUP**



**THE  
PROBLEM**

# **ROAD SAFETY GLOBAL**

WHO

**1.35 million traffic deaths**

# **ROAD SAFETY CANADA**

Canadian National Collision Database

**1768 fatalities**

**8185 seriously injured** (2021)

# ROAD SAFETY ONTARIO



OPP report  
**300% increase**  
in cyclist fatalities (2022)

# ROAD SAFETY RIGHT HERE AT HOME



2022 - Grey Bruce reported  
14 traffic related deaths

**HIGHEST NUMBER DEATHS  
IN SW ONTARIO**

# ROAD SAFETY RIGHT HERE AT HOME



County data confirms – speed still an issue  
even after measures taken



# ROAD SAFETY SOCIETAL COST

Major Public Health issue  
**societal cost \$41 billion** (2010)

BC gov't reports traffic deaths / injuries cost  
**\$600 million**

Cost per fatality  
**\$10-12 million BC reference**





**TIME TO  
RETHINK  
ROAD  
SAFETY**

**What got us here won't get us out  
Nothing happens in isolation**

**New approaches – new solutions**



**TIME TO  
RETHINK  
ROAD  
SAFETY**

**Canada's Road Safety Strategy 2025**

**Towards Zero: The Safest Roads  
in the World**



**TIME TO  
RETHINK  
ROAD  
SAFETY**

Road safety

A Human Right under Canadian  
Charter of Rights & Freedoms



TIME TO  
RETHINK  
ROAD  
SAFETY

## Vehicle Centred Perspective

- Roads designed to get vehicles from A to B in the fastest, safest way
- **Accidents are inevitable**

## People Centred Perspective

- Roads designed for all people, especially...
  - children
  - challenged
  - horse & buggy
- and vehicles (cars & trucks)
- **Accidents are preventable**

# VISION ZERO

A “VISION”  
NOT A  
PRESCRIPTION

Deaths *never acceptable*

Fatalities & injuries *preventable*

People make mistakes – *allow for this*

ALL people *have a right to use safe roads*

Create safety for *everyone*

# VISION ZERO

## CORE ELEMENTS






# VISION ZERO

EVIDENCE  
BASED  
ACTIONS


## SAFE ROADS

Design of roads, driver awareness strategies, traffic calming tactics, signage



## SAFE SPEEDS

Research based speeds, enforcement (self-regulation, policing programs, automated speed enforcement)



## SAFE ROAD USERS

Public education, driver training, truck driver training, community engagement, Public Health campaigns

**VISION  
ZERO**  
**THE EVIDENCE**

Canada's Road Safety  
Strategy inventory

Complete Streets and Complete  
Streets for Rural Communities

Safe Systems Approach

# VISION ZERO UPTAKE



**VISION  
ZERO**  
**ACHIEVED  
OUTCOMES**

Sweden & Netherlands  
**reduction in road fatalities by 66%**

City of New York saw a 4-decade high  
level of road fatalities  
**drop to it's lowest of 6.6%**

City of Edmonton saw a  
**70% drop in road related accidents and  
deaths**

**Every jurisdiction has demonstrated  
significant reduction** in road related  
fatalities and severe injuries. *See BC  
evaluation.*

# VISION ZERO

COSTS /  
BUDGETS

**Not all at once** – impossible

**But... apply lenses to upcoming road projects.** Add these lenses to guide planning and execution.

**Every case study did this.**

# VISION ZERO

## CURRENT OPPORTUNITIES

### Trailhead parking – 2 instances

- roadside parking
- parking requiring roadside walking

Trailhead parking study includes safety, to a degree...

Add Vision Zero / Complete Streets lenses to upcoming plans (Ravenna).

# VISION ZERO TAKE AWAYS

## ROAD SAFETY

is a global and local issue

**Proven approaches** have been used to improve safety for all road users (Vision Zero, Complete Streets, Canada's Road Safety Strategy for 2025)

**Robust research and evidence-based strategies** have been created and tested and are readily available.

**VISION  
ZERO  
DISCUSSION**



# VISION ZERO REFERENCES

*All links are hot links for your convenience.*

Canada's Road Safety Strategy 2025

<https://roadsafetystrategy.ca/en/strategy>

Complete Streets Canada

<https://completestreetsforcanada.ca/what-are-complete-streets/>

Complete Streets for rural communities Canada

<https://www.completestreetsforcanada.ca/wp-content/uploads/2019/01/Rural-Complete-Streets-final.pdf>

ITE: A Community of Transportation Specialists. Safe Systems Explained

<https://www.ite.org/technical-resources/topics/safe-systems/>

Parachute Vision Zero Canada. Good resources

<https://parachute.ca/en/program/vision-zero/>

*Continued on next slide*

# VISION ZERO REFERENCES

Transportation Association of Canada. Vision Zero and the Safe System Approach - A Primer for Canada

<https://www.tac-atc.ca/en/vz-ss-primer-canada>

Vision Zero Network US: Excellent source for resources, webinars, discussions about implementation.

<https://visionzeronetwork.org/resources/vision-zero-communities/>

This is a very good paper about embracing Vision Zero – from contemplation to adoption, to implementation.

<https://parachute.ca/en/program/vision-zero/>

Vision Zero BC Grant Program

<https://www.visionzerobc.ca/about>