



Mid-Term Review of Canada's Road Safety Vision 2010

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September 26, 2007



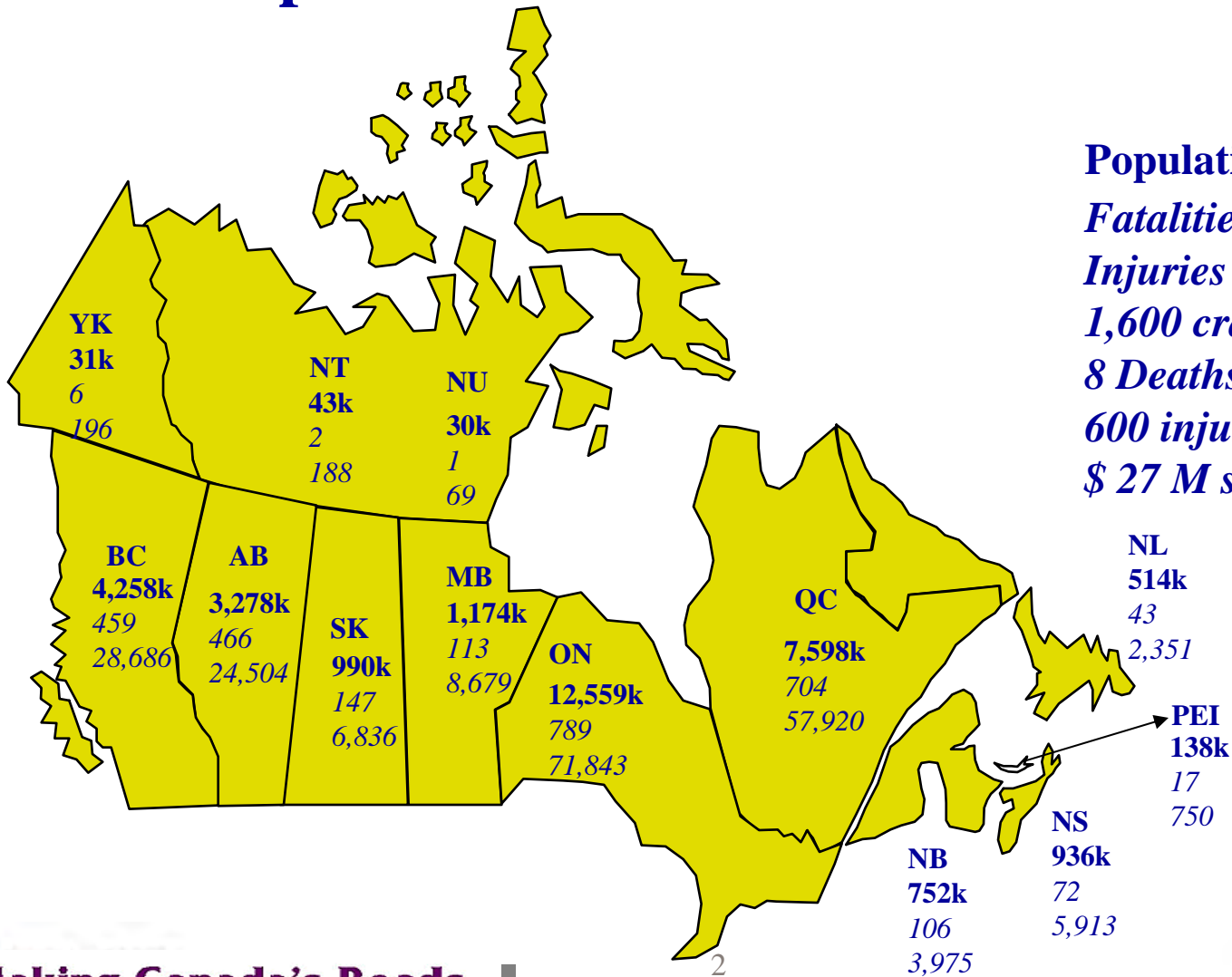
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Canada



Canada, 2005 in Context

Population and Road Traffic Casualties



Population 32.3M
Fatalities 2,925
Injuries 210,910
1,600 crashes per day
8 Deaths per day
600 injuries per day
\$ 27 M social cost per day

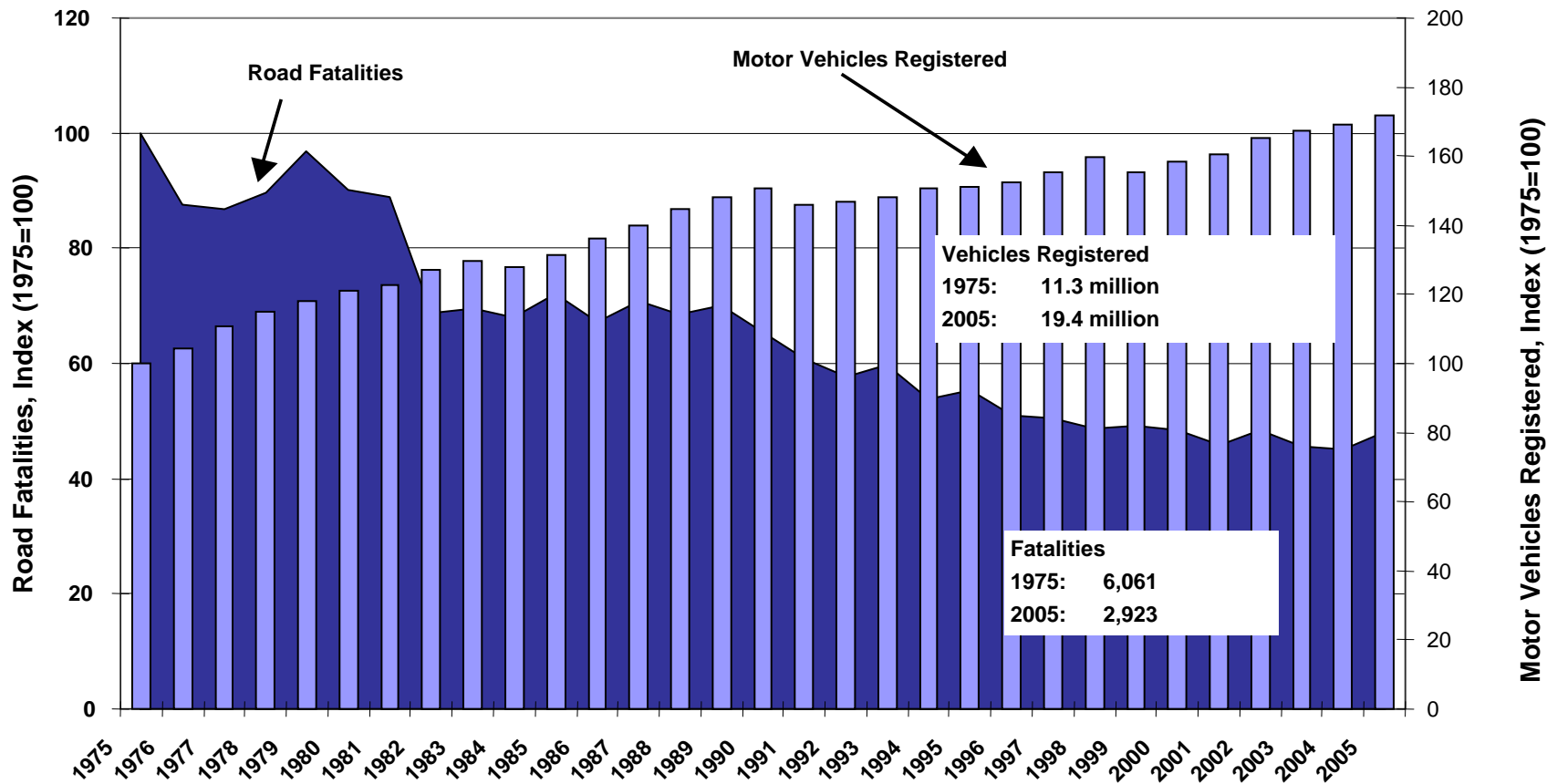


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Progress Over the Past 25 Years





Road Safety in Canada – A Shared Responsibility:

- **Federal**
 - New vehicle safety standards
 - Extra-provincial truck and bus regulations
 - Criminal Code (impaired and dangerous drivers)
 - National leadership (e.g. data, research, program development, program evaluation, knowledge transfer)
- **Provincial/Territorial**
 - Driver / vehicle licensing
 - Enforcement
 - Road Infrastructure
 - Data and Research
 - Program development, implementation & evaluation





... and other partners

- CCMTA (Intergovernmental)
- Police
- Healthcare Community
- Industry – manufacturers /operators
- Public Safety Organizations
- Researchers
- Municipalities





Canada's Road Safety Vision & Strategic Objectives

- Our Vision: Safest roads in the world
- Strategic Objectives:
 - To raise public awareness of road safety issues;
 - To improve communication, cooperation and collaboration among road safety agencies;
 - To enhance enforcement measures;
 - To improve national road safety data collection and quality.





RSV 2010: The National Target: Ambitious & Achievable

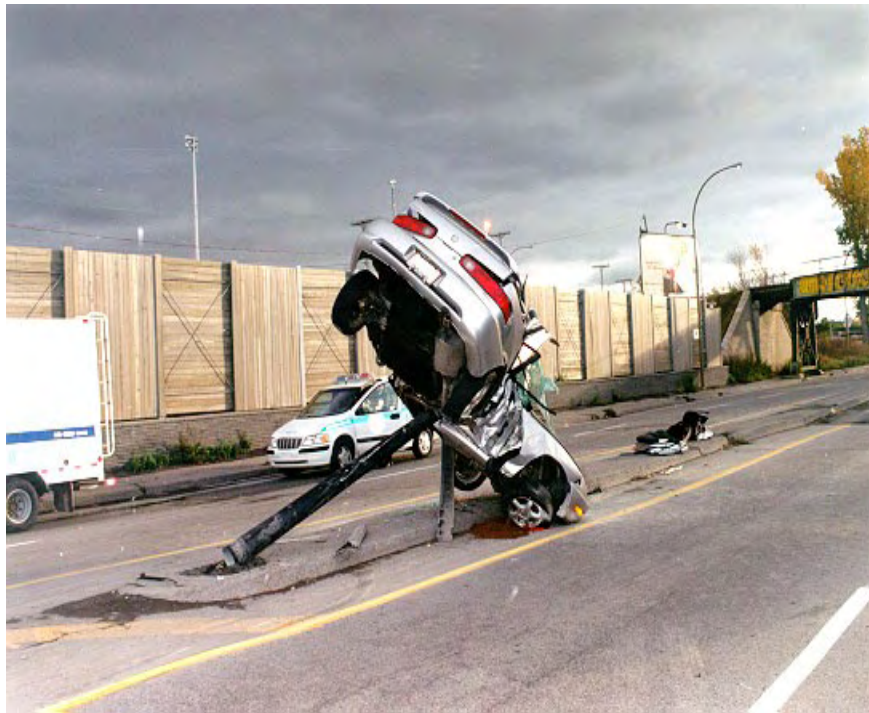
- Ambitious national road safety targets among some of the safest OECD member nations (e.g. GB, S, NL) were catalysts for the creation of Canada's national target:
 - 30% decrease in the average number of road users killed or seriously injured during the 2008-2010 period over comparable 1996-2001 figures





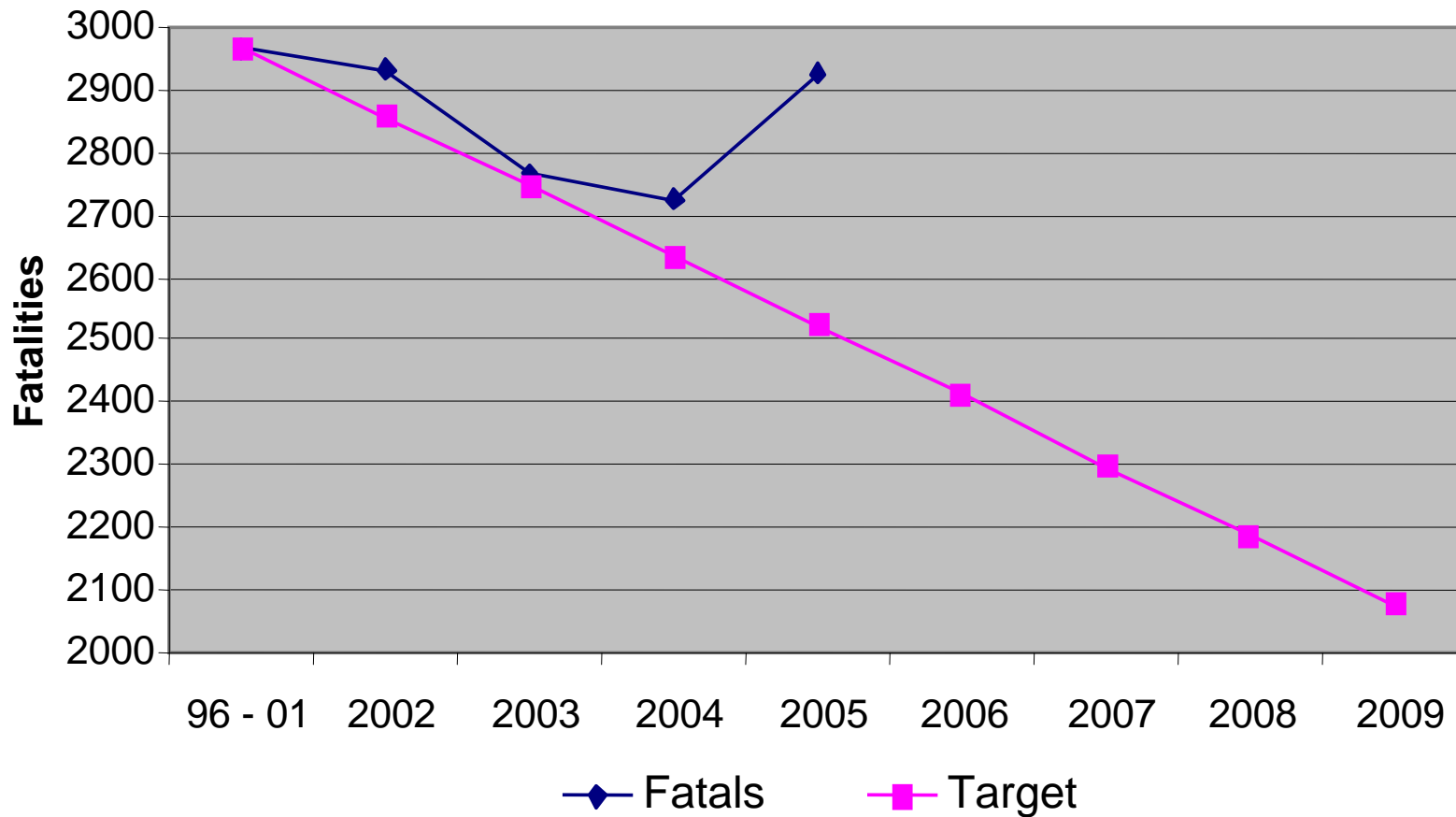
Road Safety Vision 2010: The Sub-Targets

- Increase:
 - Seat belt and proper child restraint use (95%)
- Decrease fatalities and serious injuries involving:
 - Unbelted occupants (40%)
 - Drinking drivers (40%)
 - Rural roadways (40%)
 - Young drivers/riders (20%)
 - Vulnerable road users (30%)
 - Speed and intersections (20%)
 - Commercial vehicles (20%)





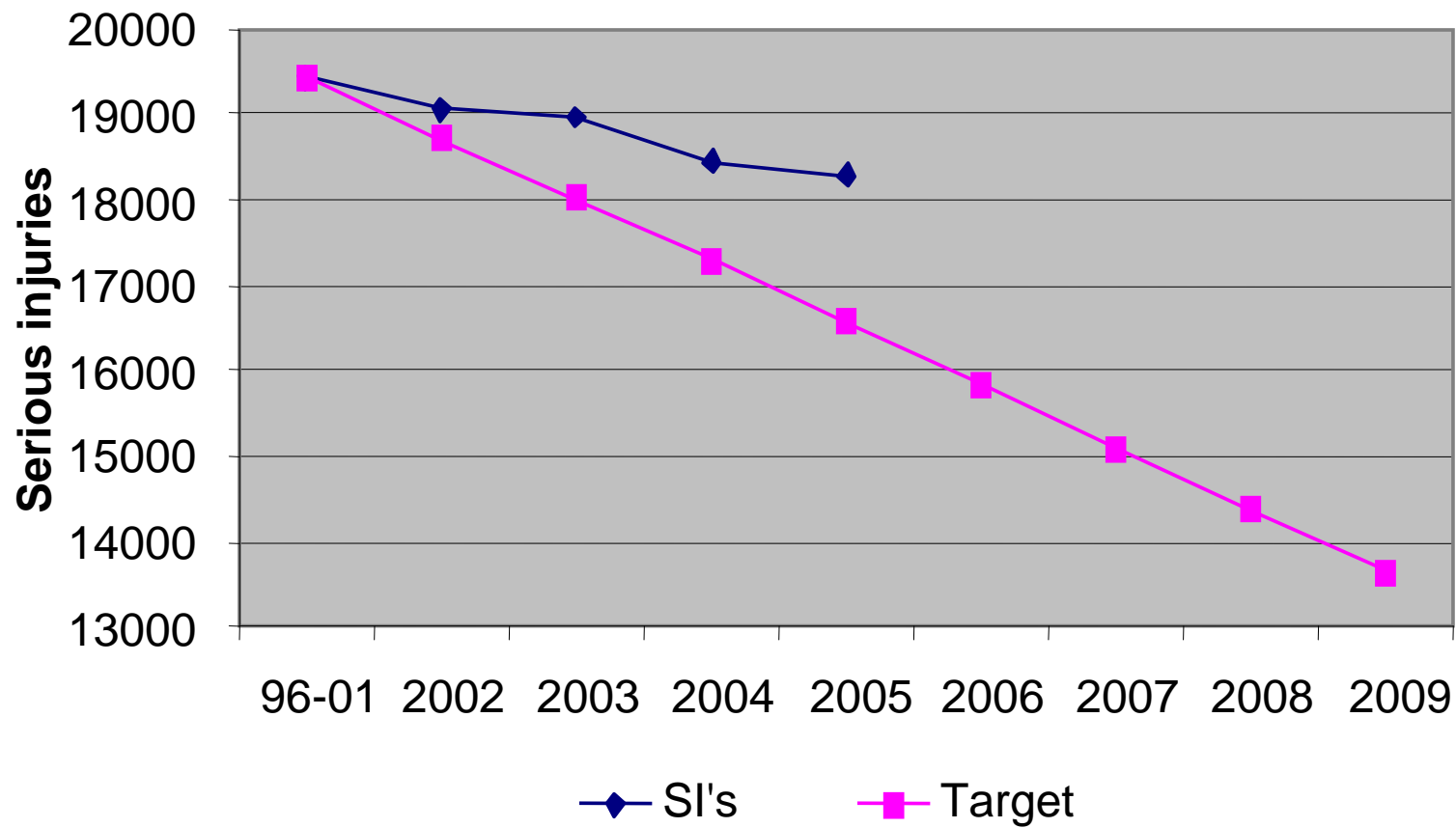
Fatalities - Canada



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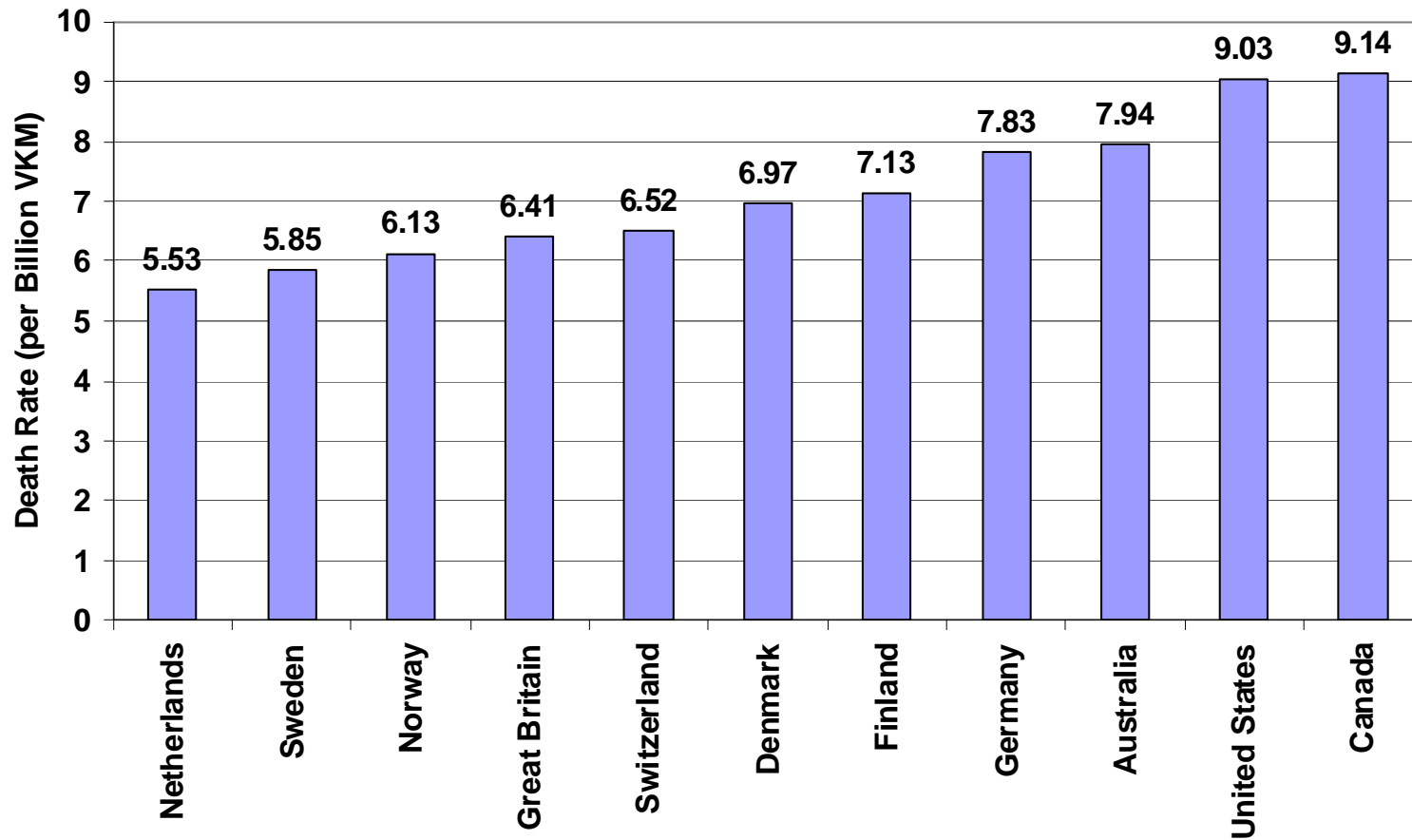
Canada - Serious Injuries



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Canada's road safety record currently ranks 11th (2005) among Organisation for Economic Cooperation and Development member countries





Overall Recommendations

- Identification of lead agency role by each jurisdiction;
- Greater coordination and management arrangements within and between levels of government
- Development of effective road safety strategies, that link required decisions and resource inputs to the desired target outcomes;
- Review and adjust ineffective legislation including examination of minimum mandatory penalties for certain offences and ease of enforceability to increase deterrence;





Overall Recommendations cont'd

- Increase resources for police enforcement activity;
- Adopt Safe System Approach to road safety such that those responsible for various components of road system (i.e., vehicle, roadway, road users) are held accountable for safety of the system
- Promote vehicle safety benefits such as side curtains and electronic stability control;
- Provide infrastructure safety program with greater resources;
- Conduct more evaluations of programs and specific interventions.





Occupant Restraints



- The Problem:
 - In Canada, 91% of occupants buckle up but approximately 40% of fatally injured occupants and 16% of those seriously injured were unbelted at the time of collision.





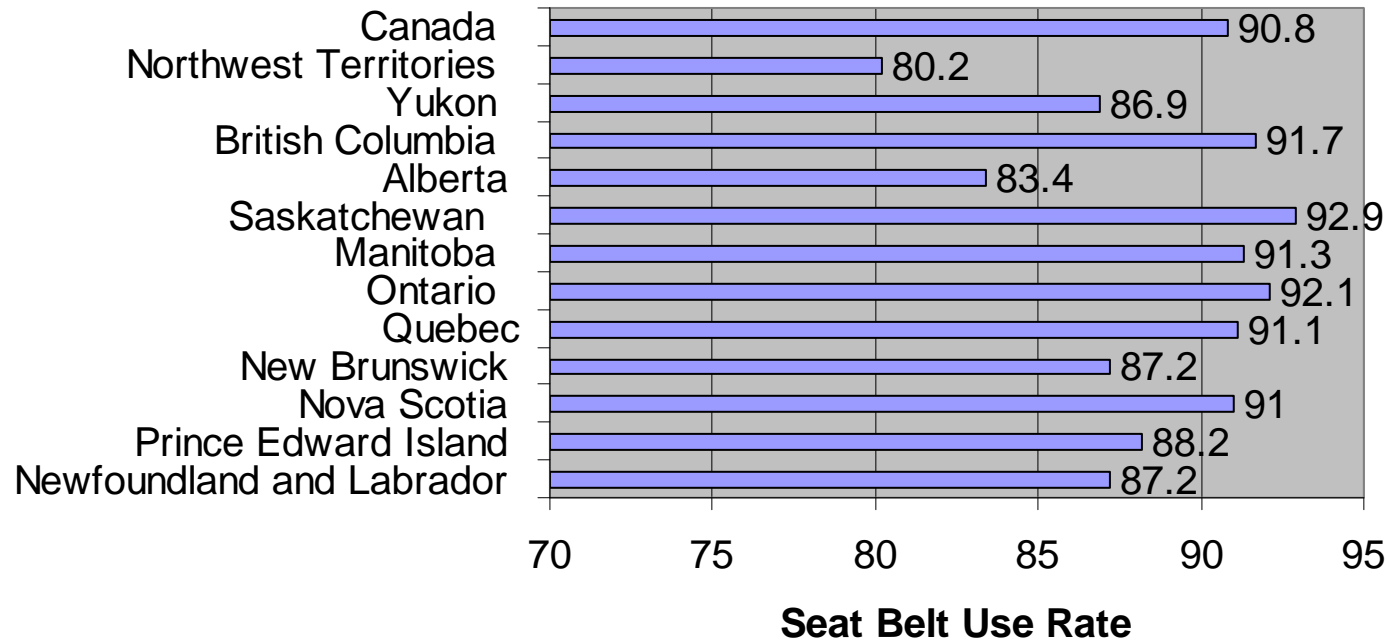
Table 2 – Year That Seat Belt and Child Restraint Legislation Commenced with Fines/Demerit Points

Province	Seat Belt Legislation	Child Restraint Legislation	Fine	Points
Newfoundland	1982	1982	\$100	2
Prince Edward Island	1987	1987	\$110	3
Nova Scotia	1985	1985	\$157.50	2
New Brunswick	1983	1984	\$168	1
Quebec	1976	1985	\$80	3
Ontario	1976	1982	\$110	2
Manitoba	1984	1984	\$247	2 driver only
Saskatchewan	1977	1983	\$165	3
Alberta	1987	1984	\$115	2 new drivers only
British Columbia	1977	1985	\$113	0
Yukon	1991	1987	\$75	4
North West Territories	1988	1988	\$115	2



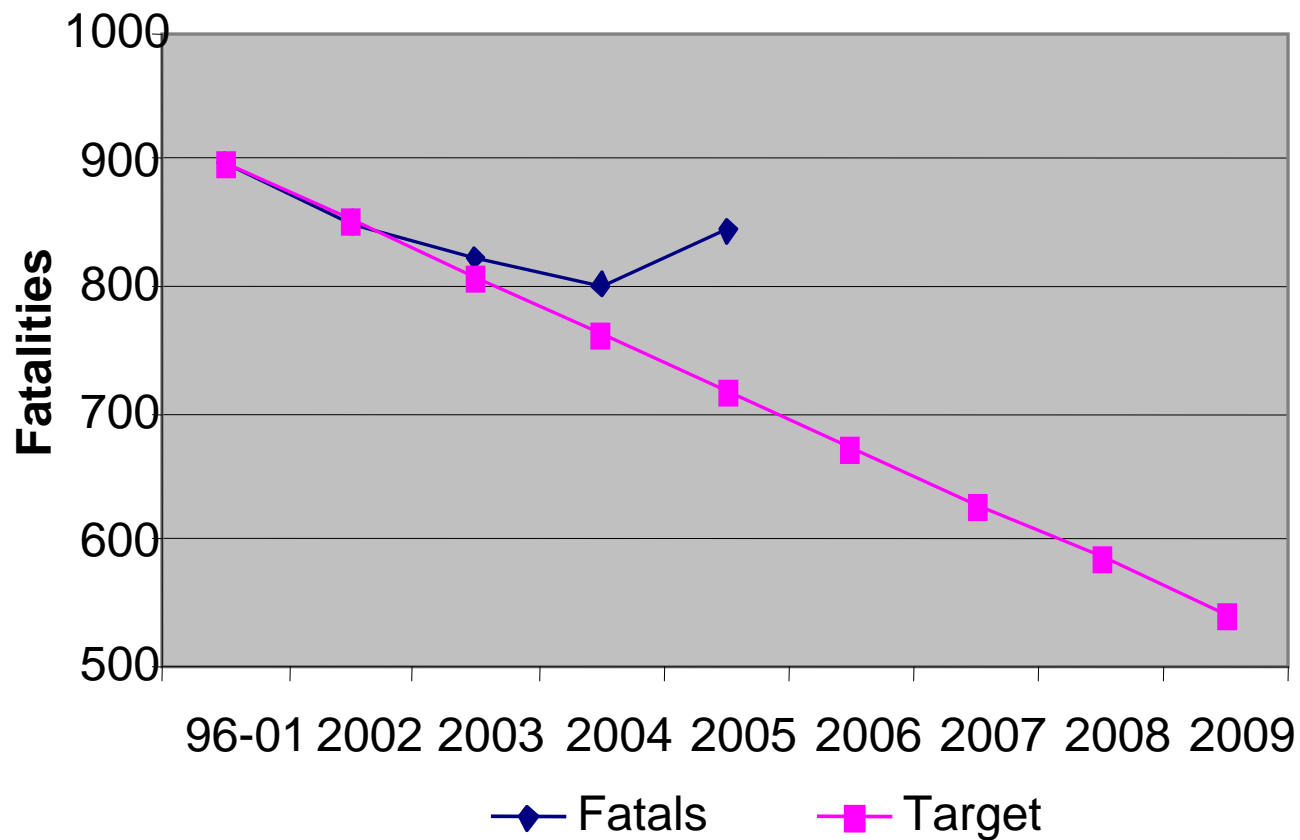


2005-2006 Seat Belt Use Rate in Canada



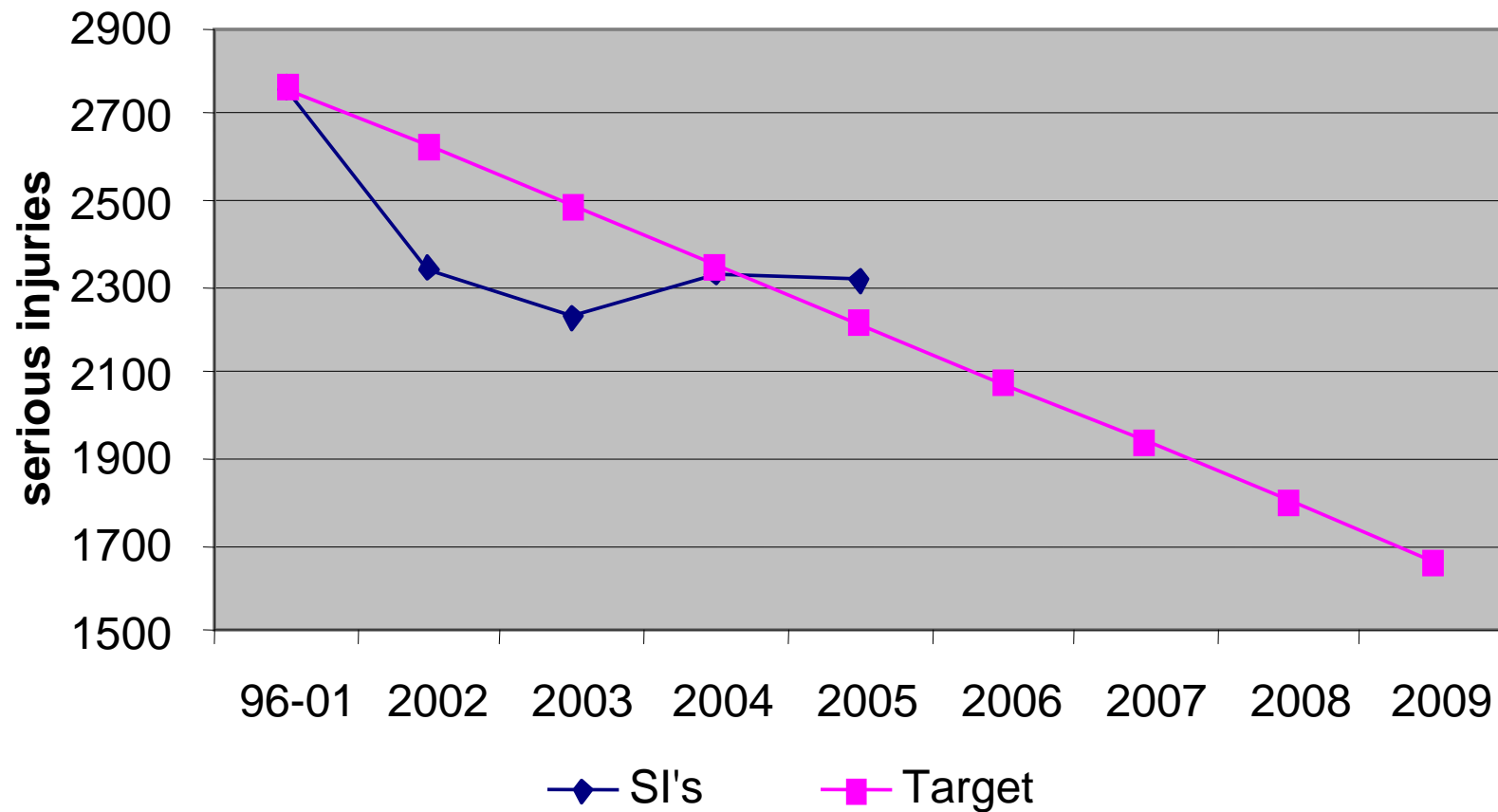


Unbelted Fatalities - Canada





Serious Injuries - Unbelted Occupants Canada





Occupant Restraint Use Recommendations

- Continue working towards removal of exemptions for non-use of seat belts (e.g. police officers, drivers making frequent stops);
- Harmonize and simplify provincial laws and regulations in accordance with CCMTA's recommended model for child restraint laws;





Occupant Restraint Use Recommendations cont'd

- Increase fines for infractions and introduce or increase number of demerit points for non-use of seat belts and child car seats;
- Conduct sustained public education efforts to promote proper use of child restraints, including booster seats
- Conduct high visibility seat belt checks by police, supported by public education such as news releases, media interviews and community outreach





Drinking and Driving

- The Problem:
 - Nationally during 2005, crashes involving drinking drivers accounted for about 33% of all road users killed on public roadways.





RSV 2010: Some Key Strategies Cont'd

- **Strategy To Reduce Impaired Driving 2010:**
 - Legal BAC limit in *Canadian Criminal Code* is 80mg %
 - 1st offence penalties – Fine: \$600-\$2000, Suspension: 12-36 months, Jail: 0-6 months
 - Strategies include:
 - greater enforcement through random stops (e.g. RIDE)
 - vehicle impoundment
 - ignition interlocks
 - assessment & rehabilitation
 - administrative licence suspensions
 - If >80 mg %, then 90 days
 - If 50-80 mg%, then 12-24 hours





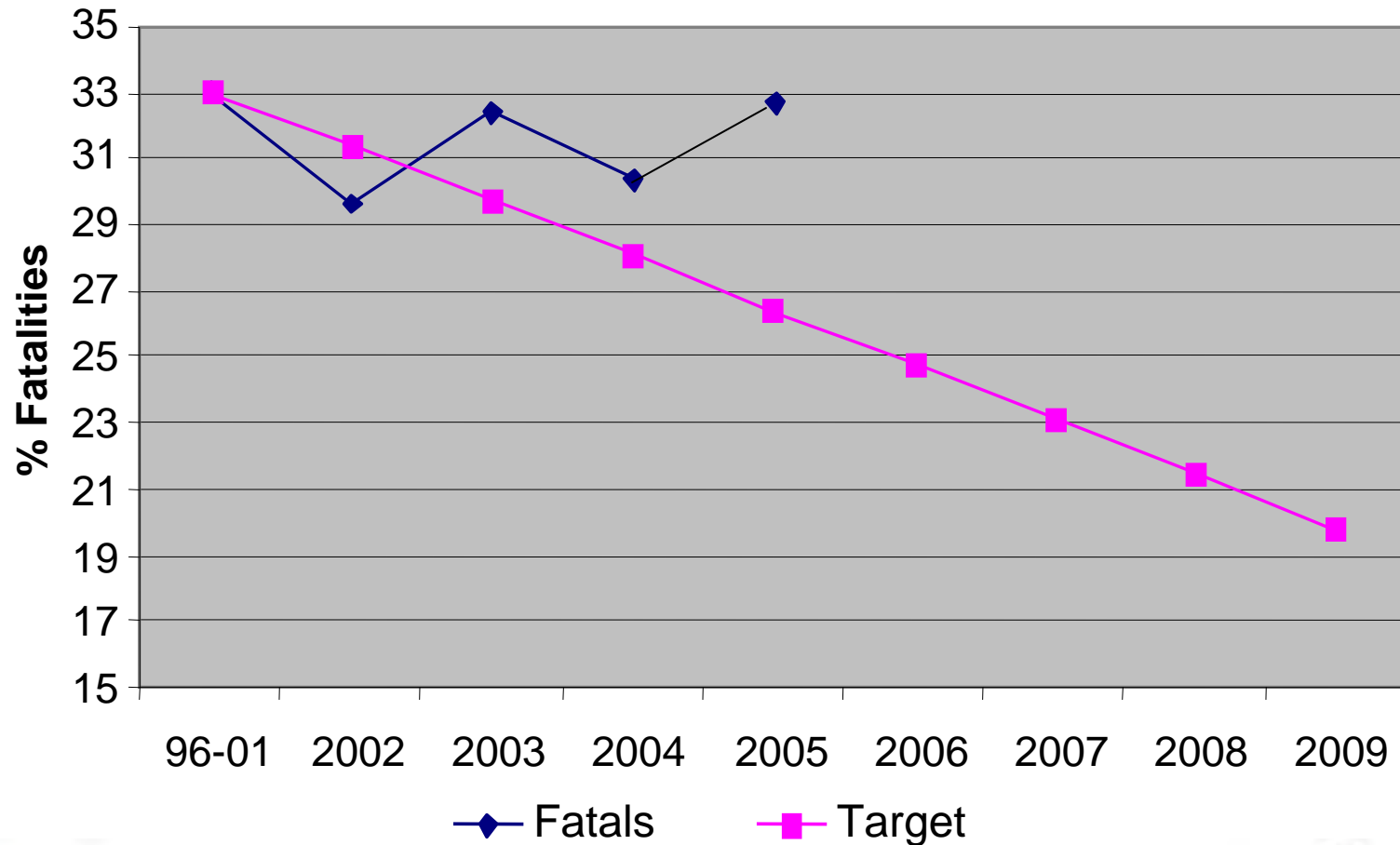
Implementation of STRID Initiatives

Jurisdiction	ALS	Impound	Interlocks	Assess/Rehab
Northwest Territories	2004	2004	2004	2004
Yukon	1998	1998	1998	----
British Columbia	1997	1997	2005	2005
Alberta	1999	2002	1991	1985
Saskatchewan	2001	1996	2001	1996
Manitoba	1989	1989	2001	1998
Ontario	1996	1998	1998	1998
Quebec	1997	1997	1997	1997
New Brunswick	----	----	----	1993
Nova Scotia	1995	----	----	1984
Prince Edward Island	1997	1997	----	1997
Newfoundland	2003	2003	2003	1995



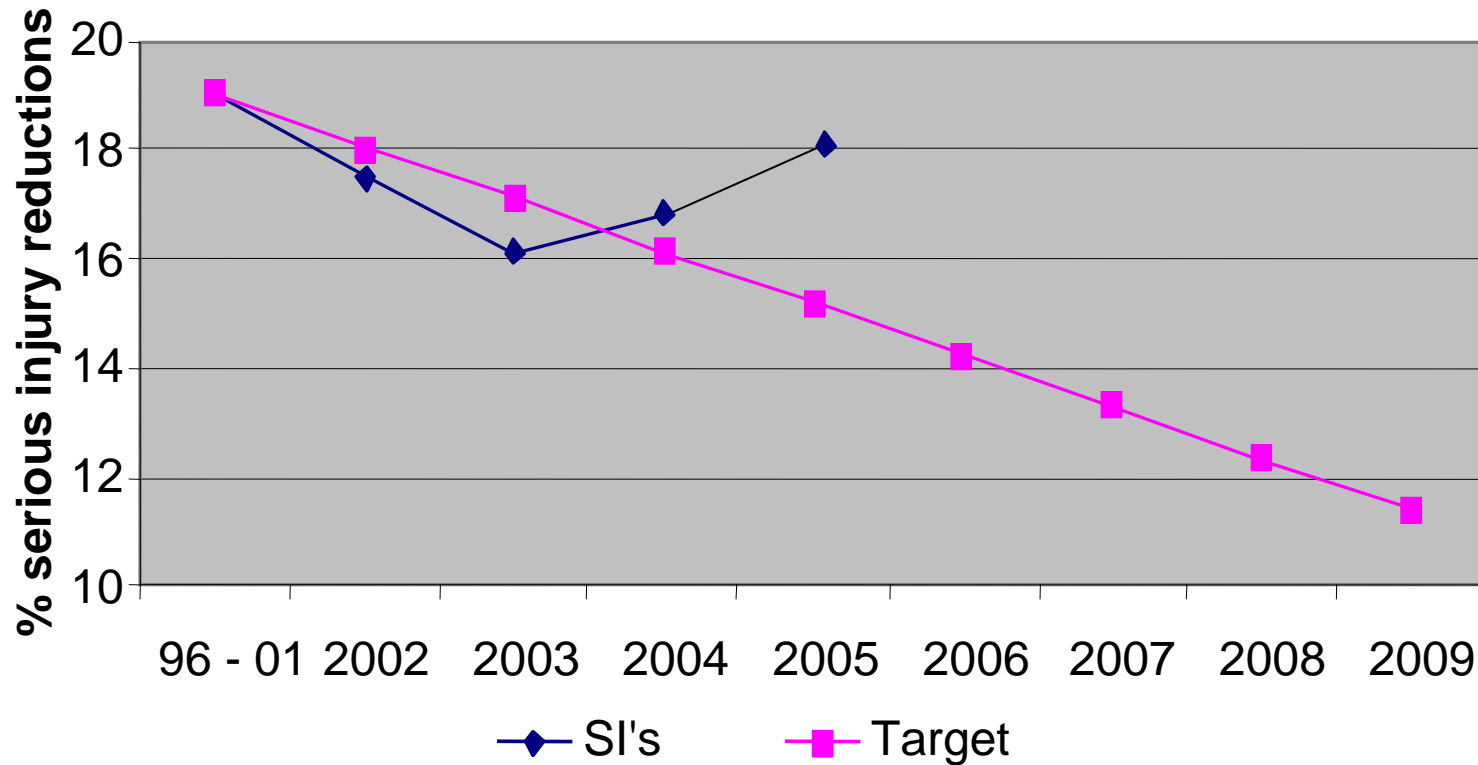


% Fatalities - Impaired Driving Involved Crashes - Canada





% of Seriously Injured Road Users from Impaired Driving Involved Crashes - Canada





Impaired Driving Recommendations:

Legislation

- Establish Federal Parliamentary Committee of Inquiry into impaired driving in Canada to examine legislation (BAC limit), enforcement (including random roadside breath testing), penalties and rehabilitation;
- Increase length of licence suspension for those with BAC's between .05 and .08 to 30 days





Impaired Driving Recommendations: Cont'd

Penalties

- Tiered approach should be adopted so that penalties (loss of licence, monetary fines, immobilization of vehicle, interlocks) correspond to BAC level, with increases for recidivists.
- Penalty for breath test refusal should be equal to that for high BAC's (.200+) or drivers will opt for refusal.
- Alcohol ignition interlock programs for all convicted impaired drivers should be implemented.





Impaired Driving Recommendations: Cont'd

Enforcement

- Police need to be persuaded through better training that impaired driving is serious offence and that deterrence saves lives.
- More frequent and longer duration roadside sobriety checks
- Strengthen co-ordination between funding agencies and police in order to increase level of enforcement activity.





Impaired Driving Recommendations: Cont'd

Education

- Education should target general population not just high risk groups of impaired drivers so that drinking and driving becomes unacceptable behaviour.
- Campaigns should highlight the trauma associated with impaired driving
- Conduct campaigns at Christmas but also prior to and during all holiday periods





Rural Road Safety



- The Problem:
 - More than half (52%) of all road user fatalities and almost one third (31%) of serious injuries occur on undivided roads with posted speed limits of 80-90 km/h
 - Single vehicle – 35%
 - Head-on – 35%
 - Intersection – 22%





Rural Road Safety Survey

Purpose

To identify successful Canadian strategies that are being implemented nationally
To benchmark rural road safety strategies through Canada

Strategies

Improved data - compliance with national database, quality control performance on data

Better identification of safety problems - use of collision data to develop education priorities, in-service road safety reviews

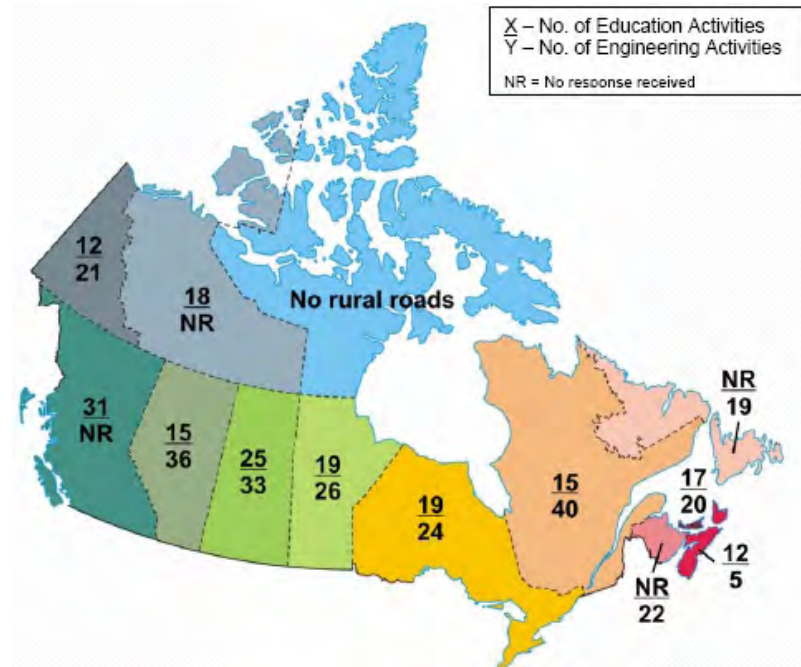
Improved design/operation of rural roads - road safety audits, roundabouts, rumble strips

Enforcement strategies and public education - public service announcements, citizen complaint systems

Speed management programs - citizen-based speed watch programs, radar message boards

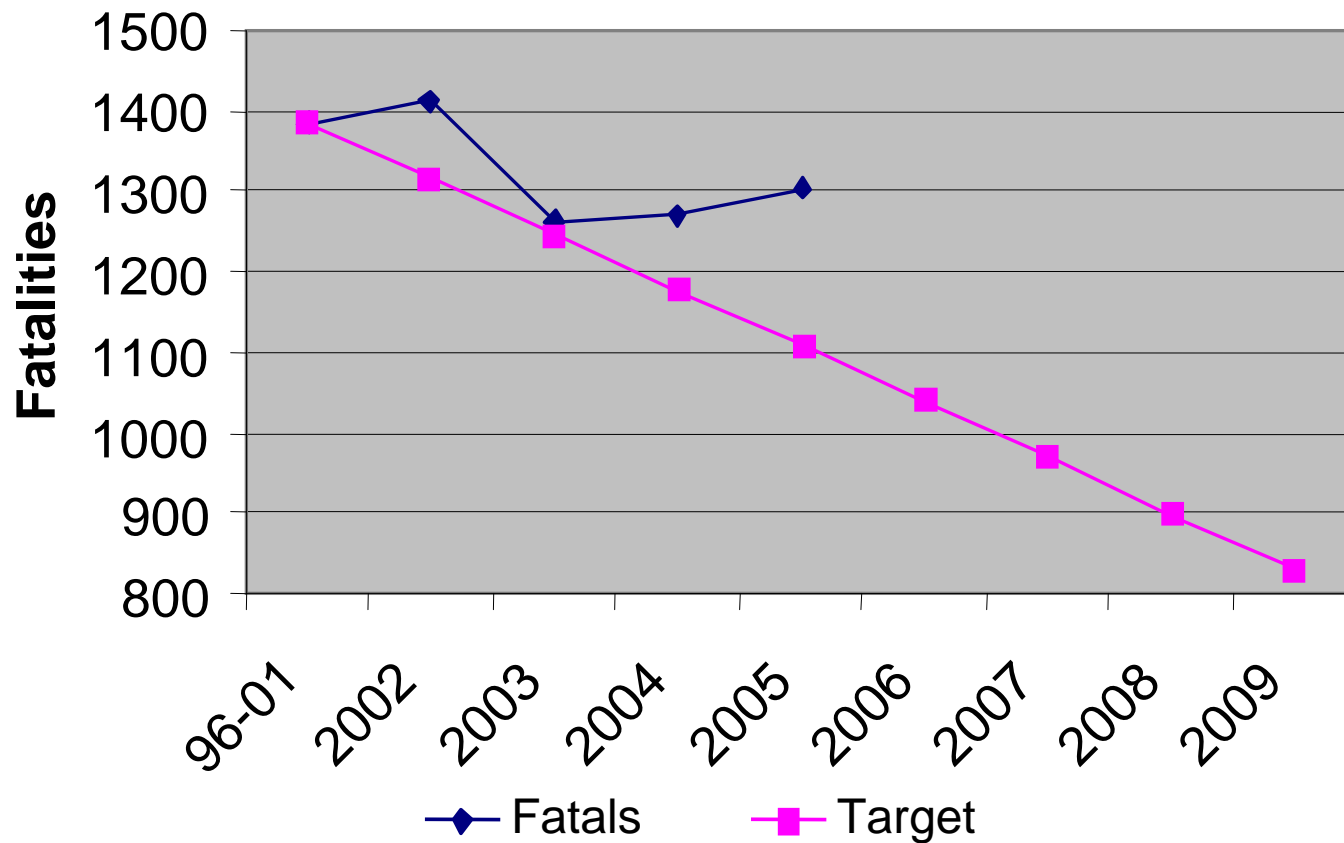
Intelligent transport systems - Road Weather Information Systems, red light cameras

Trauma management systems - "first on scene" care training for all emergency service providers, GPS-equipped emergency response vehicles



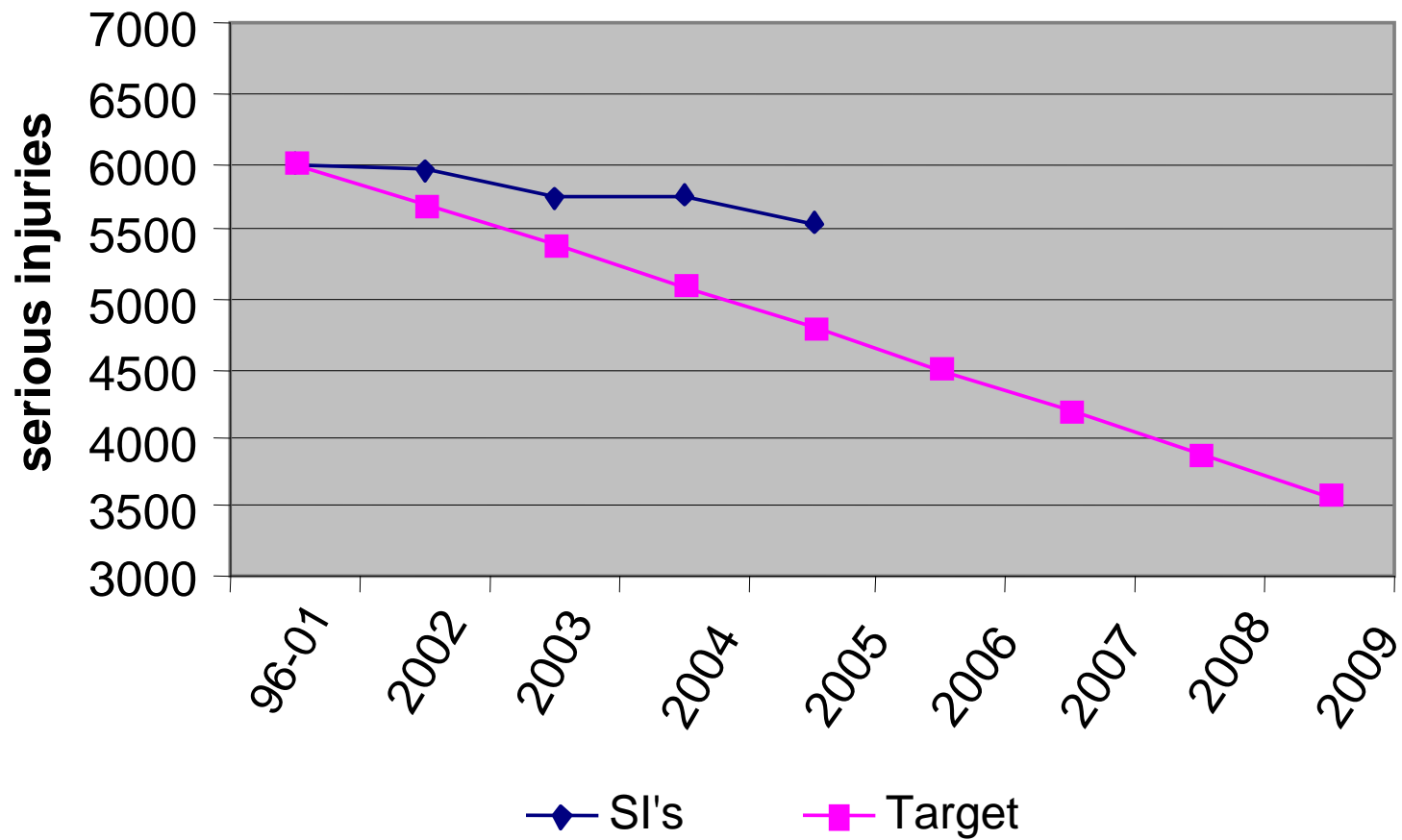


Rural Road Fatalities - Canada





Serious Injuries - Rural Roads - Canada





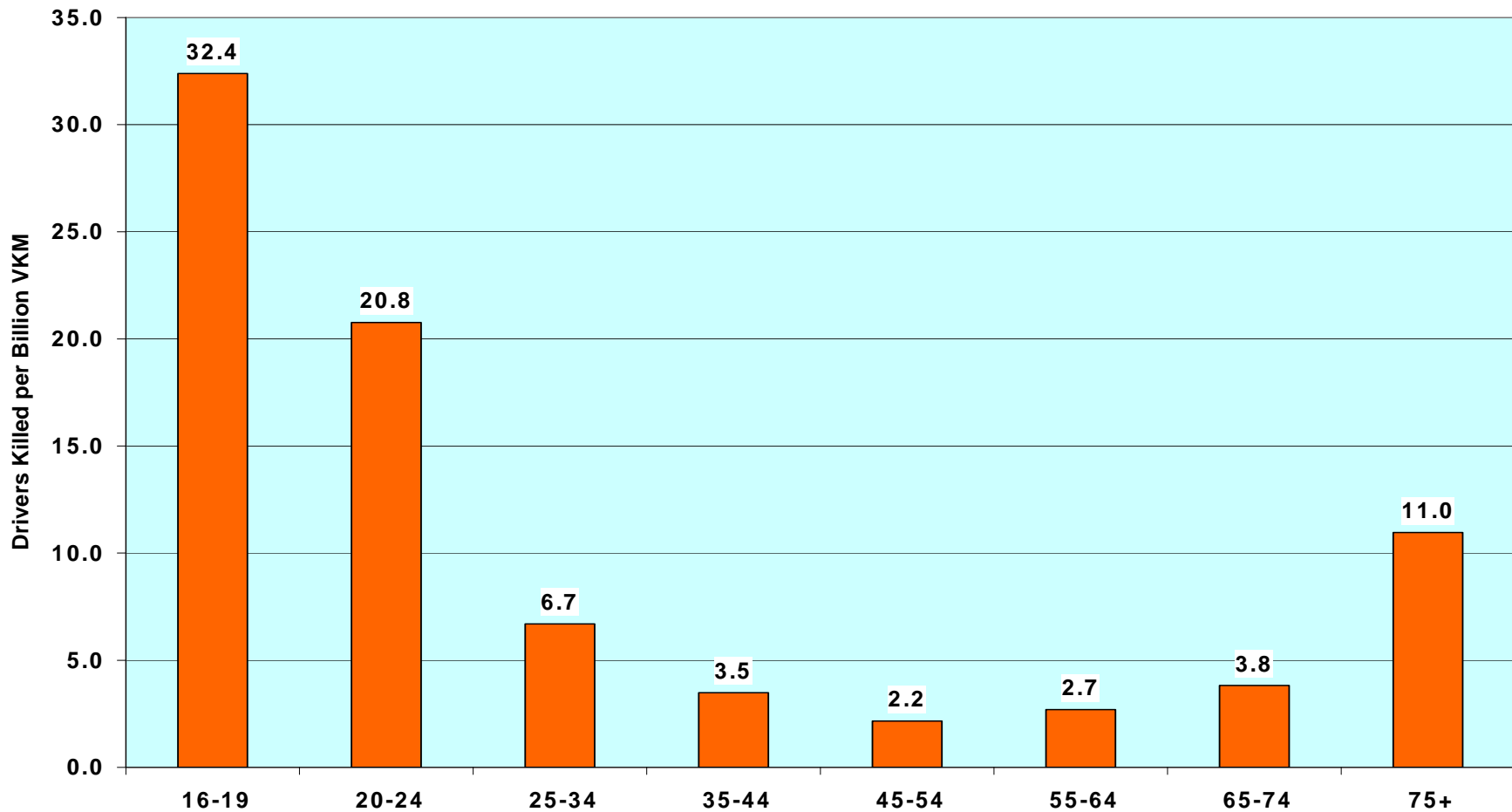
Rural Road Safety Recommendations

- Assess network-wide risks by major crash type and identify cost-effective prioritized infrastructure interventions funded by insurers or government;
- Governments should support enhanced enforcement (and funding for police) in areas of drinking and driving, speed management and seat belt wearing.





Young drivers are overrepresented as victims



Note: Includes drivers of light-duty vehicles killed in crashes during 2004.



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Graduated Licensing in Canada

Jurisdictions	Begun	Entry	Duration	Supervisor	Passenger	Curfew
Northwest Territories	2005	15	12/12	2 yr lic	Super only	11-6am
Yukon	2000	15	6/18	2 yr lic	Super + 1	12-5 am
British Columbia	1998	16	12/24	25 + lic	Super +1	12-5 am
Alberta	1998	14	12/24	18 + lic	# SB***	12-5 am
Saskatchewan ^t	2005	15	9/6/12	1 yr lic	At night	None
Manitoba	2003	15.5	9/15	3 yr lic**	Super+ SB	None
Ontario	1994	16	12/12	4 yr lic**	Super+SB	12-5 am
Quebec	1997	16	12/24#	2 yr lic**	None	None
New Brunswick	1996	16	12/12	1 yr lic	Super only	None
Nova Scotia	1994	16	6/24	Full lic	Super only	12 am Super
Prince Edward Island	2000	15.5	3/24	4 yr lic**	Family only	None
Newfoundland	1999	16	12/12	5 yr lic**	Super only	12-5 am

*All programs have 0 BAC

up to age 25

Best Practices for graduated driver licensing in Canada, Traffic Injury Foundation

**Alcohol restriction for supervisor

***Seating Positions with seat belts

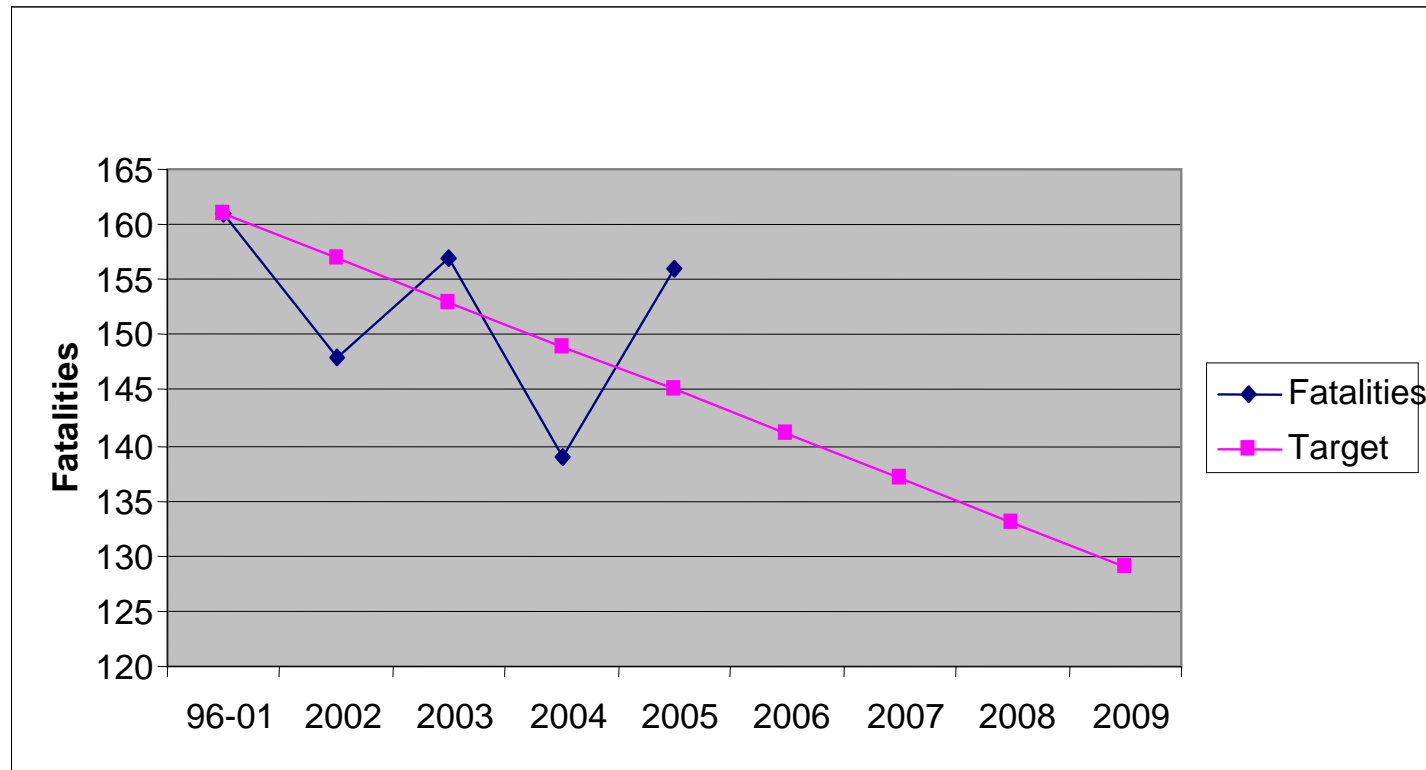
^tSaskatchewan is the only jurisdiction where DE is mandatory



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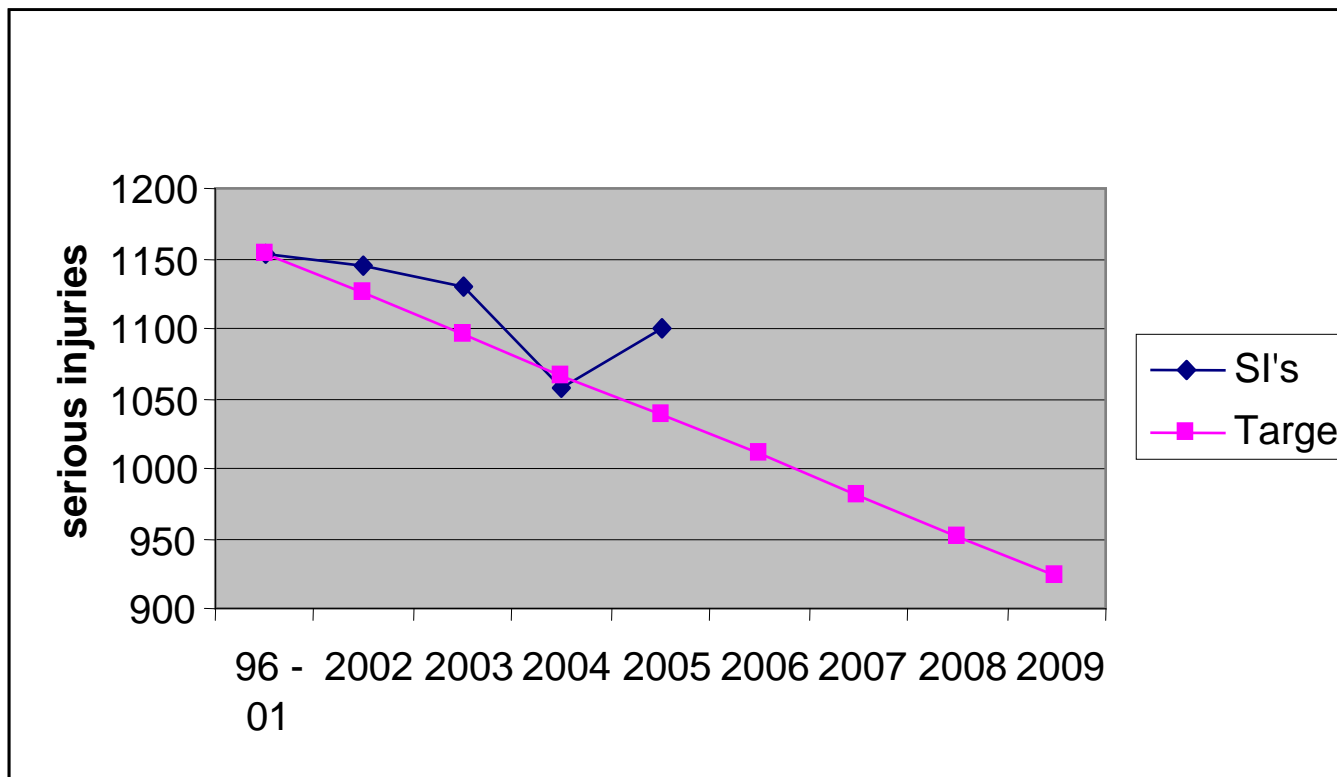


Young Driver Fatalities





Young Driver Serious Injuries





Young Driver Recommendations

- Improved awareness and risk perception by young drivers, including advanced hazard perception testing;
- Conduct study to determine what are most important restrictions that are needed to make GDL effective and jurisdictions should adopt those restrictions;
- Conduct research into advanced driver training (classroom and in-vehicle) to reduce young driver crash involvement in first year of solo driving.





Speed and Intersection Safety



- The Problem:
 - Nationally, 28% of fatalities and 40% of serious injuries occurred at intersections and 29% of fatalities and 20% of serious injuries involved excess or inappropriate speed.





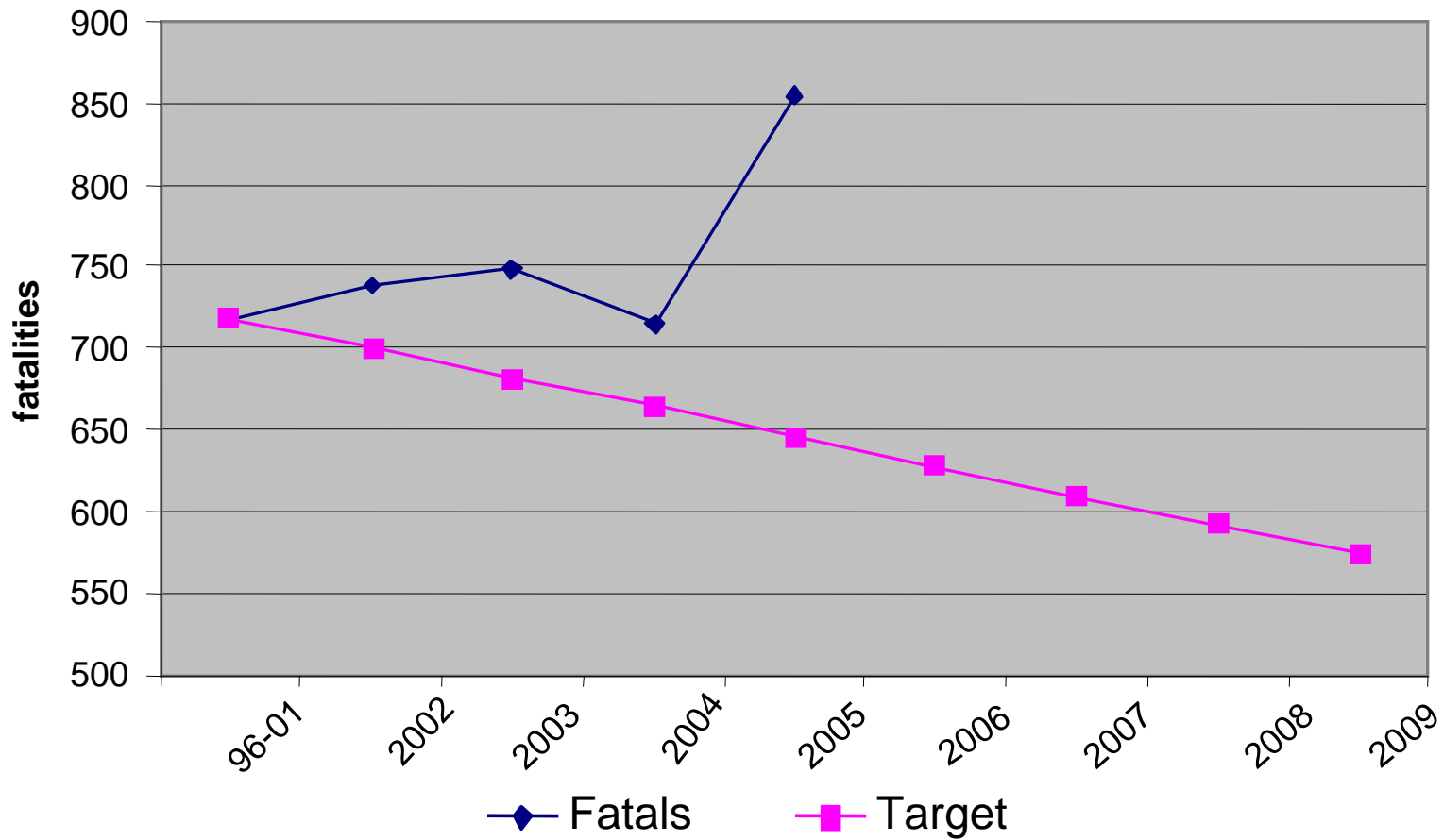
RSV 2010: Some Key Strategies

- **Speed and Intersection Safety Management Task Force:**
 - Education & awareness programs (PSAs focusing on selected speed zones)
 - Adopt speed camera programs
 - Use of red light cameras
 - Identification of high-risk crash locations and implementing design improvements to road infrastructure (e.g. left-turn lanes, roundabouts and lighted intersections)



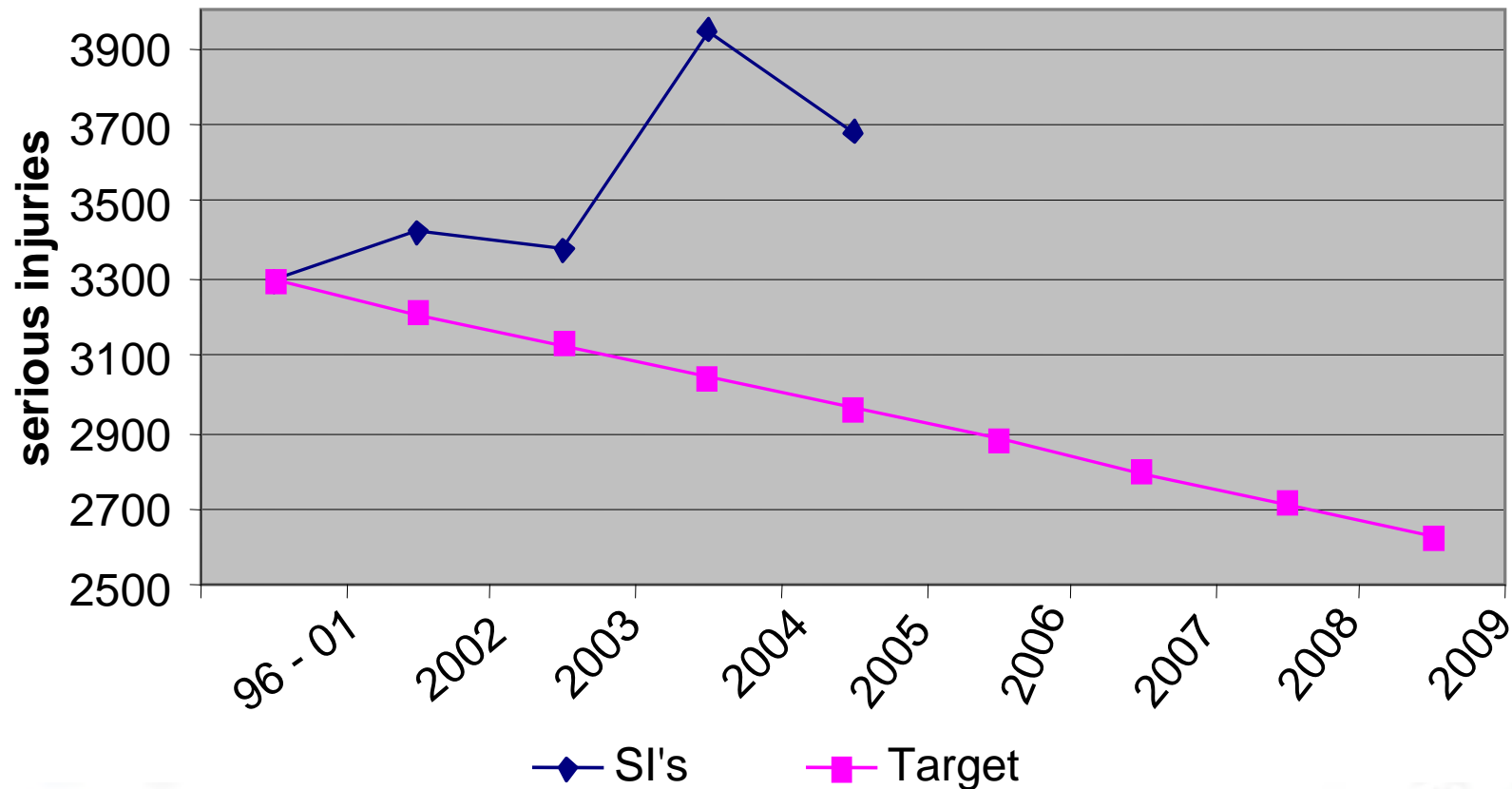


Fatalities - Speed Related - Canada





Serious injuries - Speed Related - Canada



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Recommendations Related to Speed

- Educational campaign to increase public awareness of the role of small increases in speed in dramatically increasing fatalities and serious injuries similar to the Wipe off 5 program in Australia;
- Establish national survey of mean free travel speeds on urban and rural roads;
- Use stringent enforcement, including reduced “tolerance” levels, to reduce mean free travel speeds;





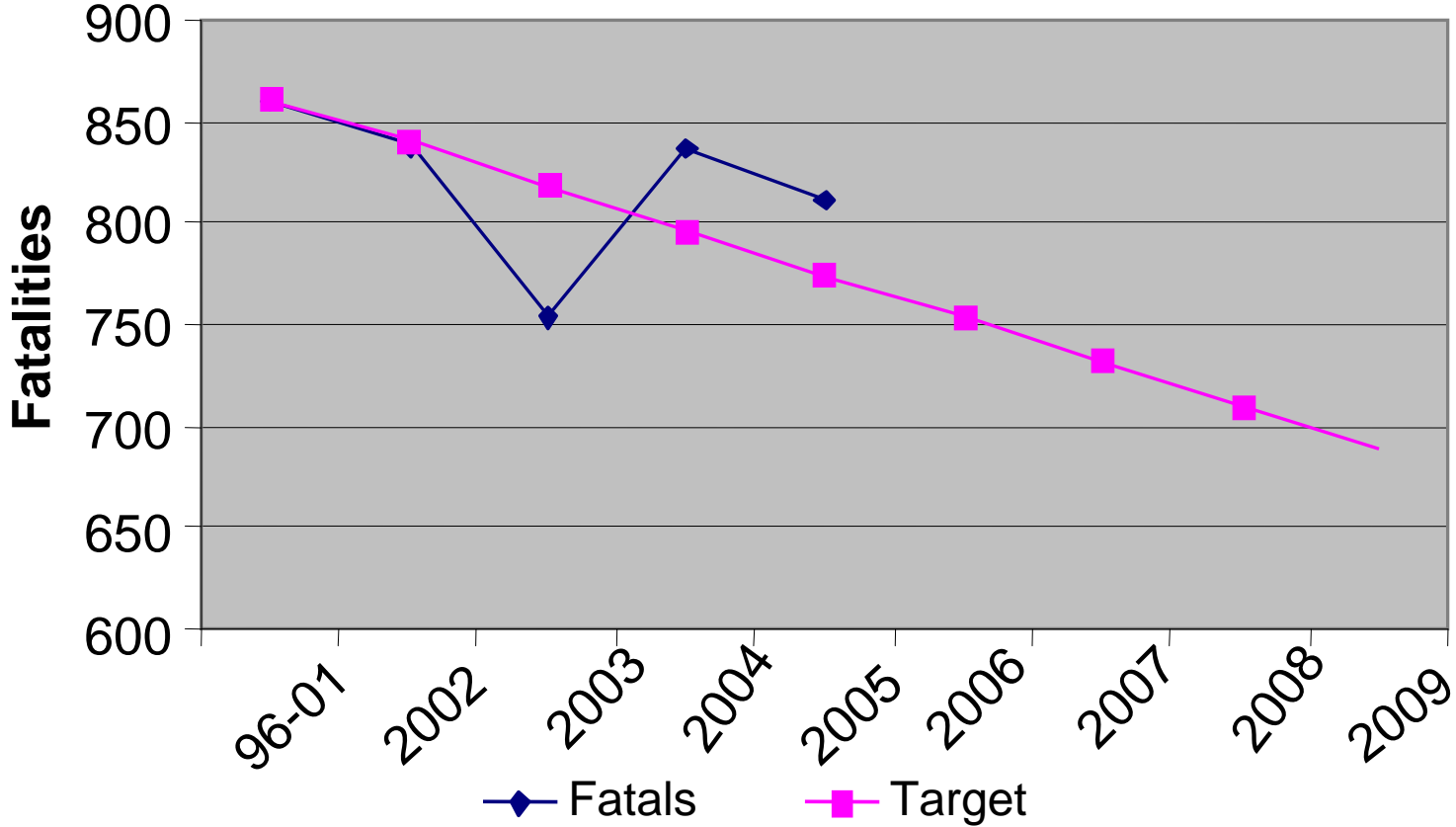
Recommendations Related to Speed

- Expand automated speed camera enforcement in urban and rural areas, given the positive experience in the UK, France and Australia in reducing casualties;
- Increase fines and demerit points for speeding;
- Encourage insurers to provide incentives for vehicle owners to fit black boxes to monitor driving compliance with speed limits



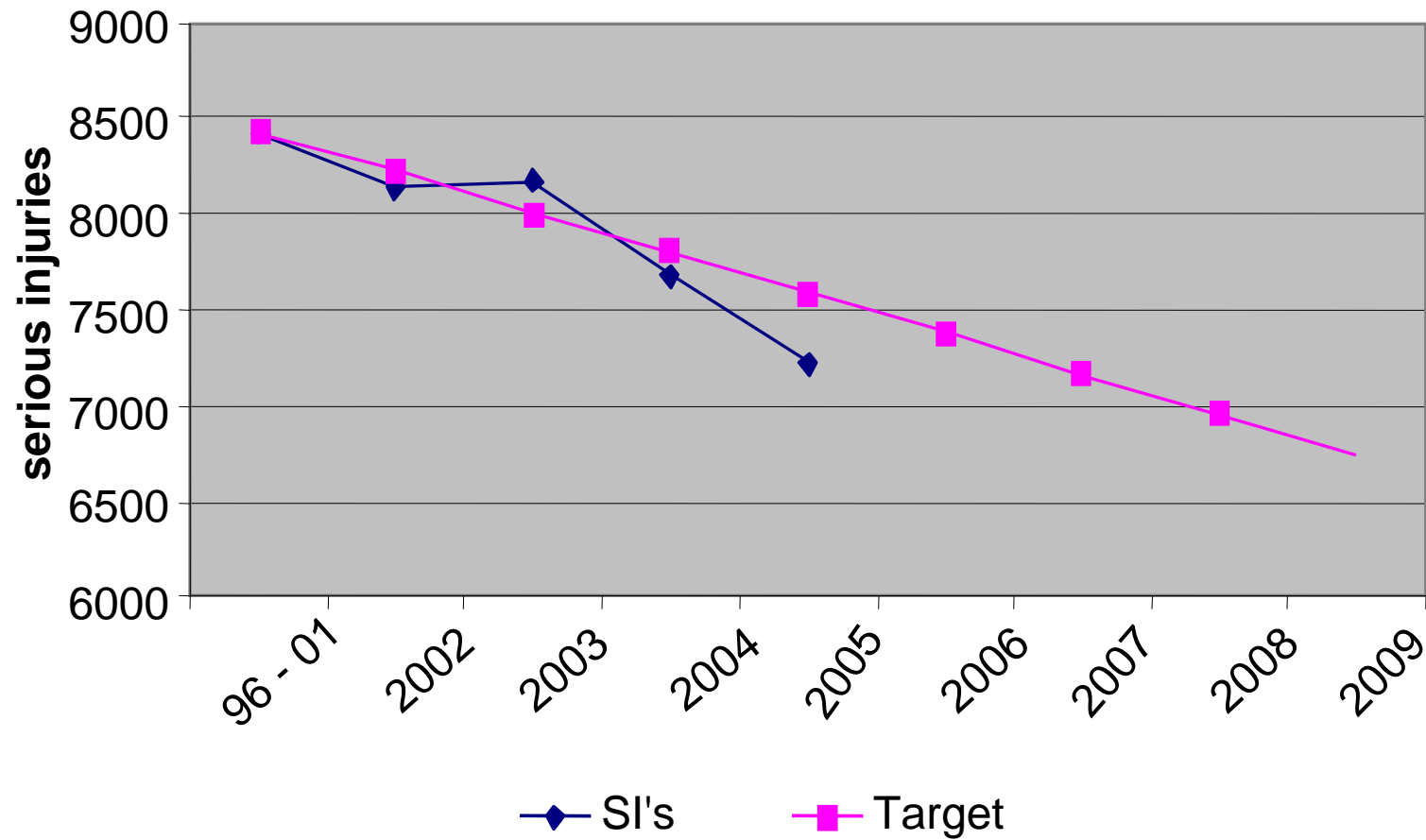


Fatalities - Intersection Related - Canada





Serious Injuries - Intersections Canada



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Intersection Safety Recommendations

- Expand automated cameras for enforcement of red light running and speed compliance at intersections;
- Establish formal processes for identifying and prioritizing high crash locations and treating these with range of engineering measures;
- Convert signalized intersections to roundabouts wherever appropriate.





Summary

- Fairly good progress on:
 - seat belt use
 - young drivers
 - intersections
- Little progress on:
 - rural roads
 - impaired driving
 - speeding





Next Steps

- Developed Action Plans over summer
- Approve Action Plans in Fall 2007
- Start to implement Action Plans in Winter 2007
- Start discussing process for developing RSV 2020 in October 2007
- Hold stakeholders forum on RSV 2020 in Fall 2008
- Develop RSV 2020 program by Spring 2010
- Launch RSV 2020 by January 2011

