

Canada's Road Safety Strategy 2015

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Overview

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

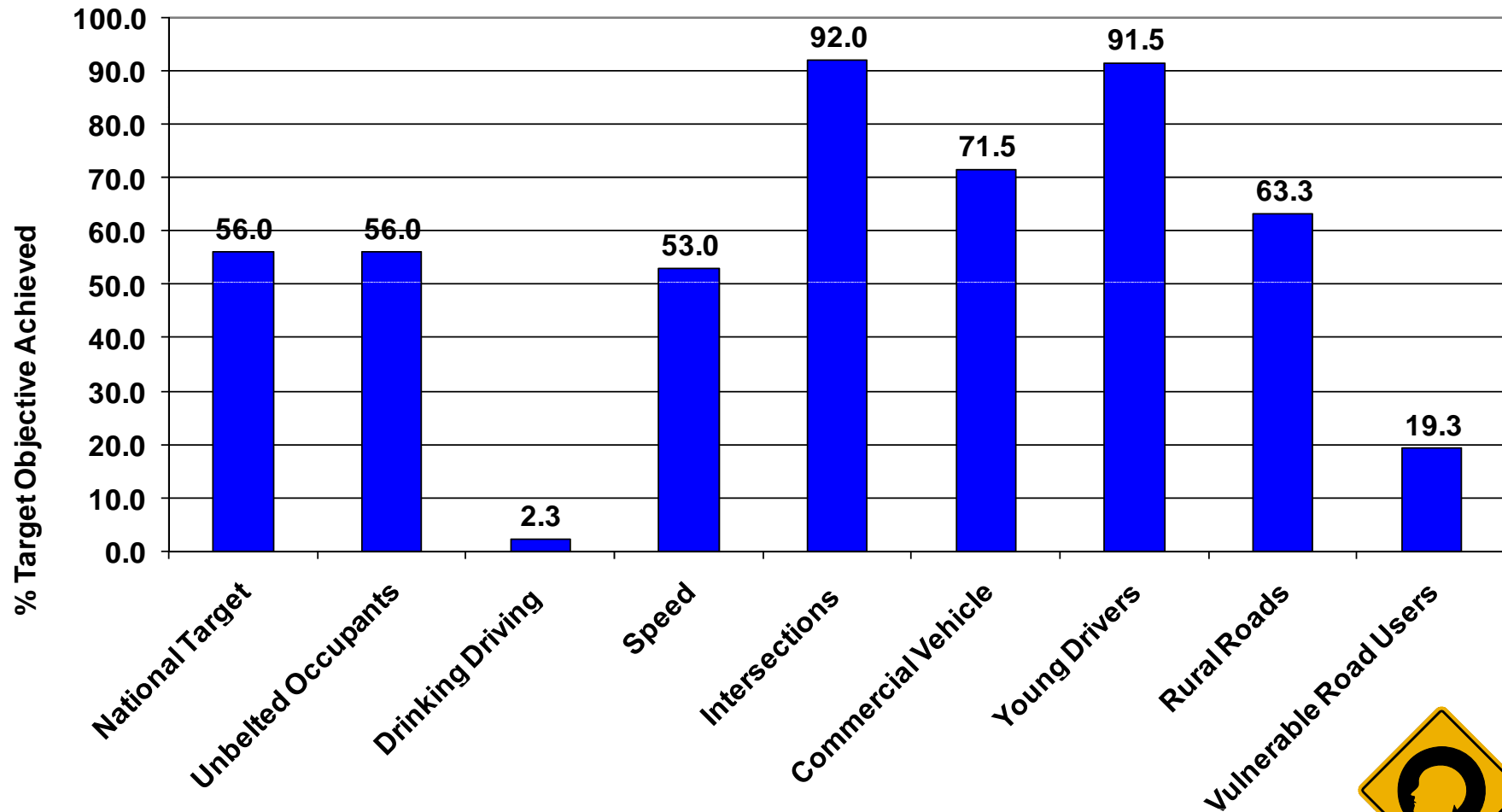


Background

- Canada has had a national road safety strategy 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 RSV 2010



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

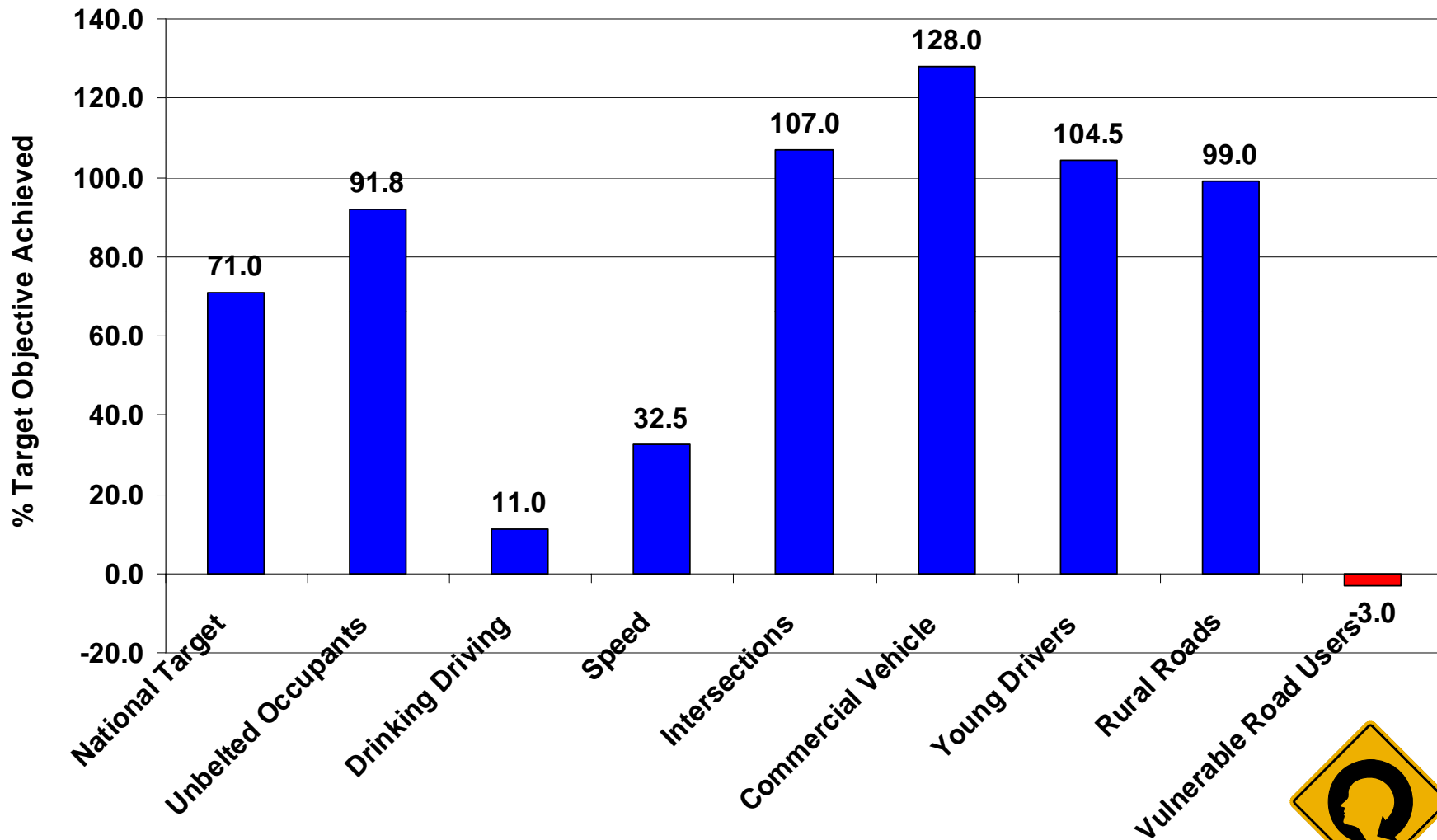


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Canada's Progress Among RSV 2010 Serious Injury Targets (2007-2009 average versus 1996-2001 baseline)



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2009 & 2007-2009 Canadian Progress Overall National Target

➤ Fatalities

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

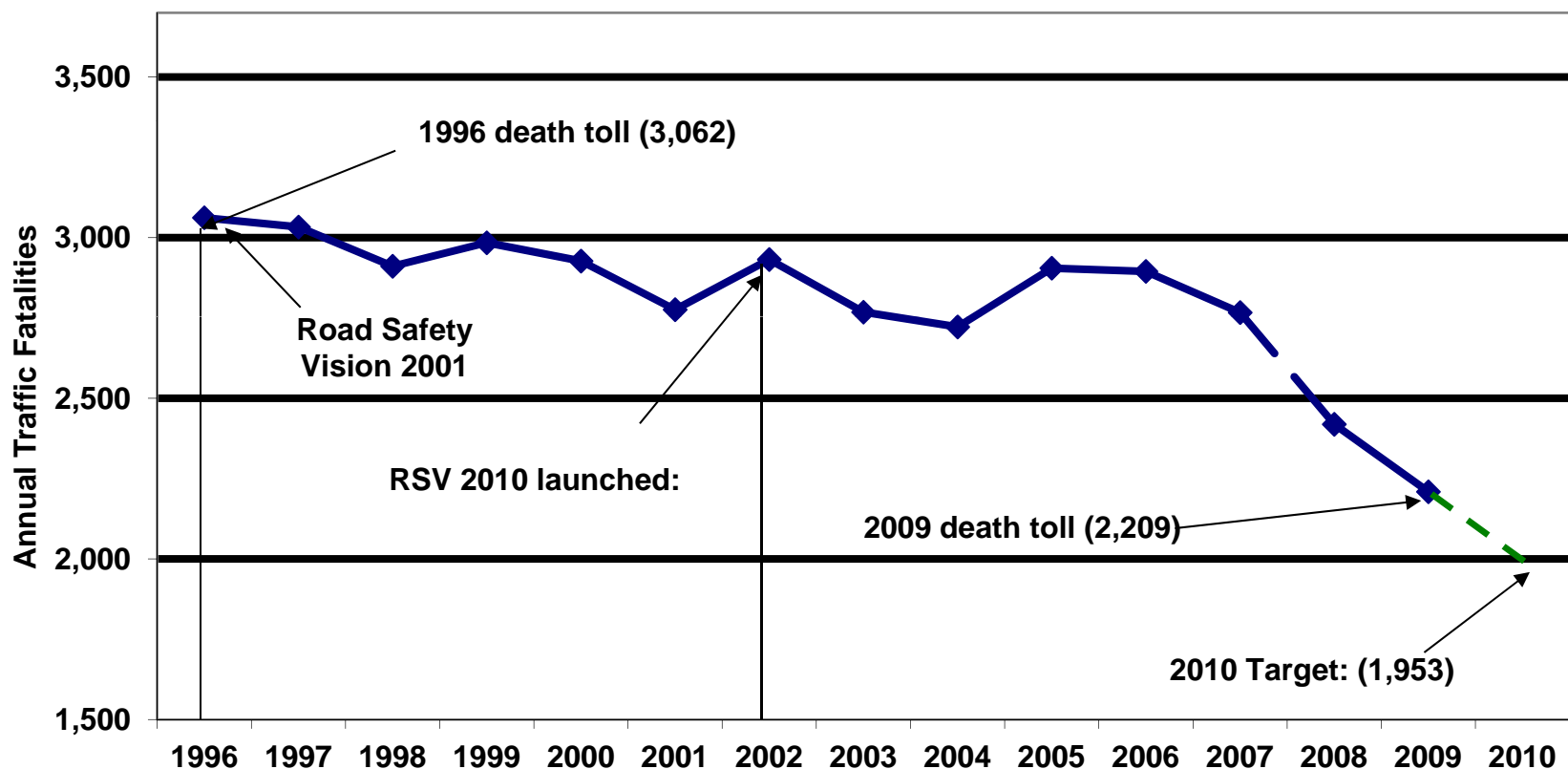
➤ Serious Injuries:

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



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

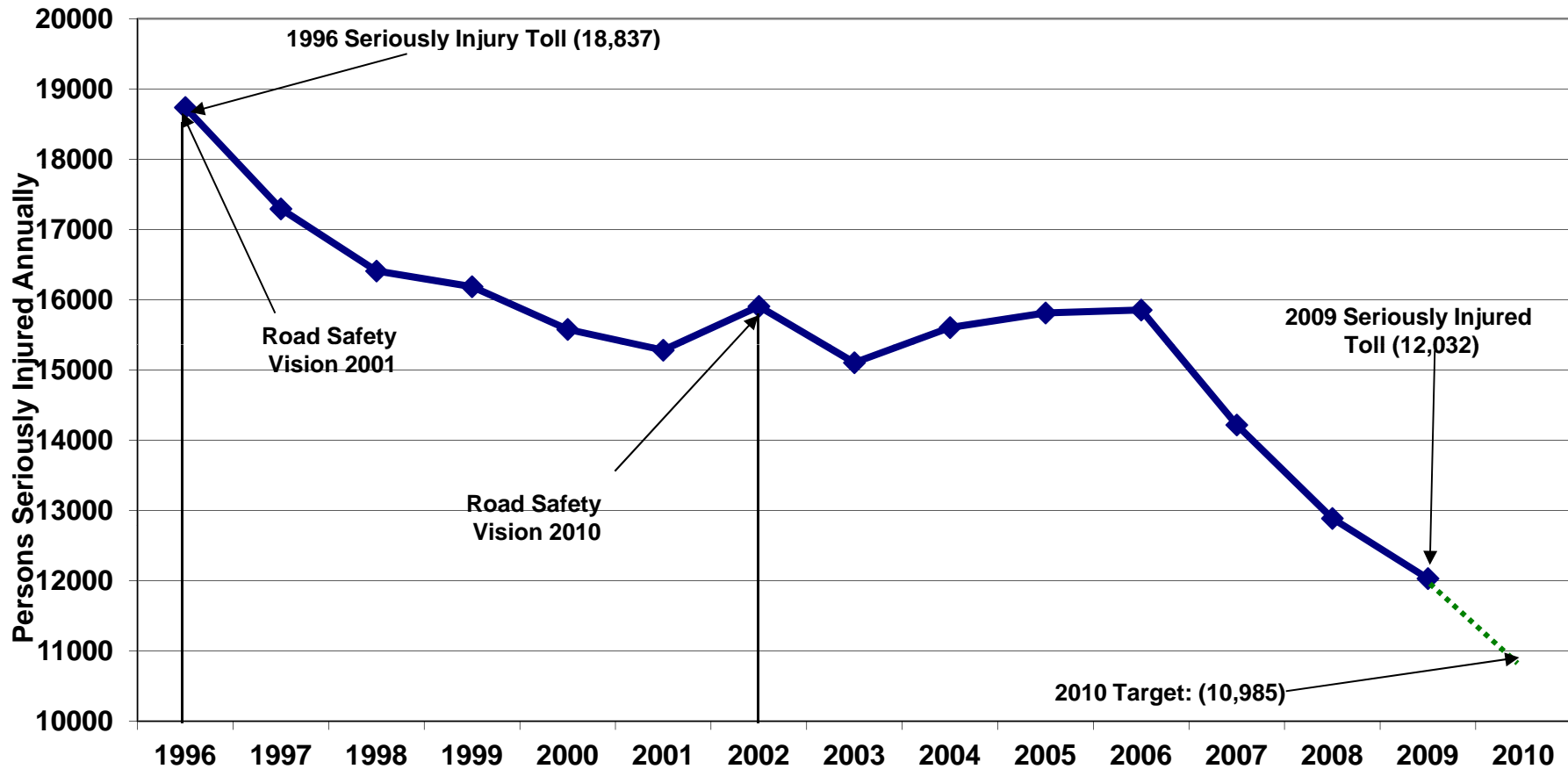


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Canada's Serious Injury Trend to 2009 versus RSV 2010 Serious Injury Target



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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



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Collaborative Effort



What is Road Safety Strategy 2015

- The new strategy is an overarching framework that provides a guide for the development of individual jurisdictional plans

Vision



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Objectives



Key Elements of Strategy

No Hard Targets

Best Practice Framework

Holistic in Nature

Fluid and Flexible



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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



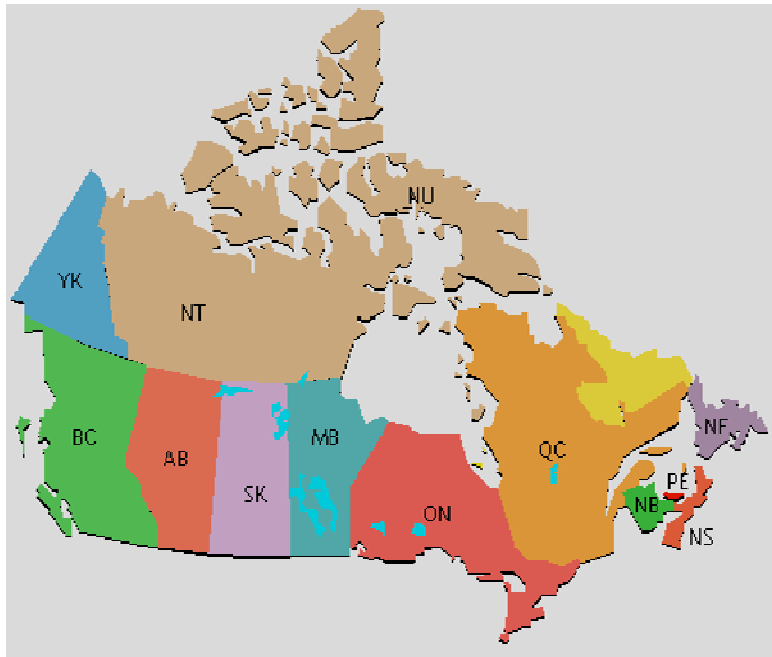
Road Safety Strategy 2015

Current Status

- RSS 2015 website developed
 - Almost 14,000 hits over the past year
- RSS 2015 profiled at CCMTA annual conferences, CACP, AAMVA, CARSP, and TAC
- 19 new proven and promising initiatives added to RSS framework bringing total to 139



Jurisdictional Action Plans



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

Strategies not prescriptive

Jurisdictions are at various stages in development of safety plans



Next Steps

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

roadsafetystrategy.ca

ccmta.ca



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