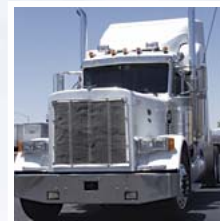
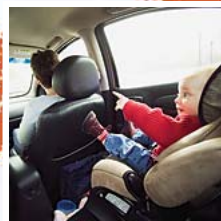




Results from Road Safety Vision Survey



Brian Jonah

*Chair, CCMTA Road Safety Vision 2010
Task Force*

September 30, 2008



Background

- Road Safety Vision (RSV) 2010 entering the final two years of its term
- Need to explore/discuss the merits for and nature of a successor road safety plan
- At its December 2007 meeting, the Canadian Council of Motor Transport Administrators (CCMTA) Board of Directors agreed to the development of a new road safety program to succeed RSV 2010



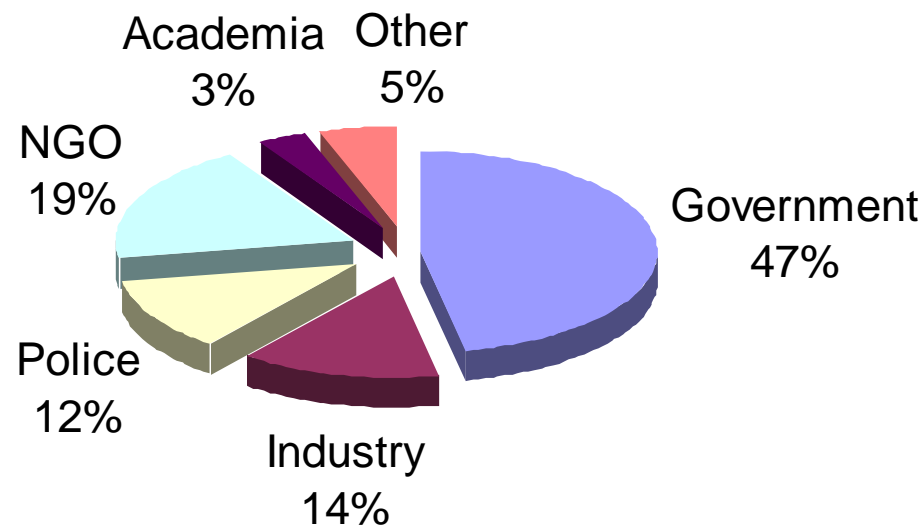
Methodology

- Survey questionnaire prepared by RSV 2010 Task Force to solicit stakeholders' views on the potential characteristics of a successor plan, tentatively called "RSV 2020"
- Survey based on current national road safety program
- Pilot tested for web administration
- Web questionnaire administered through "Survey Monkey" to 418 stakeholders in July-August 2008



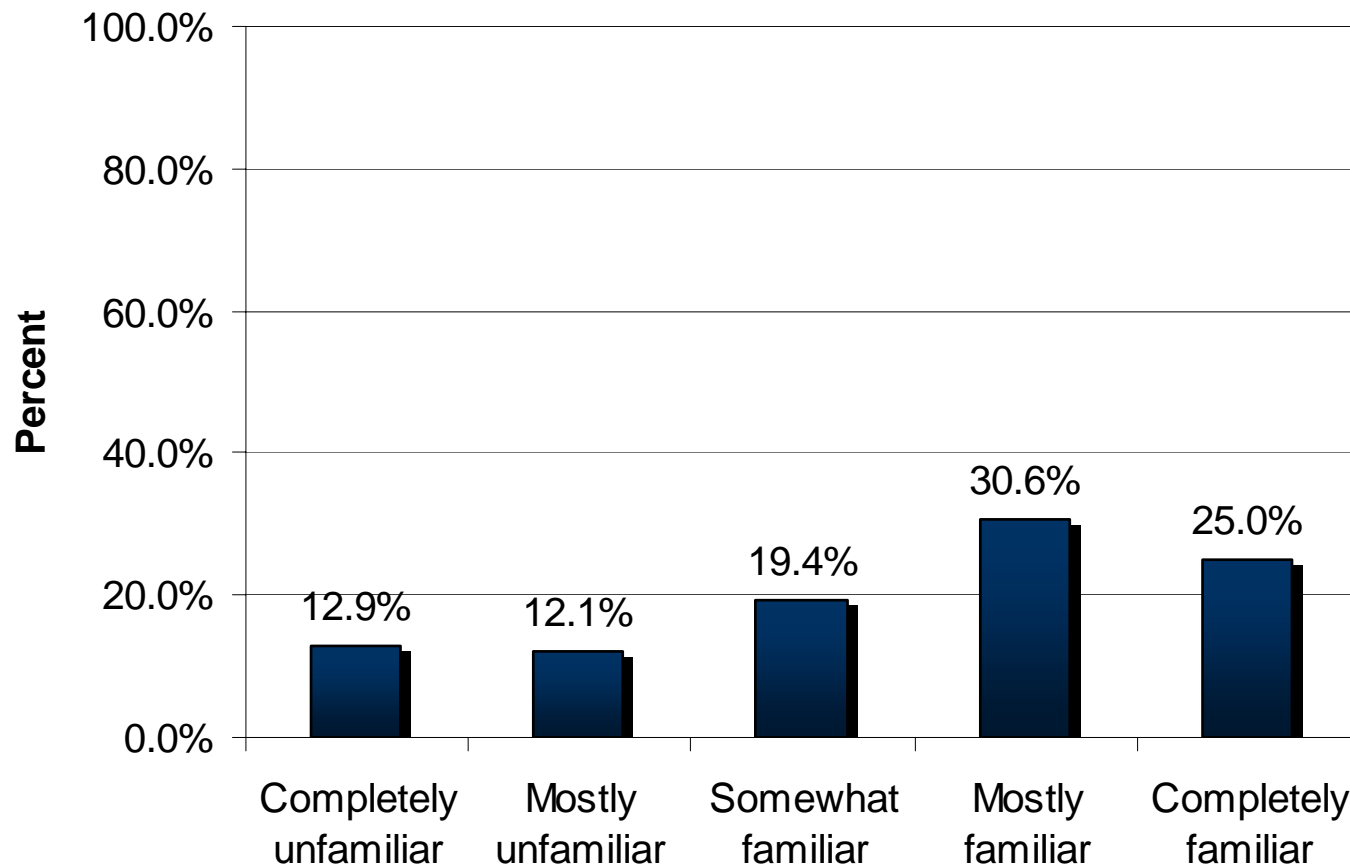
Survey Results

- 124 completed surveys were received for a response rate of 30%
- Breakdown of stakeholder respondents by employment sector:



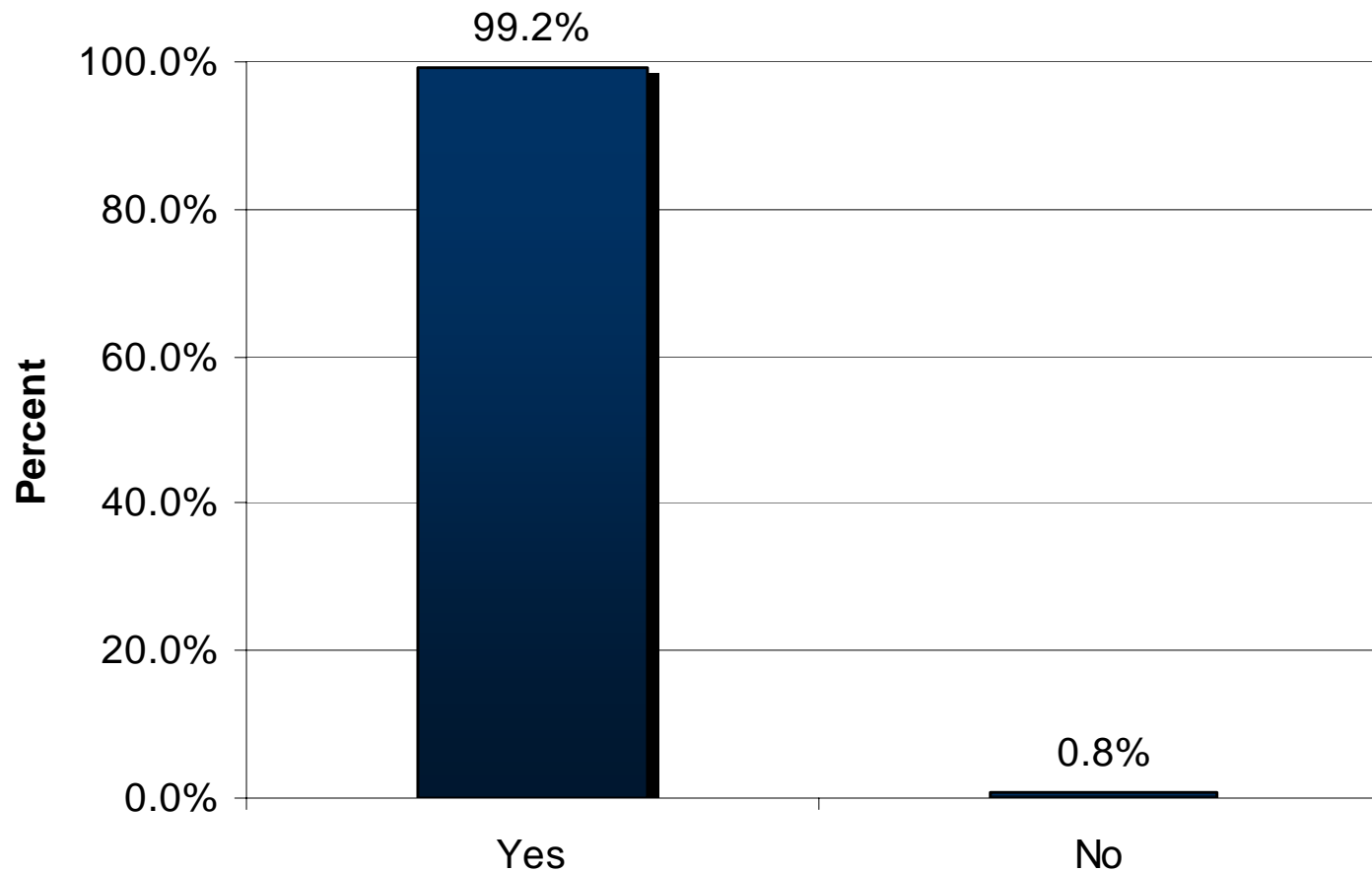


How Familiar Are You with the Strategic Objectives and Targets of Canada's RSV 2010?



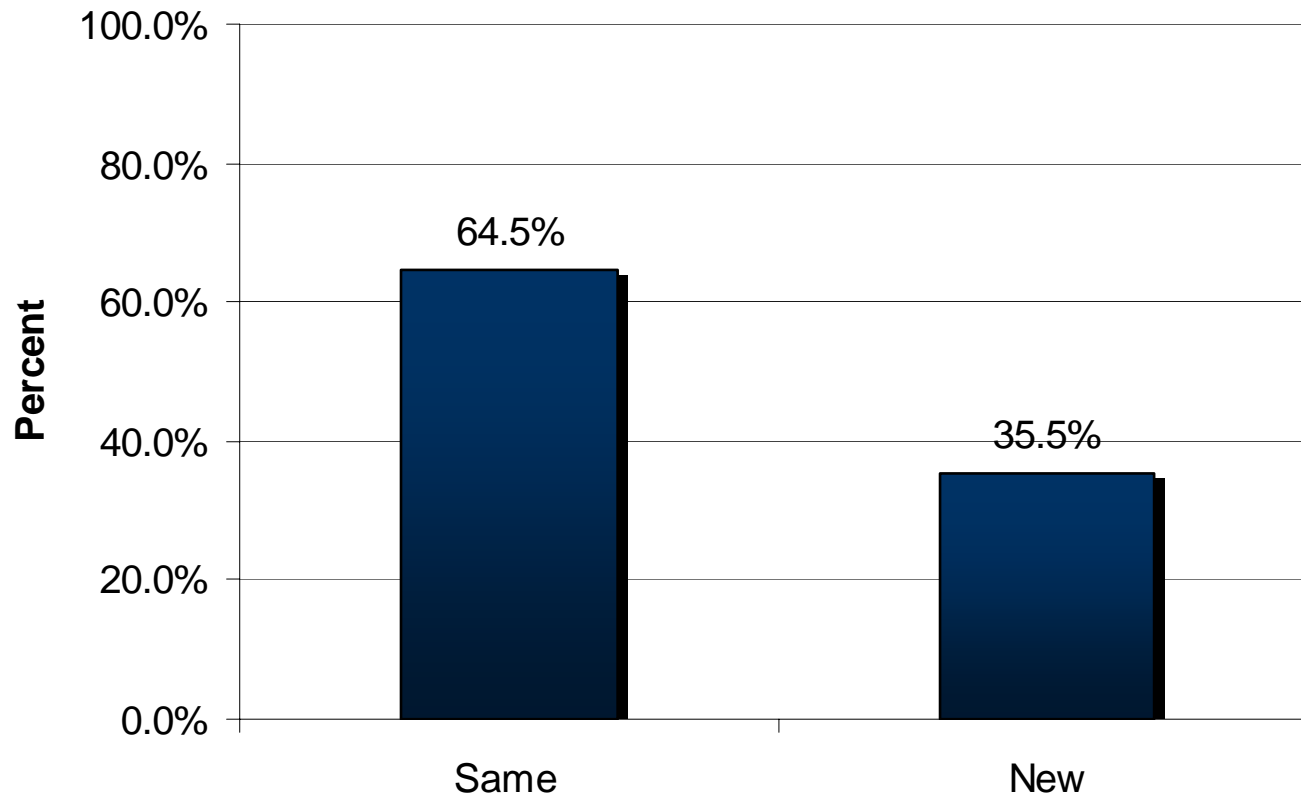


Should the Successor National Road Safety Plan Have a Vision?





Should Successor Plan Have the Same Vision or New One?



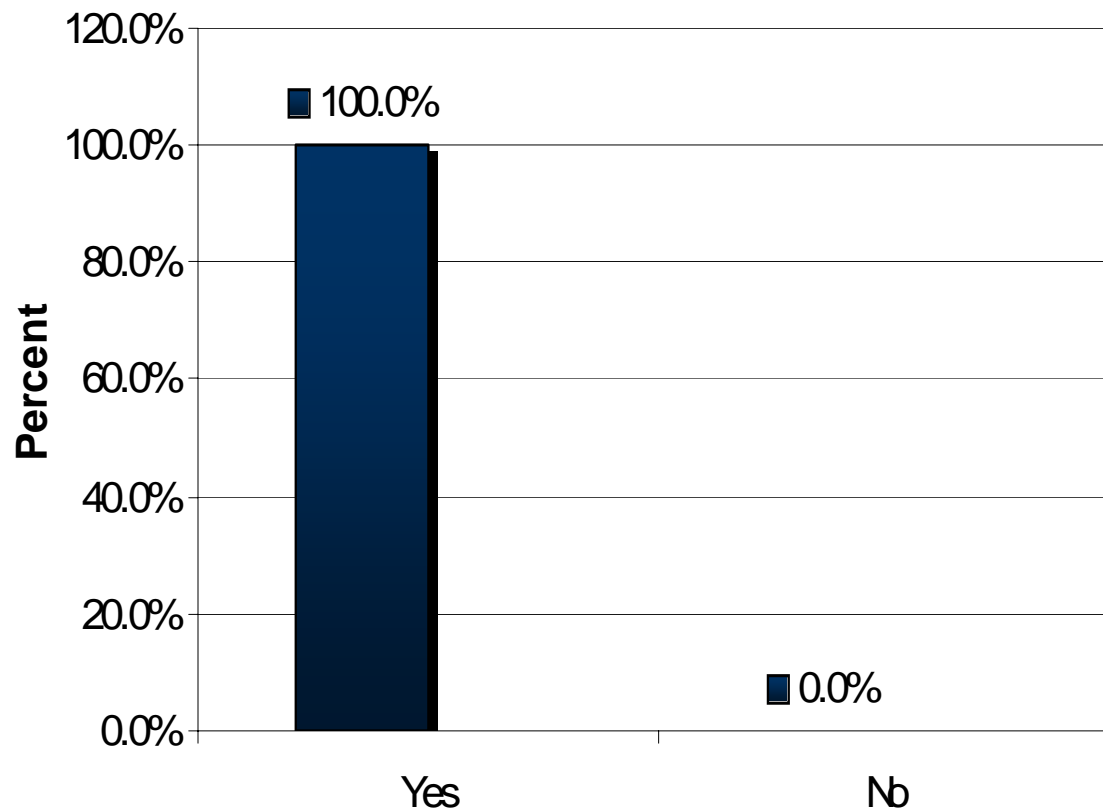


If New, What Should It Be?

- 44 responses to this question
- More realistic and attainable – 15 responses
 - “The vision needs to be realistic. ...” “Our goal should be more realistic. ...” “We need a more modest and realistic approach.”*
- Achieve safest roads – 11 responses
 - “Having the world’s safest and most efficient roads in any industrialized country.”*
- Decrease fatalities and injuries – 5 responses
- Working together – 3 responses
- Focus on active transportation and sustainable transportation – 2 responses

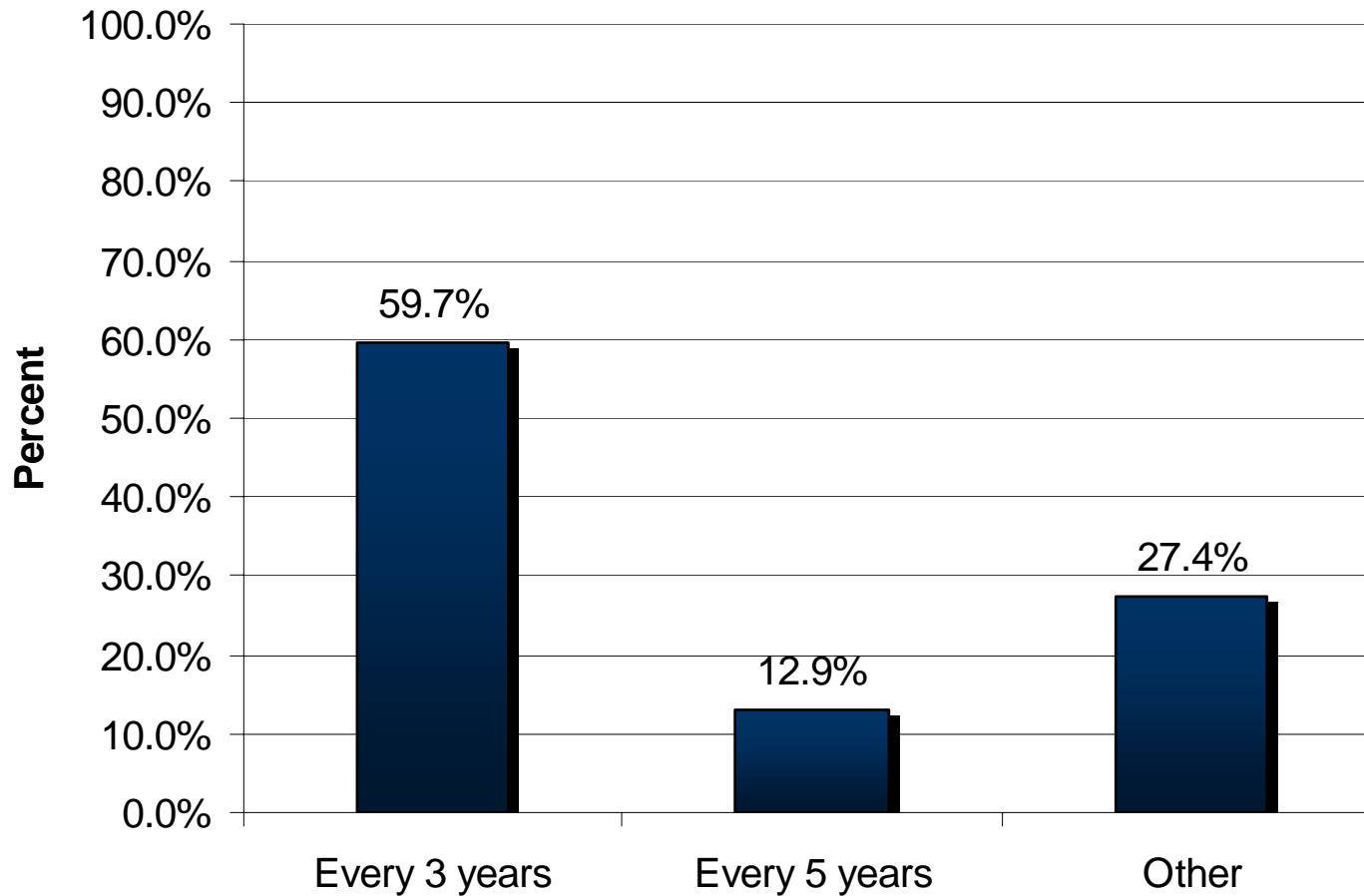


Should There Be Milestones and Program-Reviews Where Progress to Date is Reported on?



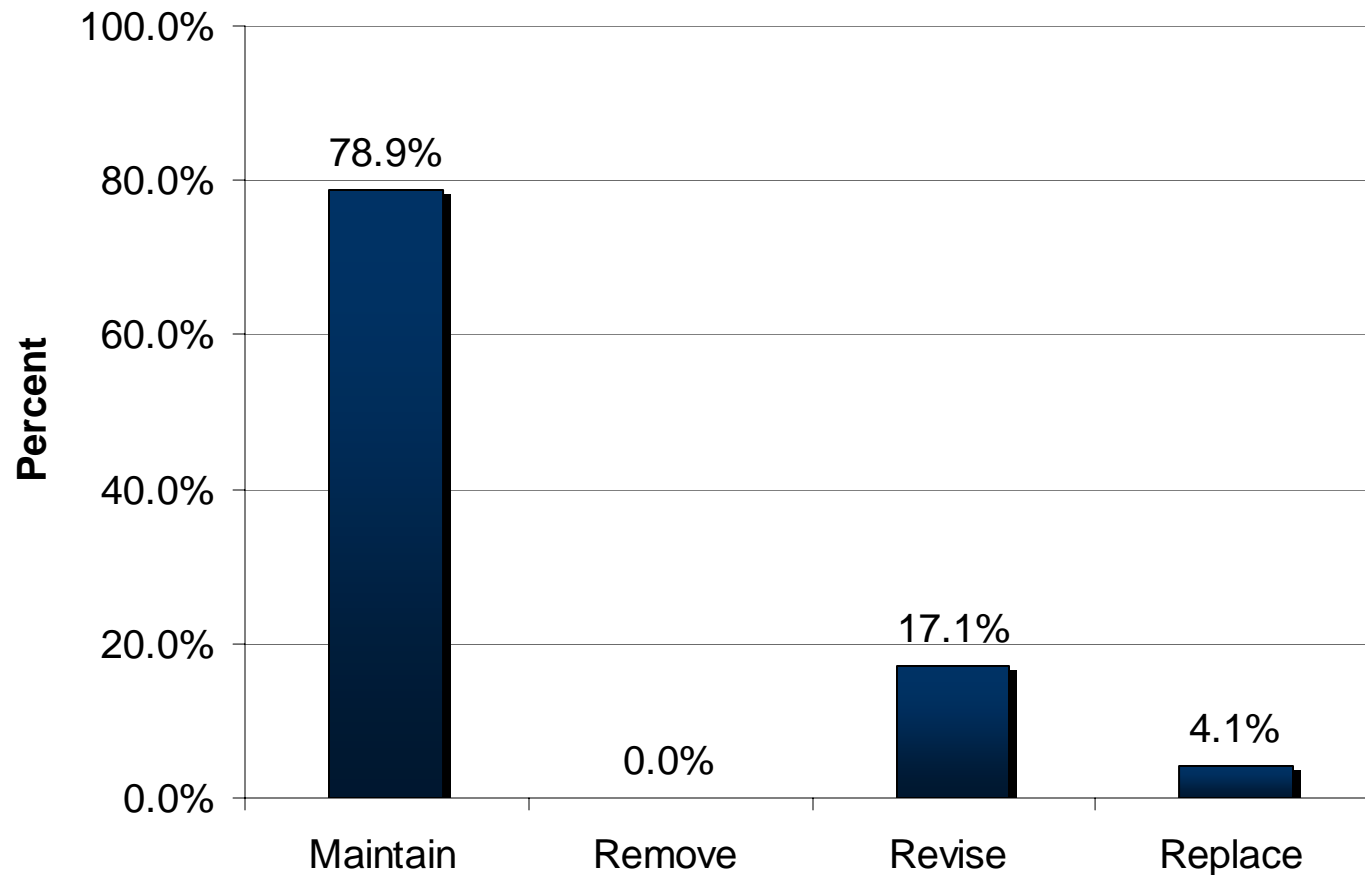


When Should These Milestones and Program Reviews Occur?



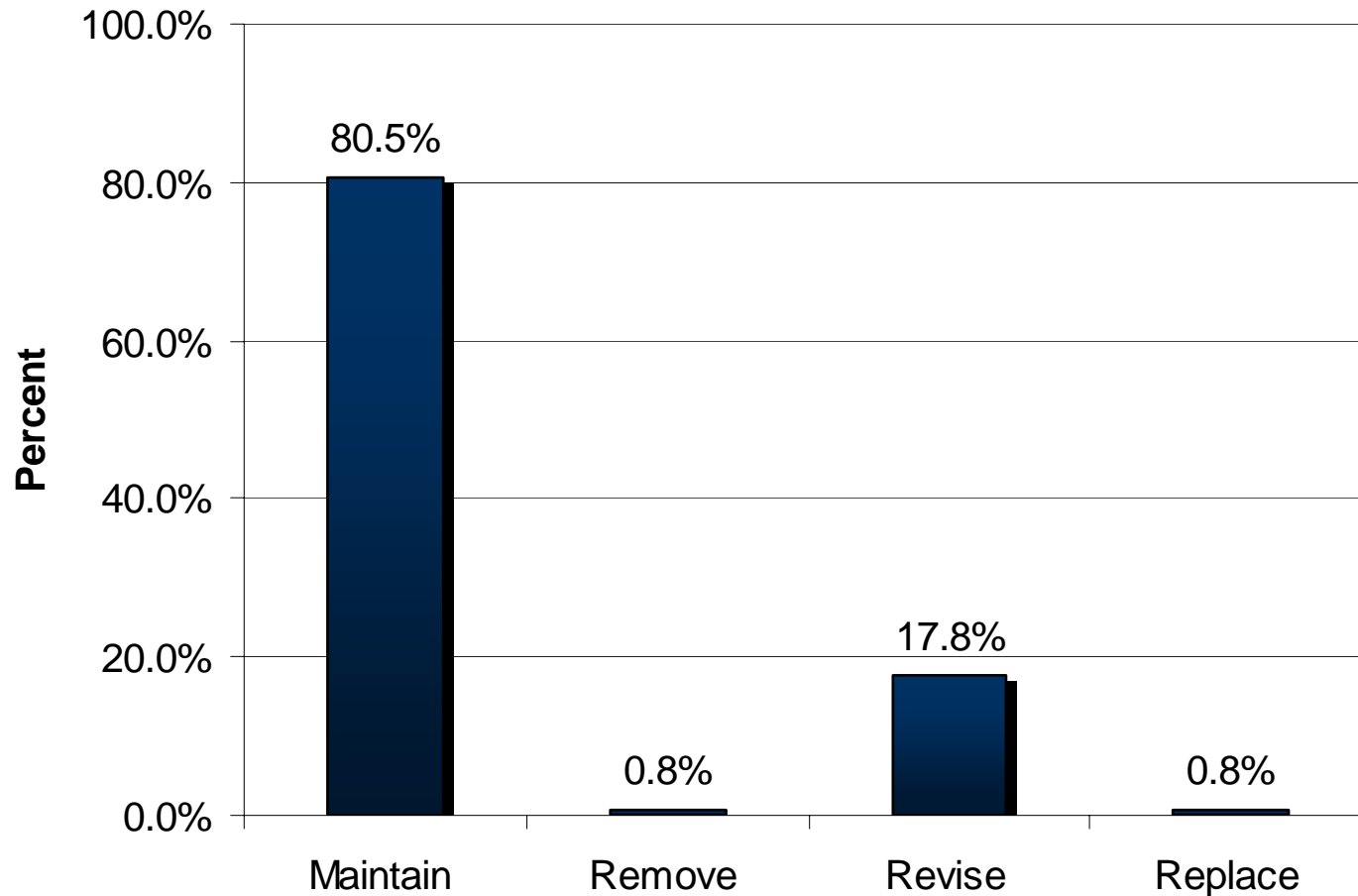


Strategic Objectives: Raise Public Awareness of Road Safety Issues



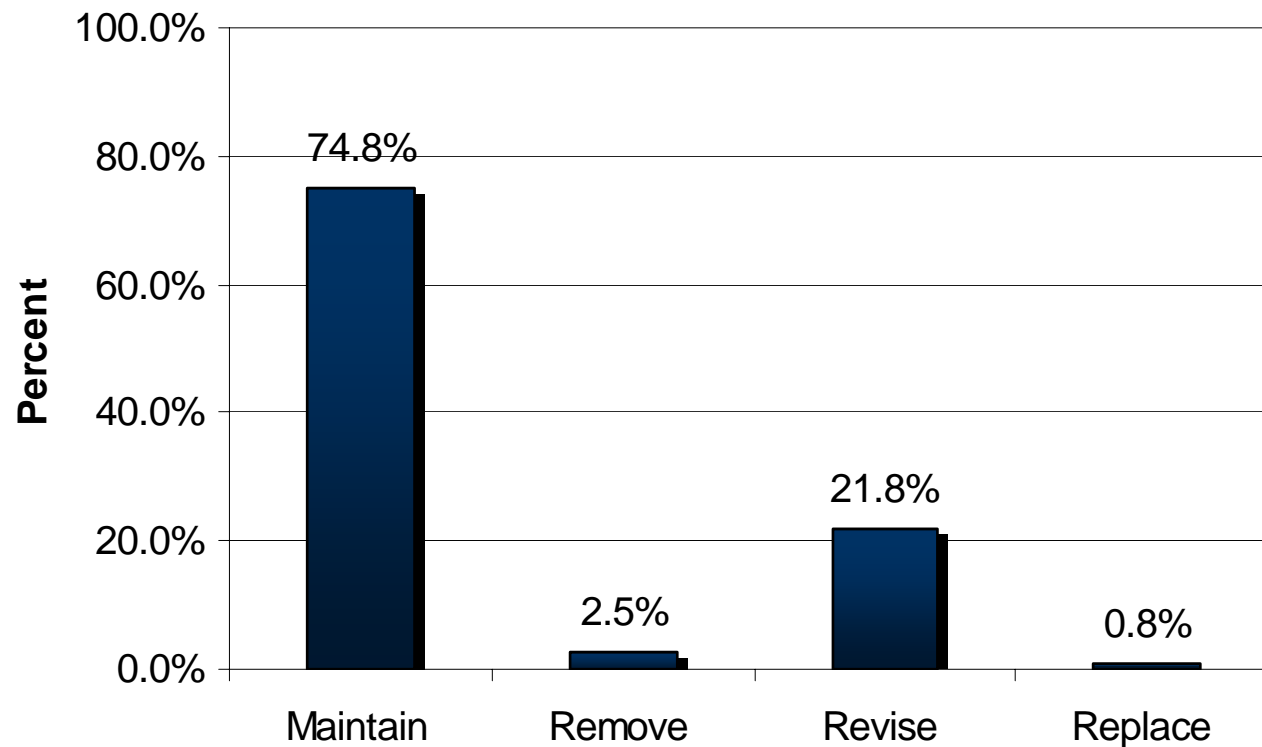


Improve Communication, Cooperation and Collaboration among Road Safety Agencies



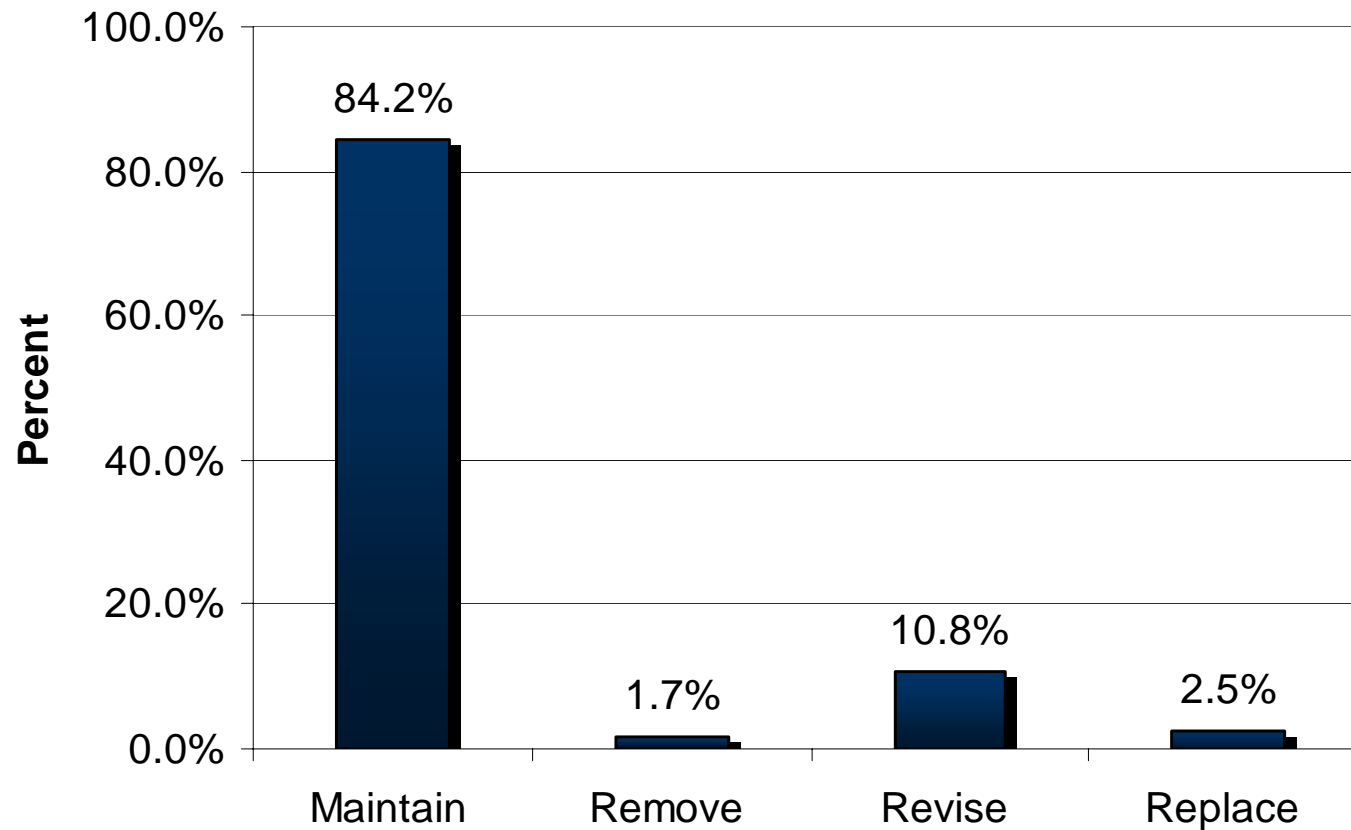


Enhance Enforcement Measures





Improve National Road Safety Data Quality and Collection



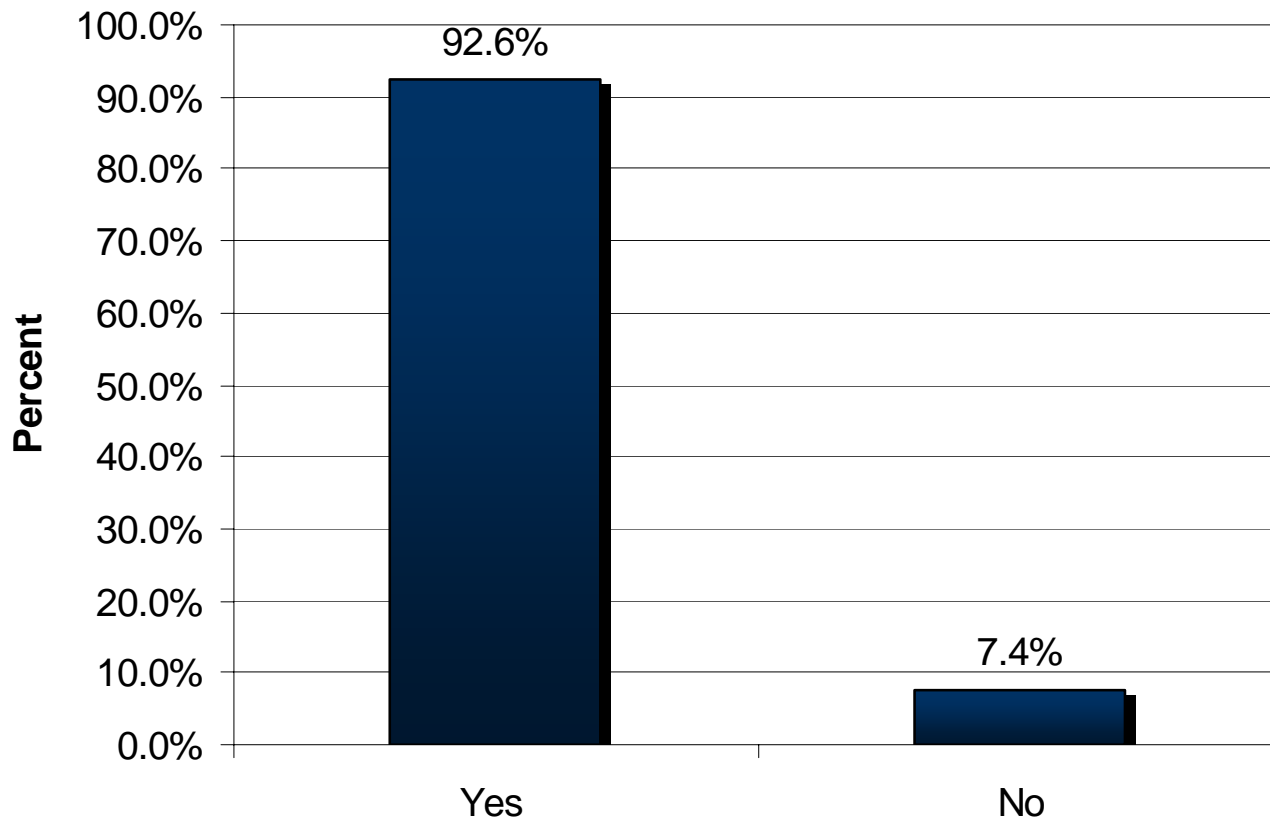


Are There Any New Strategic Objectives that You Think Should be Added?

- 60 responses
- Increased collaboration and cooperation - 12 responses
 - with NGOs, municipal jurisdictions, the health field;
 - building partnerships
- Data – 7 responses
 - Improve quality, identify measurable outcomes, emphasize research and evaluation
 - Use evidence based decision making; calculate rate of return on investments
- Technology – 6 responses
 - increase the use of technology (e.g., photo radar, advanced license plate recognition systems) to improve road safety
- Human factors (5 responses), Vehicle safety (5 responses), Infrastructure (3 responses), Leadership (3 responses)

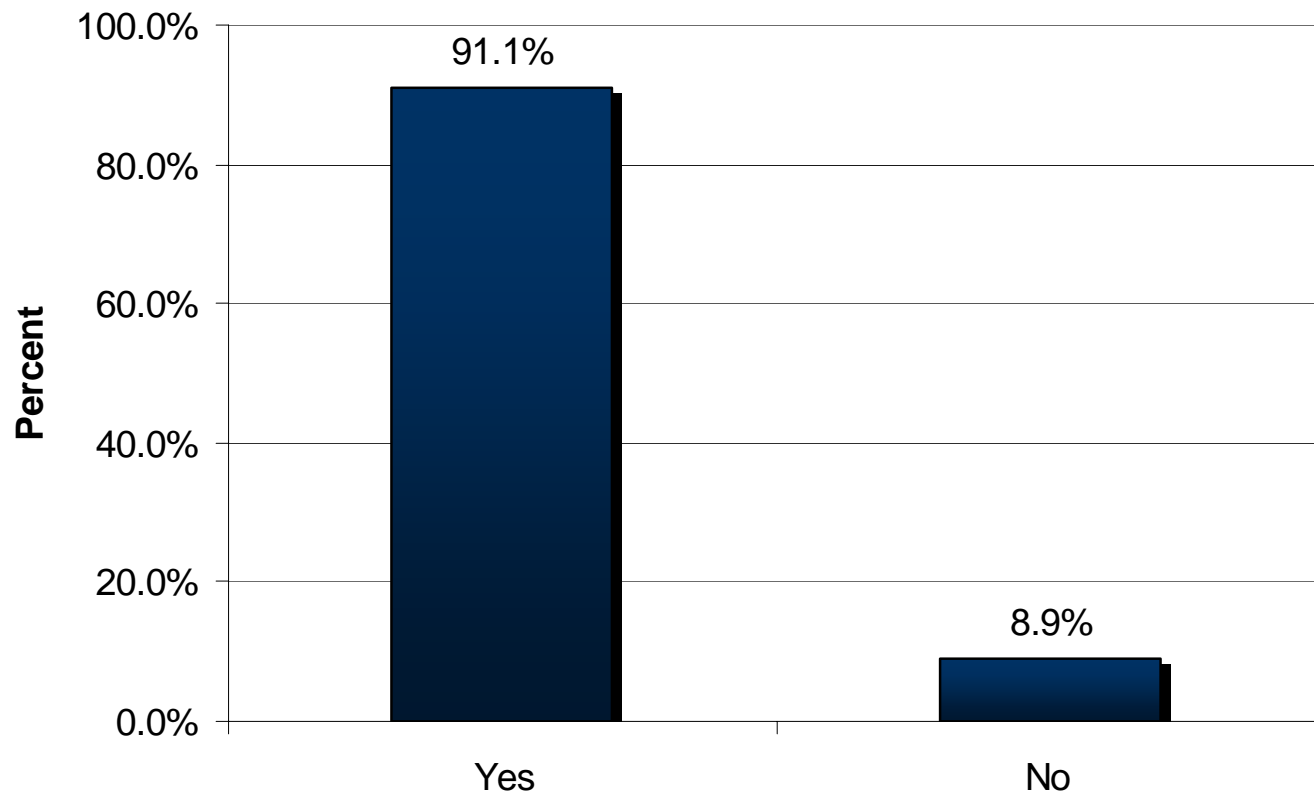


Should Canada Adopt a Similar Approach to Those of the World's Safest Countries (e.g., "Vision Zero", "Sustainable Safety", "Safe System")?



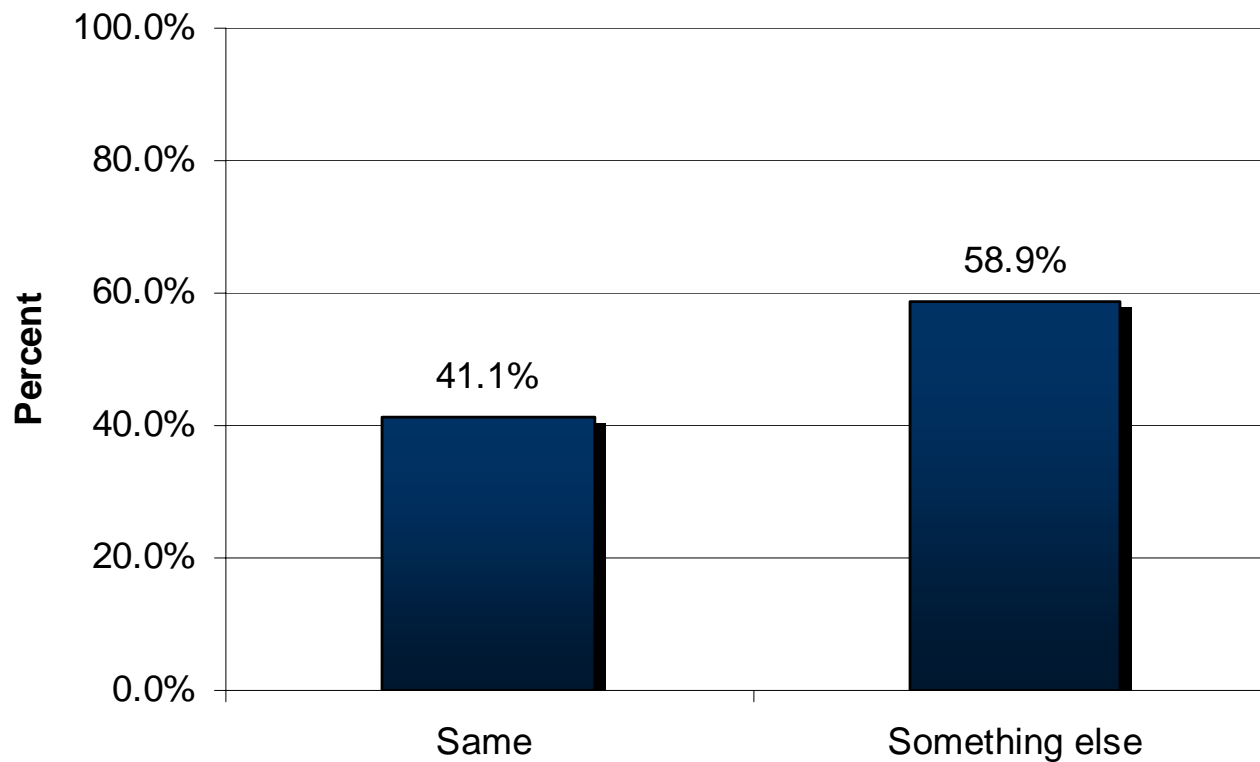


Should We Have an Overall National Road Safety Target for the New Program?





Should the New Target Be the Same as RSV 2010 or Something Else?





If Something Else, What Should the New Overall National Target Be?

- 63 responses

- Attainable targets – 33 responses

“Il faut se doter d'un objectif qui est atteignable. La dernière fois que j'ai vu le suivi de l'objectif actuel, nous étions très loin d'atteindre le but.”

“Any target should be established in reference to forecasting techniques and based on the potential effectiveness of countermeasures if applied. The target should be reasonably challenging.”

- Larger reduction than 30% - 10 responses

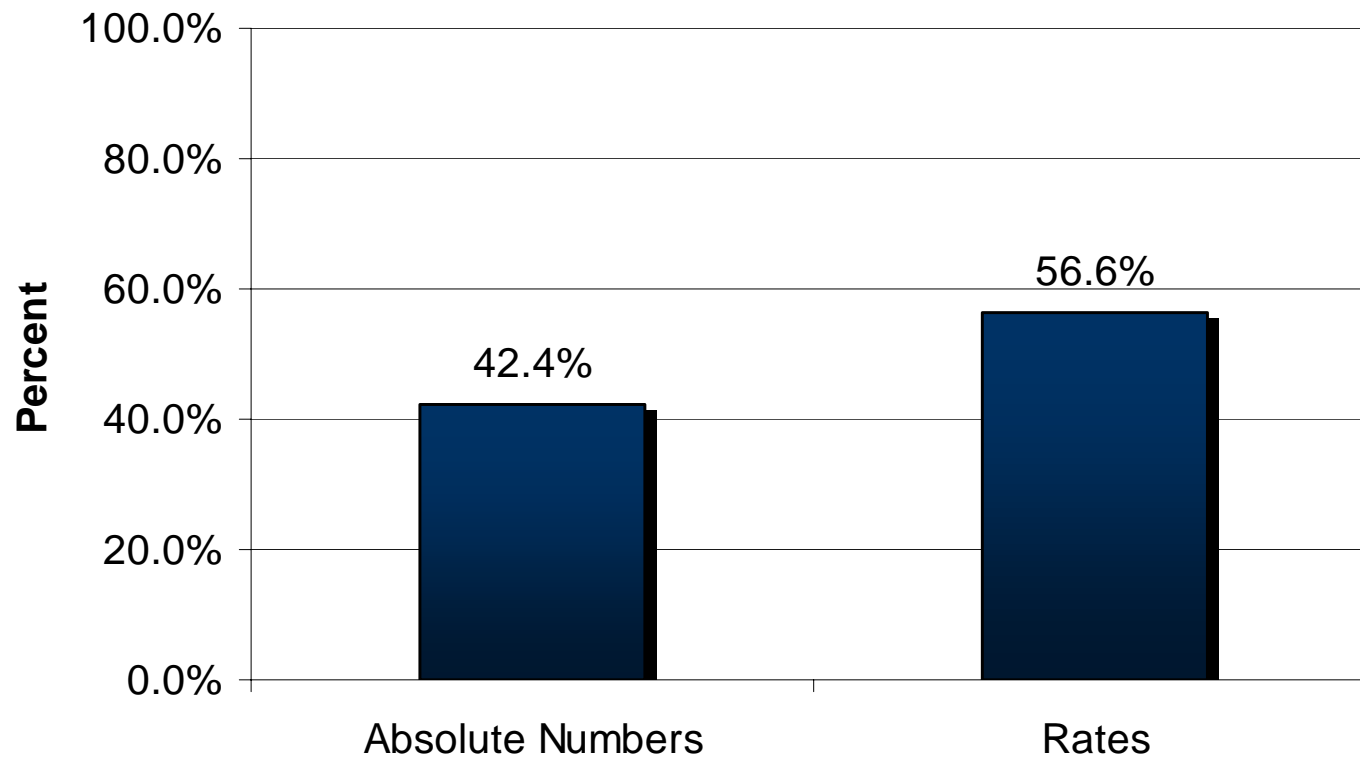
“New target should be a 50% reduction in road fatalities. Raise the bar.”

“Should be a higher goal - we eventually want to get as close to zero as possible, so why not set the bar higher now? At least 50%!”

- Target Zero Approach (4 responses), 20% Reduction (4 responses), New Approach (3 responses)

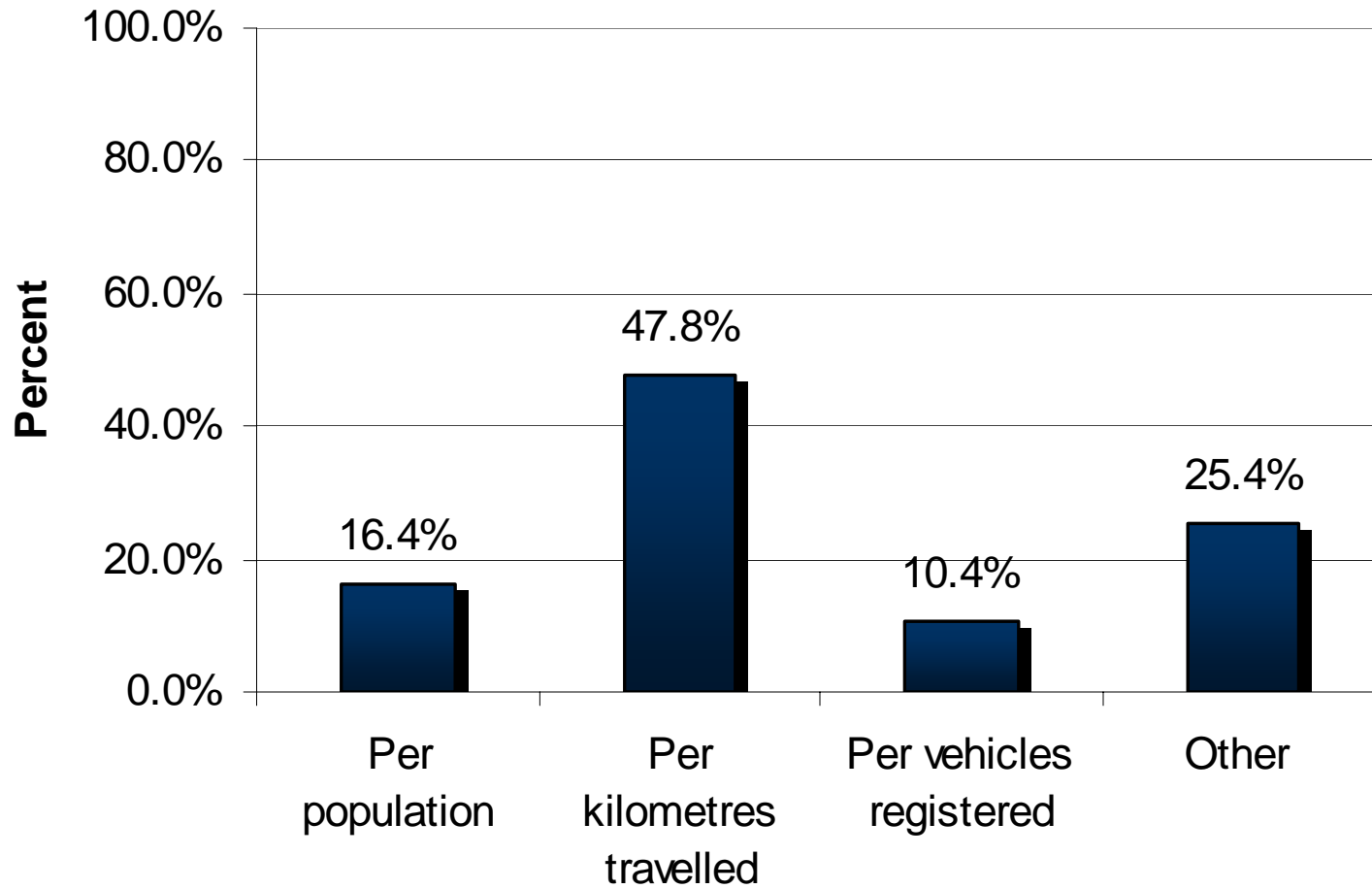


Should Target Be Based on Reduction of Absolute Numbers or Reduction of Casualty Rates?



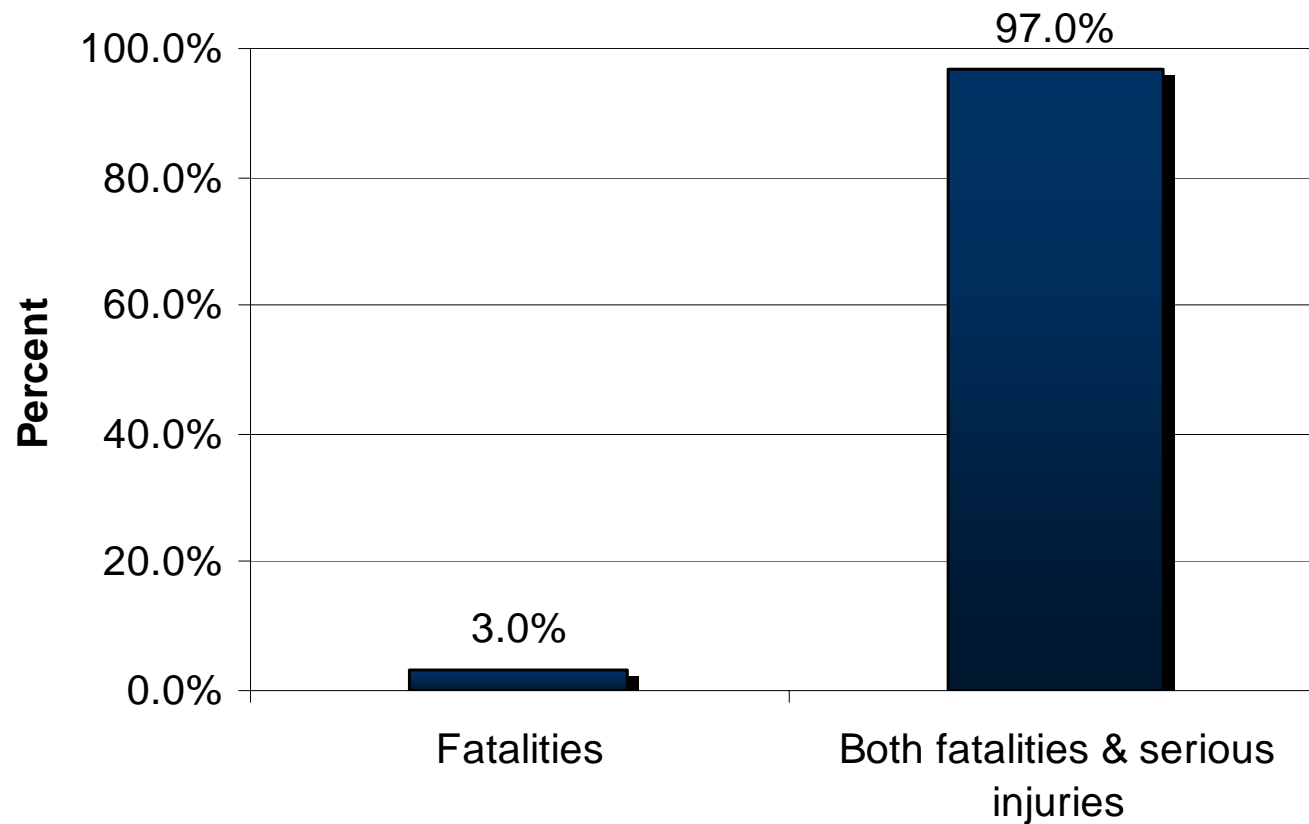


Which of These Rates Would You Prefer?



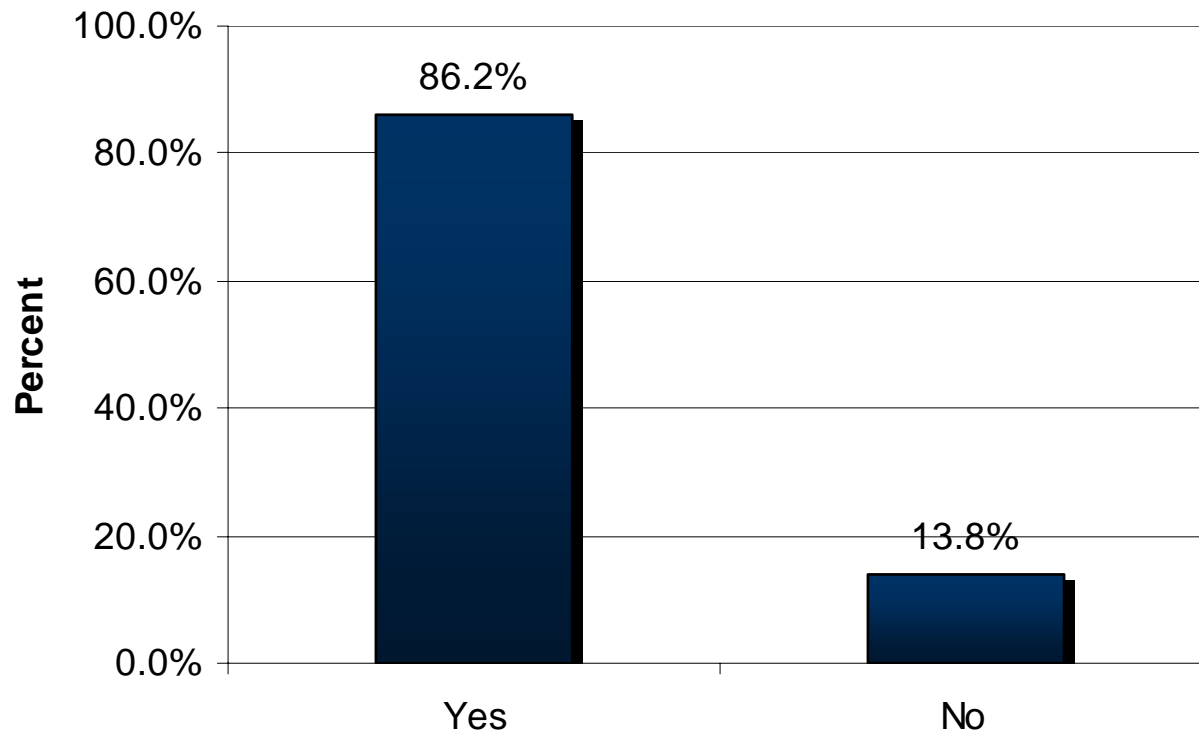


Should the Target Be Based on Reduction of Fatalities or Fatalities and Serious Injuries?





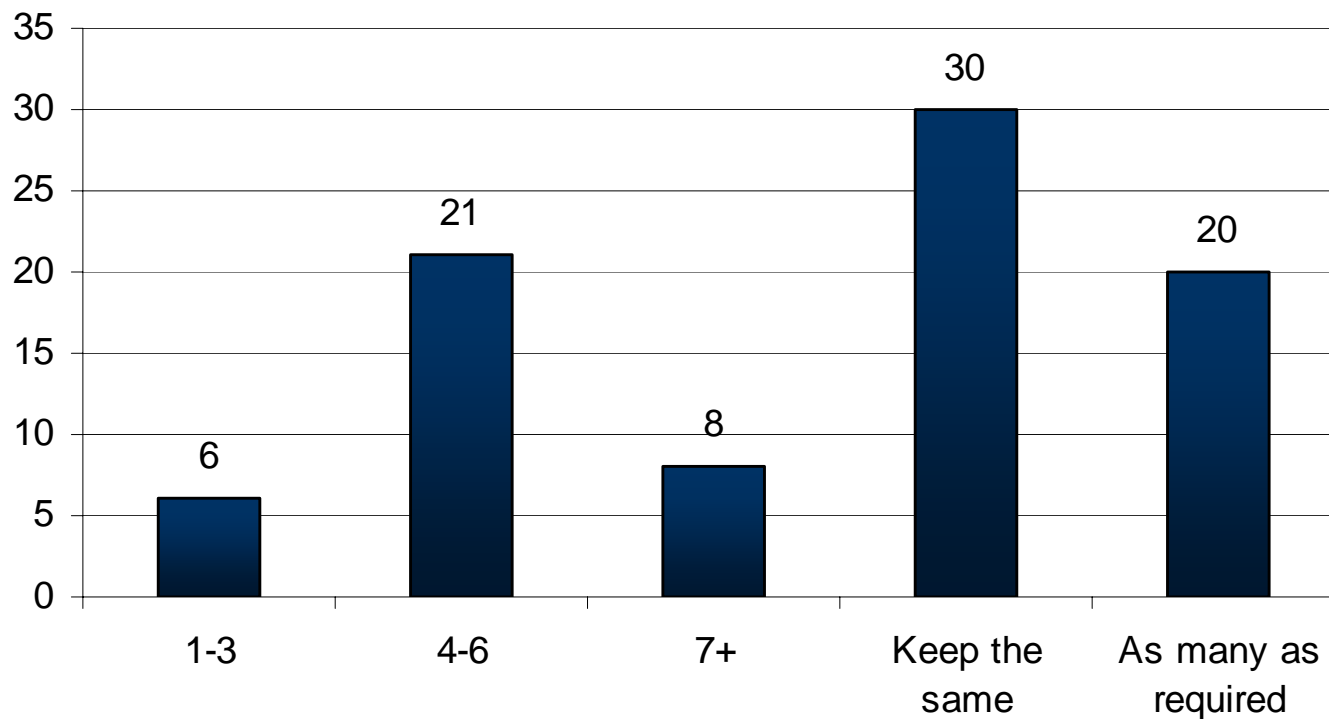
Should Sub-Targets Be Part of the RSV Successor Plan?





How Many Sub-Targets Should the Successor Plan Have?

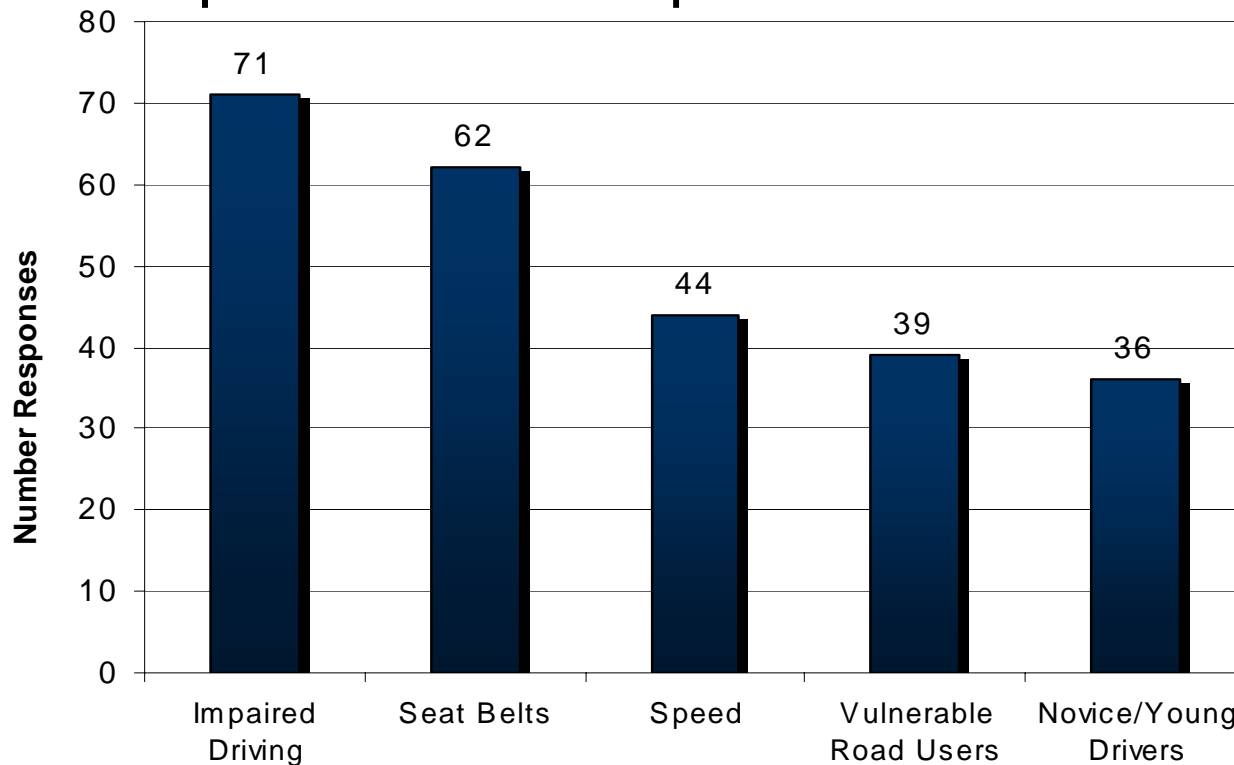
■ 96 responses to this question





What Are the Top Five Areas which Should Have Sub-Targets?

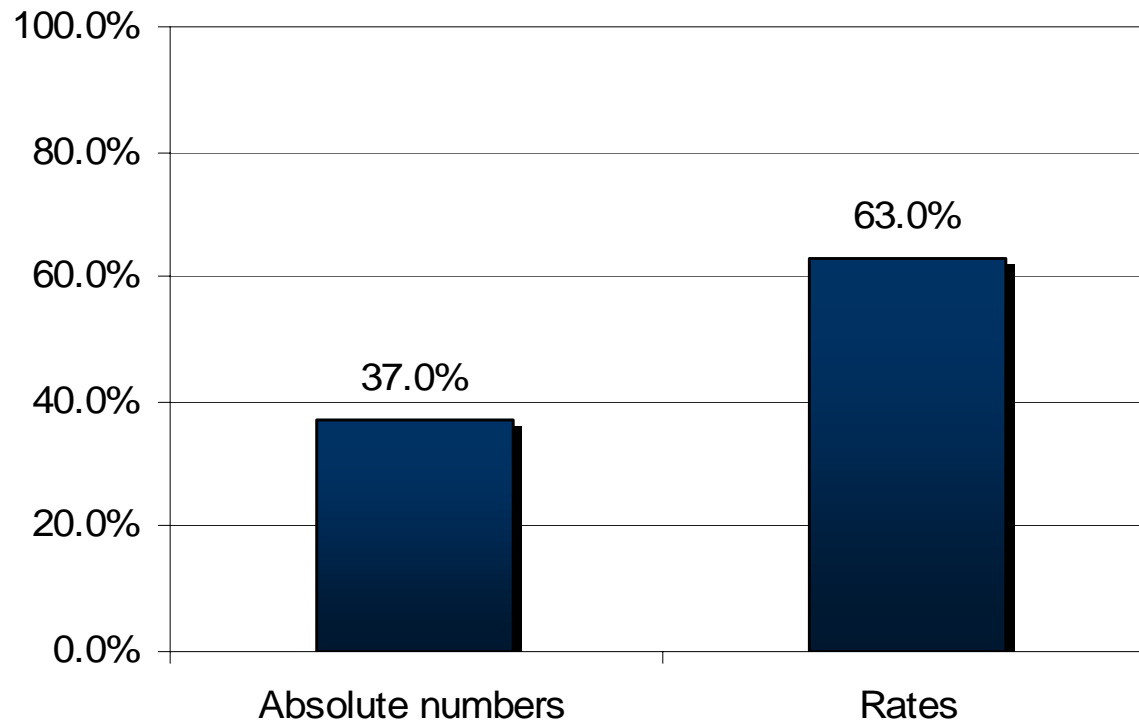
■ 94 responses to this question*



* More than one area was identified in each response, therefore the sum of responses for the top five areas is greater than the number of responses

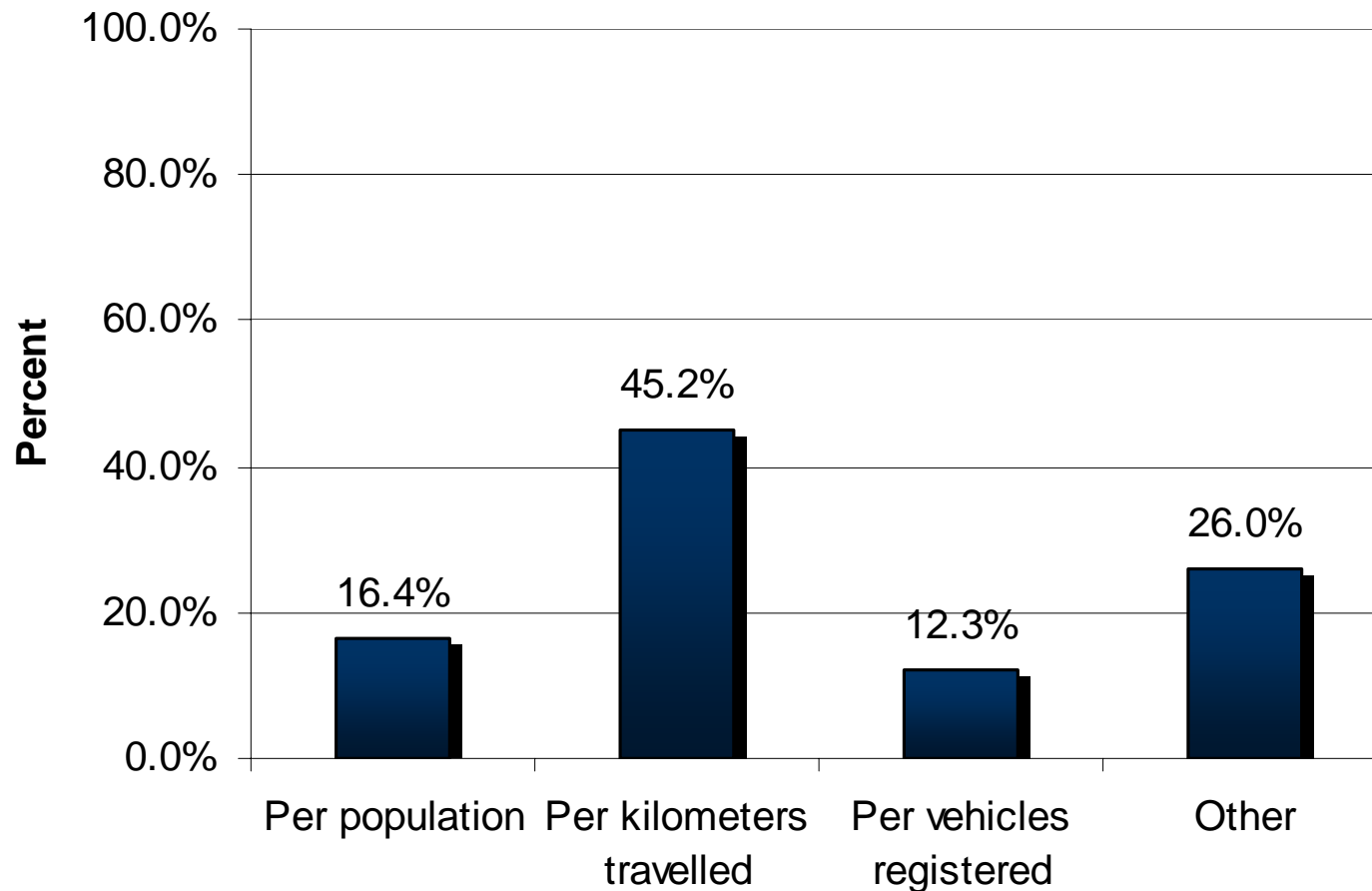


Should the Sub-targets Continue to Be Based on Reductions in the Absolute Number of Casualties or on Reductions in Rates?



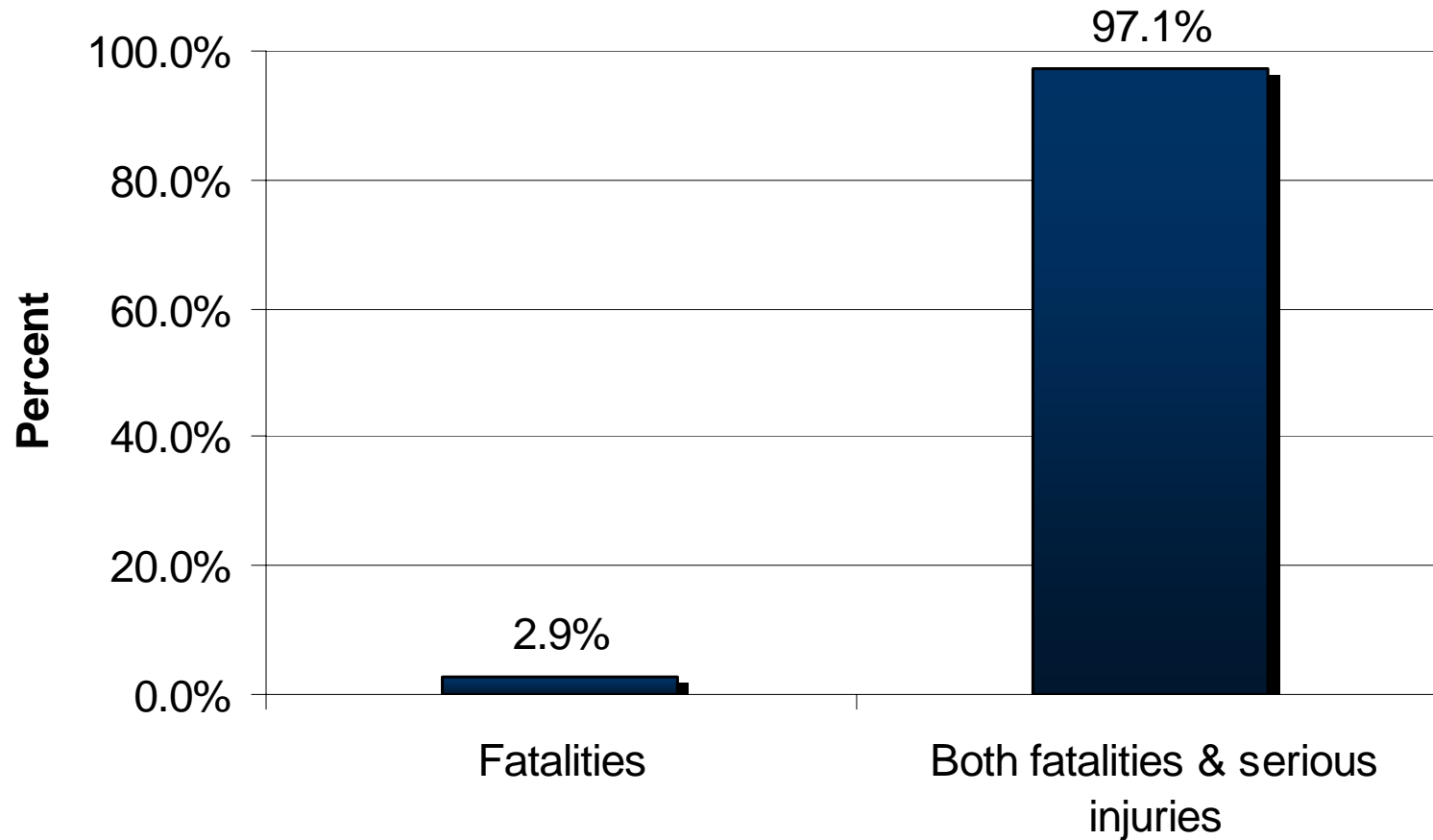


Which of These Rates Would You Prefer?



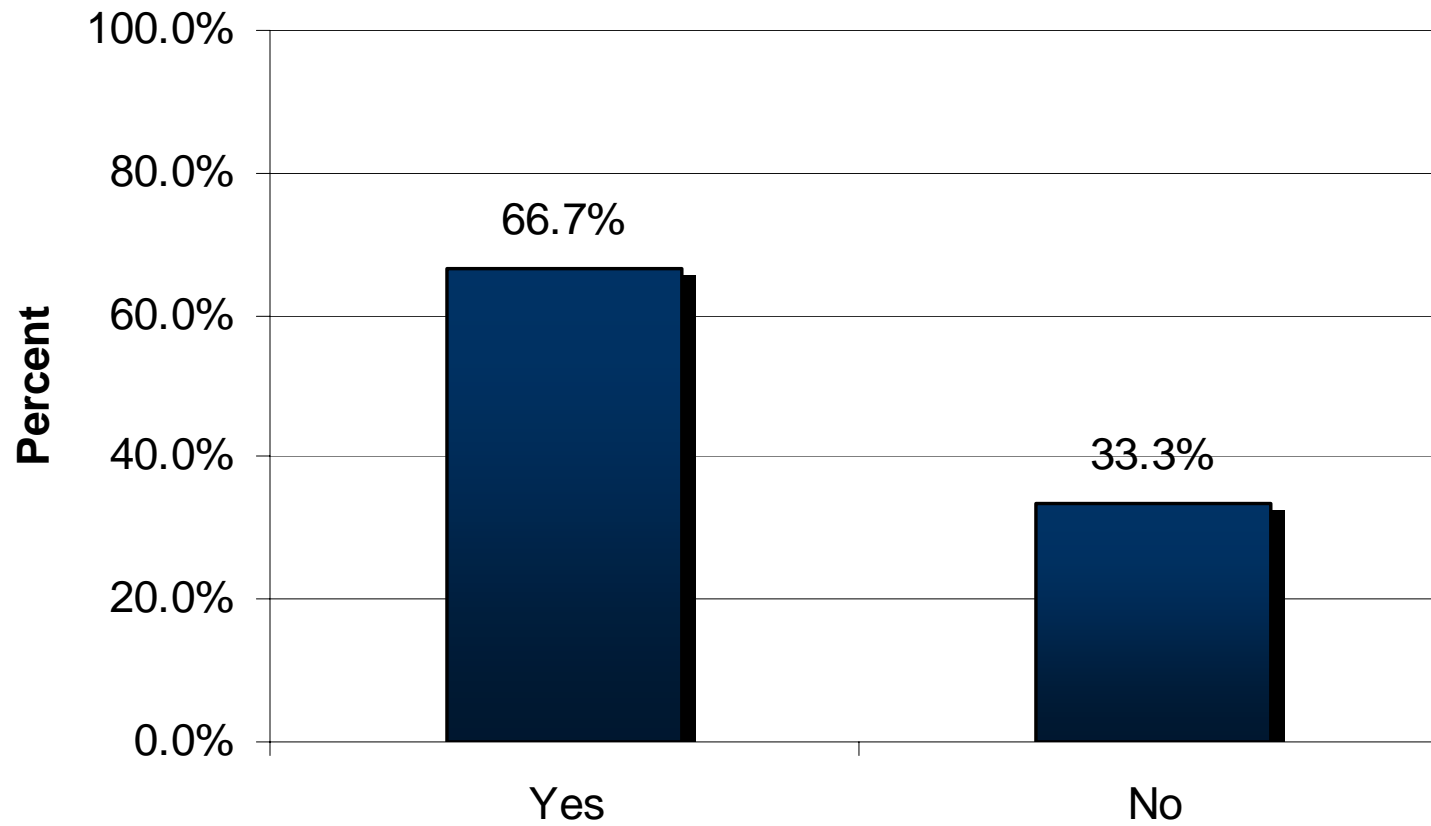


Should the Sub-Targets Be based on Reductions in Fatalities or Fatalities & Serious Injuries?



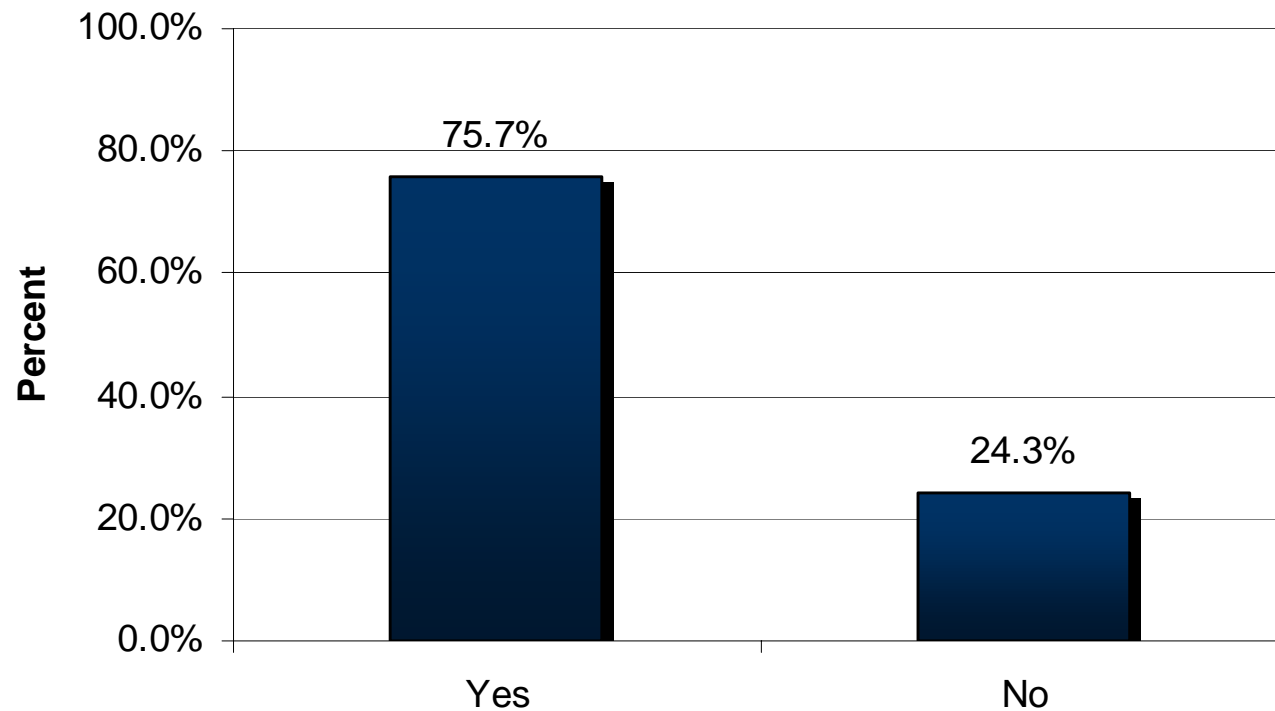


Should There Be Sub-Targets for Vehicle Safety?



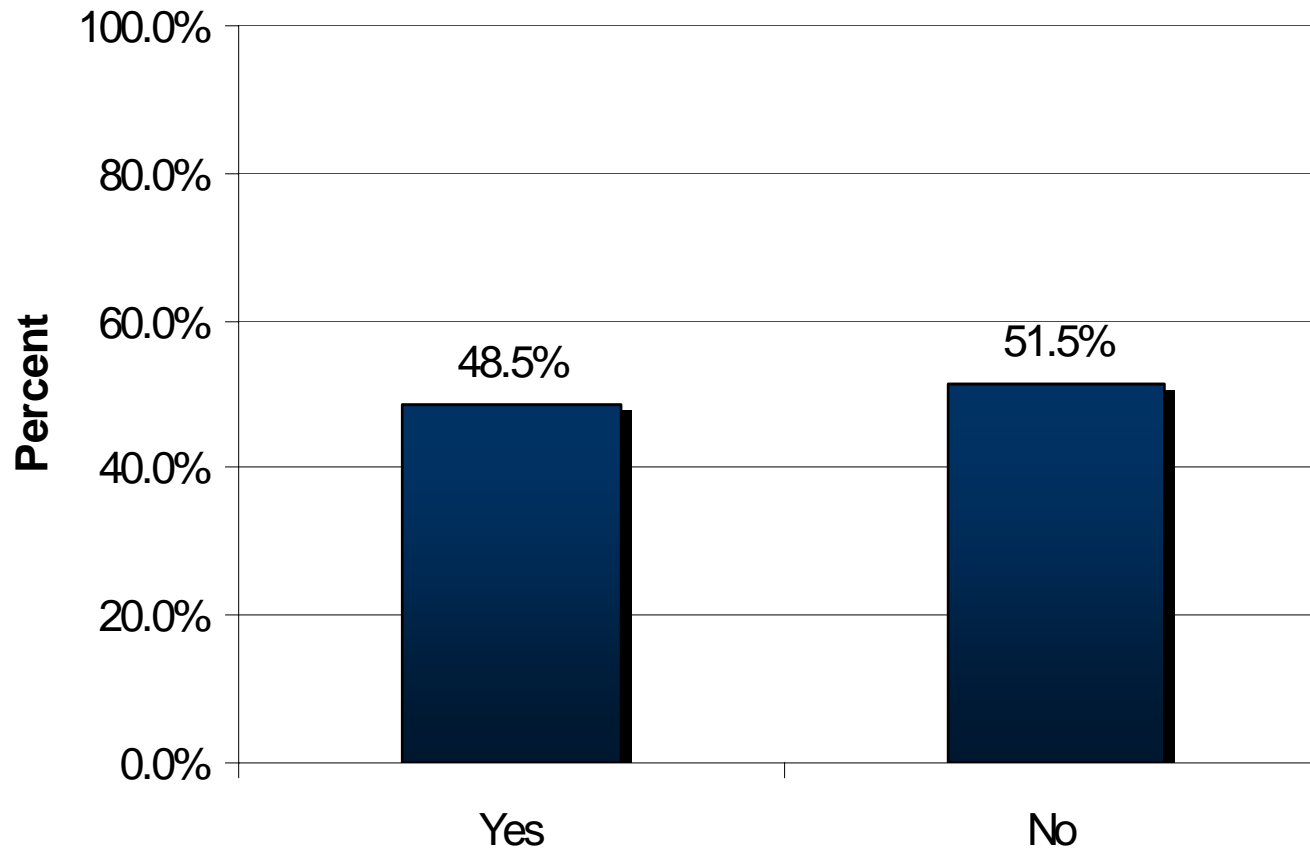


Should There Be Sub-Targets for the Safety of Roadways?





Should There Be Sub-Sub-Targets?



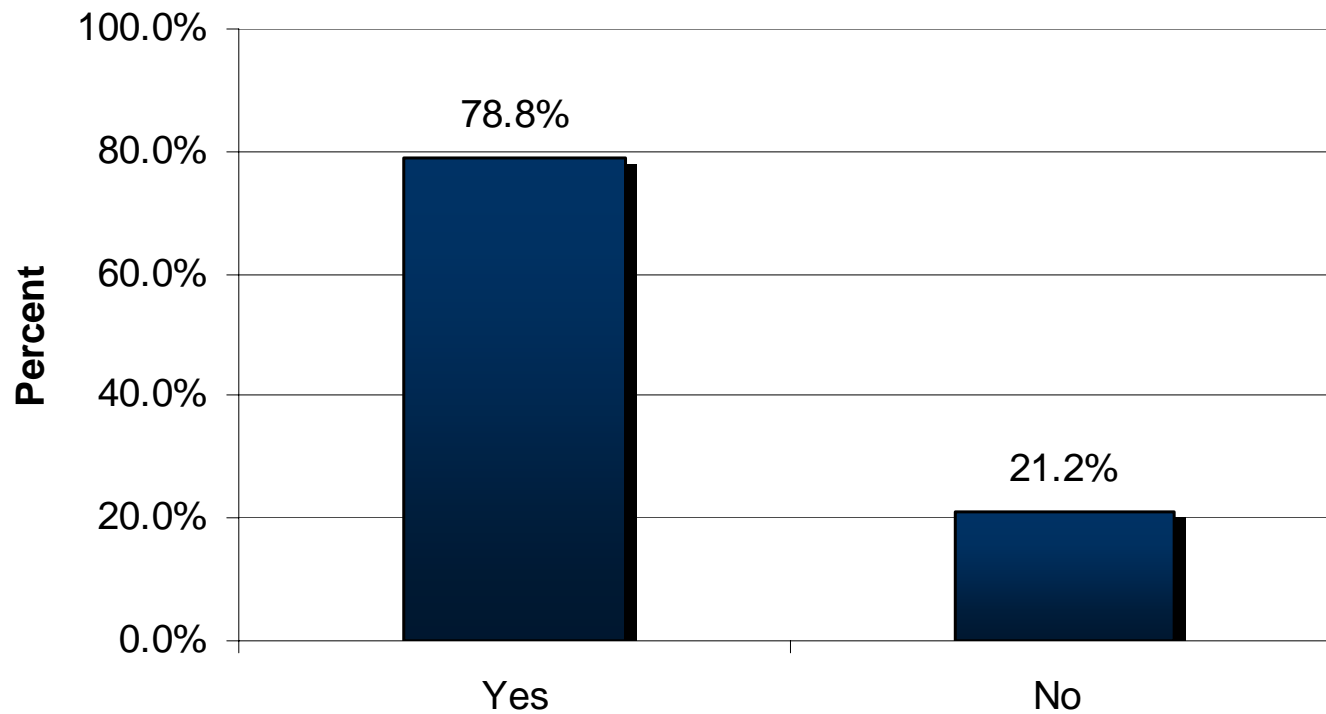


If Yes, Which Areas Should Have Sub-Sub-Targets?

- 38 responses to this question
 - Impaired driving – 16 responses
 - Distracted drivers – 7 responses
 - Fatigue – 6 responses
 - Vulnerable road users – 5 responses
 - Research based studies – 5 responses
 - Speeding – 3 responses
 - All areas – 7 responses

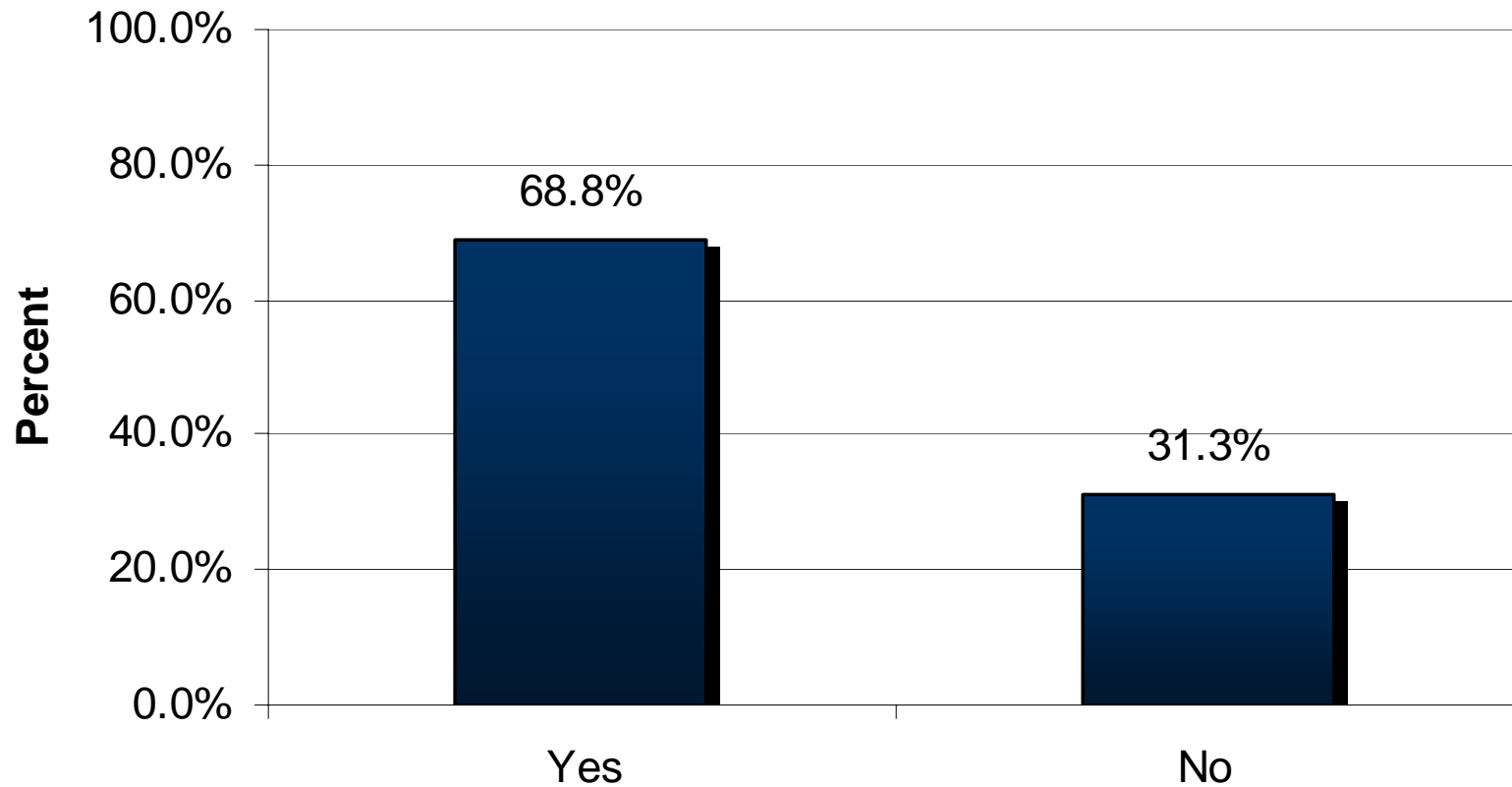


Should the National Target and Sub-Targets Be Modeled Based on Effectiveness of Countermeasures that Could Be Implemented?





Are New Legislative Changes Required?



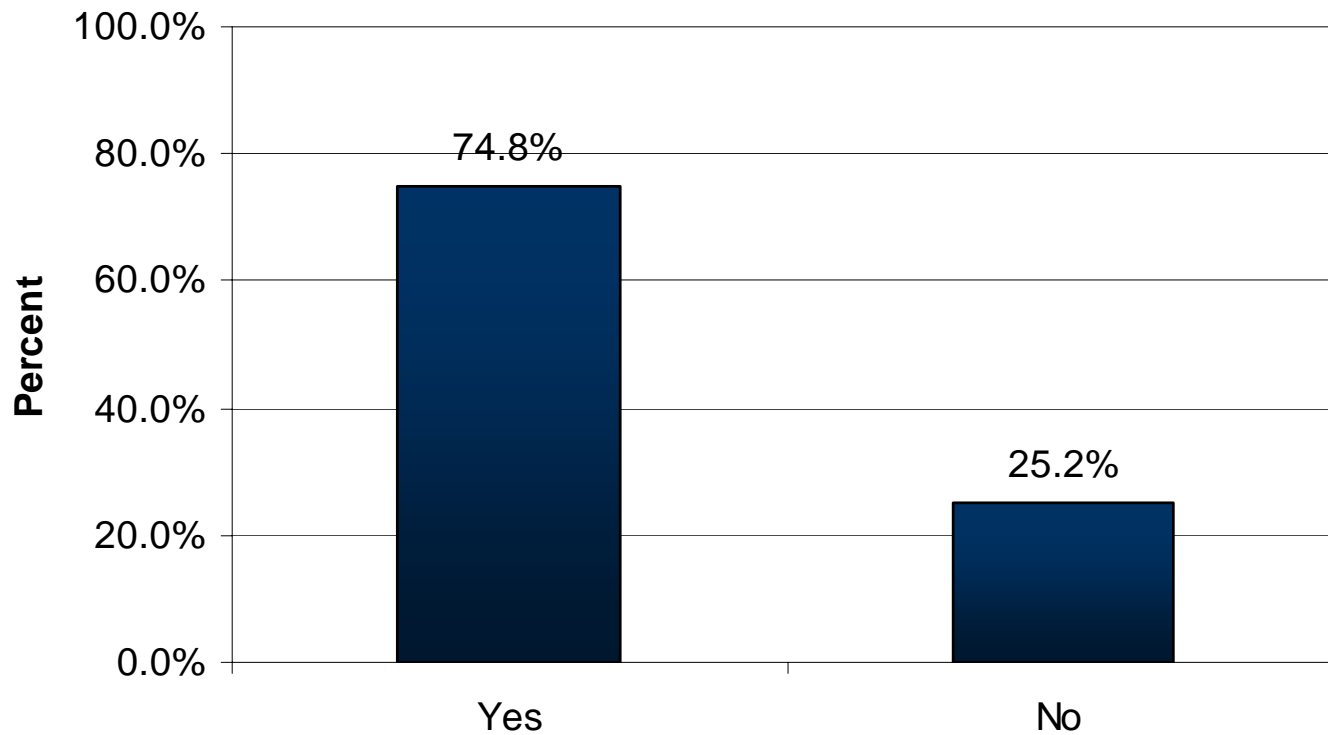


If Yes, What Legislative Changes Do You Think Are Required?

- 77 responses
- New legislation on impaired driving, e.g., consent for blood samples, 0% BAC for drivers under 21, allowing random breath tests, suspensions, impoundment of vehicles – 22 responses
- Provincial legislative changes such as mandatory booster seats, mandatory driver education, helmet legislation, banning cell phones, prohibit advertising encouraging speed; same legislation for all provinces – 16 responses
- Allowing specific technologies such as speed cameras, requiring ESC for new vehicles, requiring mandatory alcohol interlocks – 10 responses



Do We Need An Overall National Champion for RSV 2020?





If Yes, Who Would You Recommend?

- 78 responses
- Prime Minister – 8 responses
- Federal Minister (e.g., Minister of Transport, Minister of Public Safety) – 9 responses
- Transport Canada – 12 responses
- Athlete – 8 responses
- Well-known Canadian (Roméo Dallaire, Stephen Lewis, David Suzuki, Shania Twain) – 13 responses



Summary of Results

- Almost a 100% agreement on having a vision, milestones and program reviews in the new program
- While 64.5% of respondents noted that the vision should be the same, 35.5% indicated that it should be different. Different themes emerged for the new vision with “more realistic and attainable” and “achieving safest roads” being most frequent
- The majority of respondents supported maintaining the 4 strategic objectives from RSV 2010 in the new program
- Over 90% of respondents endorsed the adoption of an approach similar to “Vision Zero”, “Sustainable Safety” or “Safe Systems”
- Strong agreement on having an overall national road safety target and sub-targets in the new program
- The majority of respondents agreed that there should be sub-targets for vehicle safety (67%) and for safety of roadways (76%)



Summary of Results, Cont'd

- Respondents who preferred targets and sub-targets based on reduction in casualty rates versus reduction in absolute numbers of casualties prevailed somewhat
- Rates per kilometers traveled were the most popular choice
- Strong agreement that both the target and sub-targets should be based on reductions of both fatalities and serious injuries
- About 80% of respondents believed that the national target and sub-targets should be modeled based on effectiveness of potential countermeasures that could be implemented
- Almost 70% of respondents noted that legislative changes are required particularly on impaired driving
- The majority of respondents (75%) agreed that we need a national champion for RSV 2020