
CCMTA Road Safety Report Series

**CCMTA ACTIVITIES IN SUPPORT OF
ROAD SAFETY VISION 2010 TARGETS**

(For the Calendar Year 2005)

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Disclaimer

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CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS

The *Canadian Council of Motor Transport Administrators* is a non-profit organization comprising representatives of the provincial, territorial and federal governments of Canada which, through the collective consultative process, makes decisions on administration and operational matters dealing with licensing, registration and control of motor vehicle transportation and highway safety. It also includes associate members from the private sector and other government departments whose expertise and opinions are sought in the development of strategies and programs.

The work of CCMTA is conducted by three permanent standing committees which meet twice a year. The mandates of the standing committees are as follows:

- ▶ The **Standing Committee on Drivers and Vehicles** is responsible for all matters relating to motor vehicle registration and control, light vehicle standards and inspections, and driver licensing and control.
- ▶ The **Standing Committee on Compliance and Regulatory Affairs** is concerned with the compliance activities of programs related to commercial driver and vehicle requirements, transportation of dangerous goods and motor carrier operations in order to achieve standardized regulations and compliance programs in all jurisdictions.
- ▶ The **Standing Committee on Road Safety Research and Policies** is responsible for coordinating federal, provincial and territorial road safety efforts, making recommendations in support of road safety programs, and developing overall expertise and strategies to prevent road collisions and reduce their consequences.

CCMTA's Board of Directors also meets twice per year to attend to the overall management of the organization, determine policy direction and provide overall guidance and direction to the standing committees. Recommendations of the standing committees are ratified by the CCMTA Board.

All CCMTA standing committee meetings are open to industry stakeholders. Associate membership further allows private organizations and other government bodies with an interest in matters dealing with motor vehicle transportation and highway safety to be kept apprised of CCMTA activities and have formal access to CCMTA meetings and proceedings.

For further information on CCMTA projects and programs or associate membership, please contact the Secretariat.

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1.0 2004 HIGHLIGHTS

- The number of road users killed (2,725) and serious injured (18,468) decreased by 8.1% and 5.1%, respectively, over average 1996-2001 baseline figures for the same indicators. The average number of victims killed and seriously injured during the 2002-2004 period were 5.4% and 3.3% lower, respectively, than comparable figures during the baseline period.
- Deaths per billion vehicle kilometres travelled decreased by 6.3% over the 1999-2001 average.
- Canada had the 10th best road safety record among Organization for Economic Cooperation and Development member countries based on deaths per billion vehicle kilometres travelled.
- Noteworthy improvements occurred among a number of areas targeted under Road Safety Vision 2010. In particular, substantial improvement occurred in the number of unbelted fatally and seriously injured occupants (-10.0% and -15.5%, respectively), fatally and seriously injured young drivers/riders (-13.6% and -11.9%, respectively), fatally injured victims of rural road crashes (-10.6%), seriously injured victims of intersection crashes (-11.5%) and in the percent of drivers involved in seriously injury crashes involving alcohol (-11.6%).
- Areas targeted under Canada's national road safety plan that experienced casualty increases over average 1996-2001 baseline figures included fatalities and serious injuries involving vulnerable road users (1.0% and 2.6%, respectively), as well as victims seriously injured in crashes where excess speed was cited (22.3%) and where commercial vehicles were involved (6.0%).
- The national urban and rural seat belt use surveys that are conducted on alternating years show that differences in usage rates exist according to regions, vehicle types occupied and among road users. The 2004 national rural survey showed that 86.9% of light duty vehicle occupants buckled up while the 2005 survey carried out in urban Canada showed that 91.1% of occupants surveyed wore their seat belts. Collectively, the 2004-2005 national seat belt usage rate was 90.5%.
- Occupant restraint use among light truck occupants in rural Canada is more than seven percentage points lower than the usage rates among occupants of passenger cars and minivans/SUVs.
- Traffic collisions that occurred on rural roadways and resulted in fatalities often involved several high-risk factors including non-use of seat belts, alcohol use and inappropriate or excessive use of speed.
- Eleven jurisdictions encompassing more than 95% of the young driver/rider population have implemented graduated licencing programs that contain inherent driving restrictions.
- Preliminary casualty figures for 2005 (2,869 fatalities and 18,144 serious injuries) demonstrated a slowdown in progress toward the Road Safety Vision 2010 target objective for fatalities: a 3.3% decrease in deaths and a 6.8% improvement toward the target for serious injury reductions when compared with the 1996-2001 baseline period figures.

2.0 NATIONAL TARGET

Principal Problem:

Canadians are among the world leaders in the ownership and use of personal vehicles. During 2004, the most recent year for which final traffic and collision statistics are available, almost 22 million Canadian held drivers' licences' and operated more than 19 million vehicles. Collectively, motorists travelled almost 315 billion vehicle kilometres on more than 900,000 kilometres of roads.

Driver and other road user errors, traffic conflicts, environmental conditions, roads infrastructure problems, vehicle defects, and in some instances, unknown causes resulted in collisions that on average killed almost 8 road users and seriously injured another 50 victims each day during 2004. Collectively, road transportation accounted for more than 94% of people killed and 99% of those seriously injured in transportation-related collisions. Indeed, in Canada, as in most other developed countries, deaths and injuries on our roadways occur so frequently that they have become an acceptable outcome of motor vehicle travel.

As in many other highly developed countries, Canadians' use of motor vehicles for personal mobility have long been taken for granted. Canada's vastness, relatively low population density, lack of transportation alternatives and economic well-being have made private vehicle ownership both necessary and easily achievable. As a result, the distribution of victims of crashes involving motor vehicles have tended to include higher ratios of motor vehicle occupants than in several of the world's safer nations.

Booze, belts, speed and intersections have often been described as the principal road safety problems in Canada. Sadly, they are not the only areas of concern. Young drivers and riders, vulnerable road users, high-risk road users, and crashes on rural roads as well as those involving commercial vehicles are also problem areas. Ongoing efforts by governmental and non-governmental organizations with a vested interest in road safety as well as the motor vehicle industry and the road engineering community have contributed to improvements in road safety. However, the continued growth in the number of road users as well as the high-risk behaviours exhibited by a small segment of the driving population ensure that road safety problems will continue to persist for the foreseeable future.

Principal Strategies:

Since 1996, Canada's road safety stakeholders' principal strategy to make road travel safer on a coordinated national scale has been through the development and implementation of initiatives that are consistent with the strategic objectives and targets of the national road safety plan – Road Safety Vision. The current plan, called Road Safety Vision 2010, contains both a vision – to have the safest roads in the world - and ambitious quantitative targets that aim to achieve decreases ranging from 20% to 40-% in the number of road users fatally or seriously injured during the tenure of the initiative.

Canada's national road safety plan has four strategic objectives – to raise public awareness of road safety issues; to improve communication, cooperation and collaboration among road safety agencies; to enhance enforcement measures; and to improve national road safety data quality and collection.

Under the auspices of the Canadian Council of Motor Transport Administrators (CCMTA), several task forces, comprised of road safety professionals from governmental and non-governmental agencies, have assumed responsibility for achieving the national target and the nine broad-based sub-targets. A CCMTA and Transport Canada sponsored review of Road Safety Vision 2010 is currently under way. The completed report will be available in May 2007. The review will summarize progress that has been made among the specific quantitative targets to the mid-point of the plan, identify areas where additional effort

is required as well as outline initiatives that have been successful in addressing similar road safety problems in other countries.

The following table clearly demonstrates that gradual progress is being made. The activities undertaken by these task forces and by the jurisdictions to help make Canada's roads the safest in the world are summarized in the subsequent sections of this report that focus on the nine sub-target areas of Road Safety Vision 2010.

National Target: A 30% decrease in the average number of road users killed or seriously injured in traffic collisions during the 2008-2010 period compared to 1996-2001.

	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996-2001 baseline average	2002-2004 percent change over 1996- 2001 average
Killed	2,966	2,930	2,766	2,725	2,076	-8.1	-5.4
Seriously Injured	19,463	19,055	18,963	18,468	13,624	-5.1	-3.3

3.0 OCCUPANT RESTRAINTS

Principal Problems:

Canada's national urban seat belt use survey was conducted by Transport Canada during late September 2005. Overall, the results were very encouraging. Six provinces had usage rates in excess of 90% and not surprising, the national restraint usage rate among all occupants of light duty vehicles in urban areas was 91.1%. This level of use represents an increase 87.2% that was observed during the 2003 urban seat belt survey. The weighted 2004-2005 national seat belt usage rate among occupants of light duty vehicles was 90.5%.

While these aggregate 2004-2005 results are quite encouraging, some problem areas are still evident. Seven jurisdictions still have seat belt usage rates below 90%. A comparison of the results of the 2004 national rural and 2005 national urban seat belt use surveys shows that restraint use was 4.2% higher in urban areas than in rural communities. Seat belt use was 7.5% higher (91.9%) among occupants of passenger cars and minivans than among pickup truck occupants (84.4%). Females continue to buckle up at higher rates than males (93.9% versus 89.8%). Restraint use was considerably higher (5.6 percentage points) among front seat occupants than among people sitting in rear seats. Age continues to be a determinant of seat belt use. Restraint use among older occupants (those 50 years of age or older) was 92.1% compared with 87% for occupants who were less than 25 years of age.

The high overall level of restraint use during 2004-2005 notwithstanding, 39.3% of fatally injured occupants and 17.8% of those seriously injured were unbelted at the time of the collision during 2004. In real numbers, these percentages represent more than 800 fatally injured and almost 2,000 seriously injured motor vehicle occupants. Non-use of seat belts wasn't restricted to select age groups of victims. Regrettably, at least 45% of fatally injured occupants between the ages of 16 and 54 were unrestrained. Among seriously injured occupants, the highest level of non-use of restraints (between 23% and 25%) was recorded among younger victims, between 5 and 24 years of age.

Principal Strategies:

In spite of the large annual numbers and percentages of fatally injured motor vehicle occupants whose lives may have been saved if they had been restrained, it is worth noting that gradual progress is being made. The National Occupant Restraint Program (NORP) Task Force, which has developed and implemented strategies and initiatives both jurisdictionally and nationally since its inception in 1989, has had a very positive effect. When the NORP Task Force began its education intervention efforts, the national seat belt usage rate was 73% and the rate of non-use of seat belts among fatally injured victims was closer to 50% than to 40% .

The core program elements of strategies developed under the auspices of the NORP Task Force are seat belt/child restraint wearing surveys/strategies; public education/marketing; legislation; and enforcement/awareness efforts.

Some of the more noteworthy initiatives that were adopted in selected jurisdictions in support of the seat belt/child restraint wearing survey/strategy program element during 2005 included: conducting surveys in regions with the lowest provincial wearing rates in order to identify specific problem areas and groups; conducting child car seat clinics; and conducting a survey of the overall proper usage rate of child seats for children under 5 years of age and developing a follow-up program to increase the rate of proper use of child seats.

Examples of innovative strategies aimed at educating the public included: developing educational handbooks on occupant restraints for use by the public; conducting presentations utilizing a roll-over simulator and air bag demonstrator; providing certified child car seat training to employees of large retail

stores; conducting focused seat belt use campaigns that targeted high-risk age groups (16-21 years); conducting media campaigns using brochures, local newspapers, radio and television; and developing an Aboriginal occupant restraint toolkit and resource guide for communities and organizations interesting in increasing child seat and seat belt use.

Key legislative activities adopted in some jurisdictions to support increased occupant restraint use included: the introduction of booster seat legislation; increasing fines and demerit points; and introducing enhancements to existing jurisdictional seat belt and child restraint use laws.

Enforcement and awareness initiatives that were introduced in select jurisdictions to increase occupant restraint use included: providing seat belt use violators with the option of taking an education program instead of paying a fine; conducting intense occupant restraint campaigns during designated periods or as part of national campaigns (e.g. Canada Road Safety Week and Operation Impact); promoting the introduction of higher fines and additional demerit points to increase use; conducting targeted enforcement in rural areas where restraint use is lowest; and pairing enforcement personnel with child seat technicians to educate transporters and enforce child seat infractions.

Transport Canada’s annual seat belt use surveys that are carried out on alternate years in urban and rural communities have shown that similar problems exist in both urban and rural Canada. The results of these annual surveys are being used by road safety advocates to develop strategies aimed at addressing these challenges and ultimately at increasing seat belt wearing rates and proper use of child restraints to 95% or more.

Sub-target:

Minimum seat belt wearing rates and proper use of child restraints of 95% by all motor vehicle occupants ⁽¹⁾

Benchmark data do not exist for the above-mentioned sub-target. However, the methodology used in a Transport Canada study that estimated seat belt effectiveness indicated that with gradual annual increases in restraint use to 95% by 2010, an estimated 715 additional lives will be saved and 1,377 serious injuries avoided during the timeframe of RSV 2010 (assumes that the level of injuries avoided was the same for seriously injured occupants as for all injured occupants).

Baseline Indicators: Results of TC Seat Belt Use Survey among adult occupants:

2002-2003 National Seat Belt Use Rate 87.2%	2004-2005 National Seat Belt Use Rate 90.5	2008-2010 Target 95%
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Note: (1) Effective in 2002, Transport Canada modified the methodology used to estimate national seat belt usage rates, and as a result data for 2002 and beyond were not directly comparable to seat belt usage rates of previous years. Beginning in 2002, Transport Canada conducted a rural seat belt use survey, followed by an urban survey in 2003 that utilized a more representative site selection process than predominantly urban ‘national’ surveys conducted during 2001 and earlier years. The combined results of the 2002 rural and 2003 urban observations were used to estimate the 2002-2003 national figure. The most current national figure, which utilizes weighted results from both the 2004 rural and 2005 urban surveys, and includes considerably more observation sites (384 versus 240) than seat belt surveys from earlier years, is deemed to be more accurate than its predecessors. Consequently, unlike all other sub-targets, that compare current year victim figures to the 1996-2001 baseline period, the 2002-2003 national seat belt usage rate was used as the baseline indicator for this sub-target.

Sub-target:

A 40% decrease in the number of unbelted fatally or seriously injured occupants ⁽²⁾.

Change in Number of Unbelted Fatally or Seriously Injured Occupants							
	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996-2001 baseline average	2002-2004 percent change over 1996- 2001 average
Killed	900	850	823	810	540	-10.0	-8.1
Seriously Injured	2,764	2,340	2,227	2,335	1,659	-15.5	-16.8

Note :(2) Baseline data for the Road Safety Vision 2010 sub-targets are based on average annual fatalities and serious injuries that occurred during the 1996-2001 period, which was the timeframe of Road Safety Vision 2001. Baseline indicators and target objectives are provided for each of the Vision's sub-targets.

PROGRAM ELEMENTS				
Jurisdiction	Seat Belt/Child Restraint Wearing Survey/Strategy	Public Education/Marketing	Legislation	Enforcement/ Awareness
AB		X	X	X
BC	X	X	X	X
MB				X
NB	X	X		X
NL	X			X
NS		X	X	X
NT				
NU	X	X		X
ON		X	X	X
PE	X	X	X	X
QC	X	X		X
SK	X	X	X	X
YT	X	X		X
TC				

Program Elements:**Seat Belt/Child Restraint Wearing Survey/Strategy:**

BC – ICBC seat belt surveys were conducted in three of five regions in 2005, focussing on the regions with the lowest wearing rates in the province. Analysis of the data gathered allowed identification of the specific problem areas and groups. The information will be useful for plans to increase wearing rates for those regions and target groups.

NB - Child car seat clinics were held on an on-going basis in the Province of New Brunswick.

The "Fit for a Kid" program, sponsored by DaimlerChrysler and the St. John Ambulance, provided child safety seat inspections free of charge at DaimlerChrysler dealerships. DaimlerChrysler also provides free training manuals.

NL - Reviewing the NORP booster seat legislation.

NU – We are currently working on a seat belt and child restraint strategy.

PE - Province wide seat belt survey.

QC - In May 2005, an investigation into the proper use of child seats for children under 5 was carried out in day-care centres in 16 of Québec's 17 regions. The overall proper use rate was 54.2%.

Also, we are continuing to monitor, through accident reports, the number of fatalities or seriously injured who were not wearing a seat belt.

Seat belt: The last night-time seat belt use study was conducted in 2004. The next will be in 2006.

Child seat: * Investigation "Évolution du taux d'utilisation des sièges d'auto pour enfants – Dossier statistique" [trend in child seat use rate – statistical data] conducted in 2005. * Development of a program to raise the proper use of child seats to 75%. This program will give rise to a pilot project in two Québec regions in 2006.

SK - Use guidance from NORP.

YT - Yukon participated in the NORP campaign for child restraints during the month of May.

TC – Transport Canada conducted a national seat belt use survey in urban areas in September 2005. The survey showed that seat belt use among light duty vehicle occupants had increased to 91.1% from 87.2% during 2003, when the last national survey of seat belt use was conducted in urban areas.

Transport Canada pilot tested the child restraint use survey as well as a new method of data collection using wireless technologies. Nursing schools in several provinces were surveyed and the forms and data elements were finalized.

Public Education/Marketing:

AB - The Alberta Occupant Restraint Program (AORP) has developed an educational handbook to be used for instruction regarding occupant restraints.

MB - In 2005, Manitoba Public Insurance (MPI) continued to produce and distribute educational tools like the seat belt brochure and poster, as well as, conduct presentations utilizing our popular roll-over simulator and air bag demonstrator to many different audiences of Manitobans through out the province.

During the summer of 2005, MPI partnered with the Manitoba Car Seat Coalition to provide car seat inspections at three different claim center locations. Multiple partners were invited including

the RCMP, Emergency Medical Services (EMS) and Winnipeg Fire and Paramedic Service, and the events proved very successful with over 100 car seat inspections being completed.

The Bay, Sears, and Toys Are Us, requested the Manitoba Public Insurance/St. John Ambulance child car seat training course for their staff in 2005. This was an important landmark, as retail stores in Canada have never provided child car seat training to their employees, and as a result, consumers have often purchased a seat not suitable for their child. Now certified as car seat technicians, staff at these retail locations is able to properly educate their customers on the importance of purchasing the right type of car seat for their child.

BC - A provincial seat belt campaign targeted youth ages 16-21 as part of the "Why Die Before You've Lived?" campaign. Radio and print advertising appeared throughout the province. A website, www.cancelled.ca, further educated the target audience with an incentive to win prizes.

Child passenger safety was promoted via a 30 second booster seat television PSA and radio ads, which were distributed to provincial media outlets. Both PSA's and radio ads received significant airplay throughout the year. The Child Passenger Safety Program, a partnership between ICBC and BCAA's Traffic Safety Foundation, continued to provide a toll free information line, child seat inspection clinics, information sessions, and child seat technician training.

An Aboriginal Occupant Restraint Campaign ran provincially in November of 2005. Print ads were placed in Aboriginal publications and supported by related articles. Posters bearing the campaign creative were distributed to community groups. The Aboriginal Occupant Restraint Toolkit, a resource guide for communities and organizations interested in increasing child seat and seat belt use, was updated and placed on a partner's website for download at www.cha-bc.org.

NB - The Department of Public Safety in conjunction with the New Brunswick Medical Society distributed, to interested groups, a road-side hand-out promoting seat belt usage.

NS - The RCMP in the Atlantic Region and ING insurance formed a partnership that resulted in the purchase of a rollover simulator. Ford Canada is sponsoring the transportation and storage of the unit at dealerships across the region. The simulator was unveiled in Salt Springs, NS at an elementary school. Students were taken through a demonstration by the school liaison officer and were sworn-in and presented with certificates, as "Seatbelt Sherrifs." The simulator is an effective tool to demonstrate the importance of wearing seatbelts and is available for events across the region.

The Department of Health Promotion & Protection has launched a parents campaign with one of the priorities being child restraints (www.momsanddads.ca).

NU – We are currently working on public education campaign..

ON - a) Infants, toddlers, pre-schoolers and primary grade-age children must be buckled up in the appropriate child car seats. Booster seats are mandatory for children under the age of eight, weighing more than 18 kg but less than 36 kg and who stand less than 145 centimetres tall. The application of this requirement was broadened (see section on new legislation and supporting regulations below) to include new categories of caregivers who were previously exempted (for example, grandparents and baby sitters) from the use of child car seats when transporting children. The law also added demerit points to the existing fine for not using child car seats properly.

b) Ontario continued the review of its seat belt requirements. The legislature debated Private Member's Bill 153, which seeks to prevent individuals from riding in the back of pickup trucks or trailers. Bill 153 was ordered for Third Reading on November 16, 2005.

PE - Media Campaign - Local Newspaper & Radio Ads.

QC - Seat belt: Participation in specialty shows to advance seat belt use.

Child restraint: * 2005 edition of child seat safety clinics. Two hundred and ninety-one clinics were conducted in 2005. * Participation in specialty shows to advance the proper use of the appropriate child seat.

SK - In 2005 the focus of our child restraint education was booster seats. A TV commercial was produced to inform transporters of children that booster seats should be used until the child is 8 years old. Throughout the summer, child restraint clinics were held all over the province with a booster seat draw at each clinic. The clinics were advertised through print ads, radio ads and, where applicable, radio remotes.

Technician trainings for the National Child Passenger Safety Training Program were held in locations all over the province. SK currently has 226 technicians trained.

In November 2005, SK acquired a rollover simulator to use as a tool in the rural parts of the province, to encourage people to buckle up on every trip. The simulator didn't hit the road until 2006.

YT - Utilizing NORP materials, a series of announcements were aired on radio and TV.

In addition, Transport Services conducted 3 child restraint clinics in Whitehorse and 2 clinics in the communities. One bilingual clinic was held in Whitehorse as well. Transport Services was also present at the scheduled Health Fairs in Whitehorse, to provide the public with child restraint materials, brochures, pamphlets and video presentations.

TC – Published two new fact sheets on child safety in partnership with Health Canada. They included 'Stage 1: Safe Travel in a Rear-facing Infant Seat' and 'Stage 2: Safe Travel in a Forward-facing Child Seat'.

Contributed car seat and school bus safety material to the Insurance Bureau of Canada for IBC's 'Be Smart, Be Safe' safety calendar.

Legislation:

AB - Preparation, involving government and stakeholders, being done for introduction of booster seat legislation in the province

BC - Continued review of the current regulations, Division 36 of BC's MVA Regulations (Child Seating and Restraint Systems), and research of other jurisdictional efforts, in order to provide advice on revision recommendations

NS - In December 2005, Nova Scotia announced changes to the to its seatbelt legislation. The changes come in to effect January 1, 2007. Under the new rules:

- Infants must be secured in a rear-facing child seat;
 - Children who weigh at least 10 kilograms (22 pounds) and are at least one year old may face forward;
- Children who weigh less than 18 kilograms (40 pounds) must be in child seats.
- Children who weigh more than 18 kilograms must be in a booster seat if they are younger than nine years of age and/or less than 145 centimetres (57 inches) tall.

ON - Ontario enacted new legislation entitled "An Act To Enhance the Safety of Children and Youth on Ontario's Roads" (Bill 73). It received Royal Assent on December 9, 2004. Regulations pertaining to child car seats and booster seats took effect on September 1, 2005.

PE - Increased fines to 3 demerit points.

SK - Prior to moving forward with booster seat legislation, consultation with First Nation and Metis communities was initiated in 2005, to better understand the issues and barriers to mandatory use of booster seats.

Enforcement/Awareness:

AB - Planning for introduction of an "Option 4" program in Alberta's aboriginal communities. "Option 4" allows individuals who have received a violation ticket to take an education program in lieu of paying the violation ticket fine.

The Alberta Occupant Restraint Program (AORP) has posted on their website a position paper on booster seats. Many regional health authorities have posted this material on their websites as well.

BC - A BC Association of Chiefs of Police Occupant Restraint Campaign was scheduled in April, 2005 for 10 days. Additionally, a 3 day Operation Impact Campaign took place from October 7 to 9.

A pilot initiative paired enforcement with child seat technicians to educate transporters and enforce child seat infractions during the enhanced enforcement period. A media buy consisting of radio sponsorship throughout the province supported the campaign. Local detachments also increased enforcement efforts during regional awareness campaigns.

Officers attended a child passenger safety information session to assist them with dealing with child seat enforcement. These sessions resulted in several education/enforcement initiatives throughout the year.

MB - The increase in seat belt use in urban and rural Manitoba may be attributed to higher fines, demerits points, and increased enforcement which began in 2003/04.

NB - Special media and enforcement blitzes by RCMP, various municipal/regional forces did conduct a variety of public awareness road stops throughout the year along the theme of seat belts.

NL - Increase in enforcement focus with RCMP and RNC.

NS - In October, the Operation Road Safety Sub-committee of RSAC coordinates Operation Impact, a seatbelt enforcement campaign with a series of checkpoints across the province throughout the month.

NU – We are consulting with the Head of the RCMP of Nunavut on enforcement.

ON - a) The Ministry of Community Safety and Correctional Services has allocated a \$35 million a year investment to help municipalities hire 1,000 new police officers to boost enforcement in Ontario. The police in Ontario enforce the Highway Traffic Act.

b) Ongoing seat belt monitoring by Ontario's police services across the province.

PE - "Click it or Ticket" campaign.

QC - Seat belt: Police control during special operations (e.g. Opération Impact) or regular activities.

Child restraint: Participation of Québec's law enforcement community in the 291 child safety clinics.

SK - Many of the trained technicians are enforcement personnel. Enforcement will be key in touring the rollover simulator around the province. Continue to work with enforcement to target rural areas to encourage seat belt use. Municipal police agencies also focus on seat belts through "focus of the month".

YT - On-going check-stops throughout the year to monitor seat-belt compliance. During the long weekend in May, RCMP check-stops targeted Impaired Driving and Seat belt compliance.

TC – Issued two child restraint notices advising Canadians about products that did not comply with standards or were defective, and the measures needed to be taken to correct the problems.

Worked with the Canadian Coalition for Child Passenger Safety to assist with training of phone agents and survey technicians.

4.0 DRINKING-DRIVING

Principal Problems:

Reducing fatalities and serious injuries resulting from drinking and driving continues to be the most difficult challenge facing road safety experts in Canada in spite of ongoing public education and awareness, legislative and enforcement efforts. According to coroners' data for 2004, almost 35% of drivers fatally injured in crashes who were tested for alcohol had been drinking. Alcohol was also cited as a contributing factor for an estimated 17% of drivers involved in crashes that resulted in serious injuries. Overall, during 2004, alcohol was a contributing factor for approximately 30% of all road user fatalities that occurred on public roads in Canada. In real numbers, 808 road users were killed in crashes on public roads involving drinking drivers. This death toll excludes pedestrians who had been drinking or were impaired and subsequently were struck and killed in crashes.

A number of recurring issues continue to be prevalent among alcohol involved crash victims: almost two-thirds (65.8%) of fatally injured drivers who tested positive for alcohol, had blood alcohol concentrations levels that were more than twice the legal BAC limit (>160 mg%); fatally injured drivers aged 20-35 years tested positive most often (45.3%); males tested positive more often than females (37.7% versus 22.2%); fatally injured light duty truck drivers tested positive for alcohol most often (53.1%); and more than half (53.5%) of all fatally injured drivers who were involved in single-vehicle crashes and tested for alcohol had been drinking. Among fatally injured pedestrians who were tested for the presence of alcohol, 16-45 year old victims had been drinking most often (61.9%), and males tested positive more frequently than females (46.8% versus 29%).

The 2004 results show that progress was made toward reducing the incidence of road user fatalities in crashes involving drinking drivers, as the 2004 figure was 8.2% lower than the 1996-2001 baseline figure. To date, more progress has been achieved among drivers involved in serious injury crashes involving alcohol where there has been an 11.6% reduction over the baseline figure.

It must be pointed out that the midpoint of the Road Safety Vision initiative has been reached and considerably more progress must be achieved in order for Canada to achieve its objective for this sub-target (a 40% decrease in drinking driving related serious casualties). In addition to the considerable work that remains to be carried out to overcome the challenges presented by drinking drivers, driver impairment due to drug use has been cited as a growing concern. Data collected by the Traffic Injury Research Foundation on behalf of CCMTA and Transport Canada to detect the presence of legal and illicit drugs among fatally injured drivers has shown that drugs were present among an average of 25% of drivers fatally injured in jurisdictions that conducted high rates of testing (in excess of 70% of dead drivers) and in 37% of dead drivers in jurisdictions where the rate of testing was 70% or lower.

Principal Strategies:

The Strategy to Reduce Impaired Driving (STRID 2010) Task Force, which is comprised of governmental and non-governmental stakeholders and has been operational since 1990 is the principal national organization that develops strategies and introduces interventions that focus on education and awareness, the role of policing, policy/legislative initiatives, research and health promotion in an effort to reduce the incidence of drinking and driving.

Education and awareness programs introduced in selected jurisdictions during 2005 included: promoting get home safe strategies including using public transit, cabs or calling friends or family members for a ride or appointing a designated driver; creating public service announcements that target high-risk males that raise awareness of the consequences of drinking and driving and police enforcement campaigns; offering drinking driving education and awareness courses at community colleges; distributing videos containing public education programs that raise awareness of aggressive driving, non-use of seat belts and

drinking driving (e.g. PARTY (Preventing Alcohol and Risk-related Trauma in Youth) and iDrive)) which target younger drivers; using professional sports figures to promote responsible drinking; and participating in a pilot project aimed at raising awareness among young people of the adverse effects of smoking marijuana on driving.

Enforcement (role or policing) initiatives included: focused campaigns (e.g. Counterattack, RIDE) that targeted impaired drivers during traditional higher-risk periods (e.g. Christmas) as well as throughout the year without advance warning; provincial coordination of Drug Recognition Expert programs; and increased funding to sponsor overtime for impaired driving check stops.

Notable policy and legislation activities that were introduced in selected jurisdictions included: the introduction of an alcohol ignition program in one province; changes to the Motor Vehicle Act that required a mandatory assessment/rehabilitation program before driving privileges are reinstated after certain drinking and driving offences; and tougher sanctions for impaired drivers who are caught while driving with children under 16 years of age in the vehicle.

Innovative health promotion initiatives that were launched in selected jurisdictions included: launching a research facility that researches and evaluates programs dealing with addiction; providing financial support and mentorship in the development of social marketing campaigns; participating and assisting in road user injury prevention conferences that included workshops on impaired driving; and using regional health resources to broadly promote programs aimed at preventing drinking and driving among youth.

Linkages have occurred among a broad cross section of public and private sector agencies in selected jurisdictions. The end result has been a wide range of public education, marketing and research initiatives aimed at curbing impaired driving.

Notable research initiatives included: a study on sleepiness among night-time drivers and its relationship to blood alcohol concentration and other factors; research aimed at identifying which justice system outcomes produce the best effects on traffic collisions and on impaired driving recidivism; research into designated drivers in rural areas and for developing countermeasures involving community resources to strengthen anti drinking and driving; the involvement of suspended drivers in fatal and injury collisions; and evaluating the extent to which patrons are leaving drinking establishments with early closing times and driving to adjacent communities to continue drinking.

Sub-target: A 40% decrease in the percentage of road users fatally or seriously injured in crashes involving drinking drivers ⁽³⁾.

Change In The Percent of Road Users Killed and Seriously Injured Where Alcohol Was A Factor							
	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996- 2001 baseline average	2002-2004 percent change over 1996- 2001 average
Killed	33.0%	29.6%	32.4%	30.3%	19.8%	-8.2	-6.8
Seriously Injured (Drivers Involved)	19.0%	17.5%	16.1%	16.8%	11.4%	-11.6	-11.6

(3) Figures for the percentage of victims fatally and seriously injured (drivers involved in serious injury crashes only) in crashes where alcohol was a factor were derived from annual reports of 'The Alcohol-Crash Problem in Canada', published by the Traffic Injury Research Foundation.

PROGRAM ELEMENTS						
Jurisdiction	Education/ Awareness	Enforcement (role of policing)	Policy/ Legislation	Health Promotion	Linkages (among other agencies)	Research
AB		X			X	X
BC	X	X	X	X	X	X
MB	X		X		X	
NB	X	X			X	X
NL		X				
NS	X	X	X	X	X	X
NT	X					
NU	X	X	X	X		
ON	X	X	X	X	X	X
PE	X	X				
QC	X	X				X
SK	X	X	X	X	X	X
YT	X	X		X	X	
TC						

Program Elements:

BC - Operation Red Nose operated in 8 communities throughout BC. Program volunteers provided about 3,400 rides to drivers unfit to operate their vehicles. This program continues its growth in BC.

The Get Home Safe strategy includes promoting the concept of transportation alternatives after consuming alcohol. ICBC encourages people to take transit or a cab, call a friend or family member for a ride or appoint a designated driver.

Education & Awareness:

BC - Provincial campaign: Drinking Driving Counterattack

Three television ads and two radio ads have been created to raise audience awareness of the consequences of drinking and driving and police enforcement campaigns. The target audience is all BC motorists with a skew towards males 19-35. Produced by ICBC, this PSA campaign is made possible through free air time from the Broadcasters of BC. Current "When will you stop drinking and driving" TV and radio campaign began broadcasting on June 27, 2005 and will continue until November 30, 2006. "When will you stop drinking and driving" print execution was made available to regions for newspaper placements.

ICBC also produces several publications to help promote impaired driving awareness. Recently revised publications available at all ICBC locations and Autoplan brokers include: Drinking and Driving Penalties, Drinking Tree Poster, and Drinking and Driving Fact Sheet.

MB - MPI held an education and awareness campaign titled "Crash Course" at Red River College - an on-campus awareness event addressing impaired driving. This one-day event provided an opportunity for an interactive demonstration on impaired driving with high risk youth aged 18 to 24.

NB - TADD groups in many New Brunswick high schools deliver "Don't Drink and Drive" messages. Most high schools have a Safe Grad Program as well. The Department of Public Safety, the New Brunswick Safety Council, TADD groups and the law enforcement agencies of New Brunswick also participate in an initiative which involves the distribution Christmas cards with "Don't Drink and Drive" messages at schools, malls and at police road checks during the month of December.

In July of 2005 the New Brunswick Highway Safety Committee sponsored a "Don't Drink and Drive" province-wide radio campaign featuring two separate ads along the theme of "Make this a Summer You'll Remember."

The Department of Public Safety runs a radio ad campaign during the month of December aimed at reducing impaired driving.

NL - ATV presentations and awareness campaign.

NS - Cara Johnson Tour - visited high schools across the province delivering the "don't drink and drive" message based on her account of losing her twin sister in a collision involving alcohol. Nova Scotia is a leader in the implementation of a nationally recognized injury prevention initiative for teenagers, called PARTY (Preventing Alcohol and Risk-related Trauma in Youth. Much of the focus of this resource is on transportation related injuries related to impaired driving, lack of seatbelts, etc. Through a joint funding effort, Nova Scotia is using a DVD-based hybrid version of PARTY to reach a much larger audience of teenagers in the province. Funding was provided for the development and implementation of PARTY, as well as for research and evaluation as the initiative rolls out in high schools across Nova Scotia. This initiative is a valuable resource for young drivers, but also will hopefully have some impact on the parents of the target group, through discussions about the PARTY experience.

NT - Continuation of our awareness campaign, entitled "Its not worth it", for our new STRID program, which was implemented on December 1, 2004. The message was distributed through posters, folders, brochures, CDs, and advertisements.

NU – We are currently working on this issue.

ON - a) Continued delivery of the iDRIVE public education program to raise awareness among drivers under the age of 25 of the risks and consequences of aggressive and unsafe driving practices (including impaired driving). By the end of 2005, more than 2000 copies of this video presentation had been distributed to secondary school audiences across Ontario. iDRIVE was produced by the MTO in partnership with the Ontario.

Community Council on Impaired Driving (OCCID) and other stakeholders. The program is also supported by Public Service Announcements (PSA) featuring race car driver Paul Tracy and singer/songwriter Amy Nodwell.

b) New "Shut out Impaired Driving" PSA was produced and distributed to television and radio stations starting in Fall 2005. The PSA features Tie Domi of the Toronto Maple Leafs and is complemented by the distribution of posters and coasters to licensed establishments across the province. There has also been continued participation in a variety of community events across Ontario. These included high school education sessions, bar and residence owner liability information seminars and an "Alcohol and Off-Road Vehicles" workshop.

PE – SADD and Provincial Ad Campaigns.

QC - Post-secondary level: The Pare-Chocs program no longer exists.

General public: In 2005, a new French TV ad was broadcast using the same theme as in 2004: Think Ahead! If You Drink, You Can't Drive. At the scene of an accident, the camera closes in on the eyes of a handcuffed man sitting in the back seat of a police car. The man is obviously anxious. The camera backs up and reveals the same man wearing a happy expression, sitting in the back seat of a taxi. He had thought ahead. This ad, meant for all Québec drivers, targets men aged 25 to 44 particularly. An adapted radio version was broadcast during the same period throughout English-speaking stations.

Road safety intervention program for business firms: The road safety intervention program continued in 2005. Since its inception over 4,000 workers have visited the information and awareness-building kiosk on impaired driving.

A conference on impaired driving was also tailored to meet the needs of certain business firms. It is now available in the form of a quiz emceed by a SAAQ representative and a police officer.

The information kit titled "Party en toute sécurité!" meant for the host of an evening to make partying safe, is given to the representatives of the firms visited as part of the program.

Driving under the influence of pot – Raising the awareness of young people.

During the winter of 2005, the SAAQ participated in a pilot project initiated by the Association des intervenants en toxicomanie (AITQ). Financed by Health Canada, this project is intended to make young people of ages 16 to 25 in the Montérégie region aware of the effects of smoking pot on driving. Several tools were developed for that purpose, including a 16-page folder, a poster and a quiz. Workshops were held in a number of the region's secondary schools, and stands were put up in general and vocational colleges (CEGEPs). The campaign's slogan is "Si t'en roules un, roule pas l'autre."

In the fall of 2005, the AITQ obtained funding to launch phase 2 of the project, which is to extend awareness-raising to young people across the province. To that end, a training guide intended for resource people was developed. The SAAQ provided input into the guide's contents by producing information related to road safety. It will also take part in the training tour held from March to September 2006 and consisting of day sessions.

Driving services: The SAAQ has been the major sponsor of Operation Red Nose, an operation that is held once a year during the Holiday Season. To date, the SAAQ has invested approximately \$5 million in this volunteer driving service, including \$420,000 in 2005.

The SAAQ has also joined forces with Zero Tolerance, another driving service, and became its major partner with a grant totalling \$450,000, including \$150,000 for 2003, 2004 and 2005. Zero Tolerance is a non-profit organization that offers a safe ride year-round in several Québec regions.

In 2005, the SAAQ provided training it had developed on impaired driving in the workplace to those responsible for offering driving services at Operation Red Nose and Zero Tolerance.

SK - Continue to hold ad campaigns encouraging the public to “always plan a safe ride home”. Created a new TV ad to be used in ongoing ad campaign. Also do print ads in daily, weekly papers and other publications. Produced two new ads, one for use during the Christmas season and one that pay tribute to the designated driver.

YT - RCMP, Yukon Liquor Corporation, MADD and Transport services partnered for the month of December to provide "appreciation kits" to those drivers stopped in a check-stop, who were not impaired.

RCMP, Yukon Liquor Corporation and Transport Services partnered to produce a Holiday Hosting Calendar, with a message to "Drive Safe, Drive Sober". Calendars were widely distributed to motor vehicle offices, liquor stores and Territorial representative offices throughout the Yukon.

RCMP, Transport Services and Community Services partnered in October to produce an Impaired Driving Commercial, with a strong message to parents about the consequences of driving while impaired.

Transport Services placed a series of public service announcements (written and produced by local teens) on the air during May/June to promote "substance-free" Graduation.

Enforcement (role of policing):

AB - A calendar for provincial enforcement activities has been developed.

BC - A BC Association of Chiefs of Police Counterattack Campaign was scheduled in June, 2005 for 11 days. Additionally, a 4 week blitz was scheduled from December 2, 2005 to January 2, 2006 for the traditional Christmas Campaign.

NB - Special media and enforcement blitzes by RCMP, various municipal/regional forces did conduct a variety of public awareness road stops throughout the year along the theme of impaired driving.

NL - Greater focus on Snowmobile and ATV impaired driving.

NS - The Operation Christmas launch event was held November 30 and December 1, in Cape Breton. The event brought together RCMP, Municipal Police, EHS, Vehicle Compliance, and Sherrif Service officers together to participate in a coordinated checkpoint to raise awareness about impaired driving. Checkpoints continue throughout the month across the province.

NU – We are consulting with the Head of the RCMP in Iqaluit. The Senior Driver Examiner, who is responsible for convictions is currently working on short-term suspensions, considering the RSV 2010 initiatives.

ON - a) Ontario has continued to support the Reduce Impaired Driving Everywhere (RIDE) program by police services across the province with funding of \$1.2 million annually.

b) Ongoing support to police services and other road safety groups across Ontario to address unsafe driving behaviours. With MTO's assistance, the Ontario Provincial Police (OPP) can now retrieve licence plate and driver licence information directly from their cruisers. Receiving this information in a timely manner helps the OPP to apprehend drunk drivers and get them off the road immediately.

PE - Road side checks.

QC - Drug Recognition Experts (DREs)

In January 2005, the Québec committee on impaired driving invited the federal representatives of the DRE program to an information meeting to further discuss the issue. Following the meeting, it was agreed that the Ministère de la Sécurité publique du Québec would ensure provincial coordination of the DRE program.

In the fall of 2005, the Ministère de la Sécurité publique coordinated responses to an RCMP questionnaire intended to assess Québec needs with respect to DRE training. Moreover, steps have been taken to harmonize training provided to police officers on standard sobriety tests.

Lobby for increased police resources to help increase the perceived risk of apprehension.

STEP operations, as they used to be conducted, were not carried over in 2005. Instead, police implemented a new format. Henceforth, road checks will be made year-round without advance warning in the media.

SK - Enforcement Overdrive (sponsored overtime for impaired driving check stops) continued in three major SK cities (Regina, Saskatoon and Prince Albert) and was expanded to Estevan in June 2005. Light pens to assist police in carrying out the Horizontal Gaze Nystagmus Tests for SFSTs were purchased for enforcement.

YT - RCMP scheduled check-stops targetted impaired drivers and child restraint/seat-belt compliance.

Transport Services participated in full Policing review in 2005, initiated by the Dept. of Justice. TS took advantage of this review to lobby for increased policing resources to support one of the key sub-targets of STRID.

TC – Phase 1 of a Transport Canada and RCMP funded project to examine the Drug Recognition Program was completed.

Policy & Legislation:

BC - An alcohol ignition interlock program was introduced in Fall, 2005.

A mandatory assessment/rehabilitation program, the Responsible Driver Program came into effect June, 2005. This is the first time in BC that a rehabilitation program has been required by law before driving privileges are reinstated after certain drinking and driving offences. This was enabled by changes to the Motor Vehicle Act which came into effect June 15, 2005. This is a user pay program. Individuals who are referred to this program may still be required to have an Ignition Interlock installed.

MB - Changes to The Highway Traffic Act, came into effect July 1, 2005 which continue to build on Manitoba's efforts to make roads safer by getting tough on impaired drivers. Now, individuals caught impaired driving with a child under the age of 16 in the vehicle face more severe suspension sanctions:

- for a first conviction, five years rather than one year;
- for a second conviction, 10 years rather than five; and
- for a third conviction a lifetime suspension rather than 10 years
- for any subsequent convictions, lifetime suspensions will apply.

NS - Cabinet approved an Alcohol Ignition Interlock program. The program is currently under development and is expected to be in place by January 1, 2007.

On October 27 funding was announced that will enable police departments from across the province to upgrade their breathalyzer equipment.

NU - The MVD received approval to review and amend the MVA and Regulations, RSV 2010 initiatives will be implemented in the new legislation.

ON - Ontario is currently reviewing all aspects of drunk driving legislation that fall within provincial jurisdiction. The review will include looking at new motor vehicle licensing measures that would help reduce the number of repeat drinking and driving offenders.

SK - Started work on legislation change to impose a 15 day administrative suspension with a second 24 hour roadside administrative suspension (over .04) for experienced drivers.

Started work on legislation change for enforcement personnel to impose a 24 hour suspension for failing or refusing to do a Standard Field Sobriety Test.

TC – Provided commentary on the former Bill C-16 regarding investigative procedures to pursue a drug impaired driving case.

Met with Justice Canada and other partners to examine the .05 BAC limit and the ‘two drink’ issues.

Participated with STRID in the development of a new model for administrative .05 BAC roadside suspension legislation.

Health Promotion:

BC - The government of BC launched the B.C. Centre for Social Responsibility (BCCSR). It is a joint strategy led by the Ministry of Public Safety and Solicitor General in partnership with the ministries of Children and Family Development, Health, and Community Services. The Centre is located at the University College of the Fraser Valley (UCFV), and will research and evaluate programs that deal with addictions issues. The centre will co-ordinate this work with the Centre for Addictions Research of BC at the University of Victoria and its associated programs at the University of British Columbia, University of Northern British Columbia and Simon Fraser University. The BCCSR has developed a resource library that is available to professionals, service providers and the public, and an inventory of programs and services relating to alcohol misuse and problem gambling in B.C.

NS - Nova Scotia Health Promotion and Protection (NSHPP) is a valued partner of RSAC. As leaders in social marketing, NSHPP, have provided financial support and mentorship in the development of the upcoming social marketing campaign. NSHPP continues to promote that "injury is no accident," using every opportunity to explain that almost all injuries, including motor vehicle collisions, are predictable and preventable.

NU - The MVD will consult with the Nunavut Health Organization on Health Promotions.

ON - MTO participated and assisted with the annual Ontario Injury Prevention Conference held in Toronto. The primary focus of the conference was road user safety. Workshops on impaired driving were included in the program.

SK - The P.A.R.T.Y. (Prevent Alcohol Related Trauma in Youth) program was held in high schools around the province, with different areas of the Health Regions taking part in the program.

YT - Dept. of Health provided students with health promotion materials to support a Safe Grad.

Linkages (among agencies):

AB - Operation Red Nose has joined the Provincial Impaired Driving Committee. Operation Red Nose has been now adopted by Kiwanis group with plans to expand Operation Red Nose to more areas of Alberta.

BC - The Impaired Driving Education and Awareness Committee with membership from government, ICBC, police and non-profit and private sector shares information on programs tailored for combating Drinking and Driving.

MB - In addition to the tougher sanctions, a new Crown policy instructs prosecutors to seek higher sentences from the courts for impaired drivers with child passengers and a new protocol is being finalized that would requires police to report incidents of impaired driving with child passengers to child and family services agencies.

Manitoba Justice's Family Law in Manitoba guidebook and website has also added a section alerting separated or divorced parents to the peril of an impaired parent who drives with their children as passengers and how to deal with the issue through court-enforced conditions of child access.

In addition, Manitoba Justice will run a three-year pilot project to assess the use of a community or restorative justice approaches for HTA offences resulting in death. The project will establish a process for drivers who have committed an HTA offence resulting in death and the victim's family to meet face to face to discuss the harm that has been caused and attempt to develop a disposition that may be in addition to other sanctions.

Services under the Victim's Bill of Rights will also be expanded to include victims of HTA offences causing death so they will be advised of relevant court proceedings and consulted before the Crown takes a position on sentencing.

NB - The New Brunswick Highway Safety Committee, the vehicle by which Road Safety Vision 2010 is supported, recognises the importance of creating close links with such agencies as the New Brunswick Medical Society, New Brunswick Safety Council, Insurance Bureau of Canada, NB Liquor Corporation, law enforcement agencies, Atlantic Provinces Trucking Association, University of New Brunswick and a number of government departments such as Transportation and Health.

- NS - As part of Operation Christmas, Aliant and the Nova Scotia Liquor Corporation sponsored 10 000, 20 minute phone cards that were distributed at checkpoints throughout December. The cards were given out to encourage motorists to not to drink and drive and to plan ahead for a safe ride home.
- ON - Each year, MTO works with partners such as OCCID, MADD Canada, Ontario Students Against Impaired Driving, SMARTRISK, Ontario Federation of Snowmobile Clubs, public health units and police services across Ontario on a wide range of public education, marketing and research initiatives.
- SK - Continue to work with Students Against Drinking and Driving, local MADD chapters, health region people, and other community agencies.
- YT - An Impaired Driving Prevention Coalition team was established in the Fall of 2005. This coalition team is representative of both government and non-government members with a strong focus on Education/Awareness, intervention/prevention and enforcement. This partnership/linkage provides an opportunity to look at a more unified approach when dealing with the overall theme of impairment.

Research:

- AB - Alberta Infrastructure and Transportation entered in a contract with the Alberta Centre for Injury Control and Research to assist in developing research into designated drivers in rural areas and for developing countermeasures involving community resources to strengthen anti drinking and driving. This document can be accessed at www.saferoads.com.
- BC - Published research paper: Sleepiness among night-time drivers: relationship to blood alcohol concentration and other factors, Wilson, RJ, Fang, M, Cooper, P and Beirness, D. Traffic Injury Prevention, 2006, 7, 15-22.

The following is a list of studies currently being undertaken at the BC Centre for Social Responsibility:

Impaired Driving

This study will look at ways to decrease alcohol related traffic accidents, injuries and death and reduce the incidence of impaired driving. The study will attempt to identify which justice system outcomes produce the best effects on accidents and impaired driving recidivism.

Late Night Closures

This study is evaluating the extent to which patrons are leaving drinking establishment with earlier closing hour and driving to adjacent communities to continue drinking.

- NB - The Department of Public Safety continues to research and review all programs related to highway safety.
- NS - In an effort to define the priorities for a social marketing campaign, RSAC commissioned a report from TIF. The report identified impaired driving as one of three priorities and detailed males aged 20-35 as a focus for the campaign. The campaign will be developed and rolled out in 2006.
- ON - MTO provided MADD Canada with data for a new study that will examine the involvement of suspended drivers in fatal and injury collisions in Ontario. The results of this study will help MTO

decide the nature of further initiatives that may need to be explored or undertaken to combat drunk driving.

QC - Production of a publication on driving-related offences and penalties entitled "Les infractions et les sanctions reliées à la conduite d'un véhicule routier, 1995-2004."

SK - Carried out Child Occupant Restraint use survey in Fall 2005.

TC – In partnership with STRID, sponsored TIRF's updating the alcohol impaired driver fatality database and the drug fatality data base.

Applied for new emerging TEAM grant money from CIHR to form a national team called the Canadian Drug and Alcohol Road Research Team (CANDDARRT).

5.0 RURAL ROAD SAFETY

Principal Problems:

Initiatives carried out in support of the rural roads sub-target since the Road Safety Vision initiative was renewed have been successful in reducing casualties over the average numbers that resulted during the 1996-2001-baseline period. In 2004, the number of fatalities and serious injuries that occurred on rural roads decreased by 10.6% and 8.2%, respectively. Notwithstanding these improvements, the number of serious casualties that occur as a result of collisions on rural roadways continues to be very high. In 2004, almost 46% of all road users that died in traffic collisions and more than 31% of those seriously injured were victims of crashes that occurred on undivided rural roadways with posted speed limits of 80-90 km/hr.

A CCMTA report entitled Rural Road Safety in Canada, Traffic Safety Trends and Recommended Strategies, which was prepared by Transport Canada, found that multiple risk factors were associated with many fatal crashes. For example, among drivers killed in single vehicle crashes: almost 45% had been drinking; more than 35% were speeding; and more than 50% were unbelted (70% among light truck drivers). Among drivers killed in head-on crashes: almost 75% committed driving infractions; more than half were unbelted; more than 25% had been drinking; and more than one-third occurred on curved sections of rural roadways.

The results of Transport Canada's national occupant restraint use surveys that are carried on alternating years in urban and rural communities show that while the disparities in usage rates are decreasing between urban and rural motorists, a number of differences still exist. Seat belt use on rural roads was 4.2 percentage points lower than the level of use in urban areas. The largest disparity was found among occupants of pickup trucks, whose seat belt usage rate was 5.7 percentage points lower than occupants of pickup trucks in urban communities. Restraint use among all age groups of drivers on rural roads was also noticeably lower than the seat belt usage rates of the same age groups of drivers on urban roads.

Principal Strategies:

In 2005 the CCMTA Board approved the creation of the Rural Road Safety (RRS) Task Force. The primary mandate of this new task force will be to assume ownership of and responsibility for achieving the goal of the rural roads sub-target (40% reductions in fatalities and serious injuries on rural roads) of the RSV 2010 initiative. Task force membership has been extended to CCMTA members as well as representatives of the Transportation Association of Canada where the emphasis of intervention efforts is on incorporating road safety into road maintenance and new road construction. The Rural Road Safety Task Force is currently developing a jurisdictional survey to ascertain successful measures currently in place as well as those being developed to enhance rural road travel.

Research activities that were carried out in selected jurisdictions to facilitate the development of strategies in rural areas included: the development of a rural intersection safety handbook that includes low-cost and easy to implement countermeasures; research into designated drivers in rural areas; analyses of regional seat belt use survey results to develop plans and target high-risk groups; the development of a strategy to manage human-wildlife conflicts; and research into minimum age requirements for ATV use.

Rural seat belt/child restraint use surveys/strategies that took place in selected jurisdictions included: police agencies throughout rural Canada working closely with jurisdictional agencies to promote and enforce seat belt and proper child restraint use; and conducting child restraint use clinics in remote communities.

Selected jurisdictional public education and marketing strategies included: an Aboriginal occupant restraint use campaign that sought to increase restraint use both on and off reserve; conducting roll-over simulator presentations at rural community events; developing and delivering PSAs and public awareness programs regarding the danger of collisions with wildlife, driver fatigue and poor driving conditions;

training technicians for the National Child Passenger Safety Training Program; and conducting numerous child restraint use education and inspection clinics.

Jurisdictional enforcement and awareness initiatives included: requirements for ATV operators who drive on the shoulders of provincial highways to wear approved helmets and not carry passengers; conducting a variety of jurisdictional road checks related to seat belts, speed and impaired driving; carrying out provincial contests promoting safe driving where police officers distributed contest ballots to drivers demonstrating safe driving techniques; and erecting new road signs to warn motorists of bison hazards.

Sub-target: A 40% decrease in the number of road users fatally or seriously injured on rural roadways.

Change in Total Road Users Killed and Seriously Injured on Rural Roadways							
	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996- 2001 baseline average	2002-2004 percent change over 1996-2001 average
Killed	1,421	1,410	1,261	1,270	853	-10.6	-7.6
Seriously Injured	6,264	5,949	5,740	5,753	3,758	-8.2	-7.2

PROGRAM ELEMENTS				
Jurisdiction	Research	Rural Seat Belt/Child Restraint Use Survey/Strategy	Public Education/ Marketing	Enforcement/ Awareness
AB				X
BC	X		X	X
MB	X		X	X
NB			X	X
NL				X
NS			X	X
NT			X	X
NU				
ON	X	X	X	
PE	X	X	X	
QC				
SK		X	X	X
YT		X	X	X
TC				

Program Elements:

Research:

AB - Alberta Infrastructure and Transportation entered in a contract with the Alberta Centre for Injury Control and Research to assist in developing research into designated drivers in rural areas and for

developing countermeasures involving community resources to strengthen anti drinking and driving. This document can be accessed at www.saferoads.com.

BC - ICBC seat belt surveys were conducted in three of five regions in 2005, focussing on the regions with the lowest wearing rates in the province. Analysis of the data gathered allowed identification of the specific problem areas and groups. The information will be useful for plans to increase wearing rates for those regions and target groups. *(Note this item also appears under Occupant restraints)*

ON - a) In 2005, Ontario initiated the development of a strategy to manage human-wildlife conflicts in rural Ontario. A component of that strategy was the development of a more specific approach to resolve human-deer conflicts in southern Ontario. These conflicts may result in the injury of vehicle occupants. Both initiatives were developed as part of a collaborative approach involving several provincial Ministries and a diverse group of interested stakeholders. MTO is actively involved in the Human-Wildlife Conflict Prevention Interministerial Initiative.

b) The Ontario Road Safety Annual Report 2003 was released. It provides an overview of road safety statistics such as frequency of motor vehicle collisions by class and number of traffic fatalities and injuries for all Ontario municipalities, on the county or district level. This provides any reader of the report with statistics on collisions in rural areas of the province.

c) MTO continued to work with a broad range of stakeholders to improve the safety of All-Terrain Vehicles (ATVs) operators. MTO proactively took steps to require the driver of an ATV on the shoulder of a provincial highway to satisfy minimum licensing and safety conditions such as using an approved helmet and not carrying passengers. MTO continued as an active member of the Ontario Trails Strategy ATV Committee. MTO is also examining other issues such as the minimum age for off-road vehicle operators.

In August/September 2005, MTO provided an expert witness for a Coroner's Inquest. The inquest looked into the death of a seven-year-old boy who was killed while operating an ATV on a municipal road.

PE - Seat belt survey.

TC – TC is funding research for the development of a rural intersection safety handbook. The objectives of the research include identifying rural intersection problems, using Canadian data; selecting low-cost and easy to implement countermeasures or programs; presenting the safety improvements in a before and after format to demonstrate the benefits associated with the countermeasures; and recommending and implementation strategy.

Rural Seat Belt/Child Restraint Use Survey/Strategy:

ON - a) Ontario continued to work with police and other stakeholders to reinforce the importance of buckling up properly.

b) The Fall seat belt campaign from September 16 - October 2, 2005, focused on the importance of booster seat use for children who are too big for child car seats but too small for seat belts and raising awareness about the occupant restraints requirements of the new law, Bill 73.

PE - Seat belt / child restraint surveys.

SK - Use NORP strategy and best practices information.

YT - Two child restraint clinics were done this past year in the communities of Dawson City and Watson Lake. Our goal is to reach more communities in the next few years.

Public Education/Marketing:

BC - The Aboriginal Occupant Restraint Campaign in November focused its efforts on increasing seat belt and child restraint awareness both on and off reserve, addressing aspects of low seat belt usage by a population predominantly in rural BC. *Note: This item also appears under Occupant Restraint*

MB - In 2005, Manitoba Public Insurance conducted popular roll-over simulator and air bag demonstrator presentations to many different audiences of Manitobans through out the province primarily at rural fairs and events.

NB - Department of Public Safety, with the assistance of the N.B. Medical Society and input from the New Brunswick Highway Safety Committee, completed a brochure warning of the dangers of driver fatigue "Asleep at the Wheel: Driver Fatigue can Kill." The brochure was distributed to enforcement agencies in the province, doctors, insurance brokers, the general public through SNB locations and other interested groups.

Message pertaining to impaired driving "Fatigue Kills" was placed on registrations and driver's licence renewal envelopes.

NS - The RCMP in the Atlantic Region and ING insurance formed a partnership that resulted in the purchase of a rollover simulator. Ford Canada is sponsoring the transportation and storage of the unit at dealerships across the region. The simulator was unveiled in Salt Springs, NS at an elementary school. Students were taken through a demonstration by the school liaison officer and were sworn-in and presented with certificates, as "Seatbelt Sherrifs." The simulator is an effective tool to demonstrate the importance of wearing seatbelts and is available for events across the region.

The Department of Health Promotion & Protection has launched a parents campaign with one of the priorities being child restraints (www.momsanddads.ca). They have made rural Nova Scotia a priority in this campaign and have been targeting rural and regional media.

NT - A Bison Awareness Campaign was conducted to alert motorists to the dangers posed by these large animals when they are on or near the highway; the message was delivered through radio advertisements.

ON - a) MTO staff worked with several Ontario communities to develop local public education programs to raise awareness of the dangers of collisions with wildlife, driver fatigue, poor driving conditions, and various other road safety topics.

b) In Fall 2005, MTO began distributing a new "Watch for Wildlife" brochure containing facts about wildlife collisions and how to avoid them.

PE - "Click it or Ticket" campaign.

SK - In 2005 the focus of our child restraint education was booster seats. A TV commercial was produced to inform transporters of children that booster seats should be used until the child is 8 years old. Throughout the summer, child restraint clinics were held all over the province with a booster seat draw at each clinic. The clinics were advertised through print ads, radio ads and, where applicable, radio remotes.

Technician trainings for the National Child Passenger Safety Training Program were held in locations all over the province. SK currently has 226 technicians trained.

In November 2005, SK acquired a rollover simulator to use as a tool in the rural parts of the province, to encourage people to buckle up on every trip. The simulator didn't hit the road until 2006.

YT - Posters were placed in the nursing stations in the communities promoting child restraint inspection clinics that were being organized. Information packages, brochures, pamphlets etc were provided to the public.

"Driving Yukon Highways" information brochures, were widely distributed throughout the Territory including all tourism outlets. The brochure includes safe driving tips as well as information on designated rest stops and construction zones along the highway.

Enforcement/Awareness:

AB - Other: Planning and detailed design activities are underway for the construction of the first Alberta rural roundabout at the junction of two provincial highways (highway 8 and 22 west of Calgary). Enhanced safety is expected.

BC - In November, 2005, an Unsafe Speed & Relative to Road Conditions Campaign lasted for 10 days.
Note: This item also appears under Speed and Intersection safety.

NB - Various municipal/regional forces and the RCMP conducted a variety of public awareness road checks throughout related to seat belts, speed, impaired driving.

MB - During Road Safety Week, Manitoba Public Insurance held a province-wide contest encouraging safe driving behaviour. Our police partners, through out the province, distributed contest ballots to drivers demonstrating safe driving techniques. Contest prizes included a 2-year car lease for a 2005 Honda Civic with vehicle insurance, gas vouchers and several smaller prizes.

NL - Awareness brought about by the medical community and NORP model legislation.

NS - Most initiatives undertaken by the province reach the rural audience, as the province is rural by nature. Checkpoint are operated province-wide and are implemented by RCMP in rural Nova Scotia.

NT - New road signs were erected on Highway 3 warning drivers of Bison hazards in the vicinity.

SK - Many of the trained technicians are enforcement personal. Enforcement will be key in touring the rollover simulator around the province. Continue to work with enforcement to target rural areas to encourage seat belt use.

YT - RCMP detachments across the Territory continue to monitor seat-belt/child restraint compliance in the communities. Monthly statistical records are sent to head detachment for review and analysis.

6.0 VULNERABLE ROAD USERS

Principal Problems:

Vulnerable road users include pedestrians, motorcyclists and cyclists. Collectively, they account for approximately 20% of fatally and seriously injured road users each year. A number of problem areas exist among this group of road users. Vulnerable road user safety is the only area targeted under Road Safety Vision 2010 where the numbers of road users killed and seriously injured have increased over 1996-2001 baseline totals (1.0% and 2.6%, respectively). However, it must be pointed out that the increased number of casualties among vulnerable road users is entirely attributable to dramatic increases in the number of motorcyclists killed and seriously injured. During 2004, motorcyclist fatalities and serious injuries were (31.0% and 27.6% higher, respectively, than comparable figures during the 1996-2001-baseline period. It must also be pointed out that the number of motorcyclists registered also increased by a similar amount during this period (by 31.4%).

Alcohol use continues to be a major problem among fatally injured pedestrians, as a minimum of 25% of those that were killed during 2004 after being struck by motor vehicles tested positive for alcohol. Conspicuity is also a contributing factor for pedestrian casualties, as more than 55% of fatalities and more than 40% of serious injuries occurred at night or in artificial lighting conditions. Urban streets are the site for more than two-thirds of vulnerable road user fatalities and more than 90% of serious injuries. Adhering to the rules of safe road use is also a major problem. Overall, 50% of all pedestrians killed or seriously injured were deemed to be at fault.

Among fatally injured motorcyclists, alcohol use is also a major problem. During 2004, more than 24% of motorcyclists that died in crashes and who were tested for the presence of alcohol had been drinking prior to the collision. Intersections are particularly dangerous for motorcyclists, where almost 40% of fatalities and more than 45% of serious injuries among motorcyclists occurred. Both urban and rural locations are equally dangerous for motorcyclists, as a fairly similar distribution of victims were killed and seriously injured on urban and rural roads.

Among fatally or seriously injured cyclists, intersections (39% of fatalities and 64% of serious injuries) including those with traffic controls (30% of fatalities and 38% of serious injuries) are areas of concern. The majority of cyclist fatalities and serious injuries occur in urban areas (56% and 85%, respectively).

Principal Strategies:

The vulnerable road user task force, which was created in 2004, has assumed responsibility for developing national strategies aimed at improving vulnerable road user safety as well as to meet or exceed the quantitative sub-target objective of Road Safety Vision 2010 for pedestrians, motorcyclists and cyclists. Its mandate is to identify the magnitude and characteristics of the vulnerable road user (pedestrians, cyclists and motorcyclists) problem in Canada as well as to identify and report on successful jurisdictional strategies/programs/initiatives currently in place, which address vulnerable road user issues that could be implemented on a national scale.

A number of jurisdictional activities that focused on research, education and awareness, enforcement and road infrastructure initiatives were undertaken to improve the level of safety for vulnerable road users.

Selected jurisdictional research activities included: new legislation that doubles fines for speed violations related to passing police vehicles, fire trucks, ambulances, tow trucks and workers at road construction sites; carrying out research on moped crashes and introducing new restricted licence for limited-speed motor scooters and motor-assisted bicycles; and amending a statute pertaining to pedestrian safety by increasing fines or suspending driver licences for repeat offenders who speed in school zones or at pedestrian crossings.

Jurisdictional education and awareness activities included: multimedia information awareness campaigns that highlighted changes to existing legislation or introduced new legislation, which focused on tougher sanctions for violating new measures aimed at improving pedestrian safety; pedestrian safety PSAs asking both drivers and pedestrians to be focused and to respect the rights of others; developing pedestrian safety tips for primary school children; PSAs promoting the use of helmets for cyclists; developing new or revising existing safe cycling guides; conducting pedestrian safety presentations to seniors' organizations and associations; making children aware of the need to be seen at night and in particular on Halloween; posting games on web sites that teach children the rules of the road as pedestrians; teaching activities and competitions on knowledge of cycling safety rules for children aged 6 to 12 years; dedicating a week to cycling safety and activities (e.g. rodeos, helmet fitting, colouring contests) with broad-based promotion among schools and health regions; and providing funding to expand motorcycle safety courses in metropolitan areas.

Jurisdictional enforcement activities included: check stops targeting cyclist helmet enforcement and motorists to make them aware of other road users; campaigns focused on pedestrian safety that targeted motorists, cyclists and pedestrian offenders; campaigns focusing on safe cycling behaviour, which resulting in citations being issued to both cyclists and motorists who commit infractions; and using soft enforcement by promoting the rules of the road on key cycling websites in order to promote compliance.

Road infrastructure/standards improvements that were introduced in selected jurisdictions included: the installation of audible indicators on traffic signals at selected urban locations on the provincial highway system; and designing guidelines and standards that municipalities can use when planning road infrastructure that meets safe cycling and safe pedestrian use requirements.

Sub-target: A 30% decrease in the number of fatally or seriously injured vulnerable road users (pedestrians, motorcyclists and cyclists).

Change in the Number of Vulnerable Road Users Killed and Seriously Injured In Crashes							
	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996-2001 baseline average	2002-2004 percent change over 1996-2001 average
Killed	614	603	600	620	430	1.0	-1.0
Seriously Injured	3,577	3,466	3,300	3,668	2,504	2.6	-2.5

PROGRAM ELEMENTS				
Jurisdiction	Research	Education/ Awareness	Enforcement	Road Infrastructure/ Standards
AB	X	X	X	
BC		X		
MB		X		X
NB		X		
NL				
NS		X	X	
NT				
NU	X	X	X	X
ON	X	X	X	X
PE				
QC		X	X	X
SK		X		
YT		X	X	X
TC				

Program Elements:

Research:

AB - Effective October 31, 2005, new legislation makes it safer for police officers, firefighters, ambulance workers, tow truck operators and construction workers on Alberta's roads.

Motorists must slow to 60 km/h, or less if the posted speed is lower, when passing emergency vehicles or tow trucks stopped with their lights flashing. Fines for speeding in these areas will be doubled.

In construction zones, motorists must observe the posted speed. When workers are present, fines for speeding in these areas will be doubled.

NU – We are currently working on this issues.

ON - a) Moped Safety: Ontario's most recent statistics show that even though mopeds represent a small number of vehicles on the road, they are over-represented in crashes. In 2002-03, injury-causing collisions involving mopeds increased by 33% and these vehicles were three times more likely to be involved in collisions than motorcycles.

b) Pedestrian Safety: Ontario promotes walking as an environment-friendly mode of transportation that can be used for both travel and exercise. However, Ontario research shows that in traffic collisions involving pedestrians and motorists, the pedestrian is highly likely to sustain an injury.

c) Legislation: To improve moped driver safety, Ontario introduced a new restricted Class M2 licence for limited-speed motorcycle (motor scooter) and motor-assisted bicycle (moped) drivers effective November 28, 2005. Now, both motor scooter and moped drivers will be required to demonstrate their skills on the type of vehicle they intend to drive, and will only be licensed to drive vehicles of this type.

To improve pedestrian safety, Ontario enacted The Transportation Statute Amendment Act, 2005, which provides for increased fines and driver licence suspensions for repeat offenders who speed in school zones and pedestrian crossings, doubles the fines for speeding in construction zones when workers are present and clarifies the rules for school crossings. This law incorporated Private Member's Bill 142 which amended the Highway Traffic Act to expand the function of school crossing guards to direct the movement of all persons across a highway not just the movement of children. PMB142 had received Royal Assent on June 13, 2005. These measures are designed to enhance the protection of pedestrians.

TC – TC drafted two surveys, one for the road safety community and the other for the police community to assess programs and policies related to vulnerable road users.

Education/Awareness:

AB - Radio and newspaper ads were developed to introduce the Public to this new legislation. There was a fall information and awareness campaign that introduced the legislation. Emphasis was placed on the emergency vehicles and tow trucks. A spring campaign will take place at the start of construction season and emphasis will be placed on construction zones and minor emphasis on the emergency vehicles and tow trucks. Awareness will consist of radio, newspaper, TV, bill boards, posters and bus shelter ads. The saferoads website will continue to provide information with respect to these issues.

BC - A pedestrian radio tag sponsorship campaign was launched in the month of November, focused on both pedestrians and drivers. Pedestrians were encouraged to "Walk Safe" and drivers were reminded to "Stay Focused on the Road"

A provincial motorcycle safety campaign, "Let's Make A Deal", was launched to support May is Motorcycle Awareness Month. The message reminded motorists that motorcycles were back on the road and they both drivers and riders need to watch for each other at intersections. Campaign materials included radio ads, a print ad, and a mini-poster.

MB - Manitoba Healthy Living conducted a multi-faceted public education and awareness campaign on bike helmets in the summer of 2005 called "Protect your Noggin". This promotional campaign was created in response to the Healthy Kids Healthy Task Force report - as one of the recommendations was to provide more education to the public about the importance of wearing a bicycle helmet.

The campaign featured a 6-week television, radio and print media campaign as well as bus shelters and bus boards. The campaign ran from August to September and a website was launched with info - <http://www.gov.mb.ca/healthyliving/bikehelmet.html>

NB - Bicycle safety information and bicycle rodeo kits are posted on the Department of Public Safety web-site.

NS - Revised, produced and distributed Bicycle Book and Nova Scotia Bicycle Safety brochure and Pedestrian Safety is No Accident brochure.

RSAC supported an advertising initiative by the Halifax Regional Municipality that aimed at reducing conflicts at crosswalks.

NU – We are currently working on this issue.

ON - a) MTO continued support of pedestrian safety campaigns that are developed and delivered by MTO road safety stakeholders and partners.

b) MTO continued the distribution of the Safe Cycling Guide, which includes safety tips for cyclists, safer routes of travel for cyclists and additional cycling information.

QC - 1. Provincial issue table on pedestrians.

In February 2005, the city of Montréal police (SPVM) set up a working committee that was directed to take stock of issues pertaining to pedestrians in the province, especially in Montréal, and to develop an action plan to improve pedestrian safety. The SAAQ was invited on the committee by the SPVM, along with a number of other partners, including other law enforcement services and government departments and agencies.

2. Production of a folder "Piéton et conducteur : Vigilant pour la vie" on traffic rules for pedestrians and drivers.

3. Distribution of the new leaflet "Chemin faisant" containing safety tips for primary school children.

For nearly 10 years now, the Société has been providing the primary schools of the province activity folders on road safety (pedestrians, cyclists and bus transportation). Activities are suggested to teachers. A calendar suggests the best time of year to carry these out.

4. Presentations, on request, on pedestrian safety and other road safety issues in fifteen municipalities. The Société answers request for such presentations from different senior organizations and associations.

5. Halloween campaign

In October, police officers met with school children to make them aware of the importance of being seen and especially prudent on Halloween evening, an evening where police officers are out patrolling in greater numbers.

6. Games were posted on the SAAQ's Web site to teach children the road safety rules they must know as pedestrians.

Information/awareness (general public)

- Intranet briefs and Internet updates.
- Participation in the Info-Vélo shows in Montréal and Québec City.
- Distribution of a safety guide to cyclist clubs.
- Message in cycling publications (Vélo Mag).
- Three releases during the cycling season (daily newspapers).
- Article in Info-SAAQ (newsletter included with renewal notices).
- Partnership with patrol officers (Vélo-Sécur) to inform cyclists of safety rules on bicycle paths.

School campaign

- Teaching activities and competition on knowledge of cycling safety rules for children ages 6 to 12.
- Awareness program in cooperation with the police for children in schools, parks, and day camps.
- Awareness program in cooperation with Vélo-Sécur patrol officers in secondary schools.

SK - A week dedicated to Bike Safety is declared in May and promoted among schools, health regions and police. Numerous activities such as bike rodeos, helmet fittings, colouring contests were held in communities all over the province. Provided funding to communities through the Community Grants Program to help offset the cost of these projects.

Ran a bike helmet campaign, consisting of radio, close-caption TV, and posters in fall of 2005, to encourage cyclists to wear helmets.

Provided funding to the Saskatchewan Safety Council to expand motorcycle safety courses to communities outside of Regina and Saskatoon.

YT - A series of public service announcements were developed and speak to the need of respecting the rights of other road users; in particular, safe interaction between vehicles, cyclists and pedestrians.

Bicycle Safety Committee was established last April - includes partnerships with the City of Whitehorse, RCMP, Cycling association, Engineering and Transport services. City of Whitehorse now houses a "safe cycling" website with appropriate safety tips and information on sharing the road.

Enforcement:

AB - Police have been enforcing as required.

NS - Checkpoints in May targeting motorists to be aware of other road-users and targeted helmet enforcement.

Legislation was passed that will see speeding fines doubled in school zones (effective Sept 1/06) and in work zones (effective Jan 1/07).

NU – We will consult with the Head of the RCMP for Nunavut in Iqaluit on this issue.

ON - a) The Ministry of Community Safety and Correctional Services is investing \$35 million a year to help municipalities hire 1,000 new police officers to boost enforcement. In Ontario the police enforce the Highway Traffic Act..

b) March 2005, police conducted a one-week education and awareness campaign called, “Smart Ped”, targeting motorists, cyclists and pedestrian offenders. Tickets were issued to pedestrians for disobeying traffic controls, failing to use a crosswalk and interfering with traffic. Motorists were also ticketed for failing to yield to pedestrians. An emphasis was placed on pedestrian safety and observance of rules of the road.

c) June 2005, police conducted a two-week enforcement blitz code-named "Cycle Right" focussing on safe cycling behaviour in a bid to eliminate collisions involving bikes and motorists

that occur each year. According to Police Traffic Services, cyclists themselves contribute to collisions by not observing the rules of the road. The police also targeted drivers whose actions endanger cyclists and pedestrians.

QC - Operation "Bon pied, bon œil"

In recent years the SAAQ has been supporting local and regional campaigns in which numerous community-based partners are actively involved. An example of this is operation "Bon pied, bon œil" organized by the city of Sherbrooke in 2005. The campaign intended for both pedestrians and motorists underscores the need to abide by traffic rules at pedestrian crossings. It is conducted on two levels (awareness building and police control), the single focus of which is adopting strategies to improve safety for all users.

YT - Cyclist: rules of the road were posted on key cycling websites, as well as City of Whitehorse. RCMP chose "soft enforcement" for this cycling season in order to promote compliance.

Road Infrastructure/Standards:

MB - Manitoba Transportation continued with its initiative to install audible indicators on its traffic signals at urban locations on the provincial highway system. Audible signals have been installed at 31 intersections in communities throughout Manitoba.

Manitoba Transportation and the City of Brandon have initiated a study to develop a Brandon Area Road Network Development Plan that will establish future road and street development requirements for the City of Brandon including the requirements for the provincial highway system within and adjacent to the City.

The study includes an overview of safety related issues including rail safety, pedestrian safety, and cyclist safety in the study area; and identification of areas of critical safety concern. All intersections within the City will be assessed to identify existing and potential safety issues. It is anticipated the assessments will be completed by August 2006.

NU - The Director of Motor Vehicles has discussed with Nunavut Senior Municipal Officials on the infrastructure of Nunavut roads.

ON - a) A significant amount of cycling and walking in Ontario is done in urban environments on roads that are under municipal jurisdiction. Municipal governments plan and build bicycle trails and lanes and sidewalks for pedestrians. However, MTO takes into consideration cycling needs when undertaking overall provincial transportation planning. MTO also has design guidelines and standards that municipalities may use in planning their own road infrastructure. Ontario makes funding contributions towards municipal programs through the overall annual budgetary process.

QC - The Ministère des Transports du Québec and the Route verte continue.

YT - More planning is being done to ensure road infrastructure meets safe cycling requirements.

7.0 YOUNG DRIVERS/RIDERS

Principal Problems:

Young motor vehicle drivers or motorcycle riders, aged 16-19 years, are consistently over-represented as victims of traffic collisions. During 2004, they accounted for slightly less than 5% of the licenced driver/rider population, but almost 10% of fatally injured drivers and more than 10% of those that are seriously injured. In spite of the zero BAC restrictions inherent to the graduated licencing programs in place in 11 Canadian jurisdictions, 35% of 16-19 year old fatally injured drivers or riders had been drinking or were impaired prior to crash involvement. More than 36% of fatally injured young motor vehicle operators and almost 17% of those seriously injured were unrestrained at the time of collision occurrence. Not surprisingly, young drivers aged 16-19 years are considerably more likely to be killed per billion kilometres travelled than other age groups. Their fatality rate is seven times higher than the death rate for the entire driving population.

In spite of all these negative statements about young drivers, it must be pointed out that of all the areas targeted under Road Safety Vision 2010 during 2004, the young drivers/riders sub-target experienced the largest reduction in fatalities over the baseline figure, on a percentage basis, and the second largest decrease in serious injuries over the baseline toll.

Principal Strategies:

Strategies carried out by Canadian road safety stakeholders to reduce young driver casualties focus on enforcement and awareness, legislative and public education and marketing initiatives.

Enforcement and awareness initiatives carried out in selected jurisdictions during 2005 included: the development of a brochure that specifies the conditions and restrictions for learner and probationary stages of GDL programs as well as the inclusion of the summary of the advanced road test; reviewing best practices and the latest research worldwide; presentations of the GDL program to traffic services in jurisdictions where the program was introduced; and enhancing GDL programs in jurisdictions where the programs already exists.

Legislative initiatives introduced in selected jurisdictions during 2005 included: the introduction of graduated licencing programs in two jurisdictions, bring to 11 the total number of Canadian jurisdictions with GDL programs; the requirement for an advanced road test before exiting the probationary phase of the GDL program to become fully licenced; the introduction of tougher sanctions for impaired driving; the enactment of legislation to protect youth that includes restrictions on the number of young passengers that teen drivers in the GDL program can carry between midnight and 5 a.m.; and make vehicle owners liable when their vehicle illegally passes a stopped school bus regardless of who is driving the vehicle.

Jurisdictional public education and marketing efforts introduced to educate young drivers included: developing a driving experience teacher's guide, activity booklet and brochure to educate teens about the requirements and restrictions, including revisions of GDL programs; reviewing motorcycle licencing policy and standards to make recommendations to enhance rider safety; running a public awareness campaign the focused on the consequences of driving at unsafe speeds, not wearing seat belts and drinking and driving; participating at awareness raising events at high schools; developing a new interactive version of the PARTY program, which takes high-school aged youth on a life-like journey designed to reduce alcohol-use related injuries; and continuing the delivery of a public education program to secondary school audiences and drivers under 25 years of age that aim to raise awareness of the risks and consequences of aggressive and unsafe driving practices, including impaired driving and speeding and to build a social consensus against these risky behaviours.

One jurisdiction conducted research on risk taking and driving skills among new drivers.

Sub-target: A 20% decrease in the number of young drivers/riders (those aged 16-19 years) killed or seriously injured in crashes.

Change in Young Drivers/Riders (Aged 16-19 Years) Killed and Seriously Injured							
	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996-2001 baseline average	2002-2004 percent change over 1996-2001 average
Killed	161	148	157	139	129	-13.6	-8.0
Seriously Injured	1,199	1,145	1,129	1,057	959	-11.9	-7.4

Jurisdictions With Graduated Licencing Programs

Jurisdiction	Graduated Licencing Program	Implementation Date
AB	Yes	May 2003
BC	Yes	August 1, 1998
MB	Yes	Jan 2003
NB	Yes	Jan 1996
NF	Yes	Jan 1, 1999
NS	Yes	Oct 1, 1994
NT	No	2005
NU	No	N/A
ON	Yes	April 1, 1994
PE	No	N/A
QC	Yes	June 30, 1997
SK	No	Sept 2005
YT	Yes	Sept 11, 2000

PROGRAM ELEMENTS			
Jurisdiction	Enforcement/Awareness	Legislation	Public Education/Marketing
AB	X	X	X
BC			X
MB		X	
NB			X
NL			
NS			X
NT		X	X
NU	X	X	X
ON	X	X	X
PE	X		X
QC			X
SK	X	X	X
YT	X		X

Program Elements:

Enforcement/Awareness:

- AB - Developed a brochure that identifies the conditions and restrictions for the learner and probationary stages of the Graduated Driver Licensing program, and where to find other resources on this topic. In addition, the advanced road test was summarized in this brochure.
- NU - The Senior Driver Examiner is currently working on the GDL for Nunavut. He has also been advised to consult with the Head of the RCMP of Nunavut on enforcement.
- ON - MTO continued to review the latest research and best practices in other jurisdictions worldwide to ensure Ontario continues to be at the forefront of young and novice driver safety.
- PE - A speaker delivers a presentation on drinking and driving to Driver Education and Novice Drivers Courses.
- SK - Presentation to enforcement on new GDL program.
- YT - Full review of Yukon's GDL program initiated in 2005. Public-consultation/surveys (targetting parents and youth) were conducted in the summer/fall of 2005 to identify areas where the program could be tweaked, enhanced and/or changed. Certain aspects of the program are currently under review.
- TC – TC participated in an OECD expert working group on young drivers. The proceedings will be published in 2006.

Legislation:

- AB - Advanced Road Test - Effective May 2005 and is a requirement for exiting the probationary phase of the Graduated Driver Licensing program to become fully licensed.
- MB - Changes to The Highway Traffic Act came into effect July 1, 2005 which continue to build on Manitoba's efforts to make roads safer by getting tough on impaired drivers. Individuals caught impaired driving with a child under the age of 16 in the vehicle face more severe suspension sanctions:
- for a first conviction, five years rather than one year;
 - for a second conviction, 10 years rather than five; and
 - for a third conviction a lifetime suspension rather than 10 years
 - for any subsequent convictions, lifetime suspensions will apply.
- NU - The MVD has received approval to review and amend our legislation and RSV 2010 initiatives will be implemented in our new legislation.
- NT - A new Graduated Driver's License Program was implemented, "New Rules for New Drivers", where new drivers earn more driving privileges as they gain knowledge, skill and experience. Class 7 was designated as a learner's stage, available to persons 15 years and older, with very restrictive conditions. Class 5P was designated as a probationary stage available to persons 16 years and older and providing for some additional privileges, but requiring 12 months experience with a class 7 as a

prerequisite. A driver must hold the class 5P for 12 months before obtaining a full privilege class 5.

ON - a) Enacted legislation (An Act To Enhance the Safety of Children and Youth on Ontario's Roads) to protect youth that included a restriction on the number of young passengers that teen G2 novice drivers aged 19 or under can carry between midnight and 5 a.m. To enhance school bus safety, this legislation also makes vehicle owners liable when their vehicle illegally passes a stopped school bus, notwithstanding the fact that the vehicle owner was not the driver at the time. These provisions came into effect on September 1, 2005.

b) To protect consumers, promote road safety and protect the integrity of beginner driver education, The Transportation Statute Amendment Act, 2005, strengthens provincial oversight over ministry-approved providers of driver education and introduces performance-based audits. The maximum fine for fraud in the driver education certificate issuing process was increased from \$500 to \$5,000.

SK - Introduced the Graduated Driver's Licensing (GDL) Program- Sept. 1/05. Incentive program for 12-month accident/conviction free GDL drivers introduced.

Public Education/Marketing:

AB - 1. 'Getting Into Gear: Keys to Starting Your Driving Experience' Teacher's Guide and Activity Booklet were developed for the grade 9 curriculum. This was to raise the awareness of the conditions and restrictions of the Graduated Driver Licensing program, and to educate teens and parents about the importance of acquiring appropriate education and experience when learning to drive.

2. Information regarding young and new drivers in the workforce was provided to the oil and gas industry at a seminar in November 2005. This presentation focused on injury and death statistics relative to new and young drivers.

3. Conducted a review of motorcycle licensing policy and standards to make recommendations that would enhance driver and rider safety.

BC - A three-month awareness campaign targeting youth was implemented. Why Die Before You've Lived followed the lives of three future stars who had all had their bright futures cancelled due to poor driving choices related to unsafe speed, impaired driving, and seat belt use. A website (www.cancelled.ca) contest offered participants the chance to win prizes...or get cancelled.

The icbc.com RoadSense Web Tips at www.icbc.com/licensing/drivingtips/tips_index.asp do not specifically target young drivers but could be expected to benefit inexperienced drivers seeking to improve their skills

NB - The Department of Public Safety is represented on the New Brunswick T.A.D.D. advisory committee and supports various T.A.D.D. and youth related impaired driving awareness efforts.

Members of the New Brunswick Highway Safety Committee participate in awareness raising events at high schools.

NS - Cara Johnson Tour - visited high schools across the province delivering the, "don't drink and drive" and personal choices, message based on her account of losing her twin sister in a collision involving alcohol.

P.A.R.T.Y. - a new, interactive version of the program was developed to take high-school aged youth on a life-like journey designed to reduce alcohol-related injuries. The new, updated version of P.A.R.T.Y. uses a DVD, interactive exercises and two trained facilitators to deliver the injury prevention message.

NT - An awareness campaign for "New Rules for New Drivers" was undertaken, consisting of brochures, posters, and advertising messages

NU - We are consulting with the Senior Driver Examiner on this issue and will have the lead on public education.

ON - a) A new graduated licensing brochure and a poster were created and distributed to raise awareness of the new teen passenger restriction for drivers in the graduated licensing system. The new teen passenger restriction came into effect on September 1, 2005, as part of An Act to Enhance the Safety of Children and Youth on Ontario's Roads (Bill 73).

b) Continued the delivery of the iDRIVE public education program to raise awareness among drivers under the age of 25 of the risks and consequences of aggressive and unsafe driving practices (including impaired driving). By the end of 2005, more than 2000 copies of this video presentation had been distributed for presentation to secondary school audiences across Ontario.

PE - Novice Drivers Course

QC - A TV and radio campaign focusing on speed and entitled "La vitesse peut vous ralentir pour la vie" was carried out in 2005 to encourage drivers of ages 16 to 24 to lower their speed. Specifically, the campaign sought to inform young drivers of the dangers and consequences of speeding, both for them and others, to build social consensus against speeding and to get peers to exercise a positive influence.

Research: The final report of a study on the behaviour of new drivers and conducted under a university research program was tabled. It is entitled "Les nouveaux conducteurs : profil, prise de risque, évaluation des compétences et tests."

SK - Pamphlets, posters, radio and ads.

YT - GDL presentations are made in the high schools to ensure students understand the importance and responsibility of holding a driver's licence and the consequences of non-compliance to the restrictions and conditions imposed by GDL.

The P.A.R.T.Y. (Prevent Alcohol and Risk Related Trauma in Youth) Program is injury prevention, harm reduction program aimed at grade 9/10 students in the Yukon. It is a day long field trip to the Whitehorse General Hospital where the students are exposed to the consequences of risk related behaviours such as drinking and driving, drug use, not using seatbelts, driving recklessly, not wearing the protective gear, etc. The students follow the painful journey of an "incident" victim from pre-hospital care through to rehabilitation, and sometimes even death.

Transport Services continued its Safe Grad campaign, which is a series of radio public service announcements written by teens and voiced by teens addressing the perils of drinking and driving at graduation parties & events. This began in 2001 and was revised and aired in 2002 and 2003. New PSAs were developed for 2004 and aired again in 2005.

8.0 SPEED AND INTERSECTION-RELATED SAFETY

Principal Problems:

Annual crash data for 2004 show almost 31% of all traffic fatalities and slightly more than 40% of victims who were seriously injured sustained their injuries in crashes at intersections. Intersection crashes causing death and serious injuries are major problems in both urban (48.5% of deaths and 58.5% of serious injuries) and rural areas (27.6% and 28.8%, respectively). Speed was cited as contributing factor for more than 26% of all road user fatalities and almost 24% of serious injuries. On urban streets with posted speed limits of 60 km/hr or less, speed-related casualties are even more problematic - speed is a contributing factor for approximately one third of all fatalities and serious injuries.

During 2004, the number of intersection-related fatalities and serious injuries were both lower than the 1996-2001 baseline figures (-2.7% and -9.0%, respectively). In spite of this positive trend, it is worth noting that a larger number of people died in crashes at intersections during 2004 than were killed in crashes involving drinking drivers. The 2004 fatality toll resulting from crashes involving excess or inappropriate speed was almost identical (-0.3%) to the corresponding baseline figure. However, during the same year, there was a 20% increase in the number of road users seriously injured in speed-related crashes over the comparable 1996-2001 figure.

Principal Strategies:

The Speed and Intersection Safety Management (SISM) Task Force is responsible for developing and recommending the implementation of initiatives to help achieve the sub-target pertaining to speed and intersections. SISM has identified several recommended strategies that jurisdictions can follow to support the four core program elements (education and awareness, research, road infrastructure standards and enforcement initiatives) of the speed and intersection sub-targets.

The principal recommendations include: developing mechanisms for identifying high-risk locations for speeders; sharing best cross-jurisdictional practices for speed educational and enforcement activities; encouraging the development of technology that enhances intersection safety management; and collaboration among jurisdictional and enforcement stakeholders in the implementation of selected traffic enforcement (STEP) campaigns in both urban and rural communities; Jurisdictions were encouraged to take an incremental approach to achieving compliance with the recommended strategic components and to form Speed/Intersection committees.

Speed:

Research activities carried out in selected jurisdictions included: research aimed at developing priorities for a jurisdictional social marketing campaign, which identified speed as a top priority and 20-35 year old males as the focus of the campaign; and the introduction of new legislation requiring motorists to slow down when passing emergency vehicles or tow trucks stopped with their lights flashing.

Education and awareness activities carried out in selected jurisdictions included: multimedia ads introducing new legislation pertaining to speeding violations vis-à-vis emergency vehicles, tow trucks and construction zones; parallel enforcement for violations of the new legislation; PSAs and TV ads on excessive speed; delivery of public education programs to raise awareness of consequences of aggressive and unsafe driving practices among drivers under 25 years of age; and using a speed reader board to make drivers aware of their speeds in reduced speed districts such as school zones.

Enforcement activities carried out in some jurisdictions included: doubling fines for motorists caught speeding in construction zones with workers present; increased fines per kilometre for speeders who speed more than 30 kilometres over the posted speed limit; assigning three demerit points to drivers

caught using speed measuring warning devices; and enabling the use of variable speed limit systems to reflect weather and road conditions.

Road infrastructure/standards initiatives that were introduced in selected jurisdictions included: twinning dangerous sections of the highways to reduce the likelihood of head-on collisions; introduced variable message signs at hazardous locations; and installing roundabouts to reduce speeds and calm traffic in urban areas.

Intersections:

Research carried out in selected jurisdictions included: a literature review of the effectiveness of intersection safety cameras; identifying rural intersection problems as well as low-cost and easy to implement countermeasures to address these problems; conducting a study that linked various driver behaviours including speed and intersection actions; conducting a study that showed that red-light cameras reduced side-impact crashes by 25%; and conducting a study that examined pedestrian and cyclist safety as well as all intersections to assess existing and potential safety issues.

Education and awareness initiatives carried out in selected jurisdictions included: public awareness campaigns regarding the use of intersection cameras at high-risk locations; distributing a virtual driver CD which provides many intersection driving tips to aid novice drivers; and PSAs intended to reduce conflicts at intersections and crosswalks.

Enforcement initiatives carried out in selected jurisdictions included: increasing the number of intersection safety camera sites; making targeted enforcement at intersections a regular part of enforcement activities; making speed and intersection safety targets of the focus of the month as well as the focus of national traffic services initiatives (e.g. Operation Impact and Canada Road Safety Week); and increased fines for intersection-related convictions.

Road infrastructure or standards introduced in some jurisdictions included: the installation of roundabouts to slow traffic down and reduce crashes at intersections; and the installation of rumble strips at high-risk intersections.

Sub-target: A 20% decrease in the number of road users killed or seriously injured in speed- or intersection-related crashes.

Changes in Number of Road Users Killed and Seriously Injured In Speed-Related Crashes

	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996-2001 baseline average	2002-2004 percent change over 1996-2001 average
Killed	718	739	749	716	574	-0.3	2.3
Seriously Injured	3,290	3,422	3,370	3,947	2,632	20.0	8.8

Changes in Number of Road Users Killed and Seriously Injured In Intersection-Related Crashes

	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996-2001 baseline average	2002-2004 percent change over 1996-2001 average
Killed	860	837	753	837	688	-2.7	-6.0
Seriously Injured	8,431	8,137	8,178	7,672	6,745	-9.0	-5.2

PROGRAM ELEMENTS - SPEED				
Jurisdiction	Research	Education/ Awareness	Enforcement	Road Infrastructure/ Standards
AB	X	X	X	
BC		X	X	
MB		X	X	X
NB		X	X	
NL				
NS	X		X	
NT				
NU	X	X	X	X
ON	X	X	X	
PE				
QC		X		
SK		X	X	X
YT		X	X	X
TC				

Program Elements: SPEED

Research:

AB - Effective October 31, 2005, new legislation makes it safer for police officers, firefighters, ambulance workers, tow truck operators and construction workers on Alberta's roads.

Motorists must slow to 60 km/h, or less if the posted speed is lower, when passing emergency vehicles or tow trucks stopped with their lights flashing. Fines for speeding in these areas will be doubled.

In construction zones, motorists must observe the posted speed. When workers are present, fines for speeding in these areas will be doubled.

NS - In an effort to define the priorities for a social marketing campaign, RSAC commissioned a report from TIRF. The report identified speeding as one of three priorities and detailed males aged 20-35 as a focus for the campaign. The campaign will be developed and rolled out in 2005.

NU – We are currently working on this issue.

ON - Ontario's data indicate that in 2003, 363 people were killed in the province in collisions where speed or loss of control were contributing factors. This accounted for 43.7 per cent of all traffic fatalities in 2003.

Legislation: Ontario enacted The Transportation Statute Law Amendment Act, 2005, which contains a significant package of measures to address speeding. Regulations under this law increase the fines for excessive speeding. Drivers who exceed the posted limit in the 30 to 34 kilometre range now pay a fine of \$7.00 per kilometre instead of \$4.50 per kilometre. This expands the \$7.00 per kilometre fine category from 35 to 49 kilometres over the posted limit to 30 to 49 kilometres over the posted limit. The new provisions also allow for progressively longer court-

ordered driver licence suspension for persons repeatedly convicted of speeding 50 km/h over the posted limit, doubles the fines for speeding in construction zones when workers are present and adds three demerit points for drivers caught using speed measuring warning devices. This law also provides for variable speed limit systems to decrease speed limits based on poor road, weather or traffic conditions.

TC – TC completed a survey and focus groups on driver attitudes and knowledge regarding speed choice and speed management.

Education/Awareness:

AB - Radio and newspaper ads were developed to introduce the Public to this new legislation. There was a fall information and awareness campaign that introduced the legislation. Emphasis was placed on the emergency vehicles and tow trucks. A spring campaign will take place at the start of construction season and emphasis will be placed on construction zones and minor emphasis on the emergency vehicles and tow trucks. Awareness will consist of radio, newspaper, TV, bill boards, posters and bus shelter ads. The saferoads website will continue to provide information with respect to these issues.

BC - Enforcement Awareness: An educational awareness campaign consisting of outdoor billboard, bus tail ads, and radio ads was conducted in the summer of 2005 which parallels the enforcement campaign. The objective of this campaign was to raise awareness levels of the public about aggressive driving habits, and to advise them that if these habits continue, they will be stopped by the police and given a ticket. Ads were presented in a humorous fashion but with a serious message.

MB - MPI ran 'excessive speed', and 'too fast for conditions' public awareness campaigns, including a TV commercial campaign on excessive speed - "No Excuses".

MPI held an education and awareness campaign titled "Crash Course" at Red River College - an on-campus awareness event addressing speed and impaired driving.

NB - The Moose Alert video is now being streamed on the Government of New Brunswick web-site.

NU – We are currently working on this issue.

ON - a) Ongoing work with police and other groups across Ontario to address aggressive and unsafe driving behaviours, including speeding.

b) Continued delivery of the iDRIVE public education program to raise awareness among drivers under the age of 25 of the risks and consequences of aggressive and unsafe driving practices. By the end of 2005, more than 2000 copies of this video presentation had been distributed for presentation to secondary school audiences across Ontario.

QC - Re-broadcast in 2005 of the 2004 young drivers awareness campaign on speeding.

SK - Purchased a speed reader board that was made available to enforcement agencies and community organizations to bring awareness of speeds in reduced zones like school zones.

YT - "Slow Down Yukon" campaign was developed with an emphasis on slowing down and driving to road conditions.

Enforcement:

AB - Police have been enforcing as required.

BC - A BC Association of Chiefs of Police 6 day Aggressive Driving Campaign was scheduled to coincide with the August long weekend. In November, 2005, an Unsafe Speed & Relative to Road Conditions Campaign lasted for 10 days. This also addresses high risk drivers.

MB - In 2005, Manitoba introduced new offences for speeding in work zones and passing emergency vehicles stopped on a highway. New rules under The Highway Traffic Act set fines for offenders caught speeding in construction zones - when crews are working - at an additional \$5 added to the base fine for every kilometre over the speed limit. As well, the new offence of failing to slow down while passing an emergency vehicle stopped on a highway, carries a fine of \$235.

NB - A variety of public awareness road stops and targeted enforcement activities were held throughout the year by the RCMP and municipal/regional police forces.

NS - In July, RCMP and Municipal Police coordinate on a check point focusing on speed. Check points are held across the province to help raise awareness and bring attention to the dangers of speeding. Legislation was passed that will see speeding fines doubled in school zones (effective Sept 1/06) and in work zones (effective Jan 1/07).

NU – We will consult with the head of the RCMP for Nunavut on this issue.

ON - a) Ontario continued to support the Red Light Camera Program which had been made permanent in August 2004 to enhance intersection safety. MTO also continued working with police services and other road safety groups to develop effective solutions and strategies to address speeding which is a major component of aggressive driving behaviour.

b) Ontario's Ministry of Community Safety and Correctional Services (MCSCS) has allocated a \$35 million a year investment to help municipalities hire 1,000 new police officers to enhance enforcement in Ontario. The MCSCS has general oversight over the police services. The police enforce the Highway Traffic Act.

SK - See above. Regina Police Service does Focus-of-the-month with speed and intersections as some of the targets.

An offence for speeding in school zones was introduced. A fine for speeding in school zones equivalent to double our current speeding fine was introduced. The new fine is a base of \$140 plus \$2 per km for speeds up to 30 km/h above the posted speed limit and \$4 per km for speeds greater than 30 km/h above the posted speed limit. SDR points for offence are 3 and DIP points assigned will be 3.

New offence was added for "radar detector prohibited in large commercial vehicles (NSC), fine charge of \$140. SDR points for offence are 3 and DIP points assigned will be 3.

YT - Drivers are targeted in conjunction with ongoing STEP's.

Road Infrastructure/Standards:

MB - Work continues on the twinning of Provincial Trunk Highway 59 (South) and the Trans Canada Highway west of Virden towards the Saskatchewan border. Additionally, the twinning of the final north east segment of the Perimeter Highway around the City of Winnipeg is underway. The completion of twinning on the Perimeter Highway is expected to mitigate the probably of head-on collisions occuring on this stretch of highway.

NU - The Director of Motor Vehicles has discussed with the Nunavut Senior Municipal Officials on the infrastructure of Nunavut intersections, mainly proper signs (i.e. stop signs, speed limits, school zone speed limits).

SK - Began work with the Department of Highways and the City of Regina to fund the installation of Variable Message Signs in hazardous sections are of the principal high speed routes in Regina; especially hazardous in the winter months.

YT - Transport Services has become an active member of the Intersection Management committee with the City of Whitehorse. This committee is responsible for the overall planning, development and on-going monitoring of intersections to ensure the safety of the travelling public.

Two "roundabouts" have been stratigically placed in the Whitehorse area to address speed and traffic calming in these respective areas.

PROGRAM ELEMENTS - INTERSECTIONS				
Jurisdiction	Research	Education/ Awareness	Enforcement	Road Infrastructure/ Standards
AB			X	X
BC	X			X
MB	X	X	X	X
NB			X	
NL				
NS		X		
NT				
NU	X	X	X	X
ON	X	X	X	
PE				X
QC				
SK			X	X
YT				X
TC				

Program Elements: INTERSECTIONS

Research:

BC - Signal Head/Stop Sign Infill Evaluation: An independent literature review of the effectiveness of intersection safety cameras has been completed by Ministry of Public safety and Solicitor General

MB - In 2005, MPI conducted a Driver Behaviour Study. The study consisted of a survey linking various driver behaviours including speed and intersection actions.

NU – We are currently working on this issue.

ON - Research shows that the most serious type of collision at an intersection is an angle (side-impact) collision. A recent evaluation shows that red light cameras reduced this type of collision by 25%. Red light running accounts for approximately 1.7% of all Highway Traffic Act convictions, according to 2003 Ontario data.

TC – TC is funding research for the development of a rural intersection safety handbook. The objectives of the research include identifying rural intersection problems, using Canadian data; selecting low-cost and easy to implement countermeasures or programs; presenting the safety improvements in a before and after format to demonstrate the benefits associated with the countermeasures; and recommending and implementation strategy.

Education/Awareness:

MB - 'Intersection cameras' public awareness campaign was conducted including outdoor advertising. During Road Safety Week, MPI launched its Virtual Driver CD. This CD provides many intersection driving situation tips to aid beginner drivers, primarily in Driver Education. The corporation also utilized its Winnipeg Free Press Driver Tips advertising space and popular 60 second driver segment (a joint venture with CTV) to include several tips on intersection safety.

NS - RSAC supported an advertising initiative by the Halifax Regional Municipality that aimed at reducing conflicts at crosswalks.

NU – We are currently working on this issue.

ON - a) Municipalities participating in the Red Light Camera Program posted signs in February 2005 advising motorists of the presence of red light cameras at intersections. These signs inform the driving public of the law and encourage voluntary compliance.

b) Work continues with police and other road safety groups across Ontario to address aggressive and unsafe driving behaviours. Since November 2000, more than 103,000 vehicle owners have been charged with running a red light using evidence from red light cameras.

Enforcement:

BC - Intersection enforcement has become a regular part of the enforcement regime for Targetted Traffic Enforcement Programs and Enhanced Road Safety Enforcement Initiatives.

MB - Twelve more intersection safety camera sites were added to Winnipeg's photo enforcement program in the summer of 2005. This increases the total number of sites to 48, with 30 sites being active at any give time.

NB - A variety of public awareness road stops and targeted enforcement activities were held throughout the year by the RCMP and municipal/regional police forces.

NU – We will be consulting with the Head of the RCMP for Nunavut on this matter.

ON - Ontario facilitates enforcement of the Red Light Camera Program by providing licence plate registrant information to police services to assist in quickly apprehending red light runners. Since November 2000, more than 103,000 vehicle owners have been charged with running a red light using evidence from red light cameras.

SK - Regina Police Service does Focus-of-the-month with speed and intersections as some of the targets. Intersections are a focus of the RCMP during Canada Road Safety Week.

All fines for intersection related convictions were increased to \$220 from an original amount of iether \$115 or \$165.

Road Infrastructure/Standards:

AB - Planning and detailed design activities are underway for the construction of the first Alberta rural roundabout at the junction of two provincial highways (highway 8 and 22 west of Calgary). Enhanced safety is expected.

BC - Eight round-a-bouts were installed around BC to slow traffic down and reduce crashes around intersections

MB - Manitoba Transportation and the City of Brandon have initiated a study to develop a Brandon Area Road Network Development Plan that will establish future road and street development requirements for the City of Brandon including the requirements for the provincial highway system within and adjacent to the City.

The study includes an overview of safety related issues including rail safety, pedestrian safety, and cyclist safety in the study area; and identification of areas of critical safety concern. All intersections within the City will be assessed to identify existing and potential safety issues. It is anticipated the assessments will be completed by August 2006.

NU - We are currently working closing with the Senior Municipal Officials on this matter.

PE - Rumble strips installed at high risk intersections.

SK - Electronic enforcement with digital red light camera technology was introduces at a high accident intersection in the City of Saskatoon.

YT - Planning underway to install "red light cameras" at high collision intersections in Whitehorse.

9.0 COMMERCIAL VEHICLE SAFETY

Principal Problems:

In 2004, approximately 21% of road users were killed and almost 10% were seriously injured in crashes involving commercial vehicles. The Canadian Vehicle Survey, which annually collects information on vehicle use patterns, indicated that on average, tractor-trailers with gross vehicle weight ratings of 15 tons or more travelled approximately six times as many kilometres annually as passenger vehicles. Mainly due to their size, commercial vehicles are involved in almost twice as many fatal crashes per billion kilometres travelled as light duty vehicles. However, using the same basis for comparison, commercial vehicles are involved only half as often as light duty vehicles in personal injury crashes. Deaths resulting from commercial vehicle crashes occurred twice as frequently per billion kilometres travelled on urban streets with posted speed limits of 60 km/h or less than on rural roads or motorways. However serious injuries involving these vehicles occurred more frequently per kilometre travelled on urban streets.

More than half (53%) of all road user fatalities resulting from crashes involving commercial vehicles occurred on undivided rural roads with posted speed limits of 80-90 km/h. However, rural roads and urban streets had identical distributions of serious injuries resulting from commercial vehicle crashes (35%). More than one-third (34%) of all road user fatalities in crashes involving commercial vehicles occurred at intersections, with rural intersection locations being the most prevalent.

In multi-vehicle crashes involving commercial vehicles, the high incidence of drivers' of other involved vehicles committing driving infractions (50% and 34% for fatal and personal injury crashes, respectively) remains a cause for concern. The corresponding figures for commercial vehicle drivers committing infractions when involved in multi-vehicle collisions during 2004 were 17% and 27%, respectively.

Notwithstanding the problem areas identified, on a percentage basis, deaths and serious injuries per billion kilometres travelled were 5.3% and 8.9% lower, respectively, during 2004 than during the 2000-2001 period. However, to date, no progress has been made toward the Road Safety 2010 quantitative target pertaining to commercial vehicle safety. The number of fatalities resulting from crashes involving commercial vehicles remained virtually unchanged (-0.4%) while the number of serious injuries has actually increased by 6.0%.

Principal Strategies:

CCMTA's Compliance and Regulatory Affairs (CRA) Standing Committee has developed or implemented a number of important initiatives based on the National Safety Code to make commercial vehicle use as safe as possible on our roadways. Recently or soon to be implemented commercial vehicle safety improvements such as the hours of service regulation, which provides drivers with greater opportunity to obtain additional rest, the national safety ratings system regulation, which ensures that comparable safety performance results in similar safety ratings across Canada and revisions to the trip inspection standard which reflect changes to maintenance and inspection standards have contributed to the maintenance of the status quo for serious casualties resulting from crashes involving commercial vehicles.

Some of their more notable jurisdictional undertakings during 2004 to support the implementation of the national safety rating system included: monitoring carrier performance using vehicle and driver inspections, collision data, audit information and convictions to arrive at a carrier's safety rating; including points on carrier profiles to determine levels of enforcement; amending jurisdictional motor vehicle transport acts; and improving the road safety data quality and collection system.

Jurisdictional initiatives carried out in support of the new hours of service regulation included: the development of interpretation documents, training manuals and re-drafting jurisdictional regulations; and

working on the development of a North American fatigue management program for the motor carrier industry.

Jurisdictional activities carried out in support of the load securement standard included: passing legislation adopting the new load securement standards; and providing extensive training to all inspectors to the new standards.

Selected jurisdictions changed the weight threshold for commercial carriers to 4,500 kg to be consistent with the new NSC Threshold standard.

Jurisdictional initiatives that were undertaken pertaining to the revised trip inspection standard included: drafting regulations that require trip inspections to be documented and these inspection records maintained by the carriers; evaluations of the new trip inspection standard; working on supporting regulations for adoption into jurisdictional highway traffic acts; and launching public awareness activities and instituting an educational enforcement period to allow the proper introduction of the new regulations.

Jurisdictional education and awareness initiatives included: publishing an education manual, which provides details of regulatory requirements for commercial carriers and to assist carriers to develop meaningful safety and maintenance plans; delivering training courses to commercial drivers; developing and promoting training courses for industry and enforcement personnel in community colleges; making presentations at driver training schools, trade shows and motor carrier facilities; conducting commercial vehicle inspections during focused roadside blitzes; promoting brake safety awareness week and providing free brake checks to truckers; conducting jurisdictional CVSA certification programs for inspectors; posting share the road messages on web sites; and conducting and funding different fatigue-related pilot project and studies.

Enforcement activities carried out in selected jurisdictions included: enforcing the lower weight threshold for extra-provincial carriers and revised cargo securement legislation; deploying inspection teams that focus on the high-risk segments of the industry (non use of restraints, mechanical defects); conducting hours of service inspections; conducting short-term focused commercial vehicle enforcement campaigns; increasing the number of commercial vehicle inspection vehicles and resulting checks; participating in CVSA annual truck safety blitzes ‘Road Check’ and ‘Operation Air Brake’ and regional truck safety blitzes with both announced and unannounced inspections; and operating a vehicle impoundment program for commercial vehicles with critical safety defects.

Legislative and regulatory initiatives carried out in selected jurisdictions included: implementing the new hours of service regulation; developing a new vehicle inspection regulation; adopting the new national standard for daily vehicle inspections and the vehicle-related road debris; and developing regulations for operation and signal rules for oversized farm vehicles;

Sub –target: A 20% decrease in the number of road users killed or seriously injured in crashes involving commercial vehicles.

Changes in the Number of Road Users Killed/Seriously Injured In Crashes Involving Commercial Vehicles							
	1996-2001 Average	2002	2003	2004	2008-2010 target objectives	2004 percent change over 1996-2001 baseline average	2002-2004 percent change over 1996-2001 average
Killed	585	582	580	583	468	-0.4	-0.6
Seriously Injured	1,711	1,707	1,814	1,813	1,369	6.0	3.9

Jurisdiction	National Safety Rating System	Hours of Service Regime	Load Securement	NSC Threshold	Trip Inspection	Education & Awareness	Enforcement	Legislation/ Regulation
AB	X	X	X	X	X	X	X	X
BC	X		X				X	
MB	X		X	X		X		
NB	X	X	X	X	X	X		
NL	X	X	X			X		X
NS	X	X			X	X	X	
NT	X	X	X	X	X	X	X	X
NU	X		X	X	X	X	X	X
ON	X	X	X		X	X	X	X
PE	X	X	X		X	X		
QC	X	X		X	X	X	X	X
SK	X	X	X	X	X	X	X	
YT		X	X	X	X	X	X	X
TC								

Program Elements:

National Safety Rating System:

AB - Alberta will continue to monitor carriers under its National Safety Code (NSC) program using convictions, CVSA results, collisions, and audit information.

Alberta reviews a carrier's on-road compliance (convictions and CVSA) and collision history independently. A project has been initiated that combines all three monitoring areas and in the future audit information into a single number that represents a carrier's risk to the public. By using this number, Alberta will be able to better identify carriers that represent the greatest risk to the public.

BC - Implemented a real time on-road CVSA Inspection entry system to improve data accuracy, reduce lag time in identifying possible unsafe carriers and possibly remove these companies' ability to operate quicker.

MB - Manitoba implemented Safety Ratings in April 2001 and is in compliance with NSC Standard # 14.

NB - We continue to work toward implementing changes consistent with revised National Safety Code (NSC) standard 14. The first phase of revisions were implemented in February 2004 and we are currently working on additional amendments and system changes to be implemented in 2006.

NL - Implemented new Regulations and an enhanced Safety Rating Program that is based on updated NL carrier statistical accident, inspection and conviction data.

NS - Collision data being analyzed to develop an appropriate formula for identifying carriers for intervention.

NT - Rating classes were expanded, to encompass two new additional categories: “satisfactory unaudited” and “conditional”.

Commenced the inclusion of points on the carrier profiles, using Manitoba’s algorithm to determine the four levels of enforcement. Testing was undertaken on the system and is ongoing, legislation to follow in the near future.

NU - Nunavut is the newest member of CVSA and the Manager of Services and Inspections has just recently begun working on this matter.

ON - Ontario has implemented changes to the Motor Vehicle Transport Act (MVTA) and now recognizes National Safety Code (NSC) certificates and Carrier Safety Rating issued by other Canadian jurisdictions.

PE - Carrier Management System Profiling.

QC - Amendments were made to the Act respecting owners and operators of heavy vehicles in order to bring it in line with the federal law providing for a uniform safety rating system across Canada.

SK - Improvements to National Road Safety Data Quality & Collection - system improvements for CVSA inspections enhanced to ensure all data collected including change and delete transactions as well as ensuring that the data is CCMTA data dictionary compliant. Implemented March 2006. All accident reporting to SK carrier profile now contain minimum data elements and are contained in our jurisdiction's control system. Implemented October 2005.

Hours of Service Regime:

AB - Alberta will continue to take an active role in the implementation of the new federal Hours of Service Regulation through the development of the interpretation document and training material. Alberta will use it in re-drafting its provincial regulations.

NB - We are currently working toward implementation of the revised Hours of Service rules by January 2007 or shortly thereafter.

NL - Worked with other jurisdictions on the New HOS regulations.

NS - Participated with all other jurisdictions and stakeholders in arriving at an acceptable standard for the Federal regulation.

NT - Finalized the new North of 60 Rules with Transport Canada, began the process of amending current regulations.

ON - Ontario continued to work on regulations that will enable the province to adopt the amended federal regulation regarding hours of service for commercial drivers. Ontario continues to participate in the Hours of Service Interpretation Guide Working Group.

PE - Under review.

QC - In cooperation with the other Canadian jurisdictions, Québec helped with the drafting of the federal Commercial Vehicle Drivers Hours of Service Regulations adopted by the federal government on November 16, 2005.

Québec participated in the Canadian work group on the interpretation of these regulations. It is actively pursuing development of its own hours of service regulations. Moreover, it is involved in the development of a North American fatigue management program for the motor carrier industry.

SK - Nothing major in 2005. New federal hours of service regulations have been developed, but not proclaimed. Proclamation is set for January 1, 2007. Saskatchewan is participating in the Hours of Service Interpretation committee that will assist in the implementation of the new regulations across Canada in late 2006 and early 2007.

YT - Yukon continues to do Hours of Service enforcement for extra Territorial carriers primarily through its CVSA program. Prosecution continues to be an issue as we are trying to have Summary Convictions handled by our Justice Department rather than the Federal Office. We hope to resolve this soon. We will be enforcing the new Hours of Service Standard when it comes into effect January 1, 2007.

Load Securement:

AB - March of 2005, Alberta passed legislation adopting the new load securement standards.

BC - Implemented the International Cargo Securement standards and trained all 200 CVSE Inspectors to the new standards

MB - March 2005 - Repealed Manitoba's former load securement regulation and implemented a new cargo securement regulation in accordance with Canada/ U.S. initiative to develop a harmonized North American standard.

NB - New Brunswick has had load securement regulations in place since 1985. NB proclaimed the revised North American Standard for Cargo Securement on September 1, 2005.

NL - Worked with other jurisdictions and our industry on Cargo Securement Interpretation issues.

NT - Referenced in the Large Vehicle Control Regulations (LVCRs) in July 15, 2005.

NU - Nunavut is the newest member of CVSA and the Manager of Services and Inspections has just recently begun working on this matter.

ON - Ontario implemented the new national cargo securement standards as of January 1, 2005. MTO continues to work with the Canadian Council of Motor Transport Administrators on interpretation issues that have presented themselves since implementation.

PE - Regulations enacted.

SK - Saskatchewan has introduced new regulations which encompass the new Load Security Standards under the NSC. Saskatchewan is participating on the Load Security Interpretation committee, which will ensure that the new standard is uniformly applied in Canada.

YT - Yukon has trained its Compliance Officers and has provided a workshop to industry explaining the new standard.

NSC Threshold:

AB - Alberta's NSC truck weight threshold is 11,794 kg. As of January 1, 2006 Alberta began regulating federal carriers at 4,500 kg in accordance with the MVTA.

MB - No change. Manitoba includes all vehicles with a GVW of 4500 kg or more and buses that have a designated seating capacity of more than 10 persons, including the driver.

NB - Our NSC threshold is 4500 kgs; consistent with the national standard. However, if this issue is reviewed again in the future, we would support a slightly higher threshold.

NT - Threshold remained at 4,500 kg

NU - Nunavut just recently signed an agreement with Transport Canada to receive National Safety Code Funding and the Manager of Services and Inspections just recently started working on this project.

QC - Amendments were made to the Act respecting owners and operators of heavy vehicles to modify the definition of heavy vehicle, which went from a net mass of 3,000 kg to a Gross Vehicle Weight Rating (GVWR) of 4,500 kg.

SK - Saskatchewan, in conjunction with other western jurisdictions, is participating in an effort to review the NSC threshold for extra-provincial travel.

YT - Yukon currently conforms to the national standard.

Trip Inspection:

AB - Alberta legislation currently requires drivers to complete pre and post trip inspections. Regulations are currently being drafted that would require inspections to be documented and those inspection records to be maintained by the carrier.

NB - Pre-trip Inspection regulations have been in place since 1994. We will be implementing the revised Trip Inspection standard in 2007.

NS - Assisted with other jurisdictions and stakeholders in the upgrading of the trip inspection standard.

NT - Evaluated current regulation.

NU - The Manager of Services and Inspections just recently started working on this matter.

ON - Ontario enacted The Transportation Statute Amendment Act, 2005, adopting the new National Standard for Daily Vehicle Inspections. MTO is currently working on the supporting regulations for adoption in the Highway Traffic Act.

PE - Under review.

QC - Amendments to the Highway Safety Code were adopted on December 9, 2005. Québec is working on amendments to the Regulation respecting safety standards for road vehicles for implementation in 2007. The amendments must be consistent with those adopted by the CCMTA. The SAAQ has been having discussions with the other Canadian governments, and Québec is planning to consult the motor carrier industry afterwards.

SK - In April of 2005 Saskatchewan was the first province to introduce regulation which encompasses the new Trip Inspection Standard approved by CCMTA. Several public awareness activities, and an educational enforcement period has been instituted to properly introduce the new regulations to Saskatchewan.

YT - Yukon intends to adopt the new standard by reference.

Education & Awareness:

AB - Alberta published an education manual for commercial carriers (truck and bus). The purpose of the manual is to provide information on regulatory requirements and to assist carriers in developing meaningful Safety and Maintenance Plans. The manual is available on the internet or can be purchased through one of several associations.

The Department is a partner in the Transportation Development and Training Association (TT&DA). The association was developed to provide training to commercial drivers and other persons in the industry. It is anticipated that the first driver training courses will be delivered within the next 12 months.

Alberta Infrastructure and Transportation (INFTRA) and the industry developed the Partners In Compliance (PIC) program, which has currently undergone a complete review. PIC is a premier carrier program; carriers in PIC must demonstrate a high level of safety and regulatory compliance. PIC standards will be made available to the industry to support what excellent carrier programs can achieve.

Two Alberta colleges are working on and have courses available to assist industry and enforcement personnel. INFTRA has assisted in the development and promotion of courses. They are;

1. Safety Officer Course (Red Deer College) - currently available and designed for safety officers of commercial carriers.
2. Commercial Vehicle Enforcement Program (Lethbridge College) - Was originally designed for new Transport Officers but is now open up to the public.
3. Third Party Auditor Certification Program (Lethbridge College)

INFTRA staff participates as regular members of industry committees that address safety issues. Examples are:

1. Transportation Issues Committee under the Petroleum Services Association of Canada (PSAC).
2. Driver Certificate Committee under the Petroleum Industry Training Service (PITS)
3. Compliance & Regulatory Affairs Committee of the Alberta Motor Transport Association (AMTA).

MB - Manitoba continues to make presentations at driver training schools, trade shows and at individual motor carriers facilities. Our CORE (Commercial Operator Regulatory Education) Pack is the

center piece of our education and awareness program and is available in booklet, CD disc and our website.

NB - Several on-going Atlantic Harmonization Initiatives. Continue to work with Trucker's Working Group comprised of representatives from government and industry.

NL - Numerous company visits (Audits/education) and enforcement initiatives at our permanent weigh sites.

NS - The province promoted commercial vehicle safety as part of its coordinated activities for Roadcheck 2005 in June, the 48-hour around-the-clock roadside blitz of commercial vehicles inspections. Almost 200 vehicles were inspected over the two-day period.

Over two days in August, the province promoted Brake Safety Awareness Week and provided free brake checks to truckers.

NT - Conducted an industry consultation for Hours of Service.

Initiated an ambitious CVSA certification program within the Department, 60% of vehicle inspectors were successfully accredited, and program was subsequently expanded to encompass municipal enforcement personnel.

NU - The Manager of Services and Inspections just recently started work on this matter.

ON - a) Ontario continued to work with the Ontario Trucking Association to maintain the "Avoid My Blind Spots" Campaign. The campaign is designed to raise awareness among motorists of the dangers of the blind spots around a large commercial motor vehicles.

b) MTO continued to maintain the "Sharing the Road" public education information on MTO's website. The information advises drivers of smaller vehicles to exercise caution around large vehicles and to recognize that the length and width of large trucks can create special driving situations.

PE - Additional load securement training for all enforcement officers.

QC - Québec conducts and funds different fatigue-related pilot projects and studies.

Fatigued driving awareness, stakeholders: In 2005, several meetings were held with a number of government organizations, heavy vehicle driver training schools and motor carrier industry representatives to make them aware of the effects on road safety of fatigued driving. Several speeches were also delivered at symposiums and forums. Other presentations will be made to inform motor carriers and government authorities on the issue of heavy vehicle driver fatigue.

International Conference on Fatigue Management: A SAAQ representative participated in the organization of the highly successful International Conference on Fatigue Management that took place in Seattle, Washington, in September 2005. The event brought together experts from a number of countries concerned with the consequences of driving while impaired by fatigue. France, Great Britain, Australia, New Zealand, Spain, Switzerland, the United States and Canada were among the countries attending.

The purpose of the Conference was to exchange information and share results on the latest research and approaches tested or implemented on fatigue management worldwide. It also sought to guide participants in the selection of strategies and new programs for developing and/or implementing fatigue prevention measures. The ultimate objective of all these efforts is the enhancement of transportation systems safety, efficiency and productivity.

SK - Saskatchewan continues to use its Share the Road and Operation Air Brake programs to educate the motoring public and commercial vehicle drivers on the importance of sharing the road safely with large trucks and in keeping commercial vehicle brakes properly maintained and adjusted.

YT - Did a Load securement information mail out to all industry advising them of the upcoming regulation. We will be doing something with our industry on the upcoming new Hours of Service Regulations later this year.

TC – Share the Road site on cars, large buses and trucks was posted in December 2005.

Enforcement:

AB - By lowering Alberta's NSC weight threshold for extra provincial undertakings more carriers, vehicles, and drivers are now subject to NSC legislation.

Alberta passed Cargo Securement legislation which is now fully enforced.

Working on the introduction of a commercial driver profile, that will be made available to driver and potential employers (with consent).

BC - CVSE reviewed crash data which identified driver behavior as a major contributor to commercial vehicle crashes. This resulted in CVSE policy to enforce moving violations on commercial vehicles.

Implemented provincial Focused Inspection teams to target high risk segments of industry, Driver seatbelt usage, and mechanical components over represented as defective. A BC Association of Chiefs of Police Commercial Vehicle Enforcement-Level II Inspection took place for 2 days in February. The focus was on hours of service. In June, a 3 day national campaign took place for Commercial Vehicle Enforcement

NS - Increased the number of patrol vehicles from 10 to 16. Increased the number of CVSA checks by 15%. Three enforcement positions added. Initiated on-road vehicle inspections with Halifax Regional Police and the traffic division of RCMP (Halifax).

NT - Participated in the CVSA annual blitzes “Road Check” and “Operation Airbrake” with announced and unannounced inspections.

NU - The Manager of Services and Inspections is the only CVSA Inspector for Nunavut and unfortunately his time doesn't cover the vast remote communities in Nunavut. But the Manager of Services and Inspections has been certified as a CVSA Inspector Instructor and will be training our Regional Motor Vehicles Staff as CVSA Inspectors. Once our regional staff have been certified as CVSA Inspectors they we will be able deal with enforcement issues in all communities in Nunavut.

ON - a) Ontario conducts approximately 140,000 commercial driver and vehicle inspections; 12 province-wide truck safety blitzes and 250 regional truck safety blitzes annually. Ontario is the only North American jurisdiction with a Commercial Vehicle Impoundment program for trucks and trailers with critical safety defects. In 2005, Ontario impounded 145 commercial vehicles for critical safety defects.

b) Ontario participated in RoadCheck 2005 (a three-day random blitz benchmarking truck safety in Canada, the US and Mexico). Ontario's compliance rate was 80.5 per cent, continuing the overall trend of improving commercial vehicle safety. Since the mid- 1990's the RoadCheck compliance rate for trucks in Ontario has improved by 42 per cent.

QC - Jointly with provincial and municipal police, Contrôle routier Québec (commercial vehicles only) supervises enforcement of road safety regulations.

SK - Saskatchewan has introduced three Remote Vehicle Inspection Station sites in the province that will collect weight in motion and photographic information on overweight trucks. This information will be analyzed for future enforcement action.

YT - We now have two certified bus inspectors in the Yukon and we are now doing CVSA bus inspections.

Legislation/Regulation:

AB - Alberta will continue to take an active role in implementation of the new federal Driver's Hours of Service Regulation.

Alberta is in the process of drafting new commercial vehicle legislation. INFTRA has developed a new Vehicle Inspection Regulation which is an amalgamation of five current regulations which includes our out-of-province, salvage, and PMVI inspections for truck, trailers, commercial buses, motor coaches, and school buses. Also developing a new Commercial Vehicle Safety Regulation which will replace nine existing regulations.

Alberta is in the process of revising the NSC and Operating Authority Regulation.

NL - New Carrier Safety Regulations implemented in December 2005. Several smaller pieces of Regulation to keep pace with national/local issues.

NT - Under the Hours of Service Regime, endorsed the new federal regulations for extra-territorial undertakings.

Increased the maximum permitted gross vehicles weights described under the LVCRs from 62,500 kgs to 63,500 kgs, eliminated the intermediary 23,000 kg weight and spread.

NU - The MVD received approval to review and amend our legislation and National Commercial Vehicle Safety initiatives will be implemented.

ON - Ontario passed two key pieces of legislation in 2005. One of these, The Transportation Statute Law Amendment Act, 2005 (Bill 169) adopted the new National Standard for Daily Vehicle Inspections and the vehicle-related road debris. Vehicle-related road debris (VRRD) is material, cargo or mechanical debris that has been unintentionally discharged from a vehicle. When cargo

or a vehicle part dislodges from a moving vehicle, it becomes a serious hazard for all road users when it is discharged at highway speed. Bill 169 includes provisions that give the police powers to remove vehicles and debris from a highway faster following an incident, to ensure orderly movement of traffic, prevent injury or damage to people or property and ease driver frustration.

QC - Research: A survey on the compliance rate of heavy vehicles with different standards was conducted.

Regulation on farm machines of more than 2.6 metres in width: An issue table composed of agricultural community and government members was set up to define, among other things, operation and signal requirements for oversized farm machines, taking into account the context in which these machines will operate on public highways. The issue table met throughout 2005.

The proposed regulation on safety and operation standards for farm machines, which sets forth operation and signal rules for oversized farm machines, was transmitted to the executive council in November 2005.

Regulation respecting protective helmets: The Regulation respecting protective helmets for persons riding motorcycles, mopeds or snowmobiles and for their passengers sets the standards manufacturers must comply with to certify their product. For a helmet to be legal in Québec, it must meet one of the standards.

A draft regulation amending this regulation was prepared to solve enforcement problems regarding protective helmets for persons riding motorcycles or snowmobiles and for their passengers and to determine which helmet users of power-assisted bicycles should wear.

This draft regulation was transmitted to the Secrétariat of the Ministère des Transports in 2005 for approval by the minister.

Regulation respecting safety standards for road vehicles: In 2005, discussions with the other Canadian jurisdictions continued. The SAAQ completed its review of the Regulation respecting safety standards for road vehicles to achieve compliance with modifications adopted by the Canadian Council of Motor Transport Administrators (CCMTA). Regulatory amendments should become effective in 2007.

YT - We are continuing to work on getting the NSC Standards for Commercial Carriers into our regulations

10.0 HIGH-RISK DRIVERS

Principal Problems:

Motorists who exhibit the most dangerous driving behaviours, often in combination, such as not wearing seat belts, drinking and driving, driving at unsafe speeds or running red lights or stop signs are high-risk drivers.

Ironically, while road safety advocates have a very clear understanding of what constitutes high-risk driving behaviour, at present very few jurisdictions have data systems capable of identifying these drivers.

A number of crash and exposure indicators currently exist that can help identify high-risk road users in very general terms. Younger drivers aged between 16 and 24 years are categorized as high-risk road users because with the exception of older drivers (75+ years), they were more than twice as likely to be killed in a crash per kilometre of travel than any other driver age group. Their likelihood of being killed may be the result of risky driving behaviour or simply driver inexperience. Younger drivers less than 25 years of age have also been cited in Transport Canada's national urban and rural seat belt use surveys for the lowest restraint use rates (5.1% lower than drivers 50 years of age or older). However, 2004 crash data showed that the percent of fatally injured drivers who were unbelted at the time of collision was very similar (between 44% and 48%) for drivers between 20 and 54 years of age. Among fatally injured drivers who were tested for the presence of alcohol, those aged between 20 and 45 years of age most often had positive BACs (41% to 46%).

Principal Strategies:

The High-Risk Driver (HRD) Task Force has developed a definition for high-risk drivers. They include drivers that have been involved in three or more distinct events (a traffic violation including on-the-road administrative licence suspensions, a Criminal Code offence or a reportable collision) within a two-year period; drivers convicted of a first offence with a BAC greater than or equal to 160 mg%; drivers who refuse to provide a breath sample; or drivers convicted of a repeat offence (including driving while prohibited or disqualified).

At present, most jurisdictions are incapable of identifying high-risk drivers using the above-mentioned definition. As a consequence, the original RSV 2010 sub-target for high-risk road users was changed from a 20% decrease in the number of road users fatally or seriously injured in crashes with high-risk drivers to '100% of provincial/territorial jurisdictions will have driver information systems that have the capability to identify high-risk drivers, as currently defined'. Once these populations have been identified, the HRD Task Force plans to develop interventions that target this group, including an interjurisdictional records exchange.

Research activities currently being undertaken in selected jurisdictions to learn more about high-risk driving behaviours included: making a comprehensive review of high-risk driver identification and intervention; monitoring research literature, best practices and the effectiveness of targeted aggressive driving programs in other jurisdictions; and providing grants to community groups for local initiatives addressing aggressive or unsafe driving.

Jurisdictional public education and marketing initiatives included: preparing and promoting a brochure on the dangers of driving while fatigued; delivering the iDrive public education program to most provincial secondary school audiences; and forming road safety stakeholder partnerships within jurisdictions to develop public education resources addressing aggressive, distracted and fatigued driving.

Legislative initiatives introduced in selected provinces included: increasing fines and jail-time for driving uninsured; amending the Highway Traffic Act to allow tougher sanctions (incarceration and/or fines) for persons convicted of a HTA offence that arises from incidents where an involved person died; tougher sanctions (higher fines and longer driving suspensions) for speeders who drive 30-50 km over the speed limit; introducing a restriction on the number of young passengers that a probationary licenced teen could

carry between midnight and 5 a.m.; and adding three demerit points for drivers caught using speed measuring warning devices.

Enforcement and awareness strategies introduced in selected jurisdictions included: conducting national police traffic services campaigns targeting non-use of seat belts; drinking and driving and intersection safety as part of the Canada Road Safety Week and Operation Impact campaigns; conducting municipal/regional forces road checks related to seat belts, speed and impaired driving; conducting an awareness program for young drivers of cars and motorcycle riders to sensitize them about the dangers of and penalties for speeding and street racing; launching an annual enforcement campaign called Eliminate Racing Activities on Streets Everywhere (E.R.A.S.E.); and conducting ongoing selected traffic enforcement programs (STEP) to target high-risk drivers.

Sub-target was modified: 100% of provincial/territorial jurisdictions will have driver information systems that have the capability to identify high-risk drivers, as currently defined

PROGRAM ELEMENTS				
Jurisdiction	Research	Public Education/ Marketing	Legislation	Enforcement/ Awareness
AB	X		X	
BC				
MB			X	
NB		X		X
NL				
NS				
NT				
NU	X	X	X	X
ON	X	X	X	X
PE				
QC				
SK				
YT		X		X
TC				

Program Elements:

Research:

AB - Undertaking a comprehensive review of high risk driver identification and intervention.

NU – We are currently working on this issue with the Senior Driver Examiner who is responsible for high-risk drivers in Nunavut.

ON - a) MTO continued to monitor the research literature, best practices worldwide and the effectiveness of targeted aggressive driving programs in other jurisdictions.

b) MTO’s Community Partnership Program provided grants to community groups for local initiatives addressing aggressive/unsafe driving as well as other road safety initiatives.

Public Education/Marketing:

NB - Department of Public Safety, with the assistance of the N.B. Medical Society and input from the New Brunswick Highway Safety Committee, completed a brochure warning of the dangers of driver fatigue "Asleep at the Wheel: Driver Fatigue can Kill." The brochure was distributed to enforcement agencies in the province, doctors, insurance brokers, the general public through SNB locations and other interested groups.

Message pertaining to impaired driving "Fatigue Kills" was placed on registrations and driver's licence renewal envelopes.

NU – We are currently working on this issue with the Senior Driver Examiner to develop public education campaigns.

ON - a) MTO continued delivery of the iDRIVE public education program to raise awareness among drivers under the age of 25, of the risks and consequences associated with aggressive and unsafe driving practices (including impaired driving). By the end of 2005, more than 2000 copies of this video presentation had been distributed for presentation to secondary school audiences across Ontario.

b) MTO, Workplace Safety and Insurance Board (WSIB), OPP and other government and stakeholder organizations formed the "Roadsafe" alliance and have developed public education resources addressing aggressive, distracted and drowsy driving.

YT - Highways and Public Works launched a "Slow Down Yukon" campaign in December. This campaign was designed to inform the public about the dangers associated with speeding on Yukon's highways when driving in winter conditions especially without the benefit of due care and caution.

Legislation:

AB - As of October 31, 2005 the following legislative changes came into force:

- The fine for a first offence of driving without insurance remains at \$2,500 to \$10,000. Jail time for not paying the fine increases to 45 days from 30.
- For a second offence, the range of fines doubles to between \$5,000 and \$20,000. Jail time remains at 60 days to six months for those failing to pay the fine.
- A person driving a stolen vehicle can now be charged with driving an uninsured vehicle.

MB - Amendments were introduced to The Highway Traffic Act (HTA) that provide for more severe penalties in situations where a person is charged with an HTA offence that arises from an incident where the death of a person resulted. Upon conviction for the offence, a judge may impose a jail sentence of up to two years and a fine of any amount determined be appropriate. The driver's licence can also be suspended for up to five years.

NU - The MVD received approval to review and amend legislation and RSV 2010 initiatives will be implemented in the new legislation.

ON - a) Ontario enacted The Transportation Statute Law Amendment Act, 2005, (Bill 169) which received Royal Assent on November 21, 2005. Bill 169 introduced amendments to the speeding

provisions of the Highway Traffic Act to increase fines for excessive speeding over the posted limit. Drivers who exceed the posted limit in the 30 to 34 kilometre range now pay a fine of \$7.00 per kilometre instead of \$4.50 per kilometre. This expands the \$7.00 per kilometre fine category from 35 to 49 kilometres over the posted limit to 30 to 49 kilometres over the posted limit. The new provisions also allow progressively longer court-ordered driver licence suspensions for persons repeatedly convicted of speeding 50 km/h over the posted limit within a five-year period. The Bill also doubled the fines for speeding in construction zones when workers are present and added 3 demerit points for the offence of using speed measuring warning devices.

b) Regulations made under Bill 73, An Act to Enhance the Safety of Children and Youth on Ontario's Roads, introduced a restriction on the number of young passengers that teen G2 novice drivers aged 19 or under can carry between midnight and 5 a.m., made child seats/booster seats mandatory, and permitted vehicle owners to be charged if their vehicle illegally passes a stopped school bus regardless of the who was driving at the time of the offence. All these regulations took effect on September 1, 2005. These measures will act as effective deterrents to high-risk driving behaviours.

Enforcement/Awareness:

NB - Various municipal/regional forces and the RCMP conducted a variety of public awareness road checks throughout related to seat belts, speed, impaired driving.

NU – We are currently consulting with the Head of the RCMP for Nunavut on enforcement.

ON - a) OPP ran an awareness program geared towards young car and motorcycle drivers aged 16 to 19 to sensitize them about the dangers of street racing and speeding. An information sheet outlining the penalties of speeding, dangerous driving and street racing was handed out.

b) May 2005, many Ontario police services launched the annual enforcement campaign to combat street racing under the theme, Eliminate Racing Activities on Streets Everywhere (“E.R.A.S.E.”) in Ontario.

YT - HRD are targetted through on-going STEP campaigns with the RCMP.

High risk drivers that come to the attention of the Deputy Registrar are referred to the Driver Control Board for review. On-going review and close monitoring of drivers currently under DCB jurisdiction.

11.0 PROVISION OF DATA FOR NATIONAL REPORTS

ISSUE:

The provision of jurisdictional summary and comprehensive annual traffic collision data to Transport Canada.

BACKGROUND:

The provision of timely and complete traffic collision data to Transport Canada is necessary for the Department to provide CCMTA with annual updates of the Canadian Motor Vehicle Traffic Collision Statistics pamphlet and the Road Safety Vision 2010 report within agreed upon deadlines. The data are also needed to produce the annual State of Road Safety in Canada report prepared by Transport Canada and to provide other organizations (e.g. TIRF and the OECD) with information within specified timeframes. The Board agreed that all jurisdictions would provide Transport Canada the required data for the collision statistics pamphlet by June 30 and the complete collision data file by August 31 each year for the previous calendar year.

CURRENT STATUS:

The following jurisdictions have provided the following 2005 traffic collision data to Transport Canada within the timeframe agreed to by CCMTA:

Jurisdiction	Tables for National Statistics Pamphlet (by June 30th)	Tables for National Statistics Pamphlet (by August 31st)	Annual Collision Data Tape/CD/Diskette (by August 31st)
AB	X		X
BC			
MB		X	
NB	X		X
NL			
NS		X	X
NT		X	X
NU		X	X
ON		X	
PE		X	X
QC	X		X
SK	X		X
YT	X		X