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Ms. Valerie Todd
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Canadian Council of Motor transport Administrators
2323 St. Laurent Boulevard
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**Re: CCMTA 2006 Police Partnership Award
Ontario Provincial Police & Road Safety Partners of Ontario**

As the Director of Provincial Traffic Operations of the OPP Highway Safety Division, it is with great pleasure that I forward the attached nomination for the 2006 CCMTA Police Partnership award. This nomination represents a collaborative effort between the OPP and an alliance of organizations working together to improve road safety.

The RoadSafe - Road Safety Partners of Ontario is an alliance created in 2004 to focus collaborative efforts on reducing motor vehicle-related social costs, injuries and deaths in Ontario. These joint initiatives are aimed at achieving breakthroughs in road safety through coordinated strategic initiatives, delivered through social marketing, education, legislation & enforcement, and economic incentives.

The Road Safety Partners endeavor to contribute toward meeting the goals set out in Canada's Road Safety Vision 2010. Their *Mission* is to significantly reduce and prevent the deaths, injuries and social costs resulting from motor vehicle crashes specifically focusing on:

- aggressive, distracted and drowsy driving
- trucking safety and sharing the road safely with trucks
- workplace road safety management awareness and skills
- the use of seatbelts
- young / new drivers' road safety awareness and skills

This CCMTA award nomination will hi-light the partnership between the Ontario Provincial Police and the Road safety Partners of Ontario. Road Safety Partners have a vested interest in reducing the more than 70,000 annual vehicle related injuries and deaths in Ontario.

Should this nomination be successful, a representative from each agency will be identified to attend the acceptance ceremony in Edmonton, Alberta. If any further information in required, please contact either Staff Sergeant Bill Price or me at the OPP Highway Safety Division.

Sincerely

Bill Snoddon
Superintendent
Ontario Provincial Police
Highway Safety Division

2006

CCMTA Police Partnership Award Nomination

Ontario Provincial Police

&

The Road Safety Partners of Ontario



Submitted by: Superintendent William Snoddon
OPP Highway Safety Division

Date: March 23, 2007

RoadSafe - The Road Safety Partners of Ontario

The origins of "RoadSafe" - The Road Safety Partners of Ontario

The idea for the partnership was formulated on October 5, 2004 during a Road Safety 'Think Tank'. This 'Think Tank' was the initial step for bringing together the Road Safety Partners, researchers and other experts to analyze ways of improving road safety.

Since the 'Think Tank' was held, collaborative efforts and additional partnerships have been created and a tremendous amount of work has been completed through the establishment of working committees and project teams.

Partnerships

The Road Safety Partners of Ontario (RoadSafe) are an alliance of organizations brought together to promote road safety and to help change driver behaviour. They are focusing their efforts on reducing the 70,000+ annual vehicle related injuries and deaths in Ontario. Currently the primary partner organizations include:

- Human Resources and Skills Development Canada (HRSDC)
- Insurance Bureau of Canada (IBC)
- Ministry of Transportation (MTO)
- Ministry of Labour (MOL)
- Ontario Provincial Police (OPP)
- Transport Canada
- Transportation Health & Safety Association of Ontario (THSAO)
- Ontario Workplace Safety & Insurance Board (WSIB)

Members from these primary partner organizations are represented in a Steering Committee which meets monthly to provide overall strategic direction; decide on what initiatives/projects to pursue; evaluate the progress and success of the working committees, initiatives and projects; and provide guidance and advice.

The Road Safety Partners also include affiliated organizations that contribute to the various working committees, initiatives and projects. Currently the affiliated partner organizations include:

- Industrial Accident Prevention Association (IAPA)
- Ontario Service Safety Alliance (OSSA)
- Office of the Chief Coroner
- Passport to Safety

A tremendous amount of work has been completed through the establishment of working committees and project teams. At one point, more than 50 individuals were working on the various committees and project teams.

The purpose of "RoadSafe"

The purpose of RoadSafe is to promote road safety and help change driver behaviour to ultimately reduce motor vehicle related social costs, injuries and deaths.

Goals

- Partner with key agencies, associations and groups on road safety initiatives.
- Achieve a reduction in aggressive, distracted and drowsy driving.
- Achieve improvements in trucking safety and sharing the road safely with trucks.
- Achieve improvements in workplace road safety.
- Achieve increases in seat belt usage rate.
- Achieve improvements in the road safety awareness and skills of young and new drivers.

Objectives

- Maintain and/or build relationships with key partners to develop Road Safety strategies, initiatives, projects and programs.
- Share and augment data collection to identify factors causing or contributing to vehicle collisions and fatalities.
- Encourage focused research to identify factors causing or contributing to motor vehicle collisions and to measure performance.
- Use relevant research knowledge in planning road safety initiatives; promote awareness and motivate safer driving using key levers that positively influence driving behaviour with respect to the following five themes:
 1. Aggressive, distracted and drowsy driving;
 2. Trucking safety and sharing the road safely with trucks;
 3. Workplace road safety;
 4. The use of seatbelts;
 5. Road safety knowledge and skills of young/new drivers.

Initiatives Completed in 2006

Summarized below are some of the initiatives / projects that were completed in 2006:

- ✓ Initiated the updating of the Social Cost of Motor Vehicle Collisions (MVCs) in Ontario Research Study, which will be called the “Analysis and Estimation of the Social Cost of Motor Vehicle Collisions in Ontario”. This study has additional features when compared to the 1994 study and the end product of this project will include additional sub-models including the following:
 - The main Ontario model which will estimate the social costs of MVCs throughout Ontario and four Ontario sub-models for: 1) Drinking and driving collisions; 2) Large truck collisions, 3) Collisions involving pedestrians, and 4) Motor vehicle collisions on freeways (or 400 series highways)
 - The Canadian jurisdiction models for each of the 13 jurisdictions in Canada and for all of Canada
 - The WSIB model of MVCs reportable to the WSIB
- ✓ Initiated a Data Linkage (between the WSIB & MTO) research study (to be done by the Institute for Work & Health – IWH) to get a better understanding about work-related MVCs.
- ✓ Launched the www.roadsafe.ca website and updated on a regular basis.
- ✓ Created six separate Road Safety posters that raise awareness about the consequences of aggressive, distracted and drowsy driving and produced a total of 36,000 (in two sizes 20” X 27” and 9” X 12”) of the posters and many of these were distributed throughout the year by the WSIB and OPP.



- ✓ Launched a media campaign from January to March, 2006 displaying 180 separate washroom and parking lot poster ads in various restaurants, college / university campuses and office towers throughout the GTA. These ads raised awareness about the high risks and consequences of aggressive, distracted and drowsy driving

- ✓ Launched a media campaign (starting in January 2006 and continuing throughout the year) broadcasting RoadSafe / OPP Public Service Announcement Ads at 121 Esso service stations throughout the GTA. These ads raised awareness about various road safety themes.



- ✓ Developed and confirmed our Group Name, Logo and Tagline Message highlighted as follows:

Group Name: RoadSafe – Road safety Partners of Ontario

Logos:



Tagline: Join the drive for safe roads!

Message:

Thanks Ontario! Together we've made our roads the safest in North America and with your help we can make them even safer. As safe as our roads are, on an average day, two people will die and over 200 more will be seriously hurt - in preventable collisions. There isn't a family in the province that hasn't been touched. Financially, the damage costs us over \$9 billion a year. Our families, friends and communities are worth protecting. The Road Safety Partners is an alliance of organizations working together to improve road safety by encouraging everyone to make better choices on the road.

- ✓ Initiated registering the trade-mark of the RoadSafe logo and tagline above with the Office of the Trade-mark Registrar
- ✓ Implemented a RoadSafe “Driving Back to Work” Launch Event on September 13, 2006 at 6:00 AM. There were:
 - Display stations under canopies highlighting road safety messages on aggressive Driving; distracted Driving; drowsy Driving; sharing the Road with Trucks and occupational Road Safety.
 - Dignitaries, testimonial speakers, subject experts and members of the RoadSafe partnership were on hand at the event and gave remarks and answered questions.



- ✓ Developed in conjunction with the THSAO, resources which have been designed to help employers manage their occupational Road Safety Programs and promoted THSAO’s “Preventing Work-Related Roadway Collisions” program. The checklists can help employers identify and assess their risk for MVCs and help them develop programs to promote safe driving in the workplace. The checklists include:
 - Assessment of Who Drives for your Company
 - Safe Driving Program Self Audit Evaluation
 - Hazard Identification Worksheet and Example
- ✓ Created a Catalogue of Road Safety Programs document (45 programs from 18 separate organizations were reviewed) and circulated it among the Road Safety Partner organizations
- ✓ Designed, developed and produced an additional twelve RoadSafe Public Service Announcement Ads to be broadcast at 121 Esso service stations throughout the GTA. These ads will continue to raise awareness about the following road safety themes:
 - Aggressive distracted, and drowsy driving;
 - Vehicle maintenance information;
 - Sharing the road with trucks
 - Child safety restraints
 - Moving over for emergency vehicles
 - Street racing and Project E.R.A.S.E.

- ✓ Contributed toward the production Toronto Police Services “Move Over – Protect Us All” (and Clear the way for Emergency Vehicles) Educational DVD
- ✓ Contributed toward MTO's production of Aggressive and Distracted Driving brochures and posters including:
 - 100,000 Aggressive Driving brochures in English and 5,000 in French
 - 100,000 Distracted Driving brochures in English and 5,000 in French
 - 5,000 Distracted Driving posters (one side French & flip side in English) with the yield sign and “smart drivers just drive”
 - 5,000 Distracted Driving posters (one side French & flip side in English) with the message “There’s a time and a place for everything - smart drivers just drive”
 - 5,000 Aggressive Driving posters (one side French & flip side in English).

Communication Plan

The Road Safety Partners have developed their own web site, www.roadsafe.ca. This will be the main communication tool for:

- Keeping all the Steering Committee, working committee and project team members informed about their objectives and progress;
- Ensuring major stakeholders are informed about the progress of the various strategies, initiatives, projects and programs;
- Promoting the various road safety projects, programs, links, tools and tips, etc. to the general public;

The Road Safety Partners is an alliance of organizations working together to improve road safety by encouraging everyone to make better choices on the road. To demonstrate multidisciplinary collaborative, strategic, focused communication both externally and internally.

Road Safety Partners have a vested interest in reducing the more than 70,000 annual vehicle related injuries and deaths in Ontario.