

OTTAWA'S STRATEGIC ROAD SAFETY ACTION PLAN

2012-Beyond



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DIRECTION

Vision	The City of Ottawa is the safest traffic environment for all.
Mission	A leading community partnership committed to preventing or eliminating road deaths and serious injuries for all people in the City of Ottawa, through culture change, community engagement, and development of a sustainable safe transportation environment.
Program Goal	Towards zero. One fatality or serious injury is one too many.
Emphasis Areas	Distracted Driving, Vulnerable Road Users, Aggressive Driving and Age-Specific Issues.
Focuses	Non-Intersection Single Vehicle Collisions, Pedestrians, Cyclists, Motorcyclists, Angle Collisions, Turning Movement Collisions, Speed-Related Collisions and Rear-End Collisions, Young Drivers, Senior Drivers and children.

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Introduction

INTRODUCTION

Road safety is the responsibility of municipalities, provinces, countries and the international community. Globally, each year nearly 1.3 million people die as a result of a traffic collision — more than 3,000 deaths each day — constituting a modern-day health, social and economic crisis. In response, the United Nations/World Health Organization Commission for Global Road Safety issued a call for a Decade of Action for Road Safety in its 2009 Report. A decade would provide an opportunity for long-term and coordinated activities in support of national and local road safety.

In support of this global initiative, Ottawa City Council will recommend that the Province be encouraged to develop a new strategic Road Safety Plan for its highways. Ottawa City Council will also recommend that the Federal Government be encouraged to adopt new safety features that apply to vehicle manufactures, such as external vehicle detection and anti-roll technology, in all new vehicles sold in Canada.

In the case of Ottawa roads, City Council has created the new Safer Roads Ottawa Program (SROP) in a further attempt to maximize safety on its streets, as well as developed this Action Plan to be implemented over the next several years. The SROP ensures that available resources within the City are integrated as much as possible and that road safety approaches are coordinated wherever possible. In addition, external to the City, the SROP tries to engage other local road safety agencies when practicable as well as work with community partners on an on-going basis — all this to ensure that road safety is optimized in the city.

The SROP relies on a 4E approach to road safety (Engineering, Education, Enforcement and Emergency Response). It also relies on the assistance of other City departments and road safety agencies, in addition to the work done by its external road safety partners.

The success of this Action Plan hinges on the integration of, and coordination of work done by:

- Ottawa Police Services;
- Ottawa Fire Services;
- Ottawa Paramedic Service;
- Ottawa Public Health;
- The Department of Public Works;
- The City's Planning and Growth Management Department;
- The City's Infrastructure Services Department;
- The City's Parks, Recreation and Cultural Services Department;
- The City's Communications group;
- Road Safety Agencies i.e. MTO, Transport Canada, OPP and RCMP; and
- Community Partners i.e. CAA, Young Drivers of Canada, MADD Ottawa, etc.

This Action Plan consists of five broad emphasis areas and narrow focuses within each. For each focus, relevant information is included such as:

- Sub-goals;
- Definitions;
- Percent of fatal and serious injury involvement;
- Performance Measures;
- When the specific types of collisions occur most frequently;
- Target Populations; and
- Initiatives/Interventions to address the specific types of collisions.

It is important to note that the emphasis areas and focuses were selected based on Ottawa's Traffic Collision Data, enforcement data and data provided by Ottawa Public Health. The use of collision data was limited to types of collisions that resulted in serious injury or death. The projection of goals is also based on types of collisions that result in serious injury or death only.

It is further important to note that this document may be subject to change as emerging issues evolve, the availability of resources change and new opportunities present themselves. Also, initiatives/programs may be subject to change once Task Teams are formed to plan and develop the specific awareness campaigns.



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Emphasis Area - Distracted Driving

CONTEXT

Distracted driving is defined as anything that takes away from the primary task at hand, driving, whether inside or outside the vehicle.

14 per cent of Ottawa's traffic collisions resulting in serious injury or death between 2005 and 2009 were reported to be caused by inattentive driving. It is important to note however that many distracted driving collisions resulting in serious injury or death go unreported as such. Evidence must be obvious or the driver needs to admit to being distracted at the time of the collision for the cause to be recorded as inattentive driving. Police estimate that as many as one-third of Ottawa's collisions are caused by distracted driving.

Within the Distracted Driving Emphasis Area, a focus on non-intersection single vehicle collisions is prudent given that many roadway departures are due to inattentive driving.

DATA SUMMARY - DISTRACTED DRIVING

- › Of the 120 collisions where distracted driving was reported to be the cause and that resulted in serious injury or death between 2005 and 2009:
 - Single vehicle, angle and turning movement collisions account for 109
 - 93 occurred at intersections, 69 of which were signalized intersections
- › In 2009, 47% of all adult drivers in Ottawa aged 18 and older said they talked on their cell phone while driving. This decreased to 27% in the first months of 2010. Only 33-35% of drivers who talk on cell phones while driving use hands-free options. (RRFSS – Rapid Risk Factor Surveillance System)
- › Over 90% of drivers say they never send or read text messages while driving. (RRFSS)
- › 5,208 Ottawa Police charges were laid for distracted driving between 2005 and 2009
- › The peak day for enforcement was Friday
- › The peak month for enforcement was November

FOCUS: Non-Intersection Single Vehicle Collisions	2005-09 Percent Relative to Total Fatal and Serious Injuries 20%	SUB-GOAL 10% reduction in non-intersection single vehicle collisions resulting in serious injury or death	DEFINITION Non-intersection single vehicle collisions are, for the most part, collisions that occur when single vehicles run off the road at mid-block locations. For our purposes, they do not include crashes with pedestrians. Police indicate that the majority of non-intersection single vehicle collisions are the cause of distracted driving but are not reported as such.
PERFORMANCE MEASURES <ul style="list-style-type: none"> • Number of collisions reported as inattentive driving being the cause resulting in serious injury or death • Number of non-intersection single vehicle collisions resulting in serious injury or death • Number of injury and property damage only collisions • Number of charges and warnings relating to the use of hand-held devices • Number of careless driving charges • Number of edge-line rumble strips installed • Number of information cards distributed 	WHEN Peak Times: Dark Conditions Peak Days: Saturday Peak Months: August Peak Environment: Clear Target Populations: Male (80%) Ages 15-29	HIGH COLLISION LOCATIONS <ul style="list-style-type: none"> • Hwy 416 between Bankfield Rd and Roger Stevens Dr (4 collisions) • Hwy 416 between Fallowfield Rd and West Hunt Club Rd (3 collisions) • Hwy 417 between Anderson Rd and Boundary Rd (3 collisions) • Hwy 417 between March Rd and Panmure Rd (3 collisions) • Roger Stevens Dr between Craighurst Dr and McCordick Rd (3 collisions) • West Hunt Club Rd between 354 metres east of Woodroffe Ave and Cleopatra Dr (3 collisions) 	



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Focus: Non-Intersection Single Vehicle Collisions

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters targeting young adult males	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Education	Distribution of information cards by Police	Ottawa Police OPP, RCMP	Public Works, Community Partners, Public Health	New	
Education	Social media awareness campaign targeting young males through new and existing partnerships	Public Health	Public Works, Ottawa Police	Enhance	
Education	Give presentations about distracted driving to Public Health staff working in high schools	Public Health	Public Works	New	
Outreach	Pilot education outreach through Public Health nurses in high schools on distracted driving (ie. Cell phone use, texting)	Public Health	Local high schools, Public Works	New	
Driver's Education Schools	Encourage inclusions of distracted driving information in driver's education school curriculum	Public Health, Ottawa Police, Public Works	Driver's Education Schools	Enhance, New	
Hand-Held Devices	Enforcement of new hand-held device legislation	Ottawa Police	OPP, RCMP	Enhance	



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Focus: Non-Intersection Single Vehicle Collisions (Continued)					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	
Incentives	Explore partnering with stakeholders to distribute incentives to drivers complying with the new hand-held device legislation	Ottawa Police		New	
Video	Create video on distracted driving	Ottawa Police, Public Works,	Algonquin College students	New	Reliance on students to produce video
Advocacy	Advocate for distracted driving questions in MTO's G1 driver tests	Public Health, Public Works, Ottawa Police	MTO	New	
Rumble Strips	Install centre-line and edge-line rumble strips on new road construction and overlays where there are shoulders (where possible)	Infrastructure Services	Public Works, Ottawa Police, Public Health	New	Noise may be an issue at some locations where houses are in close proximity.
Other Roadside Safety Improvements	Implement low cost countermeasures such as ensuring that roadside gravel shoulders are compacted (i.e. no loose gravel) and removing ditches where practicable to expand recoverable zone	Infrastructure Services, Public Works	Ottawa Police, Public Health	Enhance and Maintain	
Signage	Conduct signage reviews in rural areas and augment/upgrade (ie. warning signs)	Public Works	Public Health, Ottawa Police		
Chevron Signs and Reflectors (ie. Cat's Eyes)	Install chevron signs and reflectors (ie. cat's eyes) along curves in rural locations where collisions are high	Public Works	Public Health, Ottawa Police		
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	

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Emphasis Area - Vulnerable Road Users

CONTEXT

Pedestrians, cyclists and motorcyclists are considered vulnerable road users because they lack the protective closure of a motor vehicle. 43% of Ottawa's collisions resulting in serious injury or death involve vulnerable road users.

<p>FOCUS: Pedestrians</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 25%</p>	<p>SUB-GOAL 10% reduction in collisions with pedestrians resulting in serious injury or death</p>	<p>DEFINITION Pedestrians are walkers. Pedestrians also include persons using mobility aids (ie. wheelchairs).</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> Number of pedestrian collisions resulting in serious injury or death Number of charges laid and warnings issued Number of injury collisions Number of additional pedestrian countdown and audible signals Number of information cards distributed Number of complaints regarding signal timing for pedestrians Number of new pedestrian signals installed Number of new adult crossing guards Number of children exposed to School Zone Traffic Safety Outreach Program Kilometres of new sidewalks/pathways constructed 	<p>WHEN</p> <p>Peak Times: Daylight Conditions Peak Days: Friday Peak Months: October, November, December</p> <p>Peak Environment: Clear</p> <p>Target Populations: Male Drivers (67%), Male Pedestrian Victims (57%), Driver Ages 20-29, Pedestrian Ages 15-24</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> Cumberland St and Rideau St (3 collisions) King Edward Ave and Rideau St (2 collisions) King Edward Ave and Murray St (2 collisions) Percy St and Somerset St (2 collisions) Bronson Ave and Somerset St (2 collisions) Campeau Dr between Kanata Ave and Stonecroft Terr (2 collisions) Montreal Rd between Palace St and Vanier Pkwy (2 collisions) Waller St between Besserer St and Daly Ave (2 collisions) Woodridge Cres between Bayshore Shopping Centre and Bayshore Public School (2 collisions) 	

DATA SUMMARY - PEDESTRIANS

- Of the 212 pedestrian collisions in Ottawa that resulted in serious injury or death between 2005 and 2009:
 - 50 per cent took place at intersections while the remainder occurred at non-intersections
 - 106 were at locations where there was no traffic control
 - 89 took place at signalized intersections
- 1,957 Ottawa Police pedestrian safety-related charges were laid (both pedestrians and motorists) between 2005 and 2009
- The peak day for enforcement was Thursday
- The peak month for enforcement was March



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Focus: Pedestrians					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign ensuring target group (young adult males) is addressed	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Education	Distribution of information cards to offending drivers and pedestrians by Police	Ottawa Police, RCMP	Public Works, Community Partners, Public Health	New	
Education	Social media awareness campaigns to young adult males	Public Health	Public Works, Ottawa Police	Enhance	
School Age Safety Program	Champion a new program to provide elementary students with hands-on pedestrian safety training (ie. Children's Safety Village)	Public Works, Public Health, Ottawa Police, Planning & Growth Mgmt Dept	Business community, Paramedics, Fire Service	Enhance	Costs may be prohibitive. Heavy reliance on corporate sponsorships may be required.
School Age Health Program	Ensure road safety/pedestrian safety information is included in Junior Kindergarten through to grade 8 curriculum on a yearly basis; fill curriculum gaps regarding pedestrian safety (if any) and enhance repeated messaging	Public Health	Public Works, Ottawa Police, local schools	Enhance	
School Zone Traffic Safety Outreach Program	Increase the number of presentations given to elementary and middle school-aged children	Public Works	Public Health, Ottawa Police	Enhance	
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	

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Focus: Pedestrians (Continued)

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Diversion Program	As an alternative to paying traffic tickets, consider a diversion program to allow for training in cases of specific violations	Planning & Growth Mgmt Department	Public Works, Public Health, Ottawa Police, Court Administration	New	Logistics of having a training centre. Court administration implications.
Visibility Aids	Encourage the use of visibility aids such as reflective clothing and flashing lights	Public Health, Public Works, Ottawa Police	Local schools	Enhance	
Advocacy	Advocate for increased pedestrian rights (ie. crossing at roundabouts and right-turn channels)	Public Works	Public Health, Ottawa Police	New	
Pedestrian Safety Evaluation Program	Promote the high level of public engagement with this new program	Public Works	Public Health, Ottawa Police, Planning & Growth Mgmt Dept	Maintain	
Countdown Pedestrian Signals and Audible Signals	Install additional countdown pedestrian signals and audible signals	Public Works, Planning & Growth Mgmt Dept	Public Health, Ottawa Police, pedestrian groups	Enhance	
Signal Timing	Modify signal timing at locations near elementary schools and where the elderly and visually impaired frequent where possible	Public Works	Public Health, Ottawa Police, pedestrian groups, Planning & Growth Mgmt Dept		
Crosswalk Markings	Ensure that the pavement markings at crosswalks are prominent	Public Works	Ottawa Police, Public Health, pedestrian groups	Enhance	
Pedestrian Signals	Install additional pedestrian signals where warranted	Public Works	Public Health, Ottawa Police, pedestrian groups, Planning & Growth Mgmt Dept	Enhance	Costs may be prohibitive
Adult Crossing Guards	Provide additional adult crossing guards	Public Works	Public Health, Ottawa Police	Enhance	Costs may be prohibitive



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Focus: Pedestrians (Continued)					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	



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<p>FOCUS: Cyclists</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 9%</p>	<p>SUB-GOAL 10% reduction in collisions with cyclists resulting in serious injury or death</p>	<p>DEFINITION Cyclists are bicycle riders.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Number of cyclist collisions resulting in serious injury or death • Number of injury collisions • Number of charges laid and warnings issued • Number of information cards distributed • Number of new on-road bicycle priority measures • Enactment of a new by-law • Number of children exposed to School Zone Traffic Safety Outreach Program • Kilometres of additional on-road reserved bicycle lanes • Kilometres of additional multi-use pathways 	<p>WHEN</p> <p>Peak Times: Daylight Conditions</p> <p>Peak Days: Monday Peak Months: September</p> <p>Peak Environment: Clear</p> <p>Target Populations: Male Drivers (70%), Male Cyclist Victims (67%), Driver Ages 25-44, Cyclist Ages 35-49</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> • Greenbank Rd and Marketplace Ave (2 collisions) • Preston St and Albert St (2 collisions) • Innes Rd between 530 metres west of Blackburn Hamlet Bypass and Anderson Road (2 collisions) 	
<p>DATA SUMMARY - CYCLISTS</p> <ul style="list-style-type: none"> › Of the 78 cyclist collisions in Ottawa that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • 50 per cent took place at intersections while the remainder occurred at non-intersections • 36 were at locations where there was no traffic control, 29 occurred at signalized intersections and the other 13 took place at stop sign-controlled intersections • 46 were angle (t-bone) or turning movement collisions › 6,407 Ottawa Police cyclist safety-related charges were laid (both cyclists and motorists) between 2005 and 2009 › The peak day for enforcement was Thursday › The peak month for enforcement was August 			

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Focus: Cyclists					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop various educational campaigns for example: "dooring", sidewalk cycling, visibility at night, parking in biking lanes or riding against traffic. Various media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign and showcase new one metre by-law	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
One Metre By-Law	Explore/review the feasibility of enacting a by-law to provide for a one metre buffer zone between vulnerable road users like cyclists and motor vehicles	City Legal Department, Public Works, Public Health, Ottawa Police	Cycling groups, Planning & Growth Mgmt Dept	New	
Education	Distribution of information cards to offending drivers and cyclists by Police	Ottawa Police, RCMP	Public Works, Community Partners, Public Health	New	
Education	Do community presentations at public health forums	Public Health	Public Works, Ottawa Police	Enhance	
Education	Liaise with partners on cycling safety messaging, including the proper use of helmets; Share evidence that supports the use of retro-reflective materials and flashing lights	Public Health, Public Works, Ottawa Police	Cycling groups, communications and retailers	Enhance	
Bicycle Helmets	Continue to promote the use of bicycle helmets through already existing program	Public Health	Public Health, Ottawa Police, cycling groups	Maintain, Enhance	

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Focus: Cyclists (Continued)

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Availability of Cycling Safety Educational Materials	Offer new educational materials to local cycling organizations and bicycle user groups	Planning & Growth Mgmt Dept	Public Works, Public Health, Ottawa Police	New	
School Age Safety Program	Champion a new program to provide elementary students with hands-on pedestrian safety training (ie. Children's Safety Village)	Planning & Growth Mgmt Dept, Public Works, Public Health, Ottawa Police	Business community, Paramedics, Fire Service	Enhance	Costs may be prohibitive. Heavy reliance on corporate sponsorships may be required.
CAN-BIKE Training	Promote the City's CAN-BIKE cycling training program in educational materials	Parks, Recreation and Cultural Services Department	Public Works, Public Health, Ottawa Police, Planning & Growth Mgmt Dept	Enhance	
Advocating	Advocate for MTO to include cycling safety material in training programs for driver examiners, fleet/transit operators and other officials, as well as in outreach programs to reach drivers and cyclists on specific areas of conflict	Planning & Growth Mgmt Dept	Public Works, Public Health, Ottawa Police	New	
School Zone Traffic Safety Outreach Program	Increase the number of presentations given to elementary and middle school-aged children	Public Works	Public Health, Ottawa Police	Enhance	
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	
Diversion Program	As an alternative to paying traffic tickets, consider a diversion program to allow for training in cases of specific violations	Planning & Growth Mgmt Dept	Public Works, Public Health, Ottawa Police, Court Administration	New	Logistics of having a training centre. Court administration implications.
New Safety Devices	Pilot new safety devices for cyclists	Planning & Growth Mgmt Dept, Public Works, Public Health, Ottawa Police	Cycling groups, MTO	New	



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Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Cycling Safety Evaluation Program	Modify target high conflict intersections, develop new methods of evaluating conflict zones and participate in outreach program for cycling safety	Planning & Growth Mgmt Dept	Public Works, Public Health, Ottawa Police, Communications	Maintain	
Cycling Safety Evaluation Technology	Establish new intersection safety evaluation technology for faster assessment	Planning & Growth Mgmt Dept		New	
On-Road Reserved Bicycle Lanes	Install additional on-road reserved bicycle lanes	Public Works, Planning & Growth Mgmt Dept	Public Health, Ottawa Police, cycling groups	Enhance	Costs may be prohibitive
Multi-Use Pathways	Install additional multi-use pathways	Public Works, Planning & Growth Mgmt Dept	Public Health, Ottawa Police, cycling groups, NCC, City Parks and Recreation	Enhance	Costs may be prohibitive
On-Road Bicycle Priority Measures	Install additional on-road bicycle priority measures	Public Works, Planning & Growth Mgmt Dept	Public Health, Ottawa Police, cycling groups	Enhance	Costs may be prohibitive
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	



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<p>FOCUS: Motorcyclists</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 9%</p>	<p>SUB-GOAL 10% reduction in collisions with motorcyclists resulting in serious injury or death</p>	<p>DEFINITION Motorcyclists are motorcycle drivers and passengers.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Number of motorcyclist collisions resulting in serious injury or death • Number of injury and property damage only collisions • Number of charges laid and warnings issued • Number of information cards distributed • Enactment of a new by-law 	<p>WHEN</p> <p>Peak Times: Daylight Conditions Peak Days: Saturday Peak Months: June, August</p> <p>Peak Environment: Clear</p> <p>Target Populations: Male Motorcyclists (96%), Motorcyclist Ages 35-49</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> • Bank St and Lester Rd (2 collisions) 	
<p>DATA SUMMARY - MOTORCYCLISTS</p> <ul style="list-style-type: none"> › Of the 83 motorcyclist collisions in Ottawa that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • 13 of the victims (drivers and passengers) were not wearing helmets • 53 occurred on straight and level roadway › 226 Ottawa Police motorcyclist safety-related charges were laid (both motorcyclists and other motorists) between 2005 and 2009 › The peak day for enforcement was Saturday › The peak month for enforcement was July 			

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Focus: Motorcyclists					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign and showcase new one metre by-law	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
One Metre By-Law	Enact a by-law to provide for a one metre buffer zone between vulnerable road users like motorcyclists and other motor vehicles	City Legal Department, Public Works, Public Health, Ottawa Police	Cycling groups	New	
Education	Distribution of information cards by Police	Ottawa Police, RCMP	Public Works, Community Partners Public Health	New	
Education	Education/awareness campaigns targeting motorcyclists	Public Health	Public Works, Ottawa Police	Enhance	
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	
Roadway Maintenance	Improve roadway maintenance in rural areas to better keep the roadways clear of excess gravel (particularly along curves)	Public Works	Public Health, Ottawa Police	Maintain, Enhance	
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	

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Emphasis Area - Aggressive Driving

CONTEXT

Aggressive driving is defined as operating a motor vehicle in a selfish, pushy, or impatient manner, often unsafely, that directly affects other drivers. Examples of aggressive driving behaviours are as follows:

- Disobeyed traffic control i.e. red lights and stop signs
- Exceeding speed limit
- Failed to yield right of way
- Following too close
- Improper lane change
- Improper passing
- Improper turn
- Speed too fast for conditions

Aggressive driving accounted for 49 per cent of traffic collisions that resulted in serious injury or death on Ottawa roads between 2005 and 2009.

Within the broad aggressive driving emphasis area, we will focus on four of the main types of collisions that yielded high numbers of serious injuries and fatalities: angle, turning movement, speed-related and rear-end collisions.

DATA SUMMARY - AGGRESSIVE DRIVING

- › Of the 421 aggressive driving collisions in Ottawa where serious injury or death occurred between 2005 and 2009:
 - 274 took place at intersections, 204 of which occurred at signalized intersections
 - 283 occurred in daylight conditions
 - The peak day was Thursday
 - The peak month was September
- › Of the 445 at-fault aggressive drivers involved in Ottawa collisions that resulted in serious injury or death between 2005 and 2009:
 - The driver condition in more than 50 per cent was normal – in the remainder driver ability was impaired due to fatigue or inattentiveness
 - 320 were male
 - The predominant age group was 20-29
- › 336,111 Ottawa Police aggressive driving charges were laid between 2005 and 2009
- › The peak day for enforcement was Tuesday
- › The peak month for enforcement was October



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<p>FOCUS: Angle Collisions</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 12%</p>	<p>SUB-GOAL 10% reduction in angle collisions resulting in serious injury or death</p>	<p>DEFINITION Angle collisions are t-bone or 90 degree angle collisions mostly occurring at signalized or stop sign-controlled intersections. These collisions are largely due to drivers running red lights and stop signs.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Number of angle collisions resulting in serious injury or death • Number of injury and property damage only collisions • Number of red light and stop sign running charges laid and warnings issued • Number of information cards distributed • Number of new red light camera intersections added • Number of new stop sign safety initiatives (ie. "STOP! Spare a Moment. Spare a Life.") • Number of new right-turn Smart Channels installed 	<p>WHEN</p> <p>Peak Times: Daylight Conditions Peak Days: Saturday Peak Months: September, October</p> <p>Peak Environment: Clear</p> <p>Target Populations: Males (67%), Ages 15-24</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> • Aviation Pkwy and Ogilvie Rd (2 collisions) • Dunning Rd and Russell Rd (2 collisions) • Dwyer Hill Rd and Fallowfield Rd (2 collisions) • Dwyer Hill Rd and Roger Stevens Dr (2 collisions) • Frank Kenny Rd East and Innes Rd (2 collisions) • Greenbank Rd and Marketplace Ave (2 collisions) • Hazeldean Rd and Stittsville Main St (2 collisions) • Heron Rd and Riverside Dr (2 collisions) • Jockvale Rd and Strandherd Dr (2 collisions) • King Edward Ave and St. Patrick St (2 collisions) 	
<p>DATA SUMMARY - ANGLE COLLISIONS</p> <ul style="list-style-type: none"> › Of the 103 angle collisions that took place in Ottawa that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • 60 occurred at signalized intersections • 31 occurred at stop sign-controlled intersections › Of the 108 at-fault drivers involved in angle collisions that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • The driver condition of 57 drivers (or 53%) was normal i.e. not impaired, distracted, etc. › 38,466 red light running and stop sign running charges were laid by Ottawa Police between 2005 and 2009 › The peak day for enforcement was Tuesday › The peak month for enforcement was January 			

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Focus: Angle Collisions					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters targeting young adult males	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Education	Distribution of information cards by Police	Ottawa Police, RCMP	Public Works, Community Partners, Public Health	New	
Education	Social media awareness campaigns directed at young adult males	Public Health	Public Works, Ottawa Police	Enhance	
"STOP! Spare a Moment Spare a Life" Initiative	Expand the new piloted stop sign safety initiative in Barrhaven to other communities in Ottawa	Public Works, Ottawa Police, Public Health		Enhance, New	
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	
Reporting Aggressive Drivers	Educate community on how to report aggressive drivers	Public Works, Ottawa Police, Public Health	Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)	Enhance	
"Bus Watch"	Establish "Bus Watch" mechanism for school bus drivers and the public to report drivers disobeying school bus laws	Public Works, Ottawa Police, Public Health	Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)	New	

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Focus: Angle Collisions (Continued)					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Red Light Cameras	Install additional red light cameras at higher risk locations	Public Works	Public Health, Ottawa Police	Enhance, New	
Large Stop Signs, Large Stop Ahead Signs, Exponential Stop Bars and Flashing Beacon Lights	Install large stop signs, large stop ahead signs, exponential stop bars and flashing beacon lights at higher risk locations where appropriate	Public Works	Public Health, Ottawa Police	Enhance, New	
Larger Signal Display Heads	Explore the use of larger signal display heads (ie. Highway-size) at appropriate high collision locations	Public Works	Public Health, Ottawa Police	New	
Advanced Signal Display Technology	Explore the use of advanced signal display technology (ie. LED lights) at appropriate high collision locations	Public Works	Public Health, Ottawa Police	Enhance, New	
Roundabouts	Continue to implement roundabouts as a form of safe intersection control	Public Works	Public Health, Ottawa Police	Enhance, New	
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	



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<p>FOCUS: Turning Movement Collisions</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 13%</p>	<p>SUB-GOAL 10% reduction in turning movement collisions resulting in serious injury or death</p>	<p>DEFINITION Turning movement collisions are collisions where one or more motorist is in the act of turning at the time of the collision.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Number of turning movement collisions resulting in serious injury or death • Number of injury and property damage only collisions • Number of charges laid and warnings issued • Number of information cards distributed • Number of new left-turn protected signal phasing locations 	<p>WHEN</p> <p>Peak Times: Daylight Conditions</p> <p>Peak Days: Thursday Peak Months: September,</p> <p>Peak Environment: Clear</p> <p>Target Populations: Males (70%), Ages 20-34, 40-49</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> • Foxfield Dr and Greenbank Rd (2 collisions) • Central Park Dr North and Merivale Rd (2 collisions) • Preston St and Albert St (2 collisions) • Alta Vista Dr and Smyth Rd (2 collisions) • Bank St and Kitchener Ave (2 collisions) • St. Laurent Blvd and Walkley Rd (2 collisions) 	
<p>DATA SUMMARY - TURNING MOVEMENT COLLISIONS</p> <ul style="list-style-type: none"> › Of the 110 turning movement collisions that occurred in Ottawa that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • 73 took place at signalized intersections • 20 took place at stop sign-controlled intersections › Of the 122 at-fault drivers involved in turning movement collisions that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • The driver condition of 78 drivers (or 64%) was normal i.e. not impaired, distracted, etc. › 91,821 charges relating to turning movements were laid by Ottawa Police between 2005 and 2009 › The peak day for enforcement was Tuesday › The peak month for enforcement was October 			

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Focus: Turning Movement Collisions

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Education	Distribution of information cards by Police	Ottawa Police, RCMP	Public Works, Community Partners, Public Health	New	
Education	Awareness campaigns targeting young adult male drivers	Public Health	Public Works, Ottawa Police	Enhance	
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	
Traffic Signal Modifications	Implement additional left-turn protected signal phasing wherever practicable	Public Works	Public Health, Ottawa Police	New	Required intersection geometric modifications to accommodate this form of protection may be cost prohibitive
Pavement Markings	Where there is not left-turn protected signal phasing, ensure that the off-set for the oncoming left turning traffic optimizes visibility	Public Works	Public Health, Ottawa Police	New	
Roundabouts	Continue to implement roundabouts as a safe form of intersection control	Public Works	Public Health, Ottawa Police	Maintain, New	



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Focus: Turning Movement Collisions (Continued)

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	
Smart Channels for Right Turns	Install additional Smart Channels at right-turn channelizations whereby right turns are made at near 90 degree angles to slow traffic and increase visibility (sight-lines)	Public Works	Public Health, Ottawa Police	Enhance/New	Costs may be prohibitive



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<p>FOCUS: Speed-Related Collisions</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 10%</p>	<p>SUB-GOAL 10% reduction in speed-related collisions resulting in serious injury or death</p>	<p>DEFINITION Speed-related collisions are collisions caused by exceeding speed limit, speed too fast for conditions or loss of control.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Number of speed-related collisions resulting in serious injury or death • Number of injury and property damage only collisions • Number of speeding charges laid and warnings issued • Operating speed reductions • Number of information cards distributed • Number of letters sent to speeders • Number of neighbourhoods adopting the Pace Car Program • Number of speed radar display board/trailer deployments 	<p>WHEN</p> <p>Peak Times: Dark Conditions Peak Days: Saturday, Sunday Peak Months: May, June, December</p> <p>Peak Environment: Clear</p> <p>Target Populations: Males (84%), Ages 16-29, 35-44</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> • Central Park Dr North and Merivale Rd (2 collisions) • Hwy 416 between Fallowfield Rd and West Hunt Club Rd (2 collisions) • Richmond Rd Westbound Off-ramp between Bayshore Dr and Hwy 417 (2 collisions) 	
<p>DATA SUMMARY - SPEED-RELATED COLLISIONS</p> <ul style="list-style-type: none"> › Of the 87 speed-related collisions that took place in Ottawa that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • 63 did not take place at or near intersections › Of the 90 at-fault drivers involved in speed-related collisions that resulted in serious injury or death: <ul style="list-style-type: none"> • 54 of those drivers (or 60%) had been drinking, their ability was impaired and/or they were inattentive › 191,825 speeding charges were laid by Ottawa Police between 2005 and 2009 › The peak day for enforcement was Tuesday › The peak month for enforcement was March 			

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Focus: Speed-Related Collisions					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters. Street racing could be the focus.	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign. The launch could showcase the next item.	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Video Technology and Letters to Offenders	Adopt the use of speed radar technology that videos speeding vehicles as they go by. Develop a system to send "Road Watch" letters to registered owners of vehicles caught speeding on camera.	Public Works	Public Health, Ottawa Police	New	Costs and timing/resources may be an issue
Education	Distribution of information cards by Police	Ottawa Police, RCMP	Public Works, Community Partners, Public Health	New	
Education	Education targeting offending drivers (ie. young adult males) about the importance of not exceeding posted speed limits and not driving too fast for conditions	Public Health	Public Works, Ottawa Police	Enhance	
Pace Car Program	Implement Pace Car Program in neighbourhoods to reinforce the requirement to drive at the posted speed limit	Ottawa Police, Public Health, Public Works		Enhance, New	Contingent on residents' participation
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	



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Focus: Speed-Related Collisions (Continued)

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Advocacy	Lobby the Provincial Government for the use of photo radar	Ottawa Police, Public Health, Public Works		New	
Speed Radar Display	Increase the deployment of speed radar display boards and trailers in communities and major arterial roadways	Public Works	Public Health, Ottawa Police	Enhance	
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	



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<p>FOCUS: Rear-End Collisions</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 7%</p>	<p>SUB-GOAL 10% reduction in rear-end collisions resulting in serious injury or death</p>	<p>DEFINITION Rear-end collisions are collisions that occur when a vehicle following the vehicle ahead crashes into the back of that vehicle.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Number of rear-end collisions resulting in serious injury or death • Number of injury and property damage only collisions • Number of tailgating charges laid and warnings issued • Number of information cards distributed • Number of new locations where high friction pavement was applied • Number of new right-turn Smart Channels installed 	<p>WHEN</p> <p>Peak Times: Daylight Conditions Peak Days: Tuesday Peak Months: October</p> <p>Peak Environment: Clear</p> <p>Target Populations: Males (78%), Ages 16-49</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> • No location experienced more than one collision 	
<p>DATA SUMMARY - REAR-END COLLISIONS</p> <ul style="list-style-type: none"> › Of the 62 rear-end collisions that occurred in Ottawa that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • 24 took place at or near intersections › Of the 65 at-fault drivers involved in rear-end collisions that resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • The driver condition of 31 drivers (or 48%) was normal i.e. not distracted, impaired, fatigued, etc. › 3,966 tailgating charges were laid by Ottawa Police between 2005 and 2009 › The peak day for enforcement was Thursday › The peak month for enforcement was October 			

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Focus: Rear-End Collisions

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Education	Distribution of information cards by Police	Ottawa Police, Public Health, RCMP, OPP	Public Works, Community Partners, Public Health	New	
Education	Awareness campaigns targeting young adult males regarding the propensity of rear-end collisions	Public Health	Public Works, Ottawa Police	Enhance	
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	
Road Signs and Pavement Markings (ie. Chevrons)	Install road signs that demonstrate the two seconds between vehicles rule and apply pavement markings (ie. chevrons) spaced two seconds apart	Public Works	Public Health, Ottawa Police	New	
High Friction Pavement	Apply high friction pavement at high collision locations	Public Works, Infrastructure Services	Public Health, Ottawa Police	Enhance, New	
Smart Channels for Right Turns	Install additional Smart Channels at right-turn channelizations whereby right turns are made at near 90 degree angles to slow traffic and increase visibility (sight-lines)	Public Works, Infrastructure Services	Public Health, Ottawa Police	Enhance, New	Costs may be prohibitive

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Focus: Rear-End Collisions (Continued)

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Outreach	Engage Community Policing Officers to build in topic in presentations to communities	Ottawa Police	Public Health, Public Works	New	



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Emphasis Area - Age-Specific Issues

CONTEXT

Age groupings have been identified for focus and fall under the categories of young drivers, senior drivers and children. Young drivers were identified due to their lack of driving experience. Senior drivers and children were identified due to their added age-specific vulnerability.

For our purposes, young drivers are drivers between the ages of 16 and 24. Senior drivers are drivers over the age of 64. Children are under 10 years of age (intended to capture all children using child car seats and booster seats).

These demographics accounted for 34 per cent of Ottawa's traffic fatalities and serious injuries between 2005 and 2009 – young drivers (26 per cent), senior drivers (six per cent) and children (two per cent).

In the case of the young drivers focus area, of the many factors that contribute to young drivers being involved in serious injury or fatal collisions, major emphasis is placed on impaired driving and seatbelt use. It is felt that focused messaging directed at youth about impaired driving and seatbelt use would have the best impact. In the case of seatbelt use, young passengers are included in the focus.

With respect to the focus area on children, the number of collisions resulting in serious injury or death is too small to indicate peak time, peak day, peak month and peak environment.



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FOCUS: Young Drivers	2005-09 Percent Relative to Total Fatal and Serious Injuries 26%	SUB-GOAL 10% reduction in collisions involving young drivers resulting in serious injury or death	DEFINITION Young drivers are drivers between the ages of 16 and 24. The focus includes young passengers in the case of seatbelt use.
PERFORMANCE MEASURES <ul style="list-style-type: none"> Number of collisions involving young drivers resulting in serious injury or death Number of injury and property damage only collisions Number of charges laid and warnings issued against young drivers Number of information cards distributed Number of Young Driver Resource Booklets distributed Number of RIDE initiatives conducted targeting young drivers Number of roadside seatbelt spot-checks conducted Number of children exposed to School Zone Traffic Safety Outreach Program 	WHEN Peak Times: Daylight Conditions Peak Days: Saturday Peak Months: September Peak Environment: Clear Target Populations: Collisions Overall - Male (69%), Impaired Drivers - Male (94%), Not Wearing Seatbelts - Male Passengers (46%), Male Drivers (31%), Female Drivers (0%) and Female Passengers (23%)	HIGH COLLISION LOCATIONS <ul style="list-style-type: none"> West Hunt Club Rd between 354 metres east of Woodroffe Ave and Cleopatra Dr (3 collisions) Baseline Rd between Constellation Cres and Woodroffe Ave (2 collisions) Hwy 416 between Bankfield Rd and Roger Stevens Dr (2 collisions) Woodridge Cres between Bayshore Shopping Centre and Bayshore Public School (2 collisions) Blair Rd and Ottawa Rd 174 (2 collisions) Foxfield Dr and Greenbank Rd (2 collisions) Heron Rd and Riverside Dr (2 collisions) Matheson Rd and Ogilvie Rd (2 collisions) St. Laurent Blvd and Walkley Rd (2 collisions) 	
DATA SUMMARY - YOUNG DRIVERS <ul style="list-style-type: none"> Of the 225 collisions involving young drivers that occurred in Ottawa and resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> Almost half took place at intersections 74 (or 33%) occurred at signalized intersections 89 (or 40%) were single vehicle collisions, 42 (or 19%) were angle collisions, 38 (or 17%) were turning movement collisions, 25 (or 11%) were rear-end collisions and 20 (or 9%) were approaching collisions Three quarters were due to the improper actions of young drivers such as speeding, tailgating, improper turning (particularly left turns), improper lane changing, failure to yield right-of-way and loss of control 34 (or 15%) were caused by driver distraction 32 (or 14%) involved drinking and driving (30 of the 32 young drivers were male) Seatbelts were not used in 35 instances (includes young drivers and young passengers). 27 of the young drivers and passengers not wearing seatbelts were male The vast majority of the collisions occurred on dry, straight and level roadways In 2008, 85% of drivers aged 18 to 24 years stated that they always used a seatbelt (RRFSS) Twelve per cent of school age drivers said they drove within an hour of having 2 or more alcoholic drinks (OSDUHS – Ontario Drug Use and Health Survey) at least once in the past month. This is three times the proportion in the Ottawa population over the age of 18 (RRFSS) Twenty three per cent of grade 7 to 12 students in Ottawa reported having been a passenger with a driver who had 2 or more alcoholic drinks in the hour before driving at least once in the past month (OSDUHS) Sixteen per cent of grade 7 to 12 students in Ottawa reported having been a passenger with a driver who used drugs in the hour before driving at least once in the past month (OSDUHS) In 2008, 84% of those aged 18-24 in Ottawa said they always used their seatbelts (RRFSS) In 2008, 25% of those aged 18-24 in Ottawa said they occasionally used their seatbelts as a passenger (RRFSS) 131,799 Ottawa Police charges were laid against young drivers between 2005 and 2009 The peak day for enforcement was Wednesday The peak month for enforcement was October 			

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Focus: Young Drivers					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, smart phone apps., articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Education	Distribution of information cards	Ottawa Police, Public Health, RCMP, OPP	Public Works, Community Partners	New	
Education	Presentations to Public Health staff working in high schools about the issues related to young drivers	Public Health	Public Works	New	
Driver's Education Schools	Liaise with driving schools to assist with education and enhance curriculum material used in the classroom	Public Health, Public Works, Ottawa Police	Driver's Education Schools	New	Contingent on driving schools' participation
Focus Groups	Hold focus groups among high school-aged students on mitigating high risk behaviour	Public Health, Ottawa Police	Public Works	New	Contingent on participation of high schools
Resource Booklet	Develop/Update resource booklet for young drivers and parents of young drivers - including a contract for young drivers and parents of young drivers to sign	Ottawa Police, Public Works, Public Health, Communications	Community Partners, Road Safety Agencies	Enhance, New	
P.A.R.T.Y. Program (Prevent Alcohol and Risk-Related Trauma in Youth)	Partner with the Ottawa Hospital's P.A.R.T.Y. Program where impactful re-enactments are done in hospital trauma units that demonstrate to youth the consequences of car crashes	Public Health	Ottawa Hospital, Ottawa Police, Public Works	New	Based on participation with the Ottawa Hospital

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Focus: Young Drivers (Continued)

Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
School Zone Traffic Safety Outreach Program	Work with the Ottawa Safety Council's Outreach Program to enhance road safety education and better target rudimentary safe driving practices amongst primary and junior-aged school children	Public Works, Public Health	Ottawa Police	Enhance	
Enforcement	Conduct enforcement at higher risk locations	Ottawa Police	OPP, RCMP	Enhance	
RIDE Initiatives	Conduct RIDE initiatives near locations frequented by young adults	Ottawa Police	OPP, RCMP	Enhance, New	
Seatbelt Use Spot Checks	Conduct roadside spot checks to ensure seatbelt use near locations frequented by young adults	Ottawa Police	Public Health, RCMP, OPP	Enhance, New	
Outreach	Conduct education outreach through Public Health nurses in high schools on issues related to young drivers	Ottawa Police	Public Health, Public Works	New	



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<p>FOCUS: Senior Drivers</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 6%</p>	<p>SUB-GOAL 10% reduction in collisions involving senior drivers resulting in serious injury or death</p>	<p>DEFINITION Senior drivers are drivers over the age of 64.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> • Number of collisions involving senior drivers resulting in serious injury or death • Number of injury and property damage only collisions • Number of charges laid and warnings issued against senior drivers • Number of presentations given to senior drivers 	<p>WHEN</p> <p>Peak Times: Daylight Conditions Peak Days: Thursday Peak Months: August</p> <p>Peak Environment: Clear</p> <p>Target Populations: Males (72%)</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> • Dwyer Hill Rd and Roger Stevens Dr (2 collisions) 	
<p>DATA SUMMARY - SENIOR DRIVERS</p> <ul style="list-style-type: none"> › Of the 56 collisions involving senior drivers that occurred in Ottawa and resulted in serious injury or death between 2005 and 2009: <ul style="list-style-type: none"> • 24 (or 43%) took place at intersections • 16 (or 29%) occurred at signalized intersections • 15 (or 27%) were single vehicle collisions, 12 (or 21%) were angle collisions, 11 (or 20%) were approaching collisions, 9 (or 16%) were turning movement collisions and 8 (or 14%) were rear-end collisions • 11 (or 20%) were caused by distracted driving • 7 (or 13%) were due to a medical or physical disability • 16 (or 29%) were due to the senior driver losing control › 27,691 Ottawa Police charges were laid against senior drivers between 2005 and 2009 › The peak days for enforcement were Tuesday, Wednesday and Thursday 			

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Focus: Senior Drivers					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Education	Deliver presentations at public health forums and other venues where seniors are present on the dangers of driving while fatigued and while taking prescription medications, as well as knowing when driving is safest for seniors.	Public Health	Public Works, Ottawa Police	Enhance	

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<p>FOCUS: Children</p>	<p>2005-09 Percent Relative to Total Fatal and Serious Injuries 2%</p>	<p>SUB-GOAL 10% reduction in collisions involving children resulting in serious injury or death</p>	<p>DEFINITION Children are children under the age of 10.</p>
<p>PERFORMANCE MEASURES</p> <ul style="list-style-type: none"> Number of collisions involving children resulting in their serious injury or death Number of child car seat clinics offered 	<p>WHEN Peak Times: N/A Peak Days: N/A Peak Months: N/A Peak Environment: N/A Target Populations: Adult drivers</p>	<p>HIGH COLLISION LOCATIONS</p> <ul style="list-style-type: none"> No location experienced more than one collision. 	
<p>DATA SUMMARY - CHILDREN</p> <ul style="list-style-type: none"> Between 2005 and 2009, 16 collisions occurred in Ottawa resulting in serious injury or death to children 3 of the 16 collisions were clearly the fault of the drivers 1 collision involved a nine year old that was wearing the lap belt portion of the seatbelt assembly only 1 collision involved a six year old that was not using a booster seat 1 collision involved a six year old that was not using a booster seat correctly 756 Ottawa Police charges were laid against drivers between 2005 and 2009 for not having children in their vehicles properly secured The peak day for enforcement was Wednesday The peak month for enforcement was April 			

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Focus: Children					
Initiative or Program	Action Description	Lead Agency	Support Team	Maintain, Enhance or New	Comments
Awareness Campaign	Develop media components such as television and radio ads, social media, articles in community newspapers and physician's newsletters, bus boards and posters	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Media Event	Conduct media event to launch awareness campaign	Public Health, Public Works, Ottawa Police, Communications, Community Partners (ie. CAA), Road Safety Agencies (ie. MTO)		New	
Child Car Seat Inspection Clinics	Support existing community-based child car seat inspection clinics and help to increase the number of clinics offered and volunteer instructors	Public Health	Public Works, Ottawa Police, Fire Services, Paramedics	Enhance	
Outreach	Increase the promotion of education strategies with respect to proper child restraint use, through regular outreach activities	Public Health	Public Works, Ottawa Police, Fire Services, Paramedics	Enhance	
Education	Provide education so that parents learn how to install the seats themselves	Public Health	Public Works, Ottawa Police, Fire Services, Paramedics	Enhance	

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Emergency Response

A main change made to the Program's approach is the addition of the 4th E – Emergency Response. No longer will the Program utilize only the three traditional E's of road safety (Engineering, Education and Enforcement) to improve road safety. Emergency response times and how the responses are managed are vital in determining the severity of injuries and prognosis of traffic collision victims.

Emergency Response recognizes our partners in Fire and the successes they are having as first scene responders using new techniques and rescue approaches. As well, Paramedics are using new clinical approaches and specialized medical care on scene, which are saving lives and reducing critical injuries.

A campaign will be conducted to raise awareness of the proper response when: (a) yielding the right-of-way to an approaching emergency vehicle, and (b) approaching a stopped emergency vehicle. Campaign elements will include: the development of visual aids to demonstrate and reinforce correct driver behaviour, a media event to launch the awareness campaign and highlight television ads, posters, videos, etc., a Police enforcement blitz and advocating that the Province ensure this topic is adequately addressed in driver training and testing.



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Main Metrics and Evaluation

MAIN METRICS

The number of injuries/fatalities and the number of collisions that result in a serious injury or fatality are the two main metrics that are available to assess the traffic collision burden on the population of Ottawa. It is important to realize that while these metrics are related, a reduction in the number of collisions may not result in a commensurate reduction in the number of fatalities or severe injuries. For example, a single collision in which the vehicle had multiple occupants may have the same burden of five single occupant collisions.

These metrics are presented as counts and, where possible, as rates using relevant denominators. For example, number of collisions could be reported as a rate of collisions per number of licensed drivers per year. Using rates allows comparison between different groups, for example young drivers and other drivers. Denominators may not be available for difficult to measure groups such as pedestrians. Data also may be combined using multiple years to minimize the effect of chance fluctuations by year.

Other metrics to inform changes in the burden of health are being explored but may not be feasible due to reliability or validity of the measure.

EVALUATION

Change in the main metrics is likely multi-factorial. So rather than measure changes in the main metrics, intervention evaluation will evaluate changes the intervention or program of interventions is intended to effect. For example, an intervention to increase knowledge about distracted driving would incorporate a learning measure. A built environment intervention intended to reduce a specific type of collision at a high risk location may evaluate changes in driver behaviour at the site as a result of the intervention. These changes would act as leading measures of the main metrics: changes that best evidence suggests will result in an improvement in the main metrics.

In addition to the overall program goal of Towards Zero, sub-goals and performance measures have been identified for each area of focus in the Action Plan. The evaluation of each focus area will ensure that the Program continues to be effective. Fatality, serious injury, injury and collision data, as well as Public Health, Police enforcement data, Fire response data and Paramedic clinical information will be used to evaluate each Program focus area. The Corporate Communications Department is also recommending evaluation mechanisms such as pre and post-implementation surveys and feedback monitoring.



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