



September 11, 2017  
Workshop #1



# Durham Vision Zero: Strategic Road Safety Action Plan

## Introduction

Region of Durham experienced on average 1,500 motor vehicle collisions involving injury and 20 fatal collision annually from 2012 to 2016. Durham has recognized that, despite having active safety programs to address motor vehicle collisions, a new and broader-based approach is required and, as a result, has initiated the development of a Strategic Road Safety Action Plan (SRSAP) for the Region named Durham Region Vision Zero. This plan will set out the vision, goal, and action plans to guide the Region and its road safety partners towards creating safer roads and reducing the number of collisions and, thus road fatalities and injuries.

In general, SRSAP's are used to improve the understanding of the state of practice in road safety and consequently, improve the safety performance of the road component of a transportation network. A SRSAP is best achieved through collaboration among a diverse group of stakeholders from engineering, enforcement, and education as a consultative group to ensure a road safety culture is explicitly considered and embedded in the activities of the organization.

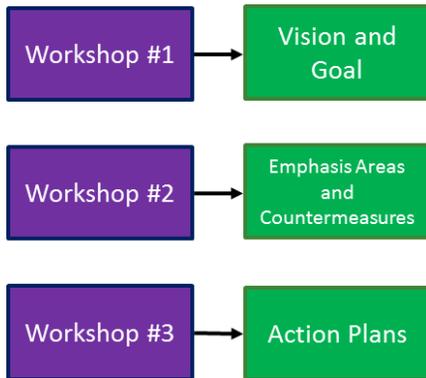
Progress in safety management and stakeholder involvement can be seen in the strategic road safety programs which have been adopted by several Canadian and international jurisdictions. These jurisdictions have realized that traffic safety needs to be managed strategically, from visioning and explicit goals, to design and implementation, to evaluating progress, to a communication and promoting plan and continually updating the plan. In Canada, several provinces (i.e. Alberta and Quebec) and a number of municipalities (i.e., Toronto, Edmonton, Ottawa, London, and Hamilton) have recently adopted the strategic safety program approach, or a variation of it, in an effort to continue to reduce the number and severity of road collisions motivated by the United Nations decade of Action for Road Safety and Transport Canada Road Safety Strategy 2015 and 2025.

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## Workshop #1 Purpose

CIMA+ has been retained to develop a Strategic Road Safety Action Plan for the Region of Durham. The process of the development of the SRSAP includes three workshops with agency representatives who contribute to road safety in the Region (Stakeholder Advisory Committee) as well as input from the public.



At the beginning of the project, a contact list of stakeholders was developed in consultation with the Region's Project Team. The stakeholders were invited to attend Workshop #1 whose objective was to:

1. Introduce the process of the development of an SRSAP;
2. Present a summary of the literature review completed;
3. Present the draft vision and goals and seek their feedback; and
4. Present the results of the collision analysis.

*Durham Region Workshops and Outcomes*

*"Road safety is not just a technical issue, it's an emotional issue."  
- Steven Kemp, Durham Region*

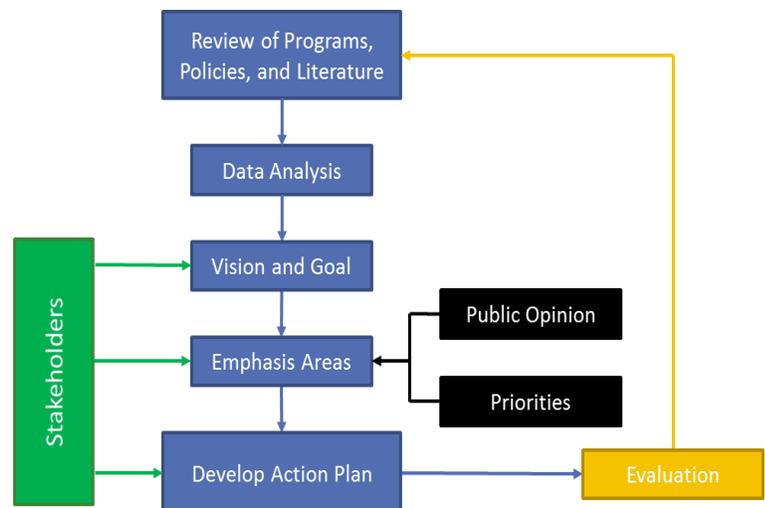
## Road Safety Strategic Plan Development

A Strategic Road Safety Action Plan (SRSAP) is a structured program to improve safety for road users through a data driven effort, incorporating public input, and Council priorities by:

1. Identifying and prioritizing emphasis areas,
2. Coordinating safety investment decisions, and
3. Institutionalizing changes to road safety policy.

In order to implement a successful SRSAP, a safety champion for the plan must be established. This safety champion will help lead the project and it's stakeholders towards the set goals. Ownership and commitment of stakeholders, incorporation of safety assessment into existing programs, and new or reallocated resources are important components for a successful SRSAP.

A comprehensive review of similar projects completed in Canadian and international jurisdictions was completed and the results were presented to the Stakeholders in Workshop #1.



*Typical Strategic Road Safety Plan Workflow*

## Vision and Goal

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A vision statement takes a high-level, long-term viewpoint about what everyone would ultimately like to achieve. A goal statement is about what can be achieved in the short term and should be quantitative in nature.

Examples of vision and goal statements were presented to the stakeholders. After discussions and brainstorming, the stakeholders agreed on the following draft statements:

### **Vision:**

Zero people are killed or injured across all modes of transportation.

### **Goal:**

10 percent reduction in fatal and injury collisions within five years (2018-2023).



*Stakeholders Brainstorming on Vision and Goal*

## Emphasis Areas

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An emphasis area is a highest priority area with the greatest opportunities to improve safety from a technical, political, and social perspective. Emphasis areas are a type or group of collisions that are chosen to have resources allocated to develop and implement action plans to address the defined issues. Generally, six to eight emphasis areas are selected for SRSAPs. The sources for the selection of emphasis areas come from:

- Collision analysis
- Public opinion
- Regional Priorities

The focus of Workshop #2 on January 12th, 2018 will be to identify the Region's emphasis areas using the public opinion survey and the collision analysis.

## Vision Zero

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One of the key trends in the past few years is the concept of Vision Zero which was presented and discussed with the stakeholders at Workshop #1. Vision Zero originated in Sweden in 1997 and was passed into law at the federal level. Vision Zero can be summarized in one sentence:

**No loss of life is acceptable.**

Vision Zero is a long term vision and expectation that no one should be killed or seriously injured as a result of a collision within the road transport network. This is very different than the traditional North American approach where a monetary value is placed on life and health. Nearly every collision that occurs involves a human who has made a mistake or a violation. Since we cannot change human capabilities or limitation, the system must be changed.

## About the Durham SRSAP

The Region of Durham includes eight area municipalities (Township of Brock, Township of Uxbridge, Township of Scugog, City of Pickering, Town of Ajax, Town of Whitby, City of Oshawa, and Municipality of Clarington). Objective B.3 of the Region's 2015-19 Strategic Plan is to cultivate strong, safe, and secure communities and healthy workplaces. The single biggest predictor of collisions and the harm they cause is traffic volume. As traffic volume increases, the number of collisions can also be expected to increase. Compared to today, the population of the Region is expected to increase by approximately 50 percent by the year 2031. This level of growth can potentially lead to severe increases in injuries and deaths due to transportation related collisions. In order to take steps to improve road safety, the Region has embarked upon the development of a Strategic Road Safety Action Plan. This initiative is also expected to coordinate safety programs and efforts with an objective to maximize safety benefits at a certain level of investment.

**For more information please visit:**

[www.DurhamVisionZero.com](http://www.DurhamVisionZero.com)

## Collision Data Analysis

During Workshop #1 the preliminary collision data for the Region of Durham was presented for the years 2012-2016. Durham Region averages about 20 fatal collisions a year. As a result, fatal collisions were combined with injury collision data. The SRSAP is a data-driven exercise where collision data collected over several years (typically 5 years) are analyzed to identify emphasis areas and to have a better understanding about the nature of collisions in a jurisdiction. The main source used for identifying emphasis areas is collision data. The data analysis used information about collision severity, impact type, location, age, road condition, driver action/behavior, restraint usage, and driver condition (impairment/distracted). The selection of emphasis areas is critical to achieving our goal. In this study, fatal and injury collisions from 2012 to 2016 which took place in Durham Region were analyzed. The largest groups of collisions based on the data analysis are:

### Intersection Collisions

Aggressive Driving

Distracted Driving

Young Drivers

Pedestrian Collisions

### Winter Weather Related Collisions

Impaired Driving

Cyclist Collisions

Motorcycle Collisions

Truck Collisions

## Workshop Discussion Summary

CIMA+ presented Vision Zero and various safety plans from jurisdictions in North America and the logical process for the development of an SRSAP. It was emphasized that the development of an SRSAP is a data driven, multidisciplinary, and collaborative process. Part of a SRSAP includes a vision and a goal statement. A vision statement takes a high-level, long-term viewpoint about what everyone would ultimately like to achieve. A goal statement is about what can be achieved in the short term and should be quantitative in nature. The participants took time to review and comment on the draft vision and goal statements which were initially drafted by CIMA+ and the Project Committee. The preliminary collision analysis completed by CIMA+ was presented and discussed. Additional reports are to be added to the data analysis and the final results will be presented in Workshop #2.

## Next Steps

A public opinion survey will be conducted along with two Public Information Centre (PIC) meetings to collect information about the public's priorities regarding road safety. This information along with the collision analysis will assist in the identification of emphasis areas.

The Workshop #1 participants are invited to attend Workshop #2 which is intended to finalize the emphasis areas for Durham Region.

**Workshop #2 will be held on Friday January 12, 2018.**

## Location and Time

Workshop #1 was held on September 11, 2017 from 9:15 AM to 1:45 PM at the Ajax Convention Centre in Ajax.



Questions?

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## Workshop #1 Stakeholder Attendees

Amanda Spencer  
Doug Robertson  
Steven Kemp  
Chris Potvin  
Sonia Coward  
Jeff Pammett  
Sandra McEleney  
Janet Traer  
Melissa Bies Westover  
Gregory Borys  
Kevin Arsenaault  
Melissa Brabant  
Kaela Esseghaier  
Jae Park  
Ron Albright  
Dhaval Pandya  
Cynthia Rogers  
Bruce MacDonald  
Derek Lee  
Brian Cox  
Christine Allum  
Peter Shouldice  
Alan Dunn  
Ali Hadayeghi  
Pedram Izadpanah  
Samantha Legault

Durham Region  
Durham Region Communications  
Town of Ajax  
Township of Scugog  
Ministry of Transportation  
County of Northumberland  
County of Simcoe  
Municipality of Clarington  
Town of Whitby  
Durham Region Health  
Durham Region Cycling Coalition  
Durham Region Cycling Coalition  
City of Toronto  
CAA  
OPP Whitby  
Durham College  
CIMA+  
CIMA+  
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