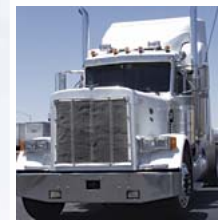
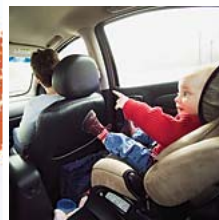




Road Safety Vision 2010 – 2006 Update



Paul Gutoskie, Transport Canada
CCMTA Road Safety Forum
September 30, 2008



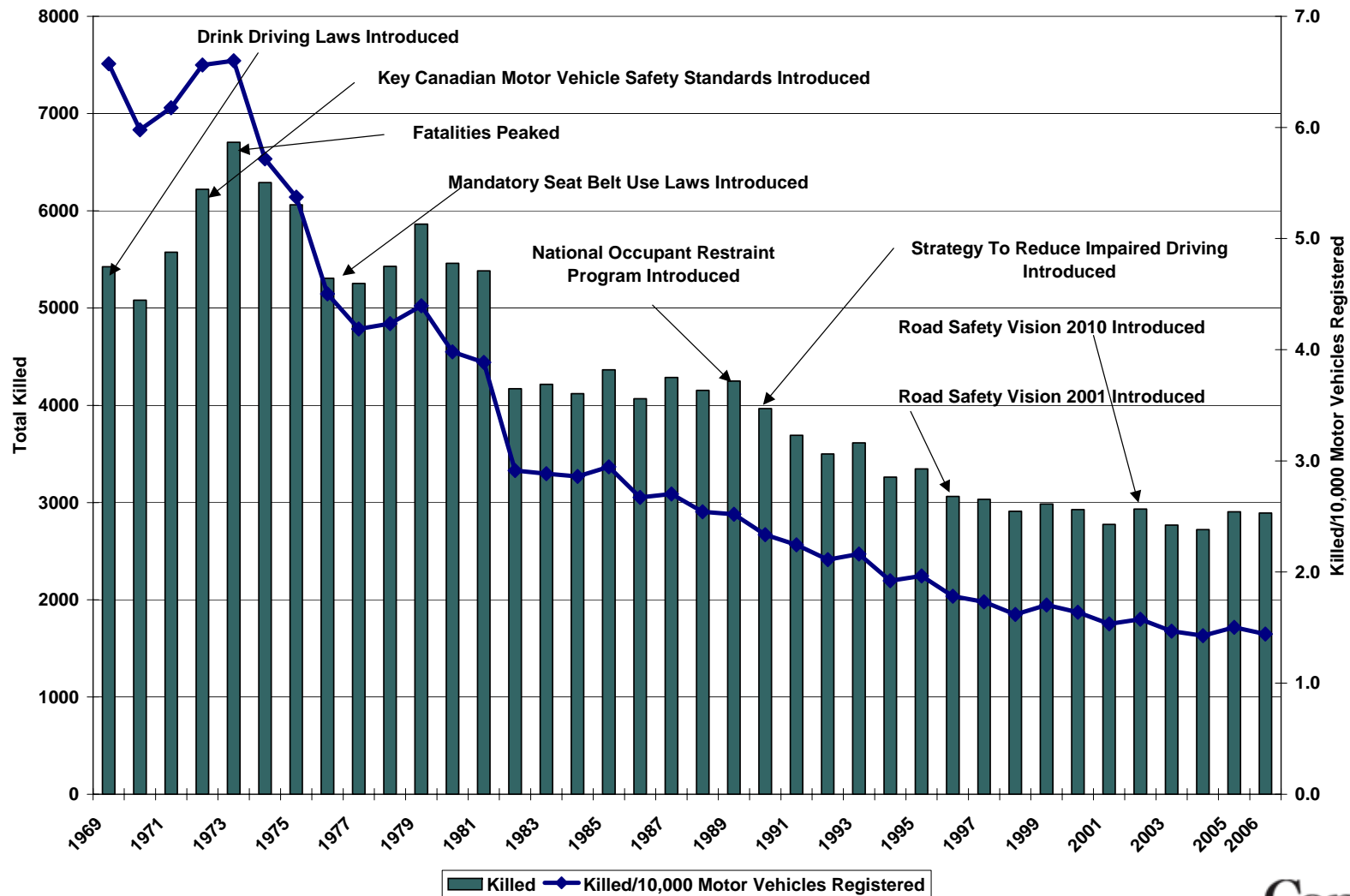
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Road Safety in Canada: A Historical Overview



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Road Safety in Canada – A Shared Responsibility:

- Federal
 - New vehicle safety standards (MVSA)
 - Extra-provincial truck and bus regulations (MVTA)
 - Criminal Code (impaired and dangerous drivers)
 - National leadership (e.g. data, research, program development, program evaluation, knowledge transfer)
- Provincial/Territorial
 - Driver / vehicle licensing
 - Enforcement
 - Road Infrastructure
 - Data and Research
 - Program development, implementation & evaluation





... and other partners

- Police
- CCMTA (Intergovernmental)
- Healthcare Community
- Industry – manufacturers /operators
- Public Safety Organizations
- Researchers
- Municipalities



Canada's Road Safety Vision & Strategic Objectives

- Our Vision: Safest roads in the world
- Strategic Objectives:
 - To raise public awareness of road safety issues;
 - To improve communication, cooperation and collaboration among road safety agencies;
 - To enhance enforcement measures;
 - To improve national road safety data collection and quality.





RSV 2010: The National Target

- 30% decrease in the average number of road users killed or seriously injured during the 2008-2010 period over comparable 1996-2001 figures
- For Canada, it means fewer than 2,100 fatalities and approximately 11,600 serious injuries



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Road Safety Vision 2010: The Sub-Targets

- Increase:
 - Seat belt and proper child restraint use (95%)
- Decrease fatalities and serious injuries involving:



- Unbelted occupants (40%)
- Drinking Drivers (40%)
- Rural roadways (40%)
- Vulnerable Road Users (30%)
- Speed and intersections (20%)
- Commercial vehicles (20%)
- Young drivers/riders (20%)

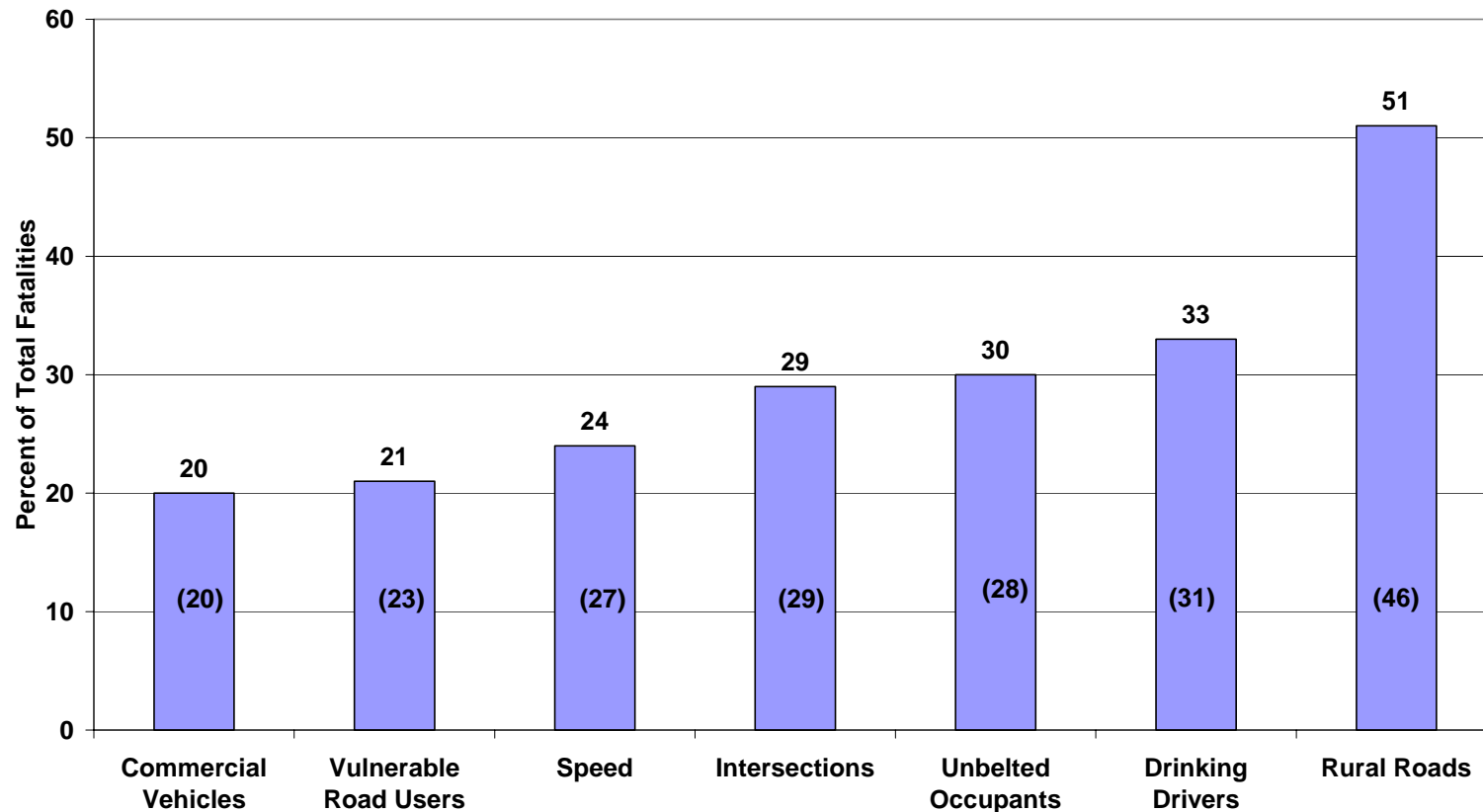




Road Safety Vision 2010 Targets

The Major Traffic Safety Issues

% of Total Traffic Fatalities - 1996-2001 Ave. & 2006



RSV 2010 Sub-target Area

Note: Most fatalities involve more than one contributing factor, and consequently there is considerable overlap among the sub-targets. As a result, the sub-targets totals exceed 100%.



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There is a considerable amount of overlap/linkages among the targets

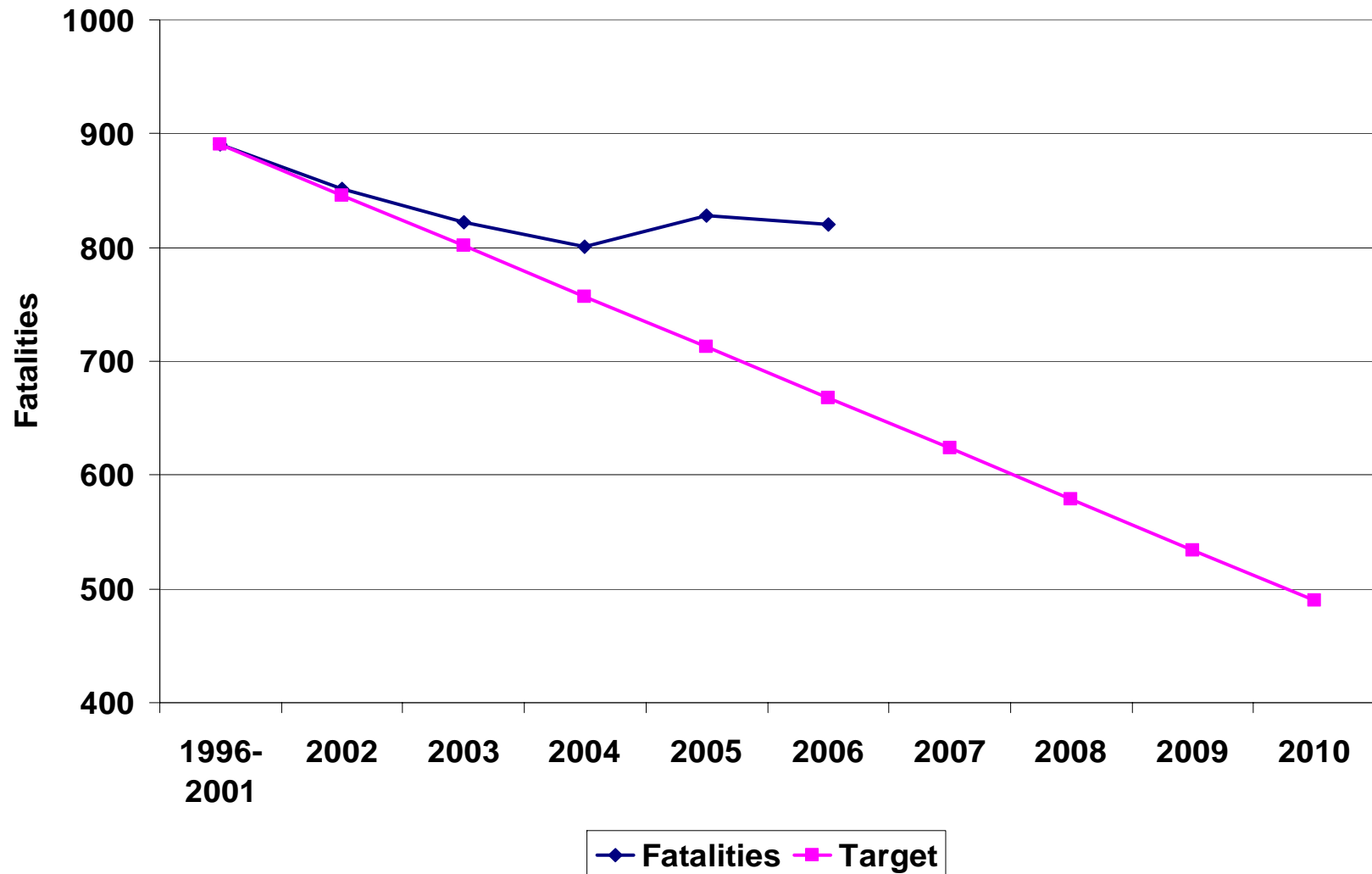


- Crashes involving commercial vehicles (2006) - an example of overlapping targets:
 - Victims killed :
 - On rural roadways (80 km/h or higher): 260 (45%)
 - At intersections: 185 (32%)
 - Who were unbelted: 158 (28%)
 - Who were vulnerable road users: 88 (15%)
 - Where alcohol was involved: 40 (7%)
 - Due to excess/inappropriate speed: 54 (9%)
 - Who were young drivers/riders: 35 (6%)





Unbelted Fatalities - Canada



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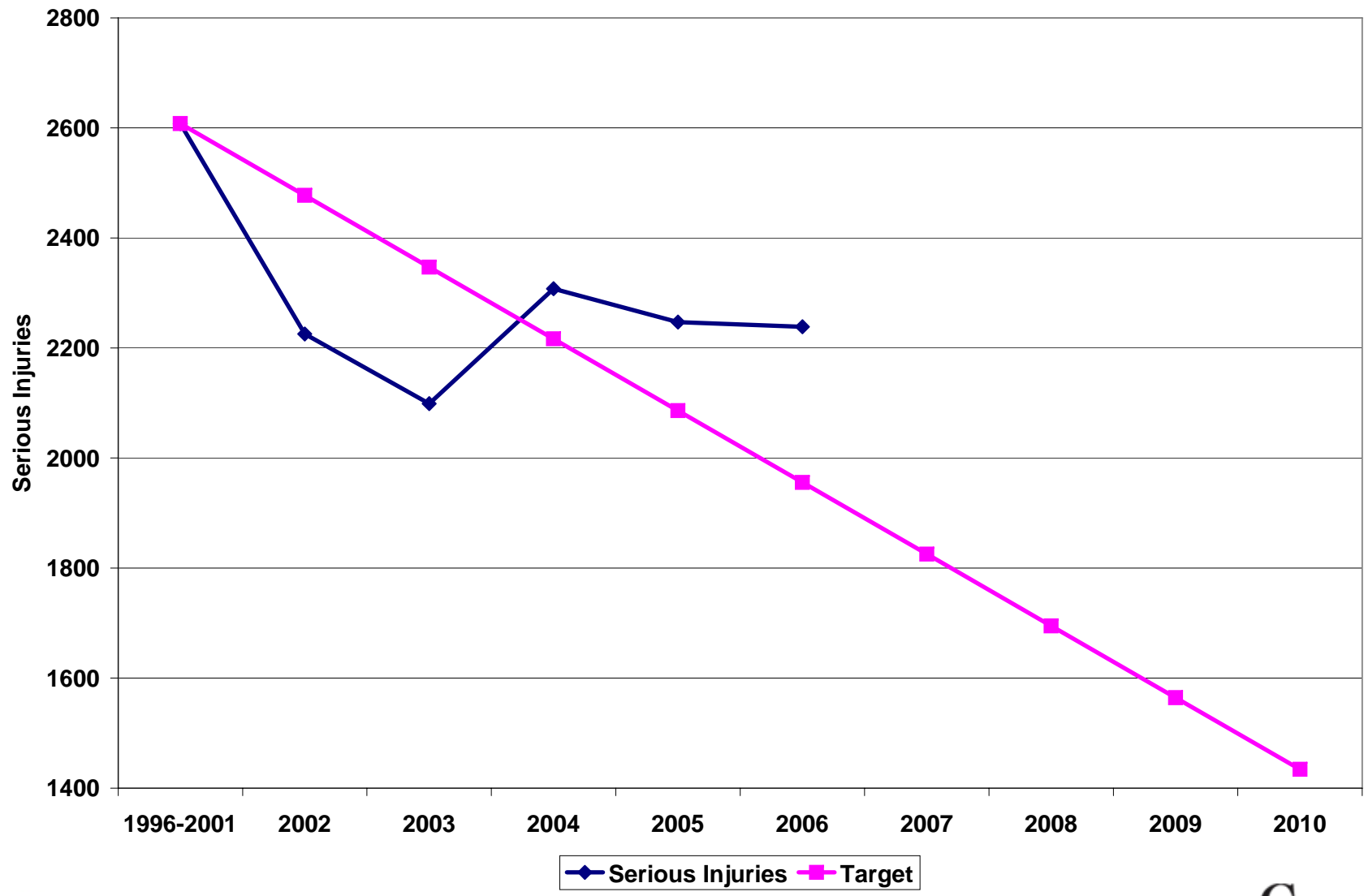


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Unbelted Seriously Injured Occupants - Canada



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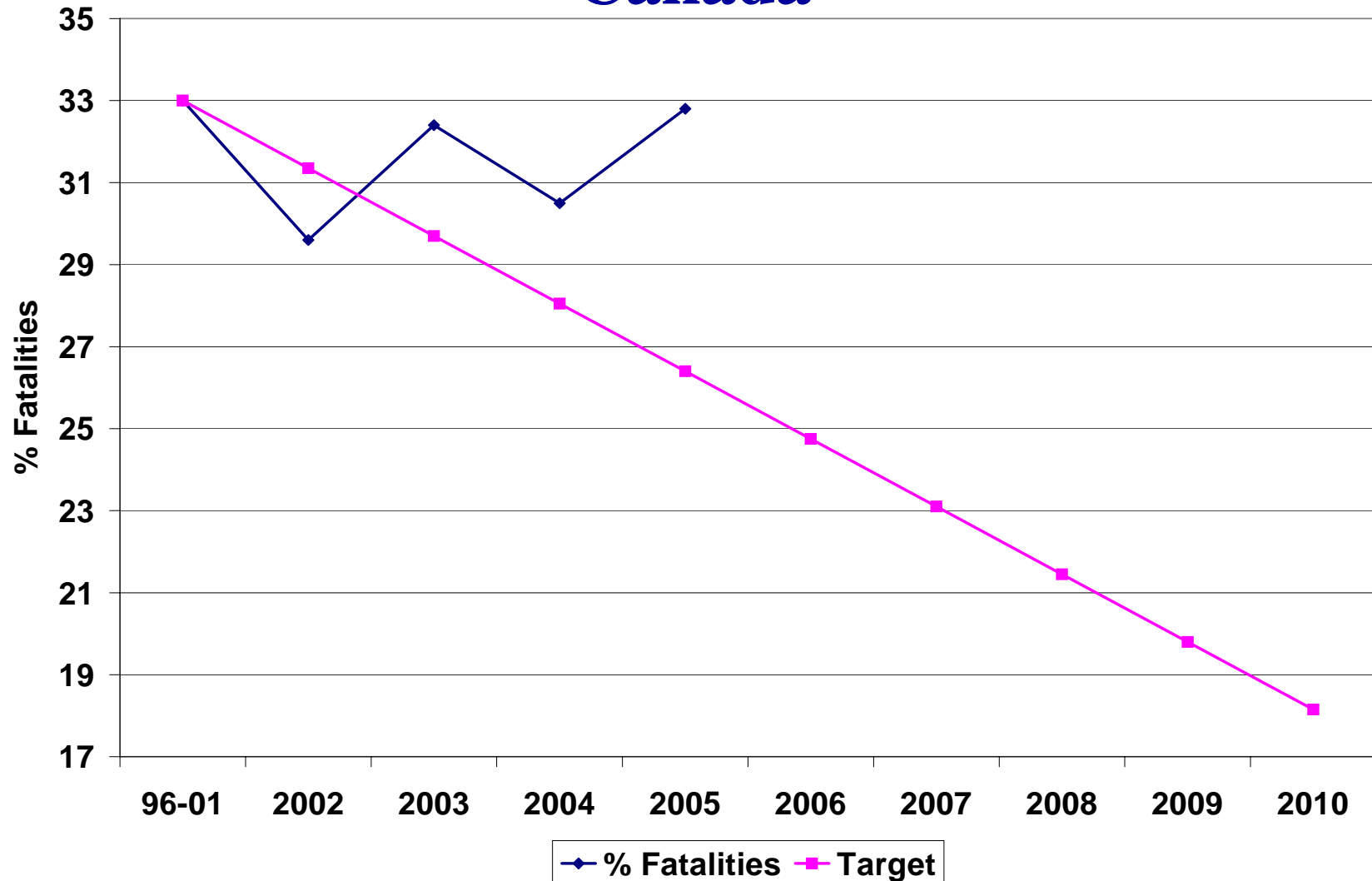
Occupant Restraints



- Positives:
 - almost 93% of occupants buckle up
 - use increased in urban & rural areas by 2.0 & 1.4 percentage points, respectively.
 - 8% fewer deaths & 14% fewer serious injuries
 - At least 90% restraint use among all age groups of drivers.
- Negatives:
 - Still far too many unbelted fatally & seriously injured occupants (37% & 16%, respectively).
 - Almost 50% of 20-44 year old fatally injured occupants were unrestrained.
 - Lower use among pickup truck occupants (5%), males (3%) and back seat occupants (6%)



% Fatalities – Involving Drinking Drivers Canada



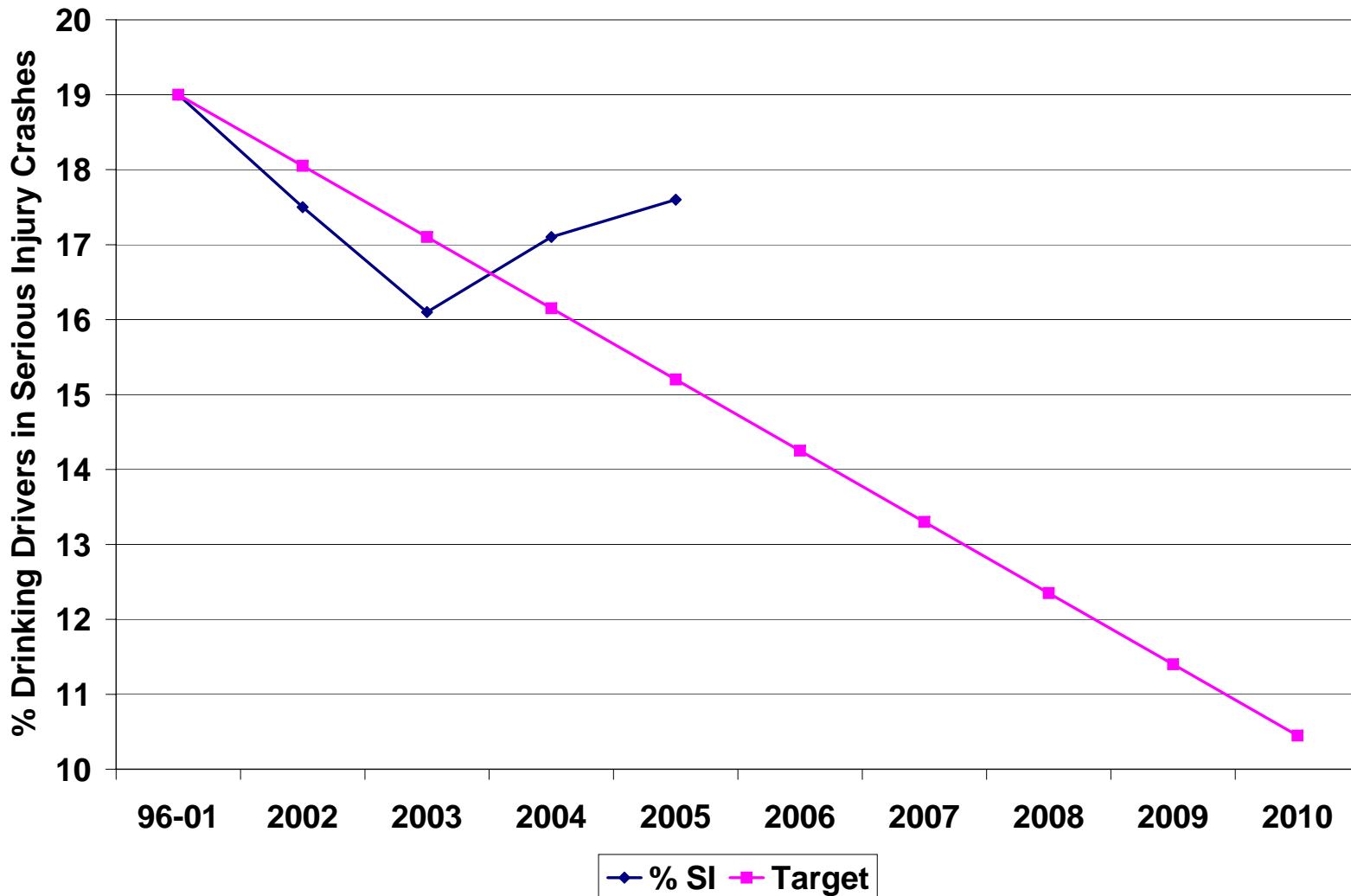
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% of Drivers Involved in Seriously Injury Crashes Who Had Been Drinking - Canada



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Drinking and Driving

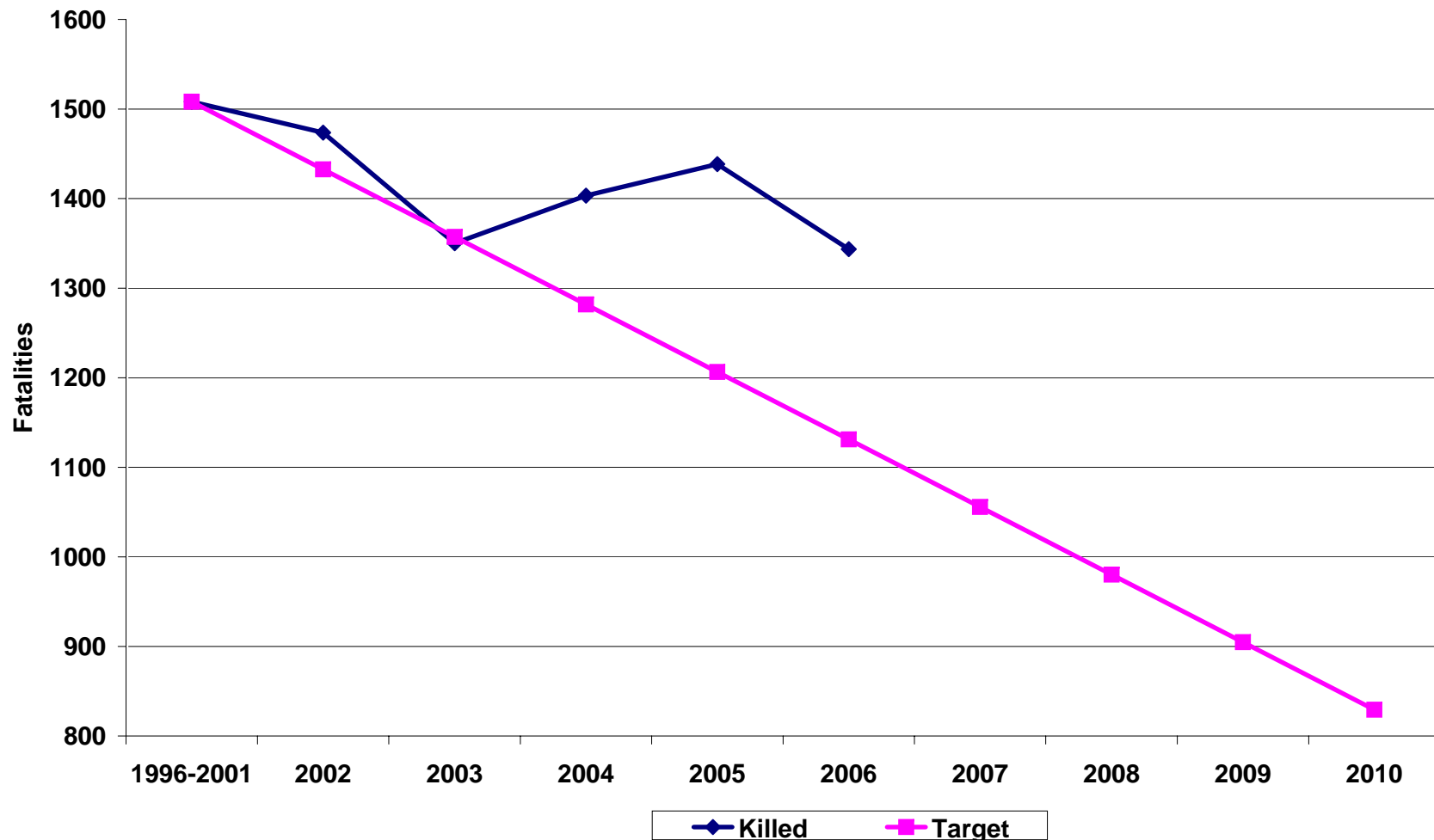


- Positives:
 - 8% fewer fatalities and 14% fewer serious injuries in crashes involving drinking drivers.
- Negatives:
 - High incidence of 20-35 years olds with positive BACs (49%)
 - High incidence of positive BACs among drivers involved in single vehicle crashes (56%), drivers of pickup trucks (52%)
 - Large increase in the percentage of dead females who tested positive for alcohol (30%)





Rural Road Fatalities - Canada



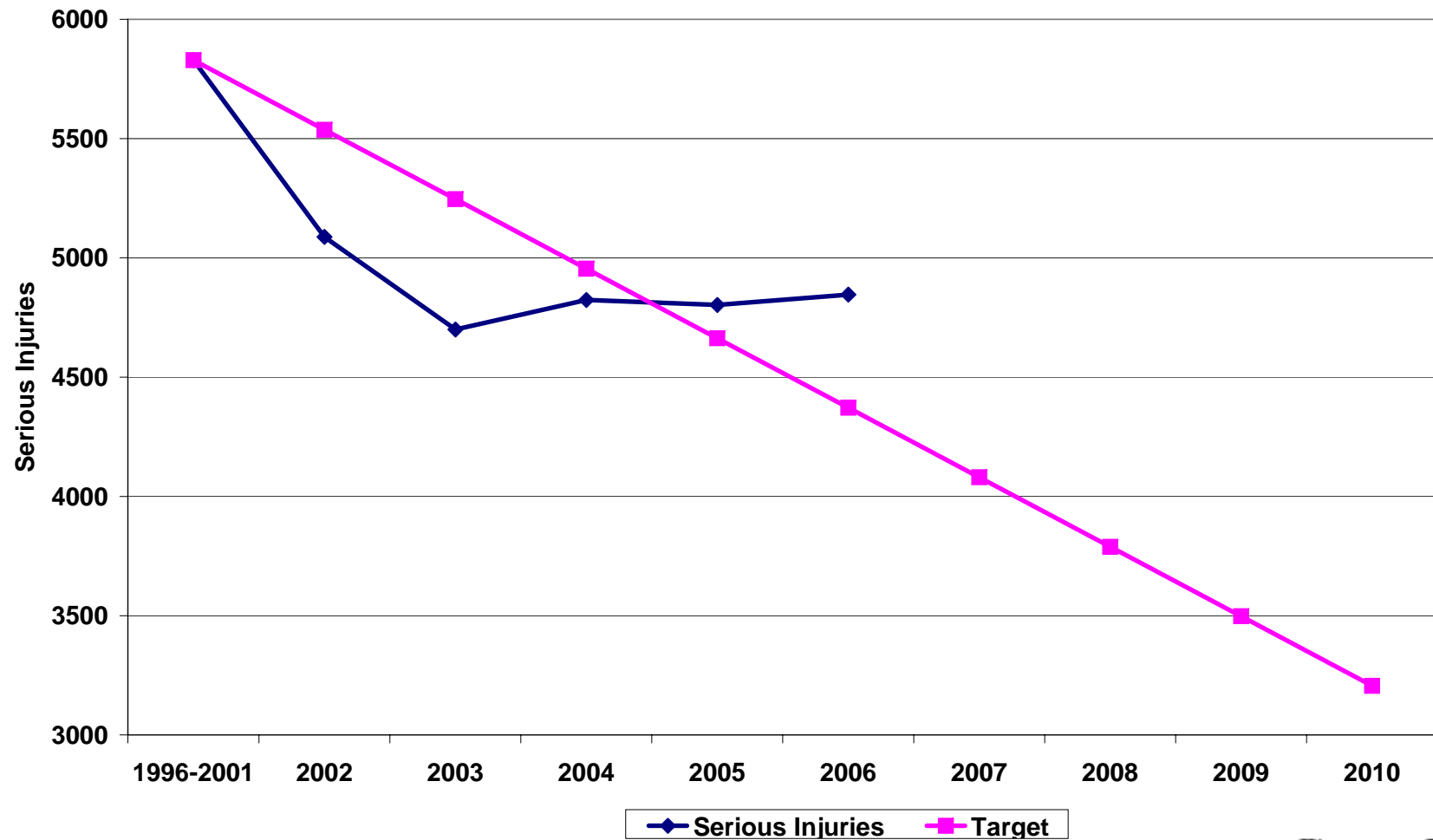
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Serious Injuries - Rural Roads - Canada



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Rural Road Safety



- Positives:

- 11% fewer fatalities and 17% fewer serious injuries.
- Substantial decrease in alcohol related fatalities (19%.)
- Drinking drivers killed in single vehicle crashes decreased substantially (14 percentage points).
- Noteworthy decrease in number of unbelted fatally injured drivers of pickups (13%).

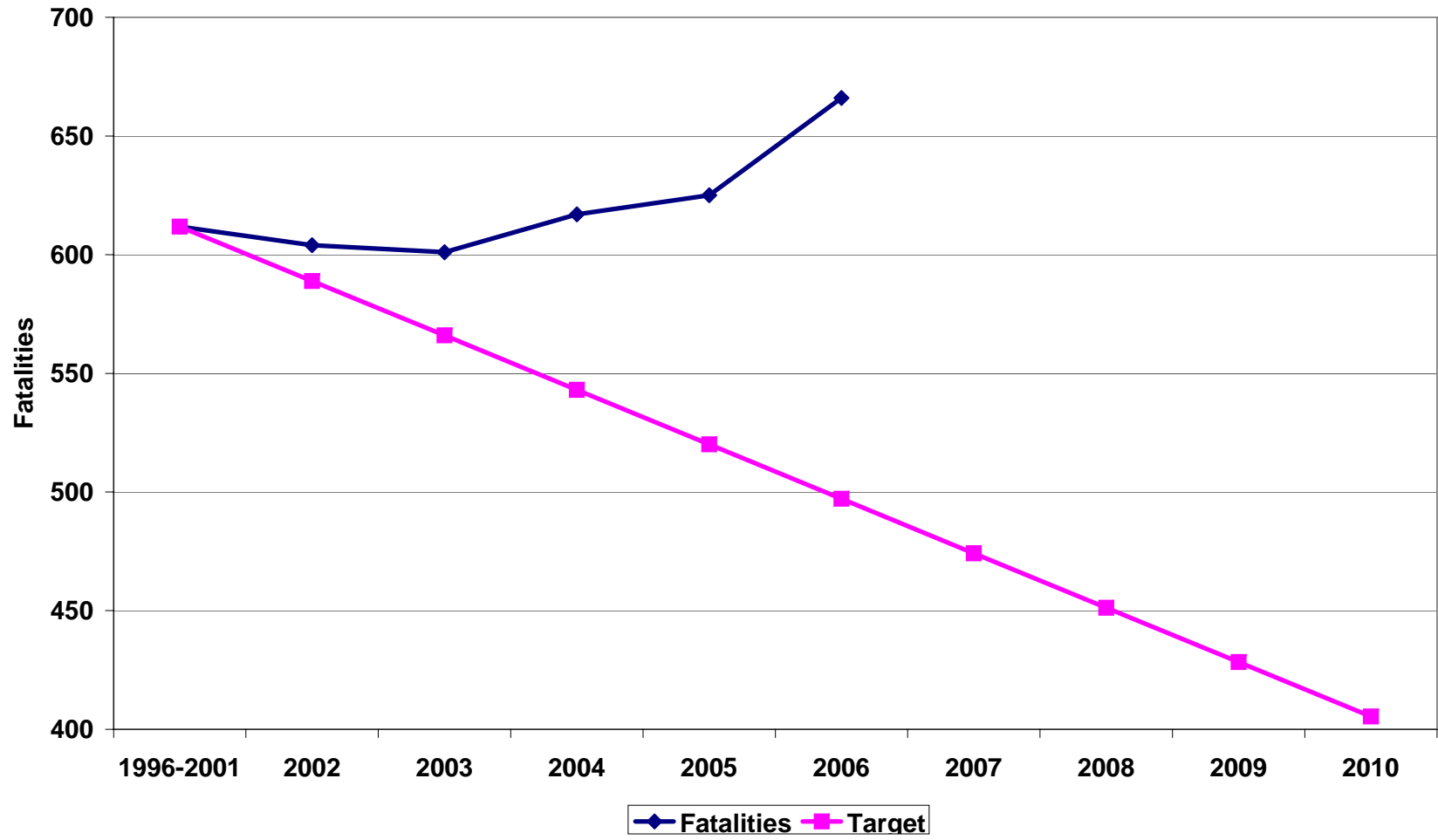
- Negatives:

- Fatalities involving middle aged and older drivers (45+ yrs) where speeding was cited were up substantially (23%).
- Sizeable increase in number of drivers killed in head on crashes who committed infractions (15%)
- Heavy goods vehicle occupant fatalities up substantially (33%)





Vulnerable Road User Fatalities - Canada

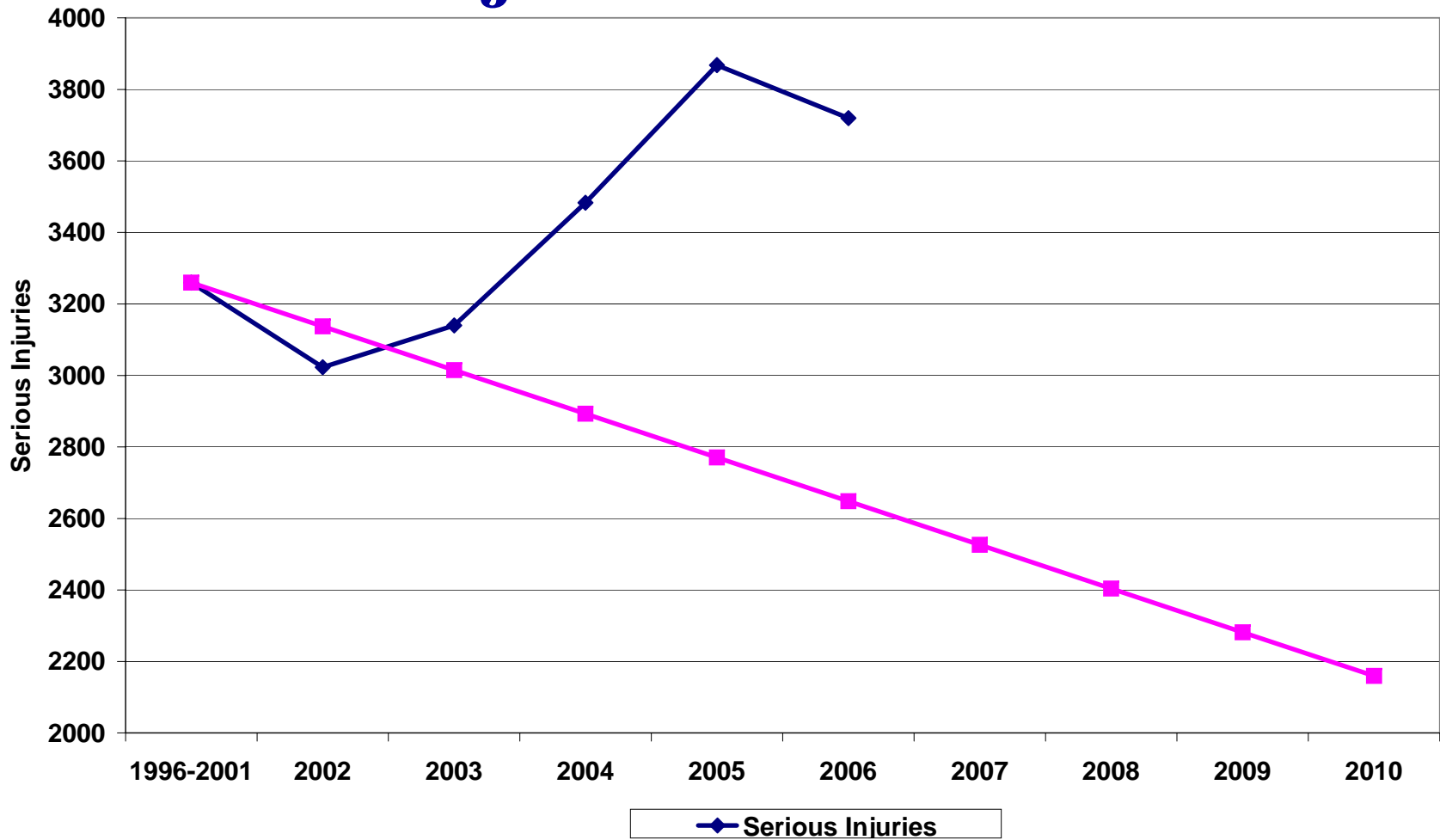


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Vulnerable Road Users Seriously Injured - Canada



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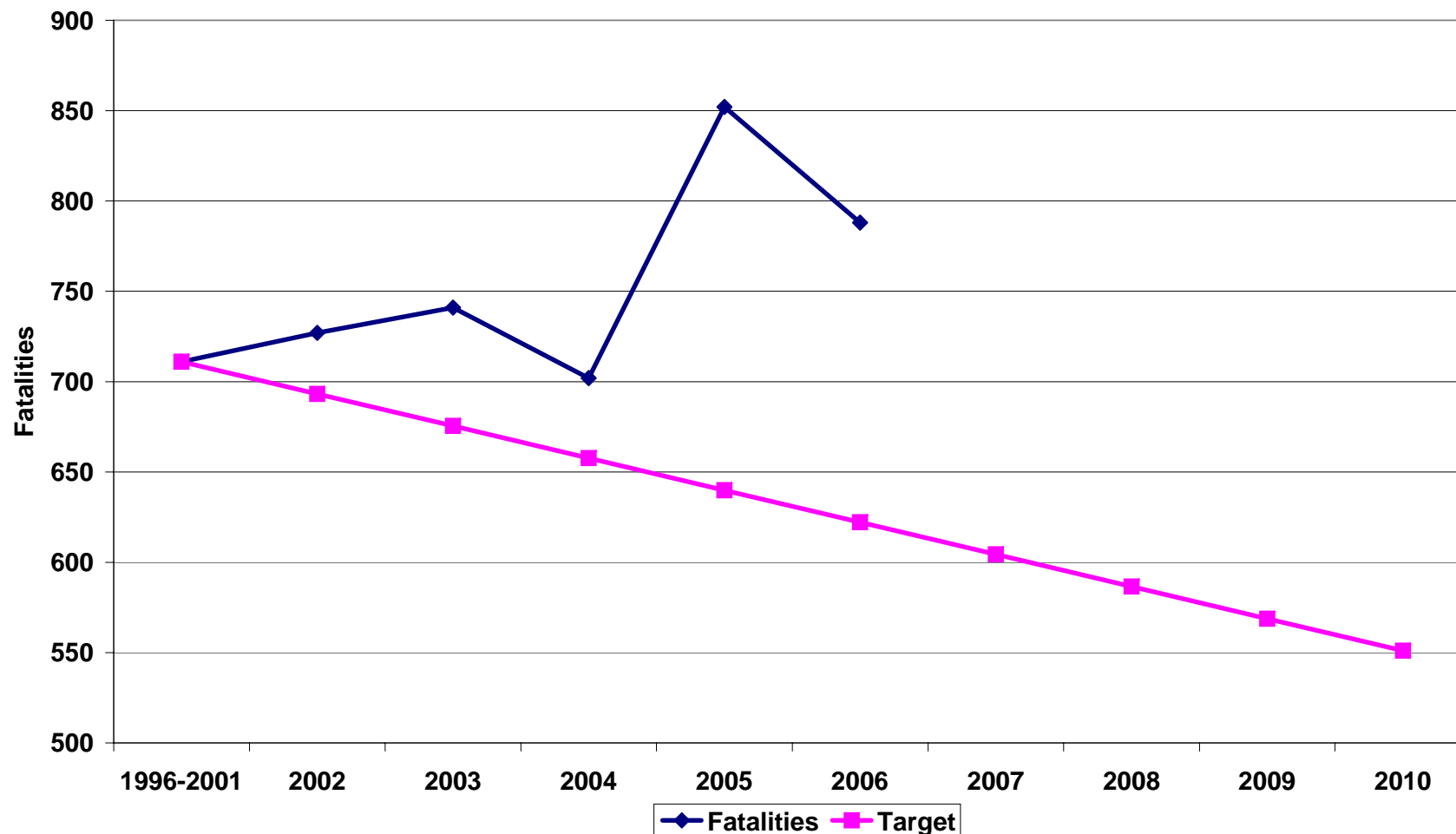
Vulnerable Road Users



- Positives:
 - Pedestrian fatalities decreased slightly (4%).
 - 16-19 year old motorcyclist deaths & serious injuries decreased substantially (-33% & 23%, respectively).
- Negatives:
 - VRU deaths & serious injuries increased (9% & 14%, respectively).
 - Seriously injured pedestrians increased (7%).
 - Motorcyclist deaths and serious injuries increased dramatically (40% & 45%, respectively) over the baseline figure.
 - Cyclist fatalities increased substantially (19%)
 - High incidence of 16-35 year old fatally injured pedestrians with positive BACs (64%).



Fatalities - Speed Related - Canada



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Serious injuries - Speed Related - Canada



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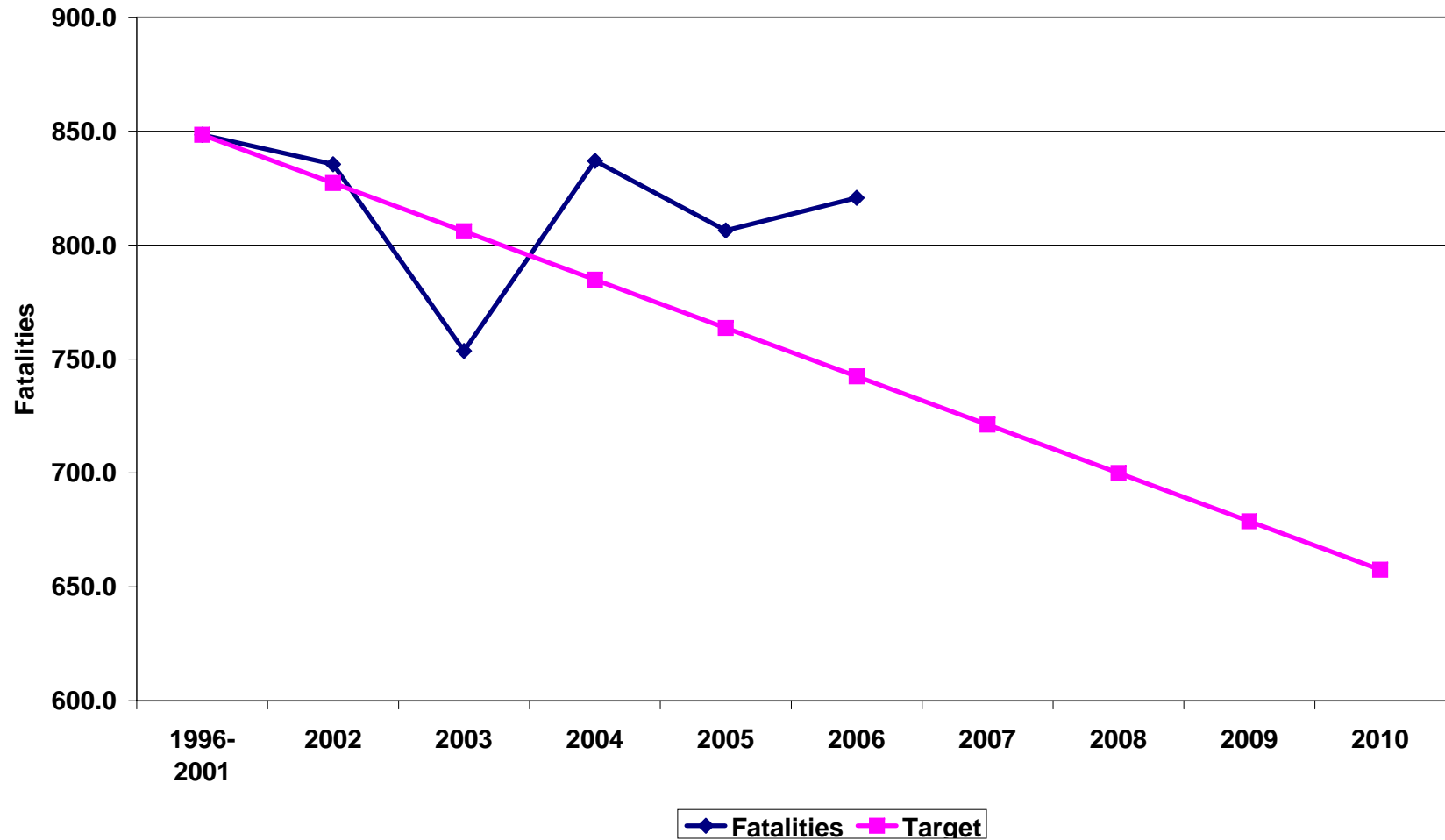


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Fatalities - Intersection Related -

Canada



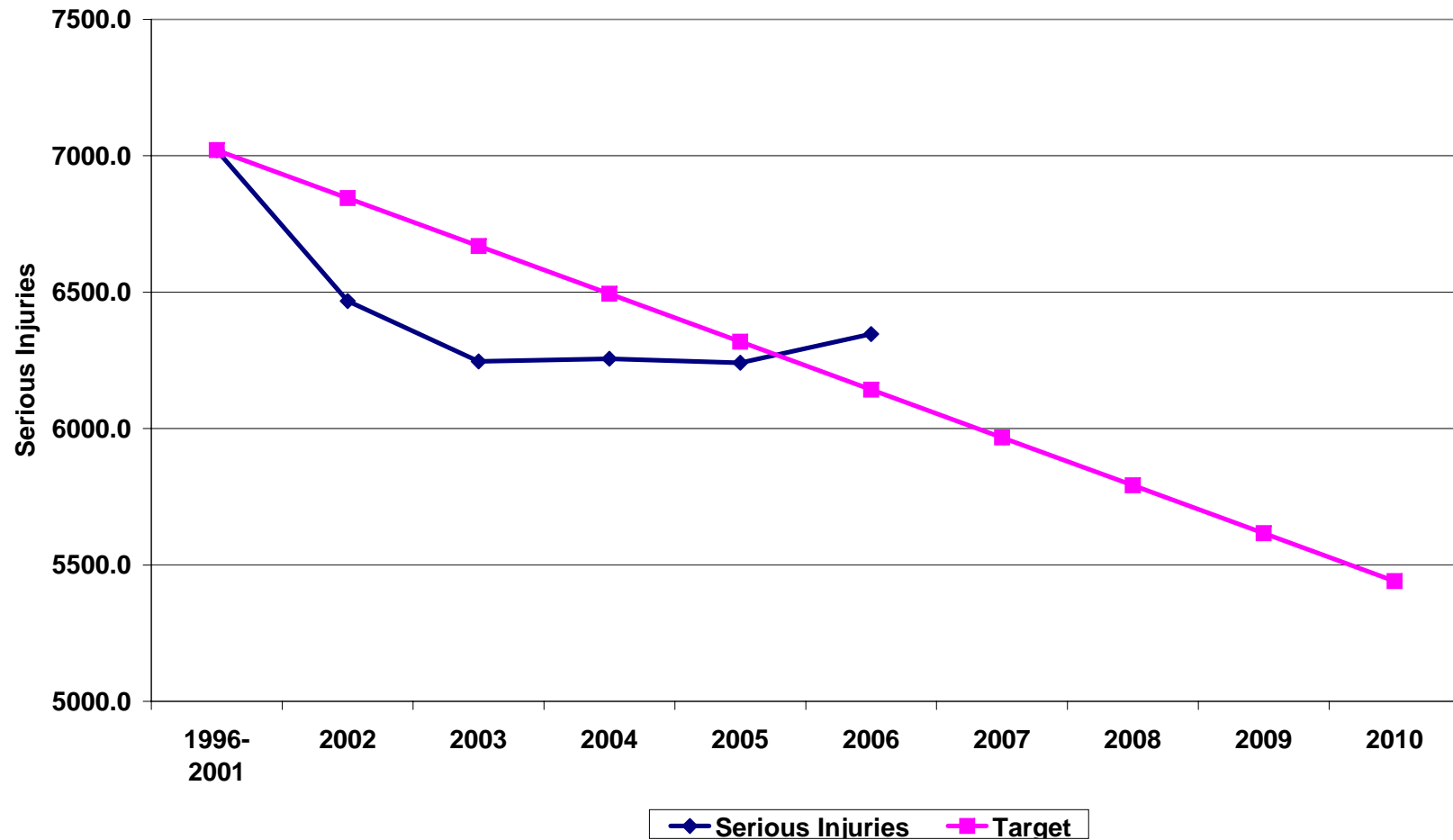
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Serious Injuries - Intersections Canada



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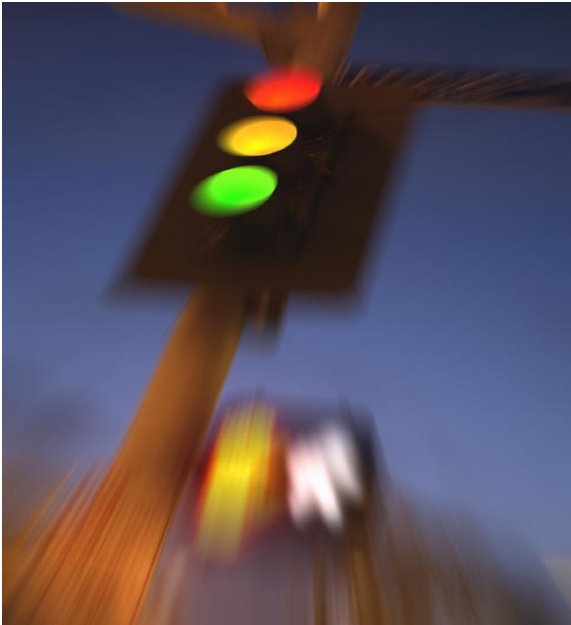


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Speed & Intersection Safety

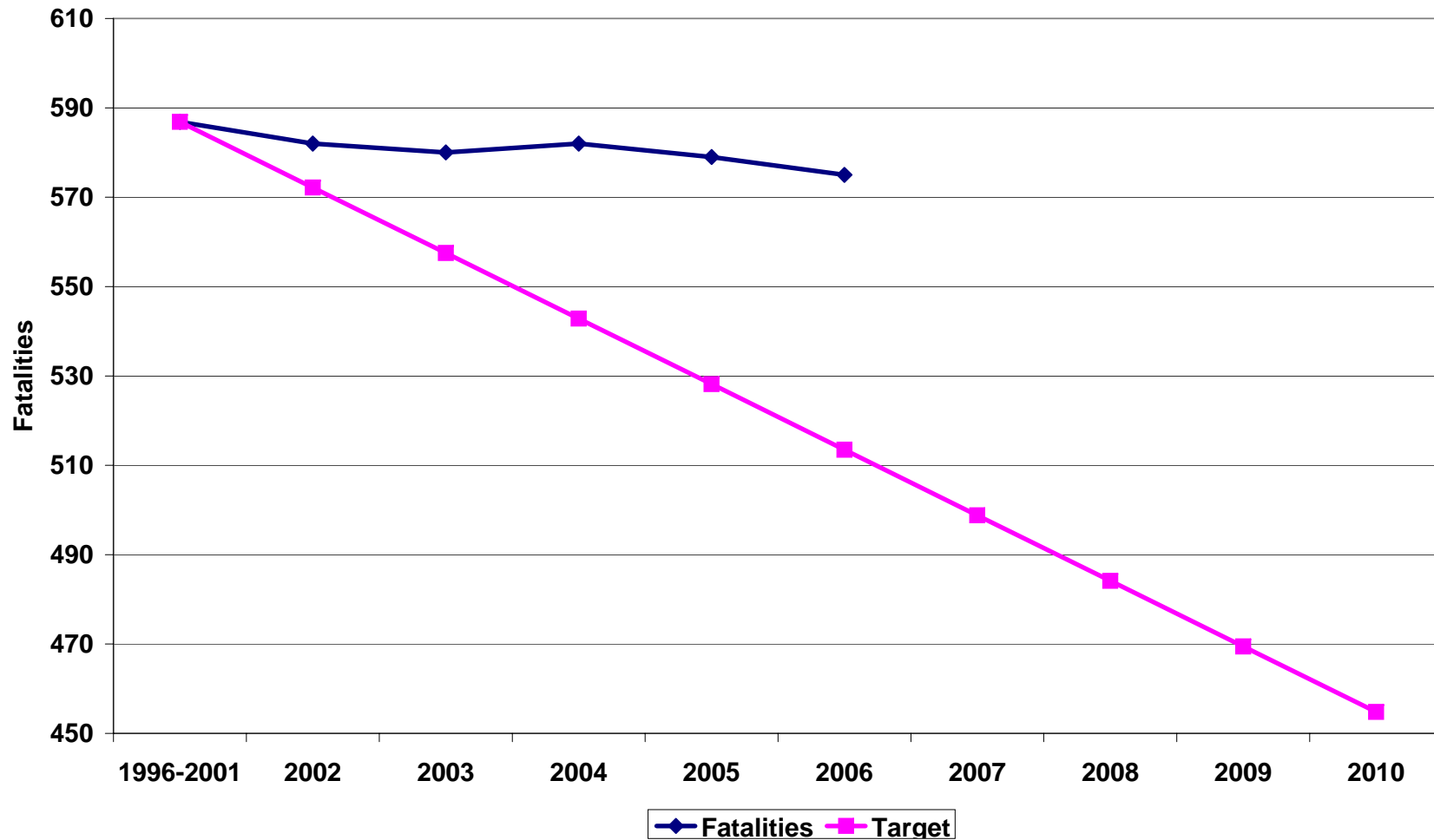


- Positives:
 - 10% decrease in serious injuries at intersections.
 - Passengers killed in intersection crashes decreased considerably (20%).
 - Large decrease in number of children/youths, aged 15 years or less, who were killed in intersection crashes (49%).
- Negatives:
 - Increase in deaths and serious injuries where speed was cited as a factor (11% & 7%, respectively).
 - Increase in speed related motorcyclist fatalities (21%).
 - Motorcyclists killed and seriously injured in intersection crashes increased substantially (31% & 36%, respectively).





Commercial Vehicle Fatalities



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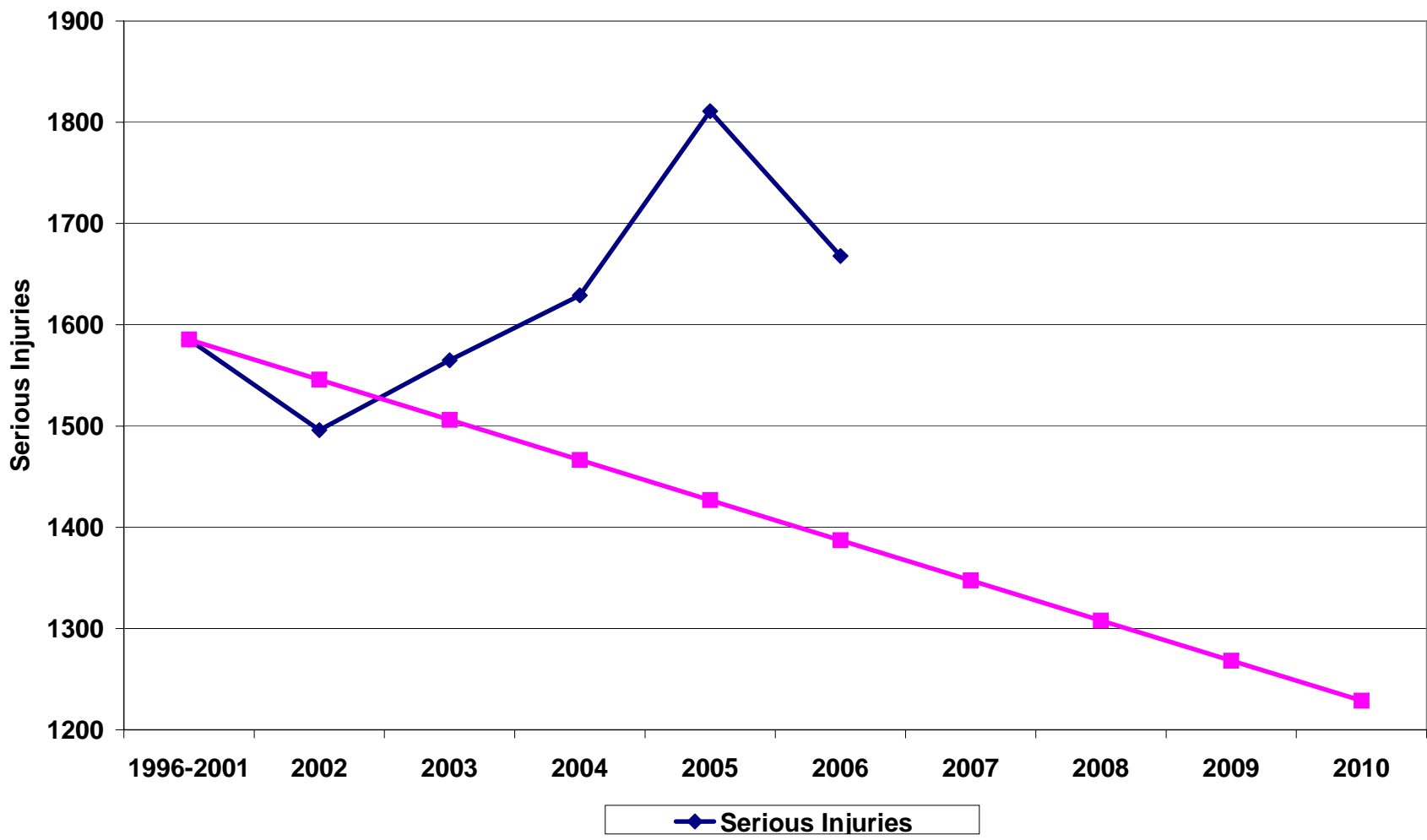


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Commercial Vehicle Serious Injuries



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Commercial Vehicles

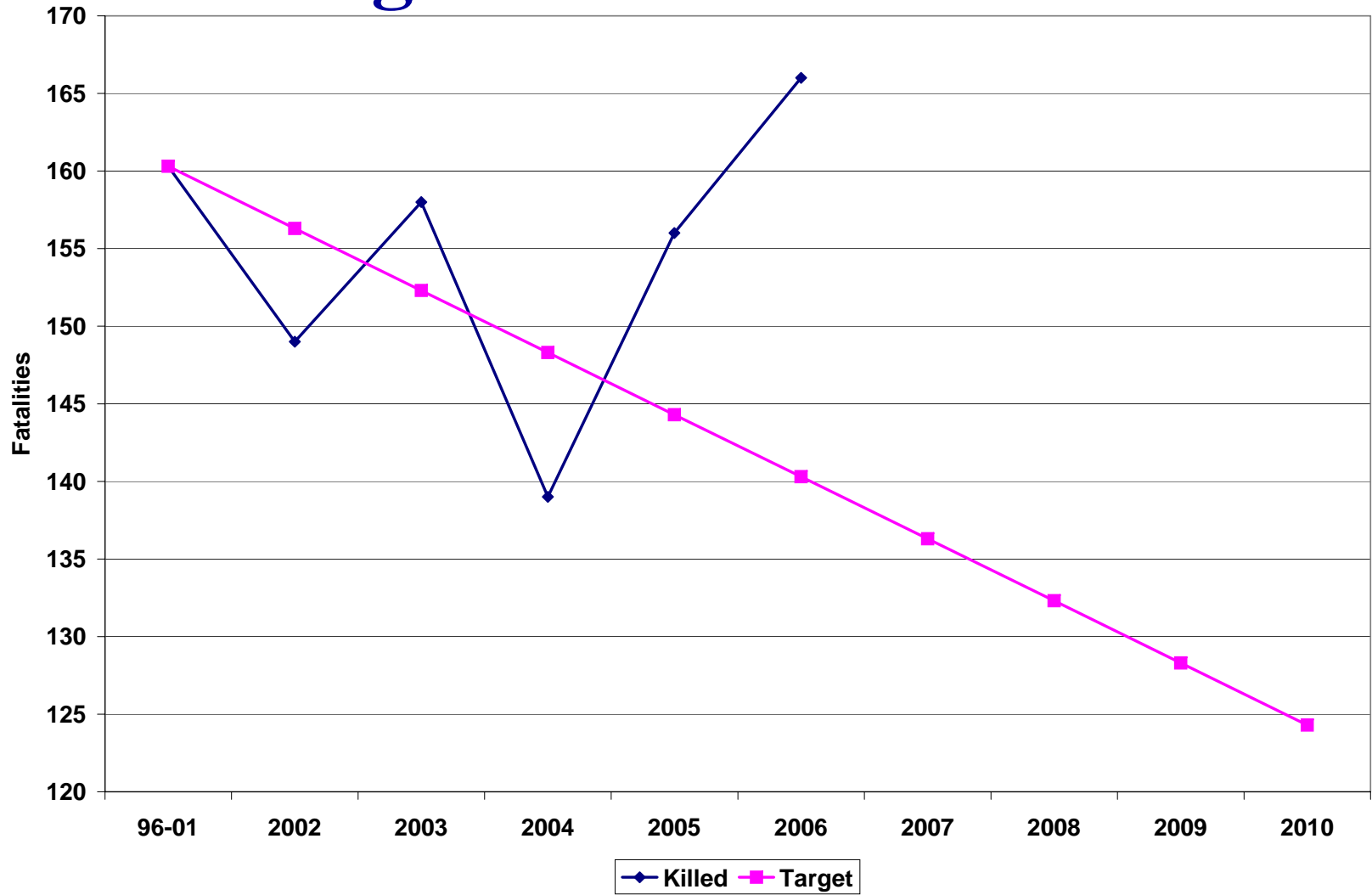


- Positives:
 - In fatal crashes, commercial vehicle operators were three times less likely to commit a driving infraction than the other involved driver.
 - Deaths & serious injuries per billion VKM travelled decreased (7% & 8%, respectively).
- Negatives:
 - Fatalities decreased by only 2% while serious injuries increased by 5%.
 - Commercial vehicle drivers and passenger vehicle operators were equally at fault in personal injury crashes.
 - One-third of all serious injuries occurred on urban streets (≤ 60 km/h).
 - 50% of all fatalities occurred on undivided rural roads.





Young Driver/Rider Fatalities

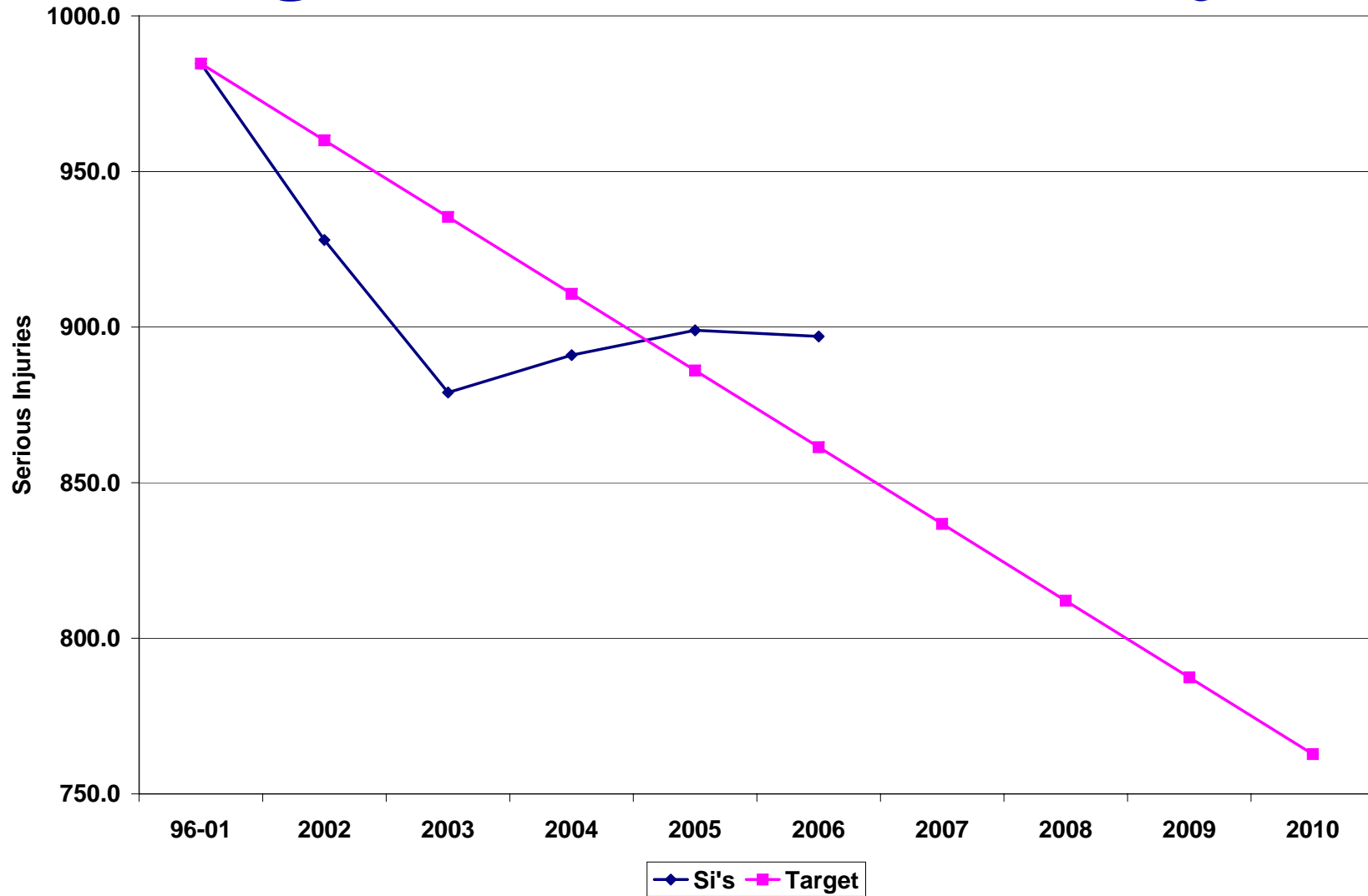


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Young Driver/Rider Serious Injuries



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Young Drivers/Riders (16 – 19 years)

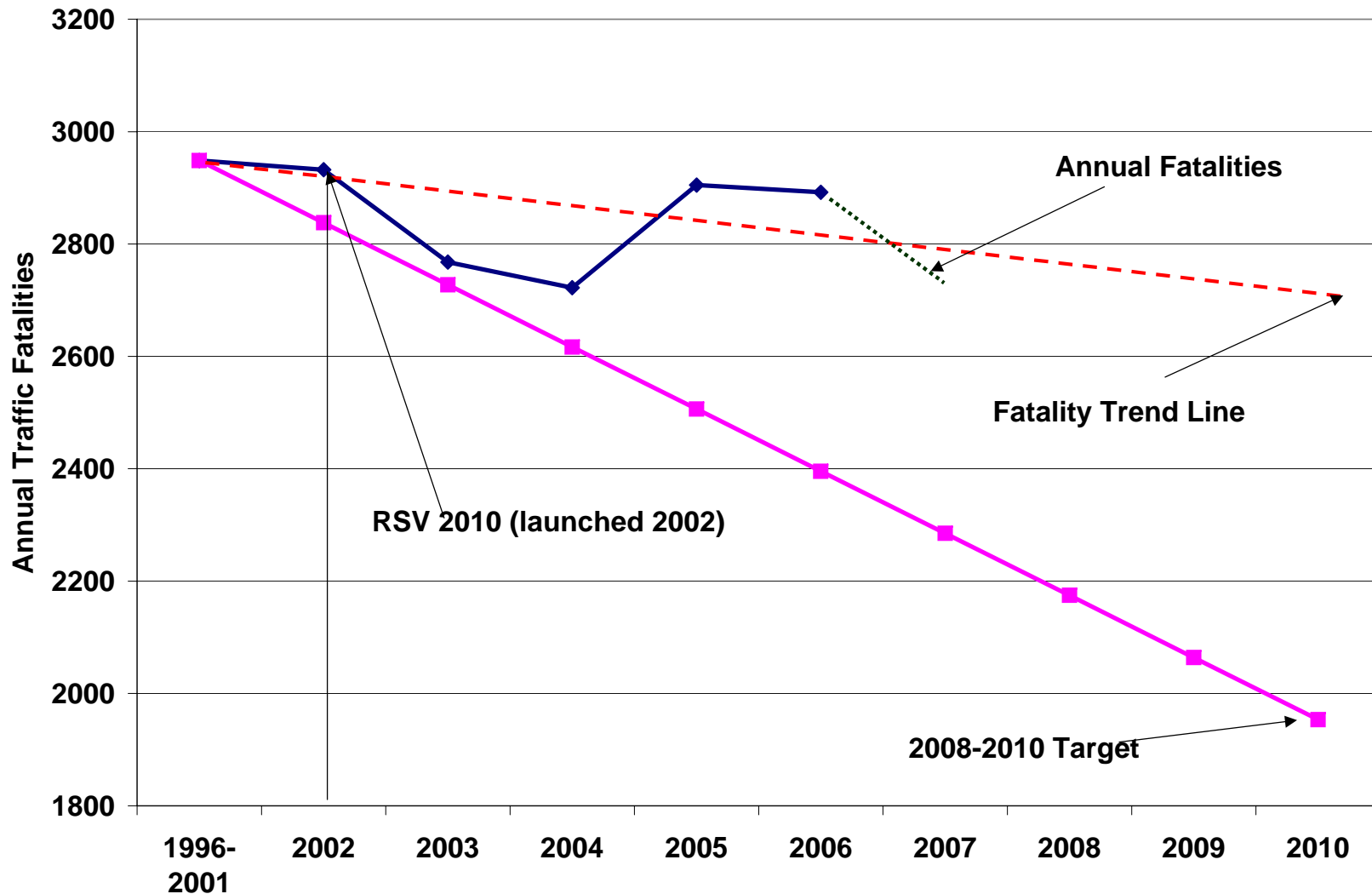


- Positives:
 - GDL programs in place for 95 % of novice drivers
 - 9% decrease in serious injuries
 - 16-19 year old motorcyclist deaths & serious injuries decreased substantially (-33% & 23%, respectively).
- Negatives:
 - Slight increase in death toll over baseline. (2%)
 - over-represented as serious crash victims
 - 5% of licenced drivers, but about 9% of fatally injured drivers and about 10% of those seriously injured.
 - 10 times likelier to be killed per billion VKM than the general driving population.
 - 41% unbelted at time of death; 20% of seriously injured
 - 36% of dead drivers had been drinking





Progress on National Target: Fatalities



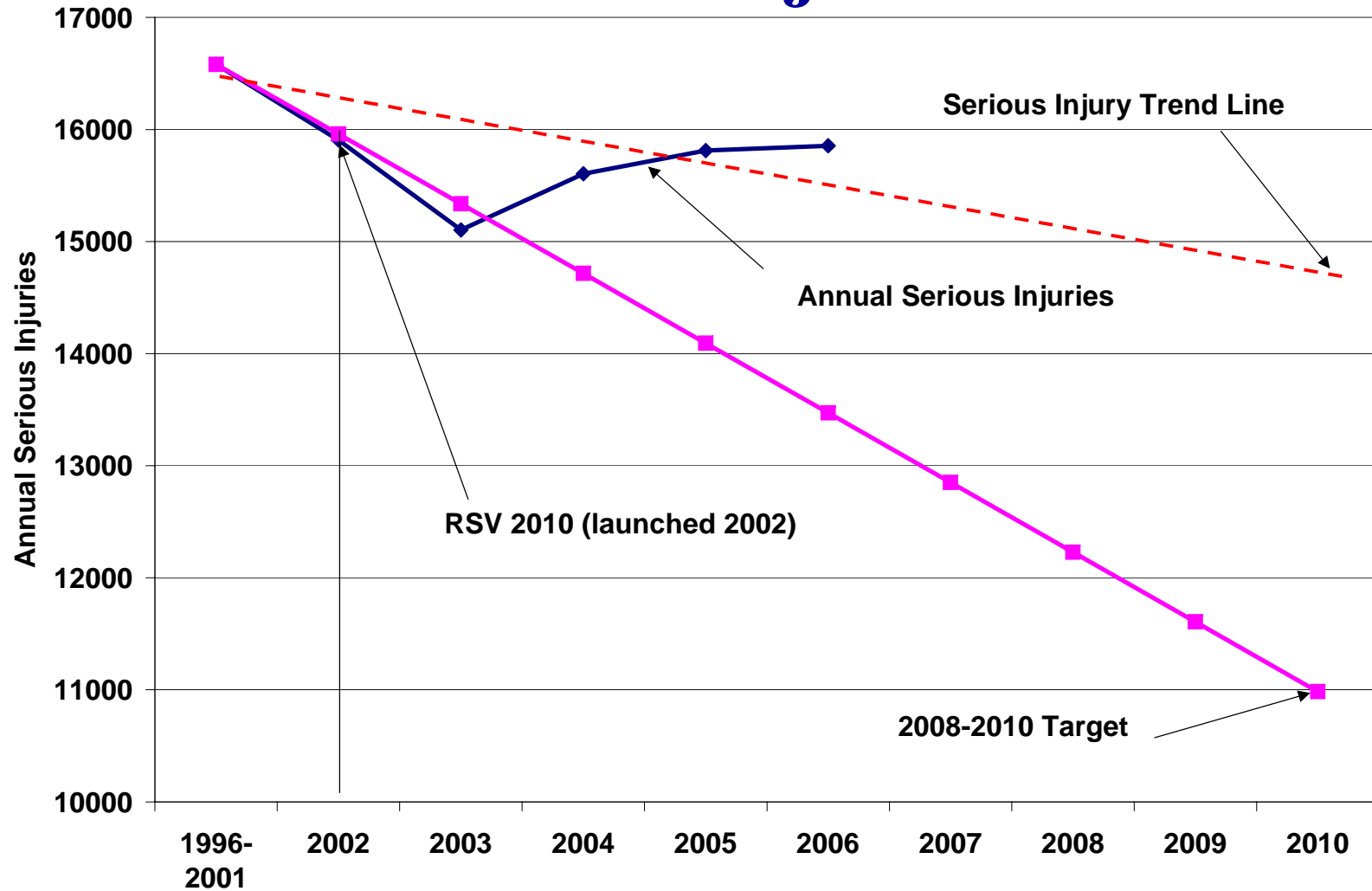
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Progress on National Target: Serious Injuries



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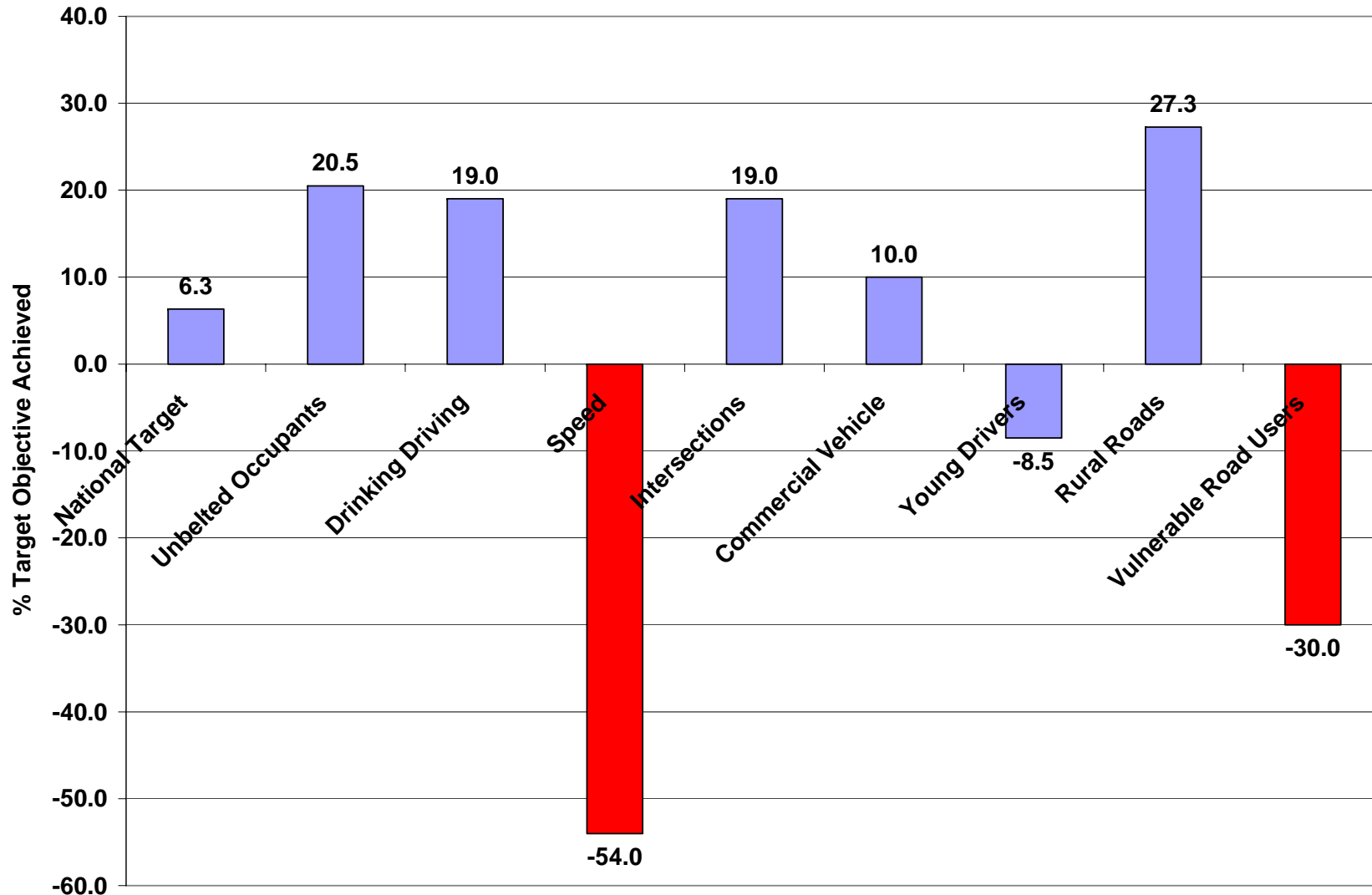
Progress for Overall National Target

- For 2006, fatalities were 2% lower than baseline.
- Serious injuries were 4.0% lower than baseline.
- Much to do to reach targets by 2010.



Progress on All Targets: Fatalities

2006 vs. 1996-2001 baseline - Canada



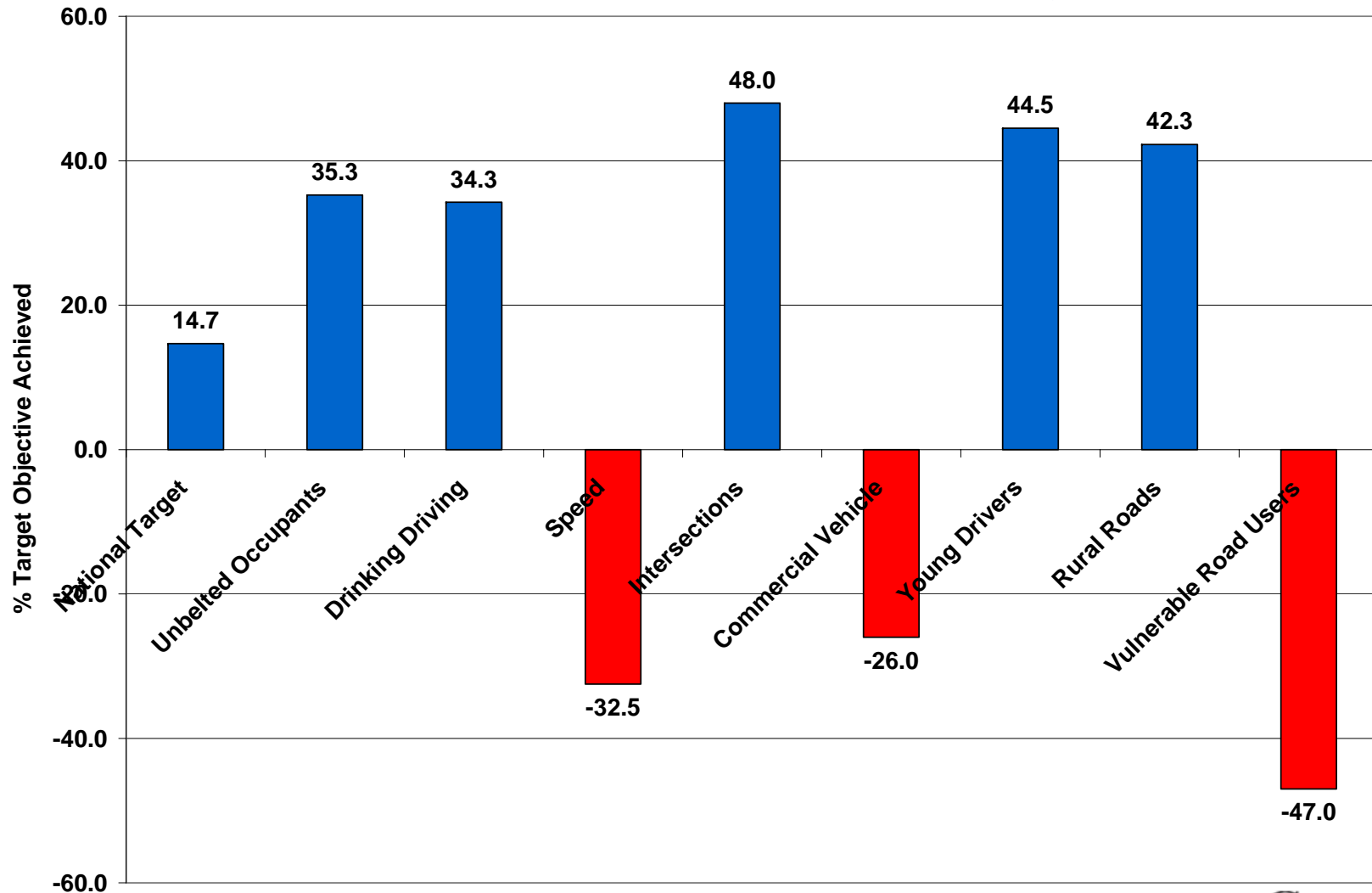
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Progress on All Targets – Serious Injuries

2006 vs. 1996-2001 baseline - Canada



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RSV 2010 Challenges

- Shared nature of responsibility for road safety in Canada among federal/provincial/territorial/municipal governments.
- Working with partners from all sectors other than government.
- Better quality and timelier data:
 - Incomplete reporting; underreporting, definitions (national & international).
- Evaluations of initiatives: few have been undertaken, due to cost and timeliness.





Challenges (cont'd)

- Ensuring adequate human and fiscal resources to implement strategies.
- Key recommendations of Mid-Term review:
 - Strong political commitment; lead agency; data modelling; accountability.
- Most Canadians are unfamiliar with Canada's national road safety plan.
- The leading countries continue to improve
 - unitary states; economies of scale.



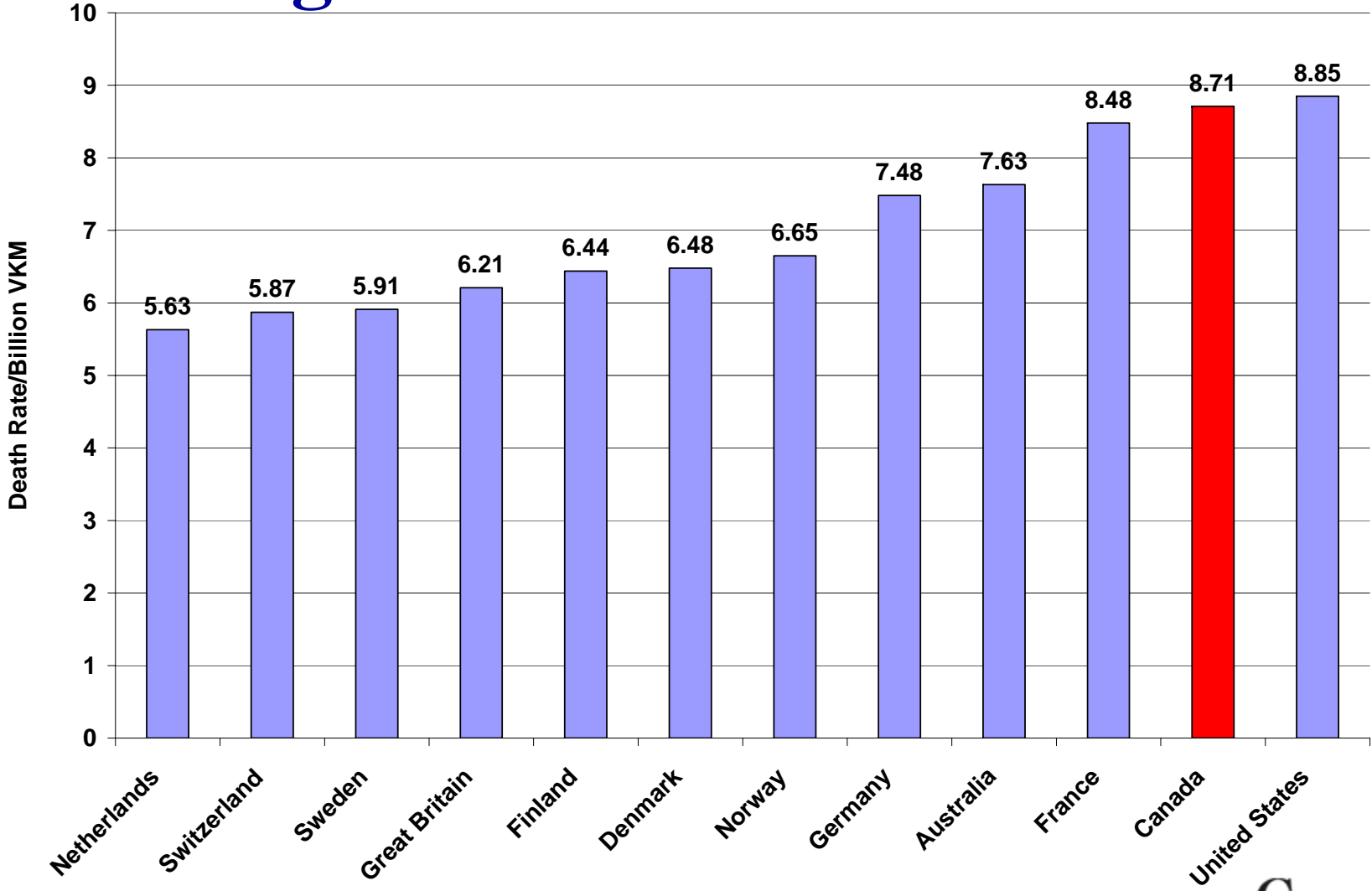


Conclusions

- Sub-targets of RSV 2010 are not likely to be met without significant effort.
- Seat belt use and serious injury reductions among young drivers/riders and victims of intersection and rural road crashes are most likely to be achieved.
- Most governments have identified focused strategies.
- More effort is needed by governmental and non-governmental organisations.
- Successor plan will build on lessons learned from previous programs.



Canada's 2006 Road Safety Ranking Among OECD Member Countries



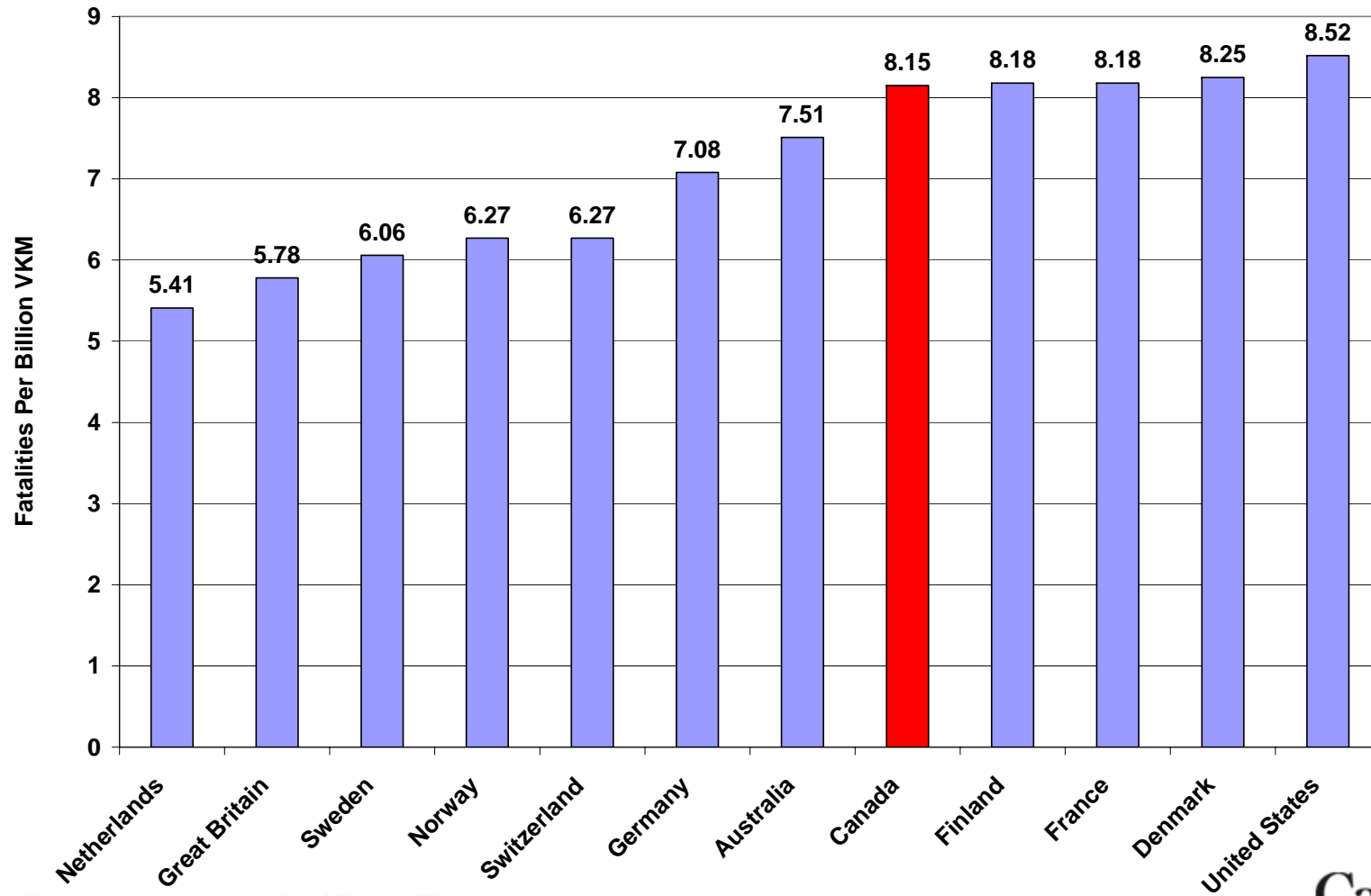
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