CANADA'S ROAD SAFETY STRATEGY

2035 AND BEYOND

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FOREWORD

As Canada's Council of Ministers Responsible for Transportation and Highway Safety, we are proud to present Road Safety Strategy 2035 and Beyond (RSS 2035+) — a unified vision for safer roads across our nation.

Road safety is a shared responsibility and a national priority. Every year, too many lives are lost or forever changed due to road collisions. These tragedies are preventable.

Over the past decade, Canada has experienced a gradual but uneven trend in road safety outcomes. While long-term data show a significant decline in fatalities and serious injuries—down 28% and 41% respectively compared to 20 years ago—recent years have seen concerning reversals. In 2023, Canada recorded 1,964 road fatalities, the highest number in the past 10 years, and 9,261 serious injuries, the highest in the last five years.

This strategy reflects our collective commitment to eliminating fatalities and serious injuries on Canadian roads, guided by the principles of the Safe System Approach (SSA) and the long-term vision of Towards Zero. The new strategy builds on the progress of previous decades while embracing innovation, inclusivity, and evidence-based action. It recognizes the evolving nature of transportation and related safety issues, shaped by new technologies, climate imperatives, and changing mobility patterns—and responds with a framework that is continuously adaptive, collaborative, and forward-thinking.

This strategy is the result of extensive engagement with governments and road safety partners across Canada. It is a call to action for all Canadians to work together to make our roads safer for everyone, regardless of how they travel.

Canada also supports the United Nations Decade of Action for Road Safety 2021-2030 and its goal of a 50% reduction in deaths and injuries by 2030. This strategy supports Canada's response to this road safety plan.

We are confident that through the Canadian Council of Motor Transport Administrators continued leadership, partnership, and public engagement, we can achieve our shared goal: a Canada where no one is killed or seriously injured on our roads.

Council of Ministers Responsible for Transportation and Highway Safety
February 20, 2026

EXECUTIVE SUMMARY

Canada's Road Safety Strategy 2035 and Beyond (RSS 2035+) is the fifth national framework aimed at reducing road fatalities and serious injuries.

This strategy will be a living document, designed to be monitored annually and updated as required. Recognizing that road safety is a shared responsibility across all levels of government and industry, RSS 2035+ provides a flexible structure to support the development of regional and local safety plans tailored to specific needs.

Transportation is always changing and being impacted by other challenges such as the environment, economy, land use planning and health concerns. The vehicle fleet in Canada is also changing rapidly, with a vehicle mix comprising larger and heavier vehicles, micromobility devices, electric vehicles, as well as automation and artificial intelligence technologies. RSS 2035+ is built on successes from the previous strategy while acknowledging the changes in the transportation network and the ever-evolving nature of our roads.

The strategy is guided by the vision "Towards Zero: A Safe Road System for All Canadians", with the goal of continuing the long-term decline in road-related deaths and injuries. As a renewed framework, RSS 2035+ focuses on reducing the absolute number of fatalities and serious injuries, measured against a rolling three-year baseline – because one life lost is too many. While the strategy itself does not prescribe national targets, it encourages jurisdictions to set their own crash reduction goals based on local risk profiles and safety challenges.

RSS 2035+ is grounded in the internationally recognized Safe System Approach (SSA), which acknowledges that while human error is inevitable, deaths and serious injuries on the road are not. The SSA emphasizes that road users will make mistakes, and the transportation system must be designed to prevent those mistakes from resulting in fatal or life-altering outcomes. It recognizes the physical vulnerability of the human body and calls for managing crash forces to remain within survivable limits. The approach also promotes shared responsibility among governments, road designers, vehicle manufacturers and other industry players, law enforcement, civil society, and the public. It supports the use of multiple, overlapping layers of protection—such as safe infrastructure, vehicle technology, and emergency response—and advocates for proactive, inclusive design that ensures safety for all road users, especially vulnerable populations.

To support this approach, the strategy outlines eight strategic objectives: commitment from all partners, good governance, data-driven decision-making, modern regulation and policy, public awareness and education, vehicle and infrastructure improvements, effective compliance and enforcement, and leveraging technology.

RSS 2035+ also identifies key risk groups, including young and novice drivers, medically-at-risk drivers, vulnerable road users (e.g., pedestrians and cyclists), commercial vehicle drivers, high-risk drivers, and a new priority populations category determined based on jurisdictional needs that may include groups such as newcomers to Canada, aging and mature drivers, and users of evolving travel modalities.

The strategy also addresses persistent contributing factors such as distracted driving, impaired driving, fatigue, speeding, and environmental conditions. To mitigate these risks, it promotes a range of interventions, including policy and legislation, education and training, public awareness, enforcement, data and research, vehicle and infrastructure technologies, and strategic partnerships.

Finally, RSS 2035+ emphasizes the importance of ongoing evaluation and accountability, with the goal of monitoring and updating the strategy on a regular basis to keep up with the rapidly evolving nature of road safety.

The Road Safety Research and Policies Program Committee (RSRP) of CCMTA is committed to developing the required implementation plan, including an ongoing monitoring framework with key performance indicators and a plan for identifying national and international best practices and countermeasures and effective tools for collaboration and sharing. The committee will manage the living strategy, determine any required updates, and work with road safety partners to collaborate on our shared goals.

By fostering collaboration, innovation, and evidence-based action, RSS 2035+ reflects a renewed commitment towards a safer, more inclusive, and sustainable road system for all Canadians.

INTRODUCTION

Road safety is a key priority for Canada. As our communities grow and transportation systems evolve, ensuring the safety of all road users—drivers, passengers, pedestrians, transit users and cyclists alike—remains a national imperative.

Responsibilities for safety in Canada are shared by all levels of government, non-governmental organizations and civil society. Given that many of the road safety challenges are within the authority of provincial/territorial governments, this strategy provides guidance to jurisdictions in the development of their individual safety plans. The goal is to encourage jurisdictions to work collectively and promote national consistency.

Over the past decade, Canada has experienced a gradual but uneven trend in road safety outcomes. A recent progress report on RSS 2025, comparing 2016-2020 data to the 2011-2015 baseline, shows safety improvements related to occupant restraints, intersection safety, young driver safety, commercial vehicle safety, distracted driving, and fatigued driving. However, increases were observed in speeding, vulnerable road user safety and impaired driving; both alcohol and drugs. Additional analysis looking at 2021 to 2023 indicated fatalities and serious injuries remain below baseline but are trending upwards since 2020.

At the same time, the vehicle fleet in Canada continues to increase in size with the vehicle mix also changing significantly. There has been an increase in the percentage of larger and heavier vehicles such as sport utility vehicles and crossovers, the addition of hybrid and electric vehicles, micromobility devices, and automation technologies which are all having a significant impact. Vehicles designs are changing rapidly with an increased use of touch screen and other technologies, which may both assist drivers and contribute to distraction. These vehicles are all sharing the same transportation network requiring up to date design and maintenance of roadway infrastructure. There are additionally evolving artificial intelligence and other technological tools in both enforcement and data collection that may be harnessed with research and ambitious pilot projects. Road safety strategies must adapt and respond to these changes in vehicles, roadways, road user behaviour, and countermeasure technologies and include a wider range of partners to achieve our shared goals.

1,964 road fatalities & 9,261 serious injuries in 2023

While long-term data show a significant decline in fatalities and serious injuries down 28% and 41% respectively compared to 20 years ago—recent years have seen concerning reversals. In 2023, Canada recorded 1,964 road fatalities, the highest number in the past 10 years, and 9,261 serious injuries, the highest in the last five

years[1]. These figures highlight the persistent and evolving challenges in road safety, including issues such as impaired driving, distracted driving, and non-use of seatbelts. This context underscores the critical need for a renewed, data and research-driven strategy to reverse these trends and protect all road users.

Globally, Canada's ranking in terms of road fatalities per billion vehicle-kilometers travelled (VKT) for 2023 is 12th with roughly 4.7 fatalities per billion VKT, behind countries such as the United Kingdom, Germany, Australia, and the leading Scandinavian countries, but ahead of countries like the Netherlands, France and the United States [2]**.**

This represents a decrease in our relative position from 2021 where Canada ranked 9th and is similar to our position in 2015 (12th place with 5.1 fatalities per billion VKT).

Road Safety Strategy 2035 and Beyond (RSS 2035+) is the fifth iteration in a series of national road safety plans and represents a renewed and unified commitment to reducing road fatalities and serious injuries, while fostering a culture of safety across the country. Building on the foundation of the "Towards Zero" vision[3] and the progress made under previous strategies; this continuing initiative embraces the Safe System Approach (SSA)[4]. It recognizes that while human error is inevitable, deaths and serious injuries on our roads are not.

This comprehensive framework is the result of extensive collaboration among federal, provincial, and territorial governments, as well as key road safety partners. Working collaboratively, both nationally and regionally, is required for the SSA to be truly systemic, as originally intended. Such a collaborative process is required to reduce deaths and serious injuries on Canadian roads with the ambitious goal of working towards a safe road system for all Canadians.

Together, through education, enforcement, engineering, and engagement, we are working to make Canada's roads among the safest in the world—because every life matters.

CANADA'S ROAD SAFETY FRAMEWORK

In Canada, each level of government has distinct jurisdictional authority, and they collaborate closely to address shared challenges and advance national road safety goals. This cooperation is facilitated through intergovernmental bodies such as the Transportation Association of Canada (TAC) and the Canadian Council of Motor Transport Administrators (CCMTA), under the oversight of the Council of Ministers Responsible for Transportation and Highway Safety (CoM).

At the federal level, the Government of Canada plays a foundational role in supporting road safety through legislation, regulation, and infrastructure investment. Federal departments contribute by setting safety standards (e.g. for vehicles, tires, and child restraint systems), overseeing criminal and regulatory frameworks (e.g. the Criminal Code for impaired driving), supporting law enforcement, promoting safe infrastructure, and supporting provinces and territories in addressing broader public safety and health issues that intersect with road safety. These efforts complement and enable the work of provinces, territories, municipalities, and other partners in building a safer transportation system for all Canadians.

Provincial and territorial governments are responsible for driver licensing, vehicle registration, traffic laws, highway and roadway infrastructure, and the administration of justice, including enforcement and courts. Municipal and regional governments, manage local road design and operations, maintenance, and traffic control measures.

The intent of RSS 2035+ is to provide a national framework to guide all safety partners in coordinated planning. While it does not prescribe a uniform plan, it encourages each jurisdiction to develop and publish its own road safety strategy tailored to local needs and legal frameworks and also reflects the input of non-governmental safety partners. This collaborative, flexible approach ensures that road safety efforts are both nationally aligned and locally responsive.

Beyond government, industry plays a vital role in advancing vehicle safety technologies, promoting safe fleet operations, and supporting innovation. Under Canada's self-certification model, manufacturers and importers are responsible for ensuring that their vehicles, tires, and child restraint systems comply with all applicable Canadian safety standards at the time of manufacturing. They are also required to issue a recall when a safety-related defect or non-compliance is found. Non-governmental organizations, academic institutions, and advocacy groups also contribute through research, education, and community engagement. All road users—drivers, pedestrians, cyclists, and transit riders—share responsibility for safe behaviour on the roads. Collaboration can also occur at the community level, ensuring that road safety plans meet the needs and concerns of local road users.

ROAD SAFETY STRATEGY 2035 AND BEYOND

The purpose of Canada's RSS 2035+ is to provide a national framework that guides and supports coordinated efforts to eliminate fatalities and serious injuries on Canadian roads. Rooted in the SSA and the vision of "Towards Zero," the strategy aims to align the actions of all road safety partners—governments, industry, non-governmental organizations, and the public—toward a common goal of safer, more inclusive, and sustainable mobility. It encourages each jurisdiction to develop tailored road safety plans that reflect local needs while contributing to national objectives. By fostering collaboration, innovation, and evidence-based decision-making, the strategy serves as a catalyst for continuous improvement in road safety across Canada.

While the focus of RSS 2035+ is road safety – the new strategy acknowledges how road safety issues intersect with other factors within the road transportation network, such as climate change and environmental considerations, promoting public transportation, changing national trade and international issues related to the vehicle fleet, as well as equity, accessibility, and public health goals.

RSS 2035+ holistically considers the many evolving transportation issues related to increasing support for public transportation, migration of the new vehicle fleet to electric vehicles, and addressing environmental influences of transportation on climate change. Changes in the economy also have an impact and must be considered in jurisdictional road safety plans. An important consideration is the concepts of equity, inclusion, and accessibility in terms of a safer transportation experience available to and safe for all, regardless of age, ability, income, or mode of travel, representing an evolving understanding of transportation safety issues.

In addition to these changes, available data suggests that road user behaviour has evolved since the end of the pandemic. Overall fatalities and serious injuries have increased since 2020 and certain unsafe behaviours related to speed, impairment and driver distraction have increased over this time period. Public perceptions and attitudes towards road safety may have changed, and more behavioural research may be required to understand these trends.

The road safety environment in Canada has seen significant changes over the course of the previous plans. To address the evolving nature of transportation safety, RSS 2035+ will be an open-ended strategy and a living document that allows for ongoing updates as appropriate. The strategy will be monitored on an annual basis via a dedicated Working Group made up of jurisdictional partners. They will be tasked with monitoring the fatality and injury data as well as key metrics to measure the impact of our Strategic Objectives, any required updates to the strategy based on the latest research and evaluation and determining modern and effective ways to share best practices so that road safety policy is up to date with the best data and evidence.

More fulsome and robust evaluation and reporting will take place at approximately 5-year intervals.

VISION

The vision for RSS 2035+ is **Towards Zero: A Safe Road System for All Canadians**. This vision continues Canada's long-standing goal of **having the safest roads in the world** and is consistent with the CCMTA vision of having the safest and most efficient movement of people and goods in the world.

OVERARCHING GOALS

The overall goal of RSS 2035+ is to **achieve a downward trend in the actual number of fatalities and serious injuries**. This will be measured year-over-year compared to a rolling 3-year average. Jurisdictions may also choose to include rate-based reporting in their individual plans to offset population changes over the same period.

Given jurisdictional differences and requirements, no specific quantitative national targets are included, overall or for individual safety challenges. However, specific targets for safety risks may help identify and monitor important issues, assist in funding decisions and promote public awareness and the motivation of safety responses. Accordingly, jurisdictional safety plans may consider identifying specific targets for relevant risk factors where applicable.

GUIDING APPROACH

Canada's RSS 2035+ is grounded in the SSA, an internationally recognized framework that acknowledges the inevitability of human error and the need to design a transportation system that prevents those errors from resulting in death or serious injury [5] . This approach represents a shift from traditional road safety models by focusing not only on individual behaviour, but on the broader system in which people travel.

The SSA is built on the following core principles:

Deaths and serious injuries are unacceptable

Road users should be able to travel without experiencing a collision that results in fatality or serious injury.

People Make Mistakes

Human error is inevitable. The system must be designed to anticipate and accommodate these mistakes without resulting in catastrophic outcomes.

Human Vulnerability

The human body has limited tolerance to crash forces. Roads, vehicles, and speeds must be managed to ensure that kinetic energies in collisions do not exceed survivable thresholds.

Shared Responsibility

Road safety is a collective responsibility. Governments, road designers, vehicle manufacturers, law enforcement, industry, non-governmental organizations, civil society and road users all have a role to play in creating a safer system.

Redundancy and Layered Protection

Multiple layers of safety—such as safe infrastructure, vehicle technology, speed management, safer road users, and emergency response—work together to reduce risk and mitigate harm.

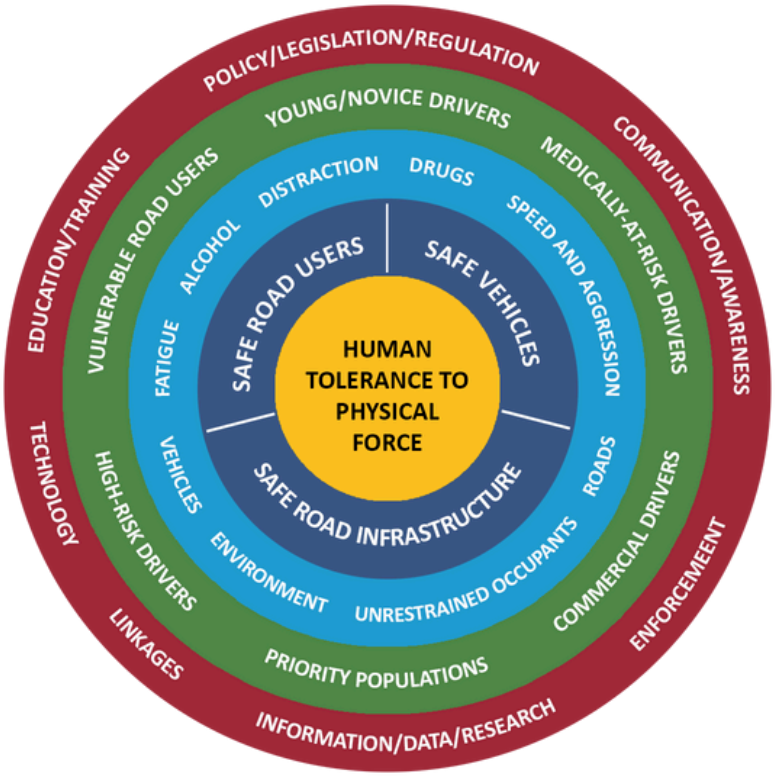
Proactive and Equitable Design

The system must be designed to prevent collisions before they occur and ensure safety for all users, especially vulnerable groups such as pedestrians, cyclists, children, seniors, and people with disabilities.

By embedding these principles into road safety planning, design, and operations, the SSA supports a long-term vision towards zero fatalities and serious injuries. It also aligns with Canada's broader commitments to public health, equity, and sustainable mobility. This approach is not only a guiding philosophy—it is a practical framework for action, shaping how jurisdictions across Canada develop and implement their own road safety plans under the national strategy.

Figure 1.1. Source: Adapted from the 2009 WHO report on the Global Status on Road Safety which was in turn modified from work commissioned by the Government of Western Australia. The diagram is meant to graphically represent RSS 2035+, with human safety at the centre, the other layers representing key systems, contributing factors, risk groups and tools to effect change as per the legend.

- The core of the safe systems approach is the protection for all road users
- The key to the safety systems approach is safe road users, safe vehicles and safe infrastructure working in unison to make a safe system
- Identified key contributing factors in RSS 2035+
- Identified key risk groups in RSS 2035+
- Key safety intervention tools to address risk groups and contributing factors



STRATEGIC OBJECTIVES

To support the vision of "Towards Zero," RSS 2035+ outlines eight strategic objectives that provide a foundation for coordinated, evidence-based, and accountable road safety action across Canada. These objectives are designed to guide jurisdictions in developing and implementing effective safety plans while fostering national consistency and collaboration and keeping the strategy alive through 2035.

1. Leadership and Commitment

Foster a culture of road safety through sustained leadership and active participation from all partners—governments, enforcement agencies, civil society, industry and road users. Jurisdictions are encouraged to develop and share road safety plans and progress reports to promote transparency and shared responsibility.

2. Good Governance

Strengthen coordination and cooperation across all levels of government and industry by establishing clear roles, responsibilities, and decision-making processes. Multi-disciplinary advisory committees are recommended to support jurisdiction-specific planning and implementation.

3. Data and Evidence

There is a need to foster dynamic research activities to support Canada in achieving the objectives set out in this strategy. Promote the collection, integration, and timely sharing of high-quality data to support evidence-based decision-making. This includes collision, exposure, and behavioural data, as well as multi-disciplinary investigations to better understand crash dynamics and inform interventions. CCMTA's National Collision Data Road Map project is a key element of this objective, elaborating on what data are needed and how data modernization and automation can be used to improve data collection and sharing.

4. Modern Regulation and Policy

Ensure that regulatory and policy frameworks remain responsive to emerging technologies, mobility trends, and safety challenges. Jurisdictions are encouraged to leverage national and international best practices to inform local policy development.

5. Awareness, Education, and Training

Enhance public understanding of road safety risks and promote safe behaviours through sustained education, training, and awareness initiatives. This may include targeted programs for commercial vehicle drivers, new Canadians, seniors, and other priority groups as identified by jurisdictions.

6. Safe Vehicles and Infrastructure

Advance the design and deployment of safer vehicles and road infrastructure that reduce crash risk and mitigate harm. This includes adapting infrastructure to accommodate new vehicle types and promoting the use of advanced safety technologies.

7. Enforcement and Compliance

Support effective enforcement of road safety laws and standards through adequate resourcing, training, and collaboration with police and compliance agencies. Enforcement strategies should be integrated into broader safety plans and tailored to local risk profiles.

8. Leveraging Technology

Increase the use of digital tools, systems, or innovations to enhance efficiency, solve problems, or create new opportunities. This would apply throughout the transportation network, including in data collection and analysis, supporting enforcement, aiding in policy and program improvements and monitoring safety improvements internationally.

KEY RISK GROUPS

Identified key risk groups remain an integral part of RSS 2035+, serving to guide jurisdictions and safety partners on the populations that have the highest risk of fatalities and injuries on our roads.

RSS 2035+ also identifies a new category, labeled "Priority Populations." This category allows jurisdictional safety plans to address additional groups according to jurisdictional needs, highlighting the importance of adapting road safety strategies to different communities, and with community engagement.

Risk Group	Definition
Young/Novice Drivers	Drivers who are under the age of 25 and/or have less than 2 years of driving experience. The U-curve of collision risk shows that young and new drivers are at a higher collision risk due to their age and inexperience.
Medically-at-Risk Drivers	Medically at-risk drivers, regardless of age, have medical conditions or medication side effects that impair their ability to drive, putting themselves, their passengers and others on the road in danger.
Vulnerable Road Users	Pedestrians, motorcyclists, cyclists and persons in personal mobilized devices (e.g., motorized wheelchairs and scooters). Evidence shows that VRUs are at higher risk due to the lack of a defensive shell of a vehicle in a collision.
Commercial Vehicle Drivers	Commercial vehicles drivers (e.g., vehicles over 4,586 kg or passenger transportation). These vehicles have significant mass and drive significantly more miles than smaller vehicles. These factors have a significant impact on collision risk for these vehicles. Commercial vehicle drivers typically represent 5% of road users, but their collisions are associated 20% of road fatalities.
High Risk Drivers	Repeat offenders with a pattern of illegal driving behaviours (e.g., recurring incidences of alcohol/drug impaired driving, traffic violations, collision involvement, or suspended/prohibited drivers). Evidence shows that they have an increased rate of collisions and/or enforcement actions.
Priority Populations	Additional groups that may benefit from a community-informed approach, shaped through inclusive engagement to reflect jurisdictional and community needs. Such as: • Users of evolving travel modalities and shared streets (ATVs, snowmobiles, or micromobility devices such as eScooters and eBikes). • Newcomers to Canada, who may lack experience specific to Canadian road transportation • Rural and remote communities that may face different challenges than urban populations • Specific mobility needs and considerations for aging and mature drivers. • Others as appropriate.

CONTRIBUTING FACTORS

The key contribution factors form the next level of the road safety matrix, identifying the primary ways in which risk can be elevated, and that road safety plans can target to reduce fatalities and injuries.

Contributing Factor	Definition
Distracted Driving	Distracted driving occurs when a driver's attention is diverted from the driving task by secondary activities (e.g., eating, talking to passengers, talking or texting on electronic communication devices (ECDs) such as smart phones).
Alcohol Impaired Driving	Physical or cognitive impairment of a road user which is caused by the consumption of alcohol. Recent evidence suggests a possible increase in alcohol impaired driving.
Drug Impaired Driving	Physical or cognitive impairment of a road user that is caused by the consumption of psychotropic drugs (e.g., cannabis, prescription drugs, narcotics, etc.), prescription drugs or over the counter drugs. Monitoring is necessary to identify impairing substances being used by drivers and the impact of the legalization of cannabis on road safety.
Fatigue Impaired Driving	Fatigue is a general state caused by lack of sleep, time of day, time on task, or task monotony, which diminishes the ability to drive by altering alertness and vigilance.
Speed and Aggressive Driving	Includes driving at speeds beyond posted legal limits or driving too fast for road conditions and driver behaviours which are deemed illegal or outside socially acceptable norms, which put other road users at risk (e.g., tailgating, improper passing, failure to signal, etc.).
Unrestrained Occupants	Includes factors pertaining to proper restraint use by all road users (e.g., seat belts, child safety seats, booster seats). This includes differential rates of use in urban versus rural driving.
Environmental Factors	Includes factors that may affect the likelihood of crash occurrence or the severity of the crash (e.g. weather conditions, wildlife on the road, time of day and light conditions). This category could include emergency preparedness for high impact weather or fire events.
Road Infrastructure	Includes factors that may affect the likelihood of crash occurrence or the severity of the crash (e.g., roadway configuration, road construction, road surface condition, road and roadside design, lighting and signage).
Vehicle Factors	Includes factors related to vehicle design (e.g., crash avoidance, crashworthiness), maintenance, recalls, aftermarket vehicle equipment, commercial vehicles, unusual vehicles, electric vehicles, automated vehicles, and new and emerging vehicle technologies.

INTERVENTIONS

For each risk group and contributing factor, there may be more than one intervention for promoting safer road users, safer infrastructure and safer vehicles. A combination of interventions could result in even greater improvements to safety, such as the important combination of enforcement with communication and awareness.

Intervention Type	Definition
Policy/Legislation/ Regulation	Includes evidence-based policies, laws, and regulations intended to promote safe road user behaviour and the safety of the road infrastructure and vehicles.
Education/ Training	Includes activities that provide knowledge and/or test the capacity of a person to demonstrate appropriate behaviour with respect to road safety (e.g., proactive and remedial education, driver training, child restraint training).
Communication/ Awareness	Includes any activities that contribute to attitudinal change, increased awareness and knowledge related to key road safety issues by the road users or target audience that may lead to safer road user behaviour. (e.g., ad campaigns, social media, etc.).
Enforcement	Includes enforcing laws and regulations, preventing and investigating offences and promoting awareness and education for safe roadways (e.g., enhanced Check Stops, Selective Traffic Enforcement Programs (STEP), intelligence-based enforcement, automated enforcement, commercial vehicle inspections).
Information/Data/ Research	Includes capturing and compiling complete, uniform and timely data (e.g., crash, trauma, exposure) to expedite the identification of emerging trends/issues for the further development of evidence-based road safety interventions. This also includes the evaluation of road safety measures and the monitoring of road safety indicators over time as well as using scientific models from the multiple disciplines that operate in the road safety domain.
Technology	Includes using technology and innovation to improve the safety of the driver (e.g., installment of alcohol ignition) interlock, speed and red-light cameras); vehicle (e.g., automatic emergency braking, other advanced driver assistance systems) and infrastructure (e.g., Intelligent Transportation Systems, roundabouts). Technological improvements in data collection and analysis as well as artificial intelligence methods for monitoring international safety countermeasures.
Linkages	Includes the establishment of linkages between jurisdictional, national or international governmental and non-governmental organizations with a vested interest in road safety, as well as engagement with local communities. This will foster partnerships, knowledge sharing and best practice guidelines, and improve cooperation and collaboration among key road safety allies (e.g., police, health professionals, etc.). Community engagement helps to tailor road safety plans and interventions to the unique needs of the population and improves public trust and acceptance towards a culture of road safety.

GOVERNANCE AND ENGAGEMENT

Effective governance and meaningful partner engagement are central to the success of Canada's RSS 2035+. Given the shared jurisdictional responsibilities for road safety in Canada, the strategy is supported by a collaborative governance model that brings together federal, provincial, territorial, and municipal governments, as well as other partners, including industry, non-governmental organizations, academic institutions, and road users.

The strategy is overseen by the Council of Ministers Responsible for Transportation and Highway Safety (CoM), which provides high-level direction and support. Operational leadership is provided by the CCMTA, which, as the custodian of the RSS 2035+, facilitates intergovernmental collaboration, data sharing, and the development of national guidelines, best practices to support safety programs, and supports continuous learning and the identification of evidence-based interventions and technologies. The Road Safety Research and Policies Program Committee (RSRP), through a specialized RSS Working Group, will be the committee responsible for developing an implementation plan for RSS 2035+ and addressing all ongoing monitoring and updates to the living strategy, as well as engaging with safety partners and staying up to date on regional, national and international safety programs, policies and countermeasures.

One key element of keeping road safety policy modern, and up to date with the evolving nature of our roadways is maintaining and promoting the sharing of best practices -- proven and promising safety countermeasures that have either stood the test of time or that are new and emerging with the latest technologies. A number of road safety leaders are developing safety countermeasures which may be able to be adapted to the Canadian context. Sweden was the birthplace of Vision Zero, which promotes a system design focused on human fallibility. Finland has a comprehensive approach to road safety education by integrating road safety awareness into schools. Other leading countries prioritize safety by having strong national road safety agencies, placing an emphasis on speed management, having quantified targets and having high compliance with speed limits and seat belt usage. Another successful strategy to reduce deaths and serious injuries is to limit exposure to risk by providing an effective public transportation network and encouraging active transportation via protected lanes and paths. Understanding what other successful countries are doing can help inform jurisdictional safety plans, while acknowledging that these approaches must be adapted holistically.

The RSS Working Group will examine options for creating an effective process to collect, maintain and share these countermeasures among the jurisdictional governments, and other non-governmental partners such as enforcement agencies and industry partners. In order to remain relevant, the process must collect and disseminate the information in a timely fashion and ensure that the information is thoroughly evaluated and based on the best available evidence.

Partner engagement is an important element that will be a continuous process throughout the life of the strategy. This includes formal consultations, working groups, and collaborative efforts on specific issue-driven initiatives, ensuring diverse perspectives are reflected in road safety planning and implementation. Particular emphasis is placed on engaging communities most affected by road safety risks, including vulnerable road users, equity-deserving groups, and young and aging drivers depending on the jurisdiction.

The strategy encourages each jurisdiction to develop its own road safety plan aligned with national objectives, while respecting local needs and legislative frameworks. This decentralized approach ensures flexibility while maintaining coherence across the country. By fostering strong governance and inclusive engagement, the strategy aims to build a culture of shared responsibility and sustained commitment to achieving zero fatalities and serious injuries on Canada's roads.

REPORTING AND EVALUATION

RSS 2035+ will be a flexible and adaptable living document subject to changes when and as appropriate - determined in response to changes in road safety.

It is recommended that the monitoring and ongoing evaluation framework for the strategy include the collection of data from jurisdictions on an annual basis. Data will include metrics and key performance indicators towards the strategies Strategic Objectives, in addition to all available data on fatalities and serious injuries.

It is also recommended that at approximately 5-year intervals, there be a more fulsome data analysis report to assist in planning for policy or program updates, and for the road safety industry to be informed of ongoing progress to facilitate collaborative discussions at partner roundtables.

CONCLUSION

Canada's RSS 2035+ is a framework representing a renewed commitment to improving safety in the Canadian transportation network, such that no one is killed or seriously injured on our roads. Grounded in the SSA and supported by a collaborative governance model, the strategy reflects a national commitment to continuous improvement, innovation, and shared responsibility.

While progress has been made, recent evidence suggests increases in fatalities and serious injuries, indicating the work is far from over. Achieving our vision of decreasing fatalities and serious injuries will require sustained leadership, coordinated action across all levels of government, and continued meaningful engagement with industry, communities, and individuals. It will also demand that we remain responsive to emerging challenges—such as micromobility, new technologies, climate change, and evolving mobility patterns—while ensuring that our efforts are inclusive and equitable for all road users.

This strategy is not a static document, but a living framework designed to guide and inspire action across the country. By working together, learning from one another, and staying focused on our shared goal, we can build a safer, healthier, and more sustainable transportation system for all Canadians.

ANNEX A

Evolution of Canada's Road Safety Strategies (1996-present)

The road transportation network in Canada is an important social, environmental, public health, financial and safety concern. The total social cost of collisions in 2022 was estimated at $40.9 billion (normalized to 2010 dollars to be able to compare with previous estimates). While transportation intersects with many important subjects related to the economy, environment and health, RSS 2035+ encourages a collaborative and flexible approach for jurisdictions and road safety professionals.

Canada was one of the first countries in the world to adopt a national road safety strategy and to date, four national strategies have been implemented. Each strategy builds on an assessment of the last, with the aim of being forward looking, taking into account changes in international best practices, and current research.

2001

Road Safety Vision (RSV) 2001 was Canada's inaugural national road safety strategy adopted by the Council of Ministers Responsible for Transportation and Highway Safety in 1996, and the progress made during RSV 2001 can be measured by the 10% decrease in fatalities and a 16% decline in serious injuries despite steady increases in the road user population.

2010

In 2001, the second strategy, Road Safety Vision (RSV) 2010 was approved by the Council of Ministers. The vision and strategic objectives of this second road safety strategy were based on RSV 2001, and a decision was made to include an overall national target and sub-targets to work towards. The quantitative targets were intended to provide road safety professionals with key road safety indicators against which the impact of intervention efforts could be measured. The national target called for a 30% decrease in the average number of road users killed and seriously injured during the 2008-2010 period compared to 1996-2001 baseline figures. The proposed reductions in sub-targets ranged from 20% to 40% and addressed the specific areas of occupant protection, impaired driving, commercial vehicle driver safety, vulnerable road users, speed and intersection safety, rural roadways, young drivers and high-risk drivers. It was expected that the achievement of these sub-targets would further reduce Canada's road fatality total to fewer than 2,100 by 2010. Although the 30% reduction in fatalities and serious injuries was not achieved by 2010, it was achieved soon after in 2011.

2015

Road Safety Strategy (RSS) 2015 was launched in 2011 as Canada's third national strategy and built upon the previous road safety vision and strategic objectives. RSS 2015 approached road safety in a new way, introducing the Safer Systems concept as a holistic way to tackle road user, vehicle and road infrastructure issues and

moved away from having established numerical targets. A significant shift in this strategy was the introduction of a framework of best practices, consisting of a multi-cell matrix of key risk groups and contributing factors, along with an inventory of road safety initiatives that jurisdictions could adopt to address their specific jurisdictional priorities. Canadian jurisdictions were encouraged to develop their own road safety plans and to adopt interventions from the inventory to reduce fatalities and serious injuries, to meet their individual needs depending on their suitability and feasibility within their unique contexts. In 2013, the number of fatalities and serious injuries on Canada's roads both decreased by 21% when compared to the 2006-2010 baseline period. When vehicle kilometres travelled (VKTs) was factored in, the reduction in fatality and serious injury rates was similar. According to the United Nations' World Health Organization, "the best-performing countries have road fatality rates of around 5-7 killed per 100,000 population"[6]. In 2012, Canada had a rate of 6.0 fatalities per 100,000 population. Additionally, in 2012, Canada's ranking among Organization for Economic Cooperation and Development (OECD) member countries was 13th based on fatalities per billion vehicle kilometres traveled[7]. Canada continued to see progress, with downward trends in fatalities and serious injuries during the 2011 to 2013 period.

2025

Road Safety Strategy 2025 (RSS 2025) was Canada's fourth national road safety strategy and was approved by the Council of Ministers responsible for Transportation and Highway Safety in January 2016. The updated strategy was guided by the principles outlined in the report entitled: Towards Zero: Ambitious Road Safety Targets and the Safe System Approach. Many OECD countries with leading road safety records had modeled their road safety performance on this multidisciplinary approach and it came to be recognized as an international best practice in road safety. The purpose of the strategy was to continue national efforts in addressing important road safety issues by providing a framework for governments and other road safety partners to establish their own road safety plans, objectives, and interventions to eliminate road crashes that result in serious injuries or fatalities.

A mid-term review of RSS 2025 utilized crash data from Transport Canada's National Collision Database to assess several important safety challenges for the years 2016 to 2020 compared to baseline data from 2011 to 2015. The data were also examined by year to consider the unique road safety landscape that took place in 2020. The results showed a comparatively small decrease in fatalities compared to baseline, but a strong downward trend in serious injuries. Key safety challenges showing improvement included occupant restraints, intersection safety, young driver safety, commercial vehicles, distracted and fatigued driving and vehicle safety. The report revealed key areas of concern during this period were speed and aggressive driving, vulnerable road user safety, and impaired driving rates. Additional analyses have indicated a continuing

upward trend in deaths and serious injuries from 2021 through 2023. These levels remain below the 2011-2015 baseline but are concerning and will require a safety response.

2035+

Alongside RSS 2025 and now 2035+, the second United Nations Decade of Action for Road Safety 2021-2030[8] (DOA) is underway. The DoA calls for all member states to reduce deaths and injuries by at least 50% in their jurisdiction by 2030. The global plan is based on the SSA and has information on what to do, how to do it and who is responsible. The plan highlights the need for safer vehicles and infrastructure, including consideration of land use planning, safer road users and adequate post-crash services. Recommended tools include lower speeds in areas where different modes interact, legal frameworks, as well as sustained financing and better use of technologies. Responsible groups include governments, civil society, industry, funders and UN Agencies. Canada supports the United Nations Decade of Action for Road Safety 2021-2030 and its goal of a 50% reduction in deaths and injuries by 2030.

ENDNOTES

[1] Canadian Motor Vehicle Traffic Collision Statistics: 2023

[2] International Transportation Forum (2024), Road Safety Annual Report 2024, OECD Publishing, Paris.

[3] Vision Zero tool references – Parachute

[4] International Transport Forum (2022), The Safe System Approach in Action, Research Report, OECD Publishing, Paris.

[5] https://toolkit.irap.org/management/safe-system-approach/

[6] OECD and International Transport Forum, Transport Research Centre, Towards Zero: Ambitious Road Safety Targets and the Safe System Approach. 2008.

[7] Organization for Economic Cooperation and Development and International Transport Forum, Road Safety Annual Report 2014.

[8] Global Plan for the Decade of Action for Road Safety 2021-2030

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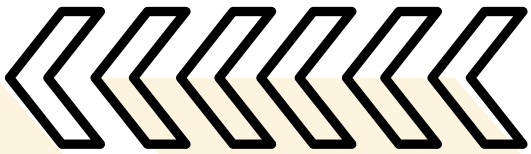

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