



1

[Subject Line:] **Announcing Canada's Road Safety Strategy 2035+**

Canada's Council of Ministers Responsible for Transportation and Highway Safety is proud to present Road Safety Strategy 2035 and Beyond (RSS 2035+). Canada's Road Safety Strategy 2035+ is guided by the vision Towards Zero: A Safe Road System for All Canadians; a unified vision that continues Canada's aspiration of the long-term decline in road-related deaths and injuries.

RSS 2035+ is the fifth national framework aimed at reducing road fatalities and serious injuries. Recognizing that road safety is a shared responsibility across all levels of government and partners, RSS 2035+ provides a flexible structure to support the development of regional and local safety plans tailored to specific needs. The strategy — a unified vision for safer roads across our nation — will be a living document, designed to be monitored annually and updated as required.

Road safety advocates are encouraged to promote and bring awareness to Canada's RSS 2035+ and to work towards achieving its vision towards zero. At the same time, advocates can identify road safety priorities in your area and work with partners to address them.

View the [Strategy here](#) and find out how you can further support the Strategy in your own community.

2

[Subject Line:] **Road Safety Strategy Resources at Your Fingertips**

While jurisdictions across Canada understand the importance of a road safety strategy, on average, five people still die on Canada's roads each day. That adds up to almost 2,000 people killed in road crashes and another 10,000 who are seriously injured while using our road transportation system.

Canada's Road Safety Strategy 2035+ is the result of extensive engagement with governments and road safety partners across Canada and is built on successes from the previous strategy while acknowledging changes in the transportation network and the ever-evolving nature of our roads.

Canada's Road Safety Strategy 2035+ reflects a 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**.

Visit the [Resources section](#) of the Road Safety Strategy website for an inventory of road safety initiatives which can be adopted or adapted to address specific road safety challenges in your jurisdiction.

3

[Subject Line:] **Working Together Towards Zero Road Fatalities and Serious Injuries**

In 2023 alone, Canada reported **1,964 fatalities and 9,261 serious injuries** on our roads. In one year. That's over 10,000 lives forever changed, and thousands more affected by these accidents.

Canada's Road Safety Strategy 2035 and Beyond (RSS 2035+) is the fifth national framework aimed at reducing road fatalities and serious injuries and is a call to action for all Canadians to work together to make our roads safer for everyone, regardless of how they travel on the road.

Canada's Road Safety Strategy 2035+ is guided by the vision **Towards Zero: A Safe Road System for All Canadians**; a unified vision that continues Canada's aspiration of the long-term decline in road-related deaths and injuries.

Road safety advocates are encouraged to promote and bring awareness to Canada's RSS 2035+ and to work towards achieving its vision towards zero. At the same time, advocates can identify road safety priorities in your area and work with partners to address them.

View the [Strategy here](#) and find out how you can further support the Strategy in your own community.



4

[Subject Line:] **Working Together to Reduce Deaths and Road Injuries**

Canada's Road Safety Strategy 2035+ supports the **United Nations Decade of Action for Road Safety 2021–2030** and its goal to reduce deaths and injuries.

RSS 2035+ encourages jurisdictions to **set their own crash reduction goals** based on local risk profiles and safety challenges.

By supporting the use of multiple, overlapping layers of protection—such as safe infrastructure, vehicle technology, and emergency response—and advocates for proactive, inclusive design, RSS 2035+ ensures safety for all road users, especially vulnerable populations.

Visit the [Resources section](#) of the Road Safety Strategy website for an inventory of road safety initiatives which can be adopted or adapted to address specific road safety challenges in your jurisdiction.

5

[Subject Line:] **A Wholistic View of Road Safety through the Safe System Approach (SSA)**

**Canada's Road Safety Strategy 2035+** is grounded in the **Safe System Approach (SSA)**.

The Safe System Approach is 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. The **Safe System Approach** encourages a better understanding of the interaction between the key elements of the road system: road users, roads and roadsides, vehicles and travel speeds, and is a means by which many countries leading in road safety are achieving their ambitious visions of eliminating deaths and serious injuries.

**Canada's Road Safety Strategy 2035 and Beyond (RSS 2035+)** is the fifth national framework aimed at reducing road fatalities and serious injuries and is a call to action for all Canadians to work together to make our roads safer for everyone, regardless of how they travel on the road.

Learn more about national road safety initiatives by connecting with Canadian Council of Motor Transport Administrators (CCMTA) on [LinkedIn](#).