



Vision Zero in Canada

ACIP Conference

June 2018

Vision Zero

No one should be killed or seriously injured within the road transport system.

How many of your friends and families are acceptable?

Vision Zero – An Overview

- ❖ No loss of life is acceptable
- ❖ Traffic fatalities and serious injuries are preventable
- ❖ We all make mistakes
- ❖ We are physically vulnerable when involved in motor vehicle collisions
- ❖ Eliminating fatalities and serious injuries is a shared responsibility between road users and those who design and maintain our roadways
- ❖ As a result of Vision Zero, Sweden has one of the world's lowest traffic-related fatality rates:

Vision Zero – An Overview

- ❖ Approach - shared responsibilities among all road users and those involved in the road framework, including
 - ✦ politicians,
 - ✦ economists,
 - ✦ planners,
 - ✦ road engineers
 - ✦ police,
 - ✦ community organizations,
 - ✦ vehicle manufacturing companies,
 - ✦ companies and organizations that purchase transport services

Vision Zero – An Overview

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- ✦ companies and organizations that purchase transport services

It starts with them - understanding the responsibility of designing the system. Why should we put the whole responsibility on the individual road user? Build a more human-friendly system instead. We have the knowledge to do that.

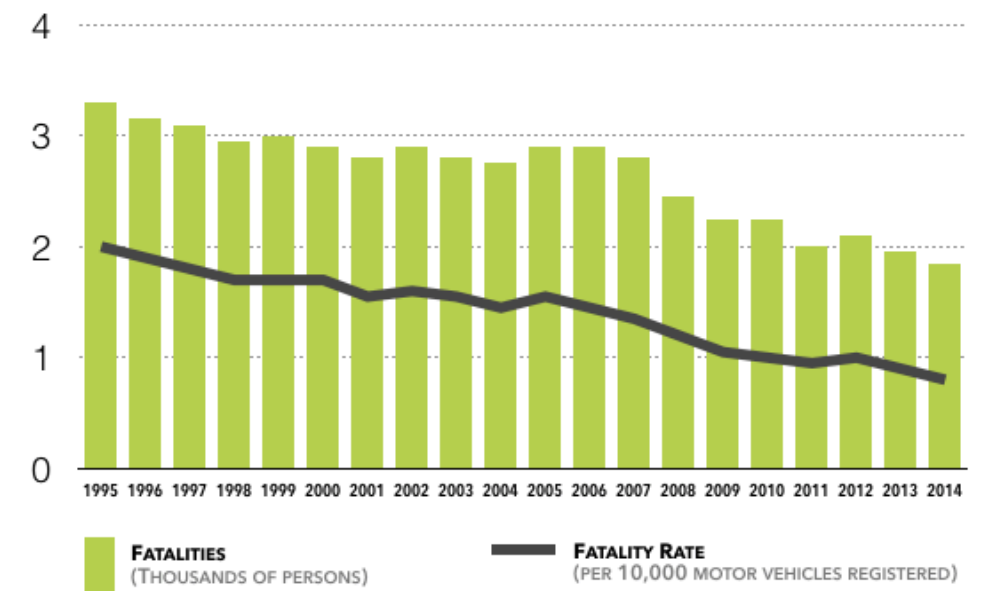
Vision Zero – Creating Buy In

- ❖ Understand Vision Zero is a long term goal.
- ❖ Decision-makers need to take a lead, make clear commitments/set goals and targets as well as allocated resources.
- ❖ Multiple agency participation is essential.

An Overview - Canada

- ❖ 2,000 Canadians are killed annually
- ❖ 165,000 injured using roads
- ❖ Costing society \$37 billion (2.2% of Canadian GDP) annually
- ❖ One of the highest motor vehicle fatality rates among HIC (at 5.2 per 100,000)
- ❖ Vulnerable road users account for slightly more than 1/4 of traffic fatalities

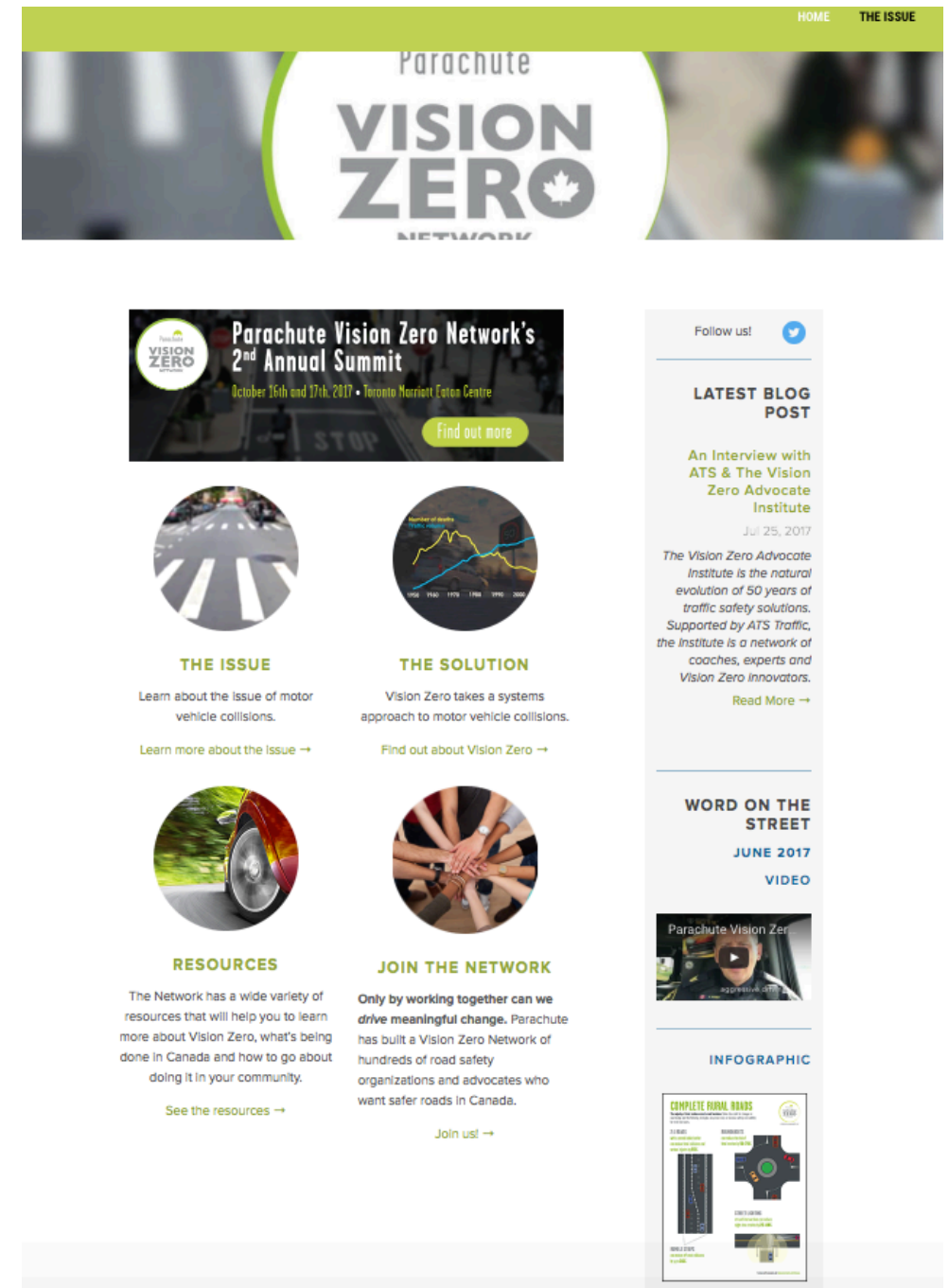
FATALITIES 1995-2014



Source: Transport Canada, 2016

Vision Zero – Engagement

- ❖ Parachute's Vision Zero launched in Canada May 2017
- ❖ Responded to stakeholder needs and requests.
- ❖ Provides evidence-based resources and tools, connections to experts and others working across the country.
- ❖ Provides gathering opportunities for information exchange.



Vision Zero – Engagement



THE ISSUE

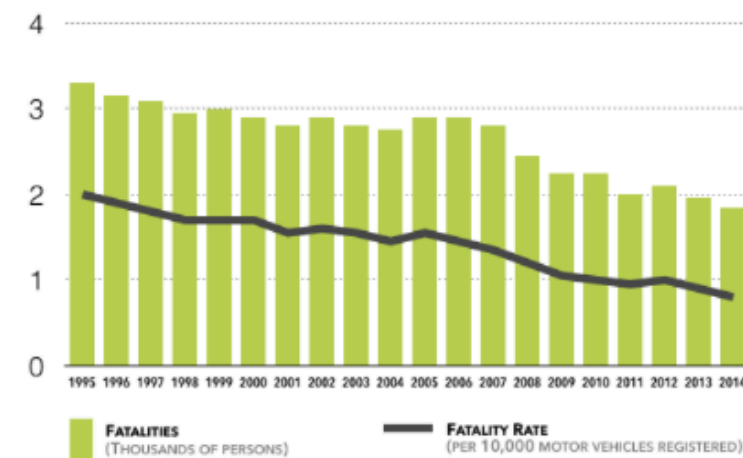
Learn about the issue of motor vehicle collisions.

[Learn more about the issue →](#)

The Issue: Death on Canadian Roads

Every year about 2,000 Canadians are killed and 165,000 are injured while using our roads, costing society \$37 billion (2.2% of Canadian GDP) annually. Although we have made considerable progress in recent years, there is still much work to be done. For example, Canada still has one of the highest motor vehicle fatality rates among high-income countries (at 5.2 per 100,000) (WHO, 2015, & Transport Canada, 2016) and transport-related injuries remain the number one cause of death for Canadian children under the age of 14 (Parachute, 2015).

FATALITIES 1995-2014

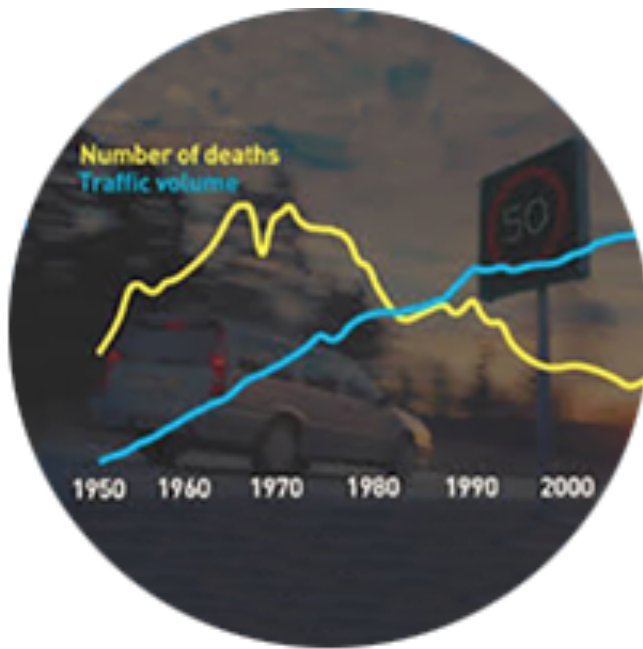


Source: Transport Canada, 2016

VULNERABLE ROAD USERS

Vulnerable road users include pedestrians, riders of motorcycles and bicyclists. They are vulnerable by virtue of their

Vision Zero – Engagement



THE SOLUTION

Vision Zero takes a systems approach to motor vehicle collisions.

Find out about Vision Zero →

The Solution: Vision Zero

Vision Zero takes a systems approach to motor vehicle collisions.

Vision Zero is a multi-national traffic safety initiative, which was founded in Sweden in the late 1990s. It is based on the philosophy that no one should be killed or seriously injured within the road transport system. Ultimately, the main goal of Vision Zero is to achieve zero fatalities or serious injuries on the road.

AREAS OF FOCUS AND KEY ACTIVITIES

Vision Zero is based on an approach of shared responsibilities among all of those involved in the road framework, including politicians, planners, police, community organizations, vehicle manufacturing companies, companies and organizations that purchase transport services, and all road users. Main areas of focus include:

- Reducing impaired driving
- Implementing safer speed limits
- Increasing the use of seatbelts
- Introducing safer car design
- Improving road infrastructure for everyone
- Enhancing pedestrian and cyclist safety

Key Activities

- Advocacy for policy change
- Enhanced regulation
- Road infrastructure changes
- Providing information about dangers of risk factors

CHANGING THE WAY WE LOOK AT ACCIDENTS

Vision Zero – Engagement



RESOURCES

The Network has a wide variety of resources that will help you to learn more about Vision Zero, what's being done in Canada and how to go about doing it in your community.

[See the resources →](#)

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STRATEGIC ACTION PLANS

A collection of national, provincial and municipal road safety plans that endorse a Safe Systems approach and aim toward zero injuries and fatalities.

- [Canada's Road Safety Strategy-2025](#)
- [Toronto's Vision Zero Road Safety Plan 2017-2021](#)
- [B.C. Road Safety Strategy Update Vision Zero 2016](#)
- [Edmonton Road Safety Strategy 2016 – 2020](#)
- [Calgary Safer Mobility Plan 2013-2017](#)
- [P.E.I. Road Safety Strategy 2015 Toward Zero Tolerance](#)

TOOLS AND FRAMEWORKS

A collection of resources to help guide the implementation of road safety initiatives focusing on road users, road infrastructure and vehicles.

- [The Vision Zero Advocate Institute](#)
- [Canada's RSS inventory of "proven" and "promising" road safety initiatives.](#)
- [Vision zero: A toolkit for road safety in the modern era](#)
- [Vision Zero: Principles and checklist for effective adoption](#)
- [Moving from vision to action: Fundamental principles, policies & Practices to advance Vision Zero in the U.S.](#)
- [B.C. Community Road Safety Toolkit](#)
- [Toronto complete streets guidelines](#)

RESOURCES FROM PARACHUTE

CASE STUDIES

- [Vision Zero: Using data to make decisions and take action](#)
- [Vision Zero: The Canadian Landscape](#)

PARACHUTE INFOGRAPHICS

- [Complete Rural Roads](#)
- [Complete Streets – Urban Setting](#)

Vision Zero – Engagement



JOIN THE NETWORK

Only by working together can we *drive* meaningful change. Parachute has built a Vision Zero Network of hundreds of road safety organizations and advocates who want safer roads in Canada.

Join us! →

Join the Network

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Join our network here! Support the notion that we can achieve zero fatalities on our roadways by joining Parachute Vision Zero Network, where you'll receive quarterly updates on Vision Zero in Canada.

Name *

First Name

Last Name

Email Address *

Phone Number

(###)

###

####

Organization *

Comments

JOIN THE NETWORK!

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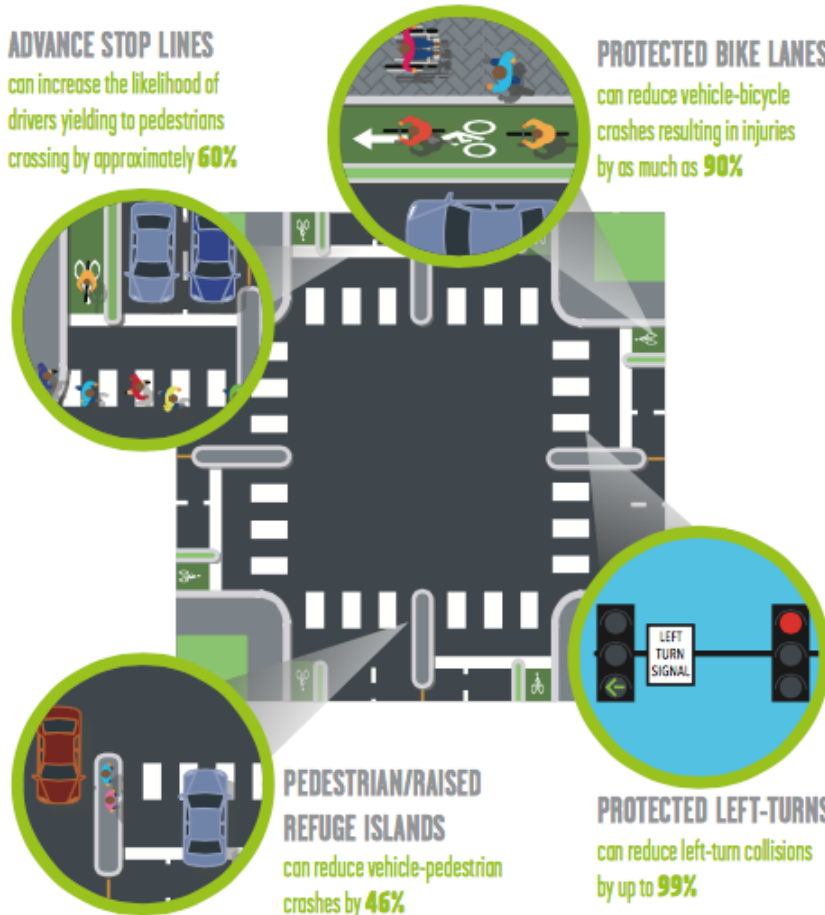
COMPLETE URBAN STREETS

The majority of Canadians live in urban settings and collisions commonly occur at city intersections. Vision Zero calls for changes in road design and the following strategies are proven ways to increase safety and mobility for urban road users.



ADVANCE STOP LINES
can increase the likelihood of drivers yielding to pedestrians crossing by approximately **60%**

PROTECTED BIKE LANES
can reduce vehicle-bicycle crashes resulting in injuries by as much as **90%**



PEDESTRIAN/RAISED REFUGE ISLANDS
can reduce vehicle-pedestrian crashes by **46%**

PROTECTED LEFT-TURNS
can reduce left-turn collisions by up to **99%**

For more on the research, visit visionzeronetwerk.ca/references

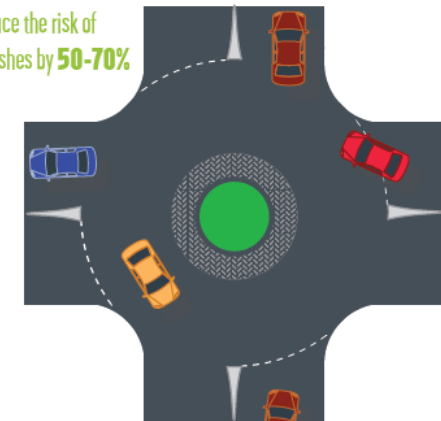
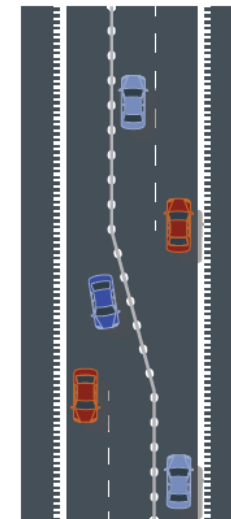
COMPLETE RURAL ROADS

The majority of fatal crashes occur in rural locations. Vision Zero calls for changes in road design and the following strategies are proven ways to increase safety and mobility for rural road users.



2-1 ROADS
with a central cable barrier
can reduce fatal collisions and serious injuries by **55%**

ROUNDBABOUTS
can reduce the risk of fatal crashes by **50-70%**



STREET LIGHTING
at rural intersections can reduce night-time crashes by **25-40%**



RUMBLE STRIPS
can reduce off-road collisions by up to **36%**

For more on the research, visit visionzeronetwerk.ca/references

Vision Zero – Engagement

Vision Zero: The Canadian Landscape

This Case Study is part of a series that features a variety of issues and examples of Vision Zero from across Canada and around the world. We hope that these practical, evidence-based case studies will help educate, inform and inspire those who are interested in getting to zero.

What's in this issue?

This Case Study provides an introduction to Vision Zero in Canada with a 'snapshot' of different cities currently implementing or considering a Vision Zero road safety approach.

Vision Zero, where no loss of life is acceptable

Vision Zero is an approach to road safety that aims to reduce the number of traffic fatalities and serious injuries to zero. It started in [Sweden](#) in 1997 and was developed out of a moral argument that any number of deaths was too high a price to pay for mobility. Vision Zero shares common principles with other well-known national strategies (e.g., [Australia's Safe System approach](#)) and challenges conventional thinking when it comes to road safety. Since Adopting Vision Zero, Sweden has made



Source: [Sweden Road Traffic Injuries Report, 2015, Table 6.6](#)

CASE STUDY



Case Study Series
Issue 2: June 2017

Vision Zero:
Using data to
make decisions
and take action

visionzeronetwerk.ca

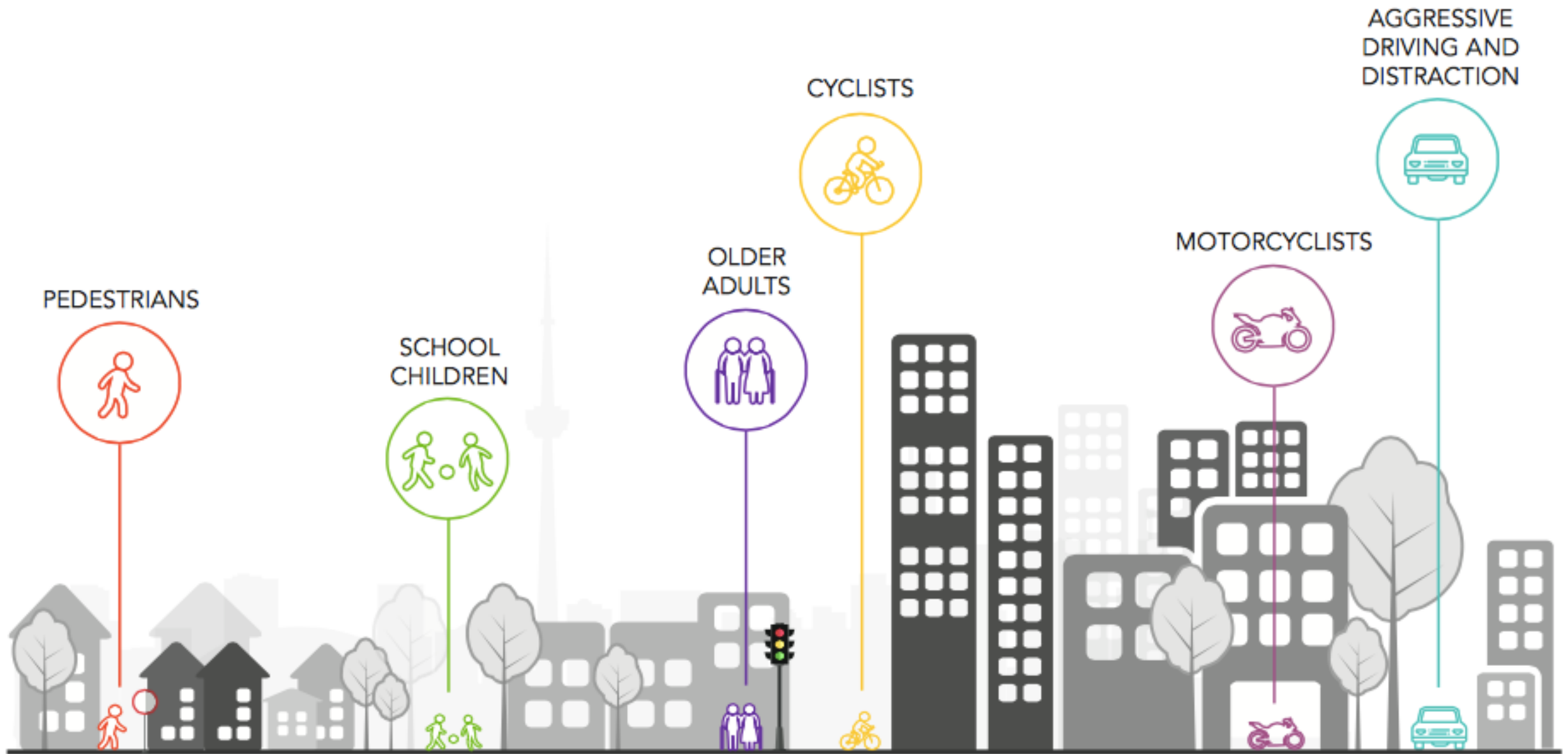
Vision Zero – Success?

- ❖ Canadian jurisdictions have adopted the Vision Zero approach:
 - ✦ Calgary
 - ✦ Edmonton
 - ✦ British Columbia
 - ✦ Vancouver
 - ✦ Toronto
 - ✦ Mississauga
 - ✦ Montreal...

Vision Zero – Toronto



Vision Zero – Toronto



Vision Zero – Toronto

HOW WILL WE ACHIEVE VISION ZERO?

Vision Zero is a long-term strategy. Making changes to infrastructure and traffic-safety culture takes time. However, we will get there through improvements to Engineering, Education, Technology and Enforcement.



Engineering Safety Measures target the design and operation of city streets to prevent collisions from occurring while also minimizing the impact that human error can have in causing collisions.



Technological Safety Measures will employ technical solutions to improve road safety. Initiatives such as passive detection, automated enforcement and enhanced data analysis will be utilized.



Education Safety Measures will raise awareness and improve the understanding of issues we face and include targeted interventions.



Enforcement Activities will be done in collaboration with Toronto Police Service and the Ontario Provincial Police. These initiatives will continue to build on the most efficient and effective uses of our limited enforcement resources to improve road safety.

Vision Zero – Success?

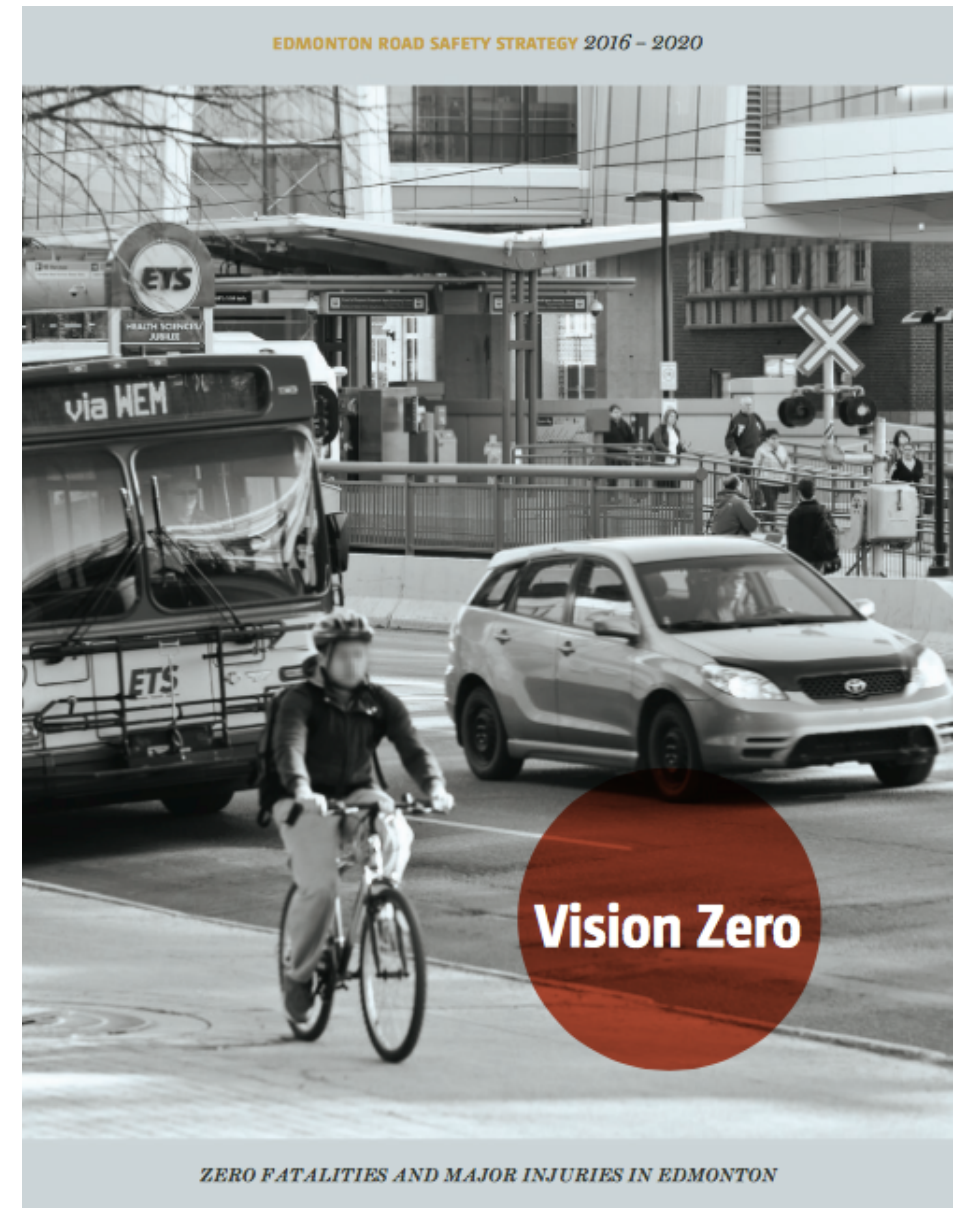
❖ City of Edmonton

- ✦ In 2006, there were 8,246 people injured and killed on Edmonton streets.
- ✦ Response was to create the first municipal Office of Traffic Safety in N. America.

Vision Zero – Success?

❖ City of Edmonton

- ★ In 2015, City Council approved Edmonton's Road Safety Strategy 2016-2020, making Edmonton the first Canadian city to officially adopt Vision Zero.



Vision Zero – Success?



55%

Since 2006, collision injuries have been reduced by 55%. The reduction in injuries is estimated at \$1.1 Billion in societal savings.

344

On average, 344 people are injured in collisions every month in Edmonton. That's 10 full ETS buses!

Join the Network



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