

Vision Zero Across Canada

The Vision Zero Advocate Institute

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Agenda

- Vision Zero Advocate Institute
- Vision Zero in Canada
- Case Studies
- Canadian Considerations for Vision Zero



**Vision Zero
Advocate
Institute**

Vision Zero Advocate Institute Overview

LED BY RESEARCH AND BEST PRACTICE

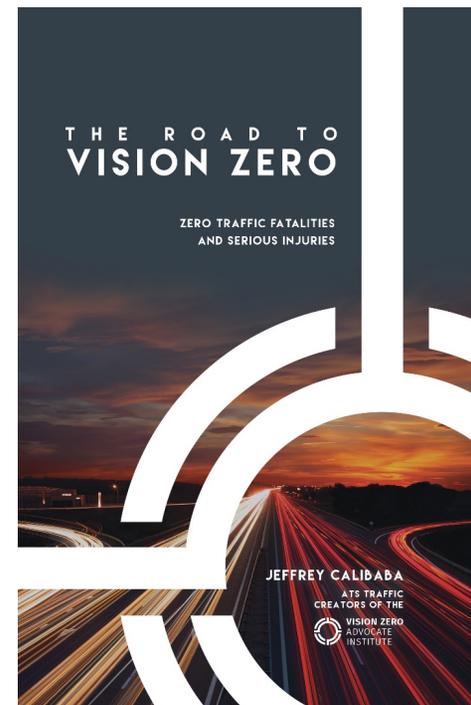
- Multi-year development of Vision Zero Advocate Institute, propelled by 50 years of traffic safety solutions
- Partnership with leading Vision Zero organizations
- Garnered strong industry support
- Expert coaches and consultants to guide success strategies



Vision Zero Advocate Institute Overview

SUPPORTING THE ACCELERATED ADOPTION OF VISION ZERO

- Strong municipal and corporate programs
- Education and implementation model for membership
- Guides application of Vision Zero principles to evidence based traffic safety frameworks



Vision Zero Community Program



- 1 Starter Session
- 2 Vision Zero Advocate Membership
- 3 Traffic Audit Discovery
- 4 Vision Zero Planning Session
- 5 Media Launch
- 6 Implementation
- 7 Progress Sessions
- 8 Vision Zero Proclamation

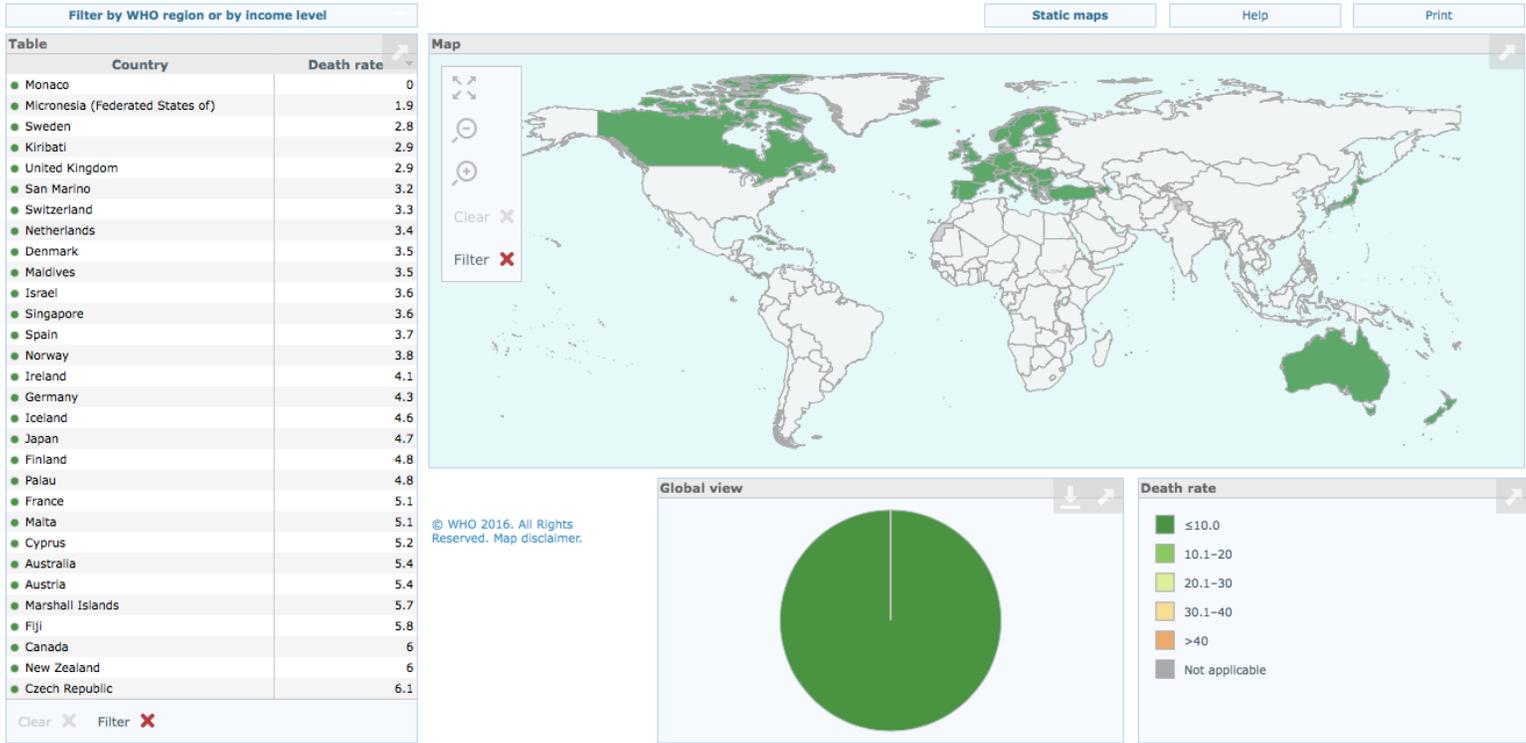
A scenic landscape of mountains at sunset or sunrise. The sky is a gradient of colors from blue at the top to yellow and orange near the horizon. The mountains are silhouetted against the bright sky, with some peaks appearing as dark shapes against the lighter background. In the foreground, a hiker is visible on a ridge, providing a sense of scale to the vast landscape.

Vision Zero in Canada

Canadian Need



Road Safety
 Estimated road traffic death rate (per 100 000 population), 2013



Vision Zero in Canada

- Nearly 2000 Canadian deaths annually
- Equivalent of 5 - 747s dropping from the sky
- Total societal costs of \$37 billion, or 2.2% of Canadian GDP



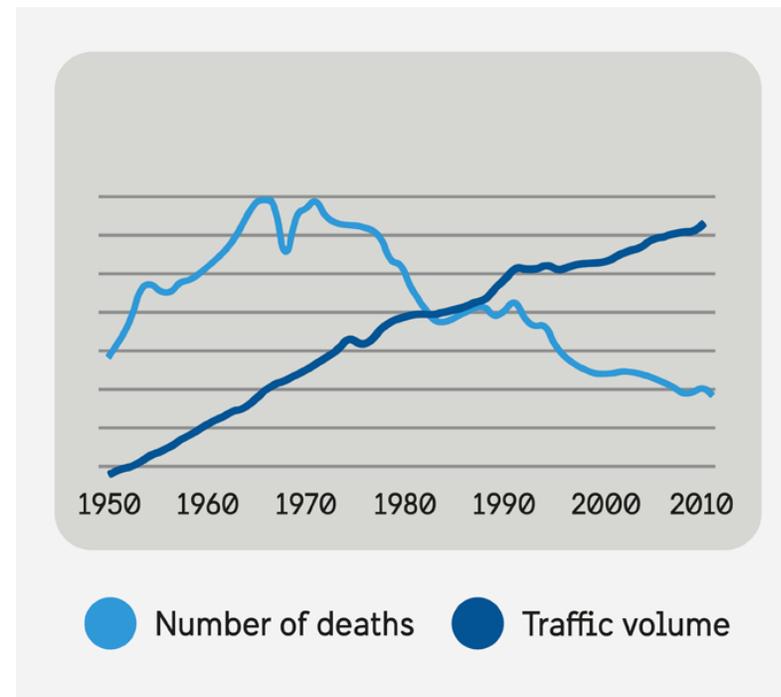
Canadian Need

- Canadian Council of Motor Transport Administrators (CCMTA) and Road Safety Strategy 2025
 - Fourth edition
 - Prioritization of Vision Zero for jurisdictions
 - 10 year timeline
 - Make Canada's roads the safest in the world



Origins of Vision Zero

- Adopted by Swedish parliament in 1997
- Mobility versus value of human life
- Elimination of serious injuries and fatalities
- Global expansion

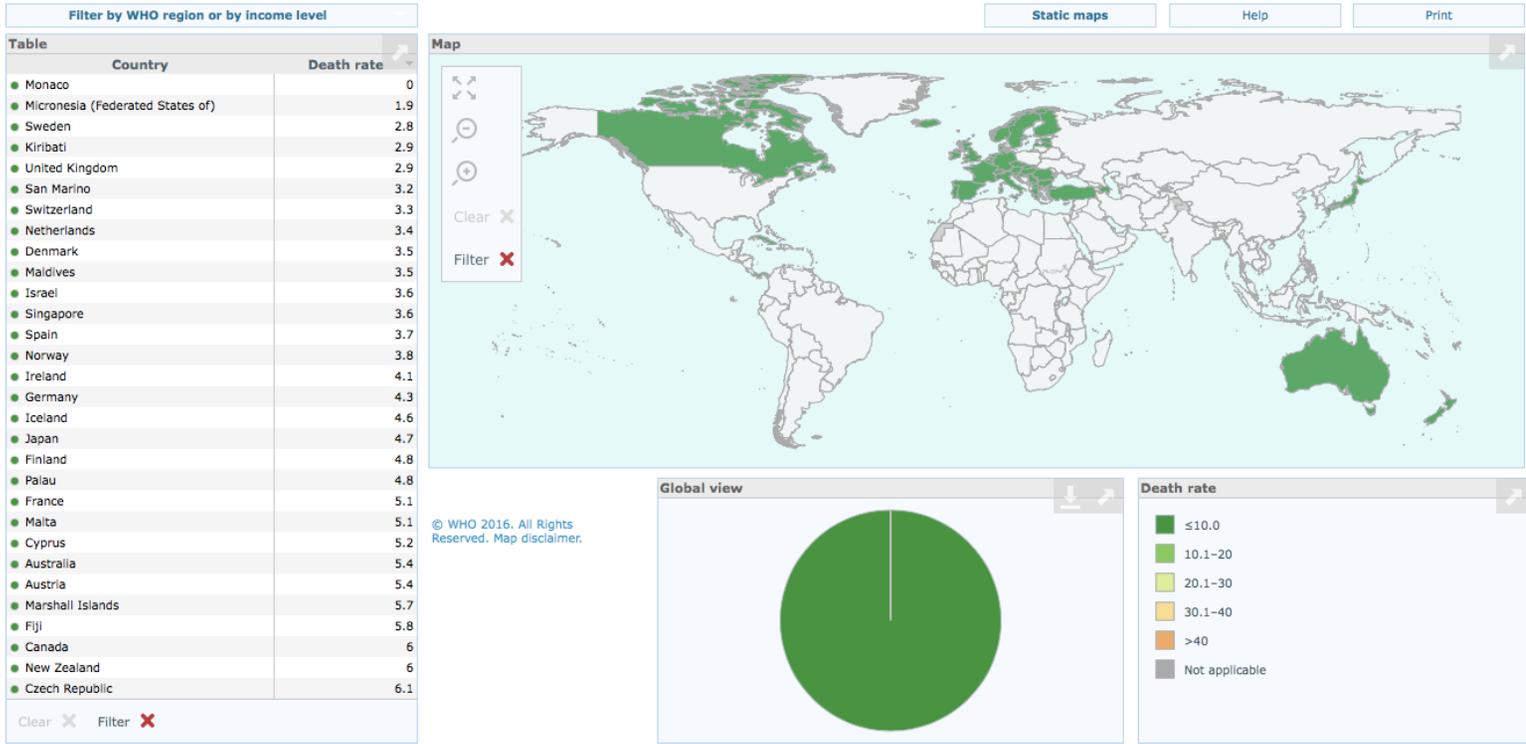


Swedish Transport Administration

Canadian Need



Road Safety
Estimated road traffic death rate (per 100 000 population), 2013





Canadian Case Studies

Vision Zero in Edmonton

- First Canadian city to introduce Vision Zero (2015) with strong political support
- Initial focus on marketing Vision Zero
- Survey on road user knowledge, attitudes, and beliefs
- Extensive studies on intersections, school crossing zones
- Use of photo radar, driver feedback signs, analysis of traffic conflicts



Vision Zero in Edmonton

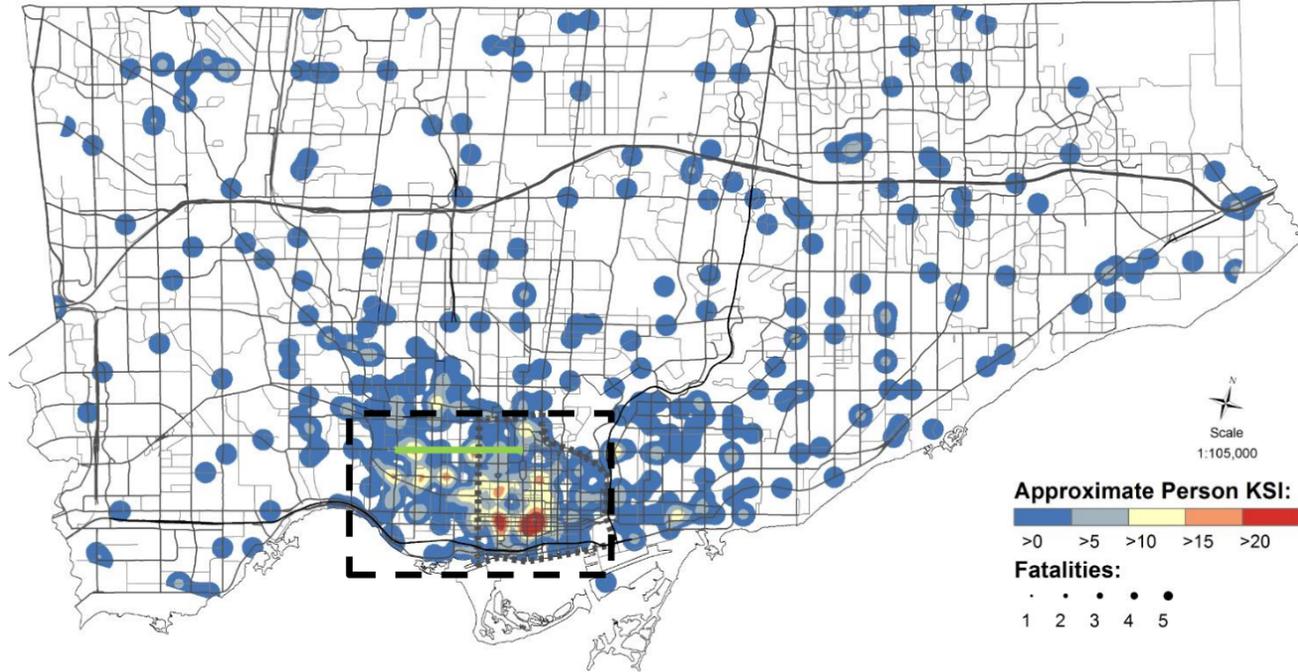


Vision Zero in Toronto

- Developed a 5-year \$80 million plan (2016)
- Five focus areas: pedestrians, seniors, cyclists, motorcyclists, aggressive driving, distraction
- Strong mayoral support and collaboration with 12 agencies
- Over 50 countermeasures make up plan



Vision Zero in Toronto



Cyclist Collisions in 10 Years: 2005 to 2014

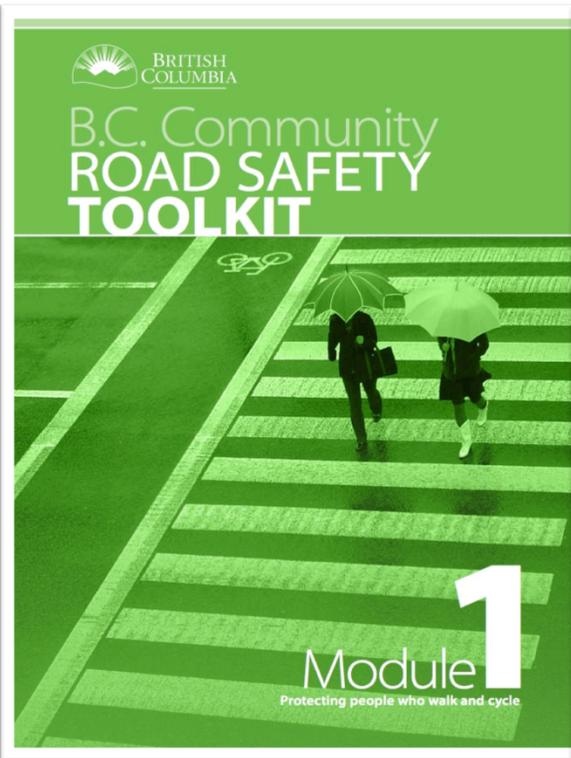
Areas of Risk (Kernel Density)
Cyclist Killed and Major Injured (KSI)

Vision Zero in British Columbia

- First provincial strategy in Canada (2016), moving towards zero fatalities
- Provision of strong resourcing on road safety planning, design, and strategy
- Provincial guidance for municipal jurisdictions
- Use of data to develop priorities and focus areas



Vision Zero in British Columbia



B.C. Community ROAD SAFETY TOOLKIT
Module 1: Protecting people who walk and cycle

Off-street Walking and Bicycle Paths

Description
 Off-street paths provide routes for walking and cycling away from streets and motor vehicle traffic. They are typically found in parks, alongside waterways, or in other quiet areas. They may be "multi-use" with people on foot and bicycle on a single path, or they may be designed as separate walking and bicycle paths.

How it Works
 Off-street paths are located away from motor vehicle traffic, thus virtually eliminating the potential for crashes with motor vehicles.

Studies have shown that:

- Cycling injury risk can be reduced by 30 to 90%, compared to on-street riding with no cycling infrastructure.

Best results occur when:

- Off-street walking and bicycle paths provide convenient routes to and from popular destinations like grocery stores and other amenities. This can be done by connecting off-street paths to on-street routes with sidewalks and protected and connected bicycle lanes (page 12).
- Bollards, posts, street furniture, etc. are strategically and thoughtfully placed (or moved) well away from cyclists paths, so that people on bicycles have a smaller risk of crashing into them;
- Paths are well-maintained and free of uneven surfaces, holes, roots, leaves and gravel, all of which increase the risk of tripping or slipping, and increase crash risks for cyclists using the path;
- There are clear, unobstructed sight lines to ensure that people on bicycles have time to react to potential conflicts;
- Paths are well-lit, to reduce night time crash risks and improve personal security;
- There is separation between spaces for pedestrians and cyclists; and
- In places where walking paths or bicycle paths intersect with streets, raised crossings (page 26) and rectangular rapid flashing beacons (page 25) help ensure that drivers see people crossing the road and slow down.

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B.C. Community ROAD SAFETY TOOLKIT
Module 1: Protecting people who walk and cycle

Bicycle Boxes and Two-stage Left-turns

Description
 A bicycle box is an area that is a right-angle extension of the bicycle lane positioned in front of motor vehicles at a signalized intersection. It allows cyclists to move ahead of motor vehicle traffic when there is a red light, which gives them more space to safely and more comfortably clear the intersection.

A two-stage left turn (also known as the "Copenhagen left") involves bicycle boxes on the inside edges of the intersection, but out of the path of drivers on the cross street. At the first stage, left-turning cyclists move through the intersection to a bicycle box at the opposite-right end of the intersection, and then turn to face the desired direction of travel. At the second stage, cyclists pass through the intersection as part of the through-traffic and do not have to cross the path of oncoming through-traffic.

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Vision Zero in Hamilton

- Started with pedestrian mobility plan (2013)
- Data showed greater incidence of fatalities amongst pedestrians and cyclists
- Pedestrian mobility plan focused on 36 countermeasures
- Supported larger development of Vision Zero plan



Hamilton

Vision Zero in Hamilton

- Public consultation implemented through large social media campaign
 - Paid advertising
- Served to educate and inform, as well as collect public opinion- currently over 2000 people have responded
- Public consultation revealed chief concerns amongst community:
 - Distracted drivers
 - Ignoring laws
 - Speed

HOW SAFE ARE OUR ROADS?

Give us your feedback by taking the survey:
www.hamilton.ca/visionzero

NO LOSS OF LIFE IS ACCEPTABLE

OUR VISION:
ZERO FATALITIES OR SERIOUS INJURIES ON OUR ROADS.

Hamilton 

Vision Zero is a global movement transforming the way we use, interact and travel on our roads. It has a simple and clear goal: ZERO fatalities or serious injuries on roadways. Vision Zero aims for safer streets through improved education, enforcement and engineering.

The City of Hamilton is exploring Vision Zero to determine whether it's feasible to implement the approach on Hamilton's roadways. Please take a moment to share your feedback at www.hamilton.ca/visionzero – Tell us how safe you think our roads are!

Vision Zero in Lac La Biche County

- Newest Vision Zero community in Canada
- Rural Northern Alberta district
- Builds off of current success and corporate partnership
- Strong focus on empowering enforcement to lead Vision Zero, with support of municipal government



Vision Zero in Lac La Biche County





Canadian Considerations for Success

Power of Community Consultation



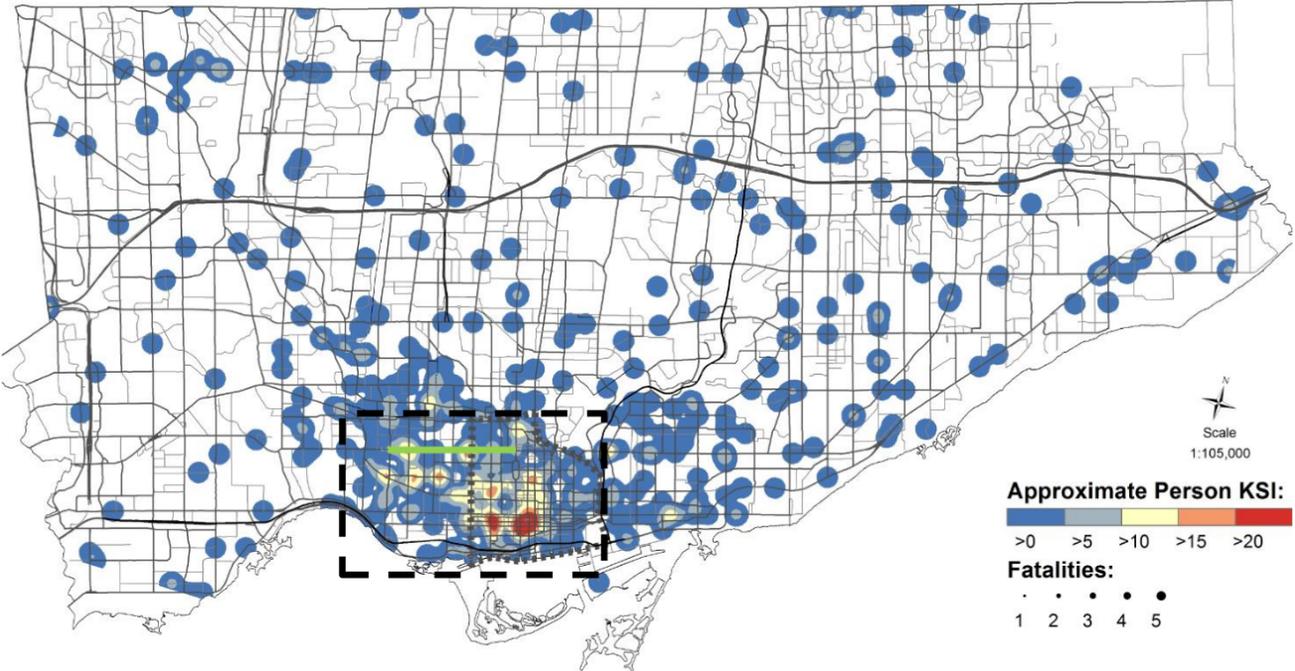
Humans Make Mistakes



Understand Your Environment



Make Data Driven Decisions

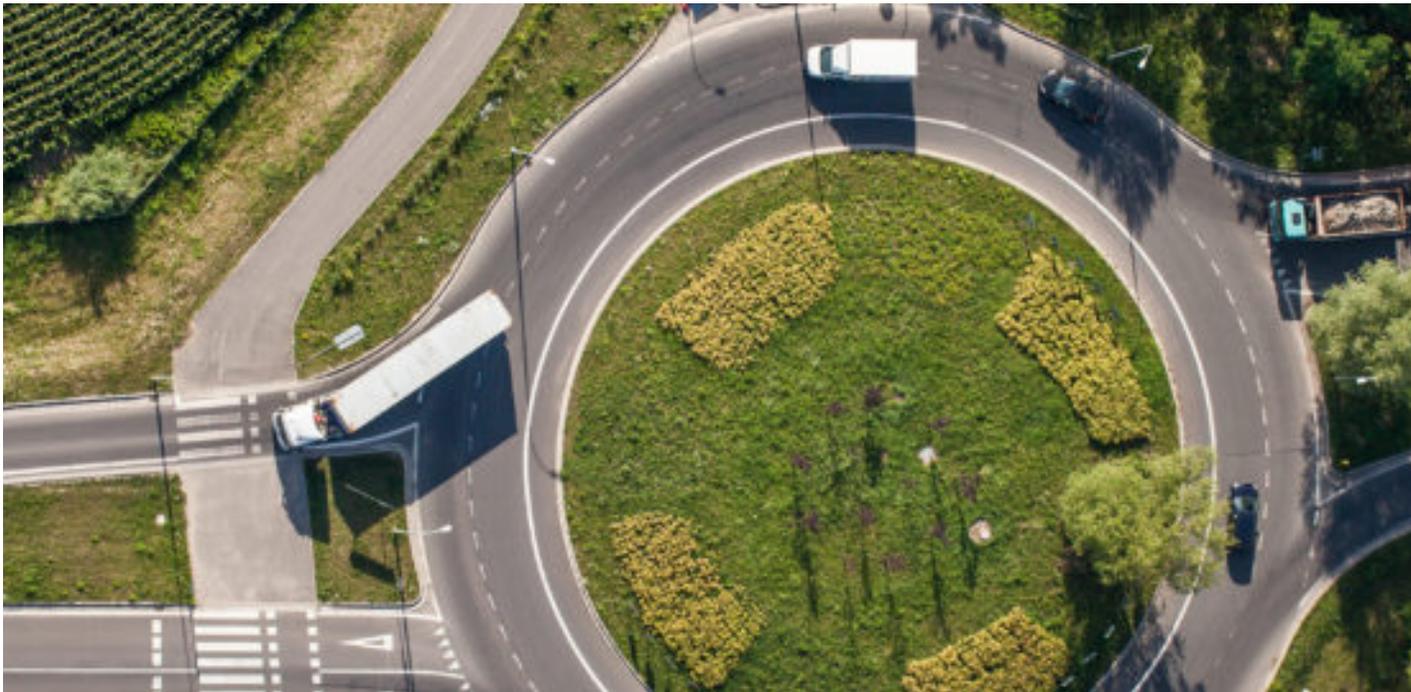


Cyclist Collisions in 10 Years: 2005 to 2014
Areas of Risk (Kernel Density)
Cyclist Killed and Major Injured (KSI)

Work with Innovation & Technology



Use Evidence Based Countermeasures



Follow Vision Zero Fundamentals



Long Range Approach





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**Zero traffic fatalities or serious injuries.
This is our future.**

Join Us



www.visionzeroconference.ca

