London Road Safety Strategy
2014 - 2019

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City of London

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London Road Safety Strategy

Led by the City of London, and in collaboration with the Middlesex London Health Unit, Middlesex County, and other partners, a Road Safety Strategy for London was developed.
Partnership
In 2011 there were **2006** motor vehicle fatalities in Canada, **498** from Ontario.

The same year 7,500 Motor Vehicle Collisions (MVCs) occurred in the city of London.

In 2014 there were 10,580 ‘MVCs’ reported to London Police Service.

‘MVCs’ remain the second leading cause of injury in Middlesex County & London.

There was a growing need to address preventable injuries and deaths due to ‘MVCs’ with a comprehensive road safety strategy.
Council’s Strategic Plan

• Strengthening our Community
  Healthy, safe, and accessible city

• Building a Sustainable City
  Convenient and connected mobility choices

• Growing our Economy

• Leading in Public Service
Key Steps in Developing the LRSS

- Review road safety status and trends
- Establish two-tiered committee structure
- Develop Mission, Vision & Goal
- Identify target areas from literature, collision data, public consultation
- Develop countermeasures
- Assess the capacity to deliver service
- Finalize program
Injury Prevention

4 E’s of Injury Prevention

- Engineering
- Education
- Enforcement
- Empathy
Vision & Mission Statements

**Vision:** A Path to a Safer Road environment for all transportation users in London

**Mission:** To save lives and reduce serious injuries to all transportation users through leadership, innovation, coordination, and program support in partnership with other public and private organizations

**The Goal:** 10% reduction in injury/fatal collisions at the end of five years (2014 – 2019)
Choosing Target Areas

The choice of target areas was not purely data-driven. There were three sources of input to the development of target areas:

- Collision Data
- Public Input
- City of London Inputs
The collision frequencies overlap – that is, more than one factor can be a cause.
London Road Safety Strategy

Target Areas

- Intersections London
- Intersections Middlesex County
- Cyclists
- Pedestrians
- Pedestrians, ASRTS
- Young Drivers 16-24 years
- Distracted & Aggressive Drivers
- Red light running London
- Red light running Middlesex County

Middlesex County

London
Countermeasure Development

• **Process:**
  - Expert panel met and brainstormed solutions

• **Basis:**
  - Top six target areas: *Intersection, Aggressive/Distracted Drivers, Young Drivers, Pedestrians, Cyclists, and Red Light Running*

• **Response:**
  - At least one countermeasure for each:
    - Engineering
    - Enforcement
    - Education
    - Empathy
Taking Action

• 38 Action Items with assigned lead organizations

• Broken down into 6 Target Areas and as Education/Empathy, Enforcement & Engineering components.

[Image with a sign: 1 METRE (3 FEET) is a safe passing distance, SHARE THE ROAD]
Program Delivery Capacity

- Out of 38 programs, a sample is shown below:

<table>
<thead>
<tr>
<th>Countermeasure Type</th>
<th>Target Area</th>
<th>Countermeasure Title</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>Intersections</td>
<td>Traffic Signal Improvement</td>
<td>COL</td>
</tr>
<tr>
<td>Enforcement</td>
<td>Intersections</td>
<td>Pro-Active Enforcement Program</td>
<td>LPS</td>
</tr>
<tr>
<td>Education/Empathy</td>
<td>Young Divers</td>
<td>Education Campaign</td>
<td>LHSC</td>
</tr>
<tr>
<td>Engineering</td>
<td>Pedestrians</td>
<td>Pedestrian Facilities Upgrades</td>
<td>COL</td>
</tr>
<tr>
<td>Education/Empathy</td>
<td>Pedestrians</td>
<td>Active &amp; Safe Routes to School</td>
<td>MLHU</td>
</tr>
<tr>
<td>Engineering</td>
<td>Cyclists</td>
<td>Annual Addition of Bike Lanes</td>
<td>COL</td>
</tr>
</tbody>
</table>
### Example: Distracted Driving

<table>
<thead>
<tr>
<th>ACTION No.</th>
<th>ACTION</th>
<th>DESCRIPTION</th>
<th>LEADER AGENCY</th>
<th>ENGINEERING</th>
<th>ENFORCEMENT</th>
<th>EDUCATION</th>
<th>EMPATHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Roadway Alignment Improvement Program</td>
<td>Engineering improvements to horizontal and vertical alignments for reconstruction projects. Improved coordination with all 4R (reconstruction, rehabilitation, resurfacing, restoration) projects.</td>
<td>Middlesex County</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Unmarked Enforcement of Distracted Driving</td>
<td>Initiatives involving unmarked vehicles and/or officers in plain clothes</td>
<td>London Police Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Driver Education Campaign - Tweets</td>
<td>Police media tweets campaign &quot;Look where you are driving&quot;</td>
<td>London Police Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Driver Education Campaign for Distracted/Aggressive Drivers</td>
<td>Program in collaboration with London Health Sciences Centre and other partners</td>
<td>Middlesex-London Health Unit (MLHU)</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Implementation

Target Area: Cyclists

- **Agency Lead:** City of London
  Annual addition of Bike Lanes

Cycling Master Plan

- 329 kilometers of existing cycling facilities and pathways in London.
- City Council approved Cycling Master Plan on September 13, 2016
- Implementation strategy plan to 2031 recommends the implementation of 470 kilometers of new cycling facilities including bike lanes, cycle tracks, buffered paved shoulders and off-road pathways
Implementation

Target Area: Pedestrians

- **Agency Lead:** City of London
- **Partners:** LMRSC

Pedestrian Crossover

- The recent update by MTO to Book 15, Pedestrian Crossing Treatments, identifies three new types of PXOs for lower volume and speed roads.
- On January 1st, 2016, HTA amendments took effect that requires drivers, including cyclists, to yield the entire roadway crossing at PXOs.
- 22 Type D PXOs have been installed as part of a multi-year implementation program across the city.
- Concurrently, a multi-faceted communication plan was initiated to raise awareness and educate Londoners on the new PXOs.
Implementation

Target Area: Pedestrians - Typical PXO Layouts

PXO Type D – Single-Lane Roundabout

PXO Type C – Intersection (2-way)
Implementation

Target Area: Red Light Running

- **Agency Lead:** City of London
- **Partners:** LMRSC

- The current RLC contract expires at the end of 2016.
- A new contract will be in place by beginning early 2017 for five years.
- RLC Programs are a safety initiative and their implementation should be made independent of any revenue which may be received as a result of the program.
- A review of London’s collision history was used to create a list of 22 intersections where red light running may be an issue and correctable with additional enforcement.
- The fine for red light running is $325 which includes a $60 victim surcharge.
Implementation

Target Area: Red Light Running

- **Agency Lead:** Middlesex County
- **Partners:** OPP, Strathroy-Caradoc Police

- Prioritized a list of signalized intersections for upgrade to LED signals
- Improve visibility of signals from a greater distance
- Police will target intersections that are identified as high risk for red light running
- High risk intersections will be assessed in the future as part of the County traffic signal program
Summary & Questions

✓ Road Safety Strategy outcomes are measureable: reduce collisions and injury severity

✓ The City of London and its partners are committed to implement the recommendation of the LRSS

✓ Total cost – Education and Empathy Campaigns: November 2014 – June 2015 = $105,000

✓ Estimated Total # of people reached with campaigns: 350,000+ people