Collaborating to Implement the London Road Safety Strategy

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Objectives

1) Describe the “3 Key Elements “ to implementing action items from the London Road Safety Strategy
2) Relate the 3 Key Elements back to case studies using our experience as co-chairs of the London Middlesex Road Safety Committee (LMRSC)
3) Describe lessons learned
3 Key Elements

1) Backbone Support

2) Funding

3) Partnership Participation
1. Backbone Support

- Advancing the overall vision and strategy
- Establishing shared measurement
- Aligning activities and resources
- Building public will
- Advancing policy
- Securing resources and funding

Tamarack Institute (2016), Collective Impact Backbones, - Different Approaches
2. Funding

- Grant applications
- Private partners
- Supporting partner organizations
- Committee funds
3. Partnership:
London Middlesex Road Safety Committee
Case Study: “Buckle Up, Phone Down London “

- **Action Item #15:** Driver Education Campaign for Distracted/Aggressive Drivers lead by MLHU
- Launched December 2014 – present
- Comprehensive approach using engineering, enforcement and education
Our Backbone Support
Funding

• Total investment into Buckle Up, Phone Down London $46,000
• MLHU and LHSC committed funds to directly support the educational initiatives
• London Police Service and the Ontario Provincial Police committed staff and resources to increasing enforcement of distracted driving legislation
• Additional funds from MTO grants
Behind the Scenes

**TO DO...**

- Co-Chairs write and submit MTO partnership grant
- Secure donations from private partners for video contest prizes
- Manage and report on committee accounts
- Final Report back to MTO and Committee
Behind the Scenes

TO DO...

- Copyright agreements
- Graphic design
- Target population
- Messaging and promotion strategy
- Advertising contracts
- Development of video contest criteria and agreements
Partnership Participation

• **Engineering:** signs installed in county
• **Education:** Develop campaign materials
  • Logo
  • Educational Rack Card
  • Cell Phone Screen Cleaners
  • Static Window Clings
  • Cinema Trailer for Josh’s Story
  • Bus shelter ads
  • Ad-Tube Ads
  • Distracted Driving Simulator
  • High School Video contest
• **Enforcement:** Police Blitzes
Successes

2013 MTO Road Safety Initiative of the Year
Distracted Driving - Josh’s Story

2015 Road Safety Achievement Volunteer Award
Distracted Driving Lego Brick Video

Josh’s Story

Kathryn
Josh’s mother
Buckle Up, Phone Down Lego Brick Video
Case Study: Pedestrian Safety/Pedestrian Crossover Campaigns

• Action Items #5, 22, 23, 24, 26, 27
• Launched July 2016
• Education, Enforcement & Engineering
Our Backbone Support

- City of London lead the Pedestrian Crossover Education Campaign
- MLHU/LHSC lead the creation of the Pedestrian Safety Video
Funding

Pedestrian Crossover Program
- Engineering components
- Education components
- Funding from City of London, LMRSC, MTO Partnership Grant
- Lego Brick Pedestrian Safety Video
- Funding from LMRSC, Active and Safe Routes to School, MTO Road Safety Challenge, Healthy Kids Community Challenge.
Behind the Scenes

TO DO...

☐ Co-Chairs write and submit MTO partnership & Road Safety Challenge grants

☐ City of London develops PXO campaign materials with LMRSC

☐ LMRSC partners with ASRTS to create Lego Brick Pedestrian Safety Video

☐ Final Report back to MTO and Committee
Partnership Participation – Engineering
Partnership Participation - Enforcement
Partnership Participation – Education

Crossing at Traffic Lights Video

Pedestrian Crossover Campaign

Pedestrian Crossovers

- **Pedestrians**
  - Indicate intention to cross
  - Wait for traffic to stop
  - Make eye contact to ensure driver sees you

- **Cyclists**
  - When riding with traffic, follow rules for drivers
  - When crossing, follow rules for pedestrians; dismount and walk your bike across

- **Drivers**
  - Be prepared to stop for pedestrians
  - Stop behind the yield line
  - Make eye contact so pedestrian sees you
  - Wait until pedestrian completely crosses road before proceeding

Fines and penalties
Up to $500 and 3 demerit points

For more information: london.ca/crossovers
Tony the Streetwise Cat Presents
Crossing at Traffic Lights
Today’s Lessons

1. Fluid Terms of Reference

2. Missed Connections

3. Communication is crucial
Fluid Terms of Reference

- Basic partnership “Terms of Reference”, but situations arise that will require additions
  - Partner roles & responsibilities
  - Copyright issues
  - Research dissemination
  - Corporate Sponsorship
  - Sponsorship Agreements
Missed Connections

- Unable to connect with all organizations working to improve road safety

- Can lead to duplication and multiple messages locally, which makes evaluation difficult

- Some communities/populations that were not reached
Communication and Collaboration

Tips for Better Communication

1. Create & share a work plan
2. Create a calendar highlighting important dates
3. Use a scheduling assistant (eg. doodle poll)
4. Update members regularly
5. Encourage feedback & participation