



# Staff Report

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**Report No.:** PWE 42-2018  
**Meeting Date:** September 12, 2018  
**Submitted by:** Brian Lima, P.Eng. – Director, Public Works and Engineering  
**Subject:** Vision Zero

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**Recommendation:**

THAT, on the recommendation of the Director, Public Works and Engineering, Vision Zero and its principles described herein BE ADOPTED, as guided by Vision Zero Canada.

**Purpose:**

This report provides Council with an overview of, and seeks direction to endorse Vision Zero's principles.

**Background:**

On July 18, 2018 the Municipality of Middlesex Centre Council passed the following resolution in support of Deputy Mayor Aina DeViet's Notice of Motion:

*"THAT Council directs the Director of Public Works to investigate the implementation of the Vision Zero approach to build on and continue improving road safety for users of our transportation system especially the most vulnerable including for example, school children, seniors, and cyclists and to bring back a report to Council for consideration."*

Vision Zero

Each year more than 1,800 people die on Canada's roads, and some 160,000 are injured. Vision Zero Canada recognizes that this carnage is preventable, and campaigns for the elimination of traffic violence for all road users including drivers, passengers, pedestrians and cyclists.

The Vision Zero approach is rooted in sound principles, including the premises that safe independent mobility is a natural right, and that no loss of life is acceptable. Emulating countries that are leading the way in the reduction of traffic violence, Vision Zero Canada promotes results-driven policies and practices, with a strong focus on public investment in failsafe design.

Vision Zero is a global movement dedicated to the elimination of traffic deaths and injuries caused by vehicular collisions while increasing safe, healthy equitable mobility for all.

Vision Zero began in Sweden in 1997 and that country now has the lowest rate of traffic fatalities in the world. More recently, Vision Zero has been adopted by those considered to be leaders in traffic safety including countries such as Australia and England, and numerous major cities in the United

States. In January 2016, Canada adopted Vision Zero as a federal strategy through Canada's Road Safety Strategy 2025.

According to the World Health Organization, traffic crashes claim 1.25 million lives annually and are the leading cause of death for individuals aged 15 to 29 years. This toll also includes 50 million injuries annually. Progress will only happen by way of substantial changes in attitude and public policy.

### **Analysis:**

Central to Vision Zero is the shared responsibility between road users, designers, maintainers and operators of the transportation system. It also includes the adoption of a safe systems approach that does not ignore risk-taking behaviour but acknowledges human fallibility and the need for greater allowances for human error.

### Vision Zero Principles

- No loss of life is acceptable
- Traffic fatalities and serious injuries are preventable
- All make mistakes
- 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

Those who have embraced Vision Zero recognize that striving towards zero traffic fatalities and serious injuries is the only ethical goal that makes sense for our citizens.

Vision Zero is a long-term strategy using a Safe System Approach. Making changes to infrastructure and traffic-safety culture takes time. The Safe System Approach is an evidence based decision making framework that allows us to assess, guide and improve traffic safety by taking into account the interaction of all aspects of the transportation system.

Vision Zero represents a culture shift that relies on a holistic approach. Adoption of Vision Zero will provide a framework to shift assumptions and thinking for Municipal staff, partner agencies and the public.

A public outreach and awareness plan will be created using Vision Zero as a guiding principle. This plan will create opportunities to help the public understand their role in Vision Zero and in reducing the number of motor vehicle collisions in our Municipality.

The primary goal of the communication plan is to introduce Vision Zero and encourage residents to shift their assumptions associated with how they travel. Individuals recognizing and modifying their own unsafe and aggressive behaviours and protecting others from unsafe and aggressive behaviours is a key objective. Creating a climate of concern while encouraging shared social norms for safety will be a measure of success.

Key messages that will form the foundation of the public outreach campaign will include:

- We all make mistakes.
- Everyone has a role to play in reducing the number of crashes.
- The decisions we make on the roads can have profound effects on ourselves and others.

The following road safety themes will be positioned within the campaign throughout 2019:

- Red light running
- Excessive speed on residential streets
- Pedestrian crossovers
- Reduced speed limits in school zones
- Cycling
- Zipper merge

The communication plan includes awareness, education and engagement and anticipates using the following communications tools: the Municipality's social media channels, the Municipality's website, and potentially commercial television, radio and other mediums.

The one-year campaign will begin in May 2019 when Vision Zero is first introduced, followed by a slow launch to the public over the following weeks and months.

## Summary

Vision Zero promotes a culture shift and questions current attitudes toward road fatalities and injuries. Vision Zero states that no fatalities and serious injuries are acceptable. Achieving the aspirational goal requires a shared responsibility from road operators and users.

Vision Zero requires a holistic approach including education and awareness and the communication plan is proposed as a key component. The primary goals of the communication plan are to introduce and encourage residents to embrace Vision Zero in Middlesex Centre; encourage road users to recognize and reduce their own unsafe behaviours, and help to bring about a climate of concern



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while encouraging shared social norms for safety. The supporting 2019 operational budget accounts will include the funds necessary to commence the communication plan.

### **Financial Implications:**

A preliminary estimate of the cost of the communication campaign as described above is in the order of \$20,000 which will be included in the Departmental 2019 Operations Budget.

### **Strategic Plan:**

Middlesex Centre's 2012 - 2017 Strategic Plan, identified three relevant specific strategic themes as Increasing Customer Satisfaction, Promote Positive Image, and Develop a Positive Culture.