## Report on CARSP 2024

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## Visit to Transport Canada's Motor Vehicle Safety Investigation Lab (MVSIL)

Mission is to ensure the safety of road users:

- rigorous investigations & innovative research
- identify and address potential defects
- enhance vehicle crashworthiness
- contribute valuable insights to the field of motor vehicle safety

- Self-driving Vehicle Tests
- Toyota Rav 4 seatbelts

## Emphasis on Active Transportation



### Cycling ... Healthy, but Risky?<sup>1</sup>

Cleaner Air

Reduced Traffic & Noise

Improved Fitness & Mental Health

**Longer Lives** 



Higher Risk of Injury & Death e.g. 2.3X injury, 1.8X death versus vehicles in US (1999-2003)

**Shorter Lives** 













# Traffic Collisions Involving Pedestrians in Winnipeg (2012-2020): A Transportation Equity Analysis

#### **CONCLUSIONS**

- Regrettably, in Winnipeg, fatal traffic collisions involving pedestrians are on the rise.
- 42.3% of reported fatal and severe injuries combined: At the Intersection crossing with right of way.
- There is concentration of all severe or minor injuries in the School Division # 1, the largest school division in Winnipeg.
- The fact that some pedestrian fatalities occurred on local residential roads is concerning.

# Traffic Collisions Involving Pedestrians in Winnipeg (2012-2020): A Transportation Equity Analysis

#### III. EDUCATION

- 3.1 Review and update Manitoba Public Insurance (MPI) Pedestrian website page and other printed materials to reflect Toward Zero Safety and Complete Street approaches to road safety.
- 3.2 Implement education campaigns to improve pedestrian safety and crossing behavior at crosswalk facilities

#### IV. EVALUATION

- 4.1 Develop and adopt additional performance measures related to non-motorized fatal and severe injury.
- 4.2 In addition to collecting data and reporting fatalities and severe injuries, it is important to clearly identify life-altering injuries in data collection and collision reporting

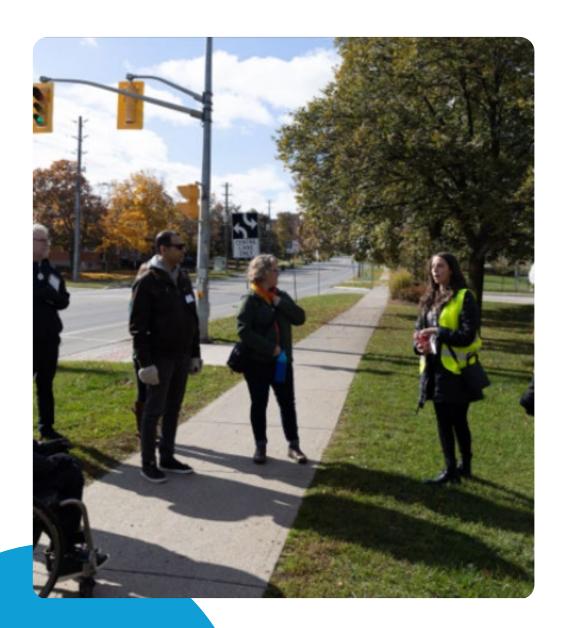
## Traffic Collisions Involving Pedestrians in Winnipeg (2012-2020): A Transportation Equity Analysis

#### Engineering

- 1.2 Expand the definition of pedestrian facilities to include all those elements that facilitate connectivity, accessibility and mobility.
- 1.3 Conduct Walkability Assessments in proximity to identified collision locations.

#### II. Equity

- 2.1 Assess the impact and curtail the practice of filing incomplete Traffic Accident Reports (TAR).
- 2.4 Consider boiler plate criteria that includes pedestrian and bicycle safety designs for review and update of Local Area Plans, Neighbourhood Renewal and Community Development Plans.



## Walk Shops

#### WHAT/WHERE

Walk Shops are mobile workshops on pre-determined routes in urban settings where participants can visit and learn about local Vision Zero projects and transportation projects. The case study was done in Guelph.

#### **WHO**

Participants included: community politicians, public health leaders, community organizers, law enforcement fire department, public transit officials, education leaders, reps from the local neighborhood and nearby neighborhoods, transportation experts & planners.

#### **WHY**

Their Agenda was to review and discuss: Best practices in built environment changes, Equity and inclusivity in safe mobility, Benefits on multi-modal transport options (non cars), Addressing conflict points among road users.

#### **NEXT STEPS**

The case study received very positive feedback. Parachute is seeking funding to help other communities conduct Walk Shops. They are also creating

#### For more information contact:

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### **Encouraging Active Transportation**

- If communities want people to walk and cycle, they must ensure that the areas used are well-lit. The top reason people claimed they didn't walk at night was because they felt unsafe in areas with low lighting.
- Communities that want to encourage year-round cycling must prioritize clearing snow and ice from bicycle lanes.
- One of the companies in the exhibit hall makes a new street light base that is strong but the base will crumble to absorb impact

### Cargo bikes and pedestrian malls

Closing selected streets to motor vehicles – temporarily or permanently – is becoming very popular. The areas can be used for community gardens, farmers markets, play areas, retail stalls, cafes & restaurants, and musical performances.

This brings communities together and encourages physical activity (especially post covid.)

- Montreal is trialing a system where motor vehicles are not allowed into specific retail/residential areas (pedestrian malls).
- Outside of the selected (PM) areas is a storage space that's shared by courier companies. Trucks unload their cargo at the storage space and cargo bikes deliver the goods from there to the stores/ residences. Overall, the system seems to work well and reduces emissions in the retail area.

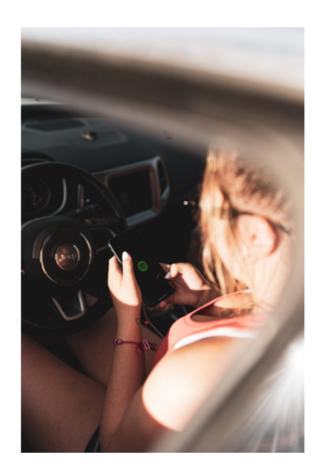
## Context: Youth road safety in Canada

- Third leading cause of death among young people in Canada
- Young people are killed in crashes at a higher rate than any other age group under 75
- Young people have the highest rate of involvement in fatal collisions per 100,000 licensed drivers



### **Context: Youth road safety in Canada**

- Youth can be a tricky population to target for awareness, education and advocacy
  - they are highly influenced by their peer group
  - Cognitive, physical and social skills are still developing
  - More likely to drive while distracted
  - Limited driving experience



## Importance of youth partnership in road safety

- Meaningful youth engagement and advocacy leads to:
  - More effective programming
  - Greater adoption of health promotion strategies
  - Youth skill development
  - Culture shifts
  - Greater youth empowerment
  - Healthier youth



## Looking forward in 2024 and beyond

- Change National Teen Driver Safety Week to Canadian Youth Road Safety Week
- Expand Youth Road Safety Grant Program into the Road Safety Youth Ambassador Program, providing \$1,000 grants and more guidance
- Recruit a new cohort of the Canadian Youth Road Safety Council
- Webinars, youth forums, social and digital media campaigns, and more!

## Planning to Achieve Zero

- Sweden is targeting 2050 as the year it will achieve zero deaths and serious injuries on roads
- They recommend backward planning from the target date for communities that want to achieve zero
  - What changes will be made each year to bring you closer to the goal

Child car seats – Current regulations are inadequate

Not all car seats work in all cars