

# Where Do Teens & Young Adults Fit in Mississauga's Vision Zero Plan?

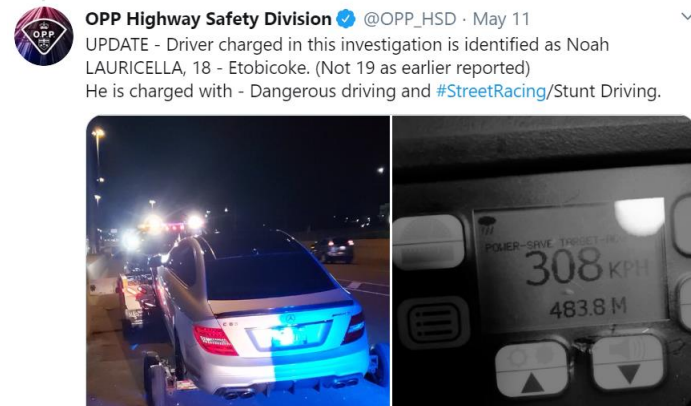
## VISION ZERO YOUTH



NO MORE DEATHS ON THE ROAD



# Young People are High Risk to Themselves and Others\*



They:

- lack experience
- tend toward risky behaviors
- connect primarily through cell phones

\*5 years of ORSAR (Ontario Road Safety Annual Report) data

# Hard to Reach through traditional media because they:



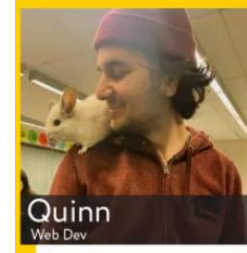
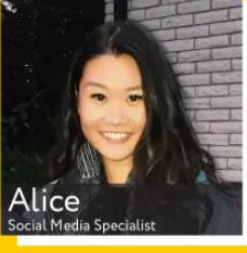
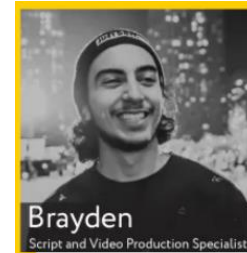
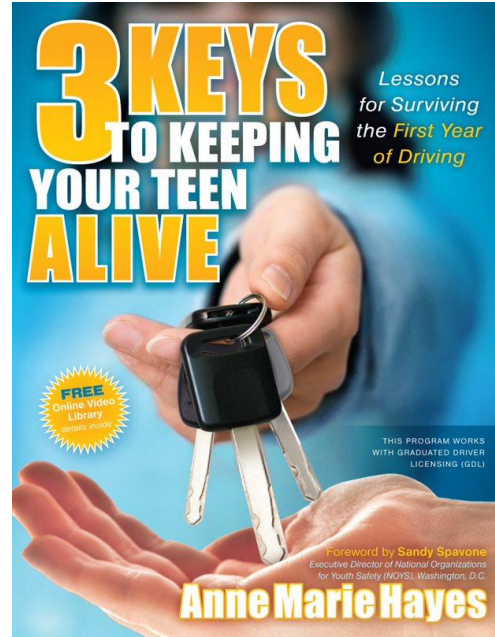
DON'T READ MAGAZINES OR  
NEWSPAPERS



DON'T LISTEN TO THE RADIO  
AS MUCH AS PREVIOUS  
GENERATIONS



DON'T WATCH LIVE TV



200+ Events across Ontario



TL2D

TEENS LEARN to DRIVE



## 5 Es of Traffic Safety

- ✓ Engineering – better designed roads and vehicles (roundabouts, separated cycle lanes...)
- ✓ Engagement – collaboration with health care and other partners to understand why injuries/ deaths occur and create countermeasures
- ✓ Enforcement - speed warning systems, photo radar, dedicated officers
- ✓ Evaluation - collection and review of crash data to determine interventions and assess whether or not they're working
- X Education – online resources, ad-hoc safety advice from police and volunteers

# Vision Zero: Sweden vs. Ontario

## Driver Training



### **Mandatory Driver Training:**

100% of students require formal training

Including a 3.5 Hour Course  
about how drugs, alcohol,  
drowsiness and excessive speed  
affect driving.



### **Driver Training Is NOT Mandatory.**

In 2019 **LESS THAN 40%** of new  
drivers took a Beginner Driver  
Education Course (BDE)\*

There are more than 40 approved BDE  
curriculums in Ontario. They focus on  
maneuvering and not the behaviours that  
affect driving.

\*MTO Data

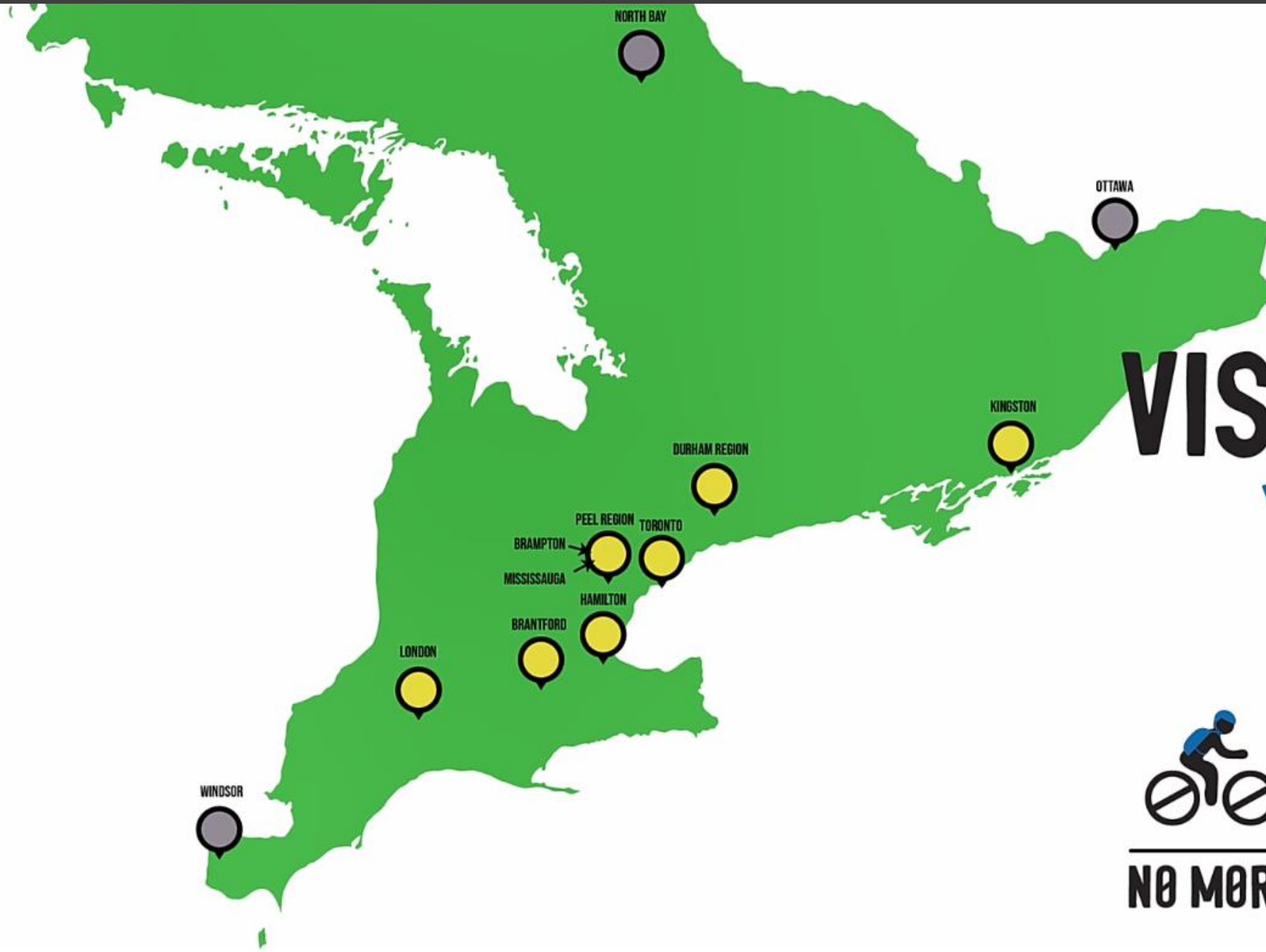
# Practical Road Test



- In Sweden, Driver's Licence is **probationary** for 2 years.
- licence is forfeited for any infractions.



- In Ontario, an 18 year-old G2 driver sped down the QEW at **208 km/hr** **OVER** the speed limit.
- His licence was suspended for 7 days and his car was impounded for 7 days.



# VISION ZERO YOUTH NETWORK



NO MORE DEATHS ON THE ROAD



# VZYNETWORK AMBASSADOR

## 12 High School Student Ambassadors

- 2 from each MTO Region
- Volunteer Position
- Commitment - Min 5 Hrs/ Month plus 1-hour Zoom Meeting with Full Team
- Sponsored by Vision Zero Groups and Corporate Sponsors



# Responsibilities

- Collaborate with police & community partners
- Create & share road safety messages via Social Media
- Create a video of 2 to 5 minutes about a safety topic they choose
- Run a 1-hour version of the Sweet Life Road Show at their high school (with the permission of their principal).
- Run a 10-minute safety segment at each of 4 high school assemblies (with the permission of their principal)
- Be available to provide feedback on other campaigns and resources – from the ‘youth perspective’ to partners



# TEENS LEARN to DRIVE





## Program Mentors

- TL2D Team
- OPP and Local Policing Partners
- Ministry of Transportation
- Subject Matter Expert Partners



Ontario Federation of ATV Clubs

A not-for-profit ATV Organization for ATV Clubs in Ontario

Contact Me

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