



**NIAGARA REGIONAL
POLICE SERVICE**



Regional Niagara Road Safety Committee

"Saving Lives Through Road Safety"

Supporting Data and
Implementation Plan
– 2005 –

February 4, 2005

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Regional Niagara Road Safety Strategic Plan

A Report on Baseline and Target Measurements

Vision:

“Saving Lives Through Road Safety”

Mission:

The reduction in serious injury and fatal motor vehicle collisions in the Niagara Region over a five year period (2004-2008) through community partnerships in Road Safety.

Goals and Objectives:

Goal 1 A decrease of 10% in the number of serious motor vehicle collisions where factors relating to vehicles are a primary consideration.¹

Objective 1(a) Increase in voluntary maintenance:

- (i) **Public invited for voluntary inspections for safety items as part of vehicle safety initiative;**

Performance measure: the average number of vehicles inspected per year between 2005 to 2008.

Baseline: establish a baseline by tracking the number of vehicles inspected per year for 2005 and 2006.

Target: increase the average number of voluntary vehicle inspections by 10% per year between 2005 to 2008.

- (ii) **CAA to inform membership regarding safety items on passenger vehicles.**

Performance measure: the number of vehicle safety information items to CAA membership per year between 2005 to 2008.

¹ Between 1999 and 2003, there was an average of 4 vehicles involved in fatal and serious injury collisions per year in Niagara where a vehicle defect.

Baseline: between 1999 to 2004 there were an average number of 3 vehicle safety information items per year to CAA membership.

Target: to increase the number of vehicle safety items in CAA publications to 4 per year, between 2005 to 2008.

Objective 1(b) Decrease of 10% in the number of unsafe vehicles:

- (i) **Ongoing scheduled enforcement initiatives to target unsafe passenger vehicles.**

Performance measure: the percentage of unsafe vehicles per total number sent for secondary mechanical examination.

Baseline: during 2003, 34% of vehicles sent for secondary mechanical examinations were deemed unsafe.

Target: decrease to 30% the percentage of vehicles deemed unsafe per total number sent for secondary mechanical examination.

Goal 2 A decrease of 10% in the number of serious motor vehicle collisions where factors relating to driver actions and conditions are a primary consideration.²

Objective 2(a) Increase of 10% (per year) in the community capacity to provide car seat inspection clinics:

- (i): **Community led car seat inspection clinics throughout the Niagara Region ensuring diversity of venue (i.e. car dealerships, Early Years Centres, Community Policing, retail outlets).**

Performance measure: the number of car seat inspections per year performed by the Regional Niagara Public Health Department (RNPHD) and community partners for 2004 to 2008 and the number of community partners organizing inspections on their own.

Baseline: there was an average of 337 car seat inspections performed per year from 1999 to 2003. One community partner was involved in holding clinics on their own in 2003 and 3 were involved in 2004. RNPHD and 3 community partners performed a total of 533 car seat inspections in 2004.

Target: increase the number of car seat inspections by 10% per year between 2005 and 2008 such that:

- 586 inspections will be performed in 2005,
- 645 inspections will be performed in 2006,
- 710 inspections will be performed in 2007,
- 781 inspections will be performed in 2008, and
- have four (4) community partners involved in organizing car seat inspections on their own by 2008.

² Between 1999 and 2003, there averaged 30 fatal and serious injury collisions per year in Niagara relating to improper driver action, and 21 fatal and serious injury collisions in Niagara relating to driver condition. Between 2004 to 2008, the goal is to decrease the number of fatal and serious injury collisions related to improper driver action by 3 to an average of 27 per year, and to decrease the number of fatal and serious injury collisions related to driver condition by 2 to an average of 18 per year.

Objective 2(b) Increase of 10% in time on front-line enforcement for identified traffic offences:

- (i) **Ongoing scheduled enforcement campaigns to target traffic offences in relation to seatbelt usage, aggressive driving, speeding, and traffic controls.**

Performance measure: the average number of hours per year spent on front-line enforcement of traffic offences for 2004 to 2008.

Baseline: there were 8570 hours spent on front-line enforcement of traffic offences in 2003.

Target: increase the average number of hours spent on front-line enforcement of traffic offences to 9427 hours per year for 2004 to 2008.

Objective 2(c) Increase of 10% in time on front-line enforcement for impaired driving offences:

- (i): **Ongoing scheduled enforcement targeting impaired driving offences.**

Performance measure: the average number hours per year spent on front-line enforcement dedicated to impaired driving from 2004 to 2008.

Baseline: there were 3760 hours spent on front-line enforcement dedicated to impaired driving in 2003.

Target: increase the average number of hours spent on front-line enforcement dedicated to impaired driving to 4136 hours per year for 2004 to 2008.

Objective 2(d) Increase of 10% in the initiatives directed toward road users with reduced or diminished skills and abilities:

- (i) **Information programs to target identified groups in the area of reduced or diminished skills and abilities.**

Performance objective: the number of initiatives targeted toward road users with reduced or diminished skills and abilities from 2004 to 2008.

Baseline: an average of 6 initiatives per year targeted toward road users with reduced or diminished skills and abilities were offered in the Niagara community from 1999 to 2003.³

Target: an average of 7 initiatives per year directed toward road users with reduced or diminished skills and abilities for 2004 to 2008.

Objective 2(e) Increase of 10% in the initiatives directed toward traffic and impaired related offences.

(i) Information programs or services to target identified groups in the area of traffic offences;

Performance objective: the average number of initiatives offered in the Niagara community per year between 2004 to 2008 with the purpose of reducing traffic offences.

Baseline: an average of 7 initiatives per year were offered in the Niagara community between 1999 to 2003 with the purpose of reducing traffic offences.⁴

Target: have an average of 8 initiatives per year in the Niagara community with the purpose of reducing traffic offences for 2004 to 2008.

(ii) Information programs or services to target identified groups in the area of impaired driving related offences.

Performance measure: the number of initiatives offered in the Niagara community per year between 2004 to 2008 with the purpose of reducing impaired driving related offences.

Baseline: an average of 10 initiatives per year were offered in the Niagara community between 1999 to 2003 with the purpose of reducing impaired driving related offences.⁵

Target: have an average of 11 initiatives per year in the Niagara community with the purpose of reducing impaired driving related offences for 2004 to 2008.

³ Note: the initiatives conducted between 1999 and 2003 were not specifically related to the reduction of serious and fatal motor vehicle collisions. Initiatives included from 2004 to 2008 will have the mandate of this committee as their primary focus.

⁴ As above.

⁵ As above.

Objective 2(f) Increase of 10% in the initiatives directed toward issues concerning distracted driving (e.g. cellular telephones, excessively loud audio sound systems, etc.).

Performance objective: implementation of initiatives in the Niagara community directed toward the reduction of distracted driving.

Baseline: establish a baseline by tracking the number of initiatives held between 2004 and 2008 directed toward distracted driving issues.

Target: complete 2 distracted driving initiatives in Niagara between 2005 and 2008.

Goal 3 Analysis of serious motor vehicle collisions on regional roadways where factors are related to engineering and/or the road environment with follow-up recommendations for improvement.⁶

Objective 3(a) Appropriate signage in high risk locations:

- (i) **Analysis of high risk areas and areas of concern with appropriate response.**

Performance measure: the analysis of high-risk areas based on the frequency and severity of collisions with appropriate signage and engineering, or geometric improvements.

Baseline: the analysis of the top 10 locations based on collision frequency from 1999 to 2002.

Target: analysis of high-risk areas based on the frequency and severity of collisions from 2004 to 2008 with appropriate signage and engineering or geometric improvements.

Objective 3(b) Analysis and recommendations regarding volume, flow, and infrastructure:

- (i) **Analysis of current and anticipated traffic flow issues with recommendations.**

Performance measure: the analysis of infrastructure with respect to traffic volumes, speeds, and signal timings and recommendations for improvement.

Baseline: complete analysis of infrastructure with respect to traffic volumes, speeds, and signal timings in a 3 year cycle up to 2002.

⁶ Revision note: Complete data is not available to measure the original goal. (“A decrease of 10% in the number of serious motor vehicle collisions where factors relating to the driving environment are a primary consideration.”) Proposed goal addresses the factors relating to environment through ongoing monitoring of current established best practice.

Target: ongoing data collection and analysis of infrastructure with respect to traffic volumes, speeds, and signal timings for 2004 to 2008 on a 3-year cycle with recommendations for improvement.

Objective 3(c) *Review of Regional signage to ensure regulatory and best practice compliance in area traffic advisory and control including: ongoing audit of quality, integrity, and placement of roadway signage; review of appropriate speed limits in municipalities; use of alternate speed limiting mechanisms:*

- (i) Ongoing audit of quality, integrity and placement of roadway signage;**
- (ii) Review of appropriate speed limits in municipalities;**
- (ii) Use of alternate speed limiting mechanisms.**

Performance measure: Note: this objective (3c) reflects the ongoing work of the Public Works Department Transportation Division Traffic Studies and is carried out based on mandated programs, additional requests and available resources. Meeting the objectives of the mandated programs constitutes the meeting of this objective.

Goal 4 An enhanced ability to share road safety related information among the Regional Niagara Road Safety Committee (RNRSC) partner agencies and the community.

Objective 4(a) Meetings to allow for information exchange and input regarding road safety concerns:

(i) Among RNRSC partner agencies at executive and working committee levels;

Performance measure: meeting minutes of executive and working committee meetings.

Baseline: description of the formation and structure of the RNRSC. (RNRSC Terms of Reference and Strategic Plan)

Target: executive committee meetings to be held annually to report on the progress of the committee. Working committee meetings to be held monthly (or as required) to carry out the RNRSC strategic plan.

(i) Scheduled semi-annually with relevant community interest groups;

Performance measure: documentation of community meetings held, resulting input and follow-up.

Baseline: track meetings and subsequent follow-up.

Target: hold meetings with relevant community interest groups semi-annually.

(iii) With general community stakeholders on an ad-hoc basis.

Performance measure: track requests and enquiries to the RNRSC from community stakeholders and the resulting follow-up.

Baseline: track requests and subsequent follow-up.

Target: hold meetings with community stakeholders as required.

Objective 4(b) Increase in awareness in the Niagara area regarding road safety issues, and possibilities for prevention, through media campaigns and special events.

- (i) In conjunction with significant related initiatives;
- (ii) In conjunction with all enforcement campaigns;
- (iii) For identified road safety issues using available,
 - (1) public access media, and
 - (2) selective corporate partnerships;
- (iv) Use of identified advocacy groups;
- (v) Information campaigns using associate distribution methods;
- (vi) Use of existing government, or otherwise recognised, websites to provide statistical information

Performance measure: document the communication plan and outcomes accompanying each road safety initiative resulting from the RNRSC Strategic Plan, Goals 1 to 4.

Baseline: create an Access database to track the plan and outcomes of the communication plans. (i.e. number participants, distribution results, media reach, etc.)

Target: increase the communication about road safety issues to the Niagara community for 2004 to 2008.

Objective 4(c) Development of a Regional Access database to track and analyze serious collisions:

- (i) To provide all relevant information regarding serious collisions to RNRSC partner agencies;
- (ii) To enhance data collection and analysis methodologies among RNRSC partner agencies.

Performance measure: development of an interpretative report on the serious motor vehicle collisions occurring on regional roadways.

Baseline: develop a database of the serious collisions on regional roadways for analysis.

Target: create a regional road serious collision data analysis report and disseminate to RNRSC partner agencies.

Objective 4(d) Use of a telephone “Traffic Hotline” to allow the public to report:

- (i) **Potential design, maintenance and control concerns;**
- (ii) **Locations or individuals requiring enforcement intervention.**

Performance measure: response rate to legitimate and relevant complaint calls to the Traffic Hotline.

Baseline: description of the promotion of the Traffic Hotline to the Niagara community as a mechanism to report regional roadway design, maintenance, control and enforcement concerns. Track the use of the Traffic Hotline during 2005 and the response to calls.

Target: 100% response rate to legitimate and relevant complaint calls to the Traffic Hotline from 2005 to 2008.

Objective 4(e) Issuance and distribution of a Regional Road Safety Annual Report:

- (i) **To include background, statistics, current and planned actions, and results.**

Performance measure: develop and distribute a Regional Road Safety Annual Report.

Baseline: creation of a Regional Niagara Road Safety Committee annual report.

Target: develop and distribute a RNRSC annual report for 2005, 2006, 2007, and 2008.

Glossary of Terms

Diminished skills and abilities – road user with reduced driving or road use proficiency due to inexperience, decreased physical capacity (i.e. reduced peripheral vision, reduced flexibility) or medical conditions.

Distracted or inattentive driving – driver was operating a motor vehicle without due care and attention or placing less than full concentration on driving e.g. changing radio stations, consuming food, reading, talking on phone or two-way radio, using headphones.

Fatal injury – person killed immediately or within 30 days of the motor vehicle collision.

Fatal injury collision – a motor vehicle collision in which at least one person sustains bodily injury resulting in death immediately or within 30 days of the motor vehicle collision.

Driver condition – pertaining to the physical state of a driver in the motor vehicle collision and may include:

- Had Been Drinking – driver had consumed alcohol but his/her physical condition was not legally impaired,
- Ability Impaired Alcohol over 0.8 – driver had consumed alcohol and upon testing was found to have a blood alcohol level in excess of 0.8 grams of alcohol per 100 millilitres of blood,
- Ability Impaired Alcohol – driver had consumed sufficient alcohol to warrant being charged with a drinking and driving offence,
- Ability Impaired Drugs – driver had used sufficient drugs to warrant being charged with impaired driving offence,
- Fatigue,
- Medical /Physical Disability,
- Other – driver impaired for other, unknown reasons.

Improper driver action – pertaining to the apparent activity of the driver when the collision occurred including following too close, speed too fast, speed too fast for conditions, speed too slow, improper turn, disobey traffic control, fail to yield right of way, improper

passing, lost control, wrong way on one way road, improper lane change and other. *

Initiative – a proactive event or activity that supports the goals and objectives of the Regional Niagara Road Safety Committee (RNRSC).

Minimal injury – a non-fatal injury, including minor abrasions and bruises, which do not necessitate the injured person going to a hospital.

Minor injury – a non-fatal injury requiring medical treatment in a hospital emergency room, but not requiring hospitalization of the involved person.

Personal injury – all non-fatal injuries including major, minor and minimal injuries sustained by the involved person.

Personal injury collision – a motor vehicle collision in which at least one person involved sustains bodily injury not resulting in death.

Road environment – the physical characteristics of the roadways.

Road users – people involved in motor vehicle collisions including drivers, passengers (includes bus passengers), pedestrians, bicyclist, bicycle passenger, all terrain vehicle driver, all terrain vehicle passenger, snow vehicle driver, snow vehicle passenger, motorcycle driver, motorcycle passenger, moped driver, moped passenger, and hanger on.

Serious injury (RNRSC) – a non-fatal injury that is considered life-threatening.

Serious (motor vehicle collisions) – motor vehicle collisions resulting in both serious injury and fatal injury.

Identified traffic offences:

- Seatbelt usage,
- Aggressive driving,
- Speeding (both urban and rural roadways),
- Traffic controls (e.g. red lights, stop signs).

* Includes actions defined as careless driving, inattentive driving, fell asleep, hit and run, driving on wrong side of road, improper parking, impaired driving, illegally parked, dangerous driving, inexperience, etc.

Unsafe Motor Vehicle – any motor vehicle where vehicle condition or state of disrepair causes a substantial and/or imminent threat to the safety of either the operator or any other member of the public.

Vehicle defect – includes defective service brakes, steering, headlamps, other lamps or reflectors, engine controls, wheels or suspension, trailer hitch, tire puncture or blow out, tire tread insufficient, vision obscured, and other defects.

