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Info Item No. 2
Transportation Standing Committee
December 7, 2017

TO: Chair and Members of Transportation Standing Committee

SUBMITTED BY: ORIGINAL SIGNED

Bruce Zvaniga, P.Eng., Director, Transportation & Public Works

DATE: November 2, 2017

SUBJECT: Strategic Road Safety Plan – Interim Report

INFORMATION REPORT

ORIGIN

Committee of the Whole - Budget January 27, 2016, Item 4 Transportation Public Works. Council approved 2017/2018 Multi-Year Budget and Business Plan.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter (HRM Charter), Part XII, subsection 318(2), "In so far as is consistent with their use by the public, the Council has full control over the streets in the Municipality."

BACKGROUND

The development of a broader general road safety strategy, including pedestrian safety, was identified in TPW's 2017/18 Business Plan. The Strategic Road Safety Plan (SRSP) will set out safety goals, objectives and action plans to guide the Municipality and its road safety partners towards creating safer roads and reducing the number of collisions and, thus road fatalities and injuries. The intent of the Strategic Road Safety Plan is to be data-driven and objective.

The project is ongoing at the time of this report. This report has been prepared to provide Regional Council with an update of the project progress. Project completion is anticipated in May 2018.

DISCUSSION

A consultant, CIMA+, was selected through a competitive RFP process and the project kicked off in March 2017.

Steering and Stakeholder Committees

A list of potential stakeholders and steering committee members was developed. Letters were sent to each proposed member of the steering and stakeholder committees to outline the goals and objectives of the project and to request confirmation of their organization's involvement with the committee. The steering and stakeholder committee members were invited to one or two workshops, depending on their ability to deliver countermeasures or programs which help to achieve the goal of the Strategic Road Safety Plan.

Cross-Jurisdictional Review

At the beginning of the project the consultant conducted a comprehensive review of similar projects completed in Canada and in international jurisdictions. One of the key trends observed in the past few years is the concept of Vision Zero explicitly recognizes that no one should be killed or seriously injured while moving about the region. It recognizes that reasonable safeguards need to be included to protect people when they make mistakes or errors in judgement. Following the completion of the literature review, potential vision statements and goal statements were reviewed and discussed.

Collision Data Review

Collision data was analyzed to identify potential emphasis areas. The data analysis used information about collision severity, impact type, location, age, road condition, driver action/behaviour, restraint usage, and driver condition (impaired/distracted).

Public Opinion Survey

Public involvement is also a key component to the development and implementation of a successful strategic road safety plan. The consultant developed a short survey to obtain a public opinion about the perception of safety in HRM. The survey was administered by HRM Corporate Communications. The results of the public opinion survey were analyzed to identify potential emphasis areas.

Workshop # 1

All stakeholder and steering committee members were invited to the first workshop, held on June 8, 2017. The objectives of the first workshop was to:

- introduce the process of the development of a Strategic Road Safety Plan;
- present a summary of the literature review completed;
- present the draft vision and goals to seek feedback;
- review the results of the collision analysis;
- present the results of the public opinion survey;
- present the proposed emphasis areas for the Strategic Road Safety Plan.

A vision statement provides a high-level, long-term viewpoint about what everyone would ultimately like to achieve. A goal statement is about what can be achieved in the short term and should be quantitative in nature.

The following Vision and Goal Statements were agreed upon during Workshop #1:

***Vision: Moving towards zero fatalities and injuries for people using any mode of transportation.
Goal: 15% reduction of fatal and injury collisions within five years (2018-2023).***

An emphasis area is a highest priority area with opportunities to improve safety from a technical, political and social perspective. The sources for selecting emphasis areas come from collision analysis, public opinion and social, political and practical constraints. Generally, six to eight emphasis areas are selected for Strategic Road Safety Plans. In HRM, emphasis areas were identified through both collision data and a public opinion survey.

The top six emphasis areas identified by the public ranked within the top seven emphasis areas identified by the data analysis process. This illustrates the public's awareness to the top safety priorities within HRM. Young demographic (drivers, pedestrians, bicyclists) were identified by the collision data as a priority however, they were not ranked highly by the public. Using the information from collision analysis and public input, stakeholders selected the following seven emphasis areas during Workshop #1:

- Intersection Related Collisions
- Young Demographic
- Pedestrian Collisions
- Aggressive Driving
- Distracted Driving
- Impaired Driving
- Cyclist Collisions

Following Workshop #1, attendees were asked to identify existing or planned projects, or countermeasures, that their agencies had planned which would directly impact the emphasis areas identified.

A countermeasure refers to an engineering, education or enforcement treatment or strategy designed to reduce the occurrence or severity of collisions. They are applied to emphasis areas to reduce collisions. Countermeasures are chosen based on the likelihood of success and the ability of one (or more) partner agencies to deliver the action. The collection of countermeasures that make up a jurisdiction's plan to improve safety is referred to as an action plan.

Workshop #2

In advance of Workshop #2 the consultant compiled a list of the countermeasures provided by each stakeholder. They also suggested additional countermeasures for each emphasis area for discussion.

Countermeasures provided by CIMA+ came from both scientific reporting agencies that maintain databases of action items for which results have been analyzed, and from actions chosen by other similar jurisdictions for their plans. Wherever possible, a balanced approach was taken for each emphasis area to provide measures from each of the engineering, enforcement and education sectors.

Workshop #2 was held on August 14, 2017. The objective of Workshop #2 was to discuss the purpose and importance of countermeasures, review existing countermeasures and discuss the role of stakeholders for each. The objective was also to review future countermeasures presented by the stakeholders as well as CIMA+ and to identify timelines for each countermeasure (immediate or long term).

Existing countermeasures were discussed in the context of whether any might be reduced or eliminated to provide resources for more effective alternate countermeasures. Future countermeasures were reviewed in detail. Each potential new countermeasure was examined to ensure that it focused on one or more of the emphasis areas, was feasible/practical/implementable, did not overlap or reproduce another existing measure and had the correct lead and support agencies identified.

As a result of the in-depth discussion during Workshop #2, the countermeasure list was significantly revised to consolidate some parallel items and create new, more generic countermeasures. Also, it was identified that an outreach program should be managed under a single project, even though it will have a number of components aimed at specific emphasis areas and target audiences.

Following the workshop, stakeholders were asked to return to their respective agencies and review all existing road safety programs to see if they are still relevant and effective. They have also been asked to confirm that they can commit to lead the countermeasures assigned to them.

Countermeasure Review

This final component, confirming proposed countermeasures with both internal and external stakeholders, is taking more time than was initially anticipated. HRM is working with a broad range of partners, including multiple HRM Business Units, the Province, police, and advocacy groups in the development of this plan. It has been identified that more time is required to obtain confirmation of countermeasures from the various stakeholders involved in this project.

Final Report

A final report is anticipated from the consultant during the winter of 2017/18. Presentation to the Transportation Standing Committee is anticipated for May 2018.

FINANCIAL IMPLICATIONS

There are no financial implications at this time.

COMMUNITY ENGAGEMENT

Community engagement was carried out in the beginning of the project through an online survey. HRM advertised and distributed the survey through the HRM website, Facebook, Twitter, a Radio interview and the distribution of hundreds of flyers. The Dalhousie Transportation Collaboratory also aided in promoting the survey through their DalTRAC network. Advertising efforts are summarized below:

- PSA issued to the media;
- Radio interview;
- Ad posted on Inside HRM Banner and marketing box on Halifax.ca;
- HRM Twitter post;
- HRM Facebook post;
- Paid Facebook Ad;
- Advertisement on HRM's digital screen network
- 225 flyers distributed to 5 HRM Customer Service Centers (Alderney, Bayers Road, Sackville, Scotia Square, Musquodoboit Harbour);
- 200 flyers distributed by Solid Waste at two events (Cooperative Housing Spring Education Event, April 29 and Family Connects Expo, April 30);
- 300 flyers distributed at three ferry terminals (Alderney, Woodside and Halifax) during AM peak hour on Friday, May 12, 2017;
- 475 flyers distributed to Halifax Library's Community Events boards (14 Library locations throughout HRM);
- Advertisement on Halifax Library's digital screen network (8 Library locations);
- DalTRAC promotion through Twitter, Facebook, ShareTheRoad website and email lists.

The objective of the survey was to obtain a public opinion about the perception of safety in HRM and the areas that the public feel require improvement. The public was asked to rank 21 different collision groups (potential emphasis areas). The survey was open for over a month and 1219 valid responses were received.

In addition to the public opinion survey, two workshops were held with a variety of stakeholders (both internal and external to HRM) to discuss the project vision, goal, emphasis areas and countermeasures.

ATTACHMENTS

None

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

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