



Partners
Working Together

**RETHINK
ROAD SAFETY**

British Columbia Road Safety Strategy 2015 and Beyond



Presentation to CMRSC
Presented by Sam MacLeod,
British Columbia Ministry of Justice, RoadSafetyBC
June 2014
Vancouver





Getting There

BC Forest Safety Council
BC Health Authorities
BC Injury Research & Prevention Unit
BC Medical Association
BC Trucking Association
BCAA Road Safety Foundation
City of Surrey
City of Vancouver
Capital Regional District Integrated Road Safety Unit
Capital Regional District Traffic Safety Commission
First Nations Health Council
Global Road Safety Committee
Insurance Bureau of Canada
Insurance Corporation of British Columbia
Justice Institute of British Columbia
Ministry of Justice; BC Coroners Service
Ministry of Justice; Office of the Superintendent of Motor Vehicles.
Ministry of Justice; Police Services Division
Ministry of Transportation and Infrastructure
Mothers Against Drunk Driving

Office of the Provincial Health Officer
RCMP Traffic Services - E Division
RCMP Lower Mainland District
RCMP North District
RCMP South East District
RONA Kinetics
Saanich Police
TransLink
Trucking Safety Council of BC
Union of British Columbia Municipalities
University of British Columbia
Vancouver Police
Victoria Police
WorkSafeBC





Five Working Groups

Five working groups contributed to the development of the strategy:

1.

Governance and Leadership

Fraser Health Region, IBC, ICBC, RoadSafetyBC, Provincial Health Officer, RCMP

2.

Research and Data

BC Centre for Disease Control, BC Coroners, BCIPRU, ICBC, Integrated Road Safety Unit, Ministry of Transportation, RoadSafetyBC, Police Services Division, UBC

3.

Community and Youth Engagement

First Nations, Justice Institute of BC, RoadSafetyBC, UBCM, WorkSafe BC, Youth

4.

Safe System Approach

ICBC; Justice Institute of BC, MADD; RoadSafetyBC; Police Agencies

5.

Public Engagement

BC Truckers, ICBC, Justice Institute of BC, MADD, RoadSafetyBC, WorkSafe BC





BC Road Safety Strategy 2015 - Overview

- Aligns with Canada's Road Safety Strategy
- The first made-in-BC collaborative strategy
- Over 30 organizations and five working groups contributed to its development
- Approved by the BC Attorney General and Minister of Justice in September 2013
- Is publicly available at:
<http://www.pssg.gov.bc.ca/osmv/road-safety/road-safety-strategy.htm>



BC Road Safety Strategy

The Strategy is about **HOW** the road safety sector will
work together



Collaborating

Leveraging

Coordinating



Vision & Principles of Strategy

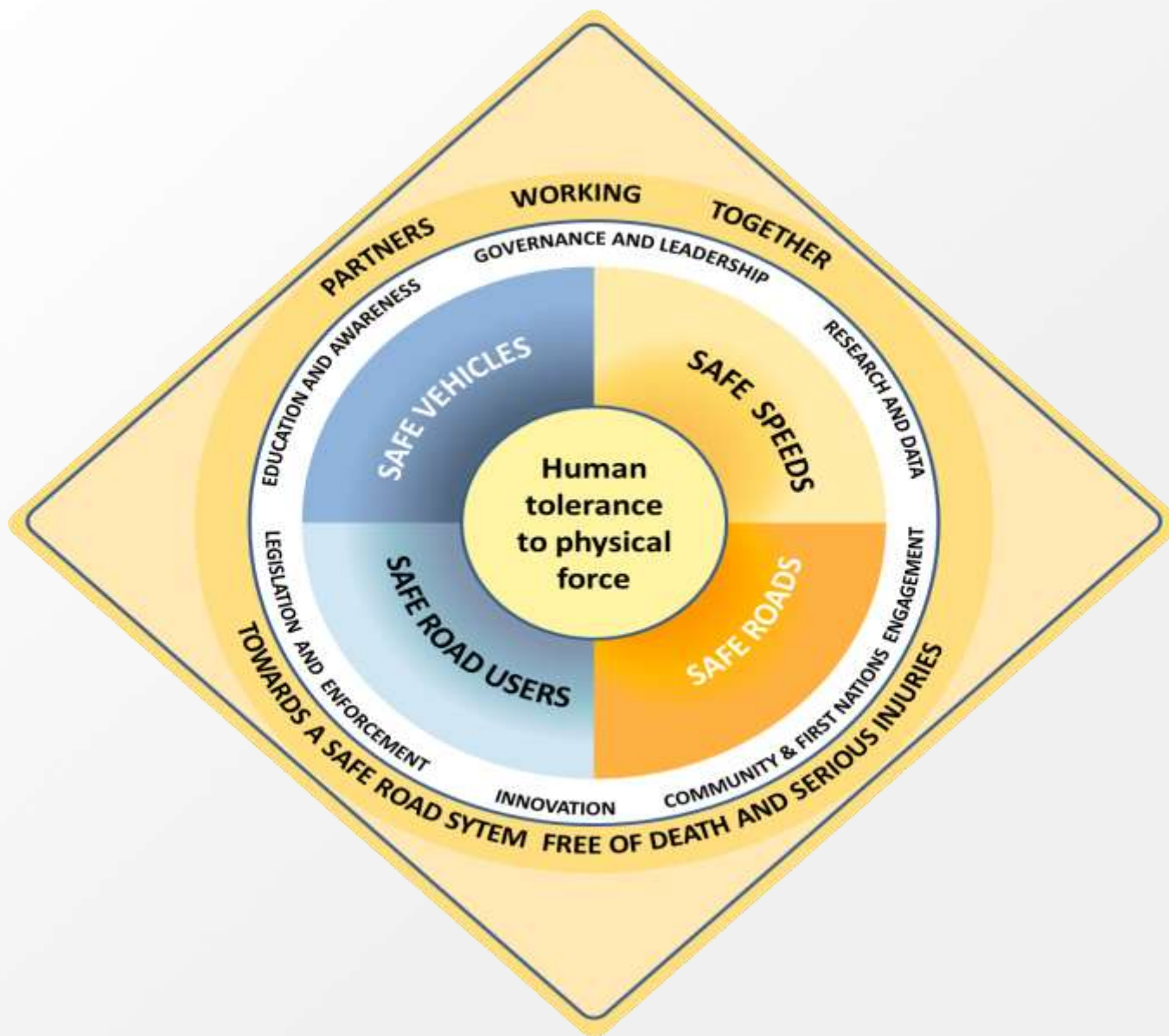
Vision: British Columbia will have the safest roads in North America and will work toward the ultimate goal of zero traffic fatalities and serious injuries.

The four guiding principles

- Adopt a comprehensive **safe system approach** coupled with a public health perspective
- Envision road safety as a **collaborative effort** with a focus on results
- Sustain **successful measures and focus on new areas** that require attention
- Encourage **innovation and flexibility**



The Safe System Approach





Achieving the British Columbia Vision

- **Work as a sector focusing on the safe system approach:** Safe road users, safe vehicles, safe roads, safe speeds
- To enhance **collaboration: Implement a structured approach to governance and coordination** for road safety
- Promote road safety **research collaboration** in the sector
- Sustain and increase **engagement with local communities** to encourage and support innovative road safety solutions at the local level



New BC Governance Model

Systemic Approach to Road Safety: Connecting and leveraging the Broader Road Safety Community





Executive Level Steering Committee

Ministry of Justice, RoadSafetyBC, Sam MacLeod, Superintendent

Ministry of Justice, Police Services Division, Clayton Pecknold, ADM

Ministry of Transportation and Infrastructure, Highways Department, Norm Parkes, Executive Director

Ministry of Health, Population and Public Health, Arlene Patton, ADM.

BC Coroners, Lisa Lapointe, Chief Coroner

ICBC, Kellee Irwin, Vice-President, Insurance & Driver Licensing (Acting)

WorkSafeBC, Ian Munroe, Vice-President, Employer, Industry, and Worker Services

Union of British Columbia Municipalities, Gary MacIsaac, Executive Director

Office of the Provincial Health Officer, Dr. Eric Young, Deputy Provincial Health Officer

RCMP, E Division Traffic, Supt. Denis Boucher, Superintendent

BC Association of Chiefs of Police, Traffic Safety Committee, Chief Officer Neil Dubord

Doctors of BC, Dr. David Butcher

BC Injury Research and Prevention Unit, Dr. Ian Pike, Director

First Nations representative: Chief Rick McLean



Where We Are Today

- The first executive level steering committee meeting was held in December 2013, opened by Minister Anton and attended by Deputy Minister Wanamaker
- One of the outputs that emerged from this meeting was the need to explore the possibility of funding a centre of excellence in road safety research for British Columbia
- Since then, we recruited for the five new working committees and have over 60 representatives representing myriad organizations



WC #1 Safe Vehicles

- Ministry of Transportation and Infrastructure
- RCMP
- UBC Department of Emergency Medicine
- ICBC
- RoadSafetyBC



WC #2 Safe Roads and Communities

- TransSafe
- UBC Okanagan, School of Engineering
- City of Surrey (official representative for UBCM)
- UBC School of Population and Public Health
- Ministry of Transportation and Infrastructure
- Fraser Health Region
- City of Kelowna
- ICBC
- RoadSafetyBC



WC #3 Research and Data

- UBC Okanagan, School of Engineering
- UBC Department of Emergency Medicine
- Doctors of BC
- City of Surrey (official representative for UBCM)
- UVIC, School of Health Information Science
- UBC School of Population and Public Health
- Trauma Services BC
- BC Coroner's
- RCMP
- BC Forest Safety Council
- ICBC
- Policing and Community Safety
- WorkSafeBC
- Vancouver Coastal Health
- RoadSafetyBC



WC #4 Safe Road Users (Driver licensing & enforcement)

- MADD BC
- Insight Driving Solutions
- Ministry of Transportation and Infrastructure
- RCMP
- UBC Department of Emergency Medicine
- City of Kelowna
- ICBC
- Saanich police
- Policing and Community Safety
- RoadSafetyBC



WC #5 Education and Awareness

- MADD BC
- Justice Institute of British Columbia
- Interior Health Region
- Northern Health Region
- BC Forest Safety Council
- ICBC
- WorkSafeBC
- SafetyDrive-TSCBC
- Vancouver Coastal Health
- RoadSafetyBC



BC RSS Going Forward

September 2013

Winter 2015

BC RSS
Released





Steering
Committee

Working
Groups

Work
undertaken
and results

Assembly

New work
cycle

- | | | |
|-----------------------|---|---|
| September 2013 |  | BC RSS 2015 approved by Minister and released |
| December 2013 |  | Inaugural meeting of executive-level Steering Committee |
| April 2014 |  | Formation of five working groups and Commencement of work |
| Winter 2015 |  | Meeting of Assembly (all partners) to report out on progress |

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