

Parachute Vision Zero: Our Road Safety Approach and the Canadian Landscape of Vision Zero



CARSP/PRI
August 2021

Parachute - Overview

- National charity focused on preventable injuries
- **Vision:** A Canada free of serious injury...with Canadians *living long lives to the fullest*
- *Agenda for today:*
 - *Share Parachute's approach to road safety and Vision Zero*
 - *Provide an overview of the process and key findings from Parachute's Vision Zero Canadian Landscape*



Road Safety in Canada

- Motor vehicle traffic collisions are one of the top three leading causes of unintentional injury deaths in Canada
- Majority of these deaths are preventable

In 2018, transport incident injuries led to:

1,759 Canadians killed on our roads

23,872 hospitalizations

366,444 emergency department visits

379 pedestrians and cyclists killed

Total cost of transport incident injuries: \$3.6 billion

Parachute Vision Zero: Our Road Safety Approach

- To guide our work in Vision Zero, Parachute uses:
 - Evidence and data
 - Expansive Partner Network
 - Multi-faceted approaches, e.g., 5 Es education, engineering, enforcement, evaluation and equity are the most effective
 - Principles of knowledge translation
 - A Theory of Change

Vision Zero

“Why wait for the crashes if you can mitigate the conflicts right off the top?”

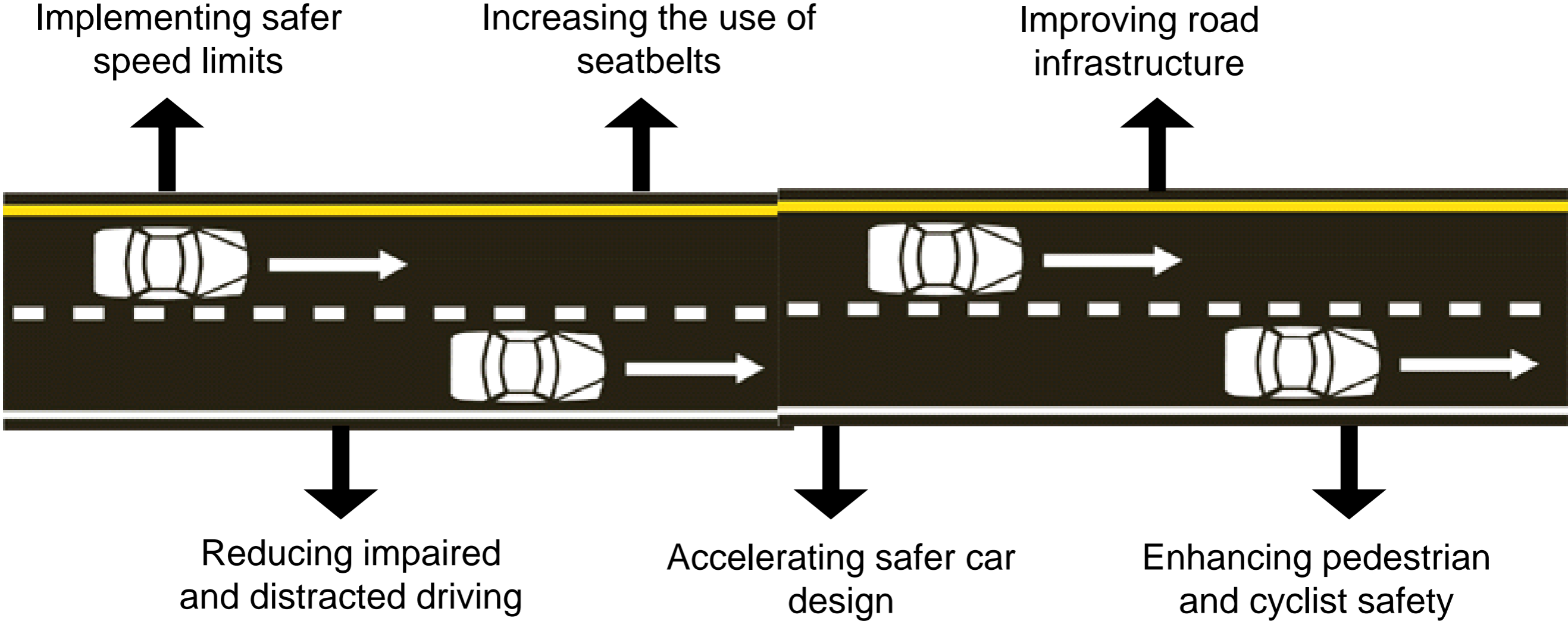
*Gerry Shimko,
Executive Director of Traffic Safety for City of Edmonton*



Photo: V...

Vision Zero

Key Vision Zero Focus Areas



Raising the profile of Vision Zero

- To raise the profile of Vision Zero and build local capacity for adoption, a multi-pronged approach is used, including the following outputs:
 - Members and partnerships
 - Collaboration with municipalities
 - Campaigns
 - Knowledge exchange events/Knowledge products
 - Strategic communications content (digital, web and social)
- Integral to the delivery of these activities is using a network approach involving partners across the country.

Parachute's Activities - Results

Parachute's activities have achieved results such as:

- Partnerships and capacity building— collaborated with agencies and municipalities across Canada
- Campaigns – activated multiple campaigns in Canadian communities e.g. multiple Vision Zero campaigns, National Teen Driver Safety Week
- Knowledge Exchange Events-multiple Vision Zero panels and conferences

Parachute's Activities – Results

- Knowledge Products – Vision Zero implementation paper and tools, Vision Zero Canadian Landscape, authored the Canadian chapter of the International Vision Zero Handbook
- Communications Content - digital media content in the form of social media videos, GIFs and posts, populated Parachute's web pages with content for the public and professionals

Vision Zero – Canadian Landscape

- ❖ ***Vision Zero Canadian Landscape 2.0***, profiles 24 jurisdictions in the process of implementing or considering Vision Zero, including 14 interviews with local road safety stakeholders and advocates



Why Canadian Landscape

- There was a lack of reporting on the overall “Canadian Landscape of Vision Zero”
- Need for one document that provides a synthesis of all cities, regions and provinces and territories that have adopted or are considering adopting Vision Zero
- Exploration of implementation experiences in Canada
- Also heard from our Parachute Vision Zero network - wanted to learn from other jurisdictions across Canada to understand the methods, successes and challenges faced by others, to help develop one’s own Vision Zero road safety plan

Vision Zero Canadian Landscape

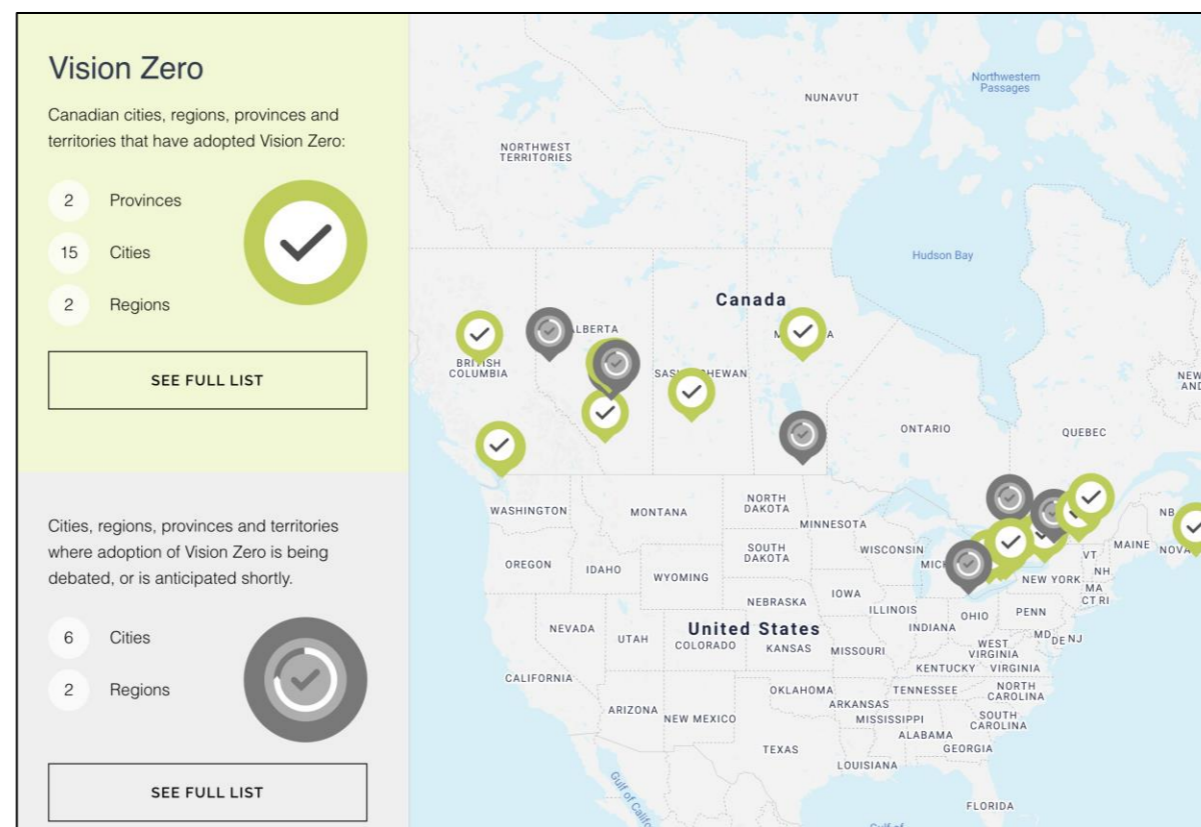
- Provides relevant real-world experiences and insights from the frontlines
- Interviews discuss the successes and challenges when implementing Vision Zero at different stages from adoption, to implementation and evaluation
- Provides advice for jurisdictions contemplating formal adoption of Vision Zero

Vision Zero Canadian Landscape Process

- Reviewed literature/grey literature on Vision Zero and Safe Systems approach and Visions Zero in Canada
- Conducted key informant interviews with 14 jurisdictions and provide information on the implementation experiences of Canadian jurisdictions that have implemented Vision Zero
- Developed a summary of Vision Zero in Canada, including where it's been implemented, where it is being considered, and the stage each Canadian jurisdiction is at and what it took them to get there for 24 jurisdictions
- Disseminated Canadian Landscape to Parachute Vision Zero network of nearly 650 stakeholders and sharing findings at road safety conferences and events

Vision Zero Map

- Developed the Vision Zero map associated with the Canadian Landscape provides a concise, visual synthesis of all locations across Canada with a Vision Zero plan, providing their adoption data and access to their road safety plan




Vision Zero Challenges – Key Findings

- ❖ Funding
- ❖ Different perspectives – engineering, enforcement, public health, emergency services, education, waste management, business
- ❖ Competing priorities from council and within stakeholder groups

Vision Zero Challenges

- Implementing in rural areas and multi-jurisdictional areas

“Our advice to other areas looking to adopt Vision Zero principles is that as a small municipality it may be difficult to implement on your own, but collectively we can all hope to make a difference when it comes to road safety. Continue to look for opportunities to get involved.” 

Shawn Gerow

Sign Shop Lead, County of Grande Prairie

Vision Zero Challenges

- Understanding and committing to concepts of Vision Zero

“One challenge is public opposition to road safety improvements. A change in approach has been to incorporate a public feedback process, including ward meetings with the support of local councillors. Although this takes more time to implement the road safety initiative and higher staff involvement, the result has been higher success in implementation and understanding of road safety and balancing the needs of road users.”

***Beth Goodger**, formerly General Manager, Public Works, City of Brantford*

Vision Zero Challenges

- Understanding and committing to concepts of Vision Zero

“Change is the biggest challenge and changing behaviours to the present. Many municipalities have a traffic-operations-first mentality; traditionally that has been how we have operated. But times have changed and more focus is provided on complete and liveable streets, with vibrant core areas that encourage pedestrians and cyclists.”

David Ferguson, Traffic Officer, City of Hamilton

Vision Zero Challenges

❖ Access to data – municipal, police, public health

“One challenge is improving data collection methods in order to help identify areas for intervention from all road safety partners, and sharing data to get the “big picture” on why collisions occur. We are working with our partners on linking data through the Research and Data Committee, a subcommittee under the B.C. Road Safety Strategy (BCRSS).”

Erin Anderson, Senior Manager, Road Safety Strategy and Stakeholder Relations, RoadSafetyBC

Vision Zero Solutions

- ❖ Strong Vision Zero Committee with clear understanding of different roles and valuing the expertise each brings to the table.

“When management says everyone here at this table, we’re all going to work on Vision Zero so whether you’re sanding the street, designing street lights or painting the lines – the goal is zero. Then you start to see everyone working together.”

*Gary Dyck
Communications Advisor
Traffic Safety City of Edmonton*

Vision Zero Solutions

“Our greatest success is the collaboration and ongoing engagement with all our partners across the road safety sector. The individuals working in the sector are passionate about their work, and improving road safety in their communities. This shared vision has allowed us to better work together and help support and promote each other’s work and road safety efforts.”

Colleen Hildebrandt

Outreach Manager, Policy & Strategic Initiatives Branch

Road Safety BC

Vision Zero Solutions

- ❖ Persistence and Patience: be committed, vigilant and ready for a worthwhile challenge!
- ❖ Identify and align Vision Zero with other strategic priorities (sustainable transport, climate change, chronic disease prevention) to realize points of intersection, opportunities to leverage resources, timing, etc.

Vision Zero Solutions

- ❖ Engage constituents and key stakeholders to raise awareness and build public support for Vision Zero.
- ❖ Identify quick wins and short-term goals – build momentum – as well as longer term plan.

Zero Deaths on our roads.

We can do this.

Supported by  Desjardins

Find out how: Parachute.ca/VisionZero


Parachute
PREVENTING INJURIES. SAVING LIVES.

Join the Network



JOIN THE NETWORK

Only by working together can we **drive meaningful change**. Parachute has built a Vision Zero Network of hundreds of road safety organizations and advocates who want safer roads in Canada.

Join us! →