



INFORMATION REPORT

TO:	Chair and Members Public Works Committee
COMMITTEE DATE:	April 30, 2018
SUBJECT/REPORT NO:	Road Safety Campaign – Speeding & Aggressive Driving/Road Safety Pledge (PW17045a) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Martin White, C.E.T. (905) 546-2424, Extension 4345 David Ferguson, C.E.T. (905) 546-2424, Extension 2433
SUBMITTED BY:	Betty Matthews-Malone, P.Eng. Director, Roads & Traffic Public Works Department
SIGNATURE:	

Council Direction:

At the June 14, 2017 City Council meeting, Council approved the Public Works Committee minutes of June 5, 2017 which included the following from report PW17045;

Hamilton Strategic Road Safety Program 2017-2018 (PW17045) (City Wide) (Item 8.3)

That the Hamilton Strategic Road Safety Program for 2017-2018 as described in Report (PW17045) be approved.

As part of this report, \$400,000 was dedicated to Public Safety and Education Campaigns. The Red-Light Camera Reserve #112203 is the approved funding source for the 2017 and 2018 Hamilton Strategic Road Safety Program safety initiatives.

Information:

On average, 3,600 reportable collisions occur each year on Hamilton roadways, a figure that has remained consistent since 2008 across the City as a whole. Further collision evaluation of driver action over a five year period, indicated that 9,355 motorists were identified operating their vehicle in a manner that could be considered speeding or aggressive in nature.

At the February 8, 2018 Hamilton Strategic Road Safety Committee meeting, Hamilton Police Services provided an update on enforcement statistics for the Red Hill Valley Parkway and the Lincoln Alexander Parkway. From December 2015 to February 2018,

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8,101 or 91.2% of Provincial Offence Notices issued on these parkways were directly related to speeding. Of this number, 4,282 or 53% of all speeding violations were from motorists exceeding 120 km/hr which is 30 km/hr over the posted speed limit.

Speeding and aggressive driving is the number one complaint that staff receive from residents and councillors in the City of Hamilton. This type of driving behaviour causes neighbourhood safety issues for all residents. Due to the serious and growing concern related to traffic incidents on Hamilton roadways, particularly from speeding and aggressive driving, the Hamilton Strategic Road Safety Committee will be launching an aggressive road safety and education campaign starting in May 2018. The main thrust of the campaign at the outset will focus on speeding behaviour and will run for the duration of one year. The campaign will be multi-faceted and is estimated to cost \$100,000.

This campaign will utilize a broad public outreach approach, targeting motorists and will include a range of communication tools such as social media, events and media relations as well as a collaborative approach in spreading the message with emergency services and other stakeholders. Through assistance from Communications staff, a detailed plan has been established and the production of radio, television and theatre advertising is being completed. The key messaging of these advertising spots is to raise awareness to the seriousness of speeding and aggressive driving in the City of Hamilton and the serious and fatal consequences that can occur due to this kind of driver behaviour.

A secondary component of the campaign will be the Hamilton Road Safety Pledge, whereby residents will be encouraged to commit to improving their road habits by signing a pledge form that will be available online (web based) and offline (signing a hard copy pledge form at community events).

In addition, staff are proposing partnerships with community stakeholders to assist in raising awareness of the education and pledge campaign. Throughout May, June, July, and August 2018, staff will work with various stakeholders to attend community events and encourage residents to make our roadways safer.

The desired outcome of the Safety and Education campaign is to change driver behaviours and to encourage drivers to become more aware of their vehicle operating habits that pose a risk to other motorists, cyclists, and pedestrians.

In partnership with Hamilton Police Services, the following data will be measured over the one-year campaign:

- Speeding Violations
- Distracted Driving
- Stunt Driving
- Follow too Closely
- Careless Driving

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The performance metrics and objectives are as follows:

- Within one month of launching the campaign in May 2018, 500 Hamilton residents have signed the pledge to improve their driving habits.
- Within six months of launching the campaign in May 2018, 5,000 residents have signed the pledge to improve their driving habits.
- After one year, there is a reduction in motor-vehicle collisions involving injuries and fatalities on the streets of Hamilton.

Residents will be directed to the website www.hamilton.ca/speedkills, and will be encouraged to join the City by committing/pledging to making our roads safer and to achieve the goal of reducing speeding and aggressive driving on our roadways.

The pledge will read as follows:

I pledge to be a safe driver on the roadways of Hamilton and avoid the following behaviours that can lead to death or serious injury:

- ✓ Speeding
- ✓ Aggressive Driving
- ✓ Distracted Driving
- ✓ Driving Under the Influence

This website will also receive regular statistical updates as they become available throughout the year.

The primary objective of this Road Safety Campaign is to support the objectives of the Hamilton Strategic Road Safety Program and the principals of Vision Zero, to eliminate injury and fatal motor vehicle collisions and reduce overall collision rates in Hamilton.

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