



Canadian Road Safety News Digest

A semi-monthly compilation of national, provincial and local news stories on road safety

For the period September 1st to 15th, 2014

‘Vision Zero’ strategy aims to one day eliminate all collisions

September 15, 2014, Star Pheonix (SASKATOON, SASKATCHEWAN)

After two years of intensive study, the City of Saskatoon has a new list of tactics to combat traffic safety issues.

The city's Strategic Traffic Safety Action Plan was released Friday. The study looked at collision data from 2001 to 2010 with the goal of identifying trends and determining how the city could most effectively allocate resources to reduce traffic safety issues. The project was done in collaboration with the University of Saskatchewan's College of Engineering and the Saskatchewan Centre of Excellence for Transportation and Infrastructure (SCETI).

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belairdirect joins awareness campaign with new app to curb distracted driving

September 15, 2014, Digital Journal (TORONTO, ONTARIO)

belairdirect insurance company and the 'Seriously...Just Drive' campaign are teaming up to promote a newly released mobile app to Ontario drivers in a bid to curb distracted driving.

Joining the chorus of public concern and renewed efforts by legislators to prevent distracted driving, belairdirect and Seriously...Just Drive hope the bump[™] application, which automatically senses and responds to incoming calls and text messages when a vehicle is moving, will offer a solution to the growing issue.

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Government taking further action to improve traffic safety on highways

September 15, 2014, SGI (REGINA, SASKATCHEWAN)

As part of our Government's ongoing commitment to traffic safety and calming high-risk traffic areas, two new locations have been added to the photo speed enforcement pilot project.

Highway 1 East between Pilot Butte and White City, and Highway 12 at Martensville will both receive photo speed enforcement units.

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Vancouver pedestrian deaths at lowest level in 80 years: police data

September 12, 2014, Vancouver Sun (VANCOUVER, B.C.)

Pedestrian deaths in Vancouver's streets this year are at their lowest point since the city began tracking them in 1934, according to new police data.

So far only one pedestrian has been killed compared to seven last year, Insp. Les Yeo told the Vancouver Police Board this week. Five people have been killed in traffic accidents this year, that's down from 14 at the same time last year, Yeo said.

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Legislation to prepare for new devices to detect drug-impaired driving

September 12, 2014, Government of P.E.I. (CHARLOTTETOWN, P.E.I.)

Changes to the Highway Traffic Act will pave the way for Island police officers to have quick access to emerging new technologies to combat drug-impaired driving as soon as they receive federal approval, says Transportation and Infrastructure Renewal Minister Robert Vessey.

"New technologies are currently being developed to help tackle this serious crime. Ensuring our officers are equipped with these tools as soon as they're approved will help keep our Island roads safe," said the minister.

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Quebec ad campaign takes aim at texting and driving

September 12, 2014, Global News (MONTREAL, QUEBEC)

Quebec's auto insurance board has released a video campaign to encourage drivers to stop texting while on the road.

It features a wartime re-enactment of a soldier who risks his life to deliver a message to the front line.

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Distracted driving laws not clear on smart watches

September 11, 2014, CP24.com (TORONTO, ONTARIO)

When it comes to the rules about distracted driving and smart watches in Ontario, the grey Apple Watch unveiled earlier this week appears to be a perfect colour match with the law.

Apple unveiled the new device Tuesday. Due out early next year, it features a touch screen and scrolling crown that allows people to read text messages, emails and even answer phone calls from their wrist.

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Rise of wearable tech raises distracted driving fears

September 9, 2014, Surrey Leader (SURREY, B.C.)

The rollout of the new Apple Watch has police and provincial officials monitoring whether B.C.'s distracted driving law is broad enough to bust drivers who use new wearable technology.

"We haven't seen anyone using Google Glass or other wearable electronics yet, but I think it will only be a matter time before we start seeing it more frequently, especially as new products enter the market," Delta Police Acting Sgt. Sarah Swallow said.

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Not all Canadian drivers are aware of the effects of prescription drugs on their driving ability: Poll

September 9, 2014, Canada Newswire (OTTAWA, ONTARIO)

According to a new report from the Traffic Injury Research Foundation, almost 780,000 drivers on Canadian roads admitted to driving under the influence of potentially impairing prescription drugs in 2013.

The new report, The Road Safety Monitor 2013: Drugs and Driving, based on a survey of Canadian drivers, looks at drivers' views, experiences and behaviours in relation to the use of licit and illicit drugs and driving...

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Drunk driving penalty needs expanding, says MADD

September 9, 2014, CBC News (CHARLOTTETOWN, P.E.I.)

While the P.E.I. government has been a leader in the fight against drinking and driving, says MADD Canada CEO Andy Murie, he says there is one more thing the province could do.

Currently, under the P.E.I. Highway Traffic Act, drivers with a blood alcohol level of 0.05 lose their drivers' licence for seven days. Murie would like P.E.I. to follow western provinces that also impound people's cars for a week. He said this has reduced the number of impaired driving deaths. "In British Columbia and Alberta they've experienced 50 and 46 per cent reduction in deaths, so we know that works," he said.

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MPI rolls out simulator aimed at curbing distracted driving

September 9, 2014, CTV News (WINNIPEG, MANITOBA)

...Tuesday, they unveiled a texting and driving simulator to show motorists the dangers of distracted driving. The simulator sends scripted texts to participants who respond via their smartphone while encountering vehicles, intersections and obstacles.

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MADD Yukon seeks tougher rules on drunk driving

September 8, 2014, CBC News (YELLOWKNIFE, YUKON)

Yukon's chapter of Mothers Against Drunk Driving, or MADD, wants the territory to adopt tougher impaired driving laws that are already used in other provinces.

"Young people need to have no distractions," says Amanda Price. Price wants territorial laws that ban drinking altogether for new drivers and lower the legal blood alcohol rate for all drivers.

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Alberta Motor Association (AMA), IBI Group, and GreenOwl Mobile offers combined road conditions and traffic alerts to connected drivers

September 8, 2014, PR Newswire (TORONTO, ONTARIO)

Alberta Motor Association (AMA), IBI Group, and GreenOwl Mobile have established an agreement to create a mobile application supporting personalized road conditions and audible traffic reports.

The mobile application will provide drivers across the province of Alberta with relevant road conditions and traffic information announcements on their routes. The app, named Road Reporter, is expected to launch in 2014 and will help with route selection, saving drivers time and providing road condition information for a safer drive.

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Drivers, cyclists both need to show respect on the roads, cycling officials say

September 8, 2014, Ottawa Citizen (OTTAWA, ONTARIO)

Ottawa cycling organizations are calling for a renewed focus on bicycle safety and awareness following the weekend death of a local cyclist.

Laurie Strano was killed Saturday during the Ride the Rideau fundraising event for cancer research. An employee at The Royal Ottawa Mental Health Centre, the 40-year-old mother of two was a triathlete and an experienced cyclist.

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Distracted driving fine 'doesn't cut it,' Calgary police chief says

September 6, 2014, CBC News (CALGARY, ALBERTA)

Calgary's police chief says the current fine for distracted driving just isn't enough.

Chief Rick Hanson says he wants the provincial government to look at introducing demerit points for the offence to discourage people from driving while distracted. However, the province says it wants the current legislation, which hands down a \$171 fine, to be in place for five years before it reviews the rules.

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RCMP says Sask. impaired driving enforcement headed in right direction

September 5, 2014, Leader Post (REGINA, SASKATCHEWAN)

The RCMP and anti-impaired driving groups are hopeful stricter legislation and increased enforcement will help to reduce Saskatchewan's fatal impaired collisions, which left four dead over Labour Day weekend.

"We'll knock on wood. We're having a better year," said RCMP Staff Sgt. Stephane Caron of the traffic services unit. "It's never a good year. It's better, in terms of numbers this year. We're going in the right direction."

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Distracted driving now the 2nd leading cause of car crash deaths in B.C.

September 4, 2014, Global News (VANCOUVER, B.C.)

On average, 88 people are killed in B.C. each year due to driver distractions. Distracted driving is now the second leading cause of car crash fatalities in the province.

On Thursday, ICBC and police forces announced they are launching a safety campaign about the dangers of distracted driving.

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B.C.'s top cops call for harsher distracted driving penalties

September 4, 2014, CTV News (VANCOUVER, B.C.)

The B.C. Association of Chiefs of Police wants stiffer penalties for drivers who refuse to put down their phones, a dangerous habit that claims more lives than drunk driving in the province.

Motorists caught driving distracted in B.C. are dinged \$167, one of the lowest fines in Canada. That's compared to \$200 in Manitoba, and \$280 in Ontario and Saskatchewan.

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Half of Alberta drivers continue to rip through construction zones: Study

September 3, 2014, Global News (EDMONTON, ALBERTA)

Don't RIP through construction zones. That's the message Partners in Road Construction Safety have been trying to send to Alberta drivers for years, but it appears as though about half still aren't getting the message.

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B.C. police blitz set to target cellphone use

September 3, 2014, Vancouver Sun (VANCOUVER, B.C.)

The Insurance Corp. of B.C. and local police will launch a safety blitz Thursday to educate the public not to text, talk and drive, warning that you're four times more likely to crash if you're on the phone while driving.

Yet the Crown Corp. has no definitive data to show drivers using cellphones are most to blame for a rise in distracted driving crashes, saying those assumptions are based on the "best data available" from police officers, who attend 10 to 15 per cent of all serious crashes in B.C., those result in injury or death.

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Distracted driving is far too costly

September 2, 2014, The Record (NEW WESTMINISTER, B.C.)

If you think distracted driving isn't costing you, think again. The Insurance Corp. of B.C. announced Tuesday it plans to ask the B.C. Utilities Commission for a 5.2 per cent increase to basic insurance rates - citing distracted driving injury claims as a top reason.

According to ICBC, "Distracted driving is now the second-leading cause of car crash fatalities in B.C., with an average of 88 people killed each year, and the leading cause of rear-end crashes, which often result in injuries."

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Ontario's doctors and the Ontario Provincial Police are joining forces to champion pedestrian safety

September 2, 2014, Canada Newswire (TORONTO, ONTARIO)

Today, Ontario's doctors, along with the Ontario Provincial Police (OPP), launched a public awareness campaign, Pedestrian Safety is a Two-Way Street, urging both pedestrians and drivers to take charge of the safety of our roads.

With summer holidays over and kids back to school, the roads are busier. Pedestrians and drivers need to take extra precautions to ensure the safety of everyone, whether on foot or behind the wheel.

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Police urge road safety as children head back to school

September 2, 2014, Global News (TORONTO, ONTARIO)

Police across the Greater Toronto Area are urging motorists to be mindful of school zones as thousands of children head back to class today.

Toronto police, in partnership with the Toronto District School Board, launched its annual two week back-to-school campaign Tuesday.

The awareness strategy focuses on road-users and their poor driving habits.

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Distracted driving law enters third year of enforcement

September 1, 2014, 630ched.com (EDMONTON, ALBERTA)

It has been three years since a law was introduced to the province aimed at making the roads safer. A distracted driving law was introduced September 1st, 2011, banning you from driving while texting or talking on a phone. Violators have been given tickets or warnings.

Alberta Justice says from April 1, 2013 to March 31, 2014 there were 415 tickets given out in Edmonton and Jaime Friesen, Public Affairs with Alberta Transportation, says it is a serious problem.

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Canadian Events & Conferences in 2014 & 2015

TAC Fall Technical Meeting

Montreal, Quebec

September 24 - 27, 2014

[Learn more...](#)

TAC Annual Conference & Exhibition – Transportation – Past, Present & Future

Montreal, Quebec

September 28 - October 1, 2014

[Learn more...](#)

Toronto Centre for Active Transportation (TCAT) Complete Streets Forum

Daniel's Spectrum, Toronto, Ontario

October 6, 2014

[Learn more...](#)

National Teen Driver Safety Week

Various Events across Canada

October 19-25, 2014

[Learn more...](#)

ACT Canada (Association of Commuter Transportation of Canada) Sustainable Mobility and Healthy Communities Summit – 2014

Markham, Ontario

November 30 - December 3, 2014

[Learn more...](#)

25th CARSP Conference (formerly Canadian Multidisciplinary Road Safety Conference or CMRSC).

Call for Abstracts Now Open!

Delta Ottawa City Centre

Ottawa, Ontario

May 27 - 30, 2015

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If you are aware of road safety news items or upcoming conferences that should be included in this Safety News Digest, please forward them to info@carsp.ca

