Winnipeg Road Safety Strategic Action Plan

Public Engagement Summary

January 2021

Background

Road safety is important locally, nationally, and internationally. Motor vehicle collisions are the leading cause of death and disability in many jurisdictions, and result in significant economic costs, pain and suffering, and life-altering consequences. Over the last 10 years, Winnipeg has seen an annual average of 13 fatal collisions and 145 collisions resulting in serious injuries. In fact, while fatal collisions have decreased year-over-year, the number of injury-causing collisions has increased over the last 20 years. Serious injuries and deaths on the road are preventable. Winnipeggers, as a group, are becoming less tolerant of these incidents.

The *Winnipeg Road Safety Strategic Action Plan* will serve as a roadmap for implementing both short-term solutions and long-term investments over the next 3-5 years and beyond in a coordinated and focused manner, to ensure the City is doing its part in preventing serious injury and death on our roads.

Engagement

The *Winnipeg Road Safety Strategic Action Plan* features two phases of engagement for the public to provide input. The first phase of engagement ran from July to September 2020. Engagement through the summer included a series of meetings with each of the City of Winnipeg Community Committees, the Accessibility Advisory Subcommittee of the Human Rights Committee, and the Winnipeg Committee for Safety, as well as meetings with members of Council and key project stakeholders.

Phase 1 engagement also included online and in-person opportunities for the general public to provide input and feedback. These opportunities for the public ran from August 19 to September 30 and began to highlight areas of concern and potential opportunities for road safety improvements.

Phase 1 engagement aimed to assess the public's general awareness of road safety and key road safety issues and to gain insight into potential improvements to the road network the public's vision for safer roads in Winnipeg.

Feedback gathered during Phase 1 engagement, as well as technical data, has informed the internal Gap Analysis report (which will be used by the technical team). The internal Gap Analysis report highlights the current state of road safety in Winnipeg and identifies existing gaps and opportunities for improvement to road safety in Winnipeg.

Promotion

The first phase of public engagement opportunities were promoted throughout summer and early fall 2020 using the following methods:

- City of Winnipeg website – winnipeg.ca/roadsafetyplan launched August 19, 2020
- News release – August 19, 2020
- Facebook posts with 16,797 followers
- Promotional video (on webpage)
- Twitter posts with 78,700 followers
- City of Winnipeg public engagement newsletter with over 5,300 recipients
- Stakeholder email sent to 60 stakeholders
- Printed postcards (2,000) handed out at Pop Up events and distributed through MPI service centres and CAA offices
- Digital displays at MPI service centres
- Newspaper advertisements (Canstar and LaLiberté)
- Media coverage on CTV and Global TV



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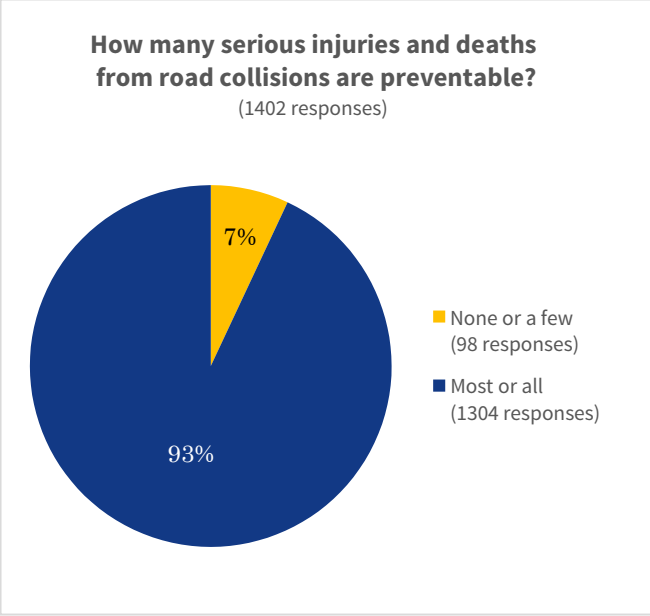
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Date	Activity	Details
July 30, 2020	Stakeholder Advisory Committee Workshop	11 representative agencies and organizations attended a virtual meeting to provide feedback on current road safety issues their organizations or members face, and opportunities for improvement.
August 19 – September 30	Public survey and mapping tool	802 participants completed an online or paper survey. Participants dropped 224 points on the mapping tool to indicate road safety issues on a particular street and intersections of concern, and characterize the issue.
August 6 – August 21	Representative public opinion survey	600 randomly recruited respondents of the general population sampling of adult Winnipeggers
August 19 – September 30	Discussion kit	Online and Paper formats 156 kits downloaded; four kits completed by 13 participants.
September 5 – September 15	Pop-up events (4)	165 participants visited pop ups and provided more than 150 comments at local farmers' markets, neighbourhood centres, and other community events. To encourage attendance, event materials advertised free bike tune-ups by the WRENCH at two of four events.
September 22 & September 24	Virtual engagement sessions (2)	24 participants had the opportunity to learn about the project and provide input during one of two Zoom virtual webinars.

Key Findings or What We Heard

- 93% of respondents (91% of online survey respondents and 96% of representative survey respondents) feel that most or all serious road injuries and deaths are preventable
- Reaching your destination safety and reaching your destination quickly are highest priorities when travelling
- Winnipeggers feel driver training has the biggest influence on road safety followed by road design
- Winnipeggers feel that roads are modestly safe for drivers and pedestrians, and quite unsafe for cyclists
- Of the main factors that pose a safety risk, drivers who disobey traffic controls, drive too fast for conditions, or are impaired or distracted while driving were identified as posing a major risk; similarly, distraction and disobeying traffic controls pose the major risks for pedestrians and cyclists



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What We Heard	How the Information is Being Considered
Improvements to road safety education need to be considered for all road users. This includes driver training and education at many ages and stages of life. Education is also important for vulnerable road users – cyclists, pedestrians - as road safety is everyone's responsibility.	Education is an important part of driver training and road safety. The project team will be looking at strategies to encourage further education for all road users in order to help develop a culture of road safety and respect between all road users. As education primarily falls under the jurisdiction of other road safety stakeholders, the project team will work with these stakeholders in the development of education strategies.
Further enforcement is required for drivers who do not comply to rules at crosswalks, signals, and stop signs, as well as those who disobey speed limits in and around school zones.	This information and other enforcement-related comments will be used to develop enforcement strategies, infrastructure design, and other methods of improving driver behaviour.
Road safety is a priority for the majority of Winnipeggers, as more than half of survey respondents feel that most serious road injuries and deaths are preventable, and that reaching your destination safely and reaching your destination quickly are highest priorities when travelling.	The project team will consider this information when defining the vision and focus areas.
Road design is a major influence for road safety. Gaps in infrastructure need to be addressed to improve safety for cyclists, pedestrians, and drivers, and to prevent conflicts between different modes of transportation.	The project team is reviewing locations highlighted by stakeholders and the public as problem areas. The project team will identify the nature of the safety risk and look for recurring issues to identify specific focus areas in the next phase of the project
Driver action is viewed to be the main contributing factor to major collisions and fatalities, which includes driving too fast for conditions, speeding, distracted driving, and carelessness.	The project team will consider this information as part of Phase 2 when defining the focus areas.
Winnipeggers feel that roads are modestly safe for drivers and pedestrians, and quite unsafe for cyclists.	The project team will consider this information as part of Phase 2 when defining the vision and focus areas.

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Next Steps

The first phase of public engagement helped the project team understand what is important to Winnipeggers when it comes to road safety, areas of concern, and areas for improvement. This input, combined with the findings from the technical process and collision data analysis, is being used to create the Gap Analysis and inform Phase 2 of the project, during which the project team will develop the vision for road safety and identify key focus areas for the *Winnipeg Road Safety Strategic Action Plan*.

In Phase 3, the project team will develop the strategies and actions to make Winnipeg's roads safer. These will be shared with stakeholders and the public to obtain further feedback. The information gathered will help shape the final Strategic Action Plan recommendations, to be presented to Council for their consideration in Summer 2021.

The full Winnipeg Road Safety Strategy Action Plan Phase One public engagement report, including appendices and verbatim comments can be found at winnipeg.ca/roadsafetyplan.

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