Winnipeg Road Safety Strategic Action Plan

Phase 3 Engagement Summary

Background

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 five 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.

The Strategic Action Plan is important, as 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.

Engagement

There were three engagement phases to this project: Phases 1 and 3 included public engagement, whereas Phase 2 solely included stakeholders.

Phase 1 engagement ran from August to September 2020, and included a series of online and in-person opportunities for members of the public to provide input and feedback. These opportunities for the public 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 and the public's vision for safer roads in Winnipeg.

Phase 2 engagement was focused on stakeholders, and comprised a single stakeholder workshop in June 2021. The workshop gathered feedback on five focus areas, which the project team developed based on Phase 1 public engagement feedback, as well as collision data and technical expertise.

In September 2021, Phase 3 engagement gathered public feedback on the draft focus areas and actions to confirm they reflect Winnipeggers' values and priorities and identify any concerns with the draft documents. These focus areas and actions will help the City allocate resources and develop targeted action and implementation plans to improve road safety. A summary of the Phase 3 public and stakeholder engagement opportunities is included in Table 1.

Promotion

Throughout the program, engagement opportunities were promoted using the following methods:

- City of Winnipeg website – winnipeg.ca/roadsafetyplan - updated September 7, 2021
- News release – September 8, 2021
- Facebook posts to nearly 17,000 followers
- Promotional video (on webpage)
- Twitter posts to more than 78,000 followers
- City of Winnipeg public engagement newsletter sent to over 5,300 recipients
- Stakeholder email sent to 60 stakeholders
- Printed postcards (500) handed out at Pop-up events and distributed through CAA offices and City of Winnipeg libraries
- French and English newspaper advertisements
- Media coverage with CJOB, CBC Radio Canada, and The Uniter



Bronx Park Farmers' Market pop-up event.

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Date	Activity	Details
June 17, 2021	Stakeholder Advisory Committee workshop	12 individuals representing 9 agencies and organizations attended a virtual meeting to review the actions and to provide preliminary input on prioritization to the focus areas and the actions within each focus area.
September 7 – September 30	Public survey	246 participants completed an online or paper survey.
September 11 – September 23	Pop-up events (4)	114 participants visited pop-ups at local farmers' markets, neighbourhood centres, and other community events and provided 40 comments.

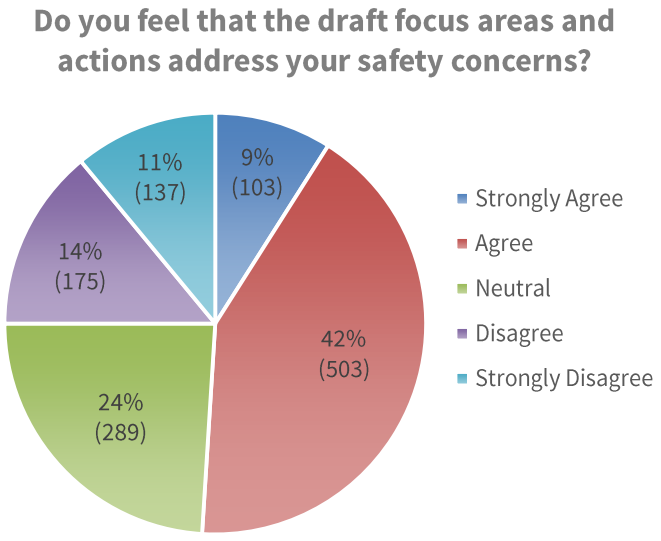
What We Heard

Overall, 49 percent survey respondents (121 of 246) feel that the draft focus areas and actions address their road safety concerns. A breakdown of each focus area is below:

- 57 percent of respondents (139 of 242) agree or strongly agree that the proposed signalized intersection actions address their safety concerns;
- 54 percent of respondents (130 of 241) agree or strongly agree that the proposed pedestrian actions address their safety concerns;
- 50 percent of respondents (121 of 242) agree or strongly agree that the proposed cyclist actions address their safety concerns;
- 72 percent of respondents (110 of 240) agree or strongly agree that the proposed speed actions address their safety concerns; and
- 44 percent of respondents (106 of 240) agree or strongly agree that the proposed road safety culture actions address their safety concerns.

In each focus area, participants were asked if anything was missing or unanswered that they felt is important. The comments received, and how they are being considered, are reflected in the What We Heard table on the following page.

Phase 3 of engagement had a lower public participation rate than Phase 1. It became evident in the survey responses and comments received in person at the pop-ups, that this is due in part to the technical nature, transportation focused language, and complexity of the Road Safety Strategic Action Plan. Many participants provided comments related to current issues and location specific concerns, rather than action-specific feedback. Many respondents indicated actions were missing when in fact, they are included in the plan; this could suggest the actions were too technical in nature for participants to understand.



**Graph is based on 1205 responses on all five focus areas*

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What we heard	How the Information was considered
This table highlights issues and concerns that participants felt were missing or not reflected in the draft actions. Please see the full Public Engagement Report for more information.	
Focus Area: Signalized intersections Respondents want to see an increase in pedestrian and cycling crossing times, as well as priority lighting for pedestrians and cyclists at signalized intersections. Respondents also want better seasonal maintenance around signalized intersections, including snow clearing of roadways, cycling lanes and sidewalks, and tree pruning for better visibility.	Many comments received relate to existing draft actions within the signalized intersections focus area and the pedestrian and cycling focus areas. All comments were reviewed and considered by the technical team to ensure existing actions met their intent; in cases where this was not the case the team proposed new actions to capture the feedback received.
Focus Area: Pedestrians Similar to signalized intersection focus area comments, respondents want to see increased crossing times for pedestrians at signalized intersections, eye-level flashing lights at crosswalks, and more pedestrian education, including distracted road use and respect for other modes.	Many comments received relate to existing draft actions within the pedestrian focus areas. All comments were reviewed and considered by the technical team to ensure existing actions met their intent; in cases where this was not the case the team proposed new actions to capture the feedback received. Education primarily falls under the jurisdiction of other road safety stakeholders. The action plan identifies the need for the City to promote and participate in educational initiatives led by other agencies, where possible.
Focus Area: Cyclists Respondents noted they want to see cyclists licensed and pay insurance similar to drivers, to help with enforcement and Manitoba Public Insurance claim information. Respondents also noted that many near misses are not reported, and it would be beneficial to have a resource outlining how to report near misses between drivers and cyclists, with repercussions for those at fault. Respondents also want to see more thorough cyclist training throughout different stages of life, rather than just a focus on school age cyclists.	Many comments received relate to existing draft actions within the cyclist and road safety culture focus areas. All comments were reviewed and considered by the technical team to ensure existing actions met their intent; in cases where this was not the case the team proposed new actions to capture the feedback received. This information, as well as enforcement-related comments, is being used to refine enforcement strategies, infrastructure design, and other methods of improving driver behaviour.

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Focus Area: Speed Respondents want to see an increase in speed limit signage throughout the city, including default speed limit signage, as well as an increase in traffic calming measures such as speed bumps and roundabouts, or reduced speed limits.	Many comments received relate to existing draft actions within the speed and road safety culture focus areas. All comments were reviewed and considered by the technical team to ensure existing actions met their intent; in cases where this was not the case the team proposed new actions to capture the feedback received.
Focus Area: Road safety culture Respondents feel that aggressive driving has not been captured in the road safety culture actions and requires a clear way to report and enforce aggressive driving, as well as education about and encouraging alternative modes of transportation, other than driving.	Education primarily falls under the jurisdiction of other road safety stakeholders. The action plan identifies the need for the City to promote and participate in educational initiatives led by other agencies, where possible. This information, as well as enforcement-related comments, were used to refine, and/or propose new actions to capture the feedback received in relation to enforcement strategies, infrastructure design, and other methods of improving driver behaviour. An action specific to partnering on aggressive driver education campaigns was added to the plan.

Next Steps

Information gathered during Phase 3 engagement will help refine the final Road Safety Strategic Action Plan recommendations, to be presented to Council for their consideration in 2022.

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



Winnipeg Central Global Market in Central Park pop-up event.

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