

Ottawa Road Safety Results

for 2009

498,120	Registered vehicles (2.5% increase from 2008)
635,000	Licensed drivers (1.4% increase from 2007)
15,479	Total collisions on all federal, provincial and municipal roadways within city limits
26	Deaths from collisions in Ottawa: 11 drivers, 5 passengers, 2 motorcycle drivers, 2 cyclists and 6 pedestrians
4,000	People injured in collisions: 2,322 drivers, 973 passengers, 346 pedestrians, 240 cyclists, 105 motorcycle drivers and 14 motorcycle passengers
8,499	Number of red light camera violations
72,000	Aggressive driving charges (approximation from Ottawa Police, O.P.P. and R.C.M.P.)
\$788 million	Estimated social cost of Ottawa's 2009 traffic collisions

TOP 10 COLLISION LOCATIONS

Baseline Road and Woodroffe Avenue	40
Heron Road and Riverside Drive	35
Hunt Club Road and Riverside Drive	33
Bank Street and Heron Road	32
West Hunt Club Road and Woodroffe Avenue	32
Innes Road and Jeanne D'Arc Boulevard	31
Belfast Road and St. Laurent Boulevard	29
Coventry Road and St. Laurent Boulevard	29
Innes Road and Tenth Line Road	29
Beechwood Avenue and Crichton Street	28

Speeding Costs You Deerly Campaign Continues to be a Success

Since the *Speeding Costs You Deerly* campaign first ran in 2006, the number of deer-vehicle collisions has decreased by 38 per cent over four years. Between 2003 and 2005, the average number of deer-vehicle collisions during the months of October and November - the peak period for the movement of deer - was 344. The number dropped to 298 in the fall of 2006, 236 in the fall of 2007, 214 in the fall of 2008 and further dropped to 213 last fall. These collision reductions result in an estimated social cost savings of \$1.1 million.

In 2009, the *Speeding Costs You Deerly* campaign received an environmental award from the Ottawa-Carleton Wildlife Centre - only the second award given by the Ottawa-Carleton Wildlife Centre in its 22 year history. This is the second major award won for the campaign.



2009 INTEGRATED ROAD SAFETY PROGRAM (IRSP) ACHIEVEMENTS

- The IRSP's Selective Traffic Enforcement Program (STEP) ran its sixth year of conducting monthly education and enforcement campaigns.
- Ottawa Public Health nurses teamed with Ottawa Police Services to conduct two roadside child car seat safety awareness campaigns.
- Organized R.I.D.E. check points in partnership with Mothers Against Drunk Driving (MADD) Ottawa and the Ottawa Alliance on Impaired Driving.
- Provided sample helmet and bicycle safety activities to "Children @ Play: Back to the Basics" - training events for community house staff working with children.
- Initiated an on-street education and enforcement campaign to increase cycling safety, which included the handing out of 500 bicycle bells.
- City traffic engineers and Ottawa Police worked collaboratively to address high collision intersection concerns.
- Initiated a roundabout education and awareness project.
- Conducted an initiative to increase traffic safety in construction zones.
- Initiated pilot project to increase stop sign safety through the installation of warning signs in advance of high-risk intersections.
- Re-profiled the *Speeding Costs You Deerly* campaign, an awareness campaign to reduce speeding on high-risk roads for deer-vehicle collisions.
- Conducted major awareness campaigns to increase pedestrian safety and decrease distracted driving.

PEDESTRIAN SAFETY AND DISTRACTED DRIVING: Major Focus in 2009

Pedestrian safety and distracted driving were selected for major focus of the Program in 2009 (a) because unusually high pedestrian traffic fatalities were recorded in 2008, and (b) to coincide with the introduction of new provincial legislation banning the use of hand-held communications and entertainment devices while driving.

Pedestrian Safety Campaign - *Walk Like Your Life Depends On It.*

The 10-week campaign made use of television and radio ads, bus boards, posters and pull-up displays. It also included the distribution of information cards, outlining vital statistics and tips on how to prevent traffic collisions with pedestrians. Approximately 7,000 information cards were handed out by the Ottawa Police and through community events, and thousands more are being distributed by the Ottawa Safety Council as part of the City's School Outreach Traffic Safety Program.

A total of 57 pedestrian safety-related charges (to both pedestrians and drivers) were laid by Ottawa Police during

the campaign. Collisions with pedestrians remained on pace with figures from the previous year.

Distracted Driving Campaign - *Distractions Impair. Driving Requires Your Full Attention.*

The campaign began on October 26, 2009, the day the new provincial legislation came into effect, and is ongoing. The relationship between impaired driving and how distractions impair your driving is being emphasized through television and radio ads, bus boards, posters and pull-up displays. Information cards outlining traffic collision data due to distracted driving and tips on how to reduce distractions while driving are also being distributed.

Until 1 February 2010, the primary emphasis of the campaign's on-street initiative was on education through the handing out of information cards and warnings by Police. Following this initial grace period, the focus shifted to enforcement of the new laws.

ASSISTANCE FROM COMMUNITY PARTNERS

The IRSP's campaign planning was assisted by CAA North & East Ontario, MTO and Young Drivers of Canada. The IRSP thanks its community partners for their commitment to the Program and dedication to road safety.

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