Road Safety...It Starts With You: An Ontario Perspective

American Association of Motor Vehicle Administrators

2001 International Conference

Nashville, Tennessee

Ontario Ministry of Transportation

Safety and Regulation Division

Road User Safety Branch

August, 2001

Presentation Content

- Ontario's standing in North American context
- Ontario's approach to road user safety
- Safety Agenda
  - **Drinking and driving**
  - **Non-use of seat belts/child seats**
  - **Commercial vehicles**
  - **Novice drivers**
  - **Senior drivers**
  - **Aggressive and inattentive driving**
- Minister of Transportation's Action Plan for Safer Roads
- Getting message across through public education and social marketing
- Creating a knowledge base through research
- Planning for Minister's Symposium on Aggressive Driving
- Conclusions - sharing Ontario's approach

Ontario is a prominent North American jurisdiction

- Ontario's population estimated at 11,699,344 (July, 2000)
- Ontario's population ranks 7th among Canadian and U.S. jurisdictions
  - **Greater Toronto Area (4.7 million people) 6th ranking urban area among Canadian and American jurisdictions**
- Accounts for 42.4% of Canada's Gross Domestic Product
- U.S. accounts for 93.5% of Ontario's export market
- Motor vehicles, parts and accessories account for 41.1% of exports
- Land area is 891,190 square kilometres, bigger than New York, Pennsylvania, Ohio, Michigan, Minnesota, Wisconsin, Vermont and New Hampshire combined.
- More than 8.1 million licensed drivers (increasing 2% per year)
- About 7.1 million registered motor vehicles (increasing 1.4% per year)
- The social and business costs of motor vehicle collisions are approximately $9 billion annually


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Ontario Roads
US Roads
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Duluth
Sault Ste. Marie
Sudbury
North Bay
Ottawa
Montreal
Minneapolis
Lake Huron
400
401
Barrie
Oshawa
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Windsor
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Cleveland

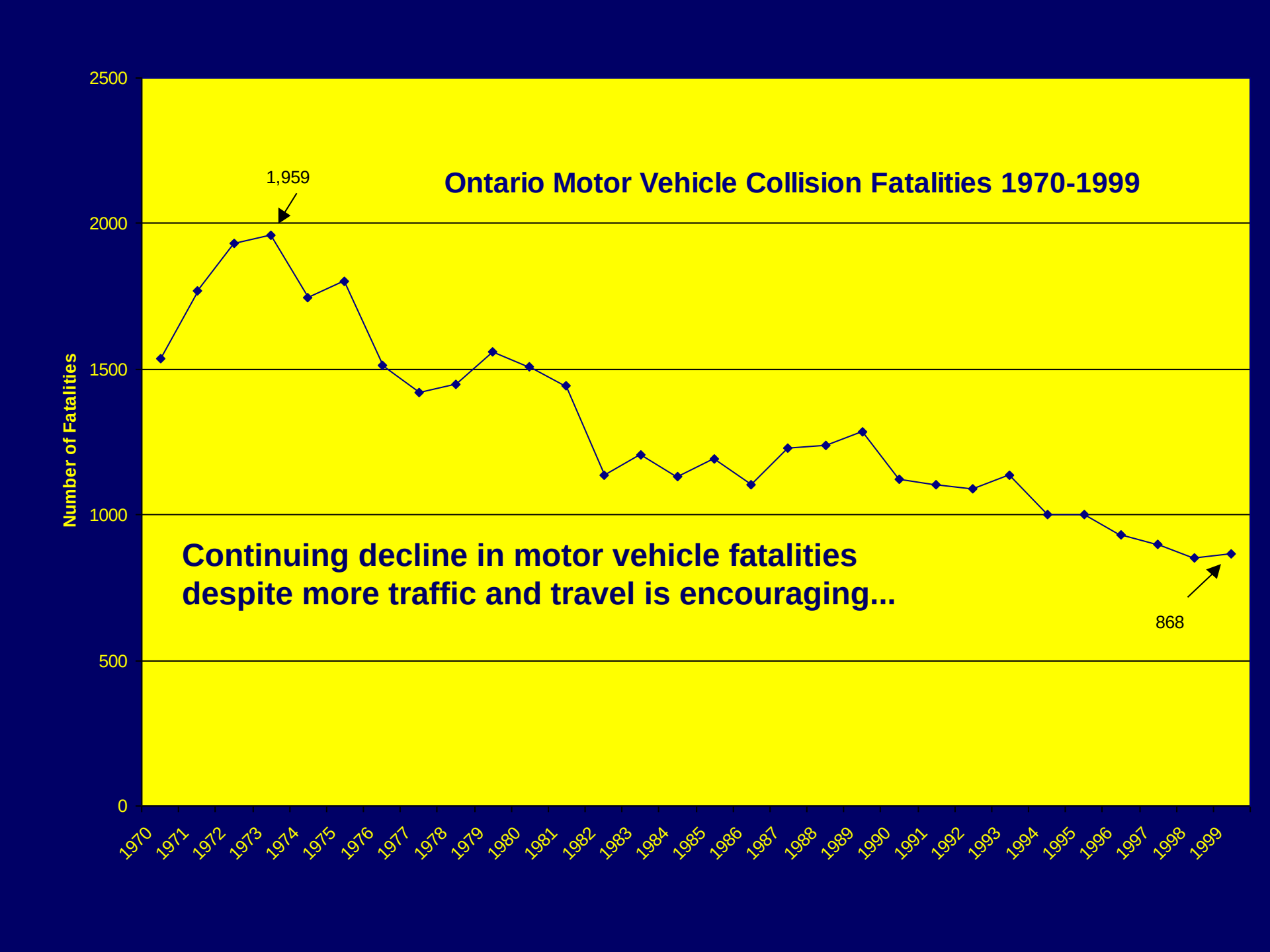

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Lake Huron
Toronto
Lake Michigan
Lake Ontario
Portland
Milwaukee
Buffalo
Niagara Falls
Detroit
Windsor
Boston
Des Moines
Chicago
New York
400 KM (250 miles)
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Charleston
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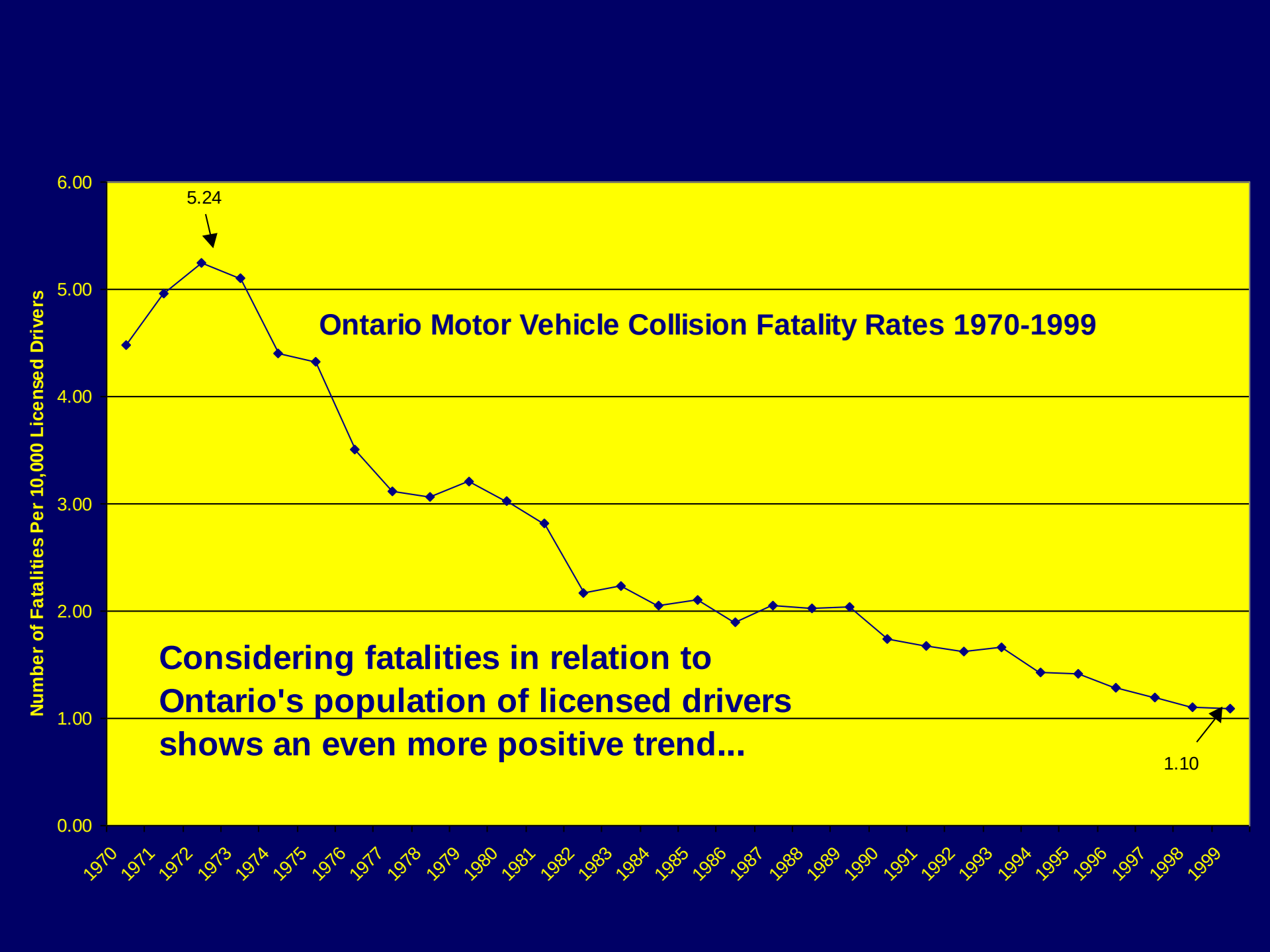
A Week In The Life of MTO

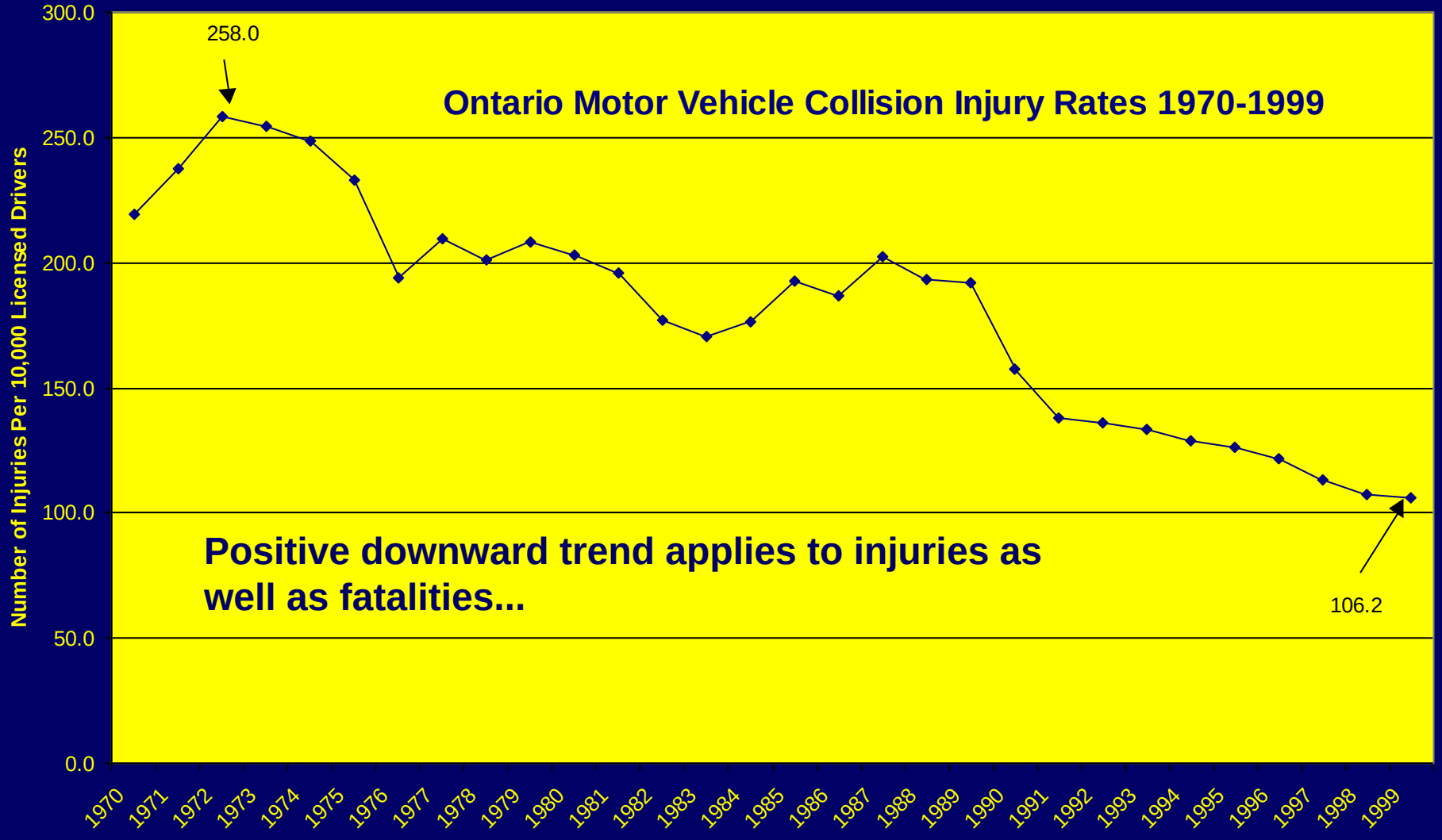
- 10,548 written tests
- 13,877 road tests
- 170 driver interviews (group and one-on-one)
- 1,488 truck inspections
- 5 million electronic transactions
- 8,000 calls to Licensing Administration Office from the public
- 1,400 requests from municipal and provincial courts
- 4,186 calls to Driver Improvement Office
- 2,261 Private Issuer calls to hotline
- Approximately 4,200 collisions and 17 fatalities

A growing population and economy means more drivers and vehicles...

	1976	2000	Change
Population	8,265,000	11,669,344	+41.2%
Drivers	4,315,925	8,121,374	+88.2%
Vehicles	4,089,954	7,181,056	+75.6%

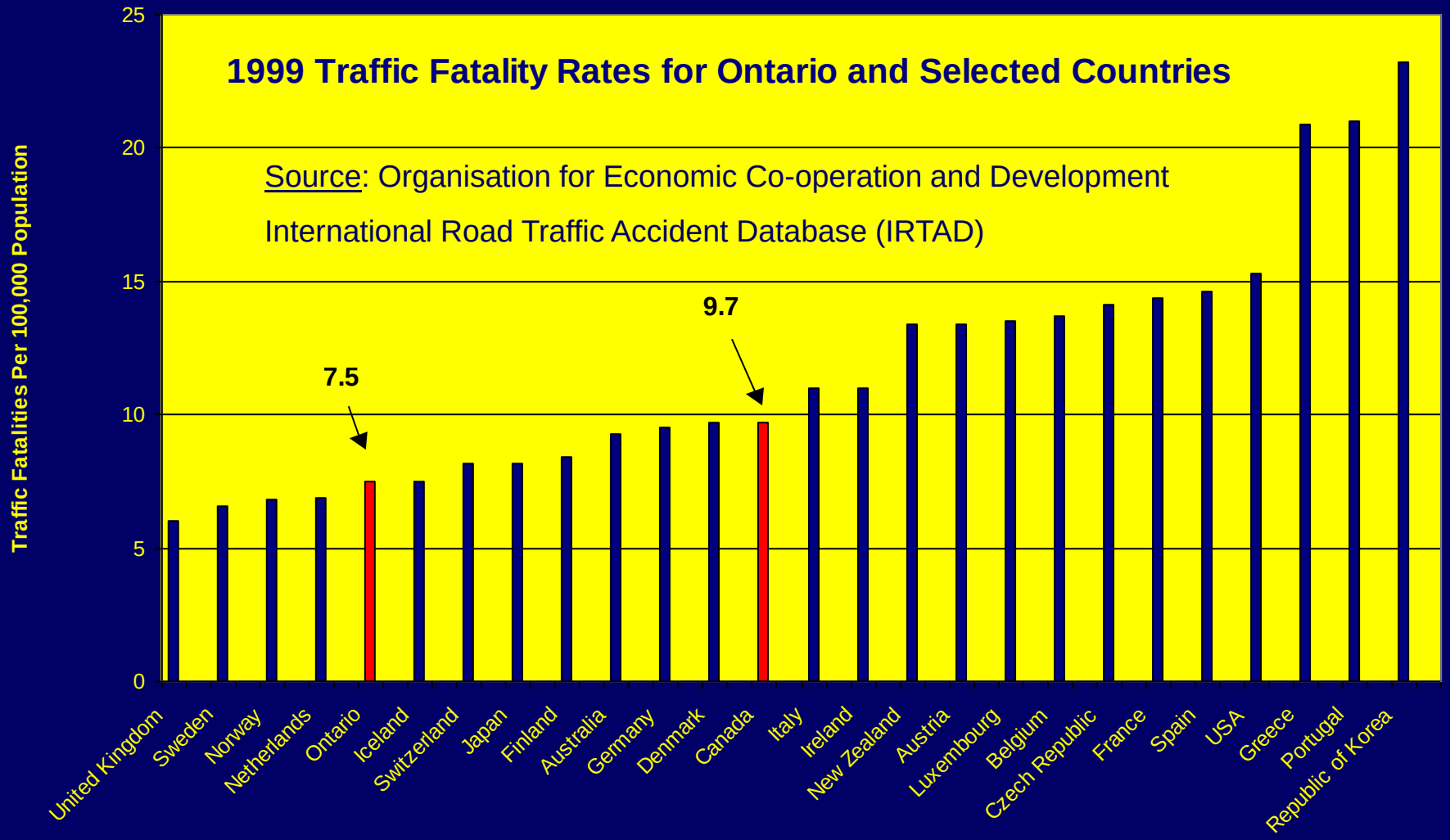

Ontario Motor Vehicle Collision Fatalities 1970-1999
Number of Fatalities
2500
2000
1500
1000
500
0
1,959
868
Continuing decline in motor vehicle fatalities
despite more traffic and travel is encouraging...
1970
1971
1972
1973
1974
1975
1976
1977
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1979
1980
1981
1982
1983
1984
1985
1986
1987
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1989
1990
1991
1992
1993
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1995
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1998
1999


Ontario Motor Vehicle Collision Fatality Rates 1970-1999
Number of Fatalities Per 10,000 Licensed Drivers
6.00
5.00
4.00
3.00
2.00
1.00
0.00
5.24
1.10
1970
1971
1972
1973
1974
1975
1976
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1981
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1999
Considering fatalities in relation to
Ontario's population of licensed drivers
shows an even more positive trend...


Ontario Motor Vehicle Collision Injury Rates 1970-1999
Number of Injuries Per 10,000 Licensed Drivers
300.0
250.0
200.0
150.0
100.0
50.0
0.0
258.0
106.2
Positive downward trend applies to injuries as well as fatalities...
1970
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1999

Ontario has risen to "best in class" status according to our most recent numbers…

- Ontario making impressive gains in road user safety
- 1.10 fatalities per 10,000 licensed drivers in 1999
- Best record in Canada and 2nd only to Massachusetts in all of North America
- Ontario is part of the Road Safety Vision 2010, a national initiative striving to make Canada's roads safest in world
- Road user safety is a continuing high priority for Government of Ontario and its many partners


1999 Traffic Fatality Rates for Ontario and Selected Countries
Source: Organisation for Economic Co-operation and Development
International Road Traffic Accident Database (IRTAD)
Traffic Fatalities Per 100,000 Population
25
20
15
10
5
0
7.5
9.7
United Kingdom
Sweden
Norway
Netherlands
Ontario
Iceland
Switzerland
Japan
Finland
Australia
Germany
Denmark
Canada
Italy
Ireland
New Zealand
Austria
Luxembourg
Belgium
Czech Republic
France
Spain
USA
Greece
Portugal
Republic of Korea

Achieving success with an integrated and holistic approach to road user safety...there is no silver bullet

- Combine legislative/regulatory, public education, enforcement and infrastructure initiatives
- Enlist broad range of partners (private industry, safety organizations and local grass roots groups...volunteers are key)
- Commit to philosophy of continuous improvement...there is no finish line!
- Knowledge-based approach to intervention (benchmark best practices, research, measure performance)
- Focus on raising public awareness...knowledgeable road users are more like to comply with laws and regulations

Ontario's road user safety agenda is focussed on six central issues:

- Drinking and driving
- Non-use of seat belts/child seats
- Commercial vehicles
- Novice drivers
- Senior drivers
- Aggressive and inattentive driving

Ontario devotes intensive efforts to road user safety

- An enduring government priority and dedication to improvement by all partners
- 3 separate pieces of road safety legislation and associated regulations since 1996
- Target specific road users and specific types of road user behaviour
- Laws and penalties complemented by increased traffic enforcement and public education partnerships

Drinking and driving successes are impressive, but more needs to be done

Crashes involving drinking & driving on Ontario roads declining significantly:

- In 1988, 382 fatal collisions involved a drinking driver and 36% of all fatal collisions involved a drinking driver
- In 1999, 170 fatal collisions involved a drinking driver and 22% of all fatal collisions involved a drinking driver

But remains a significant health & social problem:

- In 1999, drivers in **fatal** collisions were about 6 times more likely to have been drinking than drivers in collisions of all types
- Collisions involving alcohol cost Ontario about $2 billion per year

Ontario has adopted a tough approach towards drinking and driving

- Higher fines and penalties
- New programs
- A focus for enforcement community
- Dedication and efforts of anti-drinking and driving groups

Recent programs making a difference in war against drinking and driving

Vehicle Impoundment Program

- More than 3,300 vehicles impounded when persons caught driving while suspended for driving-related Criminal Code of Canada offences since program implemented in Feb. 1999

Mandatory Remedial Measures Program

- More than 37,000 drivers notified of requirement to complete a mandatory remedial assessment and education or treatment program prior to licence reinstatement since program implemented in Sept. 1998

Increased Licence Suspensions

- Increased to 3 year & lifetime for convicted 2nd & subsequent offenders respectively (Note: 1 year suspension for 1st conviction)
- Potential reduction of lifetime suspension for 3rd time offenders after 10 years if meet certain conditions.

Recent programs making a difference in war against drinking and driving (Cont'd)

Driver Record Search Length

- Driver "look back" period from 5 years to "rolling" 10 year window

Increased Fines

- Increased fines for drivers who drive while suspended - 1997
- As of July 1, 1999, minimum fines for first offence doubled

Administrative Licence Suspension

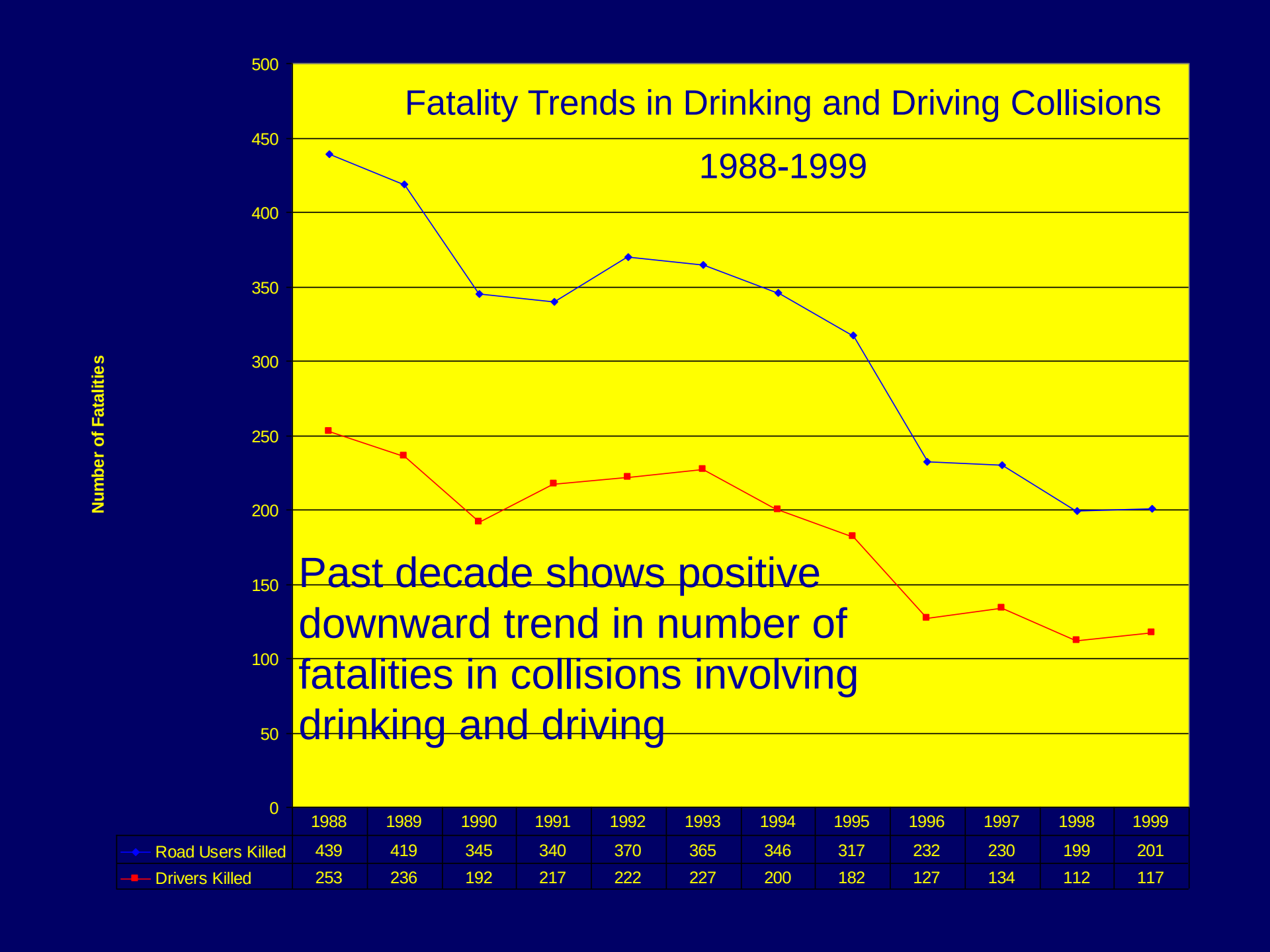
- More than 90,000 drivers have received 90 day administrative driver licence suspensions for being charged with exceeding .08 BAC since program implemented in 1996

Ontario has a strong history of implementing drinking and driving countermeasures

- Increased resources for courts and police enforcement - 1997
- Doubled funding for province-wide enforcement blitz "Reduce Impaired Driving Everywhere" (RIDE) programs
- Graduated licensing - zero Blood Alcohol Concentration (BAC) for novice drivers - 1994
- 12 hour roadside suspensions for over 50 mg% BAC or refusal to provide sample - 1980s
- Public education & community awareness programs - initiated in 1980s

Ontario's ignition interlock program is one more tool in the war on drinking and driving

- Ontario's pioneering interlock legislation has passed, currently working to secure service providers
- After serving current sanctions (including licence suspension) offenders will have to drive with interlock device or stay off the road
- Interlock will be required:
  - minimum of 1 year for first offence
  - minimum of 3 years for second offence
  - indefinitely for third offence
  - licence will never be reinstated if convicted a fourth time



	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Road Users Killed	439	419	345	340	370	365	346	317	232	230	199	201
Drivers Killed	253	236	192	217	222	227	200	182	127	134	112	117

Buckling up - single best action to lower risk of death and injury for crash-involved vehicle occupants

- 2000 survey of belt usage in Canada shows 91.7% of Ontario vehicle occupants use seat belts (2nd best in nation)
- Ontario first North American jurisdiction to require use of seat belts (1976) and child seats (1982)
- Transport Canada estimates 5 lives saved in Ontario for every 1% increase in belt use rate
- Between 1990 and 1995, an estimated 7,700 lives saved in Canada by seat belt use

Staggering toll from non-use and misuse of vehicle occupant restraints warrants continued efforts

- National Occupant Restraint Program (NORP) promotes seat belt usage Canada-wide
- NORP target is 95% belt use rate nation-wide
- Non-use of seat belts factor in about 30% of Ontario road fatalities
- Trained inspectors at child seat clinics estimate 80% of child seats installed improperly
- Unbelted vehicle occupants involved in collisions cost health care system twice as much as belted occupants

Ontario's commercial vehicle strategy is having a positive impact on safety

- Four-pronged Commercial Vehicle Safety Strategy developed in 1996:
  - detection (41 inspection stations, 6 mobile inspection stations, 350 enforcement officers, 42 facility auditors, 200 patrol vehicles)
  - deterrents (highest fines in North America)
  - incentives (fines, enforcement encourage carriers to make safety investments)
  - safety standards (revised inspection and maintenance standards)
- Joint government/industry taskforces on truck and bus safety helped form basis of action plan

Fewer collisions involving large trucks and declining out-of-service rates

- Between 1994 and 1999, collision involvement of large trucks dropped by 13.8% even though number of registered large trucks increased 19.3%
- Wheel separation incidents decreased from more than 200 in 1997, to 97 in 1998 and 78 in 1999
- Out-of-service rates improving; out-of-service rate for RoadCheck truck inspection blitz in 2000 was down to 22.4%, the fifth year in a row it declined.
- These initiatives also aim to:
  - reduce disruption to our major economic corridors
  - provide incentives for carrier safety investment

School buses are the safest way to travel on Ontario's roads

- On average day school vehicles travel 1.8 million kilometres on Ontario roads and carry 920,000 children
- 16,000 vehicles registered as school vehicles
- Approximately one child fatally-injured each year
- Typically, child is struck by bus during loading/unloading
- Ontario's licensing and inspection standards are most stringent in Canada
- Key safety issues include:
  - Driver training
  - School bus loading and unloading procedures
  - Illegal passing of school buses by motorists

Ontario one of the first jurisdictions to introduce graduated licensing for novice drivers

- Historically high collision risk for novice drivers
- Two level graduated licensing system implemented April 1994 for passenger vehicle and motorcycle drivers
- Comprehensive set of restrictions at Level 1 and Level 2
- Minimum time periods for each level, maximum (5 years) for exiting system
- Comprehensive, research-based road test to exit Level 2

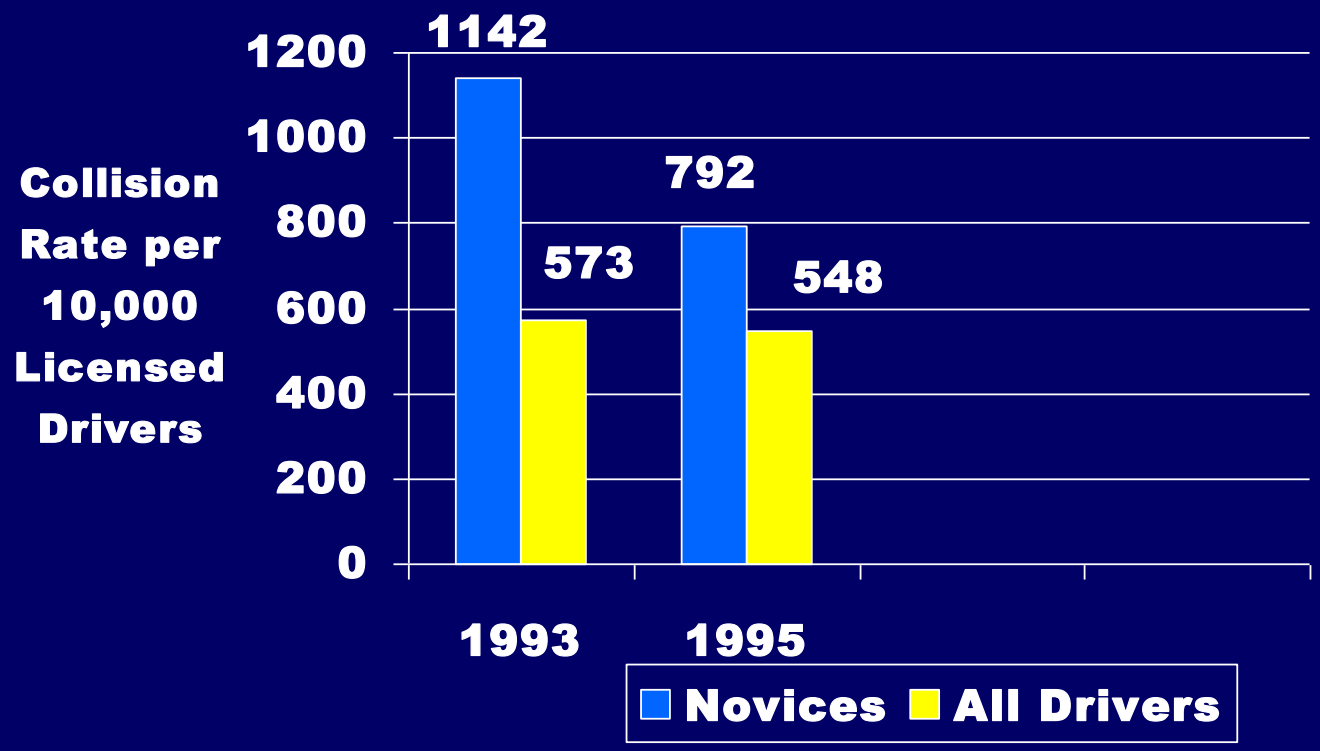
Extensive restrictions minimize risk for novice drivers

Passenger Vehicle Class "G"

- GLS Level 1
  - Accompanying driver*
  - All passengers belted
  - Zero BAC
  - Night-time curfew
  - Cannot drive on freeways/expressways
  - 1 year length, but 4 month discount for approved driver education course
- GLS Level 2
  - Zero BAC
  - All passengers belted
  - Pass advanced road test to exit

*Accompanying driver cannot exceed .05 BAC and must be only front seat passenger

Before-after analysis shows graduated licensing reduces novice driver risk



Preliminary results show collision rate for 1995 novices dropped 31% compared to only 4% for general population.

Ontario's graduated licensing program shows tangible benefits

- Considering collision experience of 1995 novice drivers, preliminary results show program resulted in:
  - 8,500 fewer damaged motor vehicles
  - 900 fewer visits to emergency rooms
  - 2,000 fewer days in hospital
  - 800 fewer ambulance calls
  - 13,000 fewer hours of police investigation time

Senior driver issues subject to increasing public and media scrutiny

- Fastest growing segment in driver population
- Since 1988, number of 75-year-plus drivers in Ontario has more than doubled to 354,581 in 1999 (127% increase)
- Road safety partners work with seniors' groups on intersection safety, pedestrian safety and other safety issues
- For many seniors, especially those residing in rural and suburban areas, driving is synonymous with independence

What are the facts associated with senior drivers?

- Collision-involved older drivers are more likely to fail to yield right of way or make improper turns
- Collisions more likely to occur at intersections or entering/exit driveways
- Older drivers tend to voluntarily limit their driving
- Key safety issue is increasing prevalence of chronic diseases associated with aging
- Increased frailty means older drivers involved in crash more likely to be killed or injured

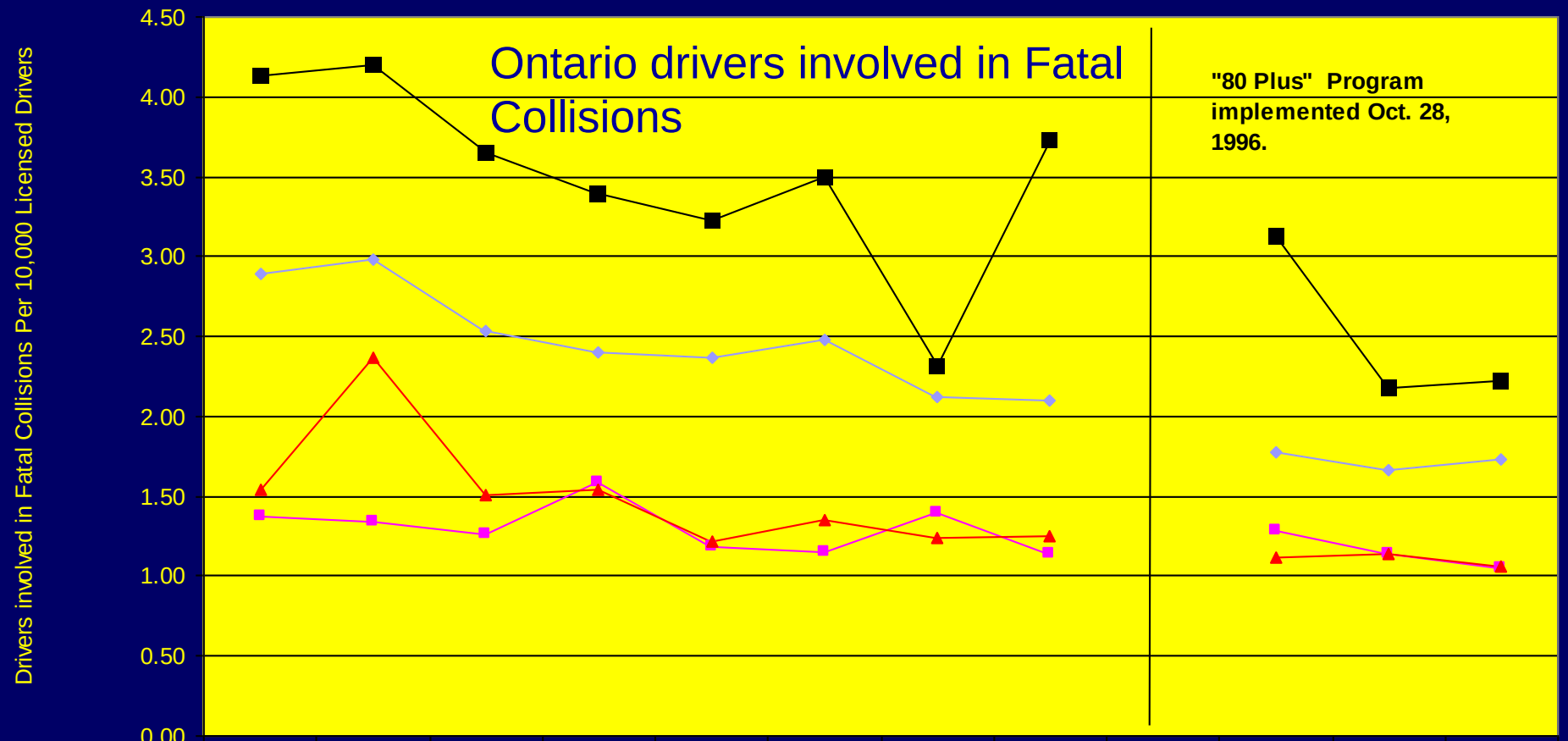
Ontario's "80 Plus" Program uses unique approach to assess senior drivers

- Program implemented October 28, 1996
- Program outline:
  - Licence renewal on 2 year cycle beginning at age 80
  - Required to pass vision and knowledge test
  - 90 minute group education session focusses on age-related driving problems and strategies for risk reduction
  - Driver record review by group counsellor trained in driver improvement
  - Road test for identified at-risk drivers

"80 Plus" Program is complemented by other supporting programs

- Mandatory physician reporting of patients aged 16 and over with medical condition that may make driving dangerous
- Mandatory vision, knowledge and road test for all drivers aged 70 and over convicted of collision-related traffic violation
- Demerit point system (applies to all drivers including those 80 and over)

Evaluation of New 80 Plus Program shows positive influence



	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
All Drivers	2.89	2.98	2.54	2.40	2.37	2.47	2.13	2.10		1.78	1.66	1.74
55-59	1.38	1.34	1.26	1.59	1.19	1.16	1.40	1.14		1.28	1.14	1.05
65-69	1.54	2.37	1.50	1.55	1.22	1.35	1.24	1.25		1.12	1.13	1.06
80+	4.13	4.20	3.66	3.40	3.23	3.50	2.31	3.72		3.12	2.18	2.22

What conclusions can be drawn from evaluation of Ontario's "80 Plus" senior driver program?

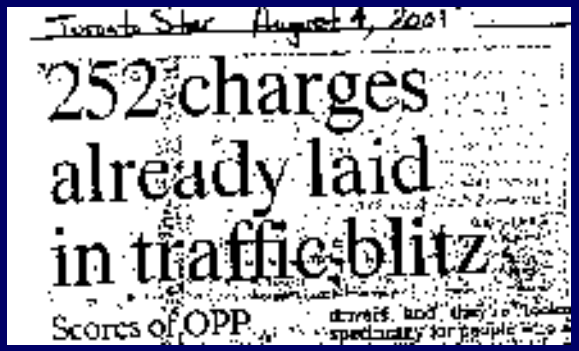
- There has been a substantial downward trend in fatal collision involvement rates for all comparison groups and the "80 Plus" program group
- When compared to average for 1988-95 period, the fatal collision involvement rates for drivers aged 80+ in both 1998 and 1999 are substantially lower
- By 1999, fatal collision involvement rate for drivers aged 80+ was 36.8% lower than the average for 1988-95
- In 1999, the corresponding reduction for the general driving population was 30.2%
- Suggests current program is having positive influence on fatal collision involvement risk of senior drivers

Aggressive and inattentive driving are today's "hot" road safety issues

- Widely held perception that aggressive driving is on the increase
- Aggressive driving concerns have been reinforced by surveys, media attention and police services campaigns
- In 1999 almost 1/3 of collision-involved Ontario drivers may have been driving aggressively prior to collision
- Issues of driver distraction/inattention focus on driver use of cell phones



Road rage:
You could be next
Bob MacDonald



Toronto Star August 4, 2001
252 charges already laid in traffic blitz
Scores of OPP



Road rage and regrets



'We're all angry' at each other



Car speeds off after woman motorist shot while stopped for light at Danforth and Warden
ROAD RAGE



'Ticked' SUV driver crashes on 401



Driver caught with his pants down



Watch out: It's the age of rage
'We're all angry



Bullet goes home
Woman wounded in road-rage shooting 'lucky'

What do we do about aggressive driving?

- Surprisingly little known about actual frequency of aggressive driving and its underlying causes
- About twenty exploratory behavioural studies in scientific journals since 1968, based on small samples

Distinguishing between road rage and aggressive driving

- ***Road rage*** : **criminal** acts **intended** to physically harm other road users
- Rare, extreme form of aggression
- Triggered by disputes over inconsiderate driving practices and minor collisions
- Increasing compliance with traffic laws should reduce road rage

Need clear definition of aggressive driving for effective intervention

- Recent MTO literature review suggested the following definition:

  - **A driving behaviour is aggressive if it is deliberate, likely to increase the risk of collision and is motivated by impatience, annoyance, hostility and/or an attempt to save time.**

Aggressive driving can be broken down into typical driver behaviours

- Specific behaviours that are associated with aggressive driving include:
  - tailgating
  - weaving in and out of traffic
  - improper passing
  - passing on road shoulder
  - improper lane changes
  - failure to yield the right of way
  - disobeying traffic controls
  - preventing others from passing
  - unwillingness to co-operate with other motorists in heavy traffic
  - driving at speeds far in excess of norm

Is there an aggressive driver profile?

- Almost any driver can exhibit aggressive behaviours from time to time
- Frequent offenders are likely to be:
  - relatively young
  - male
  - in traffic situations which confer anonymity and/or where escape is likely
  - generally disposed to sensation-seeking or aggressiveness in other social situations
  - angry due to other life events
  - believe they possess superior driving skills

2001 Canadian Driving Survey confirms public concern about aggressive driving

- Recent survey commissioned by The Steel Alliance and Canada Safety Council
- 1,002 telephone interviews in national consumer omnibus survey
- 77% of respondents believe aggressive driving is on the increase (80% of Ontarians)

2001 Canadian Driving Survey - detailed results by driver action

- Percentage of Ontario respondents admitting to one of following acts during past year:
  - driven through amber light while turning red (68%)
  - driven 20 kms per hour or more over posted limit (60%)
  - changed lanes without signalling (31%)
  - tailgated or drove too closely behind another car (21%)
  - flashed high beams at car in front of you (12%)
  - waited until last minute to merge with traffic on highway (15%)
  - made rude gestures (15%)
  - pulled into parking space someone else waiting for (6%)
  - passed on the shoulder of the road (4%)

2001 Canadian Driving Survey - Detailed results by gender

- Percentage of Canadian respondents admitting to one of following acts during past year by gender (M, F):
  - driven through amber light while turning red (65% , 60%)
  - driven 20 km/hr or more over posted limit (68% , 48%)
  - changed lanes without signalling (40% , 21%)
  - tailgated behind another car (26% , 15%)
  - flashed high beams at car in front of you (17% , 11%)
  - merged with highway traffic at last minute (18% , 9%)
  - made rude gestures (14% , 11 %)
  - pulled into parking space someone else waiting for (8% , 3%)
  - passed on the shoulder of the road (7% , 4%)

2001 Canadian Driving Survey - Detailed results by age

Percentage of Canadian respondents admitting to one of following acts during past year by age:

	18-29	30-49	50+
Driven through amber light turning red	76%	67%	49%
Driven 20 km/hr or more over speed limit	75%	64%	42%
Changed lanes without signalling	47%	32%	21%
Tailgated behind another car	37%	21%	13%
Flashed high beams at car in front	26%	13%	9%
Merged with highway traffic at last second	24%	14%	8%
Made rude gestures	25%	13%	4%
Pulled into parking space someone else waiting for	10%	5%	6%
Passed on road shoulder	6%	6%	5%

2001 Canadian Driving Survey
Public perceptions about causes of aggressive driving

- Ontario respondents were asked main reason people drive aggressively
- Most frequently mentioned reasons were:
  - in a hurry (48%)
  - impatience (14%)
  - inexperience (11%)
  - stress/pressure/anxiety/frustration (8%)
  - impolite (7%)

What has Ontario done to date to counter aggressive driving?

- Increased fines for red light running
- Red light enforcement pilot program
- OPP Highway Rangers; highly publicized blitz campaigns
- Public education initiatives (raising public awareness through community groups and stakeholders)
- Increased fines for failing to stop for school bus loading or unloading passengers
- Community Safety Zones
- Establishment of Ontario Advisory Group on Safe Driving

Driver distraction is an important causal factor in collisions

- NHTSA estimates 25 per cent of collisions involve some form of driver distraction
- Driver distraction can include wide range of behaviours
  - talking to passengers
  - looking at objects, events or people outside vehicle
  - eating and drinking
  - personal hygiene
  - reading
  - tuning/adjusting radios and CD players
  - tending to children
  - using in-vehicle wireless devices esp. cell phones

Cell phones have become focus of public and media attention

- One of distractions most visible to other road users
- Recent large-scale study in Quebec finds collision risk increases substantially for drivers who make or receive large number of calls
- Study concludes public education is necessary and can be effective way to change driver behaviour
- Driver's first responsibility is to keep "eyes on road and hands on wheel"

Ontario sending clear message to distracted drivers

- Police encouraged to lay "careless driving" charges for negligent inattention while driving
  - if convicted, minimum $200 fine, 6 demerit points
  - if sufficiently serious, can result in 2 year licence suspension and up to 6 month jail term
- Aired series of radio ads to promote safe driving practices
- Messages on freeway changeable message signs, eg. "Focus on driving, talk later"
- Working with safety organizations, other jurisdictions and road user safety groups to develop public education products
- Monitoring research studies closely

Series of fatal collisions on Hwy 401 London-Windsor corridor led to Minister's Action Plan for Safer Roads

1. Increased police and commercial vehicle enforcement on London-Windsor corridor of Highway 401
2. Immediate improvements on Highway 401 between Windsor and London including:
   - Fully paved outside shoulders with a rumble strip
   - Median rumble strips
   - Reflective pavement markers on curved portions of highway
   - Changeable message signs to alert drivers to upcoming construction
3. Long-term infrastructure planning
   - Continue long-term planning ensuring that future needs addressed with safety as a top priority

Elements of Minister's Action Plan for Safer Roads (Cont'd)

4. Public education program
   - Expanded, comprehensive program targeting aggressive/unsafe driving behaviours and promoting safe driving practices
   - Roadside safety and seat belt signs
5. Ontario Advisory Group on Safe Driving
   - Minister's road user safety stakeholder forum established to advise on quality, effectiveness and responsiveness of existing and new road safety measures
   - Members represent transportation industry associations, medical and enforcement communities and road user safety organizations (21 groups)

Advisory Group identified eight road user safety priorities that guide ministry's road user safety programs

- Driving while impaired
- Driving at excessive speeds
- Driver inattention
- Driver compliance with road conditions
- Driver fatigue
- Poor lane discipline
- Tailgating
- Sharing the road with large commercial vehicles

Commitment to public awareness program directed at aggressive driving and promotion of safe driving

- Focus on eight priority areas of the Advisory Group
- Target group: drivers aged 18-54
- Raise awareness of aggressive driving: *"What is the issue?"*
- Identify responsibility: *"How am I involved?"*
- Provide best practices/examples of safe behaviour: *"What can I do to make it better?"*

Ontario's plan to address aggressive and other unsafe driving behaviours has four elements

1. Market research
   - ☒Baseline attitudinal research
   - ☒Focus testing of advertising and public education products
   - ☒Advertising recall
   - ☒Plot changes in attitudes

2. Mass media
   - ☒Billboards Spring 2000
   - ☒Radio advertising Spring 2000 and 2001
   - ☒Developing strategy for 2001/2002
   - ☒Newspaper articles

Ontario's plan to address aggressive and other unsafe driving behaviours has four elements (Cont'd)

3. Public education products
   - ☒Brochures
   - ☒Posters
   - ☒Fact Sheets
   - ☒Wallet cards

4. Community based partner-driven programs
   - ☒Aggressive Driving Community Support Program (grants to road user safety groups for local public education)
   - ☒Educational Video
   - ☒Drive Safely Work Week
   - ☒Employer- based educational sessions

Ontario's Public Education Initiatives at a glance

Action Plan for Safer Roads

Comprehensive Public Education Plan (Aggressive and other unsafe driving)

	INCLUDES	NEXT STEPS
Market Research	•Baseline Survey •Focus Test •Tracking Survey	TBD
Public Education Materials	Reprints	New Material Fall 2001
Mass Media	•Summer 2000 Radio/Billboards •Winter 2001 Radio	New Campaign Fall 2001
Partner-Driven Programs	•Aggressive Driving Community Support Program •Educational Videos (in development) •Drive Safely Work Week (in development) •Employer Based Programs (in development)	Further development and Implementation

Creating a knowledge base for effective decision-making is a key strategy

- Foundation of Advisory Group's mandate and discussions
- Key components:
  - Global Web Conference on Aggressive Driving Issues (Fall, 2000)
  - Review of literature and best practices on key safety issues
  - Performance measurement and program evaluation

Global Web Conference on Aggressive Driving Issues a resounding and innovative success

- Guided by Advisory Group's eight priorities; 10,000 unique visitors from 59 countries reviewed 7 papers prepared specifically for conference (Fall, 2000).
  - **Site: http://www.aggressive.drivers.com**
- Among notable conference findings:
  - Reinforce need for more public education on risks associated with aggressive driving and importance of driving responsibly
  - Need for jurisdictions to develop sound definition of aggressive driving to ensure common measures of program effectiveness are used across jurisdictions
  - Clear that simple solution to aggressive driving unlikely
  - Combined approach, which incorporates legislation, social marketing, public education, enforcement and engineering, required

Minister of Transportation's Symposium on Aggressive Driving in planning stages

- While fatalities and injuries on Ontario roads declining, there is mounting public concern regarding aggressive, distracted and other unsafe driving practices
- Minister intends to host a major symposium to:
  - raise public awareness toward a new "safe driving culture"
  - enhance ongoing public education efforts
  - promote existing and new partnership initiatives

Conclusions

- Ontario making significant progress in road user safety
  - rank best in Canada and 2nd best in North America
- Programs to reduce incidence of drinking and driving and reduce risks for commercial vehicle operations, novice drivers and growing senior driver population are having positive impact
- Growing public concern now places spotlight on aggressive and distracted driving
- Action Plan for Safer Roads emphasizes reducing aggressive and other unsafe driving behaviours
- Symposium intended to begin transformation of driving culture: turn competitiveness into co-operation

Ontario

Ontario Ministry of Transportation

www.mto.gov.on.ca

Global Web Conference on Aggressive Driving Issues

www.aggressive.drivers.com

Road Safety

It starts with you