

Share The Road



Newmarket Eagles Cycling Club: Creating “Cycling Friendly Communities” in Ontario

Overview

- Share the Road – the vision
- Status Update – building a grass roots cycling advocacy organization in Ontario
- High Risk Driver/Repeat Offender Legislation
- Next Steps



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Origins



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- A tragic loss of life
- A conviction that no other family should suffer this loss
- A conviction that this was entirely preventable
- That cyclists are not respected and driver behaviors are increasingly discourteous
- That society has grown complacent with the level of collisions and fatalities
- That we have raised a generation of children who do not enjoy the love of cycling as we did – primarily because of fear; a lack of planning, political will and infrastructure

Origins



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- Environmental Scan
- What mechanisms exist for cycling advocacy in Ontario? (More on this later...)
- Travel to U.S.; League of American Bicyclists
- Discussions with cycling advocates in Ontario, across U.S., Quebec
- Travel to Europe: Netherlands; France

Origins cont'd



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- Conclusion: if they can do it there – we can do it here!
- Increased emphasis on reducing green house gases, health care costs and obesity rates in children, the time is now to encourage and promote cycling.
- There are excellent examples of both government-funded initiatives, and partnerships both here in Canada and in the U.S. which do both, with ensuing benefits to the environment, health and safety.
- Let's get going!

Update: Building the Coalition

- Meetings with key stakeholders
- Cycling Advocates
- Politicians – 3 levels of government
- Law Enforcement
- Private Sector – including industry
- AMO
- Insurance industry



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1. Objective: Share the Road Cycling Coalition



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- To create a provincial organization whose mission will be to make Ontario bicycle friendly for everyone by:
 - **providing access** for bicyclists on roads and trails
 - **improving safety** for all bicyclists
 - **Educating citizens** on the value and importance of **safe** bicycling for healthy lifestyles and communities.
- This organization – the Share the Road Cycling Coalition -- will represent all cyclists - children, tourists, commuters, recreational riders, mountain bikers and racers.
- The guiding principles are that the bicycle is a viable source of transportation, recreation, tourism and economic development

Mission and Vision



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- The Share The Road Cycling Coalition will work in partnership with other non-profit organizations, the business community and local, provincial and federal governments, to provide safe and effective cycling facilities throughout Ontario and across the country.
- Its activities and programs are based on three ideas:
 1. The demand for bicycling facilities
 2. The need to improve safety for bicyclists in Ontario
 3. The opportunity to improve the health of the citizens of Ontario

Strategic Focus

- The organization will be grassroots, membership driven and accountable
- It will be funded by a combination of membership funding – individual and club members – grants, contributions
- It will not rely solely on government funding and thus be independent from government



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Strategic Focus



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- To achieve its mission, The Share The Road Cycling Coalition will focus on three target stakeholder groups:
 1. Cyclists – particularly young cyclists
 2. Drivers – all drivers but particularly young drivers
 3. Governments – Local/Regional; Provincial; Federal

Initiatives



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Examples of initiatives within these three target stakeholder groups include:



Cyclists:

- Educate young **cyclists** on bike-handling proficiency and recognition of traffic signs and signals. Graduates would receive a “driver's license”, and a safety certificate
- Implement “Safe Ride to School Programs” to improve the health and safety of our children.
- Conduct research to establish patterns in cycling fatalities and road-usage to close gaps, reduce injuries and fatalities, and improve access

Initiatives



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2. Drivers:

- Awareness – signage, education
- Enforcement (law enforcement campaigns/ blitzes); public relations;
- Legislative remedies to reduce accidents, injuries and save lives
- Examples include clearer and safer signaling for cyclists, and a minimum passing width between motor vehicles and bicycles. (Such legislation “safe passing laws” exists in many states including Ohio, Pennsylvania, Oklahoma, Massachusetts, Utah, Arizona, Maine and Florida). a minimum safe-passing distance of 3 feet and sets up fines (in addition to other citations and penalties) for injury or death if a motorist hits a cyclist
- Sponsored public service announcements to raise awareness
- Focus on young **drivers** through existing Driver Education mechanisms.

Initiatives



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3. Governments – Local/Regional; Provincial; Federal Work in partnership to:

- Improve access through enhanced infrastructure
- Enhance opportunities for increased co-operation between transportation officials (i.e. planners) and cyclists to ensure the development of cycling-friendly communities and create top-of-mind awareness of the importance of cycling infrastructure
- Improve the environment.
- Focus on enhanced health benefits and lower health care and insurance costs.
- Implement the Bicycling Friendly Communities initiative pioneered by the League of American Bicyclists in partnership with the Association of Municipalities of Ontario

Initiatives



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3. Governments – Provincial:

Key Departments:

- Health
- Environment
- Transportation
- Tourism
- Community Safety and Correctional Services

Initiatives

3. Governments – Law Enforcement

- Informed vehicle users
- Informed bicyclists
- Education and awareness
- Enforcement: effective means to stop accidents
- CSO – safety tips for children; explain laws
- Focus on parents
- “Campaigns”
- Safe Streets, safe kids, informed motorists
- Legislative remedies: safe passing legislation



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Building The Coalition



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Finally, a coalition implies a group of like-minded individuals focused on a set of common objectives. In case of the STRCC, the following would ideally be involved in building cycling friendly communities in Ontario:

- Cyclists
- Government
- Private sector – including cycling industry
- Engineers, planners
- Law enforcement

2. Update: Building The Coalition



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- Cycling planning conference November 2007, Kitchener
- 65 attendees – planners, advocates, COA members
- Workshops, discussion
- Strategic Planning Group: 5 members to move the agenda forward
- Consultation with key stakeholders, including COA
- What should the organization look like?

2. Update: Building The Coalition

- Representative survey
- Compile results; report back
- Launch organization
- Summer/Fall 2008
- Discussion point: your feedback is vital!



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3. Overview: High Risk Drivers



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- High Risk Driver Legislation
- Road Safety Vision 2010: CCMTA
- Canadian Council of Motor Transport Administrators, endorsed by Ministers of Transport and Public Safety
- Annual Report 2005
- 2,725 road users were killed and over 212,000 were injured.
- More than 18,000 of these injury victims suffered serious injuries that kept them in hospital for at least 24 hours.

3. Overview cont'd



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- Traffic collisions continue to be the biggest transportation safety problem in Canada.
- Traffic collisions remain one of the leading contributors to years of lost life among Canadians, due in large part to deaths among young people.
- The annual economic cost to society of injury-producing and property damage traffic collisions is estimated at between \$11 and \$27 billion.

Overview



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Targets Road Safety Vision 2010:

- A 30% decrease in the number of fatally or seriously injured vulnerable road users (pedestrians, motorcyclists and cyclists).
- 20% decrease in the number of road users fatally or seriously injured in crashes involving high-risk drivers.

3. High Risk Drivers: our case

- Dougan case. Collision June 6, 2006
- 10 year history: 5 convictions, drive under suspension
- 2 convictions drive no insurance
- August 2006: charged with follow to close; vehicle towed from the scene
- Convicted. Sentence: two years probation; one year license suspension
- Appeal: May 2nd



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3. High Risk Drivers: Ontario



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- 6 other provinces: BC; Alberta; Sask; Nfld; N.S.; N.B. Manitoba have legislation dealing with high risk drivers.
- HRDs have been defined
- 2003 over 18,000 drivers – Ontario Road Safety Annual Report (Administrative Drivers License Suspensions Only) charged with license suspension
- Meetings with Commissioner Fantino; Halton; Peel Region to encourage support.

Final Notes/Next Steps



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- This is about you, for you, for all of us – for our children – for our environment
- It's all about a public dialogue to develop initiatives that keep our roads safer and an action plan to create a Bicycle Friendly Ontario
- How can we best do this?
- I look forward to working with you!