



**Auto  
Insurance  
Travel**

## ***Life-side Assistance***

June 11, 2012

Councillor Peter Milczyn  
Chair, Planning and Growth Committee  
Toronto City Hall  
100 Queen Street, Suite C51  
Toronto, Ontario  
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Dear Councillor Milczyn:

On behalf of CAA South Central Ontario (CAASCO), I would like to share some thoughts on a priority issue for CAA both locally and nationally, the safety of all road users and the issue of distracted driving.

The Staff Report being considered by the Planning and Growth Committee to improve the City's ability to effectively regulate signage, is a very comprehensive report. CAASCO supports the new provisions of "obtaining the approval of the General Manager of Transportation Services where signs may affect traffic safety", and is encouraged by the level of consultation that has occurred leading up to the development of this Report.

Driver distraction is one of the most common contributors to traffic crashes, and something that affects all road users – motorists, cyclists, transit users, and pedestrians.

Distracted driving is no longer just an issue of drivers using cellular phones and handheld mobile devices. In fact, distractions come in all forms, including managing children, changing the radio station in the car, eating and drinking, using GPS systems, and even talking to a passenger.

Distractions can cause drivers to react more slowly to traffic conditions or events, such as making a left turn or pulling out from a side road. Drivers who are distracted have an increased tendency to not recognize potential hazards, including pedestrians, bicycles, or debris in the road. They also decrease their margin of safety, leading them to take risks they might not otherwise take.

All drivers should realize the effect of multi-tasking while driving, and the resulting cumulative cognitive and physical distractions that may occur.

In fact, CAASCO's Traffic Safety Coalition will be launching a Distracted Driving campaign this summer. This campaign is a coalition driven, resource-sharing, awareness and education campaign aimed at encouraging safe driving and improved road user behaviors. It involves awareness of reducing high-risk road user behaviors/situations and its' objective is to impact the reduction of collisions and fatalities.

As you deliberate on how to proceed with this Staff Report, on behalf of CAASCO I would like to request that this Committee move a motion to ensure that Transportation Services monitor the collision data over the next five years to determine if these signs, in any way, increase risks to road users on Toronto's roads and report back to this Committee.

On behalf of CAASCO I look forward to working with you and this Committee.

Yours truly,

Faye Lyons  
Government Relations  
CAA South Central Ontario