

## **Supplementary Report: Vision Zero Road Safety Plan (2017-2021) Update**

**Date:** December 4th, 2017

**To:** City Council

**From:** General Manager, Transportation Services

**Wards:** All

### **SUMMARY**

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In July 2016, City Council approved the Vision Zero Road Safety Plan (RSP), a comprehensive, five year (2017-2021) \$80.3 million action plan focused on reducing traffic-related fatalities and serious injuries on Toronto's streets. The City is committed to Vision Zero and its fundamental message: "Fatalities and serious injuries on our roads are preventable, and we must strive to reduce traffic-related deaths and injuries to zero".

Since its adoption, the RSP has been subject to three previous accelerations and expansions, totalling \$7.669 million. A further \$6.303 acceleration and expansion of the Plan has been proposed by staff as PW25.10 - Vision Zero Road Safety Plan (2017-2021) Update, which is currently before Council for consideration.

The purpose of this supplementary report is to provide additional context regarding the Community Donations Program, which City Council requested staff investigate to allow voluntary donations from the public interested in supporting the Road Safety Plan. Any donations received from the public would be strictly supplemental to the existing Road Safety Plan.

### **FINANCIAL IMPACT**

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There is no financial impact to the City as a result of the receipt of this report.

The Acting Chief Financial Officer has reviewed this report and agrees with the financial impact information.

## DECISION HISTORY

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At its meeting of November 8, 2016, City Council requested that the Acting General Manager, Transportation Services, as part of the Road Safety Plan, investigate and report to Public Works and Infrastructure Committee on the feasibility of the expansion of the mobile "Watch Your Speed" Program and investigate the feasibility of accepting donations from the public to provide additional funding support for the on-going [operational cost of expanding services and programs](http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.MM22.29).

At its meeting of November 29th, 2017, the Public Works and Infrastructure Committee considered item PW25.10 - Vision Zero Road Safety Plan (2017-2021) Update, proposing a series of accelerations to the Road Safety Plan, including the provision of the requested Community Donations Program.

## COMMENTS

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### Background

In November of 2016, City Council adopted MM22.29 - Request for Expansion of the "Watch Your Speed" Program, which directed the General Manager, Transportation Services to:

"...investigate and report back on the feasibility of accepting donations from the public to provide additional funding support for the on-going operational cost of expanding services and programs, such as the "Watch Your Speed" Program."

Responding to this direction, Staff undertook a feasibility analysis regarding the ability of the City to accept donations from the public as part of the wider examination of opportunities to accelerate and expand the Vision Zero Road Safety Plan.

### Existing Programs

It was determined that the most likely avenue for delivery of such a program would be through the City's Office of Partnerships, who currently administer similar community-based donation programs for three other City divisions:

- **Animal Services** accepts donations to support medical care for animals in shelters, and spay/neuter initiatives in the community such as the Spay Neuter Your Pet Truck. Donations are accepted online, by phone, mail or in person. Animal Services also accepts volunteers for activities such as dog-walking and cat fostering.
- **Long Term Care** accepts donations to Senior Homes in order to provide additional funding, and to enhance level of care.

- **Parks, Forestry and Recreation** accepts donations for their Tree and Bench program that invites the public to pay tribute to a person or occasion by purchasing a park bench or tree for installation in a public park.

Additional details regarding the City's existing donations programs can be found at: <https://www.toronto.ca/business-economy/partnerships-sponsorships-donations/donate-2/>

### **Program Feasibility**

Based on the existence of these programs, it was determined that it was technically feasible for community donations to be accepted as part of the Vision Zero Road Safety Plan. On this basis, Staff developed a preliminary framework for the program for consideration by Council, including that:

- Donations would be accepted online;
- Donors would donate under one of three categories:
  - School Safety Zones
  - Senior Safety Zones
  - General Vision Zero Road Safety Fund; and
- Councillors would be notified if a donation is impacting their ward.

This preliminary framework was included as part of the proposed accelerated and expanded Road Safety Plan for the consideration of Council. This inclusion was intended to allow Council an opportunity to provide additional direction to staff regarding the desire for this program and, subject to that direction, for staff to proceed with consideration of a more detailed implementation strategy. The delayed launch target of Q4 2018 was intended to give staff an opportunity to complete this consideration.

### **Operational Aspects**

The Road Safety Plan was developed with the philosophy that investment in countermeasures needs to follow a data-driven approach. This approach was chosen to ensure that investments are made in locations where they are likely to have the greatest impact, that they provide the best value possible, and that proper engineering analysis is applied. Should Council determine that it wishes to proceed with a Community Donations Program this basic philosophy will need to continue. This would mean that individual donations would not necessarily be spent within the geographic area from which they were received. This may be challenging from a public perspective but from a program and equity perspective is considered appropriate.

### **Next Steps**

Should Council wish to proceed with a Community Donations Program, staff would continue to examine potential benefits and operational aspects. This would include engagement with stakeholders and community groups to ensure that any program balanced the desire for communities and residents to engage on local safety issues and provide meaningful input to issues of importance to them, with the need to ensure equity and a holistic, considered, city-wide approach to road safety. Any recommendations regarding the implementation of the Program would be included in future expansions of the Road Safety Plan.

## **CONTACT**

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## **SIGNATURE**

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