

Attachment 16
Vision Zero Campaigns, Education Material and Communications

TORONTO'S VISION ZERO ROAD SAFETY PLAN

VISION ZERO OVERVIEW BROCHURE (Mar 2017)

2017-2021 | TORONTO'S ROAD SAFETY PLAN

VISIONZERO

VISION ZERO PLAN (Jan 2017)

VISION ZERO OVERVIEW VIDEO (Jan 2017)

THE VISION ZERO ROAD SAFETY PLAN

Toronto is the largest city in Canada and the fourth largest city in North America, with over 2.8 million people who call it home. Whether you're a cyclist, driver or pedestrian, you rely on our roads and transportation infrastructure to get you safely to your destination. Balancing the needs and safety of all road users is a difficult task, but it's also something that Toronto has been excelling at.

Transportation Services continuously makes improvements that have proven to be effective in addressing road safety. However, despite the fact that overall traffic collisions in Toronto have been stable for over a decade, we have seen a recent increase in road-related fatalities, most notably pedestrian, cyclist and older adults. This trend has re-emphasized the need for a comprehensive and coordinated road safety strategy that will further protect vulnerable road users and reduce the number of collisions resulting in death and serious injury.

The Vision Zero Road Safety Plan identifies and addresses an entire area, which were determined through collision data analysis, public engagement and Council direction. They include Pedestrians, School Children, Older Adults, Cyclists, Motorcyclists and Aggressive Driving and Distraction.

The Vision Zero Road Safety Plan identifies and addresses an entire area, which were determined through collision data analysis, public engagement and Council direction. They include Pedestrians, School Children, Older Adults, Cyclists, Motorcyclists and Aggressive Driving and Distraction.

PEDESTRIANS

NEW/ENHANCED SAFETY MEASURES

- PEDESTRIAN SAFETY CORRIDORS**
Using a variety of safety measures such as targeted speed limit reductions, signal timing adjustments and enhanced pedestrian crosswalk markings (before markings), Pedestrian Safety Corridors will reduce injury risks for pedestrians.
- PEDESTRIAN STREET LIGHTING IMPROVEMENTS**
Multi-point Toronto Street lighting will be reviewed at locations with high pedestrian volume and areas that are particularly prone to pedestrian road-related collisions for opportunities to improve street lighting.
- AUTOCENTERED PEDESTRIAN DETECTION**
A study will review the effectiveness and practicality of autocentered pedestrian detection. These technologies can be used to optimize intersection operations and improve safety by reducing conflicts between vehicles and pedestrians.
- PAVEMENT MARKING IMPROVEMENTS**
Standards for pavement markings such as stop bars and crosswalk markings will be reviewed. Additional and improved markings will provide better guidance of safety hazards for drivers and improved visibility of vulnerable road users.

PEDESTRIANS

NEW/ENHANCED SAFETY MEASURES

- ACCESSIBILITY IMPROVEMENTS**
A review of intersections and midblock crossings will be conducted to identify locations where new City standards can be implemented. This will improve accessibility for people with disabilities.
- ADVANCE GREEN FOR PEDESTRIANS**
Selected intersections will display the pedestrian "walk" signal a few seconds earlier than the green signal for vehicles, providing pedestrians a head start into the intersection. This will help to increase pedestrian visibility and reduce the likelihood of left-turn collisions with pedestrians.
- NEW CORNER RACKS DESIGN**
Using Toronto's award-winning Clark-Bath Design Guidelines, key intersections will be selected for improved corner racks. Smaller corner racks result in shorter pedestrian crossing distances and forces, and clear drivers from making right turns at higher speeds.
- ACCESSIBLE PEDESTRIAN SIGNALS (APS)**
These devices use audible tones and vibration to advise pedestrians with low or no vision when they have the right-of-way to cross.

NO RIGHT-TURN-ON-RED PROHIBITION

No right-turn-on-red prohibitions will be implemented at key locations where right turns on red lights have been found to be a contributing factor to pedestrian KSI collisions. These restrictions prevent pedestrians within the right-of-way from vehicles making right turn across their path.

MISSING LINKS SIDEWALK PROGRAM

The missing links program will be implemented in areas that have no sidewalks or sidewalks on only one side of the road during road reconstruction. Connected and continuous sidewalks provide a safer and more accessible walking environment.

ROAD SAFETY AUDITS AT HIGH-RISK LOCATIONS

Locations with high KSI collisions, a targeted safety review will be conducted to identify immediate deficiencies and issues and determine appropriate short-term and long-term remedial actions.

LOCAL ROAD PEDESTRIAN CROSSOVER PILOT

Staff will explore the possibility of introducing new types of pedestrian crossings on local roads. Pedestrian crossings offer greater protection for pedestrians through standardized pavement markings, variable signage and rapid flashing beacons and are unobscured by parked cars.

REMOVAL OF RIGHT TURN LANE

Intersections with right turn slip lanes exhibiting a history of pedestrian collisions will be prioritized to have slip lanes removed and replaced with reduced curb radii. Removal of right turn slip lanes reduces the crossing distance for pedestrians and cyclists and also reduces making right turns.

FORMATION OF VISION ZERO ROAD SAFETY COMMITTEE

Representatives from key partner agencies as well as key related stakeholders and advisory groups will increase the roll-out of Vision Zero and meet to provide updates, review progress, discuss priorities and plan future actions.

ENHANCED ENFORCEMENT STRATEGIES

Police enforcement will focus on locations based on a data driven analysis of intersections. Enhanced enforcement will improve safety by promoting compliance with traffic rules and deterring dangerous behaviors.

EDUCATION AND AWARENESS INITIATIVES

A communications strategy using social media, print media articles, video releases, live demonstrations, and a new Vision Zero website will be developed to support pedestrian safety campaigns.

SCHOOL CHILDREN

NEW/ENHANCED SAFETY MEASURES

- CREATION OF "SCHOOL SAFETY ZONES"**
School Safety Zones will be developed and will include a variety of measures such as lower speed limits, improved street lighting, leading pedestrian intervals, midblock crossings, increased enforcement, improved pavement markings, flashing signage and/or public awareness campaigns, among other possible improvements.
- SCHOOL "WATCH YOUR SPEED" PROGRAM DRIVER FEEDBACK SIGNS**
The initiative will be expanded to include permanent speed display signs in school zones. The signs will encourage greater compliance with lower driving speeds in school zones.
- AUTOMATED ENFORCEMENT ADVOCACY AND PILOT**
Partnership approval from the Province of Ontario, automated speed enforcement will be piloted in School and Community Safety Zones. Priority will be given to school zones with continued speeding issues and a prevalence of collisions involving school children.
- SCHOOL CROSSING GUARD PROGRAM**
In partnership with Toronto Police Services, the school crossing guard program will be reviewed to consider existing programs and the use of volunteers to expand the program. Crossing guards wearing protective equipment and a stop paddle provide protection for children by increasing visibility of pedestrians in a crosswalk.
- SCHOOL TRAVEL PLANNING (STP) AND ACTIVE AND SAFE ROUTES TO SCHOOL**
This community-based initiative promotes active transportation, during daily commutes to and from school, to bring together community stakeholders to identify travel issues to develop and pilot possible solutions.
- SCHOOL ZONE REVIEWS AND ENHANCEMENTS FEEDBACK SIGNS**
A review of post-up/drop-off traffic management programs at schools will identify and implement potential improvements. The review and corrective actions will reduce risk associated with ensuring that the proper traffic control devices are in place and in good condition.
- ENHANCED ENFORCEMENT STRATEGIES**
Police enforcement will focus on offences related to pedestrian awareness, school zone speed limits, intersections, school crossing guards, stopped school buses and parking regulations near schools.
- EDUCATION AND AWARENESS INITIATIVES**
Messaging materials such as coloring books, street art, and social media posts will be developed to increase awareness and improve the knowledge and skills of children and adults. Messaging materials will be developed to increase awareness and improve the knowledge and skills of children and adults.

2. SCHOOL CHILDREN

BICYCLE SAFETY CAMPAIGN (Jul 2018 – Oct 2018)

The development of bicycle safety educational materials is a critical component to ensuring that both drivers and cyclists understand how to use and interact with different types of infrastructure in a safe manner.

This bicycle safety campaign aims to help educate both drivers and cyclists on how to properly use bike boxes, shared lanes and how to make right turns across bike lanes.

Promoted through: Transit Shelter Space, Back of Bus Space, Newspaper Print, Ethnic Print, Online Ads, Social Media and the [Web](#).



visionZERO

BUS SPACE

Share it.

- 1 Buses fully enter the bike lane to pick up/drop off passengers at the curb. Wait for the lane to be clear before entering.
- 2 Bicycles watch for the buses turn signal. Wait behind bus or pass on the left when it is safe.

Toronto toronto.ca/cycling

visionZERO

BIKE BOX

Get behind it.

- 1 On a red light:
 - Cars stop behind the white line
 - Bicycles stop in the green box
- 2 When light turns green:
 - Bicycles go first
 - Right-turning cars, check for bicycles before turning

Toronto toronto.ca/cycling

visionZERO

SHARED LANE

Respect it.

- 1 Bicycles and cars share the road.
- 2 Cars, wait behind bicycles until it is safe to pass.
- 3 When passing give the bicycle one-metre safe passing clearance.

Toronto toronto.ca/cycling

visionZERO

RIGHT TURN

Check it.

- 1 Cars and bicycles, be aware of each other at intersections.
- 2 Right-turning cars, when the line is solid, yield to bicycles and pedestrians and turn when safe.

Toronto toronto.ca/cycling

visionZERO

GREEN PAINT

Look for it.

- 1 Green paint helps all road users see the cycling lane.
- 2 Look for green paint at intersections, driveways and laneways.

Toronto toronto.ca/cycling

Protected Intersections

What is a protected intersection?
 The goal of protected intersections is to enhance safety for all road users. Crosswalks are set back from the intersection decreasing the distance pedestrians have to cross the street. The corner islands are placed to lower vehicle speeds and give a better view of pedestrians and cyclists when turning right.

How does it work?

- 1 People driving stop behind people on bikes.
- 2 Corner islands make it easier for right-turning drivers to see pedestrians and cyclists as they cross the street.
- 3 Corner islands create a protected waiting area for cyclists making two-stage left turns.
- 4 Crosswalks are set back from the corner, making them shorter and decreasing crossing times.

TORONTO
Cycle Toronto

PROTECTED INTERSECTION FLYER (Sept 2018)

Protected Intersections

Where can I find a protected intersection?
 Other cities use protected intersections where there are dedicated cycling facilities with high cyclist volumes, and sufficient road allowances. Other cities include: Montreal, Vancouver, Atlanta, Austin, Berkeley, Chicago, San Francisco, Salt Lake City and many European cities.

What are the benefits?

- Cyclists are more visible to drivers waiting at a red light, since the bicycle stop line is located ahead of the cars.
- Crosswalks are set back from the corner, making them shorter and decreasing cross times.
- The corner island will reduce vehicle speeds and position drivers so that cyclists are visible in the passenger window rather than the side view mirror.
- Cyclists can opt for a two-stage left turn with a dedicated queuing area.

What are the challenges?


- May not be possible to implement in smaller intersections, given the amount of space required. May require property impacts, or a reduction in the number of vehicle lanes to achieve the necessary space.
- Requires careful attention to disability accommodations including for individuals with vision impairments where the intersection crosswalk is setback.
- Requires cyclists to yield to pedestrians and public education to prevent conflicts between cyclists and pedestrians.
- Specialized sweeping and snow removal is necessary around the corner safety islands.
- May require changes such as right turn on red prohibitions, left turn restrictions, or pedestrian and cyclist priority signals that may negatively impact motor vehicle movement.

What are the next steps?
 With the support of Council, the City of Toronto is engaging with stakeholders on the locations where protected intersections could be designed and installed to improve road safety in Toronto.

Photo Credit: ataplanning.com

toronto.ca/cycling
@TO_Cycling

VISIONZERO




WALK, CYCLE, SCOOTER TO SCHOOL

Students who live close to their school should consider walking, cycling or scootering. Here's what being active can do for you and your child:

- Improve your family's health
- Improve safety
- Help the environment
- Influence and improve student performance

Visit toronto.ca/visionzeroTO to learn more.



TORONTO Bloomberg Philanthropies Partnership for Healthy Cities



ACTIVE & SAFE ROUTES TO SCHOOL PILOT (Oct 2018)

The Active and Safe Routes to School pilot project is led by the Transportation Services Division in collaboration with Toronto Public Health, Green Communities Canada, Toronto District School Board, Toronto Catholic District School Board, Toronto Police Service and Toronto Hospital for Sick Children. The pilot is funded in-part by Bloomberg Philanthropies through its Partnership for Healthy Cities initiative which provided \$100,000 USD grant funding support for participating cities around the world for projects to implement policy interventions that address non-communicable diseases and injury prevention.

The main objectives of the pilot are to increase student participation in walking and cycling to school and increase safety along designated walking/biking routes to school. The pilot includes road markings, sidewalk activity stenciling and installation of signage to encourage children to walk or bike to school and to help reduce vehicular speed and increase safety.

The pilot launched this fall at three locations involving five schools: Morrish Public School, Samuel Hearne Middle School, Oakridge Junior Public School, Humberwood Downs Junior Middle Academy and Holy Child Catholic School.

Promoted through: Radio Ads, Ethnic Print, Online Ads, Social Media and the [Web](#).

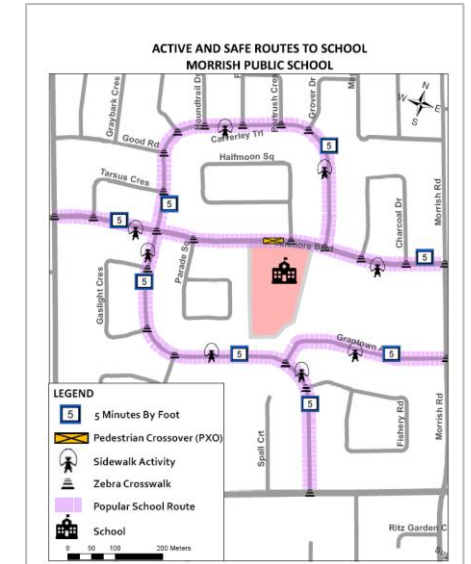
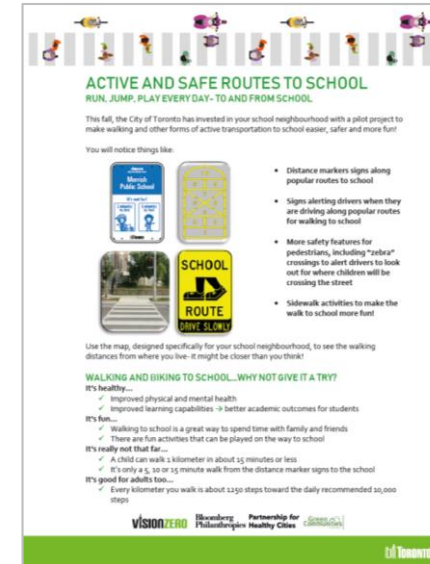
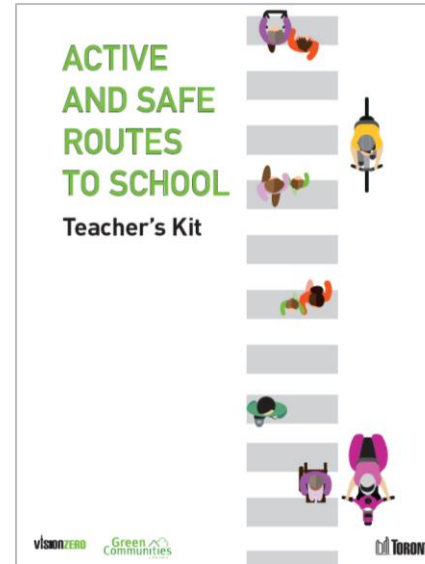
CAMPAIGNS, EDUCATION MATERIAL & COMMUNICATION

ACTIVE & SAFE ROUTES TO SCHOOL PILOT (Nov 2018)

Educational material was provided to the 5 schools participating in the pilot.

Material included:

- Teacher's Kit
- School Children and Parent Safety Guide
- Flyers and Handouts about the Pilot
- FREE Active School Travel Promotional Giveaways (Vision Zero Branded Water Bottles & Swag Bags)





ART OF DISTRACTION CAMPAIGN (Nov 2018 – Dec 2018)

The City of Toronto's Art of Distraction public awareness campaign is intended to advance the education component of Toronto's Vision Zero Road Safety Plan. The objective of the campaign is to bring attention to road safety and to influence safer – less distracted – behaviour while on the road, among all key stakeholders – cyclists, vehicle drivers, and pedestrians.

The Art of Distraction campaign focuses on the severe consequences of distracted driving based on the tragic stories of those who have been victims or have lost loved ones on city streets. The campaign is mounted in partnership with the Friends and Family for Safe Streets, an organization composed of survivors of traffic collisions and friends and families whose loved ones have been killed or severely injured in street collisions.

Promoted through: Transit Shelter Space, Media, Radio Ads, Print, Online Ads, Social Media and the [Web](#).



Vision Zero Road Safety Plan



In the last five years, 190 pedestrians and 16 cyclists were killed in collisions with vehicles. [The Art of Distraction](#) campaign urges motorists to pay attention while driving before someone else pays the price. The City's vision is zero deaths and injuries on Toronto streets.

Contact Information

Email: VisionZeroTO@toronto.ca

#VisionZeroTO

@TO_Transport

Transportation Services

Related Information

[Toronto Police Services Dashboard: Traffic Collisions](#)

[Vision Zero Plan Overview](#)

[Vision Zero Emphasis Areas](#)

Vision Zero Updates & News

Learn about the City's progress on Vision Zero initiatives.

Educational Campaigns & Outreach

Learn about the City's safety campaigns.

Safety Initiatives & Pilots

Learn about the safety initiatives and pilots taking place in the City.

NEW Vision Zero Beta Mapping Tool

View collision data and safety measure data on this interactive map.

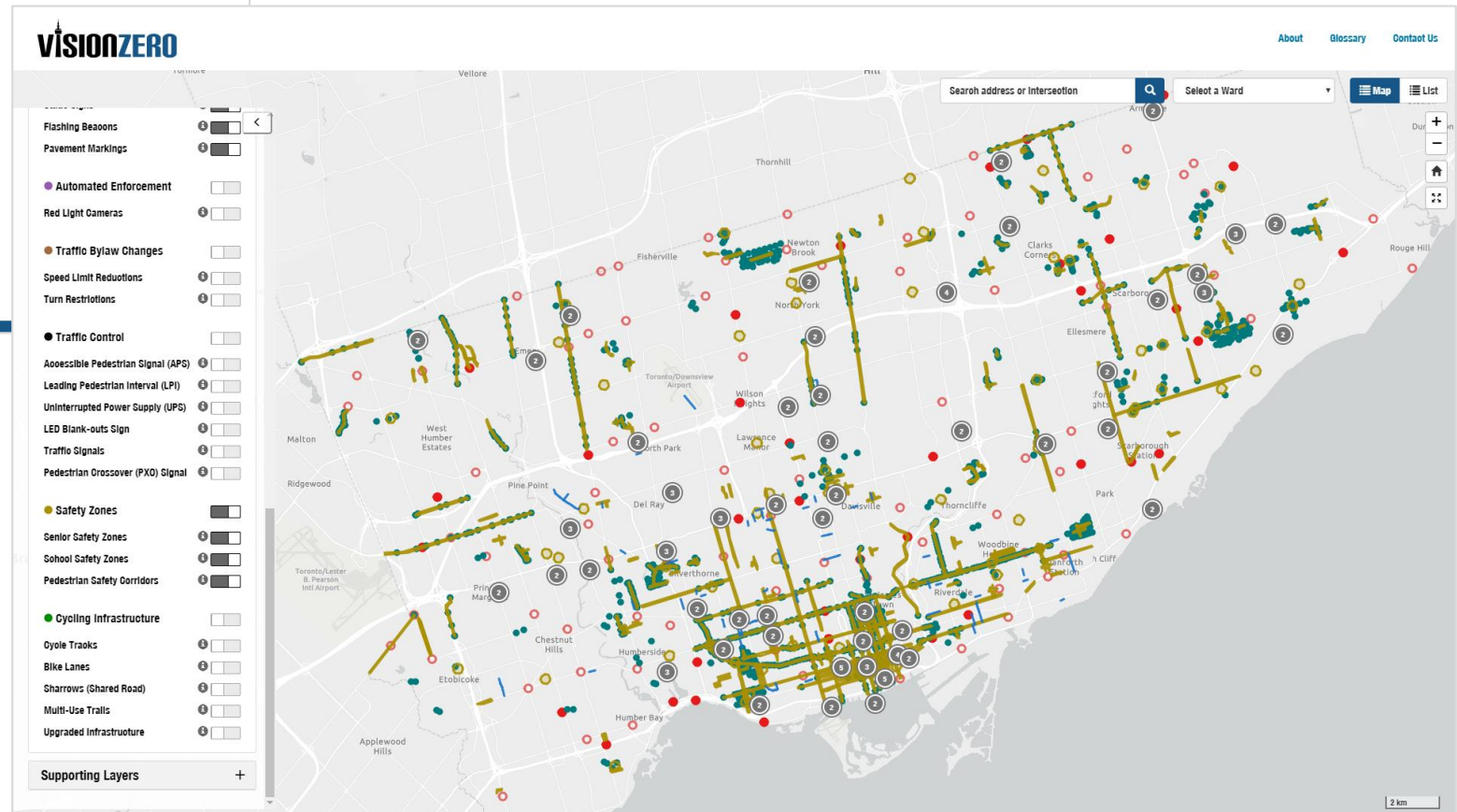
Subscribe to the [Vision Zero mailing list](#).

NEW WEBPAGE (Nov 2018)

A new webpage was launch along side the Vision Zero Mapping Tool. Visit toronto.ca/visionzeroTO for the latest updates and news.

NEW VISION ZERO MAPPING TOOL (Nov 2018)

The [Toronto's Vision Zero Map](#) is an interactive tool that displays information on historical collisions (fatalities and seriously injured) and safety measures that have been implemented under the City of Toronto's Vision Zero program. The map was built to provide a transparent view into the historical locations of collisions in the city side by side with the suite of safety measures that are being deployed through the Vision Zero program.



SCHOOL SAFETY CAMPAIGN (Jan 2019 – Feb 2019)

The Vision Zero school safety campaign aims to help educate both drivers and cyclists on how to be safe around stopped school buses, pedestrian crossovers, school zones and intersections.

Promoted through: Back of Bus Space, Newspaper Print, Ethnic Print, Online Ads, Social Media and the [Web](#).

VISIONZERO

INTERSECTION

Check it.

Cars and bicycles should:

- 1 Yield to pedestrians when turning at an intersection.
- 2 Turn when the intersection is clear.

TORONTO toronto.ca/visionzeroTO

VISIONZERO

CROSSOVER

Stop at it.

When nearing a crossover, cars and bicycles should:

- 1 Slow down and look for pedestrians and flashing lights.
- 2 Stop and wait.
- 3 Go when all pedestrians have fully crossed the street.

TORONTO toronto.ca/visionzeroTO

VISIONZERO

SCHOOL ZONES

Slow down.

- 1 Slow down at crosswalks and watch for children.
- 2 Be alert and stay focused.

TORONTO toronto.ca/visionzeroTO

VISIONZERO

SCHOOL BUS

Don't pass it.

Cars and bicycles should:

- 1 Stop behind the bus when lights are flashing.
- 2 Go when the lights stop and the bus moves forward.

TORONTO toronto.ca/visionzeroTO

VISION ZERO SAFETY CALENDAR (Mar 2019)

Calendar
Today
< >
May 2019

Month

	SUN 28	MON 29	TUE 30	WED May 1	THU 2	FRI 3	SAT 4
	5	(No title)	7	8	9	10	11
	12	Construction Season Media K	Canada Road Safety Week - (CACP - National Road Safety Week)				18
			Road Safety Week Social and		Newcomers Day Toronto		
	19	Canada Road Safety Week - (CACP - National Road Safety Week)					25
	26	Bike Month					Jun 1
		Bike to School Week - Helmet Give Away					
		Bike Month Social Media					

May 2019

S	M	T	W	T	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Search for people

My calendars

- Transportation Services
- Reminders
- Tasks
- Vision Zero

Other calendars

- Holidays in Canada

+ Take a note...

Toronto Police #WakeUpToronto

2019 Campaign Hashtag #WakeUpToronto will be used as the main campaign hashtag this year. It is a call to action to change behaviour. To wake up to the reality that road safety is a shared responsibility and needs everyone to do what they can to make shared spaces safer.

* All Zero Tolerance Big 4 Enforcement will only focus on:

- Speeding / Stunt Offences
- Drive Hand Held Device / Distracted...

Communications Plan for Vision Zero

Lawn Signs Campaign 2019

Terms - Privacy

CAMPAIGNS, EDUCATION MATERIAL & COMMUNICATION

VISION ZERO 2019 PLAYBOOK (Mar 2019)

May 27- June 30	Bike Month (Transportation Services)	<ul style="list-style-type: none"> Bike Month Week (May 27-June 30) Update on status of cycling infrastructure Promote cycling to work/school Educate drivers on how to properly behave around cycling infrastructure 	<ul style="list-style-type: none"> Media Release Backgrounder Media Event Talking Points Twitter Instagram Variable Message Signs Digital Boards 	<ul style="list-style-type: none"> Advertising – Paid Internal Bulletin Quarterly/District Report Website Community Partner(s), Sponsorships 	<p>Build on previous Bicycle Safety Campaign</p> <p>During the Helmet Giveaway (first week of Bike Month) also hand out our new safety guide for cycling. Currently being produced.</p> <p>Create additional safety ads.</p>	<p>Money to be spent on Social</p> <ul style="list-style-type: none"> Instagram Twitter Facebook <p>Budget: \$10K for Social</p>	
June 17-23	FOCUSED on Vulnerable Road Users – Safety for Cyclists Campaign (Toronto Police)	<ul style="list-style-type: none"> Zero Tolerance Big 4 Enforcement Explanation of VZ improvements to cyclist (bike lanes, dooring, TPS bike registry, bike boxes, parking etc.) 	<ul style="list-style-type: none"> Media Release Media Event Twitter Instagram 		Transportation Services to help promote		
June	Vision Zero Dashboard Launch	<ul style="list-style-type: none"> Promote Dashboard 	<ul style="list-style-type: none"> Twitter Instagram 				
Period 8 July 15- Aug 11	Art of Distraction/Vision Zero General Transportation Services	<ul style="list-style-type: none"> Promote Art of Distraction Campaign, Highlight Stories 	<ul style="list-style-type: none"> Media Release Backgrounder Media Event Talking Points Twitter Instagram Digital Boards Town halls, Conference, Speaking Opportunities 	<ul style="list-style-type: none"> Advertising – City internal Advertising – Paid Internal Bulletin Quarterly/District Report 311 Update Website Community Partner(s), Sponsorships 	<p>Use same stories as last year.</p> <p>Materials no later than June 24</p> <p>Received Art work from Publicis</p>	<p>Budget: \$300k</p>	
					<ul style="list-style-type: none"> Advertising – Paid Internal Bulletin Quarterly/District Report Website Community Partner(s), Sponsorships 	<p>https://www.fmcsa.dot.gov/ourroads/tips-traveling-safely-work-zones</p> <p>Variable Message Signs</p> <p>May 13 Launch</p> <p>Susan Pape – Comms Plan Traffic Management and Safety</p>	<p>Money to be spent on Social</p> <ul style="list-style-type: none"> Instagram Twitter Facebook <p>Budget: \$10k for Social</p>
May 14-20	Canada Road Safety Week – (CACP - National Road Safety Week) (Toronto Police)	<ul style="list-style-type: none"> Zero Tolerance Big 4 Enforcement Messages 	<ul style="list-style-type: none"> Media Release Media Event Twitter Instagram 		Transportation Services to help promote		