

Road Safety in Manitoba

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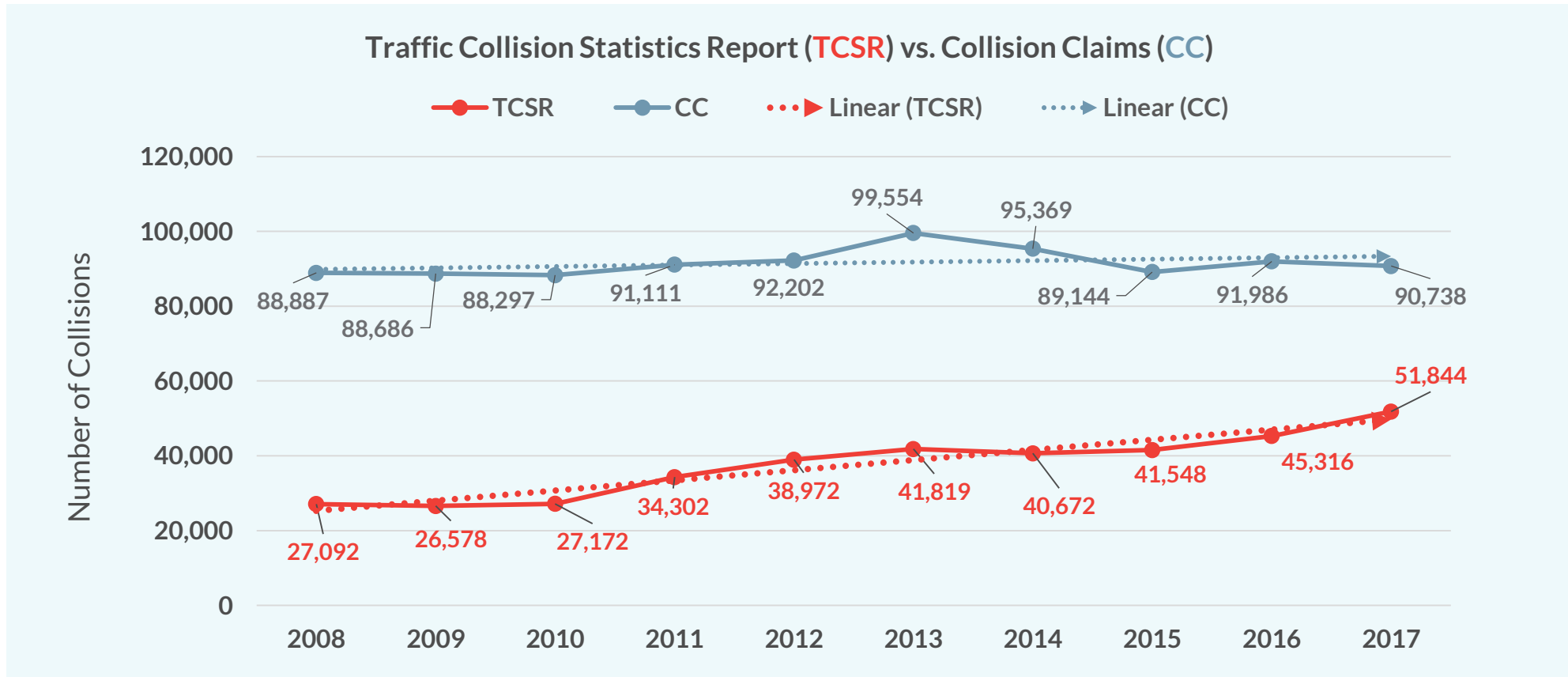


Overview

- Manitoba's collision statistics
- Key factors contributing to collisions in Manitoba
- Efforts to enhance road safety:
 - Provincial Road Safety Committee
 - MPI
- Road safety budget
- Program evaluation:
 - Progress
 - Opportunities



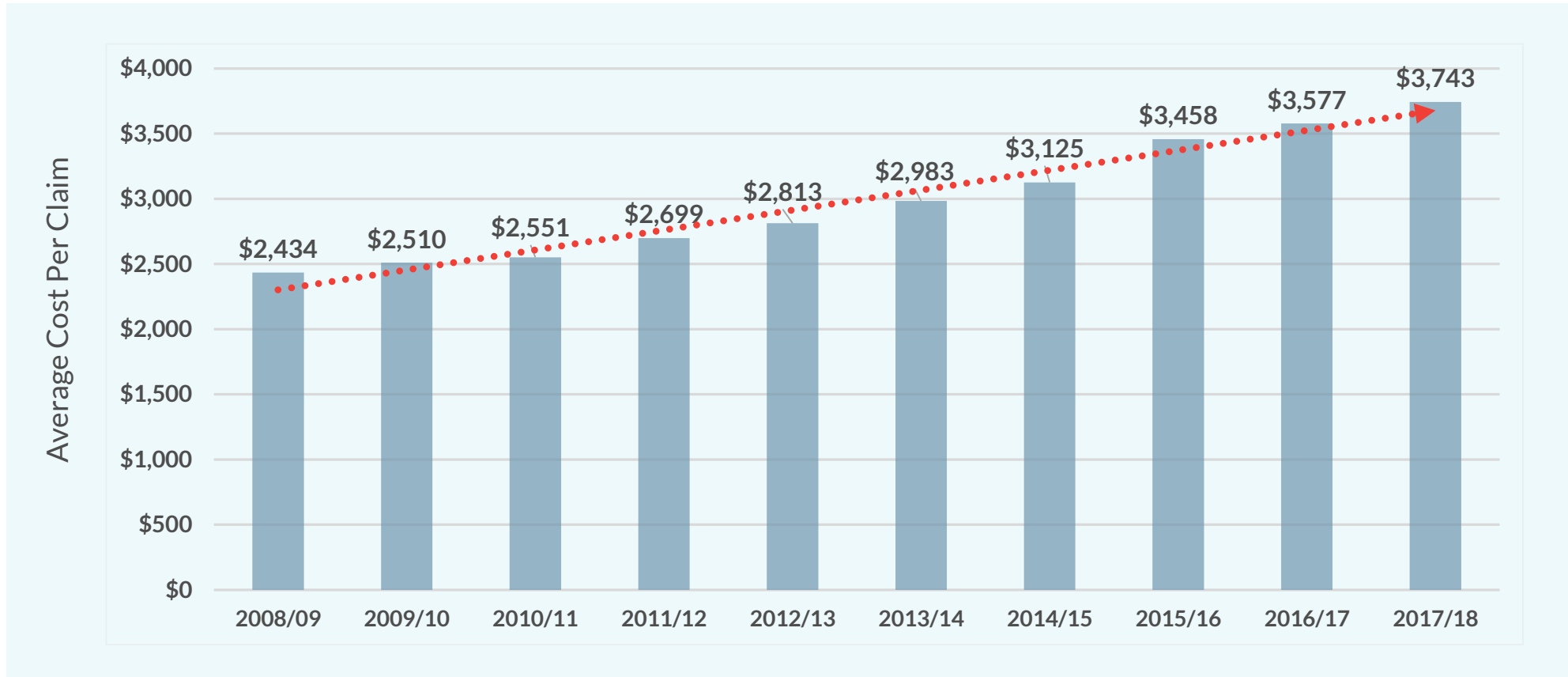
Number of motor vehicle collisions remains flat



Source: Manitoba Public Insurance

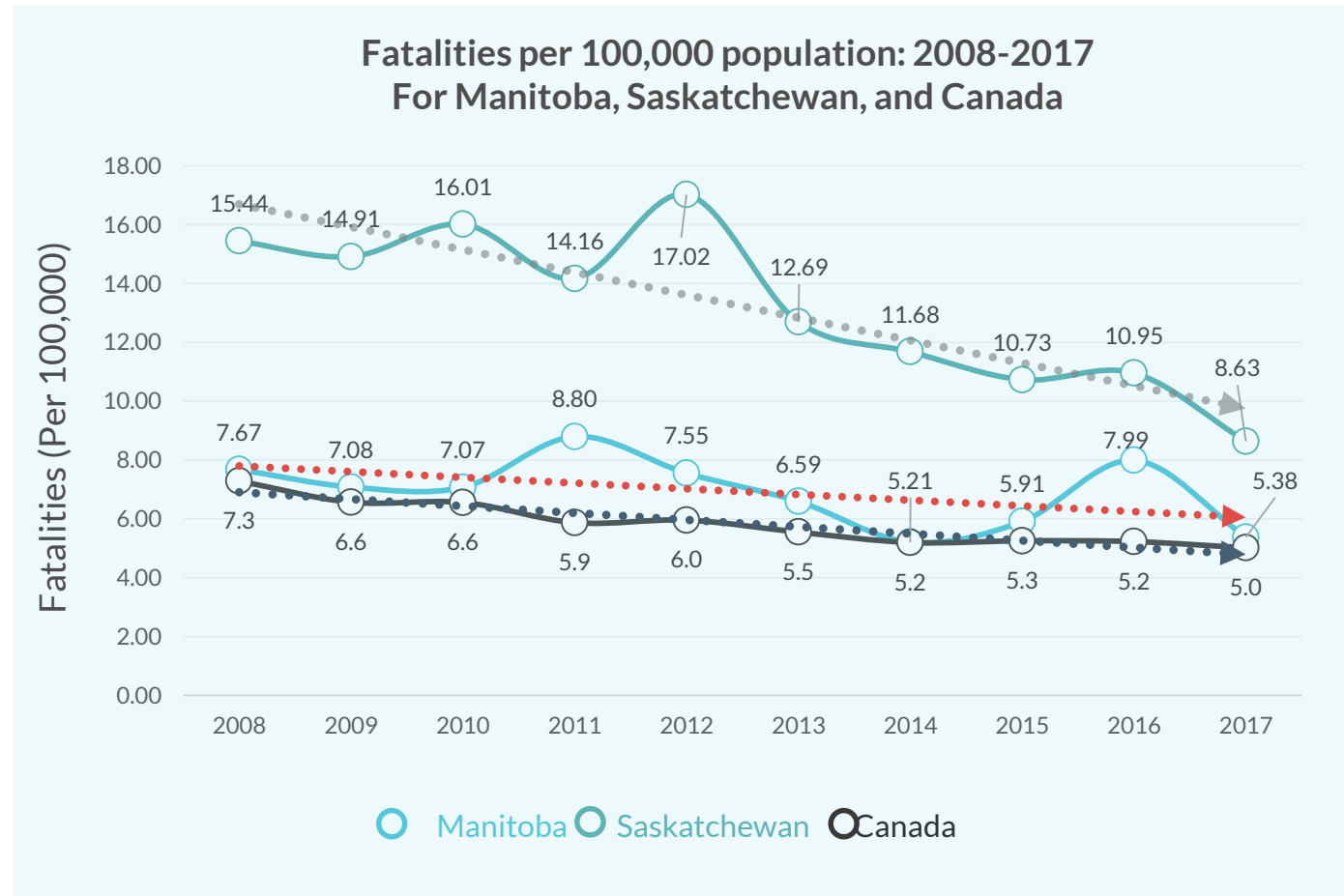


Average cost per collision claim is increasing



Traffic fatality rate is declining

- The rate of traffic fatalities per 100,000 population in Manitoba is **trending downward**, and is consistently below the fatality rate for Saskatchewan
- Though slightly higher than the Canadian average, the Manitoba fatality rate follows a similar **declining trend line**



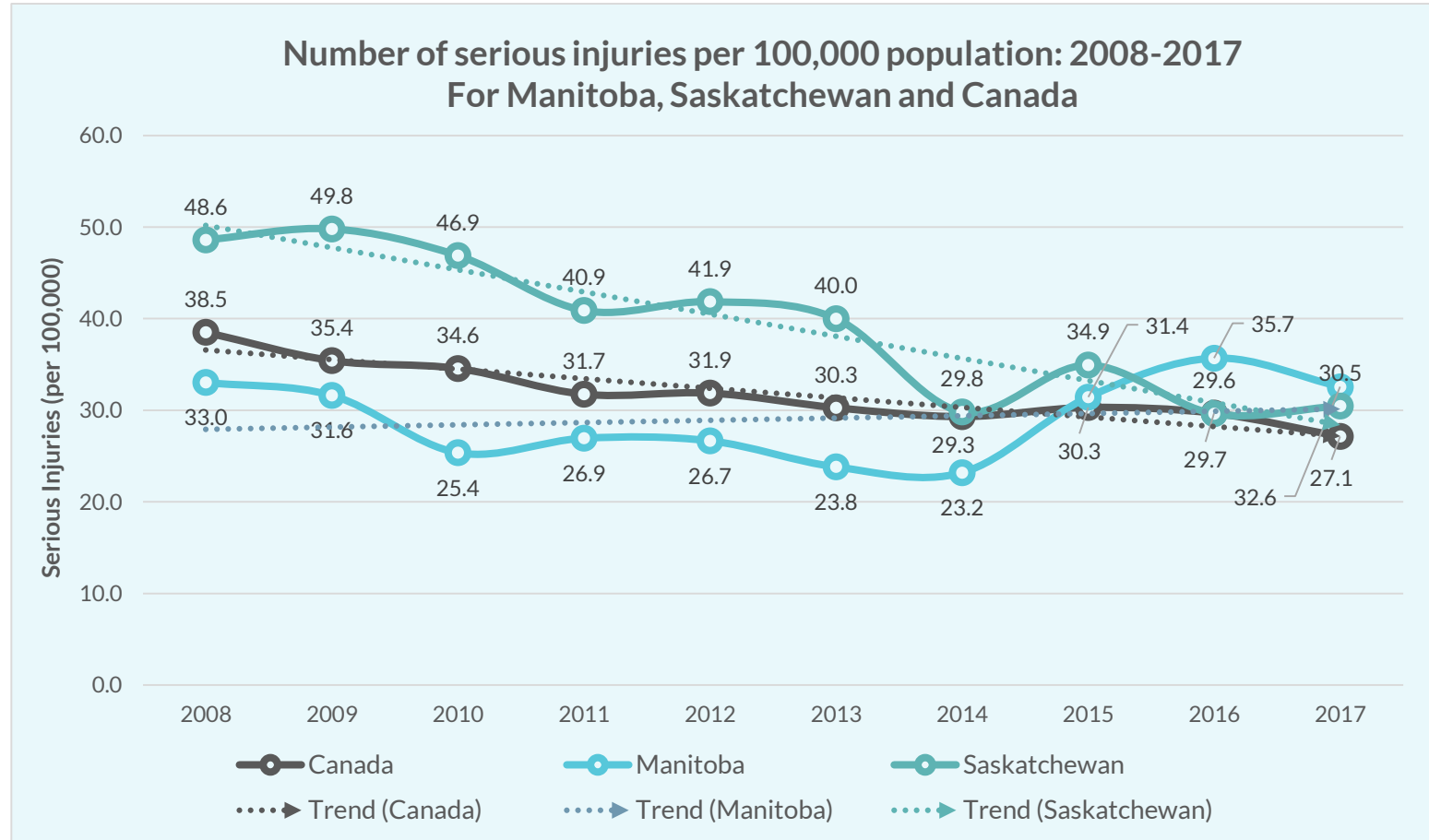
Rate of serious injury increased

- Serious injuries remained stable until recently

Source: Manitoba statistics from Manitoba Public Insurance Traffic Collision Statistics Report 2017

Canada statistics from Transport Canada

Saskatchewan statistics for serious injury obtained from Saskatchewan Government Insurance (SGI)



Key Factors Contributing to Collisions in Manitoba



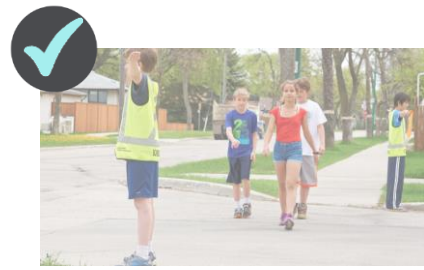
Three key factors contributing to serious collisions



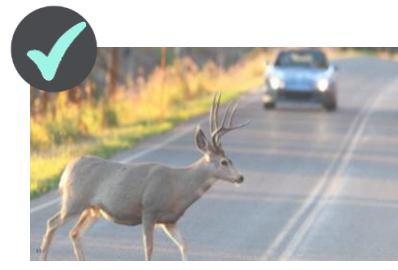
Other important areas of focus



Occupant restraints



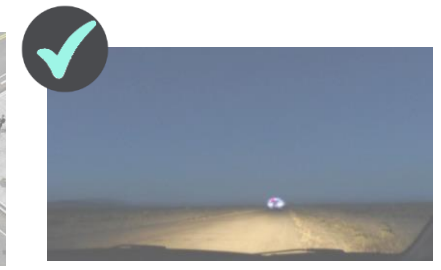
Vulnerable Road Users (VRUs)



Wildlife



Intersection safety



Rural road collisions



Efforts to Enhance Road Safety in Manitoba



Provincial Road Safety Committee (PRSC) efforts

1 Developed the 2017-2020 *Manitoba Road Safety Plan: Road to Zero* in 2017, and initial *Progress Report* in 2018

2 In 2018, the technical working groups within PRSC provided their recommended action items for government's consideration

3 In 2019, government has agreed to move forward on those action items identified as highest priority by the PRSC

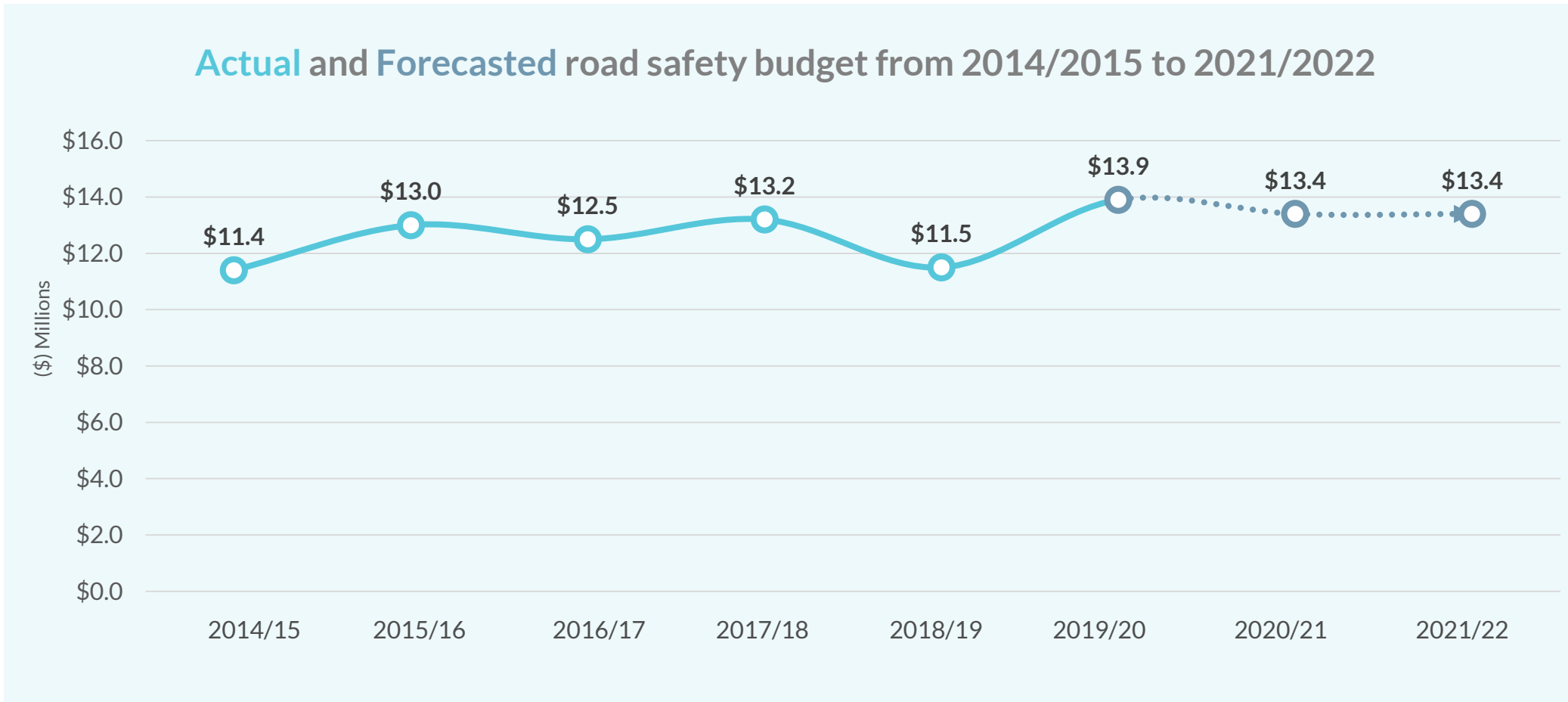


Key MPI Efforts

- MPI's key efforts and initiatives that are in progress or planned to reduce loss related to collisions






MPI road safety budget summary



Evaluation






Evaluation: Education and awareness programs

Program	Reach/Output Summary
<p>Traffic Safety Culture</p> 	<p>Fall 2018</p> <ul style="list-style-type: none"> • 73% of Manitobans have read, seen, or heard the ad campaign (exceeding the Corporate norm of 60%) • 52% are able recall key messages (consistent with Corporate norms) • Nearly 1 in 5 reported that the campaign changed their behaviour (lower than the Corporate norm of 27%)
<p>Friends for Life</p> 	<p>2018-19 Fiscal Year</p> <ul style="list-style-type: none"> • 45 presentations • 41 schools visited • Reach: 18,216 participants (audience) • Cost/participant: \$1.87/student
<p>Bike Rodeos</p> 	<p>Spring/Summer 2018</p> <ul style="list-style-type: none"> • 103 events across Manitoba • Reach: 7,717 participants • Cost/participant: \$0.52/student



Evaluation: Enhanced Enforcement program

Campaigns	Reach/Output Summary (2018 fiscal year)
<p data-bbox="242 435 662 471">Enhanced Enforcement</p>   	<p data-bbox="726 435 937 471">RoadWatch</p> <ul data-bbox="726 496 2321 639" style="list-style-type: none"> • Officers logged 7,593 enforcement hours to support the RoadWatch program, up 10.4% from the previous year • 231 Driving While Impaired (DWI) offences were issued, up 7% from 2017 • Costs: \$388/offence issued (all); \$90/enforcement hour <p data-bbox="726 675 1054 718">Distracted Driving</p> <ul data-bbox="726 739 2303 882" style="list-style-type: none"> • A total of 5,525 enforcement hours were logged to support the program, up 51% compared to 2017 • 2,402 offence notices were issued for handheld electronic device use while driving, a 10% decrease from 2017 • Costs: \$99/offence issued (all); \$79/enforcement hour <p data-bbox="726 918 945 961">School Zone</p> <ul data-bbox="726 982 2125 1125" style="list-style-type: none"> • A total of 949 enforcement hours were logged to support the program, a 25% increase from 2017 • 651 HTA speeding offences were issued, up 1.5% from 2017 • Costs: \$69/offence issued (all); \$66/enforcement hour



Road Safety in Summary

Progress achieved	In assessment and/or development phase	Future potential opportunities
<p>Driver Z (High School Driver Education)</p>	<p>Driver testing policy – Winnipeg customers to book Class 5 driver testing appointments only in Winnipeg</p>	<p>Telematics</p>
<p>MELT</p>	<p>Class 1 knowledge test requirement – regulation requiring customers to have a Class 5 full licence before booking a Class 1 knowledge test</p>	<p>Passive enforcement tools eg. automated speed cameras</p>
<p>“Save the 100”</p>	<p>Increase collaboration with the City of Winnipeg</p>	<p>Sharing data in MB</p>
<p>Distracted driving offense notices declined</p>	<p>Conduct follow-up roadside survey – prevalence of alcohol and drugs</p>	<p>High risk roadway or Intersection traffic analysis</p>
	<p>Update educational resources – in early years and middle years schools with a focus on young vulnerable road users (i.e. pedestrians and cyclists)</p>	



Summary

- Collisions and fatalities in Manitoba are trending downward
- Driver distraction, speed and impaired driving continue to be leading factors contributing to collisions in Manitoba and globally
- The Provincial Road Safety Committee has established road safety priorities
- MPI's financial commitment to road safety has remained consistent, and encourages the allocation of resources by our other partners
- MPI has made progress; we continue to explore global best practices for import to MB

