

# Road Safety in Manitoba

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# Overview

- Manitoba's collision statistics
- Road safety strategy:
  - Data driven approach
  - First Nations engagement and partnership
  - Continuous improvement
- Current efforts in support of MPI's strategy:
  - Program evaluations
  - Research
  - New programming
- Road safety budget



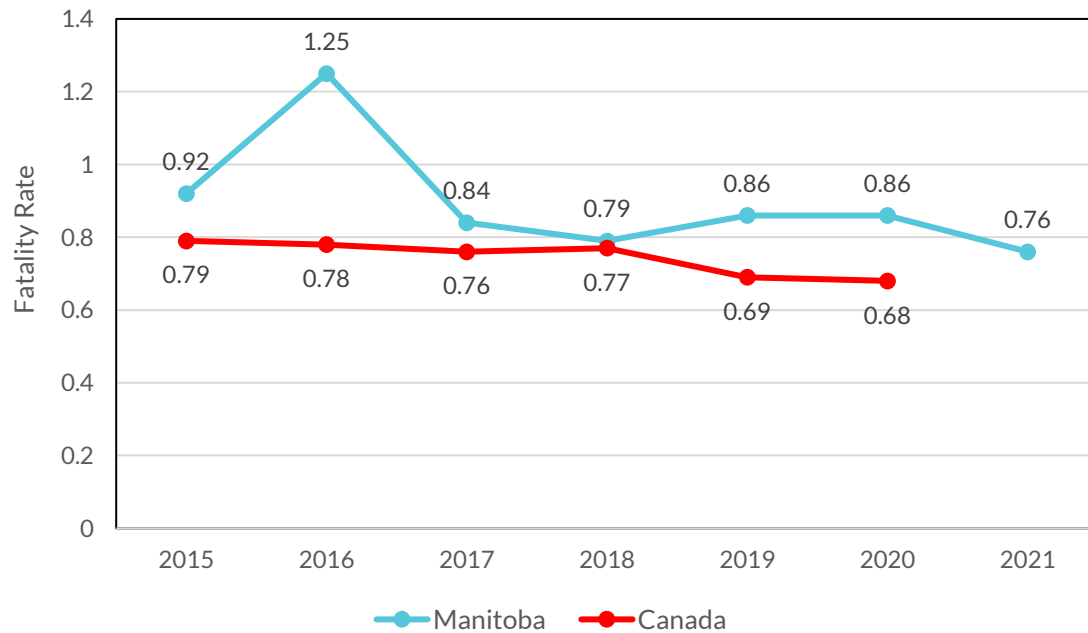
# Key factors contributing to collisions in Manitoba



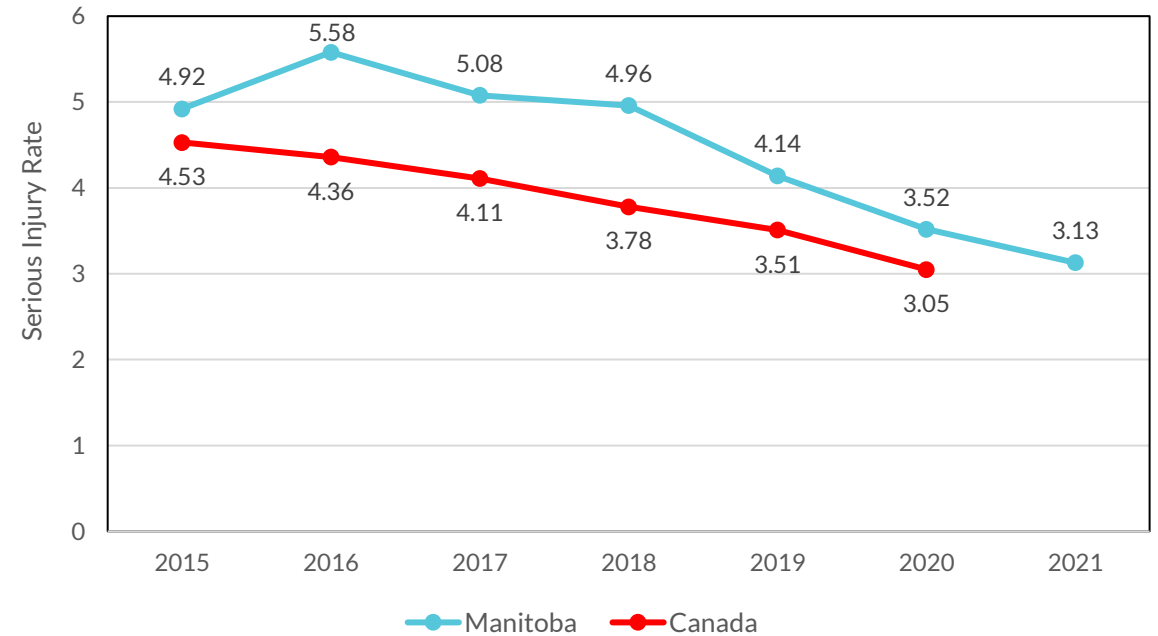
# Historical Benchmarks

Fatality and serious injury collision rates have generally followed national trends but are consistently above the national average.

Fatalities per 10,000 Registered Vehicles



Serious Injuries per 10,000 Registered Vehicles



# Four key factors contributing to serious collisions

**1** Distracted driving



Average of **30 fatalities** per year

**2** Speed



Average of **19 fatalities** per year

**3** Impaired driving



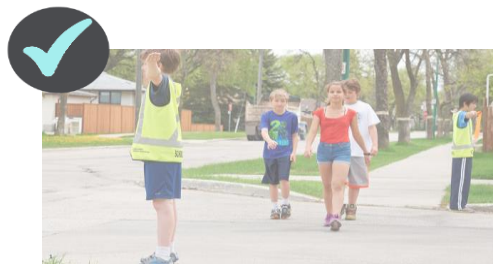
Average of **24 fatalities** per year

**4** Occupant restraints



Average of **20 fatalities** per year

## Other important areas of focus



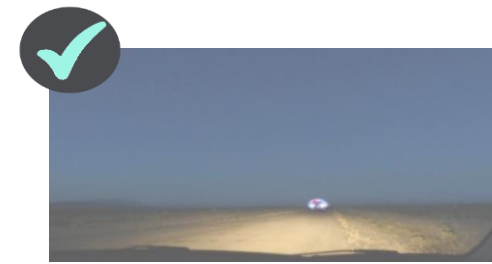
Vulnerable Road Users (VRUs)



Wildlife



Intersection safety



Rural road collisions



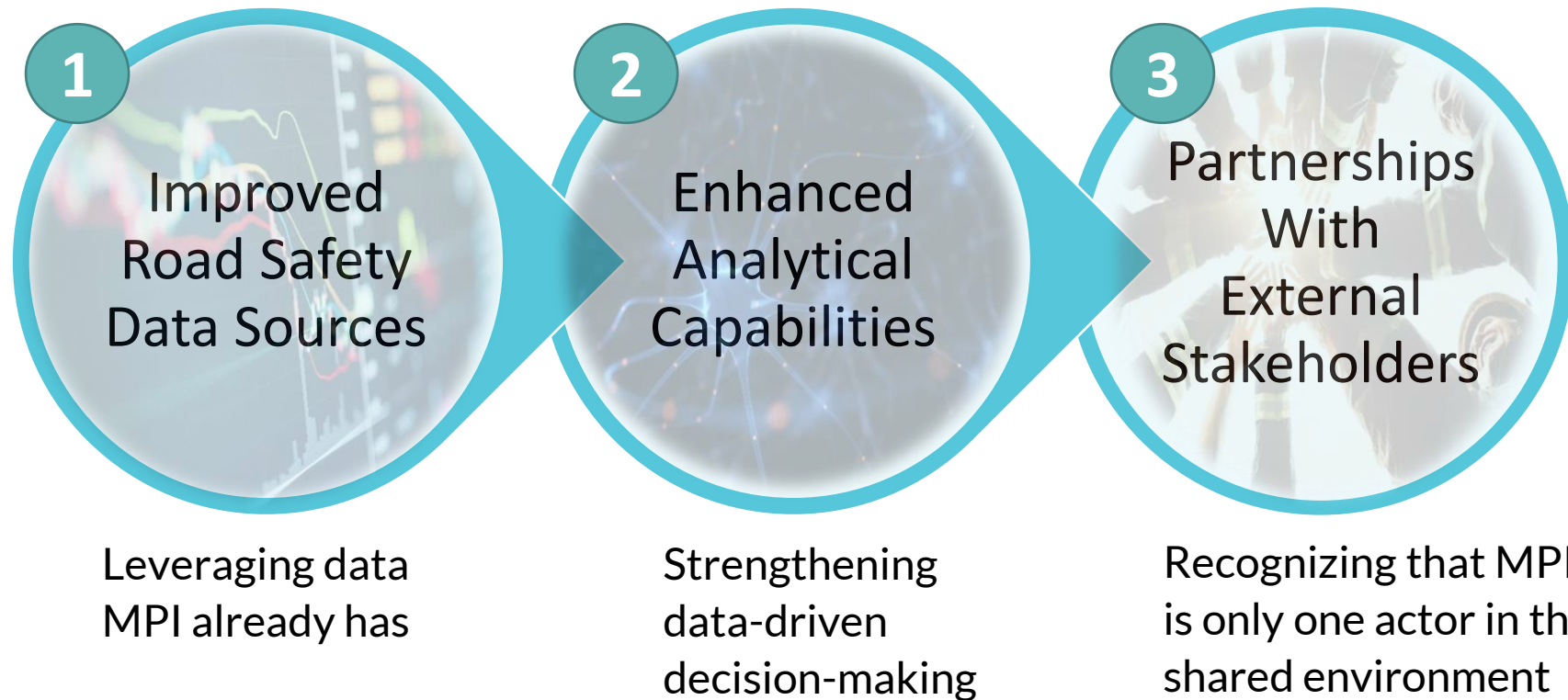
# 2022-2025 Road Safety Strategy



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# MPI Road Safety Strategy 2022-2025

The 2022-2025 Road Safety Strategy will reduce traffic fatalities and serious injuries by implementing more targeted and effective road safety initiatives, through:



# Strategy overview

The strategy is being implemented over two overlapping phases and follows three guiding principles:

1. Decisions on road safety initiatives must make sense based on a **data-driven understanding of the root causes** of traffic fatalities and serious injuries in Manitoba, and the **effectiveness of specific initiatives** in addressing those root causes.
2. Acknowledge that First Nations in Manitoba face unique road safety challenges and **commit to engaging with First Nations** to understand and address those challenges.
3. **Continuously improve the road safety data ecosystem** to support the MPI's initiatives and those of external road safety stakeholders.





# Current efforts in support of MPI's strategy



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# Research in support of MPI’s road safety strategy

## Observational Research

Seatbelt and electronic communication device (ECD) study (September 2021)	Speed study (May/June & November/December 2022)	Alcohol & drug roadside survey study (September/October 2022)
<ul style="list-style-type: none"> <li>• <b>28,772 vehicles</b> were observed in <b>46 towns/cities</b> across 8 economic regions.</li> <li>• <b>7% of drivers in Manitoba</b> were observed using or looking at an ECD. Use was generally <b>higher in urban areas (9%)</b> than <b>in rural areas (2%)</b>.</li> <li>• <b>7% of drivers in Manitoba</b> were not wearing their seatbelt. Non-use was generally <b>much worse in rural areas (15%)</b> than <b>in urban areas (4%)</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Robust sampling of <b>56 sites</b>, representing all regions and various types of roads.</li> <li>• Two phases in order to capture data at different times of year and better <b>understand seasonal aspect of speeding</b>.</li> <li>• Results to be shared with road safety stakeholders once the study is completed to enhance province-wide efforts to address speed.</li> </ul>	<ul style="list-style-type: none"> <li>• Survey of at least <b>1,200 drivers</b>. Selkirk and Winkler have been added to provide greater coverage of the province than a similar study in 2016.</li> <li>• Survey follows Transport Canada protocols and consists of <b>three main components</b>; questionnaire, breathalyzer tests, and oral fluid drug tests.</li> <li>• Data collection has completed, and analysis is underway</li> </ul>



# Partnership with Assembly of Manitoba Chiefs

MPI has partnered with the Assembly of Manitoba Chiefs to improve road safety and reduce deaths and serious injuries in First Nations.

The partnership includes:

- ▶ MPI funding for a Road Safety Coordinator position at AMC to lead community engagement and development of action items.
- ▶ With support from MPI, AMC will engage First Nations across the province to identify, plan and prioritize of actions to address local First Nation road safety issues.



# Programming: Reflective vest program in Peguis First Nation

- MPI is partnering with AMC and Peguis First Nation on a pedestrian safety program
  - Data shows an average of 5 pedestrian fatalities occur in First Nations every year, with the vast majority occurring in low-light or night conditions.
  - 1,000 reflective vests have been distributed free of charge to community members for greater visibility at night.
  - A pedestrian safety awareness campaign through local media channels - local newspaper, radio station, community website, and other community events/locations is planned.
  - If program is successful, could be scaled up to other First Nation communities across MB.



# Programming: 2022 Coordinated Seatbelt Campaign

## ‘Best Practice’ in Action:

- Partnering with Enforcement:
  - Research identified low rates of seatbelt use in rural Manitoba.
  - Timing and urgency of the issue have been shared with law enforcement partners throughout province, for a **provincially coordinated campaign**.
  - MPI is working with RCMP to target the **Parkland/Interlake regions**, in a 2022 pilot program featuring increased enforcement and local communications during peak risk months.
- Evaluation:
  - Via before and after observations, and traditional post-initiative survey.



# Evaluating the Effectiveness of Road Safety Programs

MPI has conducted a comprehensive evaluation of its road safety programs

- Program outcomes were compared to individual program and strategic road safety goals.
- To measure each program's impact, an analytical team collected data from a myriad of sources and developed analysis methodologies.
- The focus of the evaluations were on analyzing the impact of programs on fatalities, serious injuries, or collisions, wherever analytical possible.
- Majority of programs found to have some effectiveness. In keeping with its data-driven strategy, MPI will consider how it can expand the most effective programs and improve or discontinue those found to be less effective.

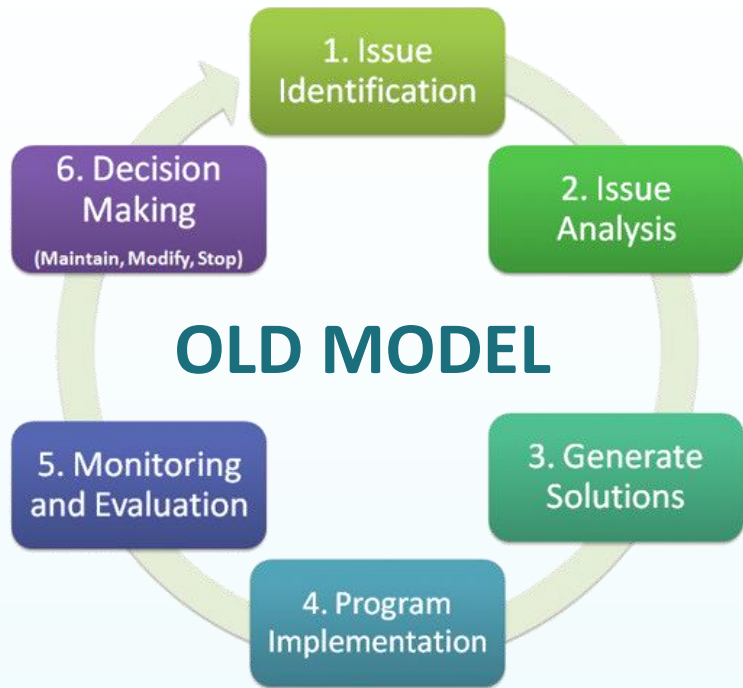


# Analyzing the causes of fatalities in Manitoba

1. Analysis of fatalities supports a **focus on rural areas, particularly in First Nations**. The data shows that a disproportionate number of fatalities are occurring outside of Winnipeg.
  - ▶ 84% of fatalities occurred outside of Winnipeg; 19% occurred within First Nations.
2. Analysis of fatalities supports a **focus on males aged 25-34 and 65+**.
  - ▶ 72% of victims were male, and half of those were 25-34 or 65+.
3. Analysis of drivers killed or involved in fatalities supports a **focus on identifying and targeting drivers with a history of risky driving**. Drivers killed or involved in fatal collisions tend to have a track record of speeding, impaired driving, and/or frequent collisions.

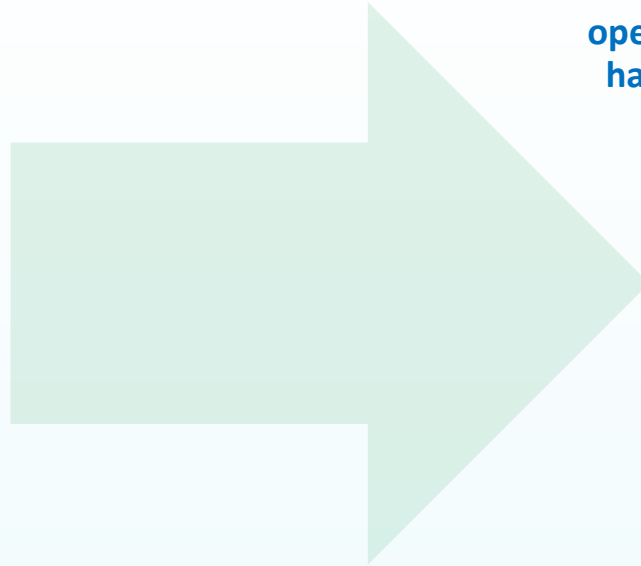


# Changes to act more quickly on road safety issues



## OLD MODEL

Cycle was annual, tied to budget cycle, could take up to 18 months to implement and longer to see potential results of programming.



4. New programs are implemented or operationalized without having to wait to next budget cycle

## NEW MODEL

3. Approval of new programming occurs throughout the year, not just during budget planning cycle

1. Emerging issues identified through ongoing data analysis and research

2. Program ideas generated and prioritized on an ongoing basis

Flexible, not tied to budget cycle, able to deal with issues as they emerge, uses current data.





# Road Safety Budget



# Building the Road Safety Budget

- Annual funding requirements for road safety are determined based on program needs in a Zero-Based Budgeting method.
- Existing program funding is determined based on the evolving program needs, which includes any program modifications or enhancements, and results.
- New programs are submitted via a lean business case that outlines the business need, the project's objectives and benefits, associated project costs and how desired outcomes will be monitored and evaluated.
- Enhanced enforcement funding levels are determined through consultation with participating law enforcement agencies based on their proven ability to effectively support additional enforcement of key road safety issues.



# Budget Summary

- Road Safety Budget Forecast for 2022/23 is **\$12.2M**, as per EXP Appendix 15.
- MPI is increasing its road safety budget for 2023/24 in line with its data-driven strategy:
  - First Nations
  - Adult driver training
  - New programming based on research findings

Road Safety and Loss Prevention Program Costs(C\$ 000s)	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	
	(a) Actual	(b) Actual	(c) Actual	(d) Actual	(e) Forecast	(f) Budget	(f)-(e) Variance
Driver Education and Improvement	3,664	3,479	1,391	3,091	3,920	4,569	649
Impaired Driving Prevention	1,833	2,452	1,422	2,390	2,630	2,854	224
Speed Management	86	288	387	406	493	722	229
Occupant Safety Education	254	57	75	163	295	381	86
Auto-Crime Prevention	1,289	640	2	2	4	4	0
Fraud Prevention	-	-	283	46	-	-	0
Motorcycle Safety Education	28	38	49	64	60	65	4
Vulnerable Road User Education	140	172	148	99	367	1,624	1,257
Safety Programming Other	1,240	818	129	307	485	547	61
Road Safety Production and Awareness	83	50	63	37	79	79	0
Program Evaluation	27	30	13	145	201	125	(75)
Cell Phone/Distracted Driver Awareness	182	512	473	693	661	767	106
Other	-	593	716	740	887	970	83
Departmental expenses	2,711	2,901	2,557	2,154	2,184	2,269	86
<b>Total</b>	<b>11,538</b>	<b>12,030</b>	<b>7,708</b>	<b>10,337</b>	<b>12,267</b>	<b>14,975</b>	<b>2,708</b>

