

Road Safety Awareness Week

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MGMT 490: Capstone

Meet the Team



Jessica Stirling

BMgmt 4th year



Jacob Baycroft

BMgmt 4th year



Wasy Sami

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BMgmt 4th year

Our Partners





Agenda

- **Introductions and SAFR**
- **Problem Statement and Background**
- **Research Findings**
- **Proposed framework**
- **Implementation plan**

The SAFR Vision

SHARED ROADS

Smarter & Safer Together!



Lake Country.

British Columbia.

Canada

“Our vision is for Lake Country to become a place where our roads are safe for all road users shared harmoniously by pedestrians, cyclists, motorists, and wildlife, contributing to a happier, healthier community.”

— Marie Molloy,
Co-founder of SAFR



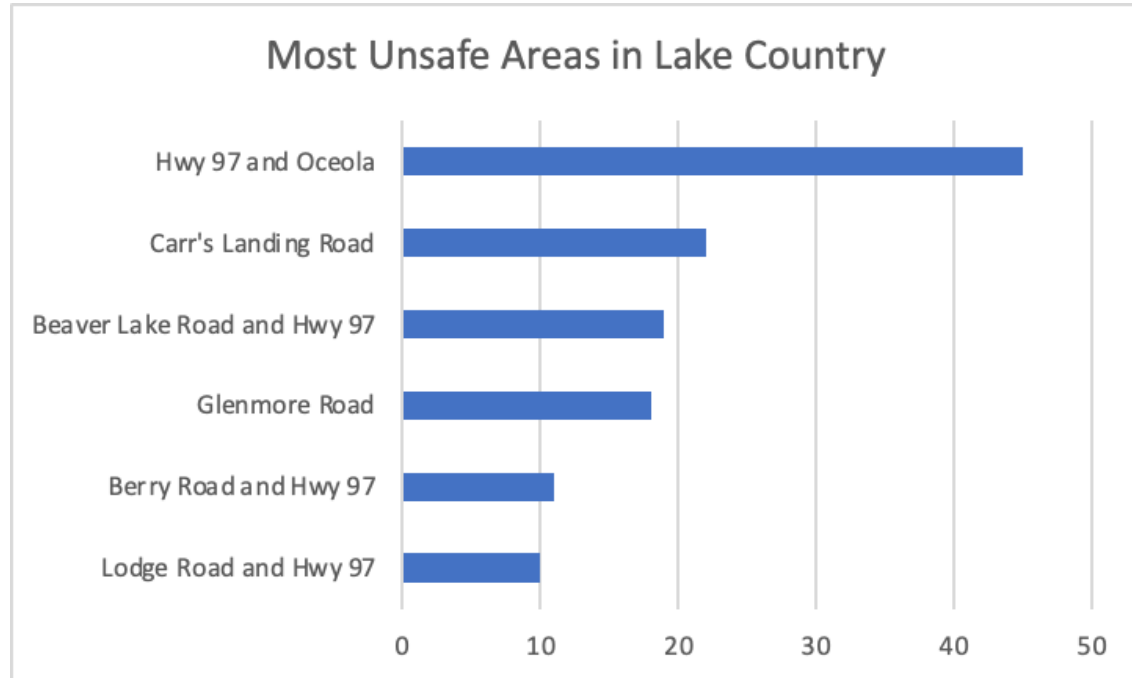
Problem

- 1 Road safety is a critical concern for the residents of Lake Country
- 2 Increasing risks due to gap in community engagement and education on road safety best practices.
- 3 A lack of awareness contributes to crashes, near-misses, and unsafe behaviors, putting all road users at risk

In a Survey of 250 Lake Country residents done in 2024...

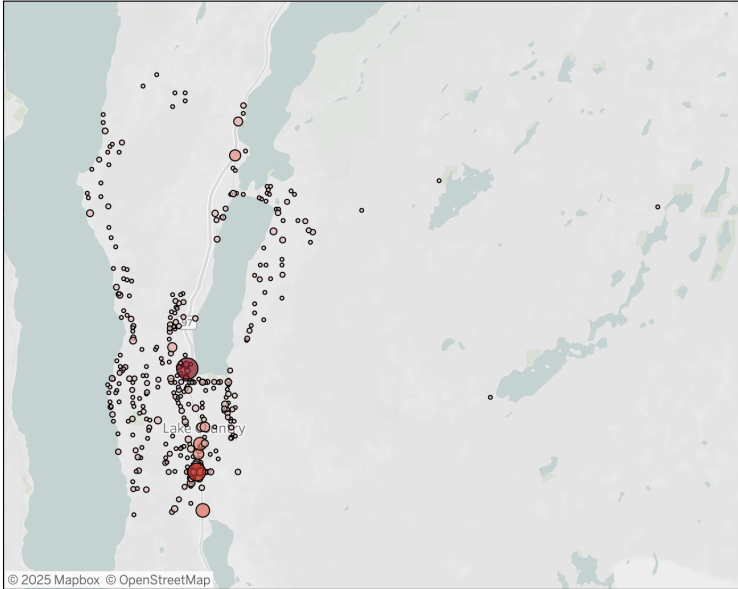
51% of people feel although road safety in Lake Country has gotten **worse in the last 3 years**

70% of the respondents said that they would prefer to **receive road safety information through social media**

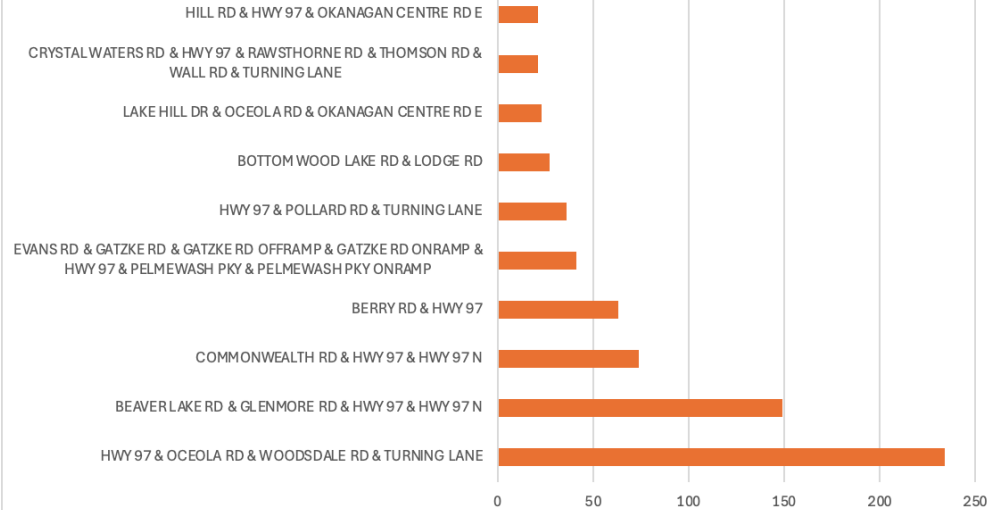


Crash Statistics

- Based on data from 2019 to 2023



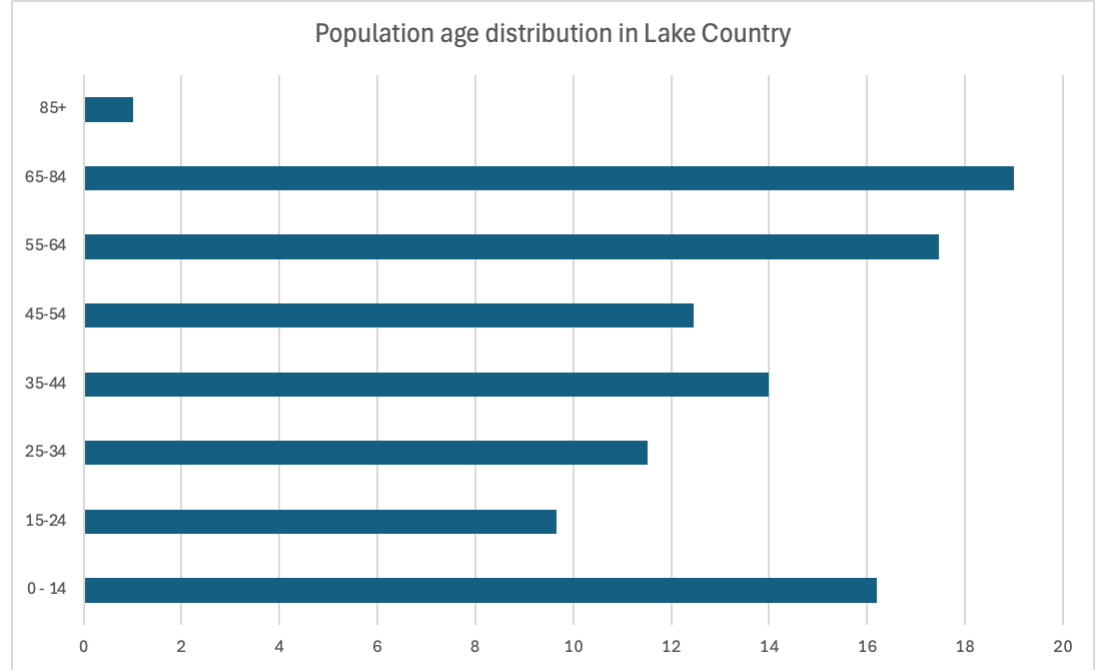
Top Accident-Prone Locations in Lake Country (2019-2023)



Adult-dominated population distribution

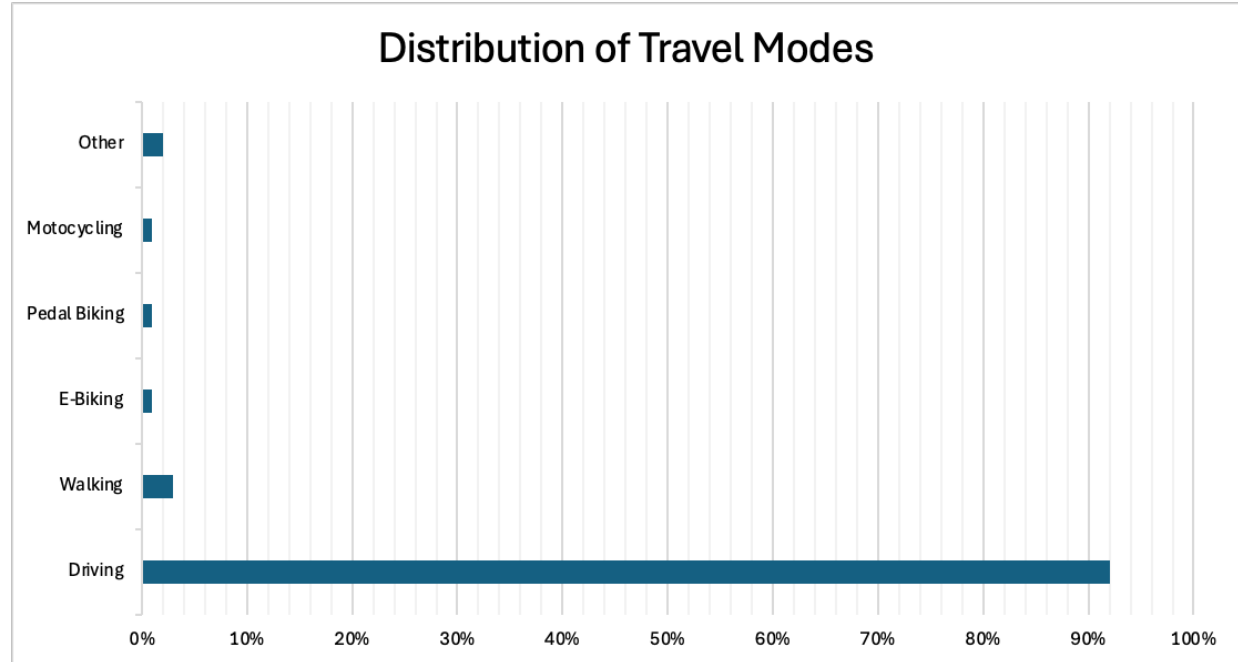
The chart illustrates the population distribution by age groups, with

16% aged 0-14,
10% aged 15-24,
11% aged 25-34,
14% aged 35-44,
12% aged 45-54,
17% aged 55-64,
19% aged 65-84, and
1% aged 85+.



Travel Mode Distribution in Lake Country

In Lake Country (2024), **driving dominates at 92%**, followed by **walking at 3%**, with **E-Biking, Pedal Biking, and Motorcycling each at 1%**, and other modes at **2%**. Road safety week should focus on educating driving behavior, but it should also cover other modes of travel.





Our Proposed Solution...

- Community engagement
- Opportunities to educate
- Volunteering and youth participation

“Our Actions, Our Safety.”




Other Communities

1. Cowichan Valley - Safer Roads Start With Me
2. City of Mississauga
 - a. School walking routes maps
 - b. 'Slow Down' lawn signs
3. Guelph's 24 Strategies
4. California Department of Transportation (Caltrans) Highway Safety Poster Contest
5. MADD Canada (Mothers Against Drunk Driving)
6. Ontario Students Against Impaired Driving (OSAID)
7. Markham Traffic Safety Program

Vision Zero Canada

- Multinational road traffic safety project that aims to achieve a road system with **ZERO fatalities or serious injuries**
- Originated in Sweden in 1997 – 50% reduction in fatalities

“No loss of life is acceptable.”



No more road violence.

Guelph's 24 Strategies

<i>Focal Message</i>	<i>Implementation</i>
Pedestrian Safety	Pedestrian routes app, Crossing
Distracted driving	Awareness Campaign
Aggressive Driving	Red Light running awareness
Cycling safety	1.5 Meter passing Law
Speeding	Slow down lawn signs, Radars
Impaired Driving	Impaired driving demonstration
School Safety	Walking groups
Senior Safety	"Senior Safety Zones"

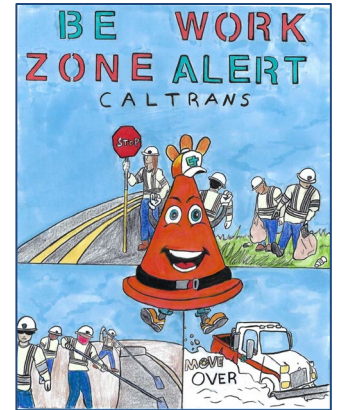


***“Every road.
Every Day.
Everyone”***

Caltrans Poster Contest

Opportunity for children to share their thoughts and creative ideas about the importance of driving safely in or near a work zone

- Different age categories
- Must contain “Be Work Zone Alert” and Caltrans or CT logo
- Email scanned PDF or photograph with name of child and age category
- Judged on reflection of theme, originality, and use of colour
- Photos became property of Caltrans
- Winning posters displayed on website



Markham's Traffic Safety Program

Year-Round Focus

Key Events

Diverse Themes

Enforcement Support

Community Engagement

ROAD SAFETY CALENDAR EVENTS and CAMPAIGNS



JANUARY

- ➔ Automated Speed Enforcement (ASE) camera launch
- ➔ Leave Space Campaign (snow plows, buses, trucks)
- ➔ Visibility Campaign

FEBRUARY

- ➔ International Winter Walk to School Day - February 5
- ➔ Leave Space Campaign (snow plows, buses, trucks)
- ➔ Visibility Campaign

MARCH

- ➔ Bus Safety Campaign
- ➔ Leave Space Campaign (snow plows, buses, trucks)
- ➔ Visibility Campaign

APRIL

- ➔ Slow Down Campaign

MAY

- ➔ Canada Road Safety Week
May 13 to 19
- ➔ Distracted Driving Campaign
- ➔ Family Fun Day - May 24
- ➔ Slow Down Campaign
- ➔ Speed limit revision report - Release of report
- ➔ York Region Vision Zero Traveller Safety Plan Update

JUNE

- ➔ Bike Month
- ➔ Distracted Driving Campaign
- ➔ Motorcycle Safety Awareness
- ➔ Seniors Month
- ➔ Share the Road Campaign - June 1
- ➔ Slow Down Campaign

JULY

- ➔ Distracted Driving Campaign
- ➔ Slow Down Campaign

AUGUST

- ➔ Cycling Safety Campaign
- ➔ Distracted Driving Campaign

SEPTEMBER

- ➔ Back-to-School Campaign
- ➔ Bus Safety Campaign
- ➔ Distracted Driving Campaign

OCTOBER

- ➔ Bus Safety Campaign
- ➔ Distracted Driving Campaign
- ➔ Halloween Safety - October 27 to 31
- ➔ International Walk to School Day
October 1

NOVEMBER

- ➔ Distracted Driving Campaign
- ➔ Leave Space Campaign (snow plows, buses, trucks)
- ➔ Visibility Campaign

DECEMBER

- ➔ Distracted Driving Campaign
- ➔ Leave Space Campaign (snow plows, buses, trucks)
- ➔ Visibility Campaign

Road Safety Awareness Week

Remember, every road is a **shared space**.



Proposed Framework

Sunday: Drivers	Thursday: Youth/School safety
Monday: Pedestrians	Friday: New Drivers
Tuesday: Seniors	Saturday: Main Event
Wednesday: Cyclists	

Sunday

Drivers

- RCMP presence/enforcement
 - Speed radars, speed checks, DUI checks, Carr's Landing monitoring
- Road Safety Awareness Week signage
- Scavenger hunt begins*



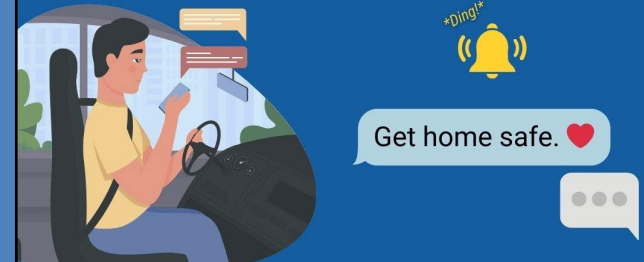
That text can wait.

In Canada in 2021, distracted driving surpassed the amount of fatal crashes from impaired driving.



Mobile phone use while driving leads to **1.6 million crashes** annually.

- Canadian National Safety Council, 2019





Everyone is a pedestrian!

What does pedestrian safety look like?

- Reflective or bright clothing, especially at night
- Abide by crosswalks: jaywalking is a safety risk all road users
- If there is no sidewalk, walk towards traffic to increase your visibility and awareness of approaching vehicles



- Always look both ways before crossing a driveway or alley to check for vehicles or bikes
- BE ALERT! Don't walk and text when crossing or walking along roadways



Monday

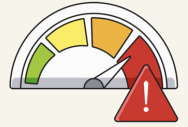
Pedestrians

- Road Safety Awareness community walk
- Community Police crossing guards
- Running/Walking groups


Tuesday

Seniors

- Lake Country Lodge, Lake Country Seniors Activity Society
 - Seniors Activity Centre – MAC Building
- Engagement Discussion:
 - *“What does road safety Look like to you?”*



Speed Limits save lives!

 Reminder: residential road limits are sometimes 20, 30, or 50 ... and NEVER above!

Accidents that occur at 50km are **six times** more likely to cause a fatality than at 30 km

Be mindful of speed limits.





Every road is a Shared road!



Cyclists and drivers should use respectful road etiquette

In Canada, wearing headphones or operating a cell phone while cycling is against the law.

Drivers, always remain **at least 1.5 METERS (5 feet)** away from cyclists... more if possible!



Wednesday

Cyclists

- **GoByBike Event** (June 4th, 2025, 7:30-9:30 am)
- Community bike ride
- Bike to work/school day
- Post a photo with #CyclingCity, #CycleToWork #LCCycling
- Free bike safety checks (tires, bells, gears)



Thursday

School/Youth Safety

- Road safety discussion encouraged in class rooms
- Community organizations to reach out to: Art Gallery, Elementary/High Schools, After school programs



Slow down, Stay alert!

Slow Down – Obey posted speed limits in school zones

Watch for Kids – Children can be unpredictable; stay alert near crosswalks and sidewalks


No Distractions – Put the phone down and focus on the road

Stop for Buses – Flashing red lights mean STOP. No passing!

Share the Road – Look out for young cyclists and pedestrians.



New Drivers → Social Media





'N' Permit reminders!

Congrats on passing your drivers test!
Now, remember...

N Driver rules:

- ZERO alcohol
- ZERO device usage
- ONE passenger
- DISPLAY 'N'

Driver Penalty Points

What are they?
"You get penalty points when you commit certain driving offences, these remain on your driving record. The number of points varies depending on the type of offence. For example, **speeding tickets earn you three points**, while **distracted driving earns you four.**"

When a N driver receives **FOUR** points, ICBC can revoke the drivers licence.

<https://www.icbc.com/driver-licensing/tickets/Driver-Penalty-Points>




Penalty Point Premium

What is a Driver Penalty Point Premium (DPP)?

Each year, ICBC looks at the total number of penalty points you received during a 12-month period.

If you collect **more than three points** on your driving record during the year, **you'll pay a Driver Penalty Point (DPP) premium.**

Points	\$\$\$/yr
4	\$214
6	\$367
10	\$1108
15	\$376
25	\$7,050
50+	\$29,376



<https://www.icbc.com/driver-licensing/tickets/Driver-Penalty-Points>



So, that means...

One charge of distracted driving
= (Ticket fine) \$368
+ (DPP) \$214
= **\$582 Dollars**



Ask yourself...

Is that text message **REALLY** worth **\$582 dollars** out of **YOUR** pocket?

Billboard/Truck Sign

ROAD SAFETY AWARENESS WEEK

SAFR - Safety Awareness
Friends and Residents

Visit www.lakecountry/safr.ca

Remember, the road is a
shared space.

Let's make Lake
Country a SAFR place.

Our Actions. Our Safety.



Saturday

Main Event

- A chance for the community to come together
- Poster contest and scavenger hunt winners announced and awarded prizes
- Booths for local businesses
- Road safety spin the wheel
- Fire department runs BBQ with free hotdogs



What can you do to practice road safety?

-  Always wear reflective or bright clothing and use caution wearing headphones
-  Cycle in designated lanes, wear a helmet, and assume vehicles may not see you!
-  Obey speed limits, buckle up, and don't text and drive

Remember, every road is a **shared space**.



Poster Contest

- Road Safety Awareness Poster contest for kids and teens
- Do through Boys and Girls Club, another after school program, or daycare
- Top 10 posters will be displayed around the final event



Trivia Wheel

- Booth at final event with Road Safety themed trivia questions
- Spin the wheel and answer your question correctly for a prize
- We will provide questions and answers



Implementation

Providing our partners with:

1. Written Report with in depth logistics for the week and activities and executive role assignments
2. Social media templates
3. Recommended organizations to be involved
4. Website + volunteer portal

Risks and Mitigation Strategies

Low community engagement	High-impact community engagement activities + aggressive marketing
Communication and Coordination Risks	Establish clear communication roles and responsibilities, Implement a unified process and regular reporting
Challenges in Recruiting and Managing Volunteers	Recruit widely through community channels, offer simple incentives, and provide essential training on roles, safety, and emergency procedures.
Not engaging for all audiences	Collaborate with reputable/ethical institutions to co-organize events, or launch an at-home design competition initiative, making it a family-friendly event



Questions?

References

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