Winnipeg Road Safety Strategic Action Plan Phase One

Public Engagement Report

Prepared by the City of Winnipeg

& HTFC Planning & Design

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Winnipeg

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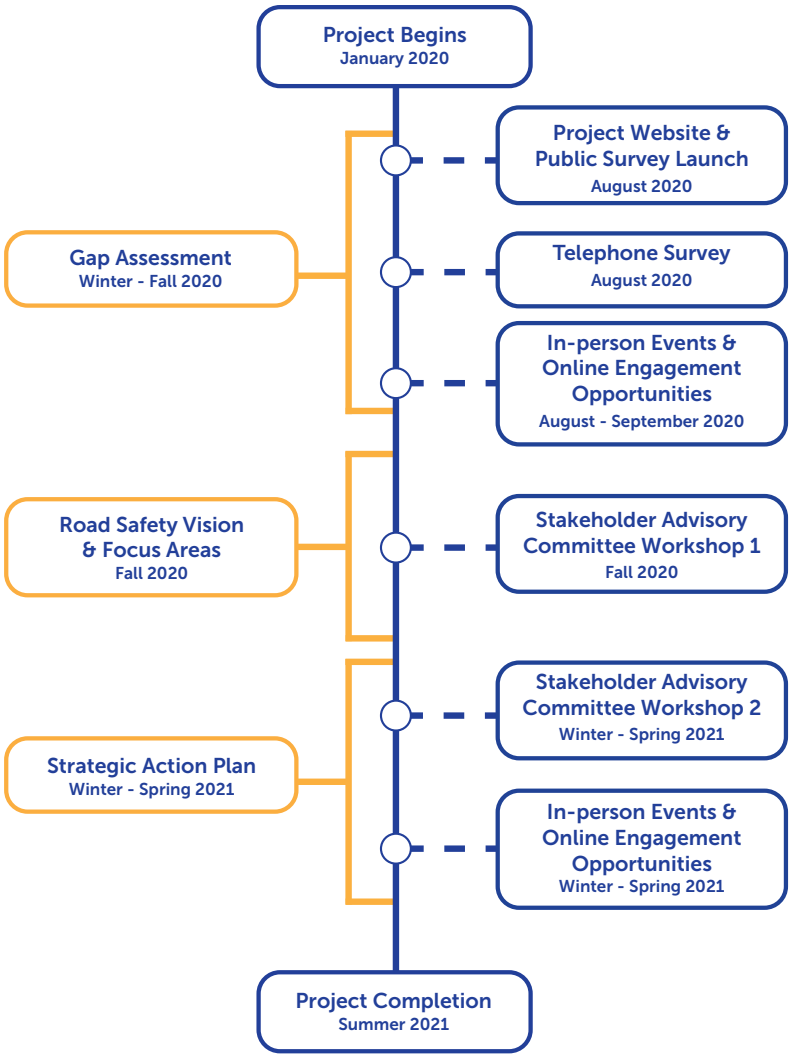
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1.0 Introduction

Road safety is important locally, nationally, and internationally. Motor vehicle collisions are the leading cause of death and disability in many jurisdictions, and result in significant economic costs, pain and suffering, and life-altering consequences. Over the last 10 years, Winnipeg has seen an annual average of 13 fatal collisions and 145 collisions resulting in serious injuries. In fact, while fatal collisions have decreased year-over-year, the number of injury-causing collisions has increased over the last 20 years. Serious injuries and deaths on the road are preventable. Winnipeggers, as a group, are becoming less tolerant of these incidents.

The *Winnipeg Road Safety Strategic Action Plan* will serve as a roadmap for implementing both short-term solutions and long-term investments over the next 3-5 years and beyond in a coordinated and focused manner, to ensure the City is doing its part in preventing serious injury and death on our roads.

The project team will build the action plan based on what they hear through both conversations with road safety stakeholders and a variety of public engagement sessions, as well as an in-depth statistical and analytical review.



2.0 Strategy

A robust public engagement plan for the *Winnipeg Road Safety Strategic Action Plan* was developed to facilitate input from a wide network of stakeholders and the public. The first phase of engagement ran from July to September 2020. Engagement through the summer included a series of meetings with each of the City of Winnipeg Community Committees, the Accessibility Advisory Subcommittee of the Human Rights Committee, and the Winnipeg Committee for Safety, as well as meetings with members of Council and key project stakeholders.

Phase 1 engagement also included online and in-person opportunities for the general public to provide input and feedback. These opportunities for the public ran from August 19 to September 30 and began to highlight areas of concern and potential opportunities for road safety improvements.

Phase 1 engagement aimed to assess the public's general awareness of road safety and key road safety issues and to gain insight into potential improvements to the road network and the public's vision for safer roads in Winnipeg. Feedback fathers during Phase 1 engagement, as well as technical data, has informed the internal Gap Analysis report (which will be used by the technical team).

The engagement program and project were promoted using a variety of methods. Adjustments to the intended in-person techniques of the engagement plan were made as the project evolved and prevailing COVID-19 safety measures prevented the ability to host larger indoor events. The methods used to gain stakeholder and public participation in this phase included:

- Stakeholder Advisory Committee (SAC) virtual meeting (1 meeting – 11 representative organizations attending)
- Interactive project website with informational video, survey and mapping tool (4,500 views; 802 survey responses; and 224 map points)
- Representative public opinion survey conducted by Probe Research Inc. (600 respondents)
- Downloadable discussion kits (156 downloaded or handed out, 4 kits completed by 13 participants)
- Pop up events (4 locations with a total of 165 interactions)
- Virtual public meetings using the Zoom platform (2 events – 24 participants)

Promotions and information were shared throughout the summer and early fall via the City of Winnipeg project website winnipeg.ca/roadsafetyplan, social media (Facebook and Twitter), a news release, City of Winnipeg engagement newsletter, printed postcards, newspaper advertisements, and media interviews. Promotional material can be viewed in Appendix G.

3.0 Engagement activities

In August and September, Winnipeggers were invited to learn more about and participate in the project via a series of online engagement opportunities and in-person, socially distanced events. These touchpoints allowed the project team to raise awareness of road safety, present preliminary data-based findings and collision data, and gain perspective on Winnipeggers' perception of road safety.

The following table summarizes each engagement activity and associated participation level.

Date	Activity	Participation
July 30, 2020	Stakeholder Advisory Committee Workshop	11 representative agencies and organizations attended a virtual meeting to provide feedback on current road safety issues their organizations or members face, and opportunities for improvement.
August 19 – September 30	Public survey and mapping tool	802 participants completed an online or paper survey. Participants dropped 224 points on the mapping tool to indicate road safety issues on a particular street and intersections of concern, and characterize the issue.
August 6 – August 21	Representative public opinion survey	600 randomly recruited respondents of the general population sampling of adult Winnipeggers
August 19 – September 30	Discussion kit	Online and paper formats 156 kits downloaded; four kits completed by 13 participants.
September 5 – September 15	Pop-up events (4)	165 participants visited pop ups and provided more than 150 comments at local farmers' markets, neighbourhood centres, and other community events. To encourage attendance, event materials advertised free bike tune-ups by the WRENCH at two of four events.
September 22 & September 24	Virtual engagement sessions (2)	24 participants had the opportunity to learn about the project and provide input during one of two Zoom virtual webinars.

3.1 Stakeholder Advisory Committee meeting

A Stakeholder Advisory Committee (SAC) was struck to support plan development and to provide representation of various perspectives and relevant road safety organizations. The group provided advice to the project team according to the following objectives: inform the City of community perspectives related to road safety; promote an understanding of range of perspectives of road users; and provide a forum to hear from diverse communities and constructively identify and develop recommendations relating to road safety and serve as a link to the community by promoting public participation in the plan.

Early in the project, an inaugural meeting introduced committee members to one another, provided information about the project, and facilitated understanding of the committee's role in the process and development of the plan. To date, 26 community organizations and road safety stakeholder groups have been identified to serve on the SAC. In July, a virtual SAC meeting was held with 11 participating agencies and organizations.

3.2 Pop-up events

Four pop-up events were held at public spaces in areas of the city that experience higher rates of severe collisions. These events provided informal touchpoints to inform the public of the project, and gain initial feedback and comments relating to road safety issues. As pop-ups are intended to 'go to the public', they provide an opportunity for participation to those who may not have otherwise heard about the project.





These events were held at the following local community centres or outdoor spaces :

- September 5, 2020 at Bronx Park Community Centre Farmers' Market
- September 9, 2020 at the Broadway Neighbourhood Centre
- September 11, 2020 at Powers Park Plaza at Selkirk Avenue and Powers Street
- September 15, 2020 at Barbara Mitchell Resource Centre

The WRENCH, a Winnipeg charity which provides bicycle repair and education, provided free bike tune-ups for attendees at two of the pop-up events.

A total of 165 participants were engaged and provided 160 comments concerning areas for improvements to road safety and the vision for safer roads in Winnipeg. A postcard with information about the upcoming virtual meetings, online survey, and mapping tool was handed out. Discussion kits were also available if a participant wanted to take information away to conduct their own road safety discussion with a particular citizen group or organization.

3.3 Discussion kits

The discussion kit was promoted as an opportunity for citizens to meet with their community, facilitate a group discussion, and provide feedback to the project team. The kit which was available for download from August 19 – September 30, 2020, included information on how to prepare and host a meeting and how to submit details for their discussion via email, mail, or in-person drop-off. A colouring page was also included to get young Winnipeggers involved in the road safety conversation.

The discussion kits were downloaded 156 times; four completed packages were submitted (representing 13 individuals from a variety of organizations including Safe Speeds Winnipeg and West Broadway Community Organization).

3.4 Virtual meetings

The project team initially planned to host in-person events; however, due to COVID-19 restrictions, the team had to pivot to a virtual engagement plan that included two, 90-minute virtual public meetings. Participants were invited to pre-register for the Zoom format event. The virtual meetings consisted of a 45-minute presentation, followed by a 45-minute question and discussion period. A total of 24 participants attended a virtual event. Participants were encouraged to submit questions throughout the presentation, which were answered live during the question period. A series of polls were also presented throughout the presentation to: gain understanding of participants' road use and their perceptions around road safety and related topics; ask questions about the project and data presented; and share general comments and concerns.

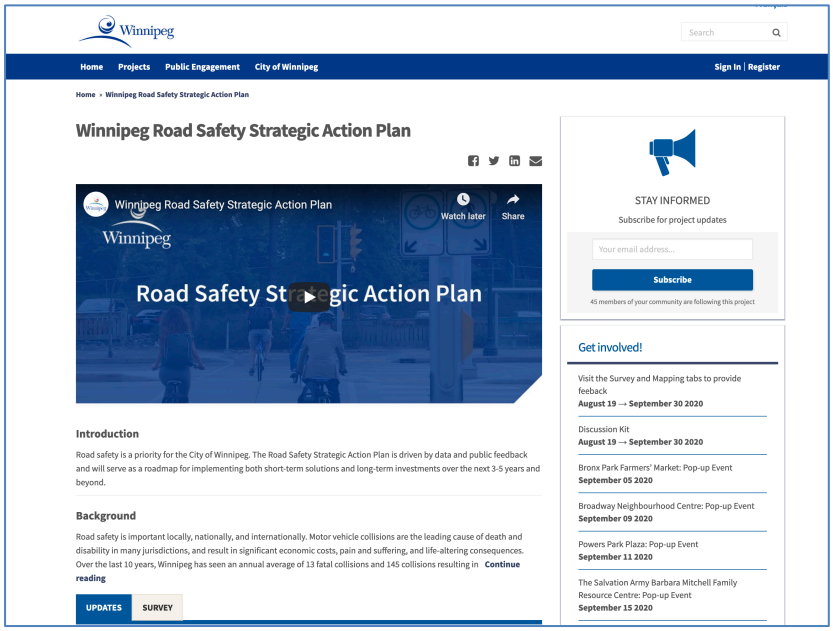
3.5 Representative survey

Probe Research Inc. was hired to survey a sample group of 600 residents broadly representative of the Winnipeg population for age and gender; 300 respondents were recruited by phone while another 300 were Probe Research panel members. The survey was designed to gain statistically significant insight into people's travel habits and perceptions of road safety, and to assess the public's attitude towards road safety in the Winnipeg context.

Participants were also asked to identify specific locations or intersections where motorists, cyclists, or pedestrians feel particularly at risk of being in a serious collision. This data was recorded in comment form. The full representative survey report can be found in Appendix A.

3.6 Online engagement

An online survey was developed by the project team and formatted to closely to align with the representative public opinion survey. Visitors to the online portal could also use an interactive mapping tool to provide information on road safety issues on particular streets and intersections of concern, and characterize the issue related to engineering, enforcement, education or 'other.' The online survey had a total of 802 respondents and 224 points were placed on the map. An additional five comments were received through the project email and through City Councillors' offices. This feedback was input into the online survey's open comments section.



4.0 Analysis

This section outlines what we heard and learned from the many individuals and organizations who participated in our online and in-person engagement activities.

Through all engagement methods, approximately 1,600 Winnipeggers participated in Phase 1 through pop-up events, virtual meetings, surveys, and discussion kits. Approximately 106,000 Winnipeggers saw or received information on the project and the various opportunities to engage via any combination of: visiting the project website; watching an online video; viewing posts on social media (Facebook, Instagram, Twitter); receiving an email via a subscription list; or dropping by display booth.

We found that the representative survey and the online survey, when compared to each other, were generally similar samples of the Winnipeg population when comparing the respondent's demographics of age, time living in Winnipeg, years of driving experience, income and identity profile

(details of the survey data set demographics may be found in Appendix A). However, the online survey had low response rates from people who self-identity as Indigenous, Inuit, or Metis. Less than 1% identified as Indigenous and 6.4% identified as Metis. This does not offer a substantive representation of responses or of the population to provide meaningful analysis. As a result, other methods to obtain input from this group were utilized (such as pop-ups and the representative survey), and will continue to be implemented in the next phase of engagement.

Pop-up events were held in areas of the city that experience high rates of severe collisions. Some of these areas are lower income where the majority of passers-by and participants were either pedestrians, cyclist or transit dependent. Historically, areas of lower income or demographics with high dependence on transit, which often include youth and seniors, have been underrepresented through online engagement. The pop-up locations were selected to target these demographics. Three of the events were timed to align with farmer's markets and food box program pick-ups. Pop-up events were most successful in outreach to Indigenous participants, youth and to multicultural, newcomer and low-income communities. Working with community organizations such as the North End Community Renewal to promote the Powers Plaza event was a part of the strategy. Youth participation (18 year and younger) was also evident at the pop-up events. The events at Powers Plaza and the West Broadway Centre/Art City locations had youth participation due in part to the presence of the W.R.E.N.C.H. bike tune-up outreach team offering bike adjustments.

Data collected through the various methods was analyzed in the following ways:

- The SAC contributed feedback (virtually using Zoom Meeting software) and was collected by assigned recorders in discussion sessions. Records of Discussions were created highlighting key questions and comments, which were then grouped and analyzed according to themes.
- Qualitative data collected through the pop-up events was recorded by an outreach team, posted during the event. The comments were analyzed according to topics and main themes that emerged and number of times referenced.
- Probe Research provided analysis and weighting for a statistically representative population of Winnipeg, which participated in the public opinion survey. This included cross analysis to demographics, income, geographic living locations, and driving experience.
- Online survey data and mapping information was gathered and analyzed using the City of Winnipeg's engagement software. Mapping provided further analysis of specific road locations and the issues. Mapping also provided analysis of where respondents were coming via postal codes.
- Open-ended comments in both surveys were reviewed, coded by key words, and analyzed according to main themes emerging and number of times referenced.
- Representative survey findings and the online survey findings were cross-referenced to look for similarities and differences between the two respondent groups.

- Public meetings (virtually held due to COVID-19 restrictions in place of in-person meetings) used Zoom Meeting polling tools to gather data.
- Small group discussions were recorded through the use of downloadable discussion kits. The submissions were analyzed for repeated themes across each discussion topic.

All input and feedback received will continue to inform the consultant team in the next phases of developing the vision for road safety and identification of the key focus areas of the Plan.

5.0 Results

The perceptions of road safety and the top influences and factors contributing to road safety had only slight differences and variations between the representative survey and the online survey respondent groups. Some of the highlights and variations in the surveying include:

- More than half of online survey respondents (67%) and representative survey respondents (74%) feel that most serious road injuries and deaths are preventable.
- The representative and online surveys both identified that reaching your destination safely (46% of representative respondents and 53% of online respondents), and reaching your destination quickly (29% of representative respondents and 26% online respondents) are highest priorities when travelling.
- Winnipeggers identified driver training and road design to be the two biggest influences on road safety. Driver training was identified by 73% of representative survey respondents and 58% of online respondents, and road design was identified by 62% of representative survey respondents and 70% of online survey respondents.
- Both surveys highlighted that Winnipeggers feel that roads are somewhat safe for drivers (61% of representative respondents and 86% of online respondents) and pedestrians (43% of representative respondents and 63% of online respondents).
- The greatest variation between the representative survey and the online survey regarded to cyclists. Just 38% of representative respondents (vs. 63% of online survey respondents) identified that Winnipeg roads are somewhat to very unsafe for cyclists.
- The representative survey identified the following driver behaviours as most posing a major safety risk: distracted driving (87% of respondents) and driving under the influence of drugs and/or alcohol (87% of respondents), followed closely by drivers who disobey traffic controls (83%of respondents) and drivers who drive too fast for conditions (69% of respondents). Fewer Winnipeggers view these behaviours as risky among cyclists and pedestrians.
- The online survey identified the following road user behaviours as most commonly contributing to road collisions: careless driving (53% or respondents), followed by driving too fast for conditions (35%), and following too closely (33%).

- When asked to rank a list of road user behaviours that most commonly contribute to road collisions, the definite majority of online respondents (88%) identified distraction or inattention as the top condition.
- Similarly, 66% of representative survey respondents identified distraction as the behaviour most deemed to pose a major safety risk for cyclists, while disobeying traffic control devices (38% of respondents) is the top behaviour deemed to pose a major safety risk for pedestrians.
- Women, compared to men, are most likely to feel serious collisions have increased (48% vs. 37% among men)
- Older Winnipeggers (those aged 55+) are more likely than younger adults to favour road safety initiatives and behaviours (40% vs. 36% among those aged 18-34)
- 7 out of 10 respondents feel it is somewhat unlikely to extremely unlikely that Winnipeg could achieve a long-term Vision Zero goal for injuries and deaths from road collisions.

5.1 Stakeholder Advisory Committee meeting

In July, the project team held a two-hour virtual SAC meeting with 11 participating agencies and organizations. The event included a presentation, with opportunities throughout to ask questions and hear from others. The following list of SAC member organizations attended the inaugural meeting on July 30, 2020.

- Coalition of Motorcycle Groups
- Manitoba Trucking Association
- Safe Speeds Winnipeg
- Winnipeg Regional Health Authority
- Manitoba School Boards Association
- Manitoba Association of Parent Councils
- Manitoba Association of School Superintendents
- Bike Winnipeg
- Transportation Options Network for Seniors (TONS)

The key themes emerging from this meeting included:

- Identify targets or set measurables to reduce the number of serious and fatal injuries as an objective of the project
- Greater road safety for motorcyclists from a perspective of infrastructure design, enforcement, and education
- Improved enforcement of heavy commercial vehicles within Winnipeg boundaries
- Cycling routes and protected bike lanes benefit all road users

- City-wide strategies for road safety improvements to include a review and updates to the design standards and policies pertaining to maintenance – for example what is appropriate for road quality for motorists is not for cyclists
- Equity related to safer sidewalks for pedestrians to safely travel year-round in all Winnipeg neighbourhoods
- Year-round school zone speed reductions, more traffic calming measures in school zones, and improvements of signals at crossings
- Improvements to co-planning for new neighbourhoods by the City, schools, and developers will help design the road, cycling, and pedestrian networks to ensure safe travel through and around the neighbourhood, and to and from school
- Lower default speed maximums to be phased in over time for behaviour to change. A reasonable safe default maximum speed may be different in different contexts

5.2 Pop-up events

Conversations at the pop-up events resulted in 51 comments regarding cycling safety concerns, 59 regarding driving safety concerns, and 30 relating to pedestrian safety concerns. Comments were grouped on a display board according to key themes. The following is a sampling of the top three themes emerging from the pop-up events.





Education

- Two-way education about sharing the road is needed (ie. drivers for cyclists, and cyclists for drivers)
- There is a need for developing a culture of respect between all road users
- Education is needed at many ages and stages of life – children, older adults, new drivers, and newcomers
- Education is needed to improve safety for pedestrians

Enforcement

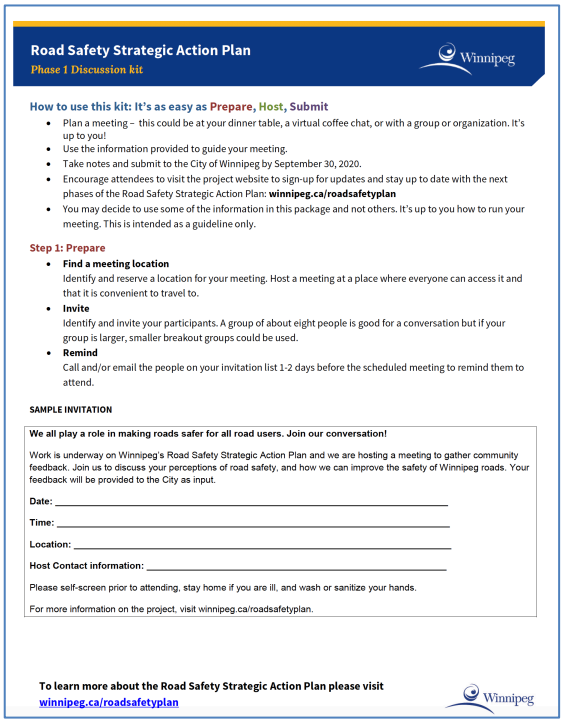
- More enforcement is needed for drivers who do not comply to rules at crosswalks, signals, and stop signs
- Enforcement in speed zones in and around school zones is very important
- Enforcement of dangerous, aggressive and reckless driving behaviour

Engineering

- More bike paths with integrated or protected bike lanes with better connections are needed
- Work is needed to address gaps in the active transportation network which in turn will help to prevent conflicts between cyclists and pedestrians on sidewalks
- Improvements are needed to road and sidewalk maintenance - issues related to both surface conditions and snow removal
- Improved signage and signals are required to attract the attention of all road users
- Some interest and support for overall road speed reduction

5.3 Discussion kits

The downloadable discussion kit included a worksheet with four questions for feedback. Participants were asked to submit their responses under headings that corresponded to each to facilitate consistent analysis by the project team. All submissions were thoroughly reviewed and summarized below. The submitted visions for safer roads are reported verbatim. Repetition of similar responses are reported by the bracketed number following the theme indicating the number of occurrences the theme was reported.



Road Safety Strategic Action Plan

Phase 1 Discussion kit

Winnipeg

How to use this kit: It's as easy as Prepare, Host, Submit

- Plan a meeting – this could be at your dinner table, a virtual coffee chat, or with a group or organization. It's up to you!
- Use the information provided to guide your meeting.
- Take notes and submit to the City of Winnipeg by September 30, 2020.
- Encourage attendees to visit the project website to sign-up for updates and stay up to date with the next phases of the Road Safety Strategic Action Plan: **winnipeg.ca/roadsafetyplan**
- You may decide to use some of the information in this package and not others. It's up to you how to run your meeting. This is intended as a guideline only.

Step 1: Prepare

- **Find a meeting location**
  Identify and reserve a location for your meeting. Host a meeting at a place where everyone can access it and that it is convenient to travel to.
- **Invite**
  Identify and invite your participants. A group of about eight people is good for a conversation but if your group is larger, smaller breakout groups could be used.
- **Remind**
  Call and/or email the people on your invitation list 1-2 days before the scheduled meeting to remind them to attend.

SAMPLE INVITATION

We all play a role in making roads safer for all road users. Join our conversation!

Work is underway on Winnipeg's Road Safety Strategic Action Plan and we are hosting a meeting to gather community feedback. Join us to discuss your perceptions of road safety, and how we can improve the safety of Winnipeg roads. Your feedback will be provided to the City as input.

Date: _____

Time: _____

Location: _____

Host Contact information: _____

Please self-screen prior to attending, stay home if you are ill, and wash or sanitize your hands.

For more information on the project, visit winnipeg.ca/roadsafetyplan.

To learn more about the Road Safety Strategic Action Plan please visit winnipeg.ca/roadsafetyplan

Winnipeg

Question 1: As you move around the city, what situations make you think most about road safety? Why?

- Witnessing regular "near miss" vehicle collisions
  - Feeling that speed is often a factor (2)
  - Residential speeds are too high (2)
  - Lack of attention paid by drivers
- Children playing outside or walking to school without parental supervision
  - Fear of vehicle danger is a top reason why this doesn't happen more
- High vehicle volume
- Road construction sites danger to pedestrians and cyclists because route is blocked and driver impatience
- Vehicles making left turns on busy streets at locations outside of controlled intersections

Question 2: What do you feel has the biggest influence on making roads safer?

- Reducing vehicle speed limits (2)
    - 30km/hr in areas were vehicle and people mix (2)
- Enforcement (2)
    - Ensure vehicle speed compliance
    - Ensure drivers stop at crosswalks
- Speed limits determining road design
- Road design influences how fast a driver 'feels' they should drive
- Improved snow clearing on sidewalks
- Streamlined bike registration to prevent bike theft
- Education/increased understanding why rules are in place

Question 3: What is your vision for safer roads in Winnipeg?

"My vision for Winnipeg is that all people can safely choose to engage with outdoor activity: walking, playing, biking, wheeling, scooting. Fear of vehicular danger should not prohibit children, adults or seniors from enjoying this freedom. Implementing safe speeds, followed by road design, followed by enforcement is how this vision of road safety for everyone can be achieved."

"There is a need for consistent cycling infrastructure, as many people noted that the bike infrastructure in West Broadway and surrounding communities is very sporadic. Osborne is a good example of this, as the bike lane disappears by the Shell station and it becomes very difficult to bike safely."

"Less traffic on the roads, as many people feel the traffic volume (especially downtown) is very high. An idea for this is to toll downtown traffic; many other cities comparable to Winnipeg in size do this and it could potentially incentivize drivers to use other methods of travel."

"Safer crosswalks"

"A place where I can walk, ride a bike or drive a vehicle and feel safe doing so."

"Better infrastructure for bicycles and pedestrians, reduced speeds on residential streets."

Question 4: How can we improve road safety for pedestrians, cyclists, motorists, and motorcycle riders?

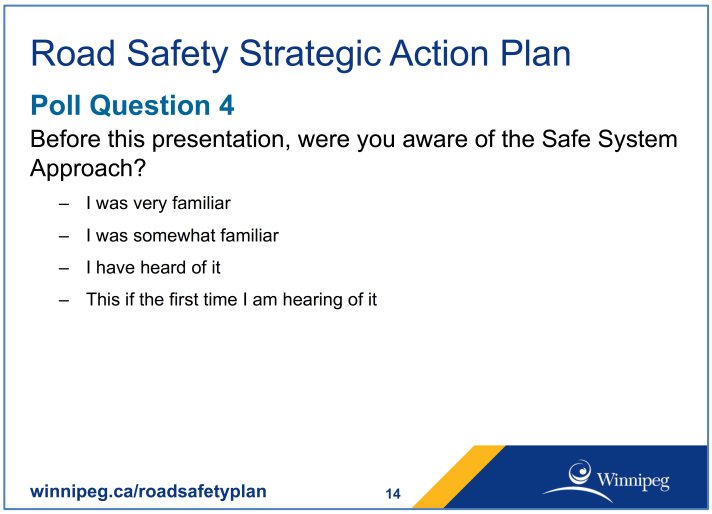
- Reduce vehicle speeds (30km/hr where vehicles and people mix) (3)
- Road design (2)
- Enforcement (2)
    - Citizen reporting options
- Improved driver education (2)
    - Consideration for sharing the road with pedestrians and cyclists

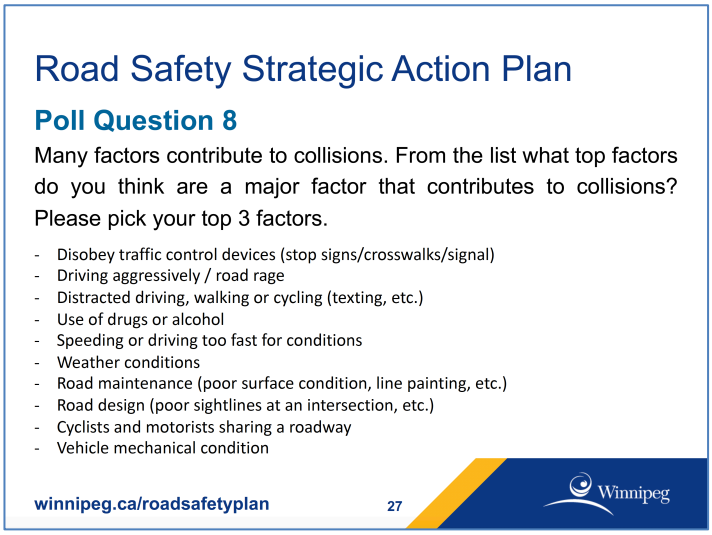
- Safer sidewalks
- Improved road crossing for pedestrians
- Improved cycling network including protected bike lanes
- Increased incentives to not drive
    - Reduce transit fares

5.4 Virtual meetings

The virtual meetings were used as deeper dive into trends and statistical findings from current collision data, and to determine additional areas of concern or opportunities for improvement.

A series of polls were presented throughout the two virtual meetings to provide insight into the public's current perception of road safety in Winnipeg. Attendee participation in the poll questions was optional. The following highlights reflect the participants' perceptions of road safety, but are not representative of the public due to a relatively small sample size.





- 70% of poll respondents (12 of 17) had either heard of the Safe System approach (3 of 17), were somewhat familiar with the concept (5 of 17), or very familiar with the Safe System approach (3 of 17); while 29% of poll respondents (5 of 17) were hearing about the concept for the first time.

- When asked about the percentage of all road related fatalities and serious injuries involving pedestrians and cyclists, 30% of respondents (6 of 20) stated that 21-30% of all road related fatalities and serious injuries involve pedestrians and cyclists; 25% (5 of 20) stated that over 50% of all road related fatalities and serious injuries involve pedestrians and cyclists, and 20% (4 of 20) stated that 11-20% of all road related fatalities and serious injuries involve pedestrians and cyclists. The public's perception is not in-line with collision data, which states that the most prevalent mode involved in both fatal and major injury collisions

were passenger vehicles, followed by pedestrians who accounted for an average of 33% of all road-related fatalities and 10% of road-related major injuries per year. Cyclists accounted for an average of 12% of all road-related fatalities and 4% of road-related major injuries per year. And more motorcyclists were involved in major injuries than bicyclists.

- 56% of respondents (10 of 18) stated that speeding or driving too fast for conditions was the biggest contributing factor to collisions; while 50% of respondents (9 of 18) stated distracted driving, walking or cycling was the major contributor, followed by 39% of respondents (7 of 18) stated weather conditions as the major factor contributing to collisions. This is in-line with collision data, in which driver action reported for 82% of the fatal and major injury collisions.

Gaining an understanding of participants' perception on road safety, as well as additional areas of opportunities or concern, will help the project team to identify key areas of concern and focus areas to explore further as the team develops the actions and strategies to address road safety issues.

5.5 Representative survey

In August, Probe Research Inc. surveyed 600 Winnipeg adults. Modified random digit dialing, including both landline and wireless numbers, ensured all Winnipeg adults had an equal chance of being given the opportunity to participate in this survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited 300 respondents by telephone, inviting them to complete the survey via a secure online questionnaire. Two email reminders were sent to encourage responses. In addition, 300 randomly recruited survey panel members were included in this general population adult sampling.

This city-wide sampling of 600 offers a margin of error +/- 4.0 19 times out of 20. Minor statistical weighting was applied to ensure the survey sample was broadly representative of the actual Winnipeg population for age and gender. Please refer to the complete list of questioning and detailed survey findings in Appendix A.

Top findings from the Probe survey indicate that:

- Three quarters of respondents feel most serious road injuries and deaths are preventable
- 45% of respondents 55 years of age or older, feel that the number of serious injuries or death have remained about the same, compared to 52% of respondents aged 35-54, and 48% of respondents aged 18-34
- Women, compared to men, are most likely to feel serious collisions have increased (48% vs. 37% among men)
- The majority of respondents (61%) feel that fulfilling the Vision Zero goal is unlikely for Winnipeg
- Reaching your destination safely and reaching your destination quickly are highest priorities when travelling

- Winnipeggers feel driver training has the biggest influence (73%) on road safety followed by road design (62%)
- Winnipeggers feel that roads are modestly safe for drivers, and quite unsafe for cyclists
- Drivers who disobey traffic controls, are impaired, or distracted were identified as posing a major risk to safety. Similarly, distraction and disobeying traffic controls were identified as posing the highest risks for pedestrians and cyclists
- Poor sightlines at intersections and poor surface conditions on streets are viewed as the greatest road design safety risks

Participants were asked about safe speeds for typical residential, school zone, arterial, and expressways.

- Three quarters of respondents feel current 50km residential is safe
- Two thirds feel a higher 50km school zone speed is unsafe
- Six in 10 feel a higher arterial speed limit of 70km is safe
- Six in 10 feel a higher, 90km expressway speed limit is safe

The representative survey analyzed how different demographics see road safety. There is indication that women are more likely than men to be concerned about road safety in general and specific design risks in particular that include:

- Poor sightlines at intersections (81% vs. 70% among men)
- Pedestrians not having adequate time to cross the street (50% vs. 30 among men)
- Poorly lit roads (40% vs. 28% among men)
- Cyclists and motorists sharing the roadway (39% vs. 28% among men)
- Merging onto a high-speed road such as Bishop Grandin (21% vs. 13% among men)

The representative survey also highlighted that older Winnipeggers (those aged 55+) are more likely than younger adults to favour road safety initiatives and behaviours.

In a final open-ended question, participants were asked to identify any specific location or intersection where they – as motorists, cyclists, or pedestrians – feel particularly at risk of being in a serious collision. The feedback was widespread across the city with few predominate clusters. Kenaston Boulevard/Route 90 and the shopping area at Sterling Lyon Parkway and McGillivrary Boulevard topping the list of trouble spots (7%), followed by Downtown/Portage & Main/North Main (6%).



5.6 Online engagement

An online survey was developed by the project team and formatted to align with the representative public opinion survey. A total of 822 participants either completed the survey and/or placed pins on the mapping tool.

The following are a few key highlights.

- Road design, driver training, and road maintenance are the biggest influences on making roads safer
- While the majority of respondents (86%) feel roads are safe for drivers, 63% of respondents think Winnipeg roads are unsafe for cyclists, followed by motorcyclists (44%) and pedestrians (37%)
- Careless driving, driving too fast for conditions and following too closely are the behaviours respondents felt most commonly contribute to road collisions
- Distraction/inattention was identified as the condition to most often contribute to road collisions
- Slippery road surface, defective driving surface (such as potholes), and weather conditions were identified as the environmental conditions that most often contribute to collisions
- Investment in road infrastructure improvements, increased driver training, and expansion of the active transportation network are viewed as effective options for reducing the number of injuries and deaths due to road collisions, while lowering the speed limits on major roads was viewed as ineffective by the majority of respondents
- The majority of respondents (57%) feel that 50km/h on residential streets pose a safety risk; however, many open comments stated opposition to reducing speed limits on residential streets in favour of exploring other measures to increase safety

When asked about their ideas for reducing the number of major injuries or deaths as a result of collisions, respondents provided a total of 544 open comments. Comments were sorted by themes and associated keywords. More than one third (37%) related to the active transportation network, while 23% related to speed (increases or decreases), and 20% focused on education for drivers, cyclists and/or pedestrians. A majority of comments had more than one of the attributed key themes. The following table outlines the themes, keywords and number of times they appeared in the open comments.

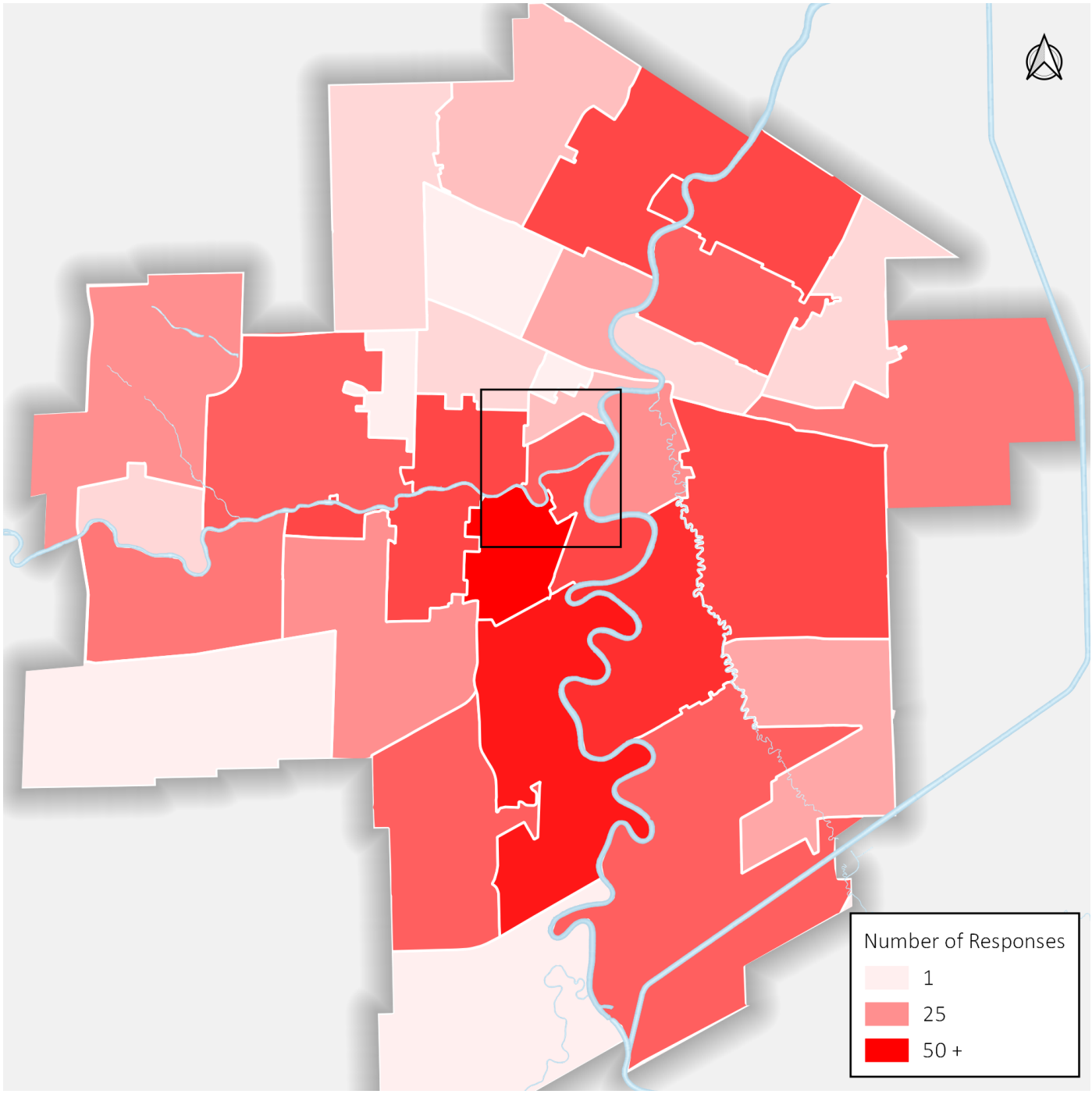
Themes	Key Word(s)	Number of mentions
Speed	Speed limit, slow, Km/h, kmph	217
Active Transportation	Bike/Bicycle, Sidewalk, Walk, Pedestrian, Cyclist	206
Signs and Signals	Sign, Marked, Traffic light	97
Enforcement	Penalty, Penalties, Punishment, Punish, Police	72
Education	Teach, Retest, Re-test, Test, Educate, Train	71
Maintenance	Maintain, Repair, Fix, Construct(ion), Roadwork	57
School Zones	School zone	47
Traffic Flow	Merge, Merging, Flow, Calm, Roundabout	46
Photo Radar	Photo, Camera, Trap, Radar	33
Transit	Public transportation, Bus	25
Seasonal	Winter, Snow	20
Parking	Park	12
Other		34

Some of the most frequently cited options for improvements for road safety included:

- Improved road design, better sightlines, and more and better (highly visible) signage
- Improve signals and flashing lights in school zones
- Higher standards for driver training and mandatory periodic driver testing
- Increased enforcement of distracted and impaired driving
- Eliminate slip lanes and remove right turns on red lights
- Disagreement with reduction of speed limit to 30 km/h on residential roads
- Greater separation of vehicle, pedestrian, and cycling traffic
- More enforcement for cyclists who do not obey signals, licensing and education for cyclists
- Better signage and travel around construction zones
- More traffic calming measures on streets such as road narrowing, speed bumps, and raised tables
- Funding and prioritizing active transportation and public transportation to meet Winnipeg's mode shift target and reduce the number of cars on the road
- Adoption of Vision Zero policies and standards

Geographic distribution

Respondents were asked to provide the first three characters of their postal code. Respondents represented each ward within Winnipeg.



Mapping tool findings

Participants were asked to think of the routes they take daily and identify specific roads, locations, or intersections where they felt particularly at risk of being in a serious collision. Participants were able to mark locations using one of three different types of 'pins' - indicating the issue for motorists, cyclists or pedestrians. Of the 224 points of information:

- 102 pins were placed in locations that were dangerous for cyclists
- 75 pins were placed in locations that were dangerous for pedestrians
- 47 pins were placed in locations that were dangerous for motorists

For each pin, participants were also asked to identify the nature of the road safety issue as either engineering, enforcement, education, or other. Most notably, 89% of the comments (185 pins) were related to issues with engineering (such as road design, light cycles, etc.).

The full list of map pins and comments are being reviewed and assessed in Phase 2 to determine the contributing factors for road safety and will help in the later phases in the development of actions and recommendations in the *Winnipeg Road Safety Strategic Action Plan*. The most frequently commented map points for the different road users are as follows:

Cyclists: areas most frequently identified as dangerous for cyclists are actually part of or adjacent to Winnipeg's developed active transportation network. Comments most often suggested specific improvements to effective and well-utilized routes. These top locations were:

- Main Street at Assiniboine Avenue
- St. Mary's Road at Marion Street
- Jubilee Avenue near Pembina Hwy

Pedestrians: respondents noted many single locations with fewer clusters of multiple pin locations identified as dangerous for pedestrians. Those with multiple pinpoints included:

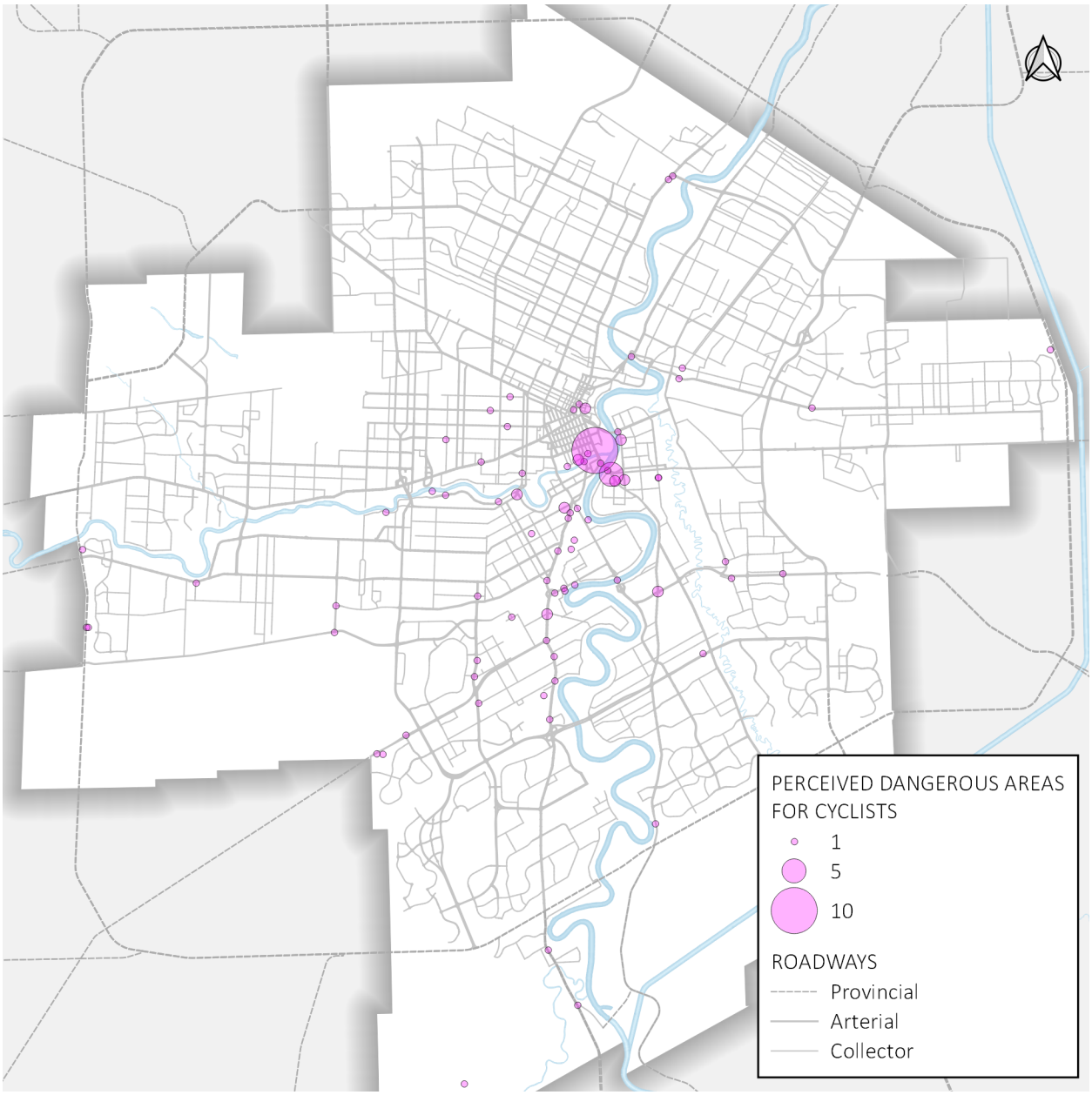
- Stradbrook Avenue at Wellington Crescent
- McDermot Avenue at Rorie Street

Motorists: the pinpoints were dispersed throughout the city with only a few clusters. Those with multiple pinpoints included:

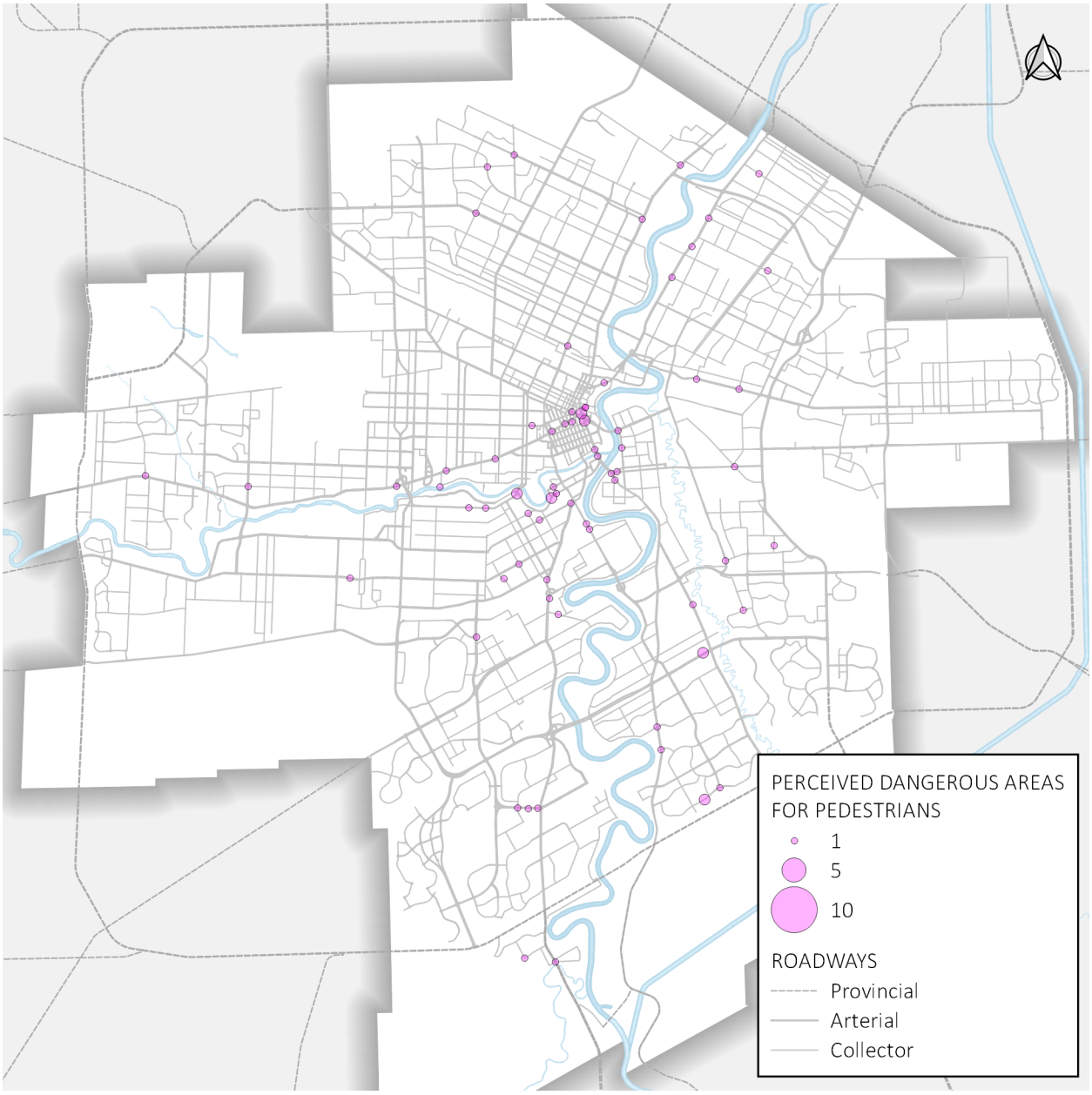
- Queen Elizabeth Way (Main Street at St. Mary's Road)
- Bishop Grandin Boulevard south of McGillivray Boulevard
- Raleigh Street / Gateway Road

The following maps illustrate perceived dangerous areas for cyclists, pedestrians, and motorists. Further details and comments relating to these top locations can be found in Appendix B.

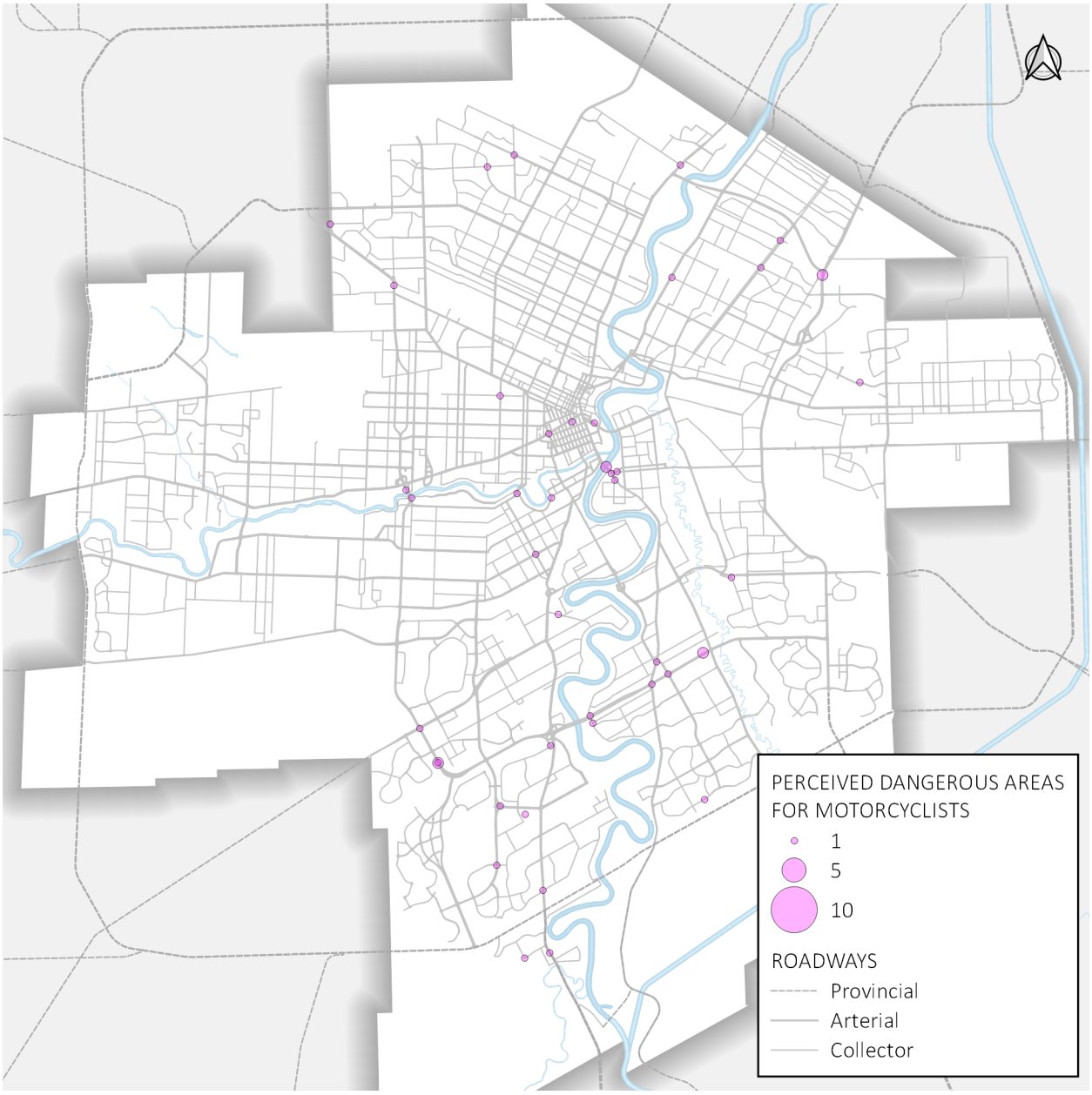
Locations dangerous for cyclists



Locations dangerous for pedestrians



Locations dangerous for motorists



6.0 Conclusion and next steps

This first phase of public engagement helped the project team understand what is important to Winnipeggers when it comes to road safety, their perceptions on existing conditions, and their vision for safer roads in Winnipeg.

We heard that reaching their destination safely is the most important factor for Winnipeggers as they head out onto the road, and that the riskiest road user behaviours or driver actions are disobeying road signals, driving distracted or under the influence of alcohol or drugs, and driving too fast for road conditions. However, despite these behaviours and actions, nearly three quarters of Winnipeggers feel that most collisions are preventable.

We also heard that most Winnipeggers feel Winnipeg roads are modestly safe for motorists, but that many also feel Winnipeg roads are not safe or are quite unsafe for cyclists. Education for both motorists and cyclists is seen to be a very important influence for road safety along with infrastructure that separates and safely accommodates cycling from pedestrians and vehicles.

Road design is viewed as a top determinant of safe roads, with many contributing factors such including lane design, turning options, intersections, traffic signals, and pedestrian crossings.

The following table describes the key findings and how the information is being considered in next phases of plan development.

What we heard	How the information is being considered
Improvements to road safety education need to be considered for all road users. This includes driver training and education at many ages and stages of life. Education is also important for vulnerable road users – cyclists, pedestrians - as road safety is everyone's responsibility.	Education is an important part of driver training and road safety. The project team will be looking at strategies to encourage further education for all road users in order to help develop a culture of road safety and respect between all road users. As education primarily falls under the jurisdiction of other road safety stakeholders, the project team will work with these stakeholders in the development of education strategies.
Further enforcement is required for drivers who do not comply to rules at crosswalks, signals, and stop signs, as well as those who disobey speed limits in and around school zones.	This information and other enforcement-related comments will be used to develop enforcement strategies, infrastructure design, and other methods of improving driver behaviour.
Road safety is a priority for the majority of Winnipeggers, as more than half of survey respondents feel that most serious road injuries and deaths are preventable, and that reaching your destination safely and reaching your destination quickly are highest priorities when travelling.	The project team will consider this information when defining the vision and focus areas.

What we heard	How the information is being considered
Road design is a major influence for road safety. Gaps in infrastructure need to be addressed to improve safety for cyclists, pedestrians, and drivers, and to prevent conflicts between different modes of transportation.	The project team is reviewing locations highlighted by stakeholders and the public as problem areas. The project team will identify the nature of the safety risk and look for recurring issues to identify specific focus areas in the next phase of the project.
Driver action is viewed to be the main contributing factor to major collisions and fatalities, which includes driving too fast for conditions, speeding, distracted driving, and carelessness.	The project team will consider this information as part of Phase 2 when defining the focus areas.
Winnipeggers feel that roads are modestly safe for drivers and pedestrians, and quite unsafe for cyclists.	The project team will consider this information as part of Phase 2 when defining the vision and focus areas.

This input, combined with the findings from the technical process and collision data analysis, is being used to create the Gap Analysis and inform Phase 2 of the project, during which the project team will develop the vision for road safety and identify key focus areas for the *Winnipeg Road Safety Strategic Action Plan*.

In Phase 3, expected to begin late Spring 2021, the project team will develop the strategies and actions to make Winnipeg's roads safer. These will be shared with stakeholders and the public to obtain further feedback. The information gathered will help shape the final Strategic Action Plan recommendations, to be presented to Council for their consideration in Summer 2021.