

October 10, 2017

Undertaking #22

Reference:

Volume I Loss Prevention, page 13, Appendix 4.

If the Corporation could provide concrete examples of where the department has identified a gap in relevant research and then designed a innovative pilot to gather valuable information.

RESPONSE:

In the past two years, during execution of its Road Safety Operational Plan, MPI has identified and implemented a number of research pilot initiatives with the intent of gathering relevant information not previously known within a Manitoba setting.

These pilot research initiatives include:

- The 2016 Alcohol and Drug Roadside Survey. Prior to 2016, road safety authorities across Canada shared increasing concerns about the issue of drug impaired driving. With no firm evidence of the seriousness of this issue in Manitoba, and planned Federal legislation to decriminalize marijuana for recreational use, the Corporation identified a need for research to obtain strong baseline data on the prevalence of drug use and driving in Manitoba. Results of that survey are filed in *Volume I Loss Prevention Appendix 9*.
- The High Collision Intersection Pilot. The department identified a gap in public awareness alerting drivers to the collision risk at Winnipeg's top collision intersection locations. Subsequently, MPI launched a two-year pilot program, in consultation with the City of Winnipeg, Canadian Automobile Association (CAA) and Winnipeg Police Service, to test the approaches of intersection warning signage and increased police presence has in reducing collisions at these treated intersections.
- Pedestrian Flag Pilot Program. Little research exists on strategies relating to improving visibility of pedestrians at crosswalks to approaching motorists. This pilot research project will provide evidence on the effectiveness of flags held by

October 10, 2017

pedestrians as they cross a crosswalk in increasing their visibility and awareness to motorists.

- Bicycle Education & Skills Training (BEST) Cycling Education Program. While the Corporation has long supported 'bicycle rodeos' for younger children across Manitoba each spring and summer, Road Safety Programming identified a gap in cycling education for older children aged 9 to 14. Working with like-minded partners – Bike Winnipeg, Green Action Centre, Seven Oaks School Division and the Winnipeg Repair Education and Cycling Hub (WRENCH) – the BEST program pilot was developed to help middle school year students ride safely and confidently on Winnipeg streets. The pilot will provide valued information on the program's impact on student learning outcomes.
- Gravel Road Enhanced Enforcement Pilot. The department identified a gap in programming aimed at poor driving behaviour on gravel roads, as a significant number of serious injury and fatal collisions occur in rural areas of Manitoba. In 2017, the Corporation in partnership with Royal Canadian Mounted Police is piloting additional enhanced enforcement to increase the perception of being apprehended by law enforcement and reduce poor or aggressive driving behaviour that result in serious injury or fatal collisions on these roads.
- GPS-Based Large Animal Carcass Observation and Recording System Pilot. Road Safety Programming, along with Manitoba Infrastructure and Manitoba Sustainable Development, recognize a gap in crash location detail which impacts the ability to effectively position potential wildlife crash mitigation interventions or calculate return on investment from these interventions. The Corporation intends to pursue a collaborative pilot initiative, to utilize improved recording of roadside carcass locations to inform and better locate future programming.