



## **Mavis Johnson**

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### **Road Safety Specialist**

- 50 years of experience in developing, managing and participating in engineering, enforcement and education programs.
- Undertaken road safety projects at an international, national, provincial, municipal and local community level.
- Consulted in projects in several countries, including developing and transitioning countries.
- Authored numerous papers and presented training programs on a variety of road safety topics.
- Recipient of a number of awards in the field of road safety.

**Mavis Johnson** has over 50 years of road safety experience worldwide. She has been the lead consultant in the development and management of many multi-disciplinary road safety programs covering the fields of engineering, enforcement and education. Mavis has worked at both strategic and operational levels within the area of road safety and injury prevention. Her diverse background includes work as a traffic police officer in the UK; managing the Insurance Corporation of British Columbia's Road Improvement Program, including developing partnerships with road authorities to examine and improve road infrastructure and managing a group of road safety engineers, and; as a community road safety officer in the UK and in BC, in managing education and public awareness campaigns at the community level. In addition she has advised the World Bank on road safety strategies (and their road safety guidelines) and programs for Low and Middle-Income countries.

At the *international* level, she has, on several occasions, evaluated the progress of Road Safety Action Plans and the Statewide Road Safety Strategy in the State of Victoria, Australia. She was engaged by the World Bank to undertake a Road Safety Management Capacity Assessment in the State of Minas Gerais, Brazil and was the co-team leader and road safety strategy specialist on a World Bank funded project for the Government of Vietnam. Her expertise has also been utilized in the countries of Belize, Trinidad and Tobago, Guyana and Indonesia where she has developed frameworks for

strategic road safety plans based on the Safe System Approach. Mavis also provides specialist expertise and training to the International Council on Alcohol Policies on their Global Drink Driving Strategy, currently being piloted in 6 countries.

At a *national level*, Mavis Johnson completed a Mid-Term evaluation of Canada's national road safety strategy, Road Safety Vision 2010 on behalf of the CCMTA. This document provided the foundation for the provinces and territories to establish 3 yr strategic plans to improve the traffic safety situation in their jurisdictions. She was engaged with CCMTA and Transport Canada to undertake an Environmental Scan of road safety programs (domestic and international) as a foundation for the next Canadian Road Safety Strategy.

At a *provincial level*, in addition to ICBC's Road Improvement Program, she provided the technical expertise in the development, monitoring and evaluation of the Alberta Traffic Safety Strategy and the Annual Action Plans. She also prepared the British Columbia Provincial Health Officer's Special Report on Road Safety which reviewed all the road safety activities in BC and made recommendations for improvement. She is the co-chair of the BC Road Safety Plan working group on Safe Roads and Communities. Recently she was involved in an evaluation of road safety programs of the Manitoba Public Insurance Corporation, including their High School Driver Education Program and the Graduated Licensing Program.

At a *municipal level*, in her work with the Insurance Corporation of British Columbia, she introduced the "Safer City" program, modeled on the successful Gloucester Safer City project in the UK. She has also, on several occasions, evaluated the progress of Community Traffic Safety Action Plans in the State of Victoria, Australia. Mavis also developed the first City of Edmonton Traffic Safety Strategy which led to the establishment of the City of Edmonton Office of Traffic Safety. Internationally she has worked on Integrated Urban Road Safety Projects in Indonesia and Belize.

At a *community / School District level*, she assisted in the development of the "Way to Go!" program – a school-based vehicle reduction strategy encouraging walking and cycling to school and also evaluated the Safe Routes to School programs in several jurisdictions in B.C. She has recently developed a comprehensive "Community Road Safety Assessment" tool which provides communities a checklist which, once completed, can identify their current status with respect to progress towards their community road safety goals and traffic safety culture.

#### **OTHER RELEVANT EXPERIENCE:**

**2018- present – International Road Safety Consultant to the World Bank in Madagascar** – undertaking the WB Road Safety Management Capacity Review in Madagascar and developing National Road Safety Plan, including short and long term investment strategy.

**2017- present - Traffic Injury Research Foundation – Community Development Advisor** – developing a Centre of Excellence for Community Road Safety providing evidence-based online tools and programs for agencies and stakeholders to develop community based road safety programs.

#### **2017/2018 – Road Safety Consultant**

- Reviewed and assessed road safety programs executed by the Manitoba Public Insurance Company on behalf of the Canadian Standards Association (Manitoba)

- Retained by City of St. Albert (Alberta) to develop their Traffic Safety Strategic Plan.
- Presenter – 13<sup>th</sup> PRI World Congress, Tunis, Tunisia – “Post Crash Response” – May 2017
- Presenter – International Conference on Road Safety Education. Abu Dhabi, UAE – “Integrating road safety into the school curriculum” – November 2017
- Presenter – International Conference on Road Safety Education. Rabat, Morocco – “Integrating road safety into the school curriculum” – February 2018
- Presenter – Workshop of Global Alliance of NGOs for Road Safety at the First Africa Road Safety Forum in Marrakech. Morocco November 2018
- Presenter – Sixth Conference of the Global Alliance of NGOs for Road Safety and Road Traffic Victim – April 2019

**2003-2016 President, Canadian Traffic Safety Institute**

- Established the Canadian Traffic Safety Institute, a centre of excellence for all road safety disciplines
- Conducted the mid-term evaluation of Canada’s Road Safety Strategy - Road Safety Vision 2010, for the Canadian Council of Motor Transport Administrators (CCMTA)
- Provided an Environmental Scan of road safety programs (domestic and international) in preparation for Canada’s next road safety vision
- Consulted to the Province of Alberta - Office of Traffic Safety, to develop the Strategic Plans (2007-2010) and (2011-2015) and supporting Action Plans for the Alberta Traffic Safety Plan – provided ongoing technical support to all disciplines, including an innovative Community Mobilization Strategy and the development of the Monitoring and Evaluation strategy. At the time this was the only province that had such a strategy. It is based on the “**Safe System Approach**”. Developed a “Community Road Safety Audit” process to assess the effectiveness of a community’s multi-disciplinary road safety initiatives. Developed the next Traffic Safety Plan for the province – Vision 2020.
- Consulted to the Province of Nova Scotia to develop a strategic framework for road safety and the development of a comprehensive strategic plan (awaiting approval by government)
- Consulted to the City of Edmonton on the development of its Traffic Safety Strategy and establishment of the Office of Traffic Safety
- Consulted to the Corporation of Delta to review their Safe Routes to School strategy
- Lead International Consultant undertaking Road Safety Capacity Assessment for the State of Minas Gerais, Brazil on behalf of the World Bank

- Provided expert knowledge to the World Bank for road safety programs in Low and Middle-Income countries
- Participated with the World Bank in developing processes to implement the recommendations of the World Report on Road Traffic Injury Prevention (WHO)
- Co-team leader and road safety strategy manager for the Vietnam Road Safety Project, funded by the World Bank
- Developed a Situational Assessment to identify the scope of the drink driving program for the International Council on Alcohol Policies (Washington, DC) Global Drink Driving strategy which is now being piloted in 6 countries
- Provided training and acted as an advisor to the International Council on Alcohol Policies for their harmful drinking strategy
- Prepared the BC Provincial Health Officer's Special Report on Road Safety 2010
- Consulted to the governments of Belize and Trinidad and Tobago on strategic road safety planning
- Consulted to the Country of Guyana to develop a Road Safety Education Curriculum for the schools and communities in Guyana
- Appointed to the Transportation Research Board (TRB) Strategic Highway Safety Program (SHRP2) Safety Committee
- Evaluated the road safety programs at the Manitoba Public Insurance Corporation and made recommendations for improvement
- Consulted to the Country of Indonesia as the Team Leader/Road Safety Specialist on the Integrated Urban Road Safety Project which is a pilot program in 4 cities
- Prepared the foundation for a new program at the Traffic Injury Research Foundation (TIRF) entitled "*The Community Learning Centre*" which is a one-stop shop for all aspects and components of community road safety programs
- Participated in Road Safety Audit teams
- Offered a variety of training programs for traffic safety professionals.

**1992-  
2003**

**Manager, Road Improvement Strategies  
Insurance Corporation of British Columbia**

- Developed and implemented the Road Improvement Program, a partnership program with road authorities that identified, studied and improved high collision locations and corridors
- Introduced the proactive Safety Conscious Planning program, aimed at preventing unsafe situations occurring in infrastructure planning and design processes
- Introduced a community-based and integrated approach to traffic safety through the Safer City program, reflecting the lessons learnt in the

Gloucester Safer City project in the UK and Safety Conscious Planning.

- 1990-1992**      **District Manager, Traffic Safety Education Dept. Insurance Corporation of British Columbia**
- Provided management and leadership to a team of road safety managers and coordinators. This included setting the strategic direction in the areas of impaired driving, occupant restraints and speed management.
- 1987-1990**      **Manager of Community Programs - Traffic Safety Education Dept. Insurance Corporation of British Columbia**
- Responsible for coordinating community road safety programs in 32 communities in an area of British Columbia. This included meeting with a variety of stakeholders such as police, health, engineering, media and all local volunteer groups.
- 1982 -**      **Vancouver Island Safety Council 1987**
- Expanded the Capital Region Safety Council to cover Vancouver Island
  - Adviser to several Provincial and National bodies in the area of road safety
  - Oversaw pedestrian safety, bicycle and motorcycle programs and defensive driving courses.
- 1980-1982**      **Vancouver Safety Council**
- Managed activities and programs of this community safety council, including writing and teaching the Vancouver School Board's bicycle safety program.
- 1967 - 1980**      **Police Constable – Lancashire Constabulary**
- Traffic enforcement and collision analysis and prevention
  - Public awareness and community development
  - Served as an Area Road Safety Officer.

**International Consulting:**

**Costa Rica (1999/2000)**

- Review of road safety problems and programs – identified issues and priorities
- Conducted a National Road Safety Conference

**Mexico (2000)**

- Addressed the First National Road Safety Congress on the “Safety Aspects of ITS.”

#### **Romania (2000)**

- Presented 2 workshops at the first Global Road Safety Conference

#### **State of Victoria, Australia (2000-2003)**

- Presented and assisted with workshops at the first “Saferoads” conference
- Presented workshops at “RoadSafe” – a conference for volunteers and Community Road Safety Councils. Reviewed progress of several RoadSafe communities
- Evaluated Local Government and Community Road Safety Council initiatives
- Guest lecturer at VicRoads Road Safety Engineering Course
- Reviewed progress of VicRoad’s Community Road Safety Strategy
- Assisted in the development of a new course for International students.
- Participated in the VicRoads course in Road Safety for Rapidly Motorizing Nations.

#### **New Zealand (2001-2005)**

- Consulted on Integrated Community Road Safety Planning and Engineering.
- Provided a discussion paper for involvement of other agencies in road safety
- Invited speaker, moderator and workshop facilitator at the Australasian Road Safety Education and Enforcement Research Conference

#### **People’s Republic of China (2002-2004)**

- Project manager for ICBC in their program to promote Capacity Building for Traffic Safety, Planning and Management.
- Participated in the Traffic Safety Symposium for Police Officers

#### **Chinese Taipei (2002)**

- Provided road safety training and the role of Insurance in road safety to Dr. Hugh Woo, National Chiao Tung University, Taiwan

#### **Asia Pacific Economic Co-operation (2003)**

- Team member to review Initiatives for Improving Road Safety in the 22 member countries

#### **United Kingdom (2004)**

- Guest lecturer at RoSPA’s Road Safety Officer Course, London

### **Brazil (2009)**

- International Consultant undertaking Road Safety Capacity Assessment in the State of Minas Gerais, Brazil on behalf of the World Bank. Developed an “on-line” version of the Management Capacity Review.

### **Washington, DC (2010)**

- On behalf of the International Council on Alcohol Policies, developed a “Situational Assessment” to identify the scope of the drink driving problem in a country. Continues to provide an advisory role as the organization roles out their global strategy in 6 countries.

### **Government of Vietnam (2010 – 2012)**

- Co-team leader and road safety strategy manager for the Vietnam Road Safety Project, funded by the World Bank. This included building the recommendations from the recent iRAP (International Road Assessment Program) into the 10 year road safety strategy. A key role in this project is in capacity building and institutional strengthening of government. Delivered “RS101 – an Introduction to Road Safety” (adapted for local context) to over 300 staff of the national and provincial traffic safety committees.

### **Trinidad and Tobago Police Service (2011 – 2012)**

- Developed a “Roadway Safety Strategic Framework”, Roadway Safety being the fourth pillar of the 21<sup>st</sup> Century Policing Strategy. In addition provided the foundation for a National Road Safety Strategy and Organizational Framework on which this would be built. This has led to the formation of the National Road Safety Council.

### **Government of Belize (2011 – 2018)**

- Undertook a Road Safety Management Capacity Review for the country, based on the World Bank Guidelines. A recommended road safety strategy was developed based on the findings, which is based on a Safe System Approach. Simultaneously iRAP Belize has completed its recommendations and report. These two projects are now combined in a project along a high risk corridor, demonstrating the benefits of all the disciplines working together to improve safety along the corridor.
- Appointed Road Safety Consultant to the Government of Belize to oversee the implementation of the Belize Road Safety Project. The focused improvements, using the safe system approach, along this corridor have already resulted in meeting the fatality reduction targets after 1 year (of a 3-year program). In parallel with the Demonstration Corridor Project the Belize Road Safety Masterplan to 2030 has been developed. Supporting that plan she has guided line ministries and 9

municipalities to develop their first 5-yr Operational Road Safety Plans.

#### **Government of Guyana (2014 – 2016)**

- Appointed Road Safety Specialist to the Government of Guyana to develop a Road Safety Education Curriculum for the schools and communities across the country

#### **Government of Indonesia (2014 – 2015)**

- Appointed Team Leader/Road Safety Specialist for the Integrated Urban Road Safety Project demonstrating the implementation of the Safe System Approach to road safety in 4 pilot cities. This project is a part of the IndII (Indonesia Infrastructure project) funded by DFAT, Australia.

#### **Latin America and the Caribbean (2017 – to present)**

- Providing technical assistance to the Inter-American Development Bank (IDB) in the development of a project to involve Auto Insurance industry in road safety projects.

#### **Global Alliance of NGOs for Road Safety (2018 – to present)**

- Provided mentoring to the staff and NGOs as and when required. Assisted in the development of their White Paper, presented to the First Africa Road Safety Forum.

#### **Founding member of the Global Road Safety Partnership**

#### **Other Roles:**

- **Justice Institute of British Columbia** - consulted with them on establishing a traffic safety centre of excellence
- **Role of auto insurers in road safety** - Saskatchewan Government Insurance, Manitoba Public Insurance, AAA Michigan, State Farm Insurance
- **University of British Columbia** - guest lecturer at the Engineering faculty

#### **Presentations and Papers**

- The role of auto insurance in road safety
- Effectiveness of road safety programs
- Safety aspects of ITS and TDM initiatives
- Integrated approach to road safety
- Integrated community road safety planning
- The need for safety conscious planning



- Towards a more sustainable, safer transportation system in Canada
- Effective traffic enforcement strategies
- Road safety activities – a global perspective
- The role of partnerships in road safety in the community
- Integrating Road Safety Education into the School Curriculum
- School road safety plans
- Roadside Hazard Management
- Post-crash response
- Integrated Corridor Safety Programs
- Educating the Road Safety Professional
- Road Safety Vision 2010 (Canada's National Road Safety Strategy)
- Strategic Road Safety Planning
- Safe System Approach - Sustainable & Safe: A Vision and Guidance for Zero Road Deaths
- Assessing a Country's Drink Driving Situation: an Overview of the method used in 6 Low and Middle Income Countries (Traffic Injury Prevention magazine January 2012)

#### **Training courses presented:**

- Road Safety Audits
- Urban Safety Management
- Troubleshooting Roundabout Design
- Managing Temporary Traffic Control
- Accommodating Vulnerable Road Users
- Traffic safety for developing countries (International)
- Road Safety 101 – an introduction to road safety (delivered in Canada, Belize and Vietnam)
- Community Traffic Safety Planning
- 2018 CARSP pre-conference workshop - "Planning for Road Safety Success in the Next-Generation: Establishing Visions and Targets".
- 2019 CARSP post-conference workshop – "Vision Zero: understanding and action".

#### **Awards:**

Institute of Transportation Engineers 1998 Transportation Professional of the Year

Institute of Transportation Engineers 2002 Lifetime Achievement Award

Institute of Transportation Engineers 2003 H. Robert Burton Distinguished Service Award

Prince Michael of Kent International Road Safety Award (UK) 2002

Soroptomist International- Making a Difference Award-March 2006

Minister's Award for Excellence for Process Innovation for developing the Community Mobilization Strategy for the Alberta Traffic Safety Plan, Alberta Infrastructure and Transportation – 2008

Canadian Transportation Awards program Award of Excellence for leadership in road safety – 2009

Prince Michael of Kent International Road Safety Award (UK) 2016

Canadian Association of Road Safety Professionals – Lifetime Achievement Award 2019

**Affiliations:**

Past President of the Canadian Association of Road Safety Professionals

Past Chair of the Transportation Association of Canada's Road Safety Standing Committee

Immediate past-member of technical committee for SHRP2 – Safety (TRB).