

# CITY OF NORTH BAY ROAD SAFETY STRATEGY



1. Road Safety in North Bay
2. Introduction of the City of North Bay Road Safety Strategy
3. Have your Say
4. Next Steps



# ROAD SAFETY IN NORTH BAY





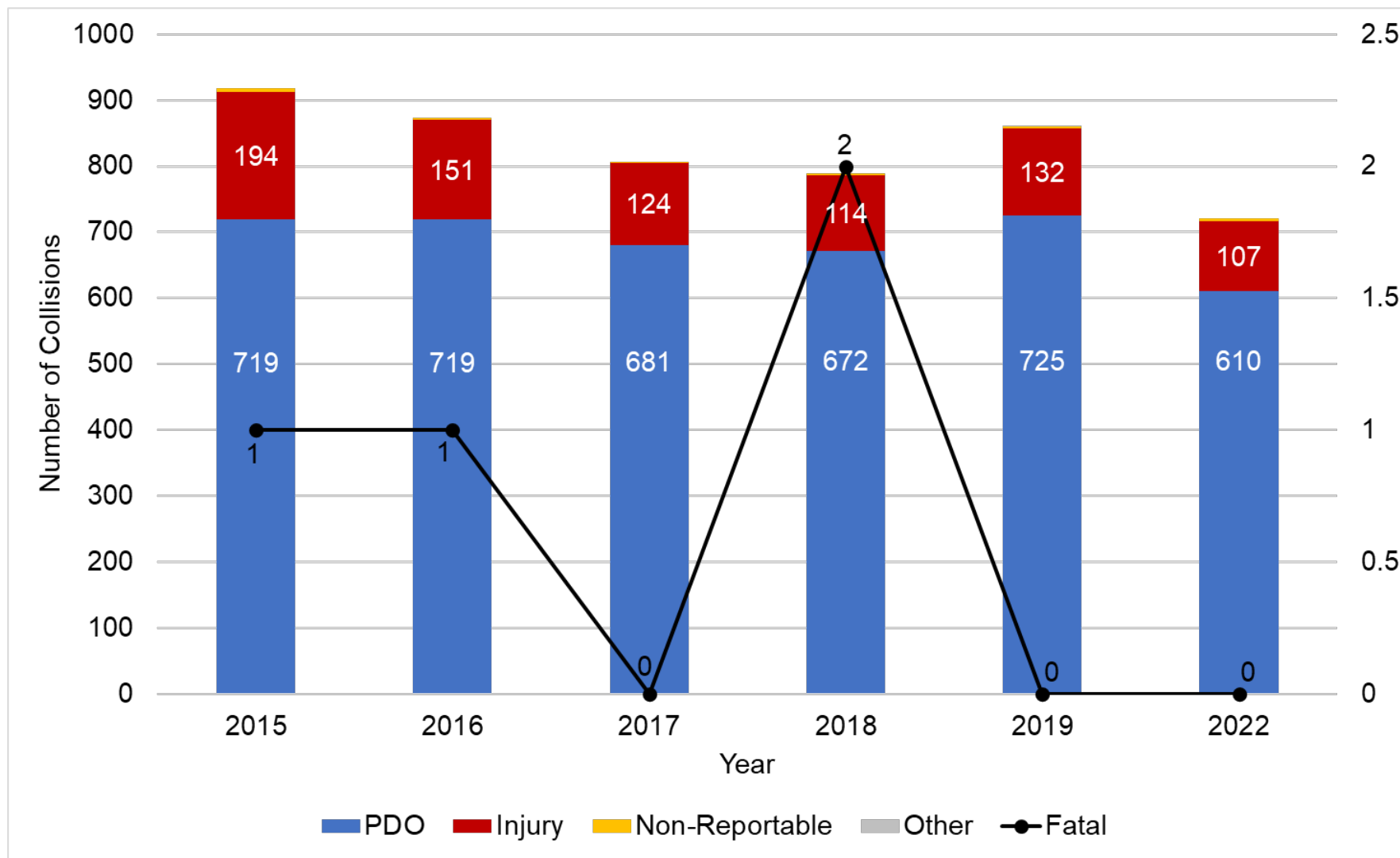
The photo on the left displays a memorial in memory of a 5-year-old boy, Zachary, who was fatally hit in Berkeley, California, by a pickup truck while trying to cross the road at a designated crosswalk accompanied by an adult. The pick-up truck driver failed to yield the right of way at the crosswalk.

<https://www.zacharyscorner.com/>

Each day, people are killed and seriously injured on our roads. Collisions can change the course of our lives, touching victims, their families and loved ones, and society as a whole. But death and serious injury do not have to be consequences we live with, simply to use our roadway system.



# COLLISIONS IN NORTH BAY (2015-2019, 2022)



# INTRODUCTION TO THE CITY OF NORTH BAY ROAD SAFETY STRATEGY

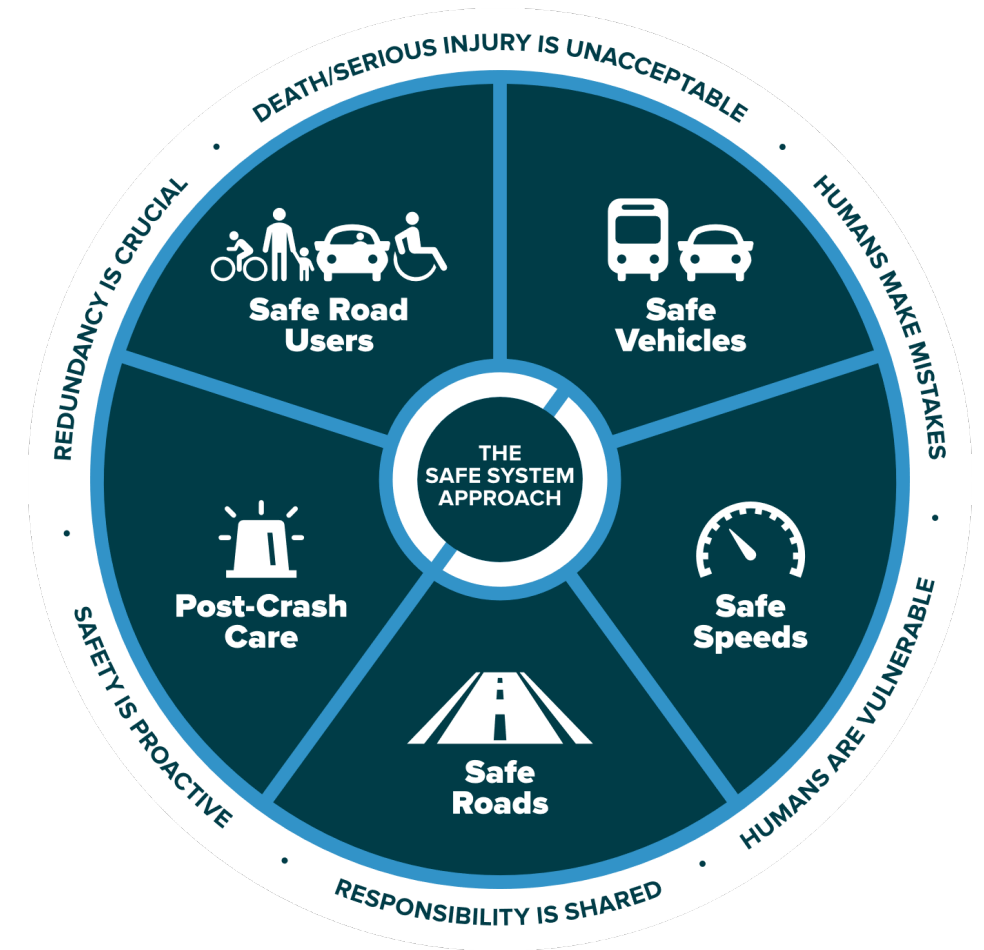


## VISION ZERO

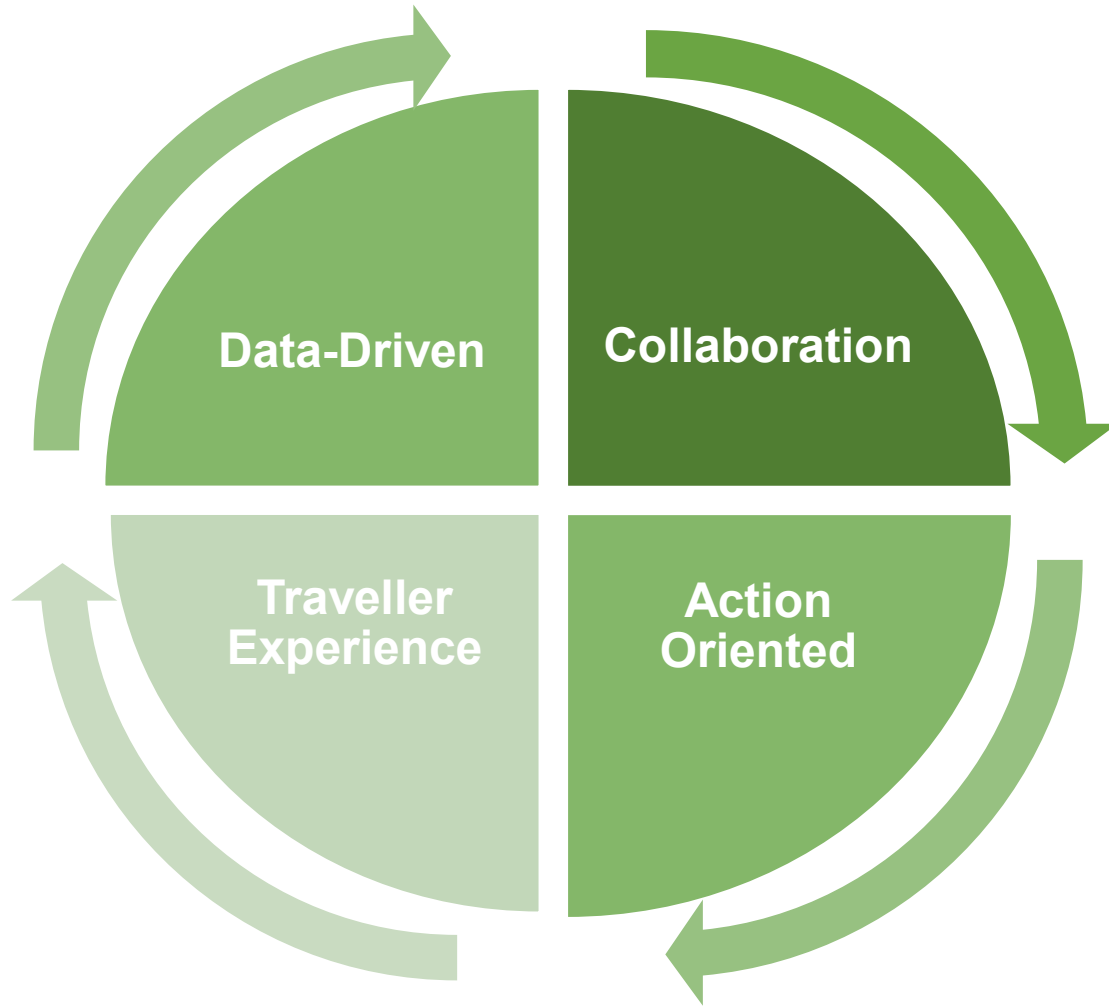
- A strategy supported by policies to eliminate traffic **fatalities and serious injuries**.
- Began in the 1990s in Sweden

## SAFE SYSTEM APPROACH

- A plan to prevent all injuries and fatalities
- A safer road system: planned, designed, operated
- Shared Responsibility



# DELIVERY OF ROAD SAFETY STRATEGY



## PHASE 1 – Engagement

October 2023 to January 2024

## PHASE 2 – Data Analysis

November 2023 to March 2024

## PHASE 3 – Develop Plan

Spring/Summer 2024

## PROJECT COMPLETION

Summer 2024





## 1

- Public engagement and survey
- Stakeholder workshops
- Outreach to advocacy groups



## 2

- Where are collisions happening?
- Who is involved in the collisions?
- Why are they happening?



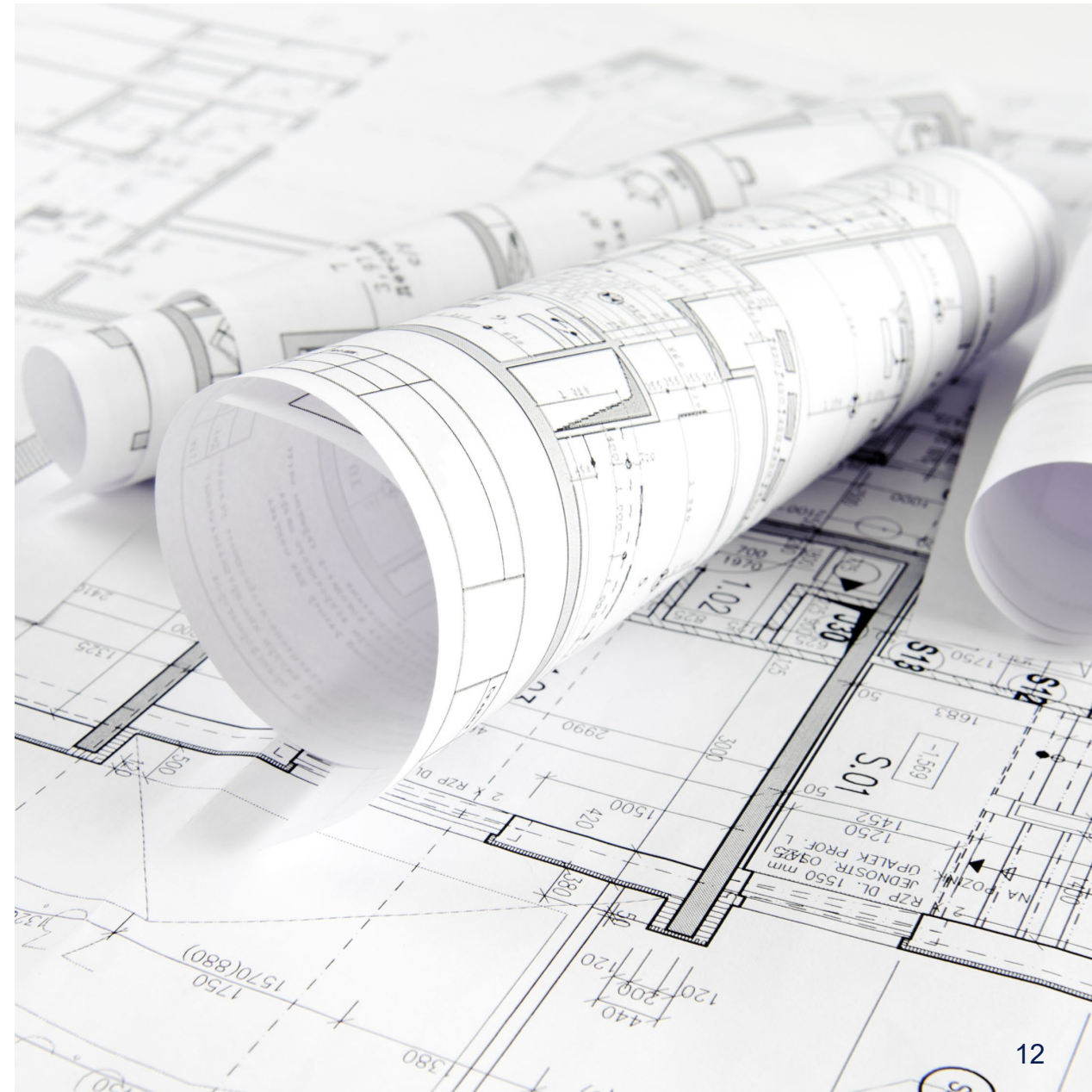
## 3

- Initiatives
- Identify strengths and opportunities
- Recommend new safety programs



## 4

- Update planning policies considering safety factors
- Update design guidelines considering safety factors



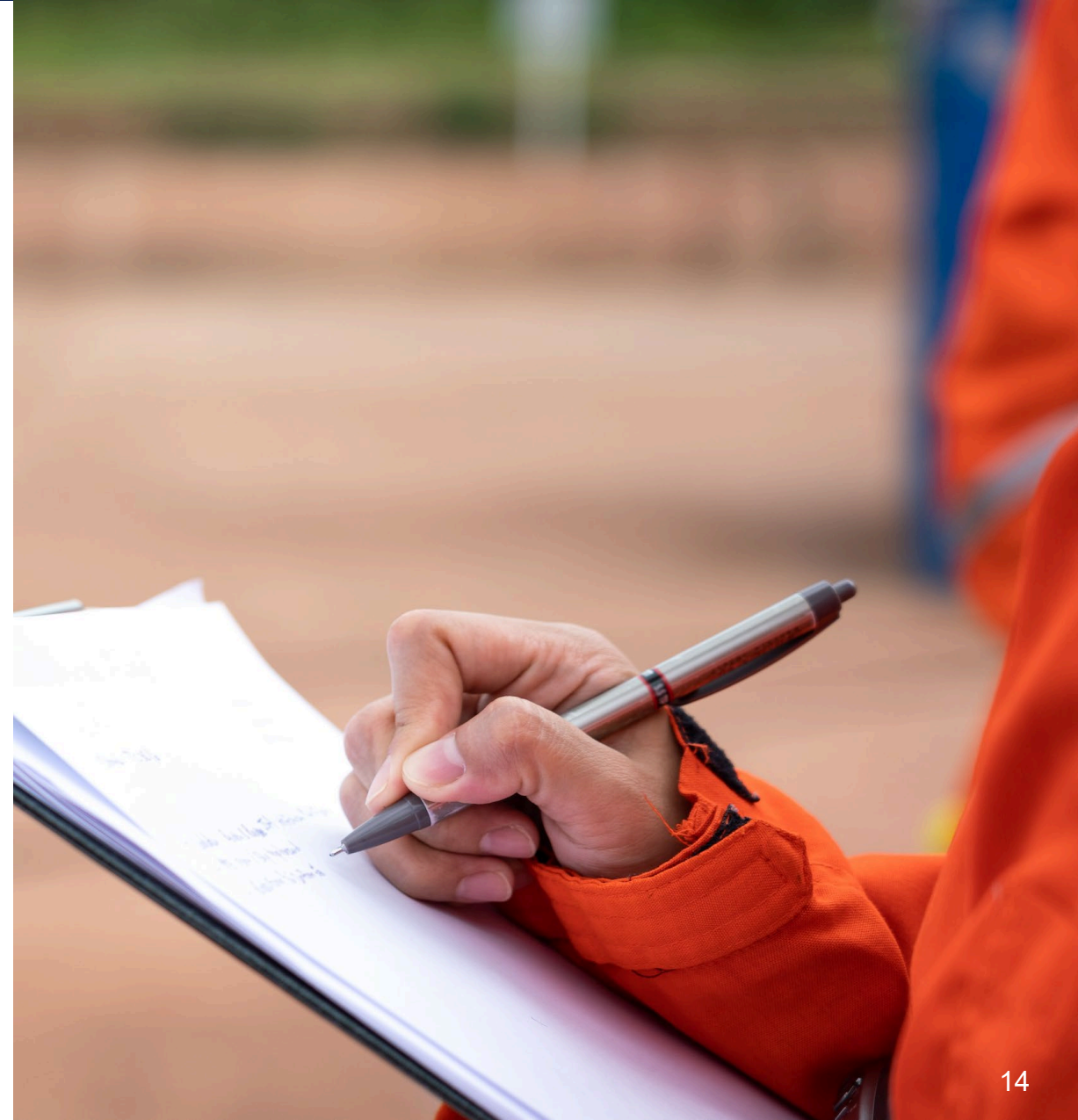
## 5

- Identify how to address safety issues
- Develop municipal policies and guidelines
- Create an action plan for all road users



## 6

- Development of performance metrics
- Set numeric targets
- Create an evaluation / monitoring plan



**WE WANT TO HEAR FROM YOU!**



# HAVE YOUR SAY!

## PUBLIC INFORMATION CENTRE #1

**DATE:** WEDNESDAY, NOVEMBER 22, 2023

**TIME:** 4:30 PM — 7:30 PM

**LOCATION:** CITY HALL LOBBY (200 McIntyre St E, North Bay, ON P1B 8V6)

## PUBLIC SURVEY

<https://www.surveymonkey.com/r/northbayroadsafety>

Survey closes November 22, 2023 (11:59 PM)






# THANK YOU FOR JOINING US!


## [www.northbay.ca/roadsafety](http://www.northbay.ca/roadsafety)

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