

1. **STAY SAFE STAY BACK DECALS ON CITY VEHICLES**

**AUTOCOLLANTS RESTEZ EN SÉCURITÉ RESTEZ DERRIÈRE SUR LES
VÉHICULES DE LA VILLE**

COMMITTEE RECOMMENDATION

That Council approve the display of *Stay Safe. Stay Back.* decals on non-emergency municipal fleet vehicles.

RECOMMANDATION DU COMITÉ

Que Conseil approuve l'affichage des autocollants *Restez en sécurité. Restez derrière.* sur les véhicules municipaux, à l'exception des services d'urgence.

DOCUMENTATION / DOCUMENTATION

1. Acting Deputy City Manager's report, City Operations, dated 16 June 2015 (ACS2015-COS-PWS-0018).

Rapport du directrice municipale adjointe par intérim, Opérations municipales, daté le 16 juin 2015 (ACS2015-COS-PWS-0018).

Report to
Rapport au:

Transportation Committee
Comité des transports
30 June 2015 / 30 juin 2015

and Council
et au Conseil
8 July 2015 / 8 juillet 2015

Submitted on June 16, 2015
Soumis le 16 juin 2015

Submitted by
Soumis par:
Susan Jones,
Acting Deputy City Manager / Directrice municipale adjointe par intérim,
City Operations / Opérations municipales

Contact Person
Personne ressource:
Kevin Wylie, General Manager, Public Works / Directeure générale, Travaux public
613-580-2424 ext. 19013, Kevin.Wylie@ottawa.ca

Ward: CITY WIDE / À L'ÉCHELLE DE LA File Number: ACS2015-COS-PWS-0018
VILLE

SUBJECT: Stay Safe Stay Back decals on city vehicles

OBJET: Autocollants Restez en sécurité Restez derrière sur les véhicules de
la Ville

REPORT RECOMMENDATIONS

That the Transportation Committee recommend that Council approve the display of Stay Safe Stay Back decals on non-emergency municipal fleet vehicles.

RECOMMANDATIONS DU RAPPORT

Que le Comité des transports recommande au Conseil d'approuver l'affichage des autocollants *Restez en sécurité. Restez derrière.* sur les véhicules municipaux, à l'exception des services d'urgence.

BACKGROUND

Launched in 2011, the Safer Roads Ottawa Program (SRO) is committed to working with internal and external partners to support road safety initiatives that help reach the City's goal of preventing or eliminating road deaths and serious injuries through culture change, community engagement, and development of a sustainable, safe transportation environment.

One of the key components of SRO is cycling safety awareness, education, and outreach. City departments, community groups, and organizations work together on several cycling safety awareness campaigns, including the Stay Safe Stay Back campaign recently launched in the City of Ottawa.

Stay Safe Stay Back was initially launched by the [Share the Road Cycling Coalition](#) in 2013 through a partnership with the Canadian Automobile Association and partners in the municipal sector and heavy truck industry. The campaign aims to educate cyclists about key issues relating to heavy truck safety, including staying out of a truck's blind spot, especially at intersections. In addition, the campaign serves as a reminder to drivers to be extra vigilant around vulnerable road users, emphasizing the importance of keeping cyclists safe and in sight when arriving at an intersection.

In 2015, through a partnership with SRO, Share the Road launched the Stay Safe Stay Back campaign for Ottawa in both official languages, creating a program that can be used to improve road safety not only in Ottawa, but all over Canada.

DISCUSSION

Between 2009 and 2013, there have been more than 1,500 collisions involving cyclists, with over 1,200 injuries and 15 deaths. Of the last six cycling fatalities in the City of Ottawa, five have involved collisions between heavy trucks and cyclists.

The Stay Safe Stay Back campaign includes bus shelter advertising, bus back advertising, website updates, social media outreach, and placement of truck decals, as shown in Figure 1, on heavy trucks from various private sector companies.



Figure 1 - Stay Safe Stay Back Decal

As per the City's Visual Markings on City Vehicles and Equipment Policy, Council must approve the installation of all non-legislative markings or decals, including special decals such as flags, and ribbons.

As part of this campaign, and to show the City's commitment to cycling safety awareness, the Public Works Department is seeking Council approval to install Stay Safe Stay Back decals on non-emergency municipal fleet vehicles over an 18 month period as the units are brought in for regular maintenance. More specifically this would include the decaling of approximately 370 heavy vehicles such as snow plows, dump trucks, and step vans. Applying the decals during regular maintenance significantly reduces the cost of installing the decals.

RURAL IMPLICATIONS

This is a city-wide report.

CONSULTATION

No consultation required.

ADVISORY COMMITTEE(S) COMMENTS

No advisory committees were consulted on the proposed recommendation.

LEGAL IMPLICATIONS

There are no legal impediments to implementing the recommendation in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risks associated with the report recommendation.

FINANCIAL IMPLICATIONS

The financial cost associated the display of Stay Safe Stay Back decals is \$10,600, which is composed of \$5,000 for the purchase of the decals and \$5,600 for installation. The total will be covered by the Safer Roads Ottawa Budget.

ACCESSIBILITY IMPACTS

There are no accessibility implications associated with the report recommendation.

TERM OF COUNCIL PRIORITIES

This activity supports the 2011 – 2014 Term of Council priority:

TM4 – Support alternative mobility choices

DISPOSITION

Upon receiving Council approval, the Public Works Department will work with Corporate Communications to confirm the look, size, and placement of the decal as per the Visual Markings on City Vehicles and Equipment Policy and will install the decals on non-emergency vehicles.