



“OPERATION CAUTION”

ROAD SAFETY PLAN 2018-2023



GOVERNMENT OF BERMUDA



THE BERMUDA
Road Safety Council

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PREAMBLE

- Road Safety is a consistent problem in Bermuda.
- Thousands of Bermudians yearly are injured on our roads.
- Numerous programs/governments have attempted to address the problem – success has been seen in some instances.
- Even still, Bermudian continues to have a collision rate amongst males nearly three (3x) times higher than the OECD average.
- Operation Caution has been created as a tool to combat the issue.
 - Information was gathered from the following sources:
 - Research of similar jurisdictions (New Zealand, Australia, Norway, UK)
 - *National Plan of Action for Road Traffic Safety 2014-2017 (Norway)*
 - *National Road Safety Strategy 2011-2020 (The Safe System Approach) – Australia*
 - *Health in Review 2017 (Ministry of Health, Bermuda)*
 - *Road Traffic Crashes – Analysis of Health Insurance Claims 2014-2016 (Bermuda Health Council)*
 - *Road Safety Strategic Plan 2008 (Ministry of Tourism & Transport)*
 - Focus groups
 - Stakeholder Interviews

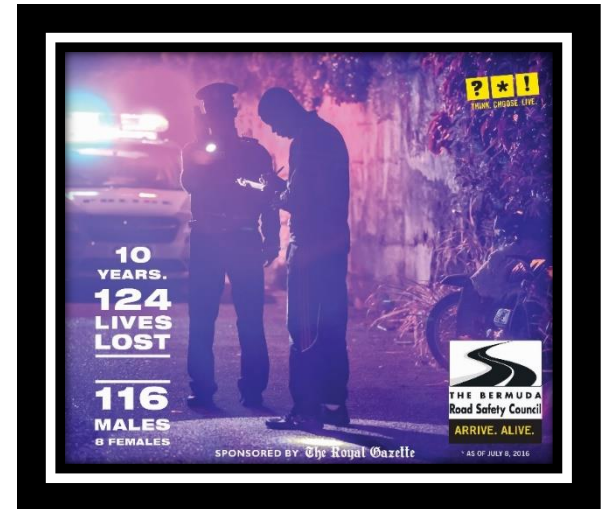
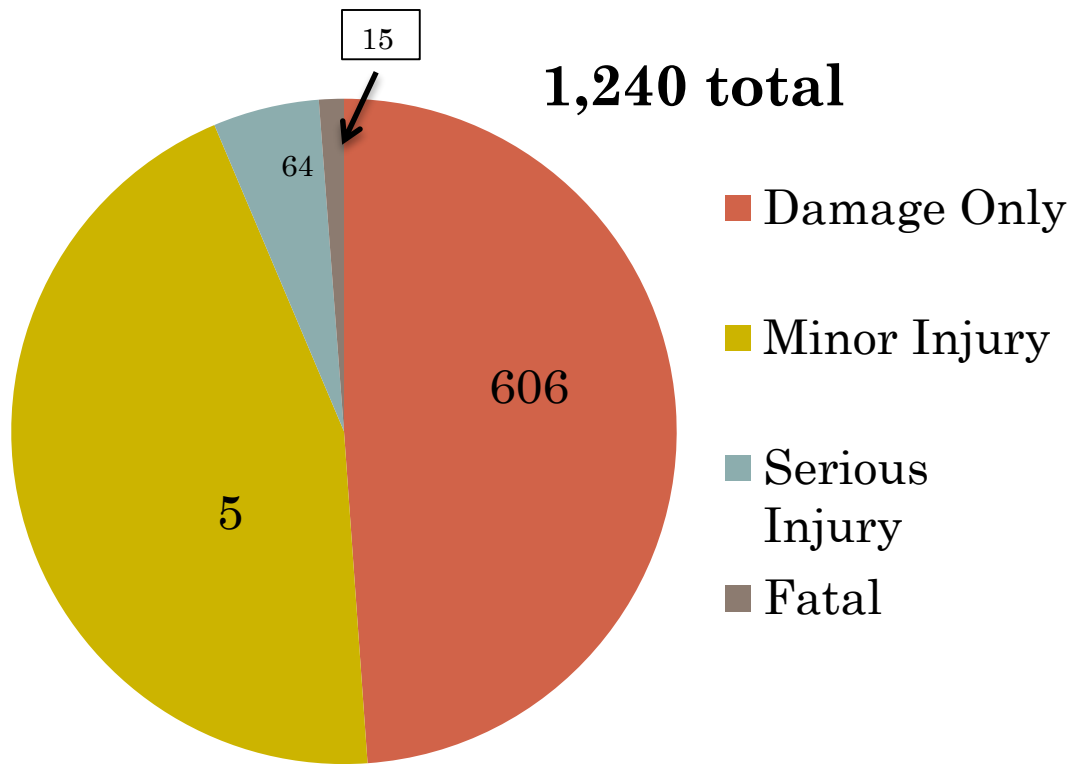


BERMUDA STATISTICS

- In 2017, there were a total of 1,240 road traffic collisions (reported to the Bermuda Police Service) [606 damage only, 555 minor injury, 64 serious injury, 15 fatal]
- In 2016, 1,557 persons required treatment at King Edward Memorial Hospital due to traffic collisions
- In 2016, Bermuda spent \$2.65M in health insurance claims due road traffic crashes
- Over the period from 1997 – 2017, Bermuda has recorded 227 deaths on our roads.
- In 2017, the mean age of persons killed in a road traffic collision was 42 years old. 80% were male; 93% were either on motorcycle, livery cycle, or a passenger on a motorcycle.



2017 ROAD TRAFFIC COLLISIONS (RTC)



OBJECTIVES

- 25% reduction in collisions
- 25% reduction in road deaths/fatal collisions
- Comprehensive road safety education in schools
- Increased public awareness of road safety and road safety issues
- Decrease in reported driving under the influence cases



PLAN BREAKDOWN

- 25% reduction in collisions/deaths
 - Increased/marked BPS presence consistently throughout the island
 - Stop Light cameras introduction in 2019
 - Speed limit warnings placed throughout the island
 - Targeted marketing campaign focused on causes of collisions – utilizing social media, radio and CITV

Key:

BPS – Bermuda Police Service



ROAD SAFETY (RS) EDUCATION (PHASED APPROACH)

- RS Education will comprise of 2 Tiers:
 - Youth (preschool – high school) – Preventative
 - Adult – Active learning/Re-education



PREVENTATIVE (PHASE 1)

- RSO will conduct quarterly/monthly presentations/assemblies within the school year
- Awareness campaign targeted to primary & middle school level, utilizing Health instruction within the schools with specific workshops, posters and promotional materials
- Establish a working group with RSO & MOED to develop/source road safety curriculum for primary level
- RSO will conduct thorough review of the existing PR program to improve training, knowledge of traffic/riding laws, and overall implementation of the program.

Key:

RSO – Road Safety Office

MOED – Ministry of Education

PR – Project Ride



PREVENTATIVE (PHASE 2)

- RSO will establish a “Safety Squad” team at each school (primary & middle) to support road safety initiatives and activities. Schools will be encouraged to create/implement safety activities within their schools, with assistance from the RSO. It will be designed as an after-school/co-curriculum activity which allows students to engage in road safety. The program will require one committed teacher at the school and support from the RSO.
- Implement RS curriculum at the primary school level throughout all MOED schools.
- Reestablish the JRSC for high school level to work with the BRSC to establish policy and legislation from youth perspective.
- RSO will implement strategic changes to rider training with the inclusion of on-road instruction and testing for motorcycle riders. This is specific to persons intent on acquiring a 80cc or above license (aka motorcycle) versus an auxiliary cycle license.

Key:

RSO – Road Safety Office

MOED – Ministry of Education

JRSC – Junior Road Safety Council

BRSC – Bermuda Road Safety Council



ACTIVE LEARNING (PHASE 1)

- BRSC/RSO will utilize mass messaging system to provide specific RS messaging for May 25, Bermuda Heros Weekend & Cup Match 2018.
- RSO will re-establish RS Motoring Minute videos/radio spots to provide awareness.
- RSO will engage public via radio show/segment on monthly basis.
- RSO/BRSC/DFC will setup RS awareness booth for community events such as Harbour Nights, etc. to provide awareness.
- RSO/DFC provide RS info each month via the RG.
- RSO will engage the business community to provide RS workshops/Lunch & Learn sessions.
- RS/TCD/BRSC with the Ministry of Transport and Regulatory Affairs will support the new roadside sobriety testing legislation with full awareness campaign.
- Increased awareness of traffic provisions – namely Tractor trailers and License plates – and the restrictions of their use via DCI and other news media sources.

Key:

BRSC – Bermuda Road Safety Council

RSO – Road Safety Office

RS – Road Safety

DRC – Drive for Change

TCD – Transport Control Department

DCI – Department Communications and Information



ACTIVE LEARNING (PHASE 2)

- RSO will establish a “Safety Hotline” (web based/email/message/app) for reporting of bad driving behavior.
- RSO/TCD will review and implement strategic changes to the examination procedures (examination – written and on road), as well as programs (specifically Project Ride) provided by TCD.
- RSO/TCD/Ministry of Transport and Regulatory Affairs will conduct assessment of RS legislation and recommend/implement changes required.
- RSO/TCD/BRSC will establish mandatory DUI education policy for Ministry of Transport and Regulatory Affairs to consider.
- RSO/BRSC will conduct research/analysis to recommend change to blood alcohol level level to 50 mg from 80 mg per 100 ml of blood.

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TIMELINE

June 2018	4th Quarter 2018	December 2018	January 2019	April 2019	March 2023
Increased BPS Presence	Speed Limit signage	ED—Preventative Phase 1 complete	ED—Preventative Phase 2	Stop Light Cameras	ED—Preventative Phase 2 complete
Targeted marketing campaign (ongoing) (MAY 2018)			ED—Active Phase 2		ED—Active Phase 2 complete
ED—Preventative Phase 1					
ED—Active Phase 1 (ongoing)					



PROPOSAL OVERVIEW



Key:

BRSC – Bermuda Road Safety Council

BPS – Bermuda Police Service

RSO – Road Safety Office

RS – Road Safety

DRC – Drive for Change

TCD – Transport Control Department

DCI – Department Communications and Information



FEEDBACK

Please complete the online feedback survey:

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

Email: dsminors@gov.bm



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