

From: roadsafety@mpi.mb.ca [mailto:roadsafety@mpi.mb.ca]

Sent: Wednesday, August 14, 2019 10:44 AM

To: Lukes, Janice – City Councillor, Waverley West

Subject: Inquiry about MPI road safety programming

Dear Janice Lukes:

Your email to Brian Smiley, Media Relations Coordinator for Manitoba Public Insurance (MPI), about road safety in Manitoba was referred to me for a reply. I am pleased to provide you with the following information in response to your questions about the Corporation's various programming to help educate Manitobans about the dangers of speeding.

At the outset, it is important to understand that road safety is a shared responsibility between a wide range of stakeholders in Manitoba. Provincial and municipal governments, law enforcement, community groups, public health organizations and the transportation industry are to name but a few of these stakeholders, each having their own areas of influence, responsibility and accountability.

Specific to our role, MPI's road safety mandate is to help educate and inform drivers about safe driving behaviours and habits, as well as, conduct research and analysis relating to the causes of collisions, in order to help minimize the economic and social costs to ratepayers resulting from motor vehicle collisions. In achieving this mandate, the Corporation works with local, provincial and national road safety stakeholders to collaborate and cooperate on strategic approaches to road safety issues. This work includes co-chairing the Provincial Road Safety Committee with Manitoba Infrastructure, membership on the Manitoba board of the Canadian Council of Motor Transport Administrators, as well as participation in a number of other stakeholder working groups addressing road safety concerns in Manitoba.

To enhance and support the work of Manitoba's various road safety stakeholder groups, MPI has a number of its own road safety education and outreach initiatives. These include the provincial high school driver education program Driver Z, driver training and safe driving workshops offered through Safety Services Manitoba, the popular 60-Second Driver video series in partnership with CTV, and awareness campaigns like Save the 100, (<https://apps.mpi.mb.ca/save100/details1.html>).

Specific to the issue of speed, the Corporation is mindful that each municipality has its own jurisdiction and therefore ultimate responsibility and accountability in this area. Having said that, MPI works collaboratively with law enforcement agencies to help address the issue of speeding by funding enhanced enforcement initiatives. In addition, programming like the Save the 100 campaign continues to highlight speed awareness, the Driver Z curriculum includes education and training related to speed, and the Corporation tours a DrVR-X virtual reality experience that addresses speed, impaired and distracted driving behaviours.

As to your questions about the *SpeedWatch* program, I can confirm that after careful analysis and program evaluation, it was retired earlier this year. As an awareness program, *SpeedWatch* provided one way for community groups to get involved in helping to educate drivers about their speed in relation to the posted speed limit. However, the program was not without limitations. Studies suggest that the visual reminder to drivers that the program provided is short-lived, and in the absence of a regular, consistent reminder, the risky speed behaviours soon return. As such, the Corporation's resources could be better re-directed to other more impactful awareness campaigns. Analysis of new initiatives is underway with a goal to pilot a new speed detection/notification signage program in the coming year.

I trust this helps to clarify and provide context for MPI's road safety programming activities. Further information about all of the Corporation's education and safety programming can be found on our corporate website at mpi.mb.ca.

Yours truly,

Sheryl Weselake
Manager, Community & Customer Relations
Manitoba Public Insurance