



TO: Chair and Members of the Finance & Facilities Committee

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2016 September 1

MINISTRY OF TRANSPORTATION GRANT

Recommendation

It is recommended that the Finance & Facilities Committee review and make recommendation to the Board of Health to receive Report No. 031-16FFC; re: “Ministry of Transportation Grant” for information.

Key Points

- The Ministry of Transportation as part of its Road Safety Community Partnership Program provides financial assistance to community organizations for initiatives that positively influence the behaviour of road users.
- Middlesex-London Health Unit, on behalf of the London Middlesex Road Safety Committee, has received a \$12,250 grant for the Pedestrian Crossover Campaign.
- The campaign will include education about the new crossovers through printed material, radio, newspaper, and social media.

Background

The Ministry of Transportation as part of its Road Safety Community Partnership Program provides financial assistance to community organizations for initiatives that positively influence the behaviour of road users.

Middlesex-London Health Unit (MLHU), on behalf of the London Middlesex Road Safety Committee (LMRSC), has received a \$12,250 grant that will be used by the LMRSC to assist in the development of a comprehensive education campaign relating to new pedestrian crossovers (PXOs) that are being installed within the City of London. Matching funds, including cash and in-kind services, are being provided by the LMRSC and City of London.

The City has approved the implementation of a PXO Program, which includes the installation of 23 new PXOs within London. Bill 31: Making Ontario’s Roads Safer Act, grants municipalities the authority to install new types of pedestrian crossovers on low speed, low volume roads.

The public education campaign will inform pedestrians on how to properly use a pedestrian crossover and will target pedestrians, cyclists and drivers. The campaign will be promoted through print materials, radio, newspaper, and social media and is part of a comprehensive strategy that also includes enforcement and engineering components.

The LMRSC has been active for 17 years. Partners include the City of London, Middlesex County, London Police, Ontario Provincial Police, MLHU, London Health Sciences Centre (LHSC), Canadian Automobile Association, London Block Parent and Young Drivers of Canada. It is currently co-chaired by MLHU and LHSC. The [*London Road Safety Strategy 2014*](#) is the guiding document.

This report was prepared by Ms. Rhonda Brittan, Manager of Healthy Communities and Injury Prevention, and Mr. John Millson, Associate Director of Finance.



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