

Exporting Ontario Traffic Safety

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(Written while president of Ontario Traffic Conference)

The national Cooperative Highway Research Program (NCHRP), established in 1962, is a leading North American organization in transportation research. The mandate for NCHRP is to provide a continuing program of highway research, which is sponsored by AASHTO state members and supported by the Transportation Research Board (TRB), a unit of the National Research Council. This American-based research institutes in the U.S. and large American consulting firms. However, Ontario firms are beginning to export our traffic safety experience to our neighbours to the south.

NCHRP project 17-18 (5) has been initiated to “Develop a management process that will address major highway-related crash problems by effectively integrated engineering, education and enforcement, regardless of where there responsibilities may reside within a government organization.” As we understand, this project is the first major research initiative headed up by an Ontario firm.

The goal of the project is to bring together agencies with various highway safety responsibilities, providing management tools to support their actions. It is expected that a coordinated management approach for integrating enforcement, education, engineering, and emergency services will provide the necessary environment to achieve the overall goal of a substantial reduction in fatal and injury crashes.

The project manager, Geni Bahar, P.Eng. of iTRANS Consulting, states that the initiative has direct parallels to the efforts of the OTC. The project team recognizes the importance of integrating the 3 E's with emergency services (4 E's). “We aim to incorporate the 4 E's in the integrated management process.” Geni brings to this project her Ontario based experience, including managing the Science of Highway Safety initiative for MTO and developing safety programs for many of the municipalities in Southern Ontario. The project team includes highly recognized Highway Safety Professionals; Drs. Ezra Hauer, Bhagwant Persaud, and Alison Smiley.