

Vision Zero in Road Safety Package

Background

The **British Columbia Vision Zero in Road Safety for Vulnerable Road Users Program** (Vision Zero in Road Safety Program) provides funding to local governments, Indigenous community governments and non-government organizations to directly support evidence-informed road safety improvements with the goal to reduce vulnerable road user injuries and the severity of these injuries.

This funding is intended to improve road safety by advancing the implementation of innovative, technology-driven, proven and low-cost road safety crash countermeasures that generate immediate and long-term injury reduction benefits. The project funding will focus on improving the safety of vulnerable road users, targeting underserved communities, Indigenous communities, and small and remote communities. A vulnerable road user (VRU) includes any person using the road or highway that is outside of a motor vehicle, including pedestrians and users of bicycles, e-scooters, e-bikes, mobility devices, roadside workers, and others.

Community grant funding will be accompanied by knowledge and expertise-based support, and may be used to address local road safety issues via low-cost road improvements or support road safety planning and public education, based on sound theory and/or evidence and the self-identified needs of communities.

Why prioritize vulnerable road users?

Transport-related injuries result in \$526 million in direct health care costs in British Columbia (BC) each year. People who walk and cycle are particularly vulnerable to injury as road users with little to no physical protection, unlike motor vehicle occupants who have seat belts, air bags, and protected passenger compartments. Over the past two decades, motor vehicle occupant fatalities have decreased in BC, while pedestrian and cyclist deaths have remained constant.

The [BC Active Transportation Strategy](#) aims to double the percentage of trips taken by active transportation modes by 2030. In combination with a shift away from public transportation during the COVID-19 pandemic and the [reallocation of roadway space for physical distancing](#), this may lead to an increased number of trips by walking and cycling and potentially increased exposure to risk if accompanying road safety improvements are not also made.

The Vision Zero in Road Safety Grant Program aims to improve vulnerable road user outcomes over the immediate, near- and long-term by funding a variety of evidence-informed road design change measures across BC. As research shows that pedestrian and cyclist injuries are over-represented among lower socioeconomic groups, Indigenous people and various vulnerable populations, the Program will prioritize projects geared towards these groups.

Who can apply?

Eligible applicants include:

- Local governments,
- Indigenous governments,
- Non-government organizations (NGOs), e.g. school districts, Parent Advisory Councils, road safety advocacy groups

Note: Preference will be given to local and Indigenous governments, and where NGOs apply, preference will be given to those that are working in partnership with a local or Indigenous government.

Project Funding Overview

Funding Streams

There are two streams of funding that applicants may apply to:

Stream #1 is for the design and installation of innovative, low-cost road improvements - temporary (pilot) or permanent - that increase the safety of vulnerable road users. This stream supports the cost of local projects that require engineering department/local government administrator approval to proceed with construction and installation. Examples include:

- Traffic signal timing changes
- Raised crosswalks
- Solar powered speed feedback signs
- Rectangular rapid flashing beacons
- Innovative pavement markings
- Curb extensions or bollards

These projects may focus on unsafe locations in neighborhoods or local areas with socioeconomic or other forms of social inequity. Design and implementation of these projects are also frequently subject to further contributions by local and Indigenous governments or ICBC contributions, in terms of professional services, labour and materials donated in-kind to supplement grants.

Where NGOs apply for grants, preference will be given to those that have a partnership with a local or Indigenous government and a focus on road infrastructure improvements.

Stream #2 is for funding road safety improvements directed by Indigenous communities in keeping with the BC Government's commitment to reconciliation with respect to past harms and working with Indigenous governments in a government-to-government relationship, meaning that Indigenous communities set and direct their own priorities. Therefore stream #2

grants may include any items listed under stream #1, but also include other Indigenous-led road safety priorities, such as road safety planning, initiatives aimed to address specific problems such as driver training, impaired driving, community consultations, stakeholder engagement, public awareness, creation of a bike-share program, etc.

Funding Amount

Individual level grant projects (Stream 1 and Stream 2) are funded between \$5,000 and \$20,000 depending on the scope of the project and in alignment with Program principles, aims and objectives.

Grants may be awarded as large as \$20,000 in each health authority region if:

- The initiative is expected to deliver safety benefits to a larger number of people,
- There is a partnership model in place that involves additional financial contributions from at least one other partner organization, and
- There is assurance that the grantee has a sound evaluation plan and sufficient expertise to successfully execute the project.

Funding Exclusions

Funding will not be provided for:

- Profit-making activities, programs and/or projects
- Cash prizes
- Purchases of alcohol and/or other drugs
- Ongoing operating expenses for established programs or projects

Reporting

Evaluation reporting: Grant recipients will be required to submit an interim evaluation report by September 30, 2022 and a final project evaluation report by April 28, 2023. A report template will be provided to successful applicants.

Action documentation: Photos and any communication materials developed for the project are requested along with project evaluation reports, if relevant.

Knowledge sharing & networking: Grant recipients will be expected to share their findings, successes, and challenges with other grant recipients and invited relevant stakeholders at a Vision Zero Symposium to be held in spring/summer 2023.

Application Process

All applications must be submitted by emailing the completed application form to the BC Injury Research and Prevention Unit (bcinjury@bcchr.ca) by **February 15, 2022 @ 3:00 pm – For First Nations applicants from the Northern Health Authority only.**

Successful applicants will be notified in early 2022.

Project activities and expenditures must be completed by **March 31, 2023**. Please consider these timelines when developing your project proposal.

For questions related to the application process and how to maximize the value of your proposed project idea, please contact the BC Injury Research and Prevention Unit (bcinjury@bcchr.ca) and they will connect you with a local health authority grant lead. Discussing your proposal idea with your local grant lead will assist you in determining whether or not your grant application is eligible for the Vision Zero in Road Safety Grant Program, and can help you define and refine key elements of your application.

Resources for Prospective Applicants

Please consider consulting the following resources prior to developing your project and project proposal. These resources include statistics, concepts, and theories that may inform or inspire the development of your project.

BC Road Safety

- [BC Road Safety Strategy 2025: A Collaborative Framework for Road Safety](#)
- [BC Active Transportation Design Guide](#)
- [BC Community Road Safety Toolkit and Vision Zero](#)

BC Injury Data

- [ICBC Statistics](#)
- [BC Research and Injury Prevention Unit: iDOT Tool](#)

Vision Zero

- [Vision Zero Network: What is Vision Zero?](#)
- [Parachute Canada: Vision Zero Resources](#)
 - [Parachute Canada: 2021 Vision Zero Campaign Videos](#)
 - [Parachute Canada: Making a Vision Zero Commitment in Canada \[Powerpoint Template\]](#)

Road Design and COVID-19

- [NACTO Rapid Response Tools for Cities and Transit Agencies](#)
- [Reallocation of Roadway Space for Physical Distancing](#)

Other

- Transportation Association of Canada (TAC) Manual of Uniform Traffic Control Devices for Canada and its 11 Geometric Design Guide chapters