



# CANADA'S **ROAD SAFETY** STRATEGY 2035 AND BEYOND

## **HOW IS RSS 2035+ IMPLEMENTED ACROSS CANADA AND WHAT ROLE DO JURISDICTIONS PLAY?**

Jurisdictions are responsible for their own road safety plans and targets. They remain committed to the vision and objectives identified in RSS 2035+ and will support priorities they identify that are most appropriate for their environment.

## **HOW CAN ROAD SAFETY ADVOCATES HELP ACHIEVE THE 2035+ VISION “TOWARDS ZERO: A SAFE ROAD SYSTEM FOR ALL CANADIANS”?**

Road safety advocates are encouraged to promote and bring awareness to Canada's RSS 2035+ and to work towards achieving its vision towards zero. At the same time, advocates can identify road safety priorities in your area and work with partners to address them.

## **CANADA'S ROAD SAFETY STRATEGY 2035 AND BEYOND (RSS 2035+)**

RSS 2035+ is the fifth national framework aimed at reducing road fatalities and serious injuries. The strategy will be a living document, designed to be monitored annually and updated as required. Recognizing that road safety is a shared responsibility across all levels of government and stakeholders, RSS 2035+ provides a flexible structure to support the development of regional and local safety plans tailored to specific needs. View the [Strategy here](#).

## **WHO IS LEADING RSS 2035+?**

All Canadian governments play a role in RSS 2035+. They work through the Canadian Council of Motor Transport Administrators (CCMTA) who manages the overall strategy by facilitating opportunities for jurisdictions to collaborate on key issues, by maintaining best practices, and reports on progress made. CCMTA's organizational structure, through Program Committees and working groups, will continue to analyze collision data, distribute jurisdictional surveys, and consider public opinion survey data to help inform updates to RSS 2035+.

## **WHAT IS THE DIFFERENCE WITH THE ROAD SAFETY STRATEGY 2025 TO THE NEW RSS 2035+?**

The key differences from RSS 2025 and RSS 2035+ are: (1) A new vision statement “Towards Zero: A Safe Road System for All Canadians”. (2) Adds priority populations group, dependent on jurisdictional needs. (3) Support of the United Nations Decade of Action for Road Safety 2021-2030 and its goal of a 50% reduction in deaths and injuries by 2030. (4) Outlining eight strategic objectives: commitment from all partners, good governance, data-driven decision-making, modern regulation and policy, public awareness and education, vehicle and infrastructure improvements, effective compliance and enforcement, and leveraging technology. (5) Inclusion of an Implementation Plan and a Dedicated Working Group. (6) Ongoing evaluation and accountability.

## **IS RSS 2035+ THE LAST CANADIAN STRATEGY TO BE RELEASED?**

**No.** RSS 2035+ emphasizes the importance of ongoing evaluation and accountability with the goal of monitoring and updating the strategy on a regular basis to keep up with the rapidly evolving nature of road safety.



## WHY ARE THERE NO TARGETS SET?

As with its predecessor strategies, RSS 2035+ supports jurisdictions to set their own targets or sub-targets.

## HOW IS CANADA MEASURING PROGRESS ON THE STRATEGY?

RSS 2035+ seeks to achieve directional downward trends in the rate-based number of fatalities and serious injuries rather than in the actual numbers of fatalities and serious injuries. These trends will be measured at the national level annually using multi-year rolling averages to smooth out short-term fluctuations since year-over-year reductions may not be practical or attainable.

## WHAT IS CANADA'S ROAD SAFETY RECORD COMPARED TO OTHER COUNTRIES?

In 2023, Canada ranked 12th among other OCED countries. This data is compiled by the International Transport Forum which uses 'billion vehicle kilometres travelled (VKT)' for comparison purposes.

**1,964 road fatalities & 9,261 serious injuries in 2023**

## HOW CURRENT IS CANADA'S COLLISION DATA?

Collision data is derived from all provinces and territories and may take several years to compile by Transport Canada. The data is not released until all jurisdictions have provided their collision data.

## WHY HAS CANADA'S RSS 2035+ INCORPORATED THE "SAFE SYSTEM APPROACH"?

The "Safe System Approach" originated in the Netherlands and Sweden. The idea is to build a road transport system that tolerates human error and minimizes casualties stemming from road crashes.

The main elements reflect the need for effective measures for safe road users, safe roads and safe vehicles along with the theme of the right speed, and setting speeds based on injury potential. In contrast to the traditional road safety approaches that primarily focus on road users and risky behaviours, the Safe System Approach involves strengthening all parts of the system to reduce and, then eventually, eliminate human injury and death from road crashes.

It also means implementing measures, not simply based on what causes crashes, but that are proven to improve safety outcomes:

- **Ethics:** Human life and health are paramount and take priority over mobility and other objectives of the road traffic system (i.e., life and health can never be exchanged for other benefits within the society);
- **Responsibility:** Providers and regulators of the road traffic system share responsibility with users;
- **Safety:** Road traffic systems should take account of human fallibility and minimize both the opportunities for errors and the harm done when they occur; and
- **Mechanisms for change:** Providers and regulators must do their utmost to guarantee the safety of all citizens; they must cooperate with road users; and all three must be ready to change to achieve safety.

## DEATHS AND INJURIES CAN NEVER GET TO ZERO, WHY ADOPT SUCH A VISION?

Towards Zero is something jurisdictions believe we can move closer to. Over successive Road Safety Strategies, there has been a decrease in fatalities and serious injuries in our country. This downward trend has continued, despite more drivers, more vehicles and more Canadians on the road. The updated strategy incorporates key elements that are proven successful in other countries where objectives tied to Vision Zero have been introduced.



## WHY IS THE VISION OF TOWARDS ZERO ADOPTED BY RRS 2035+?

Countries that are leading in road safety (e.g., Sweden, United Kingdom, etc.) have adopted a Vision Zero approach. Having a vision of zero deaths and injuries is an important public health goal which recognizes that it is not ethically acceptable to have any deaths or injuries resulting from the use of the road transportation system.

Towards Zero is a guiding principle that jurisdictions can choose to adopt moving forward. Over successive Road Safety Strategies, there has been a marked decrease in fatalities and serious injuries in this country. This downward trend has continued, despite more drivers, more vehicles and more Canadians on the road. The updated RSS 2035+ incorporates key elements that are proven successful in countries where objectives tied to a vision of zero deaths have been introduced.

In many ways, Canada already has some elements of a Safe System but simply need to now strengthen it further. With new technologies falling in cost and large amounts of evidence now available about what promotes safety; Vision Zero is increasingly viewed as achievable and realistic all over the world.

## ARE OTHER COUNTRIES USING A “TOWARD ZERO” APPROACH?

**Yes.** Much of Europe and many parts of the United States have adopted the Toward Zero approach.

In the U.S., the (TZD) national strategy has been endorsed by the American Association of Motor Vehicle Administrators (AAMVA), the Governors Highway Safety Association (GHSA), the American Association of State Highway and Transportation Officials (AASHTO), the International Association of Chiefs of Police (IACP), Commercial Vehicle Safety Alliance (CVSA) among others.

This TZD approach has also been adopted by more than 60 communities in the US, several states demonstrating that the vision zero approach can be applied at all levels of government. It is noteworthy that several municipalities, including the City of Ottawa, Toronto, Windsor and Kitchener, Ontario, have included Towards Zero as a goal in their road safety plans.



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