

CAA SCHOOL SAFETY PATROL

- Launched 100+ years ago
- Launched during a time people walked to school
- Student volunteers help at cross walks and safely getting off/on school bus
- Today, 60,000+ volunteers
 - One of Canada's largest youth volunteer programs





SCHOOL ZONES IN CANADA – A GENERATIONAL SHIFT

- Today, 75% of kids driven to school – compared to 40% in the previous generation
- Results:
 - More vehicle traffic
 - More pollution
 - More unsafe driving
- Challenges:
 - Not a lot of data on “close calls”, “near misses”, or just bad behaviours in school zones.

PERCEPTION OF SCHOOL ZONES IN CANADA: A DANGEROUS PLACE FOR KIDS



30% of drivers reported witnessing a near miss or collision in a school zone, more than half of which involved a child.



Nearly 1/2 of Canadians say they witnessed distracted driving in a school zone.



4 out of 10 Canadians say there are more unsafe driving practices in school zones today than in the past.



64% of Canadians say they have witnessed speeding in school zones.

CAA'S SHIFT TO A NATIONAL SCHOOL ZONE SAFETY STRATEGY



Public education

Educate parents and their kids on safely maneuvering school zones.



Data collection

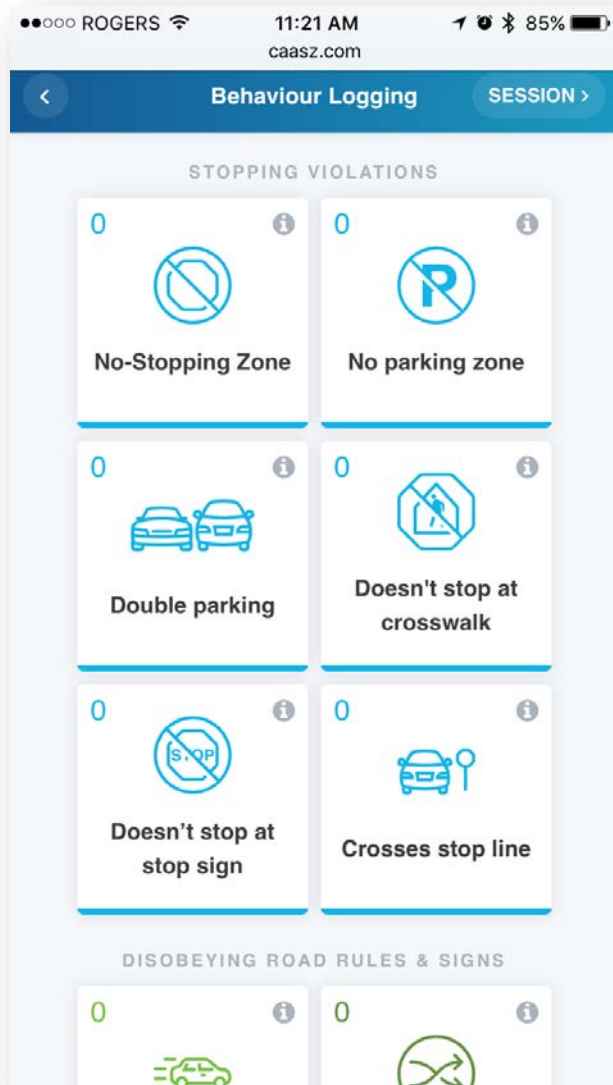
Collect meaningful data that can lead to change.



School Safety Patrol®

Run one of Canada's largest student volunteer programs.

SCHOOL ZONE SAFETY WEB TOOL



- Online, mobile-first tool
- Tracking bad behaviours in school zones
- Real-time tracking
- Standardized data

1. Speeding entering school zone

Car

School Bus

Motorcyclist

Truck

Other

Cancel

6. Flashers

- Track behaviours by road user type
- Customizable by behavior
- Optional feature

ROGERS 4:33 PM 28% caasz.com

Reports

VIEW DATA

LOCATION
All Locations

DATE

ID	BEHAVIOUR	LOG
1	Speeding	358
2	Crosses stop line	126
3	Doesn't signal lane change	117
4	Illegal lane change	105
5	Doesn't stop at stop sign	92

- Full reporting capabilities
- Quick report – top tracked behaviours
- Full dataset with time-stamps, location, date, etc.

RESULTS AND NEXT STEPS

- Tool is being actively used in three provinces:
 - Québec
 - Saskatchewan
 - Manitoba
- Over 3,000 behaviours logged
- Yearly back-to-school campaign
- Future growth in:
 - Alberta
 - Ontario

The screenshot shows a CBC News article from the Manitoba website. The main headline is "CAA, Winnipeg police see 1,531 risky driving incidents in school zones". The article is dated September 10, 2014. Below the headline is a video player showing a police officer in a dark uniform and cap, holding a camera. The video player has a play button in the center and a progress bar at the bottom. To the right of the video player is a sidebar with social media links for Mobile, Facebook, Podcasts, Twitter, Alerts, and Newsletter. Below the sidebar is an advertisement for the 649 lottery, featuring a large number "34,000,000" and the text "THE NEXT JACKPOT IS" and "PLUS THE GUARANTEED \$1 MILLION PRIZE".