



2026-2028 MULTI-YEAR

NORTH BAY POLICE SERVICE TRAFFIC MANAGEMENT & SAFETY PLAN



OUR VISION

A safe, engaged and inclusive community

MISSION STATEMENT

Through strength in our members and collaboration with our community partners, the North Bay Police Service provides progressive and responsive policing to our public.

SHARED VALUES

excellence in policing

HONESTY

pride in policing

INTEGRITY

growth

TEAMWORK

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EXECUTIVE SUMMARY

In North Bay, motor vehicle accident deaths continue to rival and, in some years, outpace homicides. The North Bay Police Service Traffic Management & Safety Plan (“Plan”) is a comprehensive plan focused on reducing traffic-related fatalities and serious injuries on North Bay’s streets. The Plan prioritizes the safety of our most vulnerable road users across six priorities or areas of concern through a range of extensive, proactive, targeted and data driven initiatives.

The Plan is our commitment to improve safety across our city using a data-driven and targeted approach, focusing on the locations where improvements are most needed. The Plan addresses safety for the most vulnerable users of our transportation system—pedestrians, school children, older adults and cyclists. Based on factors that contribute to serious injury and fatality crashes, the plan will also focus on aggressive and distracted driving, and safety for cyclists.

The North Bay Police Service is committed to the plan and upholds its fundamental message: fatalities and serious injuries on our roads are preventable, and we must strive to reduce traffic-related deaths and injuries.

Enhancing or improving road safety requires a multidisciplinary and integrated approach: engineering changes to the physical roadway (Traffic engineers), education aimed at changing road user behaviour (police) and enforcement of the rules of the road (police).

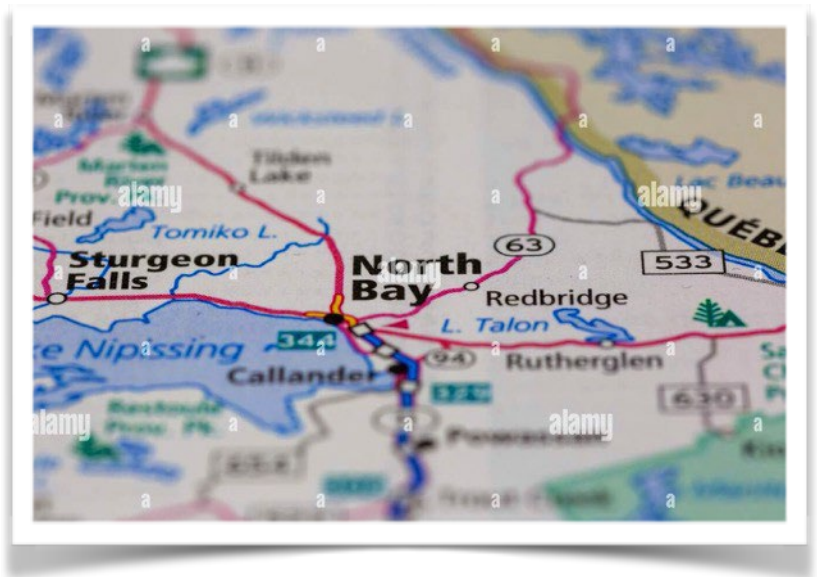
Recognizing road safety is everyone’s responsibility, the North Bay Police Service will work collaboratively with various partner agencies, stakeholders and residents to make our roads safer and significantly reduce motor vehicle collisions, injuries and fatalities.

INTRODUCTION

North Bay is home to 52,662 (2021 Census data) people. We have more than 621 urban and rural roads with over 100 signalized and unsignalized intersections to facilitate the vehicle trips taken daily.

Historically considered the “Gateway to the North”, North Bay is located at the crossroads of trans-continental highways, railways and air routes and provides a link to the north, south, east and west for transportation and communication activities.

Everyone in North Bay relies on the road network to connect them to work, leisure on other necessities of life.



Road safety is an issue of great importance, both locally and

globally. Motor vehicle collisions remain a leading cause of death and disability in many areas, including North Bay resulting in economic burdens and life changing consequences. In 2025 alone, North Bay experienced 1534 motor vehicle collisions, of which 119 resulted in injuries, underscoring the need for a holistic approach to improve road safety.

In response, the North Bay Police Service has developed a comprehensive traffic management and safety plan, aimed at reducing severe motor vehicle collisions, with an emphasis on fatal and injury collisions. By fostering collaboration among key stakeholders in engineering, enforcement, education and public engagement, the Plan aims to create safer roads.

For the past 10 years, North Bay has seen a plateau or stabilization in the number of motor vehicle collisions. While yearly fluctuations occur, there was no significant, long-term upward or downward movement or trend (see Figure 1). The COVID 19 pandemic had a drastic effect on road safety as traffic volumes decreased significantly, thereby reducing the overall collision rate.

Now that vehicle use has returned to pre-pandemic levels, there has been a notable increase in motor vehicle collisions. North Bay has seen a decline in fatal collisions and road deaths since 2020 (see Figure 2.1) while there has been a slight increase in non fatal collisions over the same time frame (see Figure 2.2).

FIGURE 1: Annual Collisions in North Bay (2015 - 2025)

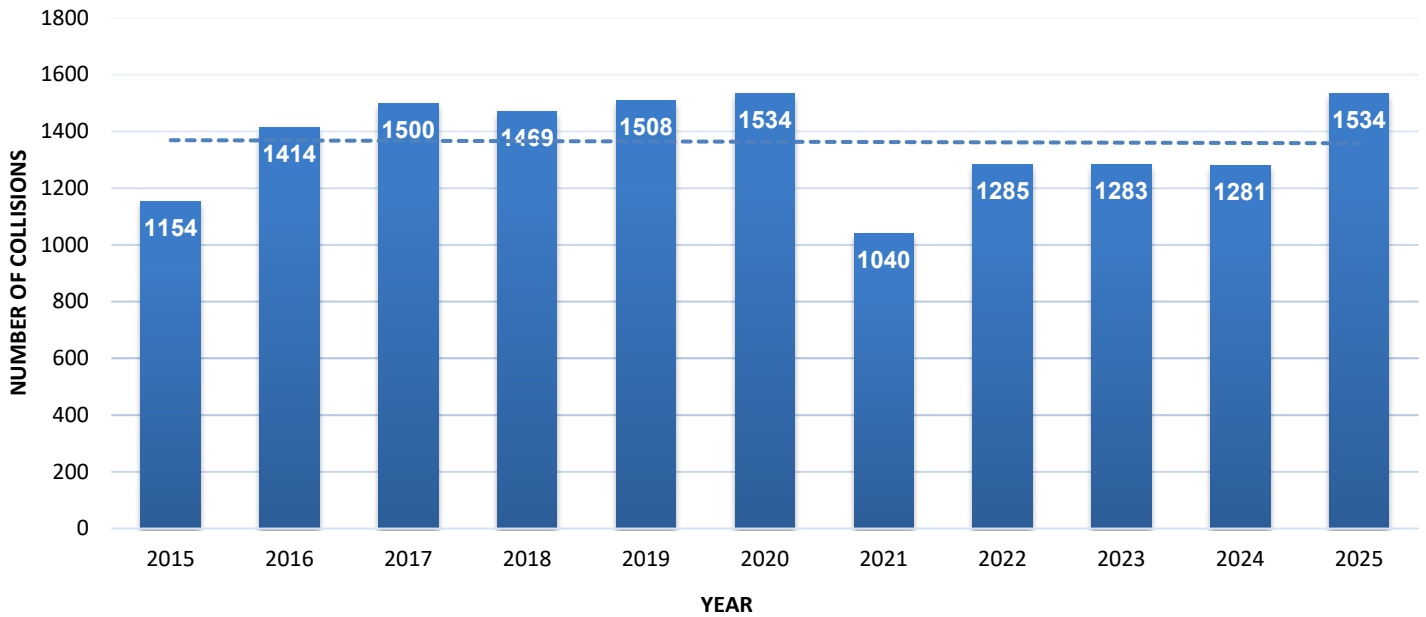


FIGURE 2.1: Annual Fatal Collisions in North Bay (2020 - 2025)

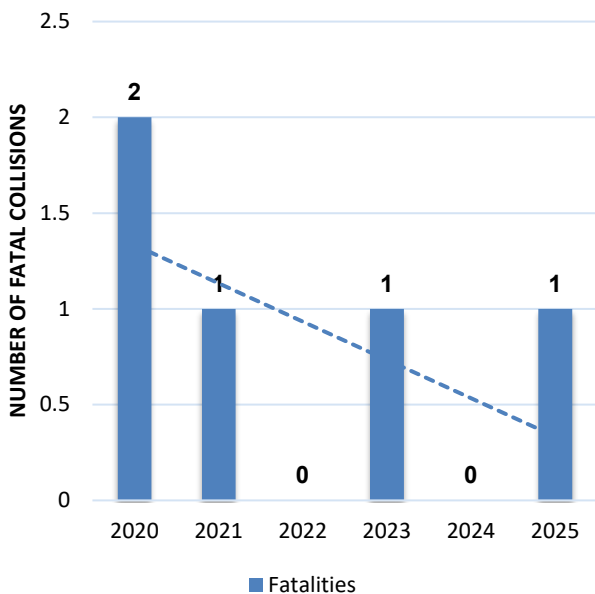
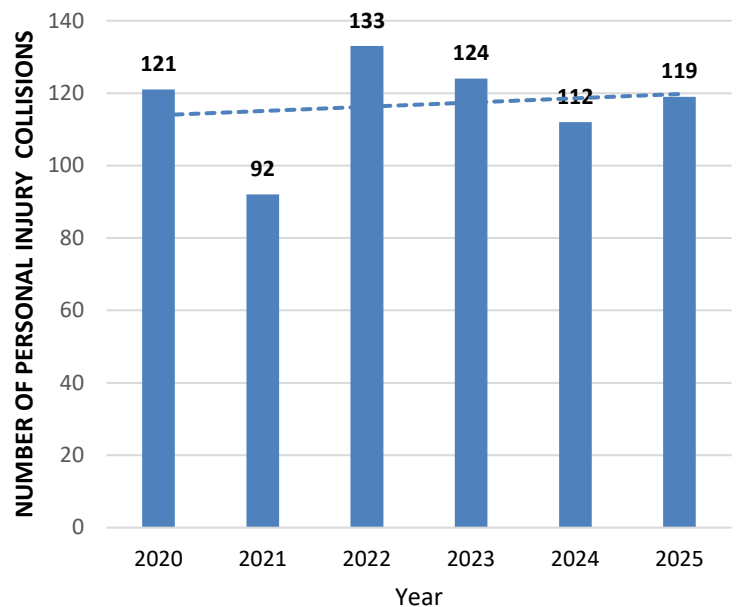


FIGURE 2.2: Annual Personal Injury Collisions in North Bay (2020 - 2025)



PRIORITY SAFETY CONCERNS

The Plan addresses the top six road safety concerns by placing an emphasis on education and enforcement actions in the strategic objectives of safe people, safe vehicles, safe streets and safe speeds. They include:



Reducing aggressive driving

Deaths or injuries caused by aggressive driving happen when drivers follow too close, disobey traffic signals, fail to yield right of way, or speed. The police service will reduce aggressive driving related deaths and injuries by:

- Using better signage and electronic radar speed signs to remind motorists to reduce their speed
- Utilizing information from several sources, including community complaints, we will proactively conduct enforcement initiatives to reduce speed on our roadways.
- Targeted education and enforcement initiatives to promote safe driving behaviour
- Highlight community involvement with our Road Watch Campaign



Reducing distracted driving

Deaths or injuries caused by distracted driving happen when drivers don't pay attention while driving. We'll work to reduce distracted driving deaths and injuries by:

- Educational program aimed at reminding drivers to keep their “heads up” and remain attentive,
- Public education through social media, highlighting the dangers of distracted driving.
- Proactive enforcement of hand-held communication device-use while driving.
- Promote safe driving behaviours with our community partners



Protecting pedestrians

Pedestrian collisions involve a motor vehicle and people walking along the road. We'll work to prevent pedestrian deaths and injuries by:

- Educating all road users on pedestrian safety topics through safety campaigns.
- Community education for our aging population with safe street-crossing strategies
- Working with our community partners to enhance road infrastructure to create safer pedestrian crossings
- Targeted enforcement at intersections and crosswalks ensuring driving compliance

Protecting cyclists



Pedestrian collisions involve a motor vehicle and people walking along the road. We'll work to prevent pedestrian deaths and injuries by:

- Educating all road users on pedestrian safety topics through safety campaigns.

Reducing impaired driving



Impaired driving collisions involve any driver whose ability to operate their vehicle has been compromised due to drinking, drug use or fatigue. Impaired driving countermeasures rely heavily on education, engagement and enforcement. We'll will work to reduce impaired driving collisions and associated deaths and injuries by:

- Year-round proactive impaired driving education and enforcement through R.I.D.E.
- Encouraging all community members to call 9-1-1 to report impaired driving



Creating safer intersections

In North Bay, more than 69% of collisions that cause injuries or death happen at intersections. We'll work to keep all road users safer at intersections through:

- Targeted enforcement of intersections identified as dangerous based on collision data to ensure driver compliance with the law
- Joint work, idea sharing and collaboration among our external partners and others

For each of these priorities, the plan outlines existing and new safety measures that includes education, enforcement and technology programs and initiatives.

EXISTING SAFETY MEASURES AND INITIATIVES



- Pedestrian and cycling measures at signalized intersections, including no right-turn on red
- Intersection improvements, such as traffic signals, cross walks, addition of opposing left-turn lanes, advanced left-turn signals, audible pedestrian signals and countdown displays
- Lowering posted speed limits by 10 km/hour in public school zones during school hours and on some roadways (e.g., Lakeshore Drive)
- Establishment of new community safety zones (e.g., McKay Avenue)
- Installation of pedestrian crossovers in the downtown core (Main & Oak Streets)
- Speed feedback boards

THE GOAL:

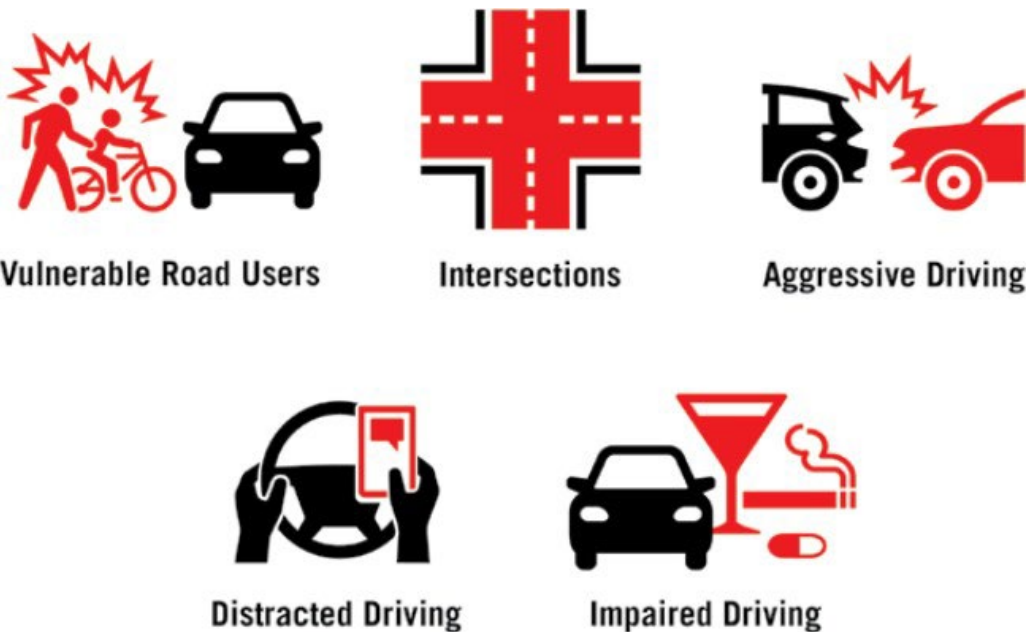
Reducing fatalities and serious injuries caused by collisions has always been, and continues to be, one of the top priorities of the North Bay Police Service.

The aspirational goal of the police services Plan is to prevent or eliminate road deaths and serious injuries for all people in the City of North Bay, through culture change, community engagement, enforcement, education and development of a sustainable safe transportation environment.

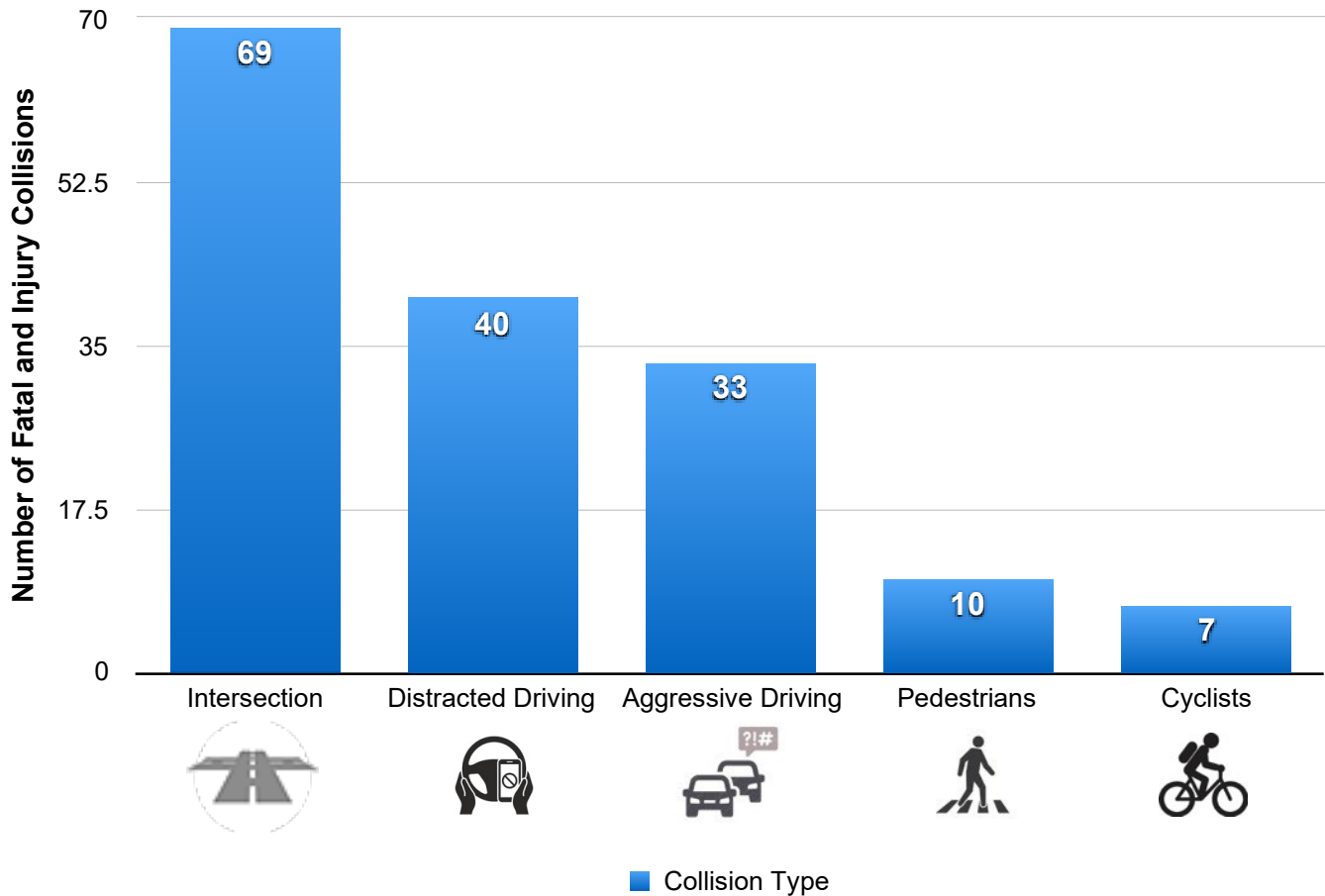
Achieving safety on our roads is a collaborative effort. It begins with programs and initiatives developed by the service and other stakeholders and requires police and our community to work together to ensure that motorists, cyclists and pedestrians feel safe and secure on our roadways.

Protecting people means understanding who is most at risk and where. This plan identifies five strategic priorities where countermeasures will have the greatest impact on safety:

Five Focus Areas



These strategic priorities will guide all North Bay Police Service road safety initiatives.



Community Response Unit

There are several sections to the Community Response Unit, or CRU:

- Traffic Enforcement
- Community Engagement
- Foot Patrol

CRU will work with local schools, and community organizations and groups, to promote traffic safety for students and North Bay Citizens.

Officers will provide educational presentations on pedestrian and bicycle safety, respond to driving complaints, support service traffic safety initiatives and programs, and work cooperatively with its partner agencies and stakeholders like the City of North Bay to maintain and improve traffic safety.

THE SAFETY PLAN

The plan consists of a comprehensive set of initiatives taken to reduce the frequency or severity of one or more specific types of collisions. There are three types of initiatives included in the Plan:

Engineering initiatives are changes to the physical format of the roadway and tend to improve safety immediately

Enforcement initiatives emphasize compliance with the rules of the road and require persistent efforts for even temporary behavioural changes

Education and engagement initiatives also aim to change road user behaviour, which can take time to work, but the overall effects are significant. Engaging with the community through awareness campaigns plays a crucial role in promoting safer road behaviours. Education on the importance of adhering to speed limits, avoiding distractions, and respecting traffic signals fosters a culture of responsible road use.

TABLE 1:

Emphasis Area	Countermeasure Type		
	Engineering	Enforcement	Education
Road Maintenance	✓	-	-
Vulnerable Road Users	✓	✓	✓
Intersections	✓	-	-
Aggressive Driving	✓	✓	✓
Distracted Driving	✓	✓	✓
Impaired Driving	-	✓	✓

The Plan outlines the steps needed to achieve the aspirational goal of reducing all fatal and serious injury collisions.

In prioritizing the safety of vulnerable road users, the Plan focuses on influencing behaviours at key locations where improvements and/or enforcement will have the greatest impacts.

Everyone has the right to move safely everywhere. By addressing these key safety concerns, the North Bay Police Service fosters a positive road safety culture, while significantly reducing collisions, injuries and fatalities.

Table 1: Deaths and Serious Injuries are Preventable	
Pedestrians	Corridors within the city exhibiting deadly or serious injury collisions will be prioritized and targeted for pedestrian safety improvements such as speed reductions, shortened crossing distances, no-right-turns on red, advance greens for pedestrians, fully protected left-turns and police enforcement for compliance with traffic rules that affect pedestrian safety. These measures will improve pedestrian safety by reducing crossing distances, making the pedestrian crossing more accessible and reducing vehicle conflicts with pedestrians.
School-aged Children	Schools at or near a deadly or serious injury collision involving a school child will be prioritized for an in-depth review to see if there are opportunities for safety improvements. These can include enhanced pavement markings and signage, “Watch Your Speed” driver-feedback signs, police enforcement targeting safety concerns for school children or other enhanced safety improvements both within the school zone and along pre-designated active and safe routes to school.
Seniors	Special consideration will be given at locations where fatal or serious injury collisions where there are higher concentrations of senior pedestrians living and interacting. These areas will be prioritized and targeted for speed reductions, increased walk times at traffic signals, enhanced pavement markings, “Watch Your Speed” driver-feedback signs and police enforcement for aggressive driving behaviours that affect senior pedestrians.
Cyclists	In depth reviews will be conducted at locations where fatal or serious injury collisions involving cyclists along existing cycle routes to see if there are any opportunities to enhance the existing cycling facilitates to improve safety. Such initiatives include the implementation of cyclist signals, bike boxes, advance green for cyclists and police enforcement targeting behaviours that impact cyclist safety.

PERFORMANCE INDICATORS

ENFORCEMENT STRATEGIES

- Co-ordinated enforcement following the Road Safety Calendar
- Co-ordination of all local and regional initiatives (OPP, MTO)
- Initiatives tied to national and provincial strategies (Operation Impact, National Road Safety Week)
- Utilize and increase a team of highly trained Standardized Field Sobriety Test Officers, Breath Technicians and Drug Recognition Experts to combat impaired driving by both drug and alcohol
- Continued deployment and use of Automated Licence Plate Recognition cameras in all frontline cruisers to assist officers in detecting vehicles, licence plates and drivers in poor standing
- R.I.D.E. deployment

MONITORING AND EVALUATION

To assess progress for each identified priority, performance will be measured and tracked. Over time, new challenges may arise. To keep the plan current, priorities will be reassessed each time it is updated.

The success of the plan will be evaluated based on various components or factors, including but not limited to:

- The reduction of total fatal and serious injury collisions
- The reduction of emphasis on area-specific fatal and serious injury collisions
- The reduction of vehicular speed
- Feedback from the public

SAFE PEOPLE

Vulnerable road users are individuals who are most at risk of injury if they're involved in a motor vehicle collision. They include pedestrians, cyclists, motorcyclists and mobility devices users. Unlike motorists, who are protected by vehicles, vulnerable road users have little to no physical protection, making even low-speed impacts potentially life-threatening.

The term "pedestrian" refers to people travelling outside of a motorized vehicle but who are not cyclists and are made up of all ages and abilities of people (e.g., children, older adults, persons with disabilities, persons with visual or hearing challenges, as well as those using assistive devices, skateboards, etc.). Children and elderly residents are more vulnerable because their potential dangers are greater due to walking speed, awareness and comprehension.

Both pedestrians and vehicles use public roadways, often at the same location and time. However, the design of the roadway system favours the movement of motor vehicles, often at the expense of the safety and needs of pedestrians.





There are various factors that impact pedestrian behaviour and safety - environment (road type, width, intersections, crosswalks, surfaces, lighting), traffic (volume, moving and stationary vehicles, communication), personal (physical, psychological, personal characteristics, motivation, experience, psychological state), and social (presence of others, purpose of journey, play).

In North Bay, enclosed mobility scooters have emerged as a popular, all-season alternative to traditional mobility aids, offering car-like comfort for year-round, independent transportation. While these vehicles provide protection from the elements (many have heat, air conditioning, power windows and rear seats for passengers), they lack the standard modern safety features like air bags seen in cars and other motorized vehicles.

Confusion continues to mount around where exactly enclosed mobility devices are permitted to drive in North Bay. By law in Ontario, a person using a motorized mobility scooter is classified as a pedestrian. Consequently, mobility scooters should only be operated on sidewalks and multi-use pathways or on the road shoulder, against oncoming (facing) traffic when sidewalks are not available.

To address the growing popularity and to encourage safe operations of enclosed mobility vehicles in North Bay, our police service developed and launched an

education and enforcement campaign in 2025 to inform our community on where mobility scooters fall under the Highway Traffic Act, conditions around use and the associated fines for violations of the law.

			
THE LAW			
<ul style="list-style-type: none"> • Must obey traffic signals • Use marked crosswalks or intersections • Only cross when traffic has come to a complete stop 	<ul style="list-style-type: none"> • By law, a person using a wheelchair and mobility scooter is classified as a pedestrian • Wheelchairs and mobility scooters should only be operated on a sidewalk and multiuse pathways • If sidewalks are not available, travel on the left side of the roadway facing traffic • Wheelchairs and mobility scooters should not be operated in roadway bike lanes. 	<ul style="list-style-type: none"> • Cyclists must obey the same traffic laws, signs and signals as drivers when using the road • Bikes that are traveling slower than the normal speed of traffic must travel in the right lane or close to the righthand curb where practicable • Helmets are mandatory on bikes for persons 17 or under • All bikes must be equipped with a bell or horn, lights and reflectors 	<ul style="list-style-type: none"> • Must be at least 16 years of age • Wear an approved helmet • Possess valid M- class licence • Follow all traffic laws applicable to cars
TIPS FOR SAFETY			
<ul style="list-style-type: none"> • Stay alert / unplug • Make eye contact • Se seen (wear reflective clothing) • Use crosswalks or sidewalks whenever possible • Avoid alcohol and drugs when walking 	<ul style="list-style-type: none"> • Use ramps • Stay visible • Safe speed 	<ul style="list-style-type: none"> • Always wear a helmet • Follow the rules of the road • Be seen <ul style="list-style-type: none"> - Use a head & tail light, reflectors and reflective clothing • Avoid riding in the blind spot of cars, trucks and buses 	<ul style="list-style-type: none"> • Always wear protective gear (helmet, gloves, eye protection and protective clothing (jacket and pants) • Avoid riding in a vehicle's blind spot • Always ride within your limits • Give yourself and other motorists time and space to respond

Since 2015, there have been a total of 193 fatal and injury collisions involving pedestrians (see Figure 4).

Officers are uniquely positioned to lead pedestrian safety efforts. From traffic enforcement and speed management to public education and community engagement, police play a frontline role in preventing pedestrian incidents. Maintaining visibility in high-traffic areas, enforcing speed limits in school zones, and using data to target problem areas are ways in which we can actively protect pedestrians. But the effectiveness of these efforts depends on the tools available.

By focusing on education, stakeholder engagement and enforcement initiatives around intersections and crosswalks, enhancing police visibility and targeting impaired driving, we are working to prevent further serious injury and fatal collisions for vulnerable road users and reduce the number of families left broken by those who choose to use alcohol and or drugs before driving.

FIGURE 4: ANNUAL FATAL AND PEDESTRIAN INJURY COLLISIONS IN NORTH BAY (2015 - 2025)

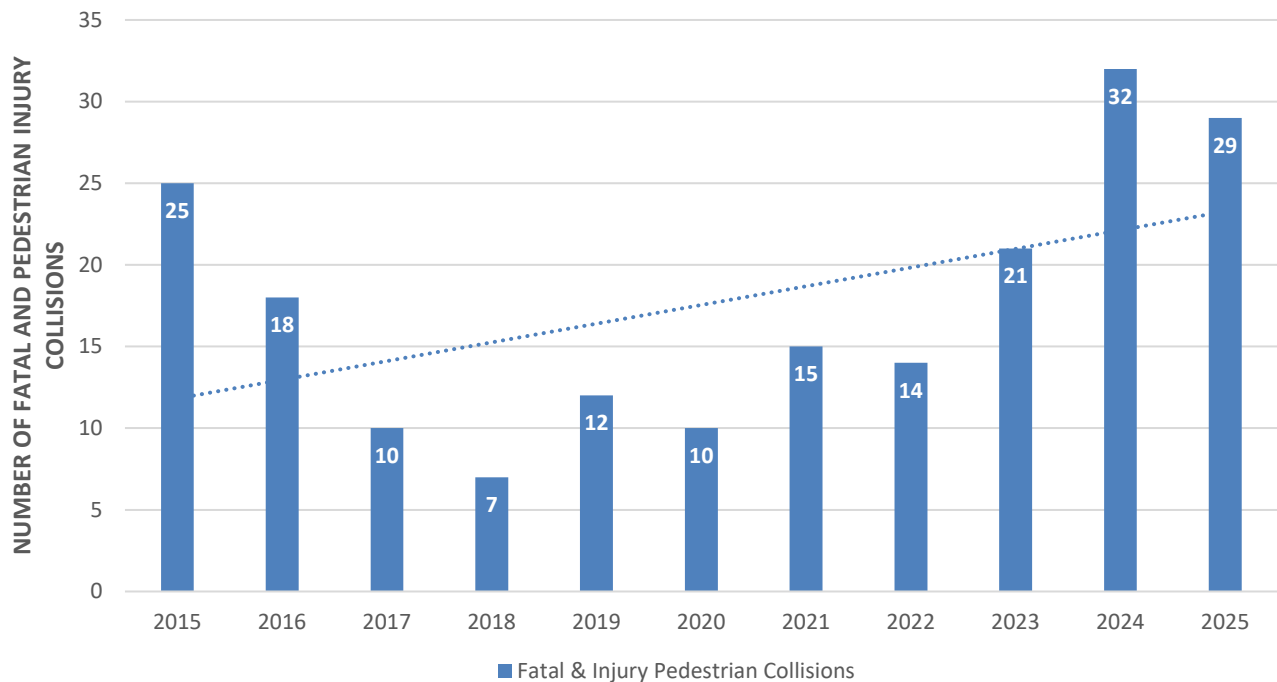


FIGURE 5: Each marked location has experienced two or more fatal or injury collisions involving pedestrians (2015-2022)



Actions:

- 1. Conduct education, enforcement and media campaigns for school zones, school buses, intersection crosswalks and crossing zones to protect our children, seniors and pedestrians.**

Initiatives: Community Safety Zone speed reduction and enforcement. Enhanced enforcement will focus on offences related to school zone speed limits, intersections, school crossing guards, stopped school buses and parking regulations near schools with the aim to improve safety by promoting compliance with traffic rules and deterring dangerous road user behaviour. Enhanced enforcement will also take place near facilities for older adults or in areas frequented by older adults and will target dangerous driving. This will improve safety by promoting compliance with traffic rules and deterring dangerous road user behaviour.

- 2. Provide safety tips for road cyclists, e-bike riders and mobility scooter users to reduce injury collisions and promote road sharing.**

Initiatives: Continue with previous and/or launch new safety enforcement campaigns focusing on mobility vehicles or scooters across the city to ensure they are following the rules of the road. The campaign will focus on education and enforcement aimed at improving safety for, and by, users of these devices.

- 3. Year-round impaired driving education and enforcement through R.I.D.E. and targeted initiatives at drinking establishments.**

Initiatives: R.I.D.E. campaigns and targeted enforcement for alcohol and drug consumption. Compliance checks for offenders with driving prohibitions and court-imposed suspensions who are at risk to reoffend.

- 4. Enhanced data analysis & Reporting**

The level of data analysis, reporting and transparency related to road safety issues will be improved through a number of actions. For example, the completion of safety reviews at locations of recent fatal and injury collisions and collision density mapping will be used to define key locations for engineering improvements and targeted police enforcement activities

5. Support community partners with the establishment of red-light cameras, speed feedback boards and speed reductions in our school zones and neighbourhoods and increased walk times for seniors at traffic signals.

Initiatives: Led by Public Works, deployment of speed display signs in school zones to encourage greater compliance with lower driving speeds in school zones and neighbourhoods and to re-time signals near facilities for older adults to allow more time of road crossings.

Table 2: Vulnerable Road Users Education & Enforcement Initiatives		
Area of Focus	Type	Description
School Safety Patrol Program	Education	In partnership with local school boards, CRU members will help train, monitor and support this program that assists students to safely cross intersections on their way to and from school
Pedestrian Safety Talks	Education	Presentations to elementary school students, seniors and community groups on how to safely cross busy streets
Bicycle Safety Talks	Education	The basics of bicycle safety and how to enjoy cycling in a safe and fun way
Back to School Campaign	Education	As North Bay students return to school each year in September, CRU members will assist in organizing a media event and educational campaign to remind the public of the increase of pedestrians around schools and crossing streets
Young Driver Education	Education	An educational outreach program focused on distracted or impaired (alcohol and drug use) driving in secondary schools
Prevent Alcohol & Risk Related Behaviour in Youth	Education	Students hear first-hand experiences about road safety from police officers, paramedics, doctors, coroner, nurses and injury survivors
Helmet Education	Education	An educational outreach program to encourage more cyclists to wear helmets
Be Safe. Be Seen	Education	Senior's safety initiative involving social media messaging and in-person events

Seatbelt Enforcement	Enforcement	Participation in Enforcement Traffic Campaigns
School Zone Enforcement	Enforcement	Enforcement targeting school zones for parking compliance, stop sign and/or crossing guard compliance, speeding, etc.

SAFE VEHICLES

Advancements in vehicle safety have contributed greatly to the reduction of serious injury and fatal collisions, including the addition of side, curtain and rear airbags, advanced braking systems and collision avoidance technology.

Our Community Response Unit ensures that commercial vehicles, large trucks and modified vehicles are inspected regularly with the assistance of partnering agencies such as the Ministry of Transportation of Ontario.

Vehicle noise is more than just an annoyance. It disrupts our daily life, affects mental and physical well-being, and reduces the livability of our community. Our Community Response Unit will focus on reducing the number of motor vehicles with modified and/or excessively loud exhaust systems on our roadways. Modifying a vehicle to increase noise, such as installing aftermarket mufflers or altering exhaust systems, is a violation of the Ontario Highway Traffic Act and Examples of common noisy vehicle violations include: noisy exhausts and mufflers, excessive engine revving, squealing tires and loud stereos. Simple actions like maintaining your vehicle and driving mindfully help create safer, more livable communities for everyone.

Members in our Marine Unit will provide education and enforcement on North Bay’s lakes during the summer months



Actions:

1. Continuous commercial and modified motor vehicle inspections, along with enforcement blitzes with our enforcement partners.

Initiatives: Joint-forces inspection blitzes and regional enforcement with the Ontario Provincial Police (OPP) and Ontario Ministry of Transportation (MTO) targeting large transport trucks and other commercial vehicles. Provide additional training for district frontline members to enhance overall road safety. Promote vehicle noise abatement campaigns meant to focus on reducing the number of motor vehicles with modified and/or excessively loud exhaust systems on our roadways.

3. Recreational vehicle education and enforcement initiatives for our roads, and lakes in the summer.

Initiatives: Recreational vehicle education campaigns, summer lake enforcement and proper vehicle safety and maintenance.

4. Use of advanced technology to conduct productive road safety enforcement.

Initiative: Deployment of Automated Licence Plate Recognition cameras in all frontline cruisers to assist officers in detecting vehicles, licence plates and drivers in poor standing.

SAFE SPEEDS

Speed limits save lives. Respect the limit. Respect the lives of others.



Aggressive driving, distracted driving and speeding continue to be the top concerns for our community members and greatly contribute to the severity of collisions and the resulting injuries. In working with our community partners, we support the establishment of speed reduction measures and complement those efforts with several enforcement initiatives to combat dangerous driving behaviours.

Aggressive driving investigations are broken into two categories:

- Highway Traffic Act Offences: Speeding, following too closely, disobeying traffic controls, stunt driving
- Criminal Code of Canada charges: Dangerous Operation of a Motor Vehicle

Within the six-year study period, there was a total of 276 fatal and injury collisions defined as aggressive driving. These collisions accounted for 33% of the total fatal and injury collisions occurring in North Bay. Most aggressive driving-related fatal and

injury collisions were caused by failure to yield right-of-way, losing control, and disregarding traffic control devices.

Did you know that going 10 km/h over the speed limit means you're three times more likely to kill someone walking or cycling?

Simply put, when you increase your speed, you increase the likelihood of causing serious harm to vulnerable road users. In support of our Traffic Management & Road Safety Plan and its objectives, the “Dangers of Speeding” public education campaign reminds North Bay residents and visitors that speeding puts lives at unnecessary risk.

Do your part to help keep North Bay's streets safe for everyone. Respect the limit. Respect the lives of others.

Protecting Vulnerable Road Users

Speed is an influencing factor in approximately one-fourth of fatal collisions in Canada. Higher speeds contribute to a greater risk by reducing driver reaction time, increasing vehicle stopping distance and inflicting more severe blunt force trauma on victims upon impact. For instance:

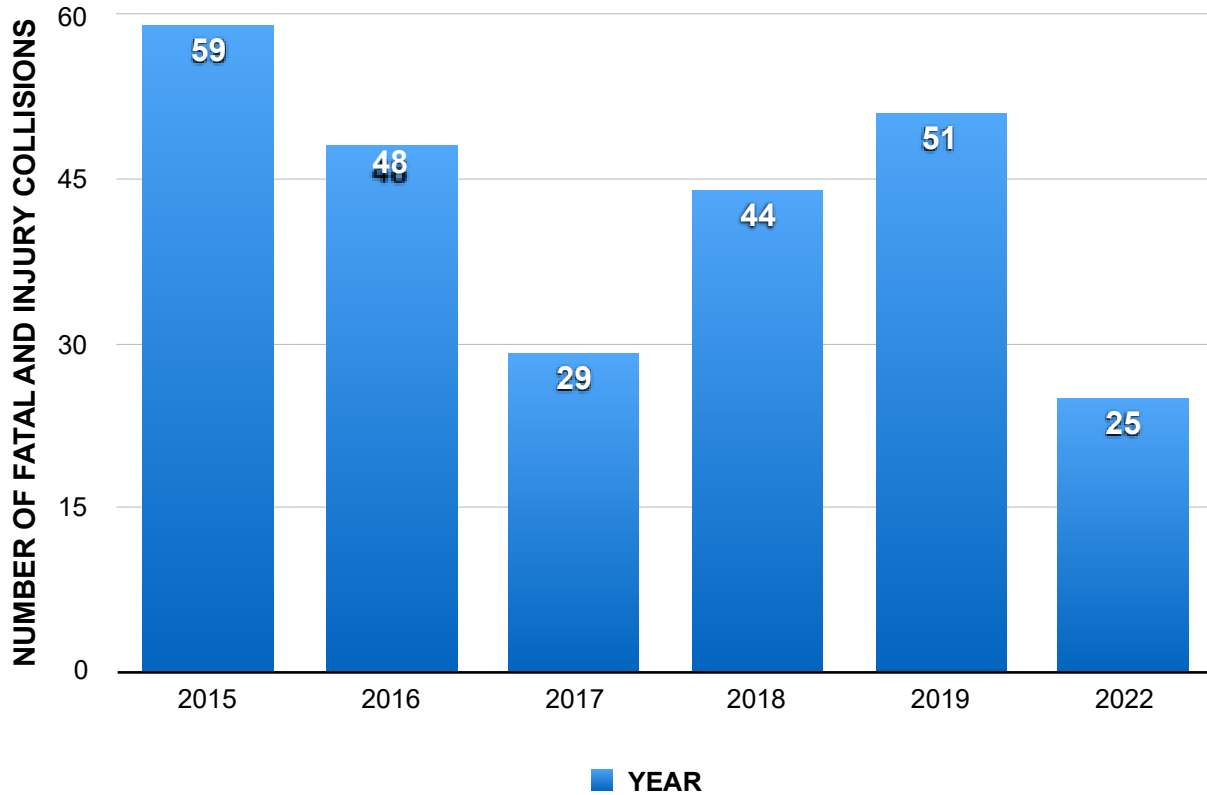
- 30 km/h = 10 per cent likelihood of fatality for vulnerable road user
- 40 km/h = 30 per cent likelihood of fatality for vulnerable road user
- 50 km/h = 85 per cent likelihood of fatality for vulnerable road user

Adhering to the speed limit helps ensure the safety of all road users, including those most vulnerable like pedestrians or people cycling.



Within the six-year period of review, there were a total of 276 fatal and injury collisions defined as aggressive driving. These collisions accounted for 33% of the total fatal and injury collisions occurring in North Bay (see Figure 6). Most aggressive driving-related fatal and injury collisions were caused by failure to yield right-of-way, losing control and disregarding traffic control devices.

FIGURE 6: Annual Fatal and Injury Aggressive Driving Collisions



Aggressive driving initiatives, such as education/safety campaigns aim to change driver behaviour, which may take time to prove effective. Other than targeted enforcement, for faster acting solutions, engineering measures, such as radar speed boards, red light cameras or community safety zones can deter aggressive driving.

Actions:

Deaths or injuries caused by aggressive driving happen when drivers follow too close, disobey traffic signals, fail to yield right of way or speed. We'll reduce aggressive driving deaths and injuries by:

1. Mobile Electronic Radar Speed Signs

Initiatives: Electronic Radar speed signs will be deployed on a targeted, data driven approach. This program addresses speeding behaviour by reminding drivers to be aware of their speed as they travel through identified neighbourhoods.

2. Enhanced Enforcement Strategies

Initiatives: Aggressive driving campaign that targets speeding and other associated Highway Traffic Act violations. Analysis of public complaint zones will be used to identify and define key locations for targeted enforcement activities. A greater emphasis will be placed on enforcement activities in priority pedestrian areas, thereby improving safety for the most vulnerable road users.

3. Use of advanced technology to conduct productive road safety enforcement

Initiative: Enhanced data collection strategies will be developed to identify key areas where data collection will capture vehicle, cyclist and pedestrian data. Enhancing our safety related data collection processes will improve our ability to determine causal factors, identify and respond to changing trends and improve the overall efficiency and effectiveness of the Plan. For example, deployment of Radar Traffic Counter Systems like Black Cat II Radar that can collect traffic data like vehicle speeds to identify hot spots and peak periods - when and where - for traffic enforcement. Evaluation of the collected data will allow well informed decisions about where enforcement can be most effective.

4. Education and Awareness Initiatives

Initiatives: Public education through social media campaigns will be developed to raise awareness of and reduce speeding. Campaigns will highlight the risks related to speeding.

DISTRACTED DRIVING

Collisions involving distracted driving are sometimes similar to aggressive driving: however, here the driver is inattentive. Distracted driving refers to the act of operating a vehicle while engaging in activities that divert the driver’s attention away from the primary task of driving. These distractions can significantly increase the risk of collisions, injuries and fatalities on the road. Examples of distracted driving include:

- Using a mobile phone to text or talk, eating or drinking
- Using a handheld electronic device (e.g., tablet or game console)
- Adjusting or programming a GPS

Distractions for drivers (and pedestrians) using the roadway may be one or more of the following types:









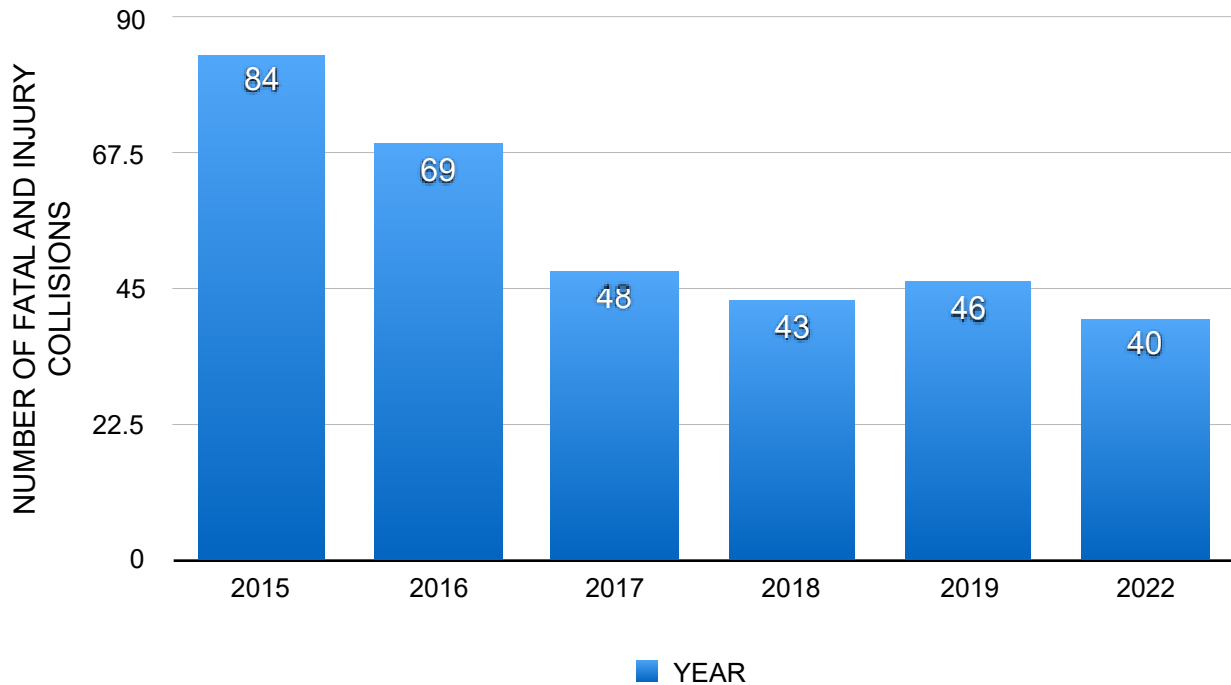
 <p>VISUAL</p>	 <p>PHYSICAL</p>	 <p>COGNITIVE</p>	 <p>AUDITORY</p>
			
<p>Keep your eyes on the road.</p> <p>Pull over to read directions.</p> <p>Put your phone in “Do Not Disturb” mode.</p>	<p>Keep your phone out of reach.</p> <p>Make all adjustments before driving.</p> <p>Don’t reach for items while driving.</p>	<p>Avoid phone calls, even hands-free.</p> <p>Stay focused on the road.</p> <p>Keep your emotions in check.</p>	<p>Turn down your radio</p> <p>Listen out for hazards</p> <p>Put your phone in “Do Not Disturb” mode</p>

FIGURE 7: Annual Fatal and Injury Distracted Driving Collisions



Between 2015 and 2022, a total of 300 fatal and injury collisions were defined as distracted driving, which accounts for 40% of the total fatal and injury collisions occurring within North Bay (see Figure 7).

Many of the same principles that apply to driver distraction also apply to pedestrian distraction. Similar to aggressive driving, changing driver behaviours will reduce the number of distracted driving collisions.

Actions:

Deaths or injuries caused by distracted driving happen when drivers don't pay attention while driving. We'll reduce distracted driving deaths and injuries by:

1. Support community partners with the establishment of red-light cameras, speed feedback boards and reduced speed limits

Support community partners with the establishment of red-light cameras to discourage red light running at signalized intersections.

Initiatives: Analyze public complaint zones to identify areas requiring these measures to complement police enforcement.

2. Ongoing targeted enforcement to combat distracted driving

Initiatives: Proactive enforcement of hand-held communication device use while driving including the covert deployment of plain clothes officers at intersections and on public transit to watch for drivers using cellphones or other hand-held devices.

3. Public education and awareness initiatives through social media campaigns and targeted enforcement for complaint areas.

Initiatives: Public education materials will be developed to raise awareness of and reduce distraction. Campaigns will highlight the safety risks related to distraction and will improve the knowledge for all road users.

SAFE STREETS

Intersection collisions occur when vehicles pass through, proceed toward or wait to enter an intersection. Within the six-year study period (2015 to 2019, and 2022), a total of 568 fatal and injury collisions occurred at intersections, accounting for approximately 69% of fatal and injury collisions within the city. Out of all fatal and injury collisions at intersections, approximately 51% occurred at signalized intersections, and 49% occurred at unsignalized intersections (see Figure 8).

Roadway design and intersection signal controls are a fundamental part of a safe system design for pedestrians. While police have a role to playing ensuring road safety, the role of Traffic engineers is enormous. Traffic engineers focus on designing intersections that minimize conflict points and prioritize safety. They assess accident-prone areas and improve road safety by analyzing accident data, performing safety audits and implementing design changes like traffic signals, new or improved signage and traffic calming measures. Their work ensures that roads cater to all users, including cyclists and pedestrians, reducing the risk of accidents and improving overall safety. Traffic engineers make recommendations Features such as protected left-turn lanes, signal phasing adjustments, and dedicated pedestrian crossing times contribute to safer intersections.

Safer streets begin with enhanced planning principles, safer physical road designs and technological infrastructure. Countermeasures aimed at reducing vehicle collisions and collision related fatalities and injuries are mostly engineering-related and tend to be locations specific as intersections are often uniquely designed. Countermeasures for intersections are generally engineering-related, such as adding turn lanes, implementing traffic signals and improving sight lines. However, enforcement related countermeasures such as red-light cameras may also be introduced. Intersections vary in design, traffic volume and capacity. Therefore, countermeasures will be location specific.

The North Bay Police Service will begin analyzing post-collision data and work in collaboration with our external partners like City of North Bay Traffic engineers to make design improvements to our roads and intersections to reduce or prevent further serious injury and fatal collisions.

FIGURE 8: Annual Fatal and Injury Pedestrian Collisions

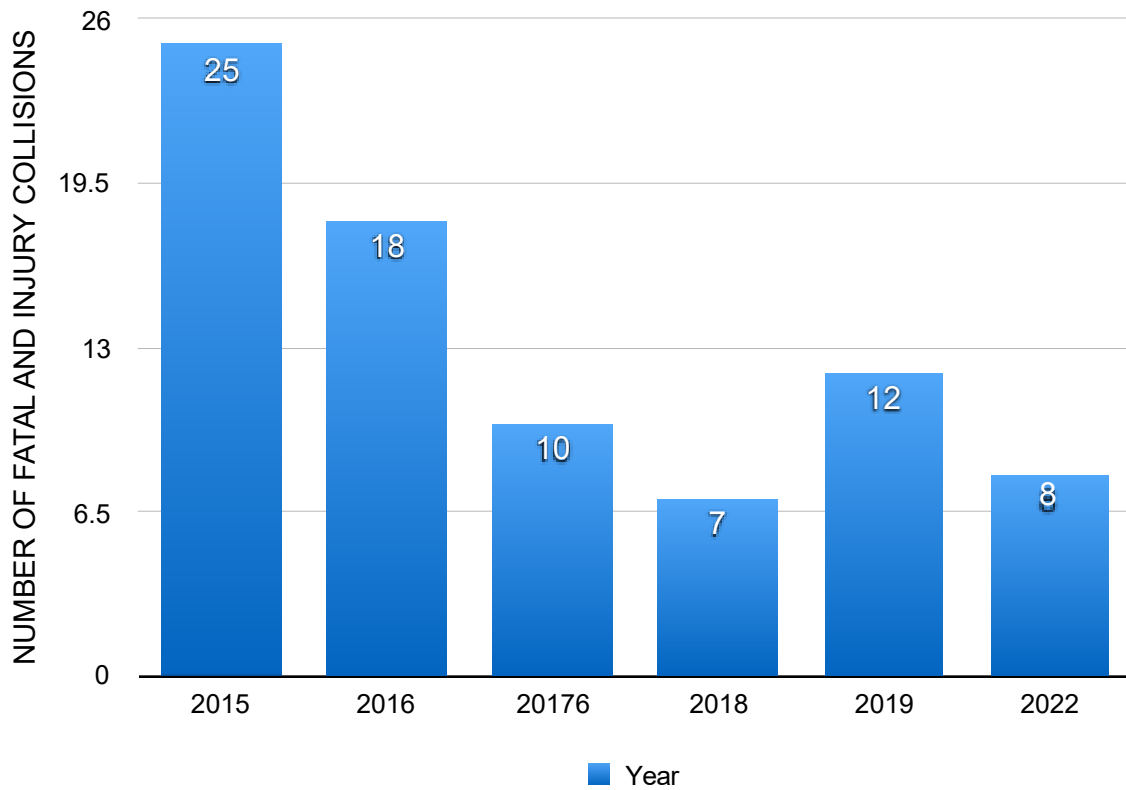


FIGURE 9: High-priority locations related to intersection locations experiencing 5 or more fatal or injury collisions (2015-2022)



The most common types of intersection collisions are rear end (31%), turning movement (27%) and angle (22%)

Actions:

- 1. Analyze, recommend and review new traffic infrastructure through a joint collaboration with the City of North Bay Public Works to reduce high risk driving behaviours that lead to serious injury and fatal collisions.**

Initiatives: Analyze post collision data that resulted fatalities or serious injuries and, in collaboration with our partner agencies and stakeholders like the City of North Bay Public Works, recommend traffic calming measures and other physical changes to roadways or intersections in high collision areas.

- 2. Determine the causes of serious injury and fatal collisions to enhance road designs and provide area-specific targeted police enforcement and public education.**

Initiatives: Targeted intersection and driver behaviour enforcement.

- 3. Work with the City of North Bay Public Works to identify safety issues with infrastructure and suggest changes and improvements.**
- 4. Ongoing targeted enforcement of intersections identified as dangerous based on collision data to ensure driver compliant**
- 5. Provide public education to improve road safety for all users.**

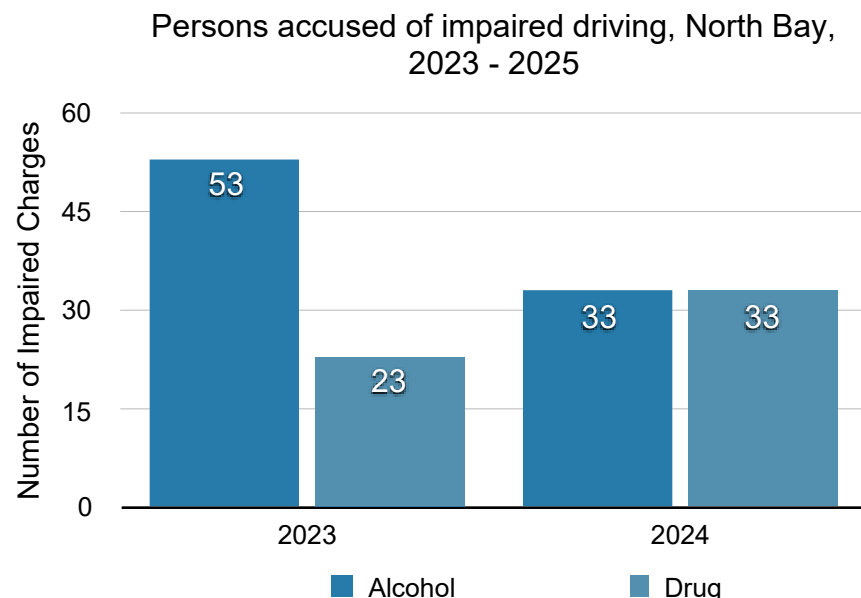
Initiative: In partnership with our partner agencies and stakeholders, conduct public education sessions and highlight new technology and infrastructure changes as required.

IMPAIRED DRIVING

Despite ongoing messaging and awareness campaigns, impaired driving continues to be a problem, and one of the leading causes of criminal death in Canada. According to MADD Canada, every hour in Canada, an average of 9 Federal criminal charges and provincial short-term licence suspensions are laid for alcohol or drug-impaired driving. Impaired driving collisions involve any driver whose ability to safely operate their vehicle has been compromised due to drinking (whether above the legal limit), drug use or fatigue.

Impaired driving is completely preventable and an unacceptable choice particularly when so many alternatives exist. Putting an end to the senseless tragedies resulting from impaired driving is a collective responsibility and the North Bay Police Service remains committed to impaired enforcement alongside fellow law enforcement partners in and around the City of North Bay. Like our partner agencies, our message is clear: **“If you drink or do drugs, don’t drive.”**

When you suspect an impaired driver, call 9-1-1 immediately to curb the danger. That call may save a life or prevent a serious injury. Impaired driving is a crime in progress and our officers will respond immediately to these calls.



Actions:

Impaired driving initiatives rely heavily on education, community engagement and enforcement.

1. Focus on enhancing enforcement efforts and utilizing new technology.

Initiatives: Strategic enforcement for alcohol and drug-related impairment, including year-round RIDE initiatives. Couple intense and high visibility enforcement with publicity about the enforcement campaign to increase the perceived risk of being stopped and arrested if driving while impaired. Increase the number of sobriety checkpoints and saturation patrols where impaired driving is prevalent and include members from surrounding agencies, including the OPP and Anishinabek Police Service.

2. Continue to utilize and increase the number of officers trained in Standard Field Sobriety Testing (SFST) and Drug Recognition Expert (DRE) evaluation.

3. Focus on raising public awareness and enhancing collaboration with stakeholders and media outlets to promote, educate and provide awareness and messaging surrounding impaired driving and road safety.

Initiatives: Continue to partner with organizations like MADD Canada on initiatives such as Project Red Ribbon to educate the public about the risks and consequences of impaired driving.

4. Develop and/or promote local media campaigns to communicate directly with North Bay and area residents to motivate safe driving decisions. These messaging campaigns would be aligned with Provincial and National enforcement and education initiatives.

Initiative: Encourage the public to report suspected impaired drivers immediately, or anonymously to Crime Stoppers for habitual impaired drivers. Continue to promote the use of alternative transportation to prevent impaired driving.



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DESIRED DRIVING BEHAVIOURS

- Reduce your speed
- Leave more space between you and other vehicles/road users
- Do not consume alcohol or drugs before driving
- Stay focused on driving — ignore your phone and devices
- Adjust your driving for the weather and road conditions
- Watch for cyclists, pedestrians and other vulnerable road users



HOW CAN YOU HELP WITH ROAD SAFETY?

Safety on our roads continues to be a shared responsibility between all users — pedestrians, cyclists, and drivers. We all have the same goal of safely arriving at our destinations. We can all do our part to stay safe and reduce the number of collisions in North Bay.

INCREASE SAFETY FOR YOURSELF AND OTHERS	
	<ul style="list-style-type: none"> • Keep your head up while riding, walking or cycling • Wear appropriate safety gear, including a helmet and reflective clothing • Follow the rules of the road - they apply to everyone • Be Careful at intersections • Make eye contact with drivers • Always use crosswalks and follow the pedestrian signs and traffic signals • Remove your headphones and take a break from your phone while crossing the road
	<ul style="list-style-type: none"> • Watch your speed and obey the speed limit • Report aggressive drivers • Model safe driving behaviours • Be understanding of others • Don't provoke or allow yourself to be provoked.
	<ul style="list-style-type: none"> • Do not use any type of device while driving • Keep your eyes on the road and stay alert • Fully focus on driving. Do not let anything divert your attention, actively scan the road, use your mirrors and watch out for pedestrians and cyclists. • Don't multi-task
	<ul style="list-style-type: none"> • Never drive while impaired, either by drugs or alcohol • Designate a sober driver before celebrations begin. • Utilize public transportation, taxis, or Uber. • Don't let others drive impaired • Call 9-1-1 if you suspect an impaired driver

BIG 5 DANGERS



5



VULNERABLE ROAD USERS

- In 2023, 29% of collision fatalities in Canada were vulnerable road users (15% pedestrians, 2% bicyclists, and 12% motorcyclists) (NCDB)
- Make sure drivers can see you. Wear bright colors or reflective clothing
- Follow all the rules of the road when it comes to road signs and signals, passing another vehicle or crossing the road
- Do not use a handheld device while walking



IMPAIRED DRIVING

- R.I.D.E. (Reduce Impaired Driving Everywhere) programs can reduce collisions by 9%
- Driving with a blood alcohol concentration below the legal limit will still impact driving.
- As BAC rises, so does the risk of an accident. According to Transport Canada:
 - a BAC of 0.05 to 0.08% increases accident risk up to four times;
 - a BAC of 0.10 to 0.14% increases accident risk between six to seven times; and
 - a BAC of 0.15% and higher increases accident risk up to 25 times.



AGGRESSIVE DRIVING

- Speed limits are engineered to make our roads safer for all users and they are based on ideal conditions. Adjust your speed accordingly for weather and road conditions
- In 2025, 56% of Canadian drivers admitted to engaging in road rage behaviours such as cutting off other vehicles, making obscene gestures, and tailgating. That percentage is unchanged from last year ([rates.ca](https://www.rates.ca))
- 50 km over the speed limit/stunt driving penalties include 7 day licence suspension and vehicle impoundment



DISTRACTED DRIVING

- The number of deaths from distracted driving are on track to double the number of fatalities related to impaired driving (CTV News)
- Distracted driving is now the number one risk on Canadian roads contributing to 8 in 10 collisions ([rates.ca](https://www.rates.ca))
- Nearly 3 out of 4 Canadians admits to driving distracted. You are 23 times more likely to crash if you text while driving (Insurance Bureau of Canada)
- More than 90 percent of Canadians said people using their phones while driving is a serious threat to their safety (CAA)



SEATBELT COMPLIANCE

- Using a seatbelt is the single most effective way to reduce the chance of injury or death in a motor vehicle collision. According to Transport Canada, seat belts save approximately 1,000 lives annually in Canada.
- Young males and drivers aged 18-24 are the least likely groups of drivers to wear seatbelts. The older the age of the driver, the more likely they will wear their seatbelt. The driver's area of residence also affects seatbelt use. Those who live in urban areas are more likely to wear seatbelts than those in rural areas



NORTH BAY TRAFFIC STATS

PM



PM rush hour (3 p.m. - 6 p.m.) is the most common time for fatal and injury collisions

100%



100% of the fatal collisions in North Bay involved pedestrians

40%



40% of the fatal and injury collisions occurring in North Bay were defined as distracted driving

17%



17% of fatal and injury collisions occurring in North Bay involved pedestrians or cyclists

33%



33% of the fatal and injury collisions occurring in North Bay are a result of aggressive driving

69%



Intersection collisions are the most common type of collision in North Bay, contributing to 69% of fatal and injury collisions

ENHANCING ROAD SAFETY THROUGH TECHNOLOGY ADOPTION

On-line Reporting: The police service will be transitioning to a new online reporting platform in 2026 that will allow the public to report established criteria complaints, including traffic complaints. All traffic complaints can be compiled in a database that can be used by analysts to assist in strategic enforcement too effectively and efficiently improve public road safety.

Our police service should explore and implement, where feasible the following operational technologies to improve efficiency, and enhance public safety:

E-Ticketing System: This modernized process will allow officers to enter offence information into their in-car computer and print a copy of the ticket. The system reduces the potential for administrative errors compared with handwritten tickets and will allow officers to spend less time on paper work and more time on the road promoting safety.

Traffic Speed Data Collection Devices: Traffic speed data devices, like Black Cat II Plus Radar Recorders are portable radar units used to monitor speed, volume and other traffic data. They are portable and easy to install and allow police to record traffic speed and collect data for up to three weeks in duration on batteries alone. These devices will allow police to collect accurate speed data before and after enforcement efforts. The associated software, will even generate reports to help determine when and where enforcement efforts are most needed (when and where) and to clearly see how enforcement efforts have helped. The system allows you to collect data before an officer ever has to spend valuable time at the site. With the accurate, unbiased data collected, you can decide if there is a problem, and how to address it. Deployment of these systems when compared to an officer is more efficient and economical, saving the service time, energy, manpower and money.

Side Camera Technology: Police vehicles can be equipped with side-mounted cameras that capture a side view of the driver's vehicle and the driver's actions. The cameras record evidence, such as when the driver for example is looking down at their mobile device, which can be used in court to refute excuses and/or validate the officer's testimony.

2026 ROAD SAFETY CALENDAR

Month	Title	Strategy Focus	Description
YEAR ROUND	Speed Enforcement CMV Enforcement R.I.D.E.	Safe Speeds – Safe Vehicles Aggressive Driving Vulnerable Road Users	Complaint Area Speed Enforcement Focus
JAN	Festive R.I.D.E. Speed Enforcement	Safe People - Safe Streets Aggressive Driving	Complaint Area Speed Enforcement
FEB / MAR	Project “S_PACE” Slow Your Pace and Leave Space	Safe Streets Aggressive Driving	Follow to close Distracted Driving
APR	Seatbelt Campaign “Click it or Ticket”	Safe People Seatbelt Compliance	Seatbelts Being Worn by All Occupants
MAY	CACP - “Road Safety: Every Road. Every day, Everyone”	Safe People - Safe Streets – Safe Vehicles Vulnerable Road Users	Follow the CACP Focus CMV Blitzes/Inspections Checks on Driving Conditions
JUN	Bike Safety Month Bicycle Helmet Initiative Scooters	Safe People Distracted Driving Cycle Smart	Focus On Hand Held Devices, Cycling, and Other Modes of Transportation
MAY / JUN/ JUL/ AUG	Operation Stop the Noise Operation Water on the Water, Beer on the Pier Operation Mover Over	Safe Streets - Safe People Modified Vehicles Emergency Workers Safety	Modified Vehicles Sobriety and Safety for Water Craft Long weekend enforcement Slow Down Mover Over
SEP	Operation Slow it Down for School Buses CMV Enforcement	Safe People – Save Vehicles Vulnerable Road Users	Focus on Cyclist/Pedestrians Going to/from School & Drivers Failing to Stop for School Buses CMV blitz & Inspections
OCT	National School Bus Safety Week	Safe People Vulnerable Road Users	Education & Enforcement Around Schools

NOV / DEC	Festive Ride Be Safe Be Seen ALPR Enforcement for Drivers in Bad Standing	Safe People - Safe Streets Vulnerable Road Users / Impaired Driving	Mobile and Stationary R.I.D.E. - Focus in key locations with Festive R.I.D.E.
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PARTNERSHIPS

At the outset, the North Bay Police Service identified partners who could contribute to road safety, including stakeholders such as partner law enforcement agencies, Ministry of Transportation Ontario and local school boards and the City of North Bay.

- City of North Bay (Public Works and Transportation)
- Ministry of Transportation of Ontario (MTO)
- Ontario Association of Chiefs of Police (OACP)
- Canadian Association of Chiefs of Police (CACCP)
- Mothers Against Drunk Driving (MADD) Nipissing
- Ontario Provincial Police (OPP)
- Anishinabek Police Service (APS)
- Near North District School Board (NNDSB)
- Nipissing-Parry Sound Catholic District School Board
- North Bay Parry Sound District Health Unit
- Accident Support Services International Ltd.



NORTHERN BAY

Serving since 1864