



ONTARIO GOOD ROADS CHALLENGES PROVINCIAL GOVERNMENT TO VISION ZERO.

OGRA calls on the Government of Ontario to create a multi-stakeholder task force to implement Vision Zero.

Oakville, ON, November 20, 2019 – The Ontario Good Roads Association is taking the first steps by calling on the Government of Ontario to create a working stakeholder group to implement Vision Zero across the entire Province of Ontario. “The time is now to take action as a cohesive group of stakeholders on Vision Zero. Currently municipalities are left on their own to develop strategies and execute safer roads.” said Rick Kester, President, Ontario Good Roads Association.

This is a non-partisan call for action to protect the people of Ontario and those who visit it. New Democratic Party M.P.P. Jessica Bell has been supportive of the call for change, while Friends and Family For Safe Streets Spokesperson, Jess Spieker has lived through her own tragic accident that has left her forever changed. Ms. Spieker recalls the day she was hit by an SUV while riding her bicycle to work and suffered serious injuries.

A majority of Ontarians (73%) say improving road safety is an important priority for them. *2018 Nanos poll by OGRA. Furthermore, the same survey found Ontarians are split on allowing a child to ride their bike to school, that says it’s time to make our roads safer for everyone. “We have the expertise, the knowledge and the technology to make our roads safer for all users. The people of Ontario deserve better and now the Ontario Government can give them better with this action plan.” commented Kester. Rather than accepting that injuries and deaths are inevitable outcomes of transportation networks, the cornerstone of Vision Zero is that all of these outcomes are preventable and that human safety should not be traded for efficiency. The ultimate goal of Vision Zero is to achieve zero fatalities or serious injuries on roadways.

For more information about Vision Zero and the OGRA, please visit, <https://www.ogra.org/VisionZero.html>

About Ontario Good Roads Association

The Ontario Good Roads Association (OGRA) was founded in 1894. Based out of Oakville, Ontario, OGRA is governed by 15 board members with 17 staff supporting its membership. The mandate of the Ontario Good Roads Association is to advance the infrastructure and transportation interests of its members through training, advocacy and services. OGRA currently has more than 650 members, which includes corporations, municipalities, and First Nations. For more information visit www.ogra.ca

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For more information, please contact:

Rachel Swiednicki
Manager, Communications and Marketing

Ontario Good Roads Association
1525 Cornwall Road, Unit 22
Oakville, ON L6J 0B2
P. 289-291-OGRA (6472) ext. 30
C. 905-630-0542
rachel@ogra.org
www.ogra.org

