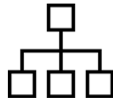





1

A Stakeholders' Approach

- Literature shows the influence of stakeholders on transportation policy, such as through:

Organizational Structure	Stakeholder Coordination
	

2

Methodology

Semi-structured Interviews with:

Municipal Staff



Councillors



Road Safety Advocates



3

Themes Identified

1. Fundamentals of Vision Zero
2. Indicators of Success
3. Historical Legacy
4. **Resources**
5. **Decision-Making Process / Political Will**
6. Role of Data
7. Role of the Public
8. **Stakeholder Coordination**

4

The Main Challenges – Resources and Politics

- Insufficient funding, staffing, and data restrict capabilities
 - Most partner divisions **lack dedicated resources**
 - Competition with **other internal responsibilities**
- **Procurement issues** due to an overburdened industry: no contractors
- **Political opposition:** Suburban councillors seen as favouring motorists
 - Examples: “War on the Car” and Transform Yonge
- **Slow approvals process:** Actions rely on Community Council and from local councillor

5

Themes: Collaboration

- City and advocates mostly collaborate **within** their categories
- Councillors deal more with public, but inherently collaborative
- Cross-category partnerships strongest in visioning
- **Mutual interest** in further partnership between City and advocates
- Outside parties occasionally mentioned

6

Stakeholder Characteristics



Municipal Staff:

- Implementers
- Technical Experts
- Recent Breakdown of Silos



Councillors:

- Facilitators
- Collaborative Across Categories
- Reputation Depends on Individual



Road Safety Advocates:

- Advisors & Campaigners
- Politically-Oriented Work
- Increasing Partnerships with Municipal Staff

Recommendations

Action 1: Council should vote to increase staff autonomy to implement road safety actions. Councillors should then be better integrated into this streamlined process.

Action 2: Council should vote to increase staff capacity through additional resources.

Action 3: City staff should establish a working group with advocates and outside stakeholders to coordinate actions and build partnerships.

