

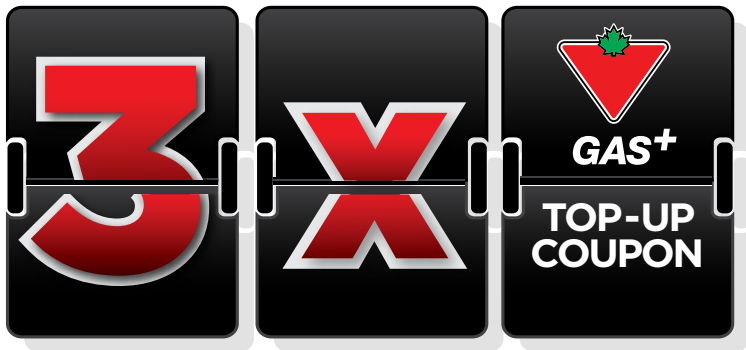
#DriveSafeONT

SHARE the ROAD

Being careful **and** being courteous is the key to road safety for all of us.



ONTARIO ASSOCIATION
OF CHIEFS OF POLICE
DRIVE SAFE CAMPAIGN



Collect Even More Canadian Tire 'Money'[®] with this 3x Top-Up coupon.*



Only at participating Canadian Tire gas bars. With payment in kiosk only.

Coupon valid until September 30, 2017.

*Make a qualifying fuel purchase and redeem this coupon along with the Canadian Tire Options[®] Mastercard[®] or Options[®] World Mastercard[®] or with your My Canadian Tire[®] 'Money'[®] Card/CT Mobile App and cash or debit payment to collect an additional 3x multiplier reward in Canadian Tire 'Money'[®]. Only valid at participating GAS+ locations. Minimum 15L fuel purchase required. The 3x bonus is based on the weekly Canadian Tire Petroleum multiplier rate of collecting Canadian Tire 'Money'[®], and will be added to whatever you would otherwise collect, without the bonus. Applicable multiplier rate and chart posted at gas bar. **Coupon is for one time use only and must be surrendered at time of redemption. May not be combined with any other offer.**

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Cashier: please refer to the CTR 3X Top-Up guide posted on portal for instructions



Example only:

12x +
Weekly
Multiplier Rate



3x Top-Up
Coupon

= 15x
NEW
Multiplier Rate



It pays to buy gas here

message from **THE ONTARIO ASSOCIATION OF CHIEFS OF POLICE**

The reduction of fatal and serious injury collisions is a high priority for police services in Ontario. Members of the public, drivers, cyclists and pedestrians have a shared responsibility when it comes to keeping Ontario roadways safe.

This year we are making the Ontario Association of Chiefs of Police's (OACP) annual Drive Safe! campaign a province-wide effort to cut down on tragedies on roads and highways across Ontario. Our campaign theme of "Share the Road" is clear and direct – we all have a responsibility to drive safely.

Throughout the year, our officers will be focusing on a number of important areas that make our roadways safer:

- › Ontario's "Move Over" legislation (which requires motorists to pull over to allow emergency vehicles to get by);
- › Encouraging drivers to share the road with cyclists;
- › Promoting pedestrian safety; and
- › Looking out for tow truck personnel at collision scenes.

We are all road users and sharing the road is good for everyone. As a driver give your full attention to driving safely and obeying the rules of the road. All vehicles (including bicycles) must follow traffic laws at all times. Bicycles are vehicles and cyclists have the same rights and duties as motorists. Pedestrians, please be fully aware at all times of the movement of vehicles in your vicinity. Finally, it is imperative that cyclists, pedestrians, and motorists be extra vigilant around school zones, intersections, crosswalks, and public transit stops.

We can do more to get every motorist, cyclist, and pedestrian home safely. Do your part and Drive Safe!



Charles Bordeleau
Chief of Police, Ottawa Police Service
President, Ontario Association of Chiefs of Police

Safety isn't a feature. It's a priority.



Because we are deeply affected by our own products — as drivers with passengers, as occupants or as pedestrians — we understand the critical importance of safety.





SAFETY FIRST

The reduction of fatal & serious injury collisions continues to be a high priority for police services in Ontario. Members of the **PUBLIC, DRIVERS** and **PEDESTRIANS** alike, are reminded that **road safety is a shared responsibility.**

Safety on the road is about being courteous to all road users.

- › Drivers are asked to give their full attention to driving safely and to obeying the rules of the road.
- › Pedestrians are reminded that they need to be fully aware, at all times, of the movement of vehicles in their vicinity.
- › All vehicles (including bicycles) must follow the rules of the road at all times. A reminder that bicycles are vehicles and cyclists have the same rights and duties as motorists!
- › It is imperative that cyclists, pedestrians and motorists alike be extra vigilant around school zones, intersections, crosswalks and public transit stops.

For further information please refer to:

www.peelpolice.ca/en/aboutus/road-safety-tips.asp

www.ottawapolice.ca/en/safety-and-crime-prevention/share-the-road.asp



SHARE THE ROAD

Road Safety Tips

Drivers

- › Obey the rules of the road including all traffic signs and signals.
- › Signal all lane changes, turns and stops.
- › Avoid any handheld electronic devices while driving.
- › Avoid other distractions and give driving your full attention.
- › Double-check blind spots before changing lanes.
- › Drive within posted speed limits and adjust your speed according to weather and traffic conditions.
- › Use lights when driving/riding at night.
- › Apply extra care when entering and changing directions at an intersection.
- › Pay extra attention to pedestrians.
- › Seatbelts are required by all passengers.
- › Keep your vehicle in good condition, with proper tires inflated at the correct pressure, and make sure your brakes are in good working order.
- › See and be seen! In the winter, clear snow from your entire car so you can see and others can see you!

Pedestrians

- › Pedestrian safety is in your hands. Be alert at all times to your surroundings.
- › Don't rely on traffic signals or stop signs. Ensure that it is safe to cross the road before crossing.
- › Walk on sidewalks whenever possible.
- › Whenever possible use a crosswalk to cross the street. Avoid “jay-walking” or crossing the street between vehicles.
- › Parents – ensure that you are aware of your children’s location and activity at all times. Do not allow young children to play unsupervised near roadways.
- › After dark, drivers cannot see people in dark clothing until it’s too late. Wear reflective clothing or carry a lit flash light so drivers will see you.

Cyclists

- › Obey the rules of the road including all traffic signs and signals.
- › Ride predictably and defensively, remembering to give pedestrians the right-of-way.
- › Ride in a straight line at least one meter from the curb or parked cars. You may occupy any part of a lane when your safety warrants it. Never compromise your safety just for the convenience of others.
- › Make your presence felt. Wear bright colour clothing. At night or in inclement weather, it is important to use reflective lights in the front, side and rear that make you visible from all directions.
- › Do not run stop signs or red lights or use the wrong side of the street.
- › It is best and safest to ride single file.
- › Make eye contact with drivers whenever possible. This ensures that the motorists see you and helps you assert your rightful place on the road.
- › Make sure you are always aware of your surroundings. Know what is behind you and watch out for what is in front of you.
- › A helmet is required if under 18 years old.
- › Clearly communicate your intentions by using hand signals when turning or stopping.
- › Have a bell or horn on your bike.
- › Make sure your brakes are always in top-notch condition. Be aware of how weather and road conditions can affect your ability to brake.

Motorcycles

- › Ride predictably and defensively.
- › Divide a large group of riders into several smaller groups. Have them leave at staggered times to the same destination. This will be less intimidating to novice riders and safer for other road users as well.
- › No passing within the lane.
- › Ride only in a staggered formation, and maintain safe and proper following distance between motorcycles.

REMINDERS for Motor Vehicles Regarding Cyclists

Treat bicycles as you would any other vehicle on the road.

Cyclists generally ride in the right-most traffic lane, about one meter from the curb or parked cars.

- › When passing a cyclist, leave a safe distance between your car and the bicycle. Give extra passing distance during slippery road conditions.
- › Pass at a moderate speed and give plenty of space on quiet roads. Cyclists may be startled by fast-approaching vehicles.
- › Be alert to your surroundings – shoulder check and signal all lane changes and turns.
- › Communicate with cyclists – try to make eye contact with cyclists and if you're unsure of their next move, wait.
- › Check for bicycles in your side-view mirror before opening your car doors.

Reacting to an Approaching Emergency Vehicle

When you see an approaching emergency vehicle with its lights and/or siren on, prepare to clear the way.

- › React quickly but calmly. Don't slam on the brakes or pull over suddenly. Use signals to alert other drivers you intend to pull over.
- › Check your rear view mirrors. Look in front and on both sides of your vehicle. Allow other vehicles to also pull over. Pull to the right and gradually come to a stop.
- › Wait for the emergency vehicle to pass and watch for other emergency vehicles that may be responding to the same call. Check to make sure

the way is clear and signal before merging back into traffic.

- Don't drive on or block the shoulder on highways. Emergency vehicles will use the shoulder of the road if all lanes are blocked.
- If you are in an intersection and preparing to make a turn, you should abandon the turn and clear the intersection by proceeding straight when safe to do so, then pulling to the right and stop.
- When on a one-way road or divided highway having more than two lanes, move to the closest curb or edge of the roadway. Your vehicle should be parallel to the roadway and clear of any intersections, including highway on/off ramps.
- When the emergency vehicle has passed, check to make sure the way is clear and signal before merging back into traffic. Remain vigilant for additional emergency vehicles, and remember it is illegal to follow within 150 metres of an emergency vehicle.

For further information, please refer to:

www.ontario.ca/page/distracted-driving

www.mto.gov.on.ca/english/safety/safe-driving-practices.shtml

www.mto.gov.on.ca/english/safety/pedestrian-safety.shtml

www.mto.gov.on.ca/english/safety/bicycle-safety.shtml

www.ontario.ca/laws/statute/90h08

www.ontario.ca/document/official-mto-drivers-handbook/dealing-particular-situations#section-10





Drinking and Driving is an Expensive Gamble.

A convicted offender faces the following costs:

ITEM	COST
Legal Costs (estimated range)	\$2,000-\$10,000*
Criminal Code fine	\$1,000-\$5,000*
Back on Track program	\$634
Licence reinstatement fee	\$198
Increased insurance (est. \$5,000 extra per year for 3 years)	\$15,000*
Ignition Interlock	\$1,500*
Total Estimated Cost* (plus applicable taxes on some items)	up to \$30,000*

* actual costs may vary

FACT

Every year some 100 lives are lost and more than 500 people injured in collisions involving a drinking driver.

It's Our Job to Say NO!

As Beer Store employees, we have the responsibility and right to challenge and refuse anyone who appears to be intoxicated or under the legal drinking age.

It's also our job to say YES to selling Ontarians fresh beer and taking back all the containers and packaging we sell to help preserve our environment.

We take these responsibilities very seriously.

We owe it to you and the community to be responsible and do what we can to stop drinking and driving.

A smiling woman with blonde hair, wearing a dark blue Beer Store uniform jacket with an orange necklace, stands in the foreground of a beer store aisle. The background shows shelves stocked with beer and other products.

BEER STORE

Working together to keep our roads and communities safe.



Soyez à l'affût des piétons

- Faites toujours attention aux piétons, surtout lorsqu'il fait noir
- Redoublez de vigilance près des arrêts de transport en commun et sur les routes non éclairées
- Cédez le passage aux piétons aux intersections, aux passages pour piétons, aux passages pour élèves et aux passages protégés pour piétons



Be alert for pedestrians

- Always watch for pedestrians, especially when it's dark
- Pay special attention around transit stops and on unlit roads
- Yield to pedestrians at intersections, crosswalks, school crossings and pedestrian crossovers

ROUNDABO



What you should **DO** ✓



What you should **NOT DO** ✗

A roundabout is a circular intersection where two or more roads meet, and they offer many benefits compared to traditional intersection. Traffic circulates counter-clockwise, to the right of the centre island. All entering vehicles must yield to traffic already in the roundabout.

Approaching the Roundabout

- › Slow down
- › Keep to the right of the splitter island
- › Observe the lane signs and choose the correct entry lane based on intended destination
- › Pay special attention to pedestrians who may be crossing the roadway
- › Yield to cyclists and drivers already in the roundabout, as they will have the right-of-way
- › Stop if there are vehicles already inside the roundabout and the way is not clear
- › Enter when there is a safe gap in traffic



Slow down; roundabout is ahead.



Directional guide signs display corresponding exits.



Choose the correct lane based on the direction you want to go. Keep to the right of the central island.



Yield to all traffic. Traffic inside the roundabout always has the right-of-way.

OUTS

Driving in the Roundabout

- › Keep to the right of the centre island and drive in a counter-clockwise direction until you reach your exit
- › Don't pass other vehicles or change lanes; give large vehicles extra space because they might use both lanes
- › Don't stop inside the roundabout, except to avoid a collision

Exiting the Roundabout

- › Use your right-turn signal
- › If you miss your exit, continue around the roundabout again and then exit

Yielding to Emergency Vehicles

› If you are still outside the roundabout

Pull over to the right, if you can do so safely. Let the emergency vehicle pass you before you enter.

› If you are inside the roundabout already

Drive around to your intended exit. Leave the roundabout completely before you pull over to the right. Then let the emergency vehicle pass you.

For further information please refer to:

www.mto.gov.on.ca/english/ontario-511/roundabouts.shtml

www.regionofwaterloo.ca/en/gettingAround/How-To-Use-A-Roundabout.asp



A one-way sign is installed in the roundabout central island facing entering traffic to identify the direction of travel (counter-clockwise).



These signs mark the exits from the roundabout and show the road name and its destination.



Large trucks may need both lanes to pass through the roundabout.



Traffic must yield to pedestrians.

**DRIVE
SAFELY**



Find an insurance broker in your community at
www.myinsuranceshopper.ca.

Get out of the way!

It's the law for any driver who sees and hears an emergency vehicle approaching to get out of the way.

Here's what you must do:


1. Do not slam on the brakes or pull over suddenly. Check your rear-view mirror, look in front and on both sides of your vehicle. React quickly, but calmly before pulling over and use your signals.
2. On a two-way road, traffic travelling both directions must pull over and stop as close as possible to the right-hand side of the road and clear of any intersection.
3. On a one-way road with more than two lanes, stop as close as possible to the nearest edge of the road and clear of any intersection.
4. Wait until the emergency vehicle has passed. Stay alert and look for more than one emergency vehicle approaching. Check to make sure the way is clear and signal before merging back into traffic.
5. On multi-lane freeways, many times an emergency vehicle will use the shoulder of the road if all the lanes are blocked. Don't block the shoulder.
6. Never follow or try to outrun an emergency vehicle.



Distracted driving kills.

The facts on distracted driving are extremely disturbing:

- The Ontario Provincial Police estimates that distracted driving deaths eclipsed drunk driving fatalities for the seventh straight year in 2015
- Driver distraction is a factor in 4-million motor vehicle crashes in North America each year (CAA)
- Distracted drivers are 3 times more likely to be in a crash than attentive drivers (Alberta Transportation, 2011)
- 80% of collisions and 65% of near crashes have some form of driver inattention as contributing factors (National Highway Traffic Safety Administration, 2010)
- Drivers engaged in text messaging on a cellular phone are 23 times more likely to be involved in a crash or near crash event compared with non-distracted drivers. (Virginia Tech Transportation Institute, 2010)
- Economic losses caused by traffic collision-related health care costs and lost productivity are at least \$10-billion annually or about 1% of Canada's GDP (Government of Canada)



Ignore the distractions.
Focus on the drive.
Get home safe.

#likelife

ibc.ca |  

IBC  BAC | Insurance Bureau of Canada
Bureau d'assurance du Canada

here's to all the people that
believe a perfect summer day is
one you can remember.



Need a TAXI: Download FREE TAXI APP www.taxiguydialer.com
or Call 1-888-TAXIGUY (829-4489)

MOLSON Coors

celebrate responsibly



Kick Your Aggression to the Curb.

- Don't drive when you're angry, upset or overtired
- Allow enough travel time and know alternate routes
- Drive the speed limit
- Let other drivers merge
- Acknowledge your mistakes with a wave
- Don't take the bait! Avoid a confrontation!
- Ignore rude gestures
- Give an aggressive driver a lot of room
- Give others the benefit of the doubt – poor driving isn't always intentional

Remember to practice safe and courteous driving at all times!



Drive Safe! Save Lives.



If **YOU** are involved in a collision... **COLLISION REPORTING CENTRES** are here to **HELP!**

\$2000 or more combined vehicle damage MUST be reported to Police.

Report the collision to the Police at the **Collision Reporting Centre** when there are:

- No Injuries
- No Criminal Activity
- No Dangerous Goods

Exchange information at the scene, then conveniently report in the safety of your local Collision Reporting Centre as soon as possible. Our professional and courteous staff will guide you through the process with Police, and if you wish to report to your Insurer, they will assist you for convenient **"One Stop Service"**.

Moving Collision Reporting from the side of the road helps to prevent secondary accidents/injury to citizens and Police, and allows Police Services to re-assign officers to higher priority calls for service.

Our "Damage Reported to Police" sticker program and photographs of all vehicles brought to our Collision Reporting Centres help to prevent insurance fraud.

**ACCIDENT SUPPORT SERVICES has 30 Centres
across Ontario to serve you!**



For more information and locations please visit
www.accsupport.com or call 1-877-895-9111

REMEMBER,

YOU
SHARE
THE
ROAD



**We all have places
to go. Your responsible
driving makes all
our journeys safer.**

For more information
on responsible alcohol
service and education,
visit smartserve.ca



On behalf of the Ontario Association of Chiefs of Police, I would like to thank the following sponsors and partners for their support of the 2017 Drive Safe Campaign. If you would like more information on this or any other campaigns, please email oacpadmin@oacp.ca.



Ron Bain
Executive Director, OACP



HONDA



www.oacp.ca

Plan Ahead Call Home Take a Cab
Use Public Transit Stay Over
Be a Designated Driver

arrive alive
DRIVE SOBER[®]
arrivealive.org

Thanks for always
driving sober!