

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf. 03 02-98-0009
Your File/V/Réf.

DATE 20 May 1998

TO/DEST. 9-1-1 Management Board

FROM/EXP. Co-ordinator, 9-1-1 Advisory Committee

SUBJECT/OBJET **PUBLIC EDUCATION PROGRAM - YIELD RIGHT OF WAY
TO EMERGENCY VEHICLES**

REPORT RECOMMENDATION

For discussion.

BACKGROUND

The 9-1-1 Advisory Committee considered the attached letter dated 17 April 1998 at its last meeting. It was agreed this be forwarded to the Board for further discussion, with a specific request to consider bringing forward a public education program similar to the "Hard to Find is Hard to Help" campaign last fall. The campaign would be aimed at drivers who fail to yield the right-of-way to emergency vehicles.

An extract of the Draft Minute of 8 May 1998 is also appended for ease of reference.

*Approved by
Rosemary Nelson*

9-1-1 Advisory Committee Minute
8 May 1998

3. PUBLIC EDUCATION PROGRAM - YIELD RIGHT-OF-WAY TO
EMERGENCY VEHICLES

- Co-ordinator, 9-1-1 Advisory Committee report dated 21 Apr 98

The Committee Chair had received a request that the Region put forward a public awareness campaign for this problem, similar to the one it had last fall with respect to addressing. He provided some examples where motorists do not yield to emergency vehicles and will even drive directly behind them to get through intersections when a vehicle is on route to an emergency. He felt this issue is probably something best approached as a joint program from all agencies, noting the police and the OPP are already investigating the possibility of making a video to illustrate the seriousness of this problem. He suggested a short public service announcement would convey the importance of yielding to emergency vehicles and agreed that education is the key, but part of the message should also address enforcement. He recognized that some people are just uninformed, while others deliberately ignore emergency vehicles.

F. Payette referred to a video prepared by Metro Toronto that addressed this very issue and suggested it be reviewed with a view to preparing a similar feature in Ottawa-Carleton. R. Lavictoire acknowledged that the Ottawa Central Ambulance Communication Centre is in touch with Metro on this and agreed to investigate and report back to the Committee.

Inspector Erfle indicated that the Police Traffic Committee select certain issues under the Highway Traffic Act to focus on and suggested this request could also be forwarded to them for consideration. He believed there could be a co-ordinated approach with both enforcement and education. J. McWade indicated he would work with the Inspector in this regard.

That this issue be brought forward for discussion at the next Management Board meeting for direction.

CARRIED



FIRE AND EMERGENCY SERVICES
C. J. Powers
Fire Chief/Commissioner

April 17, 1998

BY FAX ONLY
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File Number: A16-98-NINE

Rosemary Nelson
Co-ordinator 9-1-1 Advisory Committee
Regional Municipality of Ottawa - Carleton
111 Lisgar Street
Ottawa, Ontario K2P 2L7

Dear Rosemary :

Re: Public Education Program - Yield Right of Way to Emergency Vehicles

I have been asked to have the 9-1-1 Advisory Committee consider a public education program aimed at drivers who fail to yield the right of way to emergency vehicles. This would be similar to the **Hard to Find - Hard to Help** program for civic addressing.

The problem of drivers not yielding to emergency vehicles is affecting safety and delaying responses. Police, ambulance and fire could develop a common theme that would make the public aware of the importance of drivers opening traffic lanes to allow emergency vehicles to pass. Some drivers follow vehicles through busy streets, drive parallel to emergency vehicles or stop in front of the vehicle.

One suggestion is to have video cameras mounted in fire, police and ambulance vehicles to record actual problems encountered and use this as part of a public service announcement.

Would you please add this as an item for discussion at the next 9-1-1 Advisory Committee meeting.

Yours truly,

A handwritten signature in black ink, appearing to read "C.J. Powers".

C.J. Powers
Fire Chief/Commissioner

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REGIONAL MUNICIPALITY OF OTTAWA CARLETON
MUNICIPALITÉ RÉGIONALE D'OTTAWA CARLETON

REPORT
RAPPORT

Our File/N/Réf. 03 02-98-0009
Your File/V/Réf.

DATE 28 May 1998

TO/DEST. 9-1-1 Management Board

FROM/EXP. Co-ordinator, 9-1-1 Advisory Committee

SUBJECT/OBJET **DEVELOPMENT OF LONG-TERM EDUCATIONAL
STRATEGIES**

REPORT RECOMMENDATION

That the 9-1-1 Management Board consider the development of long-term education strategies.

BACKGROUND

On 8 May 1998, the 9-1-1 Advisory Committee discussed the possibility of developing long-term education strategies such as tiered response and the public's involvement in helping to ensure the service is successful.

An extract of the Draft Minute of 8 May 1998 is appended for your information.

*Approved by
Rosemary Nelson*

9-1-1 Advisory Committee Minute
8 May 1998

Public Education

K. Ablett inquired whether there was a plan for public education programs over the next three years. G. Kemp advised that educating the public is an ongoing process and awareness will continue through the downstream agencies in their school visits et cetera. He confirmed the public awareness campaign launched in the fall of 1997 was successful and the next step would be to elaborate on it or focus on other topics of interest.

The Committee Chair suggested a proposal for developing long-term education strategies can be referred to the Management Board for discussion. K. Ablett agreed and suggested that more efforts can be made to illustrate how all the emergency agencies work together. She firmly believed the public must be continually made aware of their responsibility in making 9-1-1 successful and the consequences of abuse.

The Committee Chair acknowledged that a tiered response is not always understood by the public and recognized the need for an education program in this regard. He suggested the issue also be raised with the Tiered Response Utilization Review Committee.

K. Ablett questioned whether celebrations are planned for the 10th anniversary of 9-1-1. G. Kemp advised this could be raised by the Board in June. The Committee noted the anniversary date of 22 June 1998.