



Dear Torontonians,

When I reflect on the past year on our city streets, I feel strongly that we could all do so much better. The stats concerning traffic collisions speak for themselves and I could go through the list of causes and culprits. But at this time of year in particular, what troubles me most is the lack of civility we show each other.

No one and no one mode of transportation has entitlement to our streets. It's a common space that we all share. Yet, we seem increasingly oblivious to the needs and vulnerabilities of others – be it a pedestrian, cyclist or driver. In 2019, we need to bring more empathy to our streets and be more mindful of each other.

As an insurer, we are all too aware of the tragedies on city streets that can ruin lives in an instant. We owe it to our city and to each other to do better. That is the purpose behind our TruceTO campaign – a movement to encourage every road user to take control over their own behaviours, to be accountable for educating themselves on road safety, and to show empathy to one another in order to bring harmony to our streets.

In 2017 alone, we were shocked by the [number of people](#) that were killed in a collision with a motor vehicle on Toronto's streets. In 2018, we thought surely those numbers would have improved. We were wrong.

2018 is on pace to become one of the [deadliest years ever on Toronto streets](#). As a city envied around the globe and recognized as one of the most [liveable cities in the world](#), shouldn't the safety of its citizens be the top priority? We've been failing, and it's taking far too long to address the problem.

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Like many Torontonians, I am a pedestrian, cyclist and driver – on a more personal level, I'm also a mother, a friend, a family member. What's most striking about the issue of street safety is that it impacts every single person, regardless of your economic status, your age, your background. **The serious injuries and fatalities that are taking place on our streets do not discriminate.**

While there is certainly considerable and important advocacy underway towards improving road safety at an urban design and planning level – which is crucial to long-term change – there are too many gaps when it comes to short-term solutions that we can all take part in.

We need to cool the tensions on city streets to reduce the fatalities and injuries today. **The blame game needs to stop. The anger among pedestrians, cyclists and drivers needs to stop. Fatalities need to stop.**

There is still a lot of important work to be done when it comes to improving road safety in the City of Toronto. If we take away one important lesson from 2018, let it be to never let history repeat itself again.

So, to those who ask why we bothered to take on this huge issue, I say: one step forward is better than doing nothing at all. Status quo is just not good enough and we all need to do our part.

Without urgent action and commitment, hundreds more Torontonians risk becoming seriously injured or losing their lives on our streets.

LET'S DO BETTER for our city and for its residents. [Here's](#) a good place to start.

Sincerely,



Donna Ince, Senior Vice President, Personal Insurance, RSA Canada

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