

Safer Roads: A Shared Journey

ROAD SAFETY STRATEGY 2030



MANITOBA
PUBLIC INSURANCE

CEO's Message

When we began developing MPI's next road safety strategy, we set out to build a plan that reflects the expectations of Manitobans and the responsibility we hold as a public insurer. Road safety is a core part of our mandate, and this strategy strengthens our commitment to improving outcomes for all road users across the province.

The direction set out in this document is shaped by the voices of Manitobans. Through one of the most extensive engagement processes MPI has undertaken, we heard from partners across the province including community leaders, Indigenous organizations, road safety advocates, law enforcement, and thousands of Manitobans. Their insights helped confirm the areas where MPI can make the greatest difference. The strategy also aligns with Canada's Road Safety Strategy 2035 and Beyond, which encourages jurisdictions to reduce serious harm on the roads through prevention, collaboration, and evidence informed action.

Our work over the next five years will focus on four pillars. These are: building a culture of road safety across the province, strengthening partnerships, shaping safer driving behaviours, and advancing road safety and reconciliation. Each pillar represents an area where MPI can influence meaningful change alongside road safety partners across the province.

This strategy is the product of careful listening and shared effort. It reflects the priorities of the people we serve and aligns with Manitobans' expectations for how MPI can contribute to safer roads. I want to extend my sincere thanks to everyone who took part in shaping this work. Your perspectives ensured this strategy is focused, practical, and aligned with Manitoba's needs.

I look forward to continuing this work together.



Satvir Jatana

PRESIDENT & CHIEF EXECUTIVE OFFICER



Contents

Introduction	2
Manitoba’s Road Safety Landscape.....	2
Evolving Partnerships.....	3
Our Commitments	4
Commitment to Vision Zero	5
Alignment with Canada’s Road Safety Strategy 2035+	5
Partnering for Safer Roads and Reconciliation	5
Commitment to Equity, Inclusion, and Accessibility	5
Stakeholder Engagement	6
What We Heard.....	6
The Path Forward	9
Strategic Pillars	10
Pillar 1: Building a Culture of Road Safety	10
Pillar 2: Strengthening Partnerships Through Shared Responsibility	11
Pillar 3: Shaping Safer Driving Behaviours.....	12
Pillar 4: Advancing Road Safety and Reconciliation	13
Looking Ahead	14



Introduction

Manitoba's roads are part of daily life. They connect our communities, keep our economy moving, and support travel to work, school, community and family events and all the moments in between.

Manitoba Public Insurance is proud to be a driving force behind safer roads in Manitoba. We must all recognize that road safety doesn't belong to one organization alone; it belongs to all of us. Every driver, cyclist, motorcyclist, and pedestrian plays a role.

MPI's Road Safety Strategy 2030 ("RSS 2030") outlines a clear and coordinated approach to reducing harm on Manitoba roads and moving toward a future with zero motor vehicle fatalities. It supports MPI's vision of being Manitoba's trusted auto insurer and driver services provider, dedicated to road safety for all. It also aligns with our mission to deliver exceptional service, affordable rates, and safer roads through efficient public auto insurance.

Manitoba's Road Safety Landscape

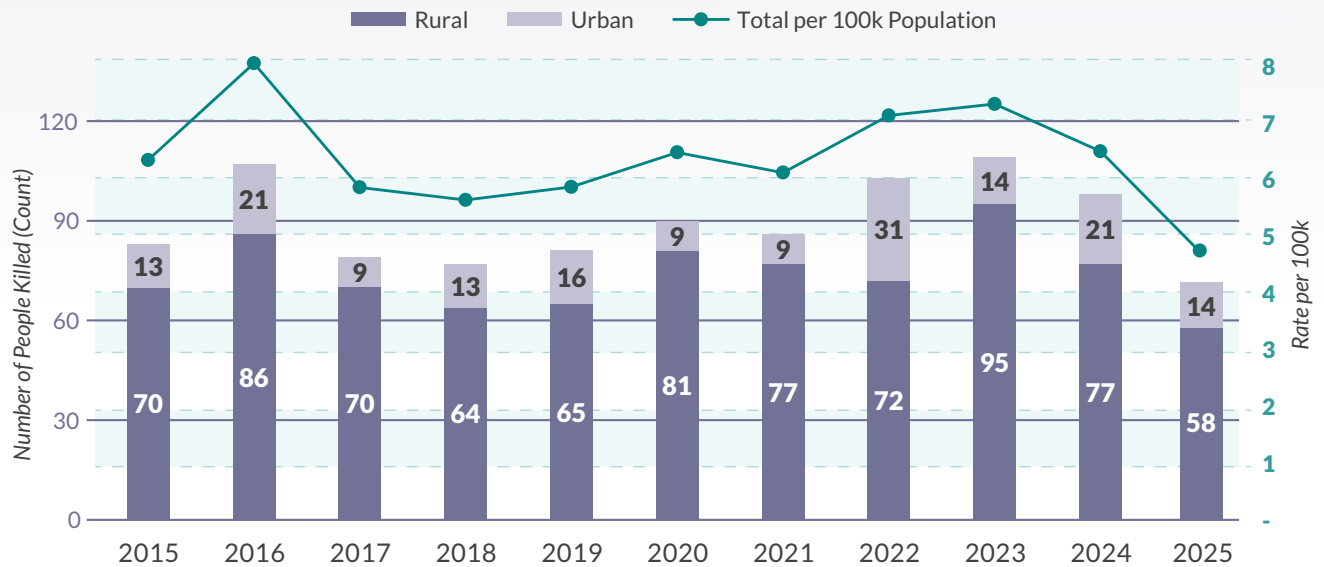
Motor vehicle collisions remain a leading source of preventable deaths and injuries in Manitoba. These impacts are felt across families, workplaces, and communities, highlighting the need for a coordinated and sustained approach to improving road safety.

Fatalities remain disproportionately high on rural highways, with speed, impairment, distraction, and failure to wear a seatbelt as common contributing factors. Each year, an average of 90 people lose their lives in motor vehicle collisions on Manitoba roads. Distracted and careless driving is the leading contributing factor in fatal collisions, appearing in 38 per cent of all fatalities, compared with 29 per cent for impaired driving and 25 per cent for speed. Twenty five percent of fatal collisions involve someone who was not wearing a seatbelt.

Manitoba's geography creates unique road safety challenges. Many rural and First Nation communities rely on highways with higher speed limits and long-distance travel, where serious collisions are most common. Severe weather, seasonal variability, and wildlife presence further contribute to collision patterns.

Urban centres like Winnipeg face different challenges, including higher traffic volumes and more interactions between vehicles and vulnerable road users. Stakeholders emphasized the need for coordinated education, awareness, design, and enforcement to protect people who walk, cycle, or use mobility devices.

Number of People Killed in Motor Vehicle Collisions in Manitoba



Evolving Partnerships

Manitoba’s road safety landscape is increasingly shaped by expanding provincial partnerships. A wide range of stakeholders contribute to improving safety, and engagement feedback shows they view MPI as a key leader in coordinating education, awareness and training, driven by data. Stakeholders identified

opportunities for MPI to improve how it shares collision data and to provide better support to communities so they can use facts to guide decision making and planning. There is strong interest in deeper collaboration, shared accountability, and clearer direction across the system.

Our Commitments

RSS 2030 positions MPI to make a meaningful impact on the safety of all road users by addressing the behaviours and conditions that lead to collisions and supporting a safer transportation system for all. It emphasizes building a stronger road safety culture, forming partnerships based on shared responsibility, improving driving behaviours using targeted and evidence-based programs, and advancing road safety and reconciliation in collaboration with Indigenous communities.

RSS 2030 provides a practical and forward-looking plan to guide our work over the next five years. Our goal is for MPI to contribute to a long-term and province-wide movement toward no fatalities on Manitoba's roads.



Commitment to Vision Zero

MPI is committed to Vision Zero and the principle that no loss of life on Manitoba's roads is acceptable. This commitment guides our approach to road safety. Our strategy reflects that commitment by recognizing that while people make mistakes on our roadways, those mistakes should not lead to fatal or life-altering outcomes.

Alignment with Canada's Road Safety Strategy 2035+

RSS 2030 aligns with the direction set by the Canadian Council of Motor Transport Administrators through Canada's Road Safety Strategy 2035+. The national vision, "Towards Zero: A Safe Road System for All Canadians," reinforces the idea that safety is a shared responsibility and that progress depends on prevention, collaboration, and evidence informed action.

RSS 2035+ provides both a national vision and a flexible framework that supports the tailored, Manitoba-specific approach reflected throughout this strategy. It reinforces the importance of coordinated action while giving MPI the scope needed to respond to the risks, challenges and opportunities identified through engagement with Manitobans.

Partnering for Safer Roads and Reconciliation

MPI is committed to ensuring RSS 2030 reflects the needs of all Manitobans. This commitment is strengthened by MPI's Indigenous Action Plan. As part of this work, MPI is committed to enhancing road safety for Indigenous communities, with particular attention to rural, remote, and northern regions where the proportion of collision-related deaths has been disproportionately higher than in the rest of the province.

MPI will continue working with Indigenous communities to guide the development of road safety initiatives that are inclusive, proactive, and responsive. This approach helps ensure that road safety programs support community priorities and contribute to safer roads for everyone in Manitoba.

Commitment to Equity, Inclusion, and Accessibility

MPI is committed to ensuring that road safety initiatives benefit all Manitobans. Equity, inclusion, and accessibility guide our efforts to reduce barriers and address the unique needs of Manitoba's diverse communities.

Through RSS 2030, MPI will design and deliver programs that are inclusive, culturally respectful, and accessible. We will continue working with partners to identify gaps, remove barriers, and ensure every person has an opportunity to travel safely on Manitoba's roads, regardless of their ethnic background, identity, abilities, socioeconomic status, or where they live.

Stakeholder Engagement

The development of RSS 2030 was informed by one of MPI's most comprehensive road safety engagement efforts. MPI designed this process to ensure that the voices of Manitobans were represented at every stage and that the strategy reflects a wide cross-section of experiences, perspectives, and expectations. Engagement spanned six months and involved meaningful input from provincial partners, local communities, industry, subject matter experts, and Manitobans from all regions of the province.

A Provincial Conversation on Road Safety

The scale of participation was extensive. MPI engaged 275 external organizations and heard from nearly 3,000 members of the public through surveys, outreach, and targeted conversations. Participants included Indigenous organizations, law enforcement, governments, industry, driver educators, community groups, and road safety organizations. They also included Manitobans who participated through MPI's open survey. This process represented a broad provincial conversation about what road safety means today and how it should evolve in the years ahead.

A Deliberate and Structured Engagement Process

MPI's approach was grounded in international best practices. This ensured a structured and inclusive process that reached stakeholders with different roles, levels of influence, and experiences. Engagement activities followed a clear sequence: identifying key groups, confirming stakeholder profiles, selecting engagement methods, and then conducting outreach using multiple channels. This included surveys, in-depth one-on-one meetings, facilitated discussions, employee workshops, pre-engagement consultations, and outreach to Indigenous communities.

What We Heard

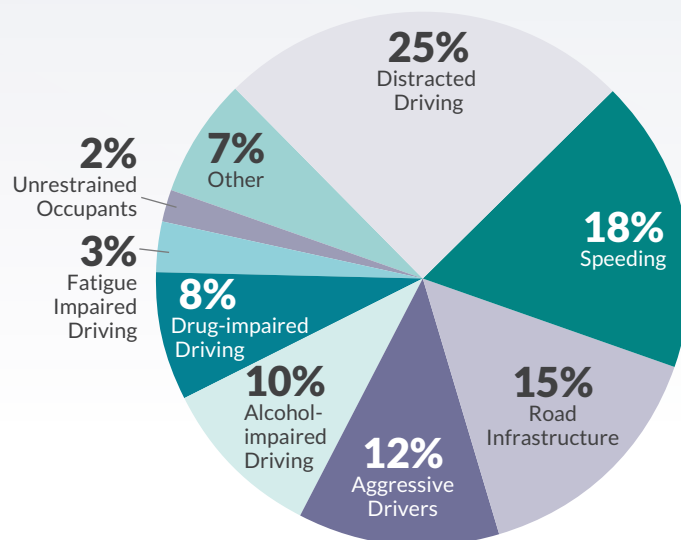
Across engagement activities, stakeholders described a road safety environment that is changing quickly and requiring a coordinated response. Participants consistently stressed the need to address high-risk behaviours that remain leading contributors to fatalities in Manitoba. Speeding, distraction, impairment, and failure to wear a seatbelt were raised in every engagement format. Stakeholders expressed that these behaviours have become normalized in many parts of the province and that education, training, and awareness need to evolve in order to address them effectively.

Engagement also showed that Manitobans want education that reflects the diversity of road users and travel environments. Stakeholders emphasized the importance of modernizing driver training, expanding programming for cyclists and pedestrians, improving access to training in rural and northern regions, and offering more resources for newcomers. Public survey results aligned with this feedback. Manitobans identified driver education, road design, and enforcement as the top factors influencing safety.

Stakeholder Survey Results

(Number of Respondents: 60)

Throughout all engagement activities, stakeholders expressed a strong desire for better coordination and more consistent communication among the organizations involved in road safety. Many noted that no single organization can improve safety on its own. There was widespread encouragement for clearer data, more shared insights, and greater alignment across public awareness messages, enforcement activities, and educational programming. Participants consistently viewed MPI as an important partner in advancing this coordination.



Road Safety Issue and Percentage of Respondents Identifying as Their **Top** Concern

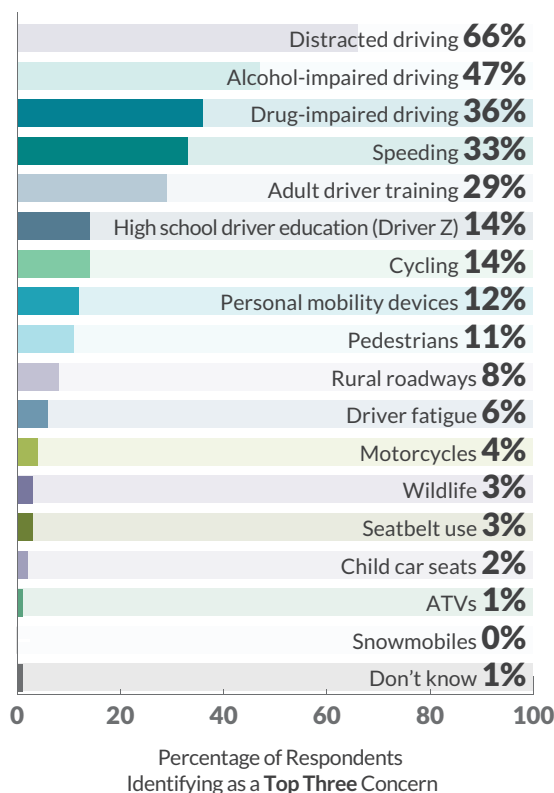
How Engagement Shapes This Strategy

Stakeholder input is at the core of this strategy. MPI approached the engagement process with the view that the people and organizations who work in, interact with, and are affected by the road system every day are essential partners in shaping a credible and effective strategy. The conversations, surveys, workshops, and meetings generated a large volume of insights that MPI treated as foundational evidence when developing the strategy.

MPI completed a detailed review of all feedback and considered it alongside collision trends and emerging research. This helped us identify common themes supported by stakeholder perspectives, data, and the national framework that will help inform the path forward.

Public Survey Results

(Number of Respondents: 2,994)

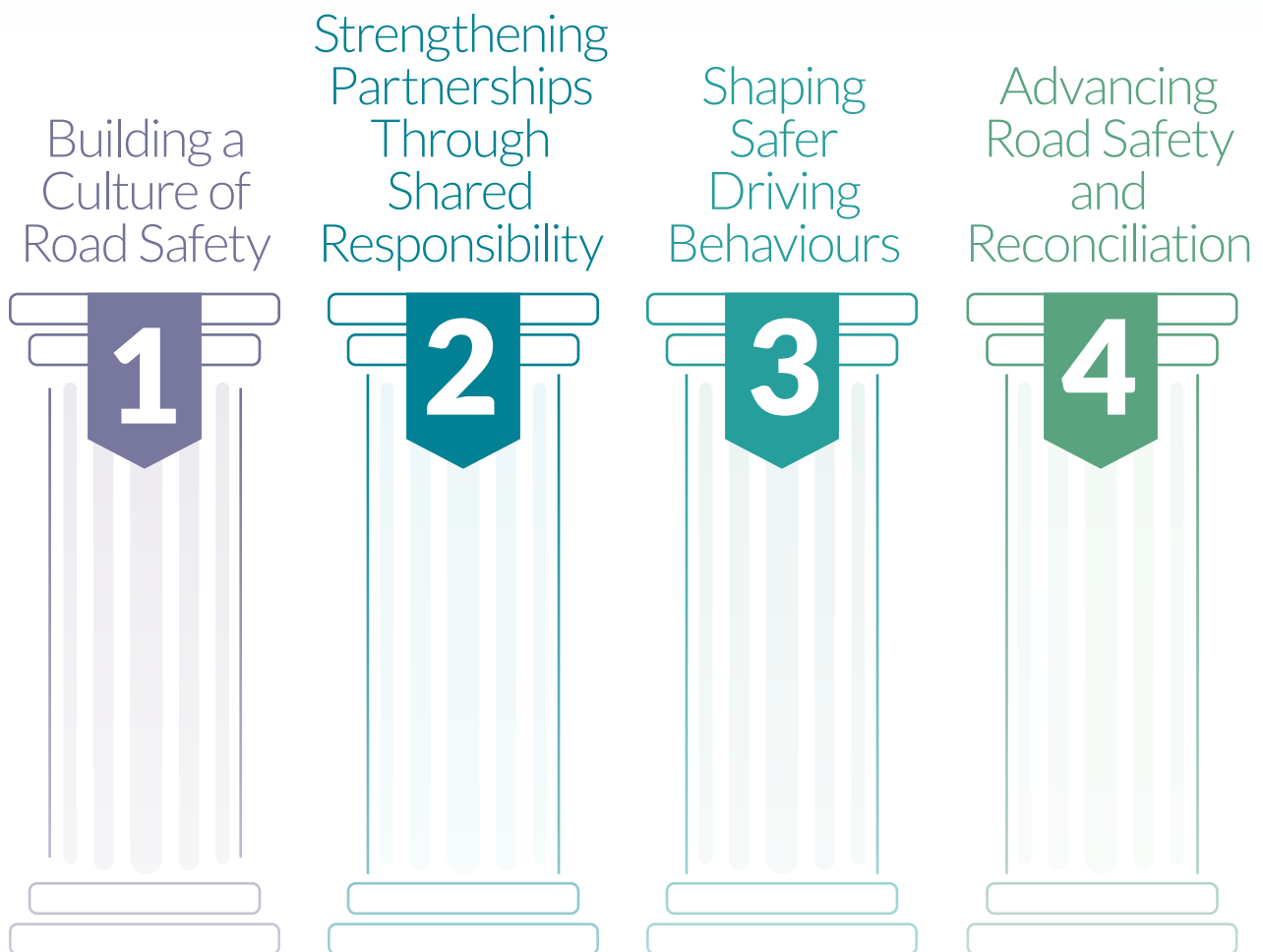


Percentage of Respondents Identifying as a **Top Three** Concern



The Path Forward

The themes identified through stakeholder engagement inform strategic pillars that provide a strong foundation for MPI's direction in road safety, grounded in what Manitobans told us matters most. They outline where MPI can best support safer outcomes for Manitobans and describe the areas where focused efforts will have the greatest impact. Each pillar is supported by a set of priorities that outline the main areas of focus within that theme. Together, our strategic pillars and priorities provide a clear framework for our efforts in the years ahead.



Strategic Pillars

PILLAR 1: BUILDING A CULTURE OF ROAD SAFETY

Objective

Foster a province-wide culture where road safety is understood and valued by all Manitobans including drivers, passengers, pedestrians, cyclists, and motorcyclists alike.

Why This Matters

Sustainable improvements in road safety require a shift in attitudes. Stakeholders noted a trend of risky behaviours becoming normalized across the province and that changing this mindset is essential to progress. They also highlighted entrenched attitudes such as overconfidence, impatience, and a belief that collisions are inevitable. Driver attitudes and social norms are underlying factors that sustain high-risk behaviours such as speeding, distraction, and impaired driving, even when people are aware of the rules and the potential consequences. Creating a culture of safety means addressing these norms and making road safety a shared value of Manitobans.

A strong safety culture also aligns with national direction. Canada's Road Safety Strategy 2035+ highlights the need to foster a culture of road safety.

Over time, a stronger culture of road safety can support the effectiveness of other efforts contained in this strategy. When safe driving is widely understood as a shared community value, road safety initiatives by all organizations are more likely to be accepted and reinforced

in day-to-day behaviour. This foundation is necessary if Manitoba is to move toward the long-term vision of no fatalities on our roads.

Priorities

1. Enhance our understanding of Manitobans' attitudes, beliefs, and experiences related to road safety to inform program design, monitor cultural change, and track progress over time.
2. Expand road safety education for younger Manitobans to help build safe road-use habits before they begin driving, and for adult learners who face barriers to accessing driver training.
3. Design and deliver public awareness and education campaigns that counter the normalization of high-risk behaviours and that help Manitobans understand how to share the road safely with other road users.
4. Increase public understanding of road safety by positioning MPI as a trusted, visible, and authoritative source of guidance that helps all Manitobans value and practice safe road behaviours.

PILLAR 2: STRENGTHENING PARTNERSHIPS THROUGH SHARED RESPONSIBILITY

Objective

Work collaboratively with road safety stakeholders to influence aspects of road safety that are not directly within MPI's mandate and strengthen efforts in areas of shared responsibility, ensuring a coordinated and effective approach to improving road safety.

Why This Matters

MPI works alongside many organizations that influence road safety in Manitoba, including Indigenous organizations, municipal and provincial partners, law enforcement agencies, non-profits, as well as community and industry advocacy groups. Stakeholders emphasized that meaningful progress depends on these groups working together.

Stakeholders identified opportunities for more coordinated messaging, joint initiatives, and improved sharing of collision data so that campaigns, enforcement efforts, and programs reinforce each other. Many also noted that MPI is increasingly viewed as a central leader in road safety, with a key role in supporting collaboration, long-term planning, and shared use of data.

The national road safety strategy reinforces this focus on shared responsibility. Canada's Road Safety Strategy calls for collective action that brings together governments, law enforcement, industry, non-governmental organizations, and road users under a common vision. Aligning with

this approach means recognizing that progress depends on partners working together.

There are areas where many partners are already active in road safety, often working toward similar goals and facing similar challenges. Improving coordination supports more effective approaches across the province. At the same time, there are aspects of road safety that lie outside MPI's mandate where MPI can contribute its expertise, data, and resources to strengthen the work others are leading. By aligning efforts more closely across partners, organizations can achieve a greater collective impact on safety than any one organization could achieve alone.

Priorities

1. Improve coordination and consistency of road safety messaging among stakeholders through the existing Community Partners in Road Safety Committee.
2. Improve the quality, consistency, and usefulness of shared road safety data to better support infrastructure planning, policy development, and targeted safety initiatives.
3. Identify and support strategic sponsorships and community-based initiatives that align MPI and stakeholder priorities and amplify shared road safety objectives, particularly for underserved communities and populations with disproportionately high rates of fatalities and serious injuries.

PILLAR 3: SHAPING SAFER DRIVING BEHAVIOURS

Objective

Reduce high-risk behaviours such as speed, careless and distracted driving, impaired driving, and failure to wear a seatbelt through targeted education, data-led interventions, and community-based programs.

Why This Matters

Distracted driving, speeding, impaired driving, and failure to wear a seatbelt remain leading contributors to fatal collisions in Manitoba. Stakeholders also stressed the need for approaches that are more targeted, practical, and informed by data to help drivers make safer choices. They emphasized that MPI has an important role in shaping these habits through education, road safety programs, and interventions that respond to the specific risks faced by different groups of Manitobans.

Stakeholders highlighted that high-risk behaviours are often seen as routine, even when drivers understand the risks, and that more effort is required to change outcomes. They called for interventions that are more closely tailored to high-risk groups such as young and novice drivers, and that connect clearly to the real-life consequences of unsafe driving. Stakeholders emphasized the importance of modernizing driver education curricula, wider access to quality training in rural and northern communities, and better use of data to target programs where they are most needed.

Priorities

1. Continuously improve the relevance, effectiveness, and reach of driver education and training, ensuring that training and resources reflect current risks, best practices, and the needs of today's road users.
2. Enhance evidence-based interventions that support safer driving habits and improve public understanding of how unsafe driving behaviours lead to collisions and personal consequences.
3. Advance evidence-based technologies, analyses, and policies that improve Manitoba's road safety system and support high-risk and underserved populations.
4. Strengthen enforcement effectiveness by providing law enforcement partners with better data, insights, and operational collaboration, helping maintain enforcement as a key factor in promoting safe driving behaviours.

PILLAR 4: ADVANCING ROAD SAFETY AND RECONCILIATION

Objective

Advance reconciliation by embedding road safety into MPI's Indigenous Action Plan, building relationships with Indigenous communities, informing the development of road safety initiatives that address unique community challenges and improve outcomes.

Why This Matters

Indigenous communities experience unique road safety challenges that are shaped by systemic inequities. These realities contribute to disproportionate risk for Indigenous road users and require solutions that are informed by Indigenous voices. Addressing these gaps means building trust, honouring reconciliation commitments, and making sure everyone in Manitoba has an equal and fair experience on the road. MPI is committed to reconciliation, and its Indigenous Action Plan provides the foundation for this work.

Situating road safety work within MPI's Indigenous Action Plan creates an opportunity to align this strategy with broader reconciliation efforts across the organization. It helps ensure that the perspectives of Indigenous communities inform how MPI understands road safety, designs programs, and supports partners, and that road safety initiatives contribute to fair and inclusive outcomes. Stakeholders across sectors expressed support for this direction and reinforced that integrating reconciliation into road safety is a critical part of building a safer Manitoba for all.

Priorities

1. Embed road safety into MPI's Indigenous Action Plan by building strong relationships with Indigenous communities and organizations and by ensuring their perspectives guide how MPI supports and serves Indigenous road users.
2. Expand MPI's engagement with Indigenous communities (First Nations, Métis, and Inuit) by broadening the reach of road safety programs and ensuring these programs reflect community-identified needs, priorities, and contexts.

Looking Ahead

RSS 2030 sets a clear and coordinated direction for reducing fatalities on Manitoba's roads. It reflects the voices of Manitobans, the realities shown in collision data, and the national direction established through Canada's Road Safety Strategy 2035+. It positions MPI to lead, influence, and collaborate with partners across Manitoba through a shared commitment to building a safer road system.

The strategic pillars set out how MPI will turn this direction into action. Building a culture of road safety reflects the strong message from stakeholders that lasting progress depends on shifting attitudes and norms. Strengthening partnerships underscores that better outcomes require alignment among the many organizations that influence road safety. Shaping safer driving behaviours directs MPI's programs toward the high-risk behaviours most often linked to serious collisions. Advancing road safety and reconciliation ensures that MPI's road safety activities are aligned with our Indigenous Action Plan and reflect the experiences and priorities of Indigenous communities.

Sustained progress in reducing fatalities depends on coordinated effort. MPI will work alongside partners to carry this strategy forward and ensure that decisions and actions remain focused on what will most improve safety for Manitobans.





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