

This electronic toolkit is a road safety resource intended to educate and inform Ontarians about best practices for being safe on our roads during the winter.

The contents of this toolkit are shareable.

All road users are responsible for **adopting safe and courteous behaviours** on our roads so that everyone gets home safely.

Goal: To provide ways for Ontarians to **Be Winter Ready** and travel safely whether they do so by car, foot or snowmobile.



For Drivers

PREPARE FOR WINTER DRIVING

- ✓ **Get a seasonal check-up** done on your vehicle and prepare a **winter emergency kit**. Learn more at: ontario.ca/winterdriving
- ✓ Consider **installing four winter tires** when the average outside temperature is around 7°C. This is when all-season tires start to lose traction.
- ✓ Winter tires will help you **improve traction and control**, shorten your braking distance and increase your ability to avoid crashes.
- ✓ **Download the free Ontario 511 mobile App** today and get access to real-time highway conditions and traffic information. It is available for free on Google Play and the App Store for you to **safely plan your route and receive alerts** on frequently travelled routes.



BEFORE YOU LEAVE

- ✓ **Check the weather forecast**.
- ✓ **Plan on extra time** for winter travel and delay your trip in severe weather conditions.
- ✓ **Use Ontario 511** to check road conditions and to track location of snowplows.
- ✓ **Clean snow and ice off your vehicle's** windshield, rear window, side windows, all lights and mirrors, wipers, hood, trunk and rooftop before you go.
- ✓ **Use your vehicle's full lighting system** in poor visibility and whiteout conditions.

SAFE WINTER DRIVING TIPS

- ✓ **Adapt your driving** to the road or weather conditions.
- ✓ **Reduce your speed** and avoid sudden maneuvers to stay in control at all times.
- ✓ **Avoid distractions** and be alert for changing road and weather conditions.
- ✓ **Leave more space** between you and other vehicles so you have time to react and stop quickly.
- ✓ **Avoid using cruise control on wet, snowy or icy pavement** as it can reduce your reaction time and vehicle control.
- ✓ **Always steer gently** and remember that hard braking, quick acceleration and sudden gear changes can cause you to skid.
- ✓ **Proceed with caution** where large snowbanks could reduce your line of sight.

key Messages (cont'd)

DRIVING AROUND SNOWPLOWS

- ✓ **Expect to see snowplows and winter maintenance equipment** with flashings blue lights on highways before, during and after a snowfall or storm.
- ✓ Snowplows and winter maintenance equipment need time and room to clear the roads. **Be patient and give them space.**
- ✓ **Never pass a working snowplow** – it is very dangerous for you and the plow driver.
- ✓ Sight lines and visibility can be significantly reduced by the blowing snow and the ridge of snow that the plow creates.



For more driving tips visit: ontario.ca/winterdriving

**For pedestrians**

- ✓ **Stay on sidewalks** as much as possible. Where there is no sidewalk, walk facing traffic.
- ✓ **Be seen.** Choose bright coloured and reflective outerwear.
- ✓ Try to **make eye contact with drivers** before you step onto the road.
- ✓ Dress to face the elements and **keep your head up when walking.** Ensure your hat, scarf or hood does not get in the way of being able to see what is around you.
- ✓ **Be cautious around large snowbanks** and remember that drivers may not see you.
- ✓ **Allow plenty of time** to get to your destination and keep your footing on slippery surfaces.

For more pedestrian safety tips: ontario.ca/pedestriansafety

**For snowmobilers**

- ✓ **Get proper training.** A snowmobile safety course is mandatory for:
 - people between the age of 12 and 16.
 - people who don't have a licence.
- ✓ Wear an **approved motorcycle helmet**, with the chin strap securely fastened.
- ✓ Come to a complete stop **before entering any roadway** and be extra cautious when crossing roads and railway tracks.
- ✓ **Always ride sober** and obey signs and signals on the trails.
- ✓ Always **check trail availability before entering** any trail.
- ✓ Ride on the right-hand side of the trail.
- ✓ **Slow down** when on unfamiliar terrain.
- ✓ On trails, **adjust your speed to the weather and trail conditions.** Snowmobile trails often require a slower speed than the maximum limit of 50 km/h.
- ✓ **Avoid driving on unfamiliar frozen lakes and rivers** as open water may not be visible.
- ✓ If you must drive over ice, **wear a buoyant snowmobile suit.**



For more driving tips, visit: ontario.ca/snowmobilesafety

Careless driving

If you endanger other people because **you drive too fast for the road and weather conditions**, you could face careless driving charges.

If convicted of careless driving, you may receive:

- six demerit points
- fines up to \$2,000 and/or
- a jail term of six months
- a licence suspension of up to two years.



If you are caught operating a snowmobile on trails/frozen lakes in a manner that puts yourself or others at risk of injury and/or death you can be charged with a careless driving offence — **the fine is \$325**.

Speeding Fines

Speeding charges apply differently to **snowmobile riders** convicted of speeding.

Snowmobiles operated at a greater rate of speed than:	Speed fine
50 km/hr - on snowmobile trails	
50 km/hr - on roads where the speed limit is over 50 km/h	\$110
20 km/h - on roads where the speed limit is 50 km/h or less	
20 km/h - in any public park or exhibition grounds	

Drivers convicted of speeding may receive demerit points and fines.

3

demerit points

for going over the speed limit by 16 to 29 km/hour

4

demerit points

for going over the speed limit by 30 to 49 km/hour

6

demerit points

for going over the speed limit by 50 km/hour or more

For drivers the fine will depend on how fast you were travelling over the posted speed limit:

Kilometres over the posted speed limit	Speed fine
20km/hour	\$90
30km/hour	\$210
40km/hour	\$280
50km/hour	\$2,000 to \$10,000 + seven-day licence suspension + seven-day vehicle impoundment

Impaired Driving Consequences

Driving a snowmobile while impaired by alcohol, drugs or both is dangerous and against the law in Ontario. When caught, you will be treated and penalized the same as if you were caught in any other type of motorized vehicle.

There are serious consequences:

- Immediate driver's licence suspension or even cancellation
- Immediate vehicle impoundment
- Fines and penalties
- Criminal record
- Education and/or treatment programs
- Ignition Interlock condition
- Increased insurance premiums
- Jail time.



An **impaired driving conviction** could end up costing **\$23,000 or more**.

If police determine that you are driving while impaired by any drug, including illegal drugs, cannabis, prescription and over-the-counter medications, you will face severe consequences and criminal charges.

Did you Know?

Do you know what to do if you skid?

It is recommended that you take your foot off the pedal and gently steer in the direction you want to go. Be careful not to steer too far though or the car could spin.

Did you know that **wearing bulky winter coats or sports equipment can impact the harness or seat belt fit** and reduce its effectiveness?

For more information on car seat installation visit: ontario.ca/carseats

Did you know that 92% of riders who died in a snowmobile crash were men?

By the numbers

The average monthly number of collisions is

6%

higher in winter in comparison to other months of the year

In 2017, there were a total of

170

fatal collisions during the winter months

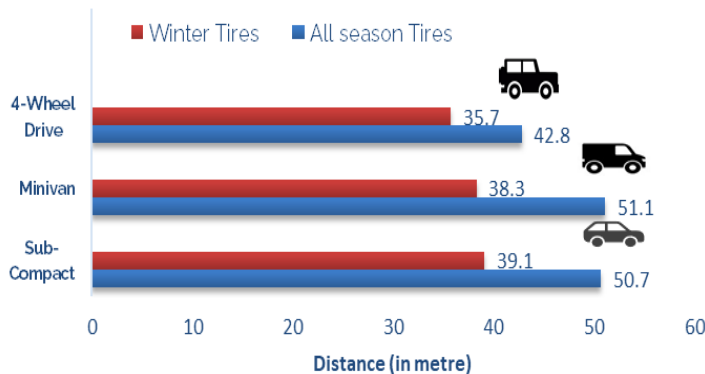
69%

of Ontario drivers install **winter tires** on their car

Winter tires will **decrease braking distances** by as much as

25%

Stopping distances



Test conditions

-20°C with 3 to 5 cm of compacted snow and ice on asphalt surface.

Vehicles equipped with automatic transmission and anti-lock brakes.

Tests in 4-wheel drive vehicle conducted in all-wheel drive mode.



In 2017

386



snowplows were involved in collisions.



2016- 2017 riding season

For the past 10 years*

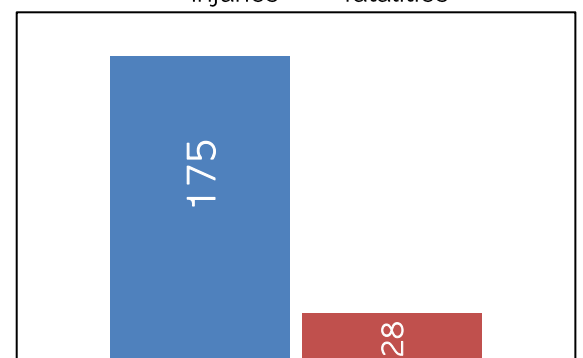
Speed and **impairment** are the top two contributing factors of snowmobile fatalities.

45% of snowmobile fatalities involved **alcohol and drugs**.

45% of snowmobile fatalities occurred on a **frozen lake or river**.

SNOWMOBILE RIDER INJURIES AND FATALITIES

■ injuries ■ fatalities



NUMBER OF RIDERS

* Data from OPP Data and Statistical Analysis Unit

Digital Publications

Download from the links below:

Downloadable brochures

- [Snowmobile Safety brochure](#)
- [Winter driving tips for drivers](#)
- [Winter driving tips for commercial drivers](#)



Winter driving videos



- [Top 10 Tips to Prep for Winter Driving](#)
- [Winter Tires Quiz: TRUE or FALSE?](#)
- [Snowmobile safety video](#)

Website

- 1 [Ontario.ca/winterdriving](https://ontario.ca/winterdriving)
- 2 [Ontario.ca/snowmobilesafety](https://ontario.ca/snowmobilesafety)
- 3 [Ontario.ca/511](https://ontario.ca/511)

Download the free Ontario 511 Mobile App here:



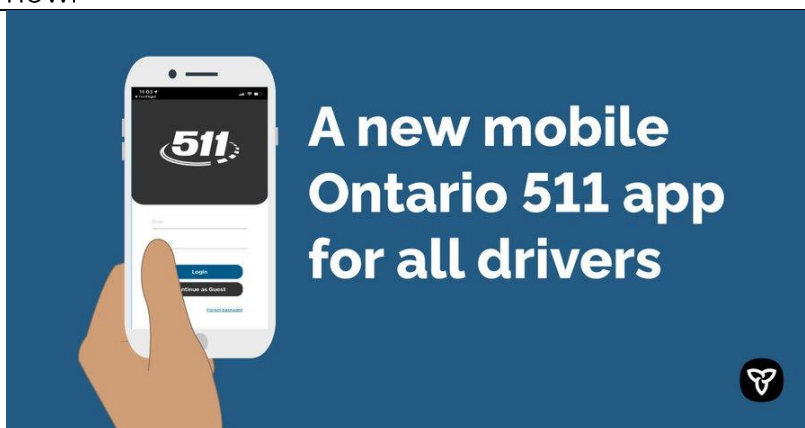
Social Media

Below are examples of MTO's social media posts past and future for your reference only.

Re-tweet, like and share on your social media channels; and complement them with your own or align your messaging with ours.

Examples of social copy MTO's 511 app is now available for all Ontario drivers! It provides images from over 600 cameras, up-to-date information on construction, collisions and closures and hands-free audio alerts. Download for free now.

Shareable



Link

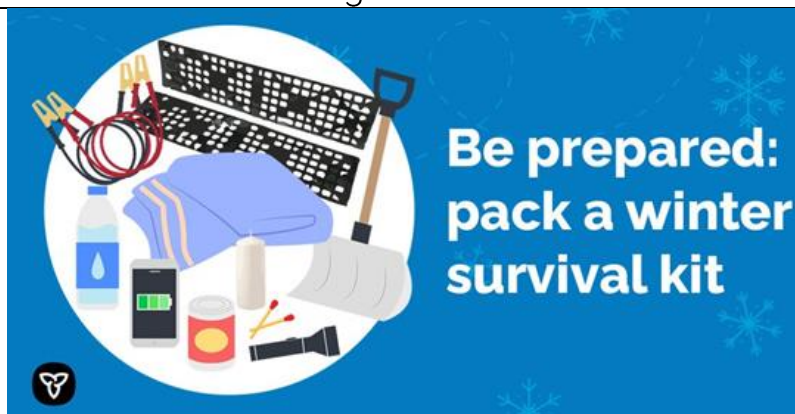
Google Play : <https://play.google.com/store/apps/details?id=com.ibigroup.mobile.ta511on.android&hl=en&pcampaignid=pcampaignidMKT-Other-global-all-co-prtnr-py-PartBadge-Mar2515-1>
 Apple Store: <https://apps.apple.com/ca/app/ontario-511/id1506228231>

Example of social copy

Always keep a winter survival kit in your car! Kits should include a charged phone, water, non-perishable food, flashlight, blanket, warm clothes, jumper cables, shovel, traction mats or sand, candles and a lighter or matches.

ontario.ca/winterdriving

Shareable



Link

Find out more winter driving tips: ontario.ca/winterdriving



Example of Social Copy

Winter came early this year! Make sure your car is winter-ready:

- ✓ Get a maintenance checkup
- ✓ Keep your fuel tank at least half full
- ✓ Pack an ice-scraper and washer fluid for down to -40 degrees Celsius
- ✓ Put together a winter survival kit

Example of Social Copy

It's already snowing in some parts of Ontario! Get your car winter-ready:

- ✓ Get a maintenance checkup
- ✓ Keep your fuel tank at least half full
- ✓ Pack an ice-scraper and washer fluid for down to -40 degrees Celsius
- ✓ Put together a winter survival kit

Shareable



Link

Find out more at: ontario.ca/winterdriving

Example of Social Copy

Make a habit of checking [@511Ontario](https://twitter.com/511Ontario) before you leave to get up to date information on weather, incidents and road conditions: <http://511on.ca>

Shareable



Link

Ontario.ca/511



Example of social copy

It's still winter out there. Remember to slow down, stay alert and drive according to weather conditions.

Example of social copy

See snow? Remember to drive slowly. Many winter collisions happen because drivers are going too fast on dangerous road conditions.
#wintersafety
Find out more tips for driving in winter: ontario.ca/winterdriving

Shareable



Link

ontario.ca/winterdriving

Example of social copy

Winter tires improve traction and can shorten braking distances by as much as 25%! Find winter tires by looking for the three-peak mountain snowflake symbol. Learn more: ontario.ca/winterdriving

Shareable



Link:

ontario.ca/winterdriving

Example of social copy

Never pass a working snowplow – when you see their flashing blue lights, stay back and be patient. Learn more: ontario.ca/winterdriving



Link:

ontario.ca/winterdriving



Example of social copy

Wheel separations don't only occur to heavy trucks, but also to everyday vehicles like cars and pick-up trucks. Take your vehicle to a qualified shop for a #TourqueCheck after the first 100 km of a wheel change.

Shareable



Example of social copy

Snowmobile season is here! Find out where you can and cannot ride in Ontario at ontario.ca/snowmobilesafety #SnowmobileSafety #WinterReady

Shareable



Link

ontario.ca/snowmobilesafety

Ministry of Transportation social media accounts:

 twitter.com/ontario511

twitter.com/ONtransport

 facebook.com/OntarioTransportation

 linkedin.com/company/ontario-ministry-of-transportation