



**synectics**  
SAFETY SPECIALISTS

**Synectics Transportation Consultants Inc. (Synectics) was retained by the City of Ottawa to carry out a road safety review of Bronson Avenue between the Rideau River and the Rideau Canal. This section of roadway runs alongside the campus of Carleton University. Bronson Avenue was identified as having a higher-than-expected collision frequency based on comparisons with similar roadways. Additionally, the study area has experienced several collisions involving vulnerable road users (pedestrians and/or cyclists) resulting in serious personal injuries.**



**Synectics conducted an in-depth conformance review of roadway geometry, traffic control devices, a positive guidance review, a review of roadway operations and interactions, and a review of collisions, volume/capacity, and speed. As well a conflict analysis was conducted that focussed on pedestrians and cyclists. Based on the above, the road was identified as having excessive speeds and an over representation in rear end collisions. Unsafe pedestrian-cyclist behaviour was also identified as a problem. The study team evaluated a number of treatments that addressed each of the problems identified and developed a short and long term plan for improvements.**