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**CAA CANADIAN AUTOMOBILE ASSOCIATION**

**Our Journey Together**

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From our earliest days, CAA has been about presenting our Members with the latest and best information, and about representing their needs and interests. That continues today, and we hope that this publication has given you a sense of how our Clubs and CAA National carry out that proud mandate.

CAA’s nine Member Clubs all do unique advocacy and education work based on the needs of their Members. Together with CAA National we all work together on Canada-wide programs to benefit the entire 5.6-million-plus Membership. This is one of our great strengths – the ability to tailor programs to the local level or to take them national, depending on what is appropriate.

CAA is also blessed with many external partners. Much of our work on emerging and pressing issues facing motorists has been made possible because of our productive working relationships with organizations such as the Automotive Journalists Association of Canada, Electric Mobility Canada, and Natural Resources Canada. Of course, our long-standing partnerships with the American Automobile Association and the Fédération Internationale de l’Automobile are cornerstones of our success.

We are dedicated to advancing the causes our Members want us to – on safety, the environment, mobility, infrastructure and consumer issues.

*This is Our Journey Together.*
For about as long as motor vehicles have been on the road in Canada, automobile Clubs have been advocating for safer, better roads to travel.

In the early 1900s, motoring enthusiasts first joined together to urge governments to improve roads, install proper signs, and establish reasonable speed limits. In 1913, these community-based Clubs met in the offices of the Ontario Motor League to form the Canadian Automobile Association, or CAA.

CAA’s first president, Dr. Perry E. Doolittle, was a relentless advocate for his Members. He built federal government support for a trans-Canada highway by being the first to drive coast to coast in Canada. Dubbed “The King of Canadian Roads,” he energetically campaigned for improved signage, standardized driving regulations, and better roads.

Today, CAA is one of Canada’s great success stories. Our nine automobile Clubs serve more than 5.6 million Members in communities across the country, and our brand is one of the country’s most recognized and trusted. We offer a variety of services including travel, emergency roadside assistance, insurance, and a popular Member rewards program that provides savings through partners in Canada and worldwide. But we have never forgotten our roots as an advocacy organization. Today, as throughout the nearly one hundred years of our existence, CAA responds to our Members’ needs and concerns, working on the issues that matter most to them in their communities. We do this in part through Members Say, our twice-a-year in-depth research into Member priorities.

Research and advice on environmentally-responsible driving and technologies, Canada’s largest school safety patrol program, campaigns to combat texting while driving and other road safety issues - all are just part of our efforts. Whatever the issue, CAA will be there to help build safer, better communities for all Canadians.
We group our current education and public policy efforts under five pillars — safety, environment, mobility, infrastructure and consumer protection.

**Safety**
CAA is committed to building safe communities. We take pride in creating a culture of safer drivers on safer roads in safer vehicles, through partnerships with governments, communities and other stakeholders. We also know that safety doesn’t end at the bumper. That’s why we are a strong supporter of school safety programs across the country, and why we devote time and resources to combating distracted and impaired driving.

**Environment**
CAA is committed to advancing environmental sustainability in transportation. Through our advocacy efforts and partnerships with industry, non-governmental organizations and governments, we work on practical and economically feasible measures to improve energy efficiency and promote alternate technologies, and we support our Members in environmentally responsible driving.

**Mobility**
CAA is an organization that was founded on the principle of mobility. CAA works to ensure that all Members have access to safe and efficient modes of transportation, whether through promoting community-friendly bicycle paths, or through programs to help senior drivers. We want Canada’s transportation network to work as seamlessly tomorrow as the Trans-Canada Highway did for a previous generation.

**Infrastructure**
Since its inception, CAA has passionately encouraged the development and management of road infrastructure that will keep traffic moving efficiently and safely. This vision recognizes the need for adequate public investment in modern transportation infrastructure and technology, with road and highway networks as a core component. It never forgets that better-engineered roads are also safer roads, for all who travel on or beside them.

**Consumer Protection**
CAA is committed to the consumer interest of its Members. Our efforts focus on promoting transparency, competition, fair taxation, and more information for Members so they can make informed choices. From our numerous educational programs to our sustained efforts to press government and industry for improved legislation, CAA operates on the principle that Canadian consumers should be treated fairly and have choice.
CAA promotes safer communities for Canadian families by providing road users with information that helps them act responsibly and safely, and through advocacy for better engineered roads and cars.

ROADS & VEHICLES

We believe road safety is a responsibility shared by governments, vehicle manufacturers, law enforcement, motorists, pedestrians and cyclists. Roads must be designed, built, maintained and evaluated with safety as a prime consideration.

For 100 years, CAA has promoted safe driving practices. In the early years, we provided road reports for travelers, and advocated for new roads and bridges. We were the first to press the federal government to make seat belts mandatory and the first organization to install road signs in some provinces. We continue to press for improvements in road engineering, and to encourage consumer acceptance and understanding of proven new in-vehicle safety technologies.

Almost 9 out of every 10 (85%) CAA Members think it is very or extremely important for CAA to be involved in road safety.

More than 4 out of every 10 (42%) CAA Members say that driving feels less safe than 5 years ago. About 4 out of 10 (38%) CAA Members say that driving feels about the same as 5 years ago.

More than 6 out of every 10 (62%) CAA Members say that compared to 10 years ago, drivers are worse today in terms of their driving skills.
CAA Actions:

CAA Promotes Proven Life-saving Technologies – Brake-assist, lane-keeping technology, blind-spot alert, speed alert, and other technologies are optional features on modern vehicles. Our intent is to encourage consumers to buy these technologies, and for regulators and vehicle manufacturers to make them standard equipment.

CAA Advances Slow Down/Move Over Legislation – Many CAA Clubs have advocated successfully for inclusion of roadside assistance workers in provincial slow down/move over laws. These laws help to protect emergency workers including police, ambulance, fire and tow truck operators by requiring drivers to slow down and, if possible, move over when passing parked emergency vehicles that have their lights flashing.

CAA Provides More Information to Drivers – In an evolving partnership with government, Parks Canada, police and the public, one CAA Club is developing traveler information services that will allow travelers to access the latest in road and weather conditions, traffic events, roadside assistance wait times and other important information.

CAA Actively Supports FIA Action for Road Safety – The Fédération Internationale de l’automobile (FIA) has launched a 10-year campaign to cut the number of worldwide road fatalities in half. CAA is promoting the campaign through road safety events held in conjunction with the Montréal Grand Prix, and featuring celebrity drivers such as Michael Schumacher and Mark Weber.
CAA believes all road users must take the threat of distractions seriously. Laws, the will to enforce them on the part of law enforcement, and public education by the likes of governments and CAA are all part of the solution.

Driver distraction is one of the most common causes of traffic collisions. Distracted drivers are twice as likely to fail to notice important traffic information including traffic signals, other vehicles, pedestrians, or cyclists.

Distracted drivers endanger all road users. CAA believes in educating drivers about the range of distractions that can lead to a crash as well as what drivers can do to minimize distractions. And we recognize that new technologies will be accompanied by new forms of distraction, so the efforts of lawmakers, manufacturers and others must continue to evolve.

8 out of every 10 (80%) CAA Members think it is very or extremely important for CAA to be involved in distracted driving.
CAA Actions:

**CAA Conducts Practise Safe Txt campaign** – CAA conducted a national video contest aimed at youth to spread the message that texting and driving don’t mix.

**CAA Assists Provincial Governments to Shape Distracted Driving Legislation** – CAA Clubs across Canada have worked with provincial governments to influence the development of distracted driving laws. CAA believes it is important for such legislation to address a broad range of distractions such as texting in addition to cellular telephone use.

**CAA Seeks Solutions** – With partners such as the Traffic Injury Research Foundation, CAA has co-hosted two international conferences to identify promising and proven approaches to deal with distracted driving. The first was held in 2005 and the most recent in 2012. Results from both events are available at distracteddriving.ca.

**CAA Develops Driver Education Tools** – CAA has conducted research into the crash risks of driver distractions, shared this information with governments and other partners and used it to develop awareness and education materials for drivers.

**CAA Blitzes Drivers** – One CAA Club partnered with local police to conduct a distracted driving blitz in conjunction with the release of survey results on the topic.
CAA believes one of the best ways we can contribute to our communities is by helping to protect our children as they go to and from school.

Our school safety patrol program empowers young people to contribute to their communities and applies the knowledge of safety that CAA has built up over many decades. It enables them to become leaders in their communities, at a young age – it is often their first taste of volunteerism.

Since 1929, CAA Clubs have been operating the CAA School Safety Patrol Programs. Such programs operate in every province across Canada and rely on the efforts of tens of thousands of Grade 5 and 6 students, hundreds of teachers, and dozens of committed partners including police services.

The School Safety Patrol Programs provide students with valuable citizenship and leadership lessons and leave them with a lifelong appreciation of pedestrian safety.

CAA is proud of the School Safety Patrols’ excellent record which includes at least 100 cases in which a patroller saved a child’s life. We are committed to our School Safety Patrol Program and to its evolution to ensure that it continues to play a key role in keeping children safe in communities across Canada.

Almost 2 out of every 3 (64%) CAA Members say it is very or extremely important for CAA to be involved in providing training and support to school safety patrollers across the country.

**CAA Actions:**

**CAA Provides Leadership Opportunities to Patrollers** – CAA Clubs across Canada provide funding, equipment, human and educational resources to train nearly 100,000 School Safety Patrollers.

**CAA Rewards Leaders** – To celebrate the achievements of School Safety Patrollers, CAA Clubs hold special appreciation events inviting schools, community partners and patrollers in their region. Many Clubs reinforce this commitment by awarding leaders, patrollers and schools for their contribution to their communities. Some hold jamborees as a way to thank and reward them for the valuable work they do.
Research shows that nearly 80 per cent of Canadians continue to be very concerned about drinking and driving. CAA and its Member Clubs are dedicated to educating Canadians about the perils of impaired driving and how to avoid situations in which we and our loved ones get behind the wheel when we shouldn’t.

Statistics reveal that alcohol-related crashes account for about 28% of all motor vehicle fatalities (Traffic Injury Research Foundation, 2011). While the death toll from impaired driving has dropped in the last 25 years, in recent years, progress has stalled.

We believe it is important to work with governments to streamline and enhance legislation that deals with impaired drivers. In addition, police services must be encouraged to conduct consistent and sustained impaired driving enforcement to ensure maximum deterrent effect. Finally, government must ensure that offenders get the assistance they need to avoid re-offending.

56% of CAA Members somewhat or strongly support new federal laws allowing police to stop and administer random breathalyzer testing for alcohol while driving.

74% of CAA Members believe that the problem of impairment from drugs use while driving is of equal or more significance than impairment from drinking and driving.

CAA Actions:

CAA Educates Drivers – CAA Clubs across Canada conduct public awareness and education initiatives to support designated drivers and encourage drivers to abstain from drinking if planning to drive. One Club provides a mandatory education and counseling program to convicted impaired drivers; another supports high school Dry Grad programs.

CAA Uses Star Power – CAA has staged road safety events at the Montréal Grand Prix, involving Michael Schumacher and other celebrity drivers to bring media and public attention to important issues. The 2012 theme was “Impaired Driving – would you pass the test?”
CAA recognizes the environment is an important issue. With close to one vehicle for every two people, Canada has one of the highest ratios of car ownership in the world. Canadians depend on vehicles to support personal mobility and the economy, and to connect communities.

Our Members expect us to be a neutral source of information on how they can conserve energy and the environment. We pursue our commitment to environmentally-conscious, effective and efficient transportation through public education initiatives, products and services delivered through our roadside assistance and car repair networks, and through our many community programs and advocacy.

We actively pursue the introduction of greener car and road technologies with government and industry. At the same time, we know many of our Members have woven transit, bicycles and other modes of transportation into their lifestyles. Better engineered vehicles and roads, and the personal driving habits of motorists, all have a role to play and CAA is here to support them.
Over 6 in 10 (61%) support stringent new fuel efficiency standards for manufacturers that come into effect by 2016.

A majority of CAA Members (56%) are taking personal steps to reduce the environmental footprint of their driving.

CAA Supports:

- Public education and awareness campaigns that help motorists make more informed decisions about their vehicle purchases and transportation choices;

- Availability of a multi-modal transportation system that provides motorists with choices and options;

- Investment by the government, private sector, and auto industry in research and development related to advanced vehicle technologies such as fuel cell, hybrid and electric vehicles, and other technologies;

- Intelligent roads incorporating traffic and information management systems to optimize traffic flow and reduce congestion; and,

- Government programs that offer incentives to offset the current cost disadvantages of alternate vehicles, stimulate demand for such vehicles, and promote and accelerate the development and introduction of more fuel efficient vehicles.
Infrastructure As A Solution:

Better roads and highways also play a role in our environment and mitigate the environmental impact of motor vehicles.

Our National Highway System (NHS) is the backbone of Canada’s transportation system. It accounts for 3% of Canada’s 900,000 km of interconnected roads and highways, yet carries 25% of our nation’s traffic. Congestion and pollution arises from inadequate capacity, ad-hoc maintenance, and an out-of-date structure – all of which lead to reduced fuel efficiency, increased greenhouse gases, and other emissions.

Reducing congestion and improving the flow of traffic on the NHS would have a positive effect on the environment, including reducing fuel consumption by as much as 236 million litres each year.

Initiatives such as Intelligent Transportation Systems are among the solutions CAA supports.

CAA has launched many initiatives to reduce the impact of driving on the environment. Many of these are in partnership with government, industry and not-for-profit organizations.

With gas prices high and predicted to soar in the future, there are more reasons than ever for CAA to focus on fuel efficiency and the environment. We promote practical and economically feasible measures to conserve energy, reduce air pollution and reduce greenhouse gas emissions.
**CAA Actions:**

**Delivering Environmental Information to Members** – CAA launched an e-book called “Gas, Hybrid and Electric – what you need to know” to help educate Members about different and emerging technologies. This primer was written by two of Canada’s well-known automotive journalists and supported by Natural Resources Canada. This complemented CAA’s previous primer, developed in partnership with Pollution Probe and Natural Resources Canada, which offers Members eco-driving tips and strategies to reduce their environmental footprint.

**Providing Eco-Driving Tips** – CAA promotes fuel efficiency through simple eco-tips, available through videos, posters and promotional activities with partners, such as an eco-run rally of fuel-efficient vehicles held over three days with AJAC, the Automotive Journalists Association of Canada.

**Using Environmentally-Friendly Batteries** – CAA Clubs exclusively sell and install a high quality product manufactured with minimal impact on the environment. As an added bonus, we safely recycle old batteries.

**Educating Vehicle Buyers Through An Online Eco-Calculator** – CAA developed an easy-to-use web tool that allows consumers to calculate the financial and environmental costs of any recent-model vehicle, and compare it against other vehicle options.

**Helping Motorists Understand Costs Associated with Their Mobility Choice** – CAA has developed an online Driving Costs brochure which helps motorists understand costs associated with their motoring, including insurance, maintenance and purchase impact.

**Environmental Programs and Initiatives** – Several CAA Clubs also use Member participation in their environmental programs as a way to contribute to the environment, including partnerships with tree planting partners, in order to help offset GHG emissions. Programs include vehicle battery recycling drives, special car maintenance and servicing.

**Electric Vehicles** – CAA Clubs are preparing to service electric vehicles. We are committed to presenting consumers with neutral information about how electrics work, and their advantages and disadvantages, so Canadians can make informed decisions as these vehicles take up more space on our roads.
The mobility of our Members is of critical importance to CAA. Travel for business, recreation or other purposes is essential to maintaining quality of life and plays an important role in Canada’s economic prosperity.

SEEKING EVIDENCE

CAA bases its efforts on evidence. We monitor emerging issues with the potential to affect our Members and work to be aware of the latest research and innovations. We recognize the power of partnership and collaboration and seek out expert advice to ensure our efforts are on target. Regular polling of CAA Members through our Members Say surveys ensures that we benefit from their input.

Mobility is more than cars and trucks, roads and bridges. It is about a balanced and connected transportation system that also includes public transit, rail, and bike paths, all the ways people and goods move. It is about infrastructure that is designed and maintained to keep all road users safe. Mobility is also about ensuring road users have the knowledge and skills to be mobile on their own terms, maximizing convenience and safety.

CAA’s reputation has been built not only on advocacy but also on products and services, including roadside assistance, online and on paper TripTiks and maps, and smartphone apps for quick access to Member services.
4 out of 5 (81%) of Members believe CAA should be active in educating cyclists and motorists about the rules of the road, and how to get along better.

CAA Actions:

CAA Brings Road Users Together – Changing Lanes, a national symposium held in 2011, brought cyclists and drivers together to share best practices, establish the foundation for collaboration, and identify strategies to safely share the road.

Extending Services to Cyclists – Several CAA Clubs provide Roadside Assistance to bicyclists and in some jurisdictions, even use bicycles to deliver some services to Members on Roadside Assistance calls.
The continued mobility of aging drivers is one of our key priorities, as it has an impact on road users of any age. By 2026, one in every five Canadian drivers is expected to be over the age of 65.

CAA believes solutions are needed that fairly and adequately assess driver abilities to ensure that Canadians can drive as long as safely possible. We support education for senior drivers and their families that will help them recognize changing abilities and adapt driving practices appropriately. And when the time comes to stop driving, seniors must have access to alternate transportation options that permit them to be mobile on their own terms, preserving their independence and quality of life.

CAA Actions:

CAA Influences Decision Making about Older Driver Assessment – Global Perspectives, an international research symposium held in 2012, brought researchers, government licensing agencies, industry, and policy makers together to discuss and identify approaches to effectively assess older drivers.

CAA Educates Older Drivers and their Families – CAA provides a variety of resources for older drivers and their families to assist older drivers to drive as long as safely possible, including refresher courses and self assessment. Some CAA Clubs provide education sessions for individuals and families to ease the transition from driver to passenger including information relating to availability of alternate transportation options.

CAA Encourages Seniors’ Transportation Options – Some CAA Clubs have collaborated with partners to develop directory resources and guides for senior friendly services. Some include alternate transportation options to ensure seniors can remain mobile once they have stopped driving. In addition, CAA works with partners to influence government and other stakeholders of the need to effectively address regional and rural transportation gaps.

CAA Encourages Volunteer Drivers – One CAA Club recognizes and rewards the efforts of drivers in communities who volunteer their time to drive seniors who can no longer drive. Access to shopping, recreation, cultural events, and medical appointments are critical to maintaining independence and quality of life for seniors.

7 out of every 10 (70%) CAA Members say it is very or extremely important for CAA to be involved in providing information and advice to governments, seniors, and families about seniors driving issues.
Canada’s more than 900,000 kilometres of roads and highways are our chief movers of people, goods, and services. It is critical to our society, and our economy, for governments to place a high priority on keeping roadways safe and in good repair.

CAA has been and will continue to be one of Canada’s leading voices to encourage governments to engineer roads and highways we can rely on and that meet the needs of tomorrow. We believe the federal government has a crucial role to play in helping fund these expensive projects, while provinces and communities should be free to make the local infrastructure decisions that are right for them.

It’s not necessarily about more roads. It is about better roads that incorporate the latest engineering innovations, and about properly maintaining the ones we have. We know that better engineered roads are safer roads. The Council of Ministers Responsible for Transportation and Highway Safety has estimated that less traffic congestion and better highway and road conditions could save as many as 250 lives and reduce injuries by up to 16,000 each year.

**CAA Members say it is also important to very important that provinces and communities be able to tailor federal infrastructure funding to meet their individual needs (91%).**

CAA Members see stable, long-term funding as the most important element of any federal infrastructure plan. Over nine in ten (93%) rank this as important or very important.

Over half of CAA Members (53%) say the condition of roads and highways is declining in their part of Canada, while a very small number (14%) say they are improving.
CAA Actions:

CAA Ensures Federal Resources Are Committed to Infrastructure – CAA is actively engaged with key decision-makers and stakeholders to ensure the federal government creates a successor plan to the Building Canada Fund, which expires in 2012. CAA and its allies will advocate for stable, long-term funding that respects local needs.

CAA Salutes Landmark Infrastructure – CAA sponsored a coast-to-coast trek to commemorate the 50th anniversary of the Trans-Canada Highway (TCH) in 2012. Noted automotive journalist Mark Richardson will produce a coffee-table book as well as a daily blog about his trip and the TCH. CAA Clubs were in the forefront of lobbying for this key piece of Canadian road infrastructure.

CAA Advocates for Infrastructure Improvements Through Worst Roads Campaign – Many CAA Clubs conduct an annual Worst Roads campaign where thousands of Canadians voice their concerns about the safety, upkeep or design of roads in their communities. CAA representatives use the results to engage in a constructive dialogue with municipalities and provinces that often results in improvements. 18 out of 20 Ontario's recent worst roads have been or are scheduled to be repaired, for example.

CAA Commemorates the UN Decade for Road Action – CAA works with partners, including the Fédération Internationale de l’automobile and Transport Canada, to bring public attention to the important role of highway and road design in saving lives.

CAA Supports Next-Generation Transportation Solutions – CAA Clubs work with researchers examining technology that can help ease traffic congestion, for example through better monitoring and direction of traffic flow. These innovations have the potential to save fuel, speed up trips and mitigate some need for road expansion.
Our Members are motorists. They are travellers. They are home owners. Above all, they are consumers. That’s why CAA is committed to help Members make informed choices in the marketplace, whether it be vehicle, travel or insurance-related.

Our efforts focus on promoting transparency, competition, fair taxation, and more information for Members. We see ourselves as an honest broker, bringing together stakeholders and information to benefit our Members and the public more generally. From our numerous educational programs to our sustained efforts to press government and industry for improved legislation, CAA operates on the principle that Canadian consumers should be treated fairly and have choice.

CAA Clubs have been dedicated to Member value and transparency since the very start, and our consumer advocacy efforts reflect these core values. CAA Member Clubs work on consumer protection initiatives from coast-to-coast. CAA also produces numerous fact sheets and brochures on issues of interest to the driving public, and makes them available online and through Club retail outlets.

More than 9 of every 10 (92%) CAA Members think it is important CAA play a role in public advocacy issues like increasing awareness of consumer protection.
CAA Actions:

**Helping Consumers Calculate Driving Costs** – Driving is one of the largest expenses for most people and we want consumers to have the necessary tools to be able to understand the true cost of owning and operating a vehicle. That’s why CAA has updated its popular Driving Costs brochure, which is now online.

**Preventing Identity Theft** – To help combat this growing problem, some CAA Clubs hold annual personal document disposal events for Members to bring their personal documents to be shredded free of charge. Some Clubs partner with law enforcement to reduce other crimes like vehicle theft and home and commercial robbery by educating consumers about tips and common scams.

**Ensuring Fairness and Transparency in Auto Repair Bills** – Some Clubs have worked closely with their provincial government to provide advice on new regulations to ensure fairness and transparency in auto repair practices. Some provincial governments have used the successful CAA Approved Auto Repair Service (AARS) as a model for new consumer protection legislation.

**Providing Information About the Cost of Gasoline** – Motorists across Canada are feeling the crunch when it comes to a visit to the gas pump. CAA Clubs across Canada have developed an online tool to inform Members about the price of gas in their region, including historic trends.

**Educating Consumers About New Technology** – Electric vehicles are one new technology that consumers have many questions about. CAA Clubs has taken a lead role in educating consumers about the benefits and challenges to driving an electric vehicle in Canada’s often harsh climate.

**Providing Advice** – One CAA Club operates a highly successful Automotive and Residential Advisory Service, which provides accurate, unbiased advice to Members on topics such as buying or selling a vehicle or tires, energy efficiency, construction defects and government programs to aid home renovations.