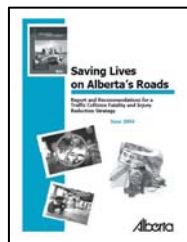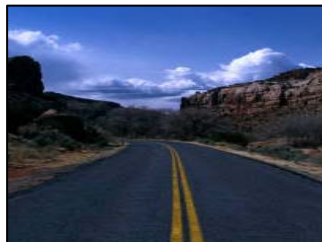# Alberta

Alberta Traffic Safety Plan

3-yr Action Plan (2007-2010)

Office of Traffic Safety
Transportation Safety Services Division
Alberta Infrastructure and Transportation

December 12, 2007

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1 Introduction

1.1 Alberta's Traffic Safety Plan: Saving Lives on Alberta's Roads

The Alberta government has taken on the challenge of improving traffic safety by moving ahead with a comprehensive, made-in-Alberta Traffic Safety Plan. The success of this plan will only be achieved through the continued efforts of many traffic safety stakeholders. It will be designed to engage individuals, communities, municipalities, and industry and stakeholder organizations as partners.

Alberta's Traffic Safety Plan: Saving Lives on Alberta's Roads **(TSP)** is a comprehensive strategy designed to reduce traffic-related deaths and injuries in the province. It outlines key initiatives to help prevent motor vehicle collisions, build safer roads, establish and enforce traffic laws, and better educate all Albertans about traffic safety.

The TSP was developed in response to the 2004 McDermid Report, "Saving Lives on Alberta's Roads: Report and Recommendations for a Traffic Collision Fatality and Injury Reduction Strategy." The McDermid Report was the result of an independent review of the government's traffic safety programs aimed at finding the most effective ways to change driver habits and reduce collisions.

The TSP supports Canada's national Road Safety Plan, Road Safety Vision 2010. The plan contains an overall ambitious, quantitative target, in addition to several sub-targets that focus on specific, critical areas of road safety. Given that responsibility for road safety is shared among several ministries and a variety of key public and private non-governmental agencies in the province of Alberta, coordinating efforts to improve road safety is very challenging. Major gains in collision reduction will result from a combination of focused safety improvements to the driving environment (*engineering*); targeted, focused and enhanced *enforcement* interventions, including an effective set of enforceable and appropriate traffic laws; and a combination of a variety of communication activities (Road User Education). Most of the targets in the TSP cannot be achieved without substantive behaviour change on the part of drivers, passengers and other road users. Experience and research has shown that a combination of enforcement, engineering and education is an effective, and in some cases, the best way to influence behaviour change.

1.2 The Office of Traffic Safety

The Office of Traffic Safety (OTS), established within Alberta Infrastructure and Transportation leads this multi-jurisdictional initiative to improve traffic safety in Alberta by reducing deaths and injuries due to motor vehicle collisions. The OTS will enhance collaboration among all traffic safety partners including law enforcement, education and engineering organizations to improve traffic safety.

The OTS reports functionally to the Deputy Minister and administratively to the Assistant Deputy Minister, Transportation Safety Services Division. As well, the OTS maintains relationships outside of the Department with other Ministries on a cross-Ministry basis, and with other partners and stakeholders in implementing the TSP. Staff within the OTS provides:

- Leadership and coordination;

- Effective communications;

- Community traffic safety;

- Public education and awareness;

- Research and evidence-based decisions;

- Coordinated and sustained enforcement;

- Legislation based on best practices; and

- Safety based engineering practices.

The mandate of the OTS is to establish a provincial mechanism to provide leadership, direction, coordination and evaluation of road safety initiatives in Alberta. The OTS will ensure that the Alberta Traffic Safety Plan is consistent and supports other significant Alberta strategies such as the Framework for a Healthy Alberta, Work Safe Alberta Initiative, Alberta Injury Control Strategy and the recommendations emerging from the Aboriginal Traffic Safety Summit.

1.3   Purpose

The next phase of the TSP is the development of **The Traffic Safety Action Plan** for 2007 to 2010. This plan identifies the activities to be undertaken in the short-term, over the next one to three years as well as support some of the government strategic objectives, specifically ***improve Albertans' quality of life*** and ***provide safe and secure communities***.

Embedded within the plan are the principles of **Community Mobilization**.

The purpose of the Traffic Safety Action Plan is:

- To ensure that all stakeholders work cooperatively to meet provincial targets;

- To identify intervention priorities, including legislative changes;

- To ensure that action items are focused on positive results;

- To identify implementation arrangements that maximizes effort;

- To identify the communication requirements at the provincial and local level;

- To establish other gaps and/or needs in education, surveillance, policy and infrastructure support (i.e. human, financial, information); and

- To establish a performance evaluation program that can indicate progress towards the identified targets.

1.4 Terms of Reference – Action Plans

The Terms of Reference are drawn from the approved TSP implementation plan to develop a detailed three-year action plan for specific initiatives, including:

- A detailed traffic safety action plan;

- A community mobilization plan; and

- An operational approach and delivery model design.

1.5 Guiding Principles

Road Safety Management Capacity

Safety management systems are undeniably complex, but their capacity can be readily reviewed across three best practice dimensions: their focus on **results**, the safety **interventions** in place and the overall **implementation** agreements.

Community Development and Mobilization Initiative

The Community Development and Mobilization Initiative is intended to empower the community, increase or facilitate community ownership, strengthen community action and co-ordination, and ensure healthy and safe environments. To this end the purpose of the community development and mobilization initiative will:

- Encourage and facilitate the development and implementation of sustainable community led initiatives to meet provincial targets;

- Foster coordination of traffic safety initiatives undertaken by other stakeholders, such as the law enforcement community, engineers, health, volunteers and a variety of community groups;

- Involve Aboriginal communities (First Nations and Métis) with the goal of strengthening community action and coordination;

- Educate community residents and road users about the importance of traffic safety issues;

- Identify and support existing partnerships that have been created in support of traffic safety initiatives;

- Develop and nurture further partnerships with schools, colleges, universities, health, and other organizations in the undertaking of traffic safety activities; and

- Include industry sectors as partners in traffic safety.

Corporate Mobilization

It is vital that industry and employers are provided with opportunities to enhance the safety of their employees, both on and off the job. This strategy applies to commercial fleets both rural and urban. This strategy will also include corporate messages and corporate challenges.

Partnerships

No one organization has either the resources or the mandate to undertake all traffic safety projects in a province or a community. Furthermore, because the scope of potential projects is diverse, it needs to be addressed by a wide range of stakeholders. Therefore it is important to work with and support existing community initiatives, as well as cooperatively develop new programs and initiatives. This requires a networking approach, promoting cooperation and resource sharing amongst stakeholders. Critical as well is establishment of a strong partnership with Aboriginal organizations – First Nations and Métis. Also, it will be vital to partner with the Oil and Gas Industry, who have already begun to promote their role as an important partner in saving lives on Alberta roads.

Traffic Safety Clients

For the purpose of this plan, traffic safety clients comprise the Premier, Minister and Deputy Minister, as well as other divisions within Alberta Infrastructure and Transportation.

Further clients include:

- MLAs
- Alberta Government departments / entities such as:
    o Transportation Safety Board
    o Alberta Alcohol and Drug Abuse Commission
    o Alberta Gaming and Liquor Commission
    o Service Alberta
    o Employment, Immigration and Industry
    o Health and Wellness
    o Municipal Affairs and Housing
    o Education
    o Agriculture and Food
    o Finance
    o Justice and Attorney General
    o Seniors and Community Supports
    o International, Intergovernmental and Aboriginal Relations
    o Solicitor General and Public Security.

- Other jurisdictions (including federal and municipal) and school boards
- Regional Health Authorities
- Aboriginal elders and leaders
- Safety-related organizations such as:
    - Alberta Motor Association
    - Alberta Motor Transport Association
    - Alberta Centre for Injury Control and Research
    - Alberta Medical Association
    - Mothers Against Drunk Driving (MADD)
    - Students Against Drinking and Driving (SADD)
    - Canadians for Responsible and Safe Highways (CRASH);
- Law enforcement and registry agencies;
- Insurance Bureau of Canada;
- Driving schools, driver examiners, third party contractors, intra-provincial rail users; and
- Commercial carriers, private vehicle users, cyclists, motorcyclists/off-road users, pedestrians, other road users, mechanics, maintenance shops, shippers and receivers.

Health promotion

The Framework for a Healthy Alberta builds on a foundation of initiatives developed by the Government of Alberta, which address health determinants – factors that affect public health. The framework includes a target that requires more Albertans take steps to prevent injury - particularly as a result of motor vehicle collisions. The support of Regional Health Units is implicit in most strategies.

Priorities

The targets are indeed aggressive. Therefore, it is vital that priorities be set. The application of some of the interventions for the sub-targets is at varying degrees of implementation and effectiveness. Some require more research, while others await substantial budgetary investments, i.e. major road safety engineering interventions. It is therefore recommended that in the first year of this plan one, significant resources, both human and financial focus on:

- Increasing the use of seat belts and child safety seats for all vehicle occupants;
- Implementing an effective speed management program; and
- Deterring, apprehending and convicting impaired drivers.

Data needs

Key to effectiveness in operationalizing this plan is the availability of collision data that is accurate, timely, comprehensive, consistent and current. The Traffic Safety Data Collection Project, which automates the collection of traffic safety data at the scene of an event, is currently being piloted. Once the pilot phase is completed, this project will be expanded with a goal towards full implementation. Actions will be based on evidence of best practice, nationally and internationally. Data will be used to: Identify traffic safety issues and devise countermeasures, implement and adjust coordinated Community Mobilization strategies, undertake cost/benefit analyses, prioritize high collision locations and corridors, develop targeted education and enforcement campaigns, develop safety performance functions, monitor and evaluate the effectiveness of improvements and respond to public complaints and media enquiries.

Communications

Effective communications is integral to the success of the Alberta Traffic Safety Action Plan. A strategic communication plan will be developed comprising two (2) distinct components. Firstly, a component will be designed for high-level decision makers, inside and outside government, such as politicians, educators, health professionals, media and other newsmakers about the importance of the Traffic Safety Plan. Secondly, an ongoing communications component will ensure that all Albertans are provided opportunities to be aware of important traffic safety issues.

Monitoring and Evaluation

Monitoring and evaluation of the performance of the Alberta Traffic Safety Plan is crucially important. Careful monitoring enables progress to be measured, enables under-performance to be identified and addressed, and identifies emerging problems. The Action Plan will include overall performance indicators to measure performance relative to overall targets and performance indicators for each of the sub-targets. Improved collection and interpretation of crash, behavioural and attitudinal data is needed to monitor the progress of the traffic safety plan.

Training needs in Changing Transportation

Changing economic, demographic, technological, and other factors are impacting the entire transportation sector. Among the most critical is the changing workforce - driven by retirements, high turnovers, competition for workers and new directions. These dynamics have impacts on the professional capacity of the transportation workforce, in terms of sustaining traditional knowledge and skills and acquiring new ones to meet the demands of changing transportation. This will need to be addressed in the Traffic Safety Action Plan.

1.6   Overall Target

- 30% reduction in number of people killed in traffic collisions
- 30% reduction in number of people seriously injured in traffic collisions

	Baseline 1996-2001	2002	2003	2004	2005	2006	Target 2008-2010
Fatalities	387	372	385	387	466	453	271
Seriously injured	2936	3462	3151	3285	3349	3812	2056
Fatalities per 100,000 population	11.9	12.2	12.1	14.3	13.4		
Fatalities per billion vehicle km	10.1	9.8	9.9	10.6	10.0		

1.7   Project Outputs

1.7.1   Part 1: 2007 - 08 Action Plan

- A detailed action plan for 2007-2008

1.7.2   Part 2: 2008 - 09 Action Plan

- A detailed action plan for 2008-2009

1.7.3   Part 3: 2009 - 10 Action Plan

- A detailed action plan for 2009-2010

1.8   Scope of Work

1.8.1   Government strategic objectives

Premier Stelmach has identified five priorities for government:

- Governing with integrity and transparency
- Managing growth pressures
- Improving Albertans' quality of life
- Building a stronger Alberta
- Providing safe and secure communities

To implement these priorities, specific ministry priorities have been identified and set out in the Minister Mandate letters

1.8.2   Ministerial Mandate

Included in the specific priorities for the Minister of Infrastructure and Transportation is a charge to:

- Implement a provincial Traffic Safety Plan to reduce the number of collisions on Alberta roads.

2   Three Year Action Plan

2.1   Overall Plan

- Establish a mechanism for leadership and coordination, vis-à-vis the Office of Traffic Safety (OTS). The OTS, championed by Alberta Infrastructure and Transportation, will coordinate the work of the internal and external stakeholders as well as closely link to the departments of Solicitor General and Public Security, Justice and Attorney General, Health and Wellness and other provincial government departments.

- Ensure strong partnerships are maintained and enhanced, particularly among law enforcement (including a supportive legislative framework for traffic safety laws), education, engineering, health and other community stakeholders.

- Establish the Alberta Traffic Safety Enforcement Committee that will include representation from the RCMP, Municipal Police, Commercial Vehicle Enforcement and the Solicitor General, Alberta Sheriff Highway Patrol to ensure consistency and an integrated approach to formal Selected Traffic Enforcement Programs (STEP).

- Increase and improve coordination among stakeholders for enforcement operations with targeted communication and education activities.

- Include a traffic safety plan or initiative addressing the Aboriginal community (First Nation and Métis). Five of the 16 Regional Traffic Safety Coordinators will assist Aboriginal communities in addressing traffic safety issues in their communities.

- Expand the community education program since positive changes in road safety behaviour occur at the community level.

- Increase resources for enforcement activities, through the Alberta Sheriff Highway Patrol program, that will be used to address targeted traffic safety programs throughout the province.

- Implement targeted efforts to ensure all overdue traffic-related fines are paid, with the goal to promote increased compliance with rules of the road and provide Albertans with safe and secure communities.

- Create a performance management framework and scorecard that will ensure consistent and targeted focus on appropriate interventions.

2.2 Underlying Strategies

TSP Team Focus

Program Management	• Establish 3 yr Traffic Safety Action Plan and subsequent annual action plans • Develop electronic support system • Establish engineering committee • Establish enforcement committee • Develop strategic enforcement plan • Establish communications committee • Develop strategic communication plan
Data Collection and Analysis The collection of consistent, accurate, comprehensive and timely data is fundamental to the success of the Traffic Safety Action Plan. Data is an underlying requirement that ensures decision-makers act with greater confidence.	• Development of consistent business rules for better sharing of data between the province and other levels of government • Continue to develop the business and system changes required for an electronic traffic safety data collection tool (Implementation of an electronic data collection tool for use by Alberta law enforcement agencies would provide accurate, timely information to assess progress quickly and adjust or implement new traffic safety programs in a proactive manner).
Driver Programs and Licensing Standards	**Driver licensing enhancements:** • Review and enhance the Driver Examination Model • Improve the knowledge test standards for all classes, including the pool of knowledge test questions in all license classes • Introduce on-road tests for motorcycle riders • Implement enhanced elements to the national driver licensing reciprocity agreement, including the Canadian Driver Licence Agreement **Driver Education** • Review and publish new materials for the Airbrake Program and School Bus Driver Improvement Program • Introduce training accreditation of drivers of Extended Length Vehicles **Class 5** • Introduce standardization of the in-car portion of driver training • Review and improve the content and delivery standards for the in-class curriculum guide • Continue with ongoing research, particularly best practice, in the way basic training is delivered • Explore the effectiveness of training technology such as interactive internet capabilities and simulators

TSP Team Focus

Professional drivers

- Continue to monitor best practice in the licensing of professional drivers

- Implement courses for drivers such as the Professional Drivers Course (Pilot program) at Red Deer College, which have been developed in partnership with the Transportation Development and Training Association. This association was developed to provide training to commercial drivers and other persons in the industry

- Development of a professional driver profile containing all NSC and "moving" violations for each Alberta registered professional driver

- Provide carriers with a complete record of driver infractions when making hiring decisions.

Driver Fitness and Monitoring

Monitoring of drivers

- Ensure driving privileges are maintained in accordance with the provisions of the Criminal Code (Canada), National Safety Code, national licensing agreements and relevant Alberta acts and regulations

- Continue to enforce programs related to Operator License suspensions, court imposed driving prohibitions, medical conditions, demerit points, criminal convictions, overdue traffic fines, motor vehicle accident judgements and administrative programs.

- Establish performance thresholds to identify high risk drivers and continue ongoing monitoring and sanctioning of such drivers

Driver fitness

- Continue to make decisions related to driver fitness and the privilege to drive

- Maintain the Medical Review Committee for advice on individual medical conditions that may affect a person's ability to safely operate a motor vehicle and when determining fitness to drive in accordance with national medical guidelines

- Review the existing Vision Screening program and process

- Enhance the existing system development for Driver Medicals

TSP Team Focus

Vehicle Safety Programs	**Vehicle Inspection programs**
	• Continue to monitor vehicle safety standards
	• Continue to licence and monitor private sector inspection stations that provide provincial safety inspection services
	• Continue to conduct mandatory inspections of Out of Province vehicles and vehicles that have been "written off"
Research	**National and international "good" practice**
	• All departments will undertake research into national and international good practice to determine the potential effectiveness in Alberta
	• Establish research and data committee
	• Develop strategic research plan
	• Establish monitoring and evaluation plan
Community Mobilization	**Community Mobilization**
	• Create comprehensive community mobilization strategy
	• Implement community mobilization strategies within Alberta
	• Coordinate the development and alignment of regional traffic safety action plans with the Alberta Traffic Safety Action Plan
	• Identify regional traffic safety stakeholders
	• Evaluate community-based traffic safety initiatives and programs
	Regional Traffic Safety Coordinators
	• Establish 11 Regional Traffic Safety Coordinators in 9 geographic regions
	• Establish 5 Regional Traffic Safety Coordinators in aboriginal communities
	• Coordinate activities of regional traffic safety coordinators
	• Create traffic safety networks at the community level
	Aboriginal communities
	• In consultation with leaders and elders in Aboriginal communities, implement targeted strategies to reduce rates of traffic collisions, injuries and fatalities among Aboriginal people.
	• Establish and maintain regular meetings with key contacts from Urban Aboriginal Coalitions / Métis Nation / Métis settlements / First Nations / International, Intergovernmental and Aboriginal Relations

2.3 Sub-Targets

TSP Team Focus

Unbelted occupants and occupant restraints

Target

- 95% seatbelt wearing and proper use of appropriate child restraints by all motor vehicle occupants

- 40% decrease in the number of fatalities involving unbelted occupants

96-01	02	03	04	05	06	Target 08-10
118	104	100	116	105	115	71

- 40% decrease in the number of serious injuries involving unbelted occupants

96-01	02	03	04	05	06	Target 08-10
566	494	463	388	381	382	340

Seat Belt/ Child Restraint Wearing Survey

- Conduct annual seat belt/child restraint wearing surveys

Education/Community Mobilization/Marketing

- Develop strategic plan for AORP (Alberta Occupant Restraint Program)

- Continue sustained public education efforts regarding child safety seats including the importance of booster seats for children who have outgrown a child safety seat, in addition to school programs to educate children themselves

- Continue education and enforcement activities for all Albertans with additional target focus in geographic locations that are high risk

- Continue to hold clinics in communities that ensure the correct installation of child safety seats

- Promote the importance of seatbelt/ignition interlock devices

Legislation

- Promote introduction of demerit points for non-use and misuse of seat belts and child safety seats

- Review and recommend booster seat legislation

- Review and eliminate all exemptions for the non-use of seat belts and child safety seats

- Educate the judiciary on the risks and consequences of not using appropriate occupant restraints.

Enforcement/ Awareness

- Conduct STEP campaigns across law enforcement jurisdictions promoting the use of seat belts and child safety seats

- Support 'Option 4' programs where appropriate ("Option 4" gives a person an option to attend an education program, and the ticket is subsequently dismissed).

TSP Team Focus

Impaired driving : under the influence of alcohol and other drugs

Target

- 40% decrease in the percentage of road users killed in crashes involving drinking drivers

96-01	02	03	04	05	06	Target 08-10
107	91	111	106	105	127	65

- 40% decrease in the percentage of road users seriously injured in crashes involving drinking drivers

96-01	02	03	04	05	06	Target 08-10
619	627	550	584	595	658	372

Education/Community Mobilization/Marketing

- Continue to educate law enforcement agencies, justice departments and the judiciary on the nature and management of drinking and driving and its consequences

- Maintain and enhance awareness programs in schools from an early stage (kindergarten through Grade 12), utilizing such resources as MADD and SADD

- Highlight the costs associated with drinking and driving and inform the public and elected officials of the findings

- Target/personalize educational campaigns for different audiences, particularly young males

- Continue to promote transportation alternatives to drivers who have consumed alcohol

- Review the outcomes of the PARTY program (Prevent Alcohol and Risk-Related Trauma in Youth).

Enforcement (Role of Policing)

- Develop annual enforcement calendar

- Undertake at least 2 joint forces CHECKSTOP programs yearly

- Streamline procedures for drinking drivers

- Encourage police to lay more criminal code charges

- Continue to lobby for increased law enforcement resources

Policy/Legislation

Review and recommend amendments to:

- Record administrative license suspensions on the driver record

- Make field sobriety test refusal an offence

- Introduction of administrative license suspensions at the .05 BAC level

- Introduce escalating BAC sanctions

- Reduce the BAC thresholds for multiple offenders

- Use technological innovations for enforcement

- Expand Alberta's alcohol ignition interlock program

- Develop and support policies that encourage demonstration of responsible host behaviour at provincial social activities.

Treatment services for Impaired drivers

- Strengthen mandatory assessment and rehabilitation programs and ensure that drivers directed to such programs in fact have attended.

Linkages to other agencies

- Encourage and strengthen linkages with other agencies and stakeholders, such as MADD/SADD
- Strengthen mandatory assessment and rehabilitation programs.

Community based initiatives

- Revisit and establish Impaired Driving Strategic Plan
- Actively support "safe ride home" strategies to discourage drinking and driving at sports events and other special event venues
- Support the implementation and expansion of the Curb the Danger pilot project conducted by the Edmonton Police Service in 2006
- Review, develop and promote a "server intervention" program.

While the focus of this target is on drinking and driving, there are a number of other issues related to the overall problem of impaired driving. These are:

- Impairment by drugs
- Impairment by fatigue
- Impaired drivers operating vehicles off the highway
- Impairment due to driver distraction

These are certainly recognized as contributing factors to collisions. However, more research needs to be undertaken on these issues not only in terms of the magnitude, but also in terms of defining effective and successful countermeasures.

Nevertheless, the top priority in this field, over the next four years, is the battle against drinking and driving.

TSP Team Focus

Speed related crashes

Target

- 20% decrease in the number of road users killed in speed related crashes

96-01	02	03	04	05	06	Target 08-10
95	88	120	101	114	124	76

- 20% decrease in the number of road users seriously injured in speed related crashes

96-01	02	03	04	05	06	Target 08-10
598	717	651	722	722	787	478

Research

- Continue to survey the public about their perception of speed
- Develop a profile of the target group to ensure that our interventions and public awareness efforts are appropriately targeted
- Develop a mechanism for identifying high risk locations and segments of roadways
- Identify top priority high collision locations (corridors)
- Undertake research into optimal levels of speed enforcement.

Education/Community Mobilization/Marketing

- Ensure that links between the educational system and road safety agencies are maintained to ensure that lifelong messages are integrated
- Share best cross-jurisdictional practices for speed educational and awareness activities. This includes reviewing best practices internationally
- Investigate the use of Driver Feedback Message (Speed Readout) signs and their use by volunteer community groups
- Coordinate public education and awareness activities with enforcement programs to maximize the perceived risk of apprehension.

Engineering

- Develop a mechanism to ensure that safety considerations are evident during all reviews of roadway speed limits
- Support engineering practices geared toward traffic calming, such as the installation of roundabouts
- Introduce electronic speed reader display boards to raise awareness of speeds in lower speed limit zones such as around schools, supported by an education and awareness strategy
- Introduce variable speed limit systems and message signs to reduce speed limits based on specific criteria (poor roads, weather or traffic conditions)
- Develop road infrastructure/standards and protocols for the use of enforcement technology (i.e. photo radar) to ensure that its use is perceived as safety related
- Consolidate and share best cross-jurisdictional practices for speed related road infrastructure/standards.

Enforcement

- Use data and intelligence to develop enforcement plans with law enforcement stakeholders
- Implement integrated enforcement plans to emphasize high risk locations and target offenders
- Initiate speed related STEP campaigns in conjunction with community stakeholders
- Consolidate and share best practices for speed related enforcement activities
- Consider the expansion of the photo enforcement program
- Consider the use of photo radar specifically to reduce speeds at and through construction zones

TSP Team Focus

Intersection related crashes

Target

- 20% decrease in the number of road users killed in intersection related crashes

96-01	02	03	04	05	06	Target 08-10
82	83	71	91	79	91	66

- 20% decrease in the number of road users seriously injured in intersection related crashes

96-01	02	03	04	05	06	Target 08-10
846	1059	862	946	923	1123	677

Research

- Develop a mechanism for identifying locations that are high risk intersections
- Engage all road authorities in the adoption and consistent application of Road Safety Audits and In-Service Road Safety Reviews
- Research, identify and utilize appropriate technology to develop and support optimal intersection safety.

Education/Community Mobilization/Marketing

- Ensure that links between the educational system and road safety agencies are maintained to ensure that lifelong messages are integrated
- Share best cross-jurisdictional practices for speed educational and awareness activities. This includes reviewing best practices internationally.

Engineering

- Continue to modify or change road configuration to improve traffic safety, for example, installation of roundabouts at appropriate sites
- Identify potential improvements for the top signalized intersection locations with higher than expected collision patterns
- Review high collision locations annually for potential collision reduction through cost effective interventions
- Continue to identify effective countermeasures for collisions at rural intersections. This might include grade separation, staggering cross intersections, installation of traffic signals or roundabouts, increasing sight distance, signing, pavement markings, delineation, channelization and lighting
- Consider 'Dynamic Warning Signs' at extremely high collision sites.

Legislation

- Introduce Intersection Safety Cameras (speed) legislation for use at High Collision Intersections

Enforcement

- Expand the Intersection Safety Camera (red light) program where appropriate and ensure consistent/uniform application
- Introduce Intersection Safety Cameras (speed) technology for use at High Collision Intersections
- Dedicate more traffic enforcement personnel to Intersection Safety Camera locations, and other intersection violations

TSP Team Focus

Rural roads (and provincial highways)

Target

- 40% decrease in the number of road users killed on rural roads

96-01	02	03	04	05	06	Target 08-10
294	273	269	273	343	317	177

- 40% decrease in the number of road users seriously injured on rural roads

96-01	02	03	04	05	06	Target 08-10
1623	1777	1631	1664	1683	1799	974

Surveillance

- Continue with accurately recording locations of collisions on rural roads, including the expanded use of GPS and GIS. This would be accomplished by the implementation of the electronic traffic safety data collection tool outlined under Enforcement for "Intersection related crashes".

Research

- Identify and study high collision locations and high collision segments
- Identify and develop strategies to manage vehicle-wildlife conflicts, including the emerging use of advanced ITS technologies.

Engineering

- Use the Collision Information Application to undertake "network screening" that identifies "grey spots" and "black spots" for engineering analysis
- Introduce measures that reduce:
    - Single-vehicle crashes, such as run-off-road crashes and hitting a fixed object, and
    - Multi-vehicle crashes, such as head-on, rear-end and sideswipe crashes.
- Consider cost effective solutions at appropriate locations that address access management, improve the lighting at rural intersections and develop a policy on passing lanes
- Creation of safety rest areas in strategic locations to assist in fatigue management.

Education/Community Mobilization/Marketing

- Coordinate public education and awareness activity with enforcement programs to maximize the perceived risk of apprehension. Specific focus should be on seat-belt usage, speed and aggressive driving and impaired driving.

Speed management program

- Ensure there is a uniform application of speed limits for similar conditions
- Consider introduction of variable message signs and dynamic message signs in the form of active speed warning signs
- Consider introduction of 'low cost perceptual countermeasure treatments' that can bring about an unobtrusive change in speed behaviour. These would be most effective at hazardous locations such as curves and intersections and they include: transverse lines, lane edge and median treatments, chevrons and enhanced post spacing
- The use of seasonal speed limits should be investigated.

Railway crossings

- Encourage and strengthen linkages to other agencies and stakeholders such as Operation Lifesaver and Direction 2006 (to be re-named)
- Ensure compliance with federal and provincial rail safety standards for crossing Provincially regulated railways

Intelligent transportation system measures

- The use of a variety of ITS measures should be studied, and if appropriate installed. These include
  - o Variable message signs,
  - o Dynamic message signs for rural intersections,
  - o Real-time weather information systems and
  - o Wildlife detection technology
  - o Automated Vehicle Identification to support safe commercial vehicle operators

Trauma management system

- The Fire Service and Ambulance Paramedics should be involved as partners in provincial and regional traffic safety plans
- Support initiatives that lead to prompt response from emergency services to reduce the severity of the crash

Rural/Urban transition

- Include studies of rural roads within the "urban" environment
- Develop a strategy that addresses rural/urban transition in small communities
- Develop strategies that target the identification and mitigation of conflicts for those rural/urban interface roads that serve regional and urban development

TSP Team Focus

Commercial vehicle crashes

Target

- 20% decrease in the number of road users killed in crashes involving commercial vehicles

96-01	02	03	04	05	06	Target 08-10
93	76	105	109	106	106	74

- 20% decrease in the number of road users seriously injured in crashes involving commercial vehicles

96-01	02	03	04	05	06	Target 08-10
349	414	416	414	497	528	279

In addition to those collisions involving commercial vehicles, it is also important that other work-related motor vehicle incidents are addressed

National Safety Rating System

- Continue to monitor all NSC (National Safety Code) carriers for compliance application with safety laws
- Continue to review, at least monthly, each carrier's history for convictions, Commercial Vehicle Safety Alliance (CVSA) inspections and collisions
- Continue to provide training to all certified CVSA inspectors in Alberta through Lethbridge College.

Hours of Service Regime

- Continue to enforce the new Federal Commercial Vehicle Drivers Hours of Service Regulation based the national implementation strategy
- Implement Alberta's provincial regulations

Load securement

- Continue to enforce Alberta's cargo securement regulation (NSC Standard 10).

NSC Threshold

- Continue to harmonize and enforce Alberta's NSC truck weight threshold (11,794kg.)
- Continue to press for the national threshold to be raised to 11,794kg.

Transportation Engineering

- In conjunction with related industry segments, continue the development of standards and preferred practices for the safe movement of oversize loads.

Trip Inspection

- Continue to monitor the current legislation and review and recommend new regulations that require inspections to be documented and records to be maintained by carriers
- Develop and introduce new regulations calling for WRITTEN pre and post trip inspections

Education/Community Mobilization/Marketing

- Continue educating carriers, drivers and enforcement personnel on new legislation
- Continue to educate and train industry and enforcement personnel on the new federal Commercial Vehicle Driver's Hours of Service Regulations that came into effect on January 1, 2007
- Implement and manage the newly revamped Partners in Compliance (PIC) program. PIC is a premier carrier program; carriers in PIC must demonstrate a high level of safety and regulatory compliance
- Continue with the installation of a pre-clearance system for PIC carriers at selected Vehicle Inspection Stations
- Continue to work with partners to address and develop safety programs and information.

Dangerous goods

- Promote public safety in the road transport of dangerous goods
- Ensure on-road compliance with provincial and federal dangerous goods legislation
- Provide 24-hour information line for shippers, carriers and law enforcement agencies to assist in compliance with transportation of dangerous goods legislation

Enforcement

- Continue to lay charges and issue out of service declarations for the most serious offences
- Assist personnel in their enforcement of moving violations, such as speed and aggressive driving, wearing seat belts and driving sober
- Ensure adherence to commercial driver licence standards
- Purchase and deploy infrared brake and vehicle safety identification technology.

Legislation/Regulation

- Continue to implement the new commercial vehicle inspection regulation, develop, and introduce the commercial vehicle safety regulations.

Fatigue management

- Investigate best practices with respect to effective fatigue management strategies and develop a strategic direction for Alberta.

Road safety at work

- Industry, labour and government are sharing the leadership role and working collaboratively in advancing occupational road safety by developing and implementing strategies based on five themes:

Effective practices

- Publish best/effective practices for occupational road safety that cover items such as: fatigue management, road user behaviour and condition, vehicle safety including inspections and maintenance and fleet safety.

Training, education, awareness and culture

- Make available driver education and training programs
- Promote enhanced safety for road construction workers
- Explore the feasibility in implementing the "Share the Road" campaign.
- **Legislation, enforcement, policy and accountability**
- Work with high-incident industries, targeting high-risk behaviours.

Research

- Explore linkages and establish common data sets between occupational road safety data and public road safety data to better understand risk factors.

Labour force development

- Identify strategies to increase the number of qualified truck drivers in Alberta.

(For a comprehensive look at all the strategies, visit Work Safe Alberta's Road Safety at Work Strategic Plan – Feb. 2006)

TSP Team Focus

Young drivers/riders

Target

- 20% decrease in the number of young drivers/riders (16 to 19 year olds) killed in crashes

96-01	02	03	04	05	06	Target 08-10
24	21	29	19	23	26	19

- 20% decrease in the number of young drivers/riders (16 to 19 year olds) seriously injured in crashes

96-01	02	03	04	05	06	Target 08-10
213	248	197	218	198	232	170

Graduated driver licensing

- Enhance Alberta's GDL program based on an examination of existing research and best practice including night-time and peer-age passenger restrictions and consider research regarding the prohibition of wireless communication devices for new and young drivers

Enforcement/Awareness

- Develop enforcement and public awareness campaigns targeting youth that focuses on the dangers and consequences to young drivers and others of driving at unsafe speeds, drinking and driving and non-use of seat belts.

Legislation

- Based on best practices, confirmed by research, strive to improve Alberta's graduated driver licensing program.

Education/Community Mobilization/Marketing

- Conduct awareness-raising events at high schools that focus on the perils of drinking and driving particularly around graduation time and support SADD initiatives
- Review the outcomes of the PARTY program (Prevent Alcohol and Risk-Related Trauma in Youth)
- Parental involvement and education strategies will be encouraged to increase their knowledge of the risk
- Continue to develop "Getting into Gear" for Grade 9 students to inform them about GDL and the risks associated with driving and the "Geared to Go" program for parents and driving coaches
- Build the Department's traffic safety lifelong learning approach by developing specific programs for high school and post secondary schools

TSP Team Focus

Vulnerable road users

Target

- 30% decrease in the number of fatalities involving vulnerable road users (pedestrians, motorcyclists and cyclists)

96-01	02	03	04	05	06	Target 08-10
57	70	53	81	75	73	40

- 30% decrease in the number of serious injuries involving vulnerable road users (pedestrians, motorcyclists and cyclists)

96-01	02	03	04	05	06	Target 08-10
439	455	512	565	590	684	307

Research and review

- Bicycle and off-highway vehicle helmet usage rates
- The crash profiles of vulnerable road users
- Crashes involving motorcyclists, including their perceptions of vulnerability and risk
- The scope of the problem of impaired pedestrians.

Education/Community Mobilization/Marketing

- Undertake public awareness campaigns for all road users on the need to "share the road"
- Introduce campaigns promoting bicycle helmet use, cycling rules, safety tips and safer routes for cyclists
- Develop and promote programs for new motorcyclists
- Undertake presentations on pedestrian safety targeting both the elderly and young children.

Enforcement

- Enforcement campaigns should address all road users, reminding each road user of their respective responsibilities

Road Infrastructure/Standards

- Undertake safety audits of intersections to identify existing and potential safety issues, particularly with regard to cyclists and pedestrians
- Ensure that vulnerable road users are considered in new developments
- Encourage the installation of audible indicators on traffic signals at selected locations
- Implement a more rigorous on-road motorcycle test.

Legislation

- Seek legislation for the use of helmets for bicycle and off highway vehicle users for all age groups.

All Terrain Vehicles

- The scope of collisions involving ATVs will be reviewed and appropriate (and focused) programs developed and implemented

TSP Team Focus

High risk and medically unfit drivers

Target

- 20% decrease in the number of fatalities or serious injuries in crashes involving high risk drivers

(Baseline to be established)

High Risk Drivers are defined as those who:

- **Have been involved in three or more distinct events (a traffic violation, a first impaired driving Criminal Code conviction or a collision) within a two year period; or**

- **A driver convicted of a first offence for refusal to provide a breath sample; or**

- **Having two or more Criminal Code convictions within a five-year period (including driving while prohibited or disqualified).**

(Road Safety Vision 2010 – *2005 Annual Report***)**

As well, extensive literature shows that drivers, who have diabetes, sleep disorders, organic brain disorders, mental illness, chronic physical illness and vision problems have a higher risk of collisions.

The immediate priority is to research the extent of the problem in Alberta and gather best practice information on effective programs from around the world.

Policy elements

- Investigate early intervention techniques for high risk drivers

- Develop a better understanding of how certain diseases and conditions impact driving ability

- Develop potential ways to minimize risks among affected individuals

- Enable Registrar directed appearance before the Transportation Safety Board for high risk drivers

TSP Team Focus

Aging drivers

Target

- A decrease in the number of fatalities and serious injuries involving aging drivers (exact number still to be determined)

A decrease in the number of fatalities and serious injuries involving aging drivers (exact number still to be determined)

Policy Elements

- Develop an Alberta Aging Driver Strategy, based upon consultation with stakeholders, that provides a framework that encourages coordination between those agencies and stakeholders who support this expanding driver population with existing and evolving programs and services

- Implement engineering standards for aging drivers in Alberta (these design standards were developed in Alberta and have been accepted nationally)

- Develop and implement a strategy that provides information to older drivers and their family members on medical conditions that can affect safe driving

- Respond to education opportunities for driving including awareness around medical issues, specific medical conditions, self-declaration and assessing driving behaviours.

TSP Team Focus

Implementation plan

In developing the implementation plan, we need to ask ourselves two questions:

- Do we currently have the *capacity* to deliver on the action items? If not, it is important that we use this document as a foundation for future resource needs, whether that is budget or personnel resources
- Do we have the *capability* to deliver on the action items? Do we have the trained resources, or do we need to develop them?

As has been stressed throughout this document we are striving for a plan that is based on partnerships and stakeholder involvement. The attached chart has a column on "responsibilities" – we need to clearly identify who is responsible and accountable for the outcomes of the action items.

It is unrealistic to expect that all these action items can be implemented at once. The timing column should be used to identify at what stage over the next 3 years that specific actions will be undertaken. Some actions, such as research or legislative changes may need some preparatory work undertaken early in the project but may not be completed until further in the project.

3   Next Steps

3.1   2007- 08 Detailed Action Plan Development

- o Approval of Underlying Strategies
- o Development of task groups
- o Detailed 2007-08 action plan preparation including
    - • Strategies to be deployed
    - • Resources required
    - • Risk analysis / mitigation
    - • Capacity planning and timing
    - • Deployment approach
- o Approval of 2007-08 Action Plan
- o Implement 2007-08 Action Plan
- o Provide wide public distribution of the Traffic Safety Action Plan

3.2   2008-09 and 2009-10 Action Plan Development

Preparation of the year 2 and year 3 action plans will follow a similar approach to the 2007- 08 Action Plan.

3.3   Basic Process Map
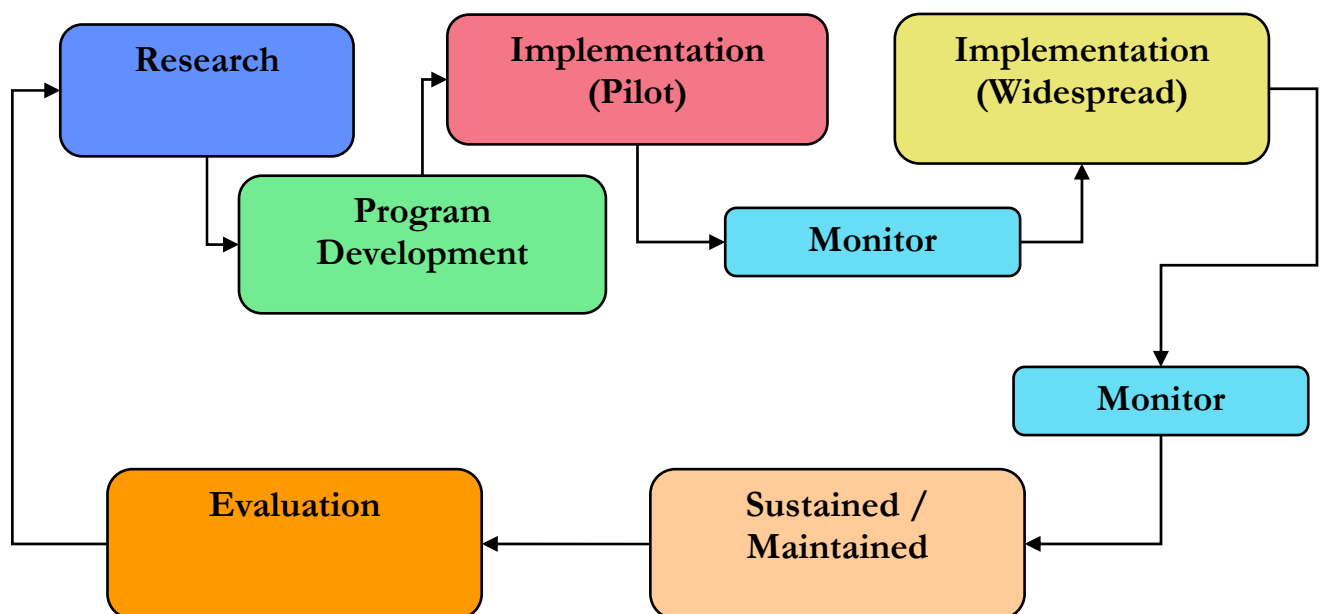
3.4 Project Organisation

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│         Traffic Safety Plan Ministers' Steering Committee    │
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┌────────────────────────────────────────────────────────────┐
│                     Traffic Safety Plan                      │
│         Deputy Ministers' Coordination Committee             │
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│         Traffic Safety Plan Advisory/Working                 │
│                      Committee                               │
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Occupant Restraint   Impaired Driving   Speed / Intersection   Research & Data   Communications

Enforcement   Community Mobilization
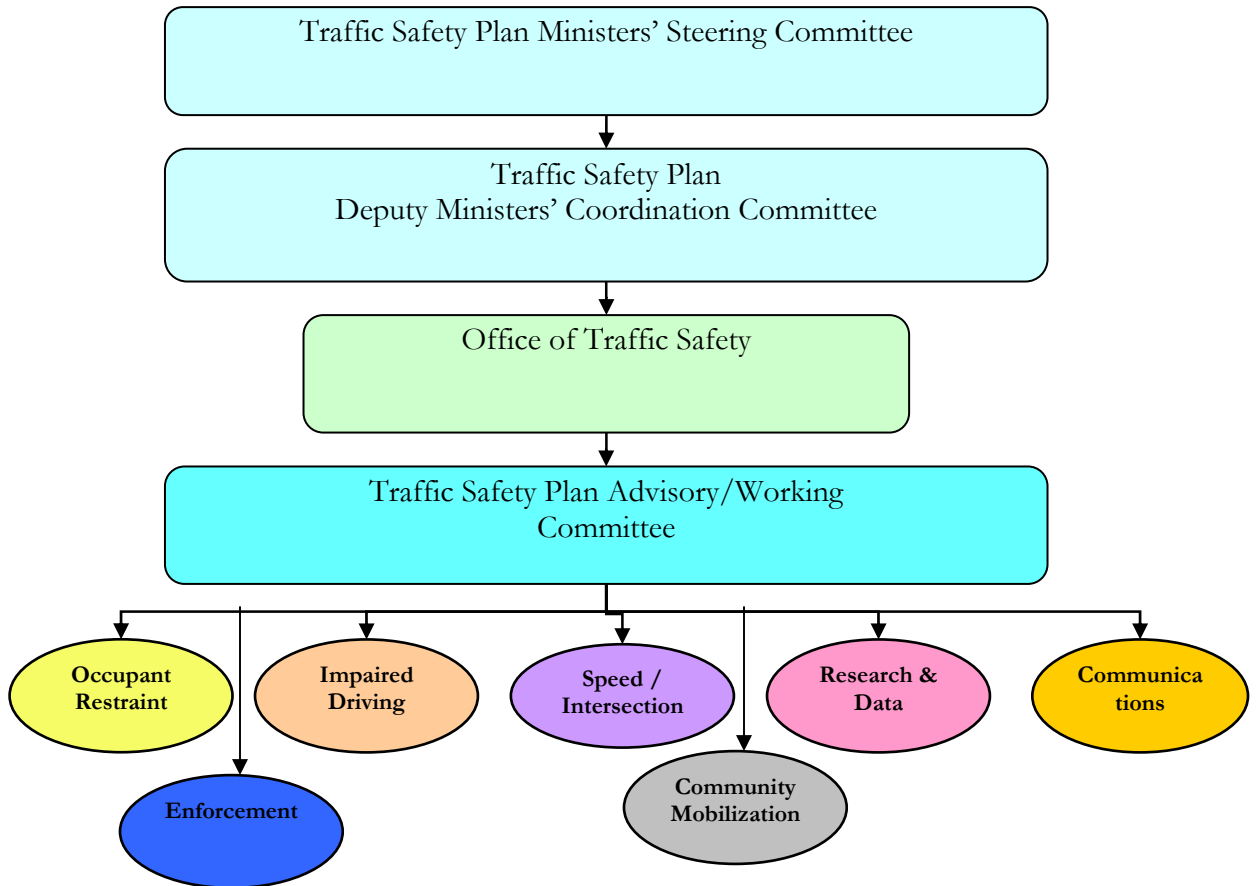
4   2007-08 Current Priority Strategies

Action plan framework	Start Date	End Date
o Finalize 3 yr Traffic Safety Action Plan and annual action plans	1 Sep 2007	31 Mar 2008
o Establish research and data committee	1 Oct 2007	31 Oct 2007
o Develop strategic research plan.	15 Nov 2007	31 Mar 2008
o Establish monitoring and evaluation plan	1 Oct 2007	31 Mar 2008
o Develop *enforcement* strategic plan	1 Nov 2007	31 Mar 2008

Immediate action steps		
Drinking and driving:		
o Establish costs associated with drinking and driving	15 Jan 2008	28 Feb 2008
o Record Administrative Licence Suspensions on driver record	15 Oct 2007	31 Jan 2008
o Develop enforcement strategic plans and annual enforcement activity calendar	1 Dec 2007	31 Mar 2008
o Expand Alberta's Ignition Interlock Program	1 Sep 2007	31 Mar 2008
Seat belts/Occupant restraints		
o Develop strategic plan for AORP and STEP campaigns for 2008	1 Dec 2007	31 Mar 2008
o Develop STEP campaigns for seat belt infractions	1 Jan 2008	31 Jan 2008
o Prepare proposed legislation for demerit points for non use of seat belts	15 Feb 2008	31 Mar 2008
Speed and Intersection Safety:		
o Undertake research into optimal levels of speed enforcement	1 Jan 2008	31 Mar 2008
o Establish engineering committee	1 Oct 2007	31 Jan 2008
o Identify top priority High Collision Locations	1 Dec 2007	31 Dec 2007
o Introduce Speed on Green legislation	1 Dec 2007	31 Jan 2008
Community Mobilization:		
o Establish 11 Regional Traffic Safety Coordinators (RTSCs) in 9 Health Authority regions	1 Sep 2007	31 Mar 2008
o Establish 5 Regional Traffic Safety Coordinators (RTSCs) in Aboriginal Communities	1 Sep 2007	31 Mar 2008

	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08
Action plan framework							
Finalize 3 yr Traffic Safety Action Plan and annual action plans	■	■	■	■	■	■	■
Establish research and data committee		■					
Develop strategic research plan.			■	■	■	■	■
Establish monitoring and evaluation plan		■	■	■	■	■	■
Develop *enforcement* strategic plan			■	■	■	■	■
Immediate action steps							
Drinking and driving							
Establish costs associated with drinking and driving					■	■	
Record Administrative Licence Suspensions on driver record		■	■	■	■		■
Develop enforcement strategic plans and annual enforcement activity calendar				■	■	■	■
Expand Alberta's Ignition Interlock Program	■	■	■	■	■	■	■
Seat belts/Occupant restraint							
Develop strategic plan for AORP and STEP campaigns for 2008				■	■	■	■
Develop STEP campaigns for seat belt infractions					■		
Prepare proposed legislation for demerit points for non use of seat belts						■	■
Prepare proposed booster seat legislation						■	■
Speed and Intersection Safety							
Undertake research into optimal levels of speed enforcement					■	■	■
Establish engineering committee		■	■	■	■		
Identify top priority High Collision Locations				■	■		
Introduce Speed on Green legislation				■	■		
Community Mobilization							
Establish 11 Regional Traffic Safety Coordinators in 9 Health Regions	■	■	■	■	■		
Establish 5 Regional Traffic Safety Coordinators in Aboriginal Communities	■	■	■	■	■		