



Since the introduction of Alberta's first Traffic Safety Plan, more Albertans have been returning home safely each and every day. Now, that critical work is continuing under the province's second Traffic Safety Plan.

The story of Alberta's first Traffic Safety Plan

The province's first Traffic Safety Plan was the first strategy of its kind in Canada. It was introduced in 2007 after an independent review of government's traffic safety programs.

- **Why?** This plan was designed to reduce traffic-related deaths and injuries by:
 - helping prevent motor vehicle collisions;
 - building safer roads;
 - establishing and enforcing effective traffic laws;
 - better educating Albertans about traffic safety; and
 - mobilizing communities to take local action.

- **Who?** Partners make our plan stronger. Government is collaborating with law enforcement and other traffic safety partners through actions such as enforcement, education, communication, community engagement, legislation, research, road engineering and infrastructure improvements.

Your roads are safer today

These traffic safety efforts are making a difference. While the number of collisions can vary from year to year, we are seeing an overall downward trend.

In 2011, traffic fatalities declined for the fourth consecutive year. In fact, Alberta marked its lowest number of traffic fatalities since the province began keeping records in 1965.

Achievements over the past four years, since the introduction of Alberta's first Traffic Safety Plan, include:

- Traffic fatalities - down 32 per cent.
- Intersection fatalities - down more than 43 per cent.
- Unbelted fatalities - down almost 40 per cent
- Speed fatalities - down 22 per cent.

During the same four-year period, Alberta's population grew by nearly eight per cent, the number of vehicles in our province jumped by 10 per cent and the number of drivers increased by almost nine per cent. In 2011, Alberta had 3.7 million people, 3.2 million registered vehicles and 2.8 million drivers. Despite population increases, our government is improving road safety and continuing to prepare for growth in Alberta.

A new plan to save more lives

Now, we are ready to build upon these successes. Alberta's Traffic Safety Plan 2015 continues our coordinated partnership efforts and takes a "safer systems" approach.

Safer systems approach

- Safer roads - that are designed, engineered, maintained and operated for improved safety.
- Safer drivers - who are skilled and competent, stay alert while behind the wheel, comply with the law and are personally accountable for their driving decisions.
- Safer vehicles - that provide maximum protection if a collision occurs.

Priorities of the new plan

- Implementing an effective speed management program.
- Promoting safer vehicles and vehicle safety equipment.
- Increasing the use of seatbelts and child safety seats for all vehicle occupants.
- Deterring and convicting impaired drivers.
- Improving road infrastructure.

Hats off to the partners

Government's traffic safety partners have been and will continue to be important to the success of Alberta's traffic safety efforts. The Traffic Safety Plan 2015 will be implemented with their help and support. This partnership approach will continue to save lives.

Learn more

Alberta's Traffic Safety Plan 2015: <http://transportation.alberta.ca/tsp>

Alberta's 2011 traffic collision statistics: <http://transportation.alberta.ca/statistics>

Saferoads website: <http://saferoads.alberta.ca/>