



# SAFER DRIVERS



# SAFER VEHICLES



# SAFER ROADS

TRAFFIC SAFETY PLAN 2015

 The Building  
Alberta Plan

 Alberta  
Government



## **Traffic Safety Plan 2015**

Office of Traffic Safety  
Traffic Safety Services Division  
Transportation Policy and Corporate Services  
Engineering Services Division  
Regional Services Division

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## Executive summary

Alberta's first Traffic Safety Plan, the first strategy of its kind in Canada, was introduced in 2007. The number of collisions, deaths and injuries on Alberta's roads has declined considerably since the implementation of this plan by the Alberta government and its traffic safety partners. Over the past four years, traffic fatalities have dropped by nearly 32 per cent.

To build upon these traffic safety improvements, a successor plan was created. Alberta's Traffic Safety Plan 2015 will build upon the partnerships developed in the first plan and will use a *Safer System Approach*, which aims to encourage safer drivers, safer vehicles and safer roads.

Priorities will be addressed using a number of core strategies including education and training, communication, community initiatives, enforcement, research, legislation, new technologies, road engineering and infrastructure improvements.

## Introduction

Significant progress has been made during the implementation of Alberta's first Traffic Safety Plan (TSP), not only in terms of reductions in traffic collisions and resulting casualties, but in the development of new approaches.

Building on this success, the Alberta government is now embarking on a successor plan, guided by the *Safer System Approach*, which will lead to even further reductions over time.

## The journey so far

### Alberta's first Traffic Safety Plan

The province's first Traffic Safety Plan was introduced in 2007. *Alberta's Traffic Safety Plan: Saving Lives on Alberta's Roads* was developed in response to an independent review of government's traffic safety programs and was the first strategy of its kind in Canada.

This comprehensive strategy was designed to reduce traffic-related deaths and injuries in the province for all road users including drivers, passengers, pedestrians, cyclists and others. It outlined key initiatives to help prevent motor vehicle collisions, build safer roads, establish and enforce traffic laws, better educate all Albertans about traffic safety as well as support some of government's strategic objectives, specifically, *improve Albertans' quality of life and provide safe and secure communities*.

Government works collaboratively with law enforcement and other traffic safety partners to implement the plan using a combination of core strategies such as enforcement, engineering, education, communication, community engagement and legislation.

The purpose of the traffic safety plan was to:

- Develop coordinating mechanisms in order that all stakeholders work cooperatively to meet provincial targets
- Identify specific priority topics for attention
- Identify and develop action items that are based on best practices to maximize positive results
- Identify implementation methods that maximize effort
- Identify the communication requirements, including coordination of activities at the provincial and community level



- Establish a performance evaluation program that indicates and confirms progress towards identified targets
- Educate community residents and road users about the importance of traffic safety issues
- Involve Aboriginal communities (First Nations and Métis) with the goal of strengthening community action and coordination
- Identify and support existing partnerships that have been created in support of traffic safety initiatives
- Develop and nurture further partnerships with other traffic safety organizations, schools, colleges, universities and health care providers in the undertaking of traffic safety activities
- Ensure strong government commitment, including municipal and regional governments
- Include industry sectors as partners in traffic safety.

This work has included:

- Developing an integrated action plan, which identified key priorities
- Creating a Community Mobilization Strategy and an Aboriginal Traffic Safety Strategy
- Engaging stakeholders
- Supporting the creation of Offices of Traffic Safety in several municipalities
- Establishing Subject Matter Expert Groups
- Securing necessary legislation
- Enhancing commercial vehicle safety through technology
- Enhancing vehicle safety.

While these traffic safety efforts are ongoing throughout the year, one particular traffic safety issue is the focus each month. As a result of the Traffic Safety Plan, a Traffic Safety Plan Calendar was developed to identify and assign a priority issue to each month. During that time, government and its partners work together to increase awareness of the traffic safety issue.

## **A successful partnership**

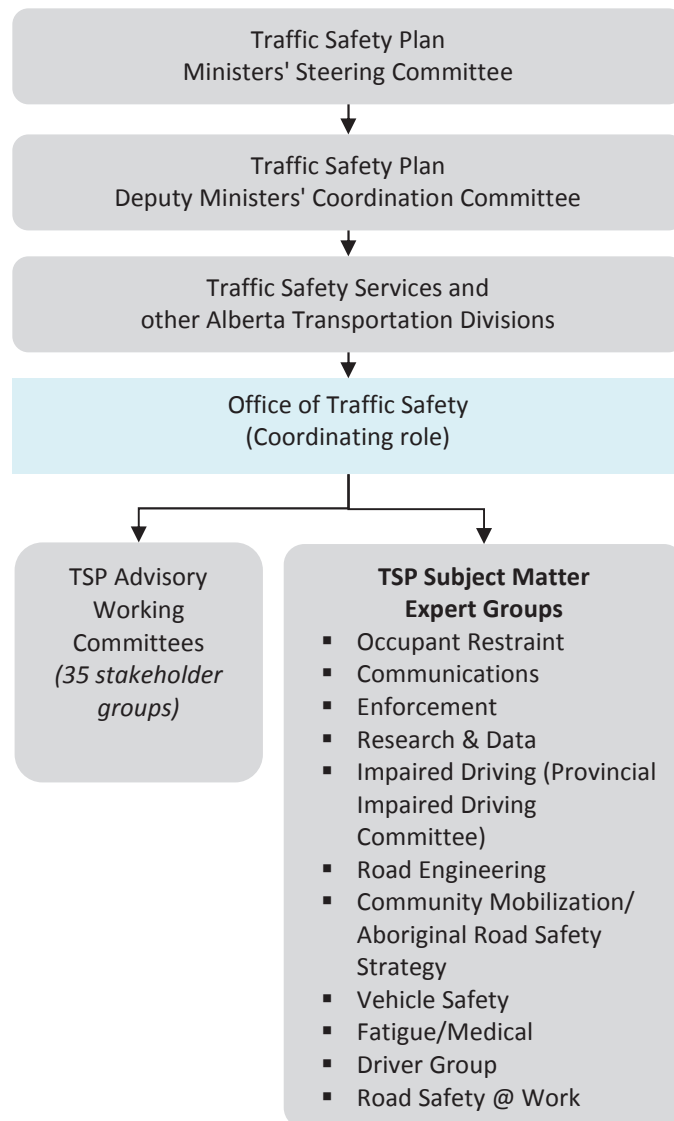
Government's traffic safety partners have been important to the success of Alberta's first Traffic Safety Plan. With their help and support, the plan was implemented collaboratively and all efforts were coordinated. Significant traffic safety improvements were achieved using this partnership approach.

## Governance structure

The organizational structure that was developed for the first Traffic Safety Plan has worked well and will be used again for Alberta's Traffic Safety Plan 2015. Throughout the life of the Traffic Safety Plan, several sub-committees or Subject Matter Expert Groups have been formed that take a strategic focus on a specific program topic.

Various government departments — Aboriginal Relations, Agriculture and Rural Development, Education, Health, Human Services, Justice and Solicitor General, Municipal Affairs and Service Alberta — have also remained engaged as the plan unfolded.

Participating groups from Alberta Transportation include the Office of Traffic Safety, Traffic Safety Services Division, Transportation Policy and Corporate Services, the Engineering Services Division and the Regional Services Division.





## Progress made

Since 2007, progress has been made in reducing fatalities and serious injuries on Alberta roads, as indicated in the charts below.

Since 2007, overall

- Fatalities decreased by 31.7 per cent
- Serious injuries decreased by 17.9 per cent

### Unbelted occupants:

- Fatalities decreased by 39.3 per cent
- Serious injuries dropped by 45.6 per cent

### Intersection-related collisions:

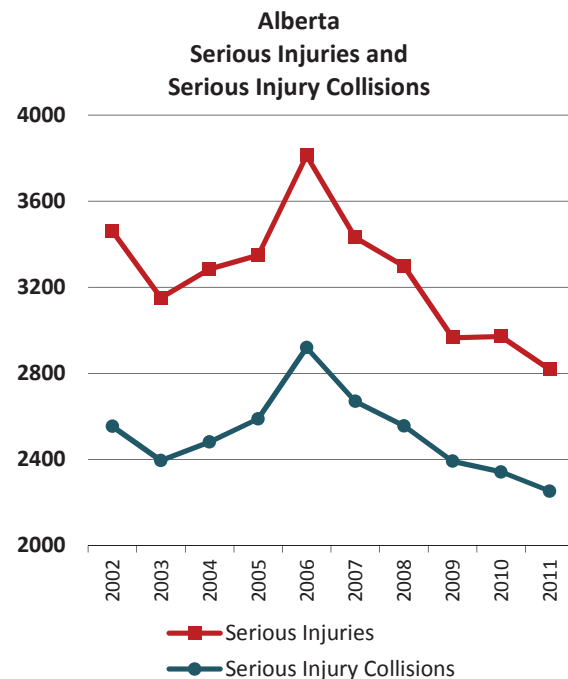
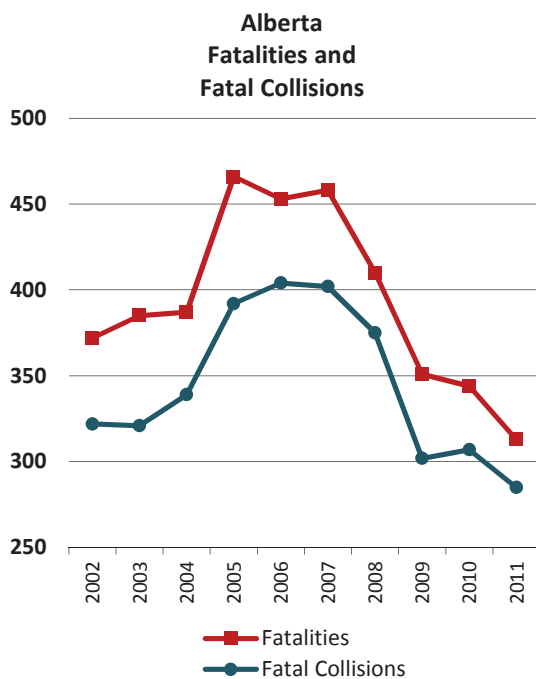
- Fatalities decreased by 43.5 per cent
- Serious injuries decreased by 19.0 per cent

### Alcohol-related collisions:

- Fatalities involving a drinking driver declined by 38.6 per cent
- Serious injuries declined by 20.1 per cent

### Speed-related collisions:

- Fatalities declined by 22.3 per cent
- Serious injuries declined by 7.8 per cent



This consistent decline in deaths and injuries has taken place during a period of growth in population and increasing demand for transport:

- Population has increased 8 per cent over the last five years
- Number of drivers has increased 9 per cent over the last five years
- Compared to five years ago, the number of vehicles on Alberta’s provincial roadways has increased by 10 per cent – over a quarter of a million vehicles
- Traffic volumes on provincial highways increased by over 8 per cent over the last five years.

## What does the future hold?

### A new philosophy

Over the last three decades, there has been a steady downward trend in road trauma in many Organization for Economic Cooperation and Development (OECD) countries; however, consensus is emerging across the OECD that a fundamental shift in road safety management to a *Safer System Approach* is now required.

Several countries are currently using a *Safer System Approach* in developing and implementing their road safety programs. Sweden has developed a “Vision Zero” approach, the Netherlands has developed a closely related “Sustainable Safety” approach, and several jurisdictions in Australia are establishing similar programs. Alberta’s Traffic Safety Plan 2015 is based on a *Safer System Approach*.

### What is the Safer System Approach?

A *Safer System Approach* encourages a better understanding of the interaction between the key elements of the road system: road users (for all road users including drivers, passengers, pedestrians, cyclists, etc.), vehicles, roads and roadsides and travel speeds.

Exploring these interactions maximizes the potential advantage of initiatives in reducing deaths and injuries by linking different road safety activities. This approach aims to create a much safer road environment in which alert and responsible road users should not lose their lives – or be permanently disabled – as a result of a collision in the road system.



A *Safer System Approach* includes the following elements:

### **Establishing long-term goals**

Traditional road safety interventions are proving their effectiveness and need to be maintained and where appropriate intensified. The next generation of road safety initiatives will help to further define and address road safety problems.

### **Accelerating knowledge transfer**

The successful transfer of knowledge requires not only its transmission but also its absorption and ultimate use. Research and knowledge transfer will play an important role in the design and delivery of initiatives aimed at achieving a *Safer System Approach* and in attaining results that go well beyond what has been achieved so far.

### **Investing in road safety**

The adoption of a *Safer System Approach* can produce important economic savings for society.

### **Fostering commitment at the highest levels of government**

Government support for any public policy issue is always subject to constraints including the time and resources necessary for policy development and legislation. Support needs to be expressed in a long term vision that addresses the greater public good, and to ensure adequate funding is available to implement required initiatives in addition to new legislative and regulatory initiatives.

### **Thinking strategically**

Thinking strategically about the overall program includes consideration of a number of key components:

- Vision & Values
- Evidence & Analysis
- Stakeholders
- Delivery Capability

These four components need to be considered to identify the real issues, challenge assumptions and question existing approaches.

### **Strategic solution generation**

A strategic perspective encourages effective stakeholder engagement and a strong evidence base that demonstrates the problem and suitability of the proposed action for addressing it. Strategies also need to be adaptable enough to encourage innovation and entrepreneurialism in meeting public needs.

## Building strategic capability

The ability to develop strategies and the ability to maintain a strategic perspective in day to day operations requires a focus on creating:

- A strong evidence base that provides an accurate understanding of issues and how to respond to them
- Skilled and confident people with diverse experience and access to best practice resources
- A strong network of contacts within the road safety community, North America wide.

## Aligning with national and international efforts

Alberta's Traffic Safety Plan 2015 is also aligned with national and international traffic safety efforts.

## Canada's Road Safety Strategy 2015

The adoption of Road Safety Strategy 2010 by the Canadian Council of Motor Transport Administrators (CCMTA) and the official endorsement of its stated targets by all Ministers of Transportation and Highway Safety in the fall of 2000 provided Canada's road safety stakeholders with targets against which to develop new strategies and measurements.

The updated Road Safety Strategy 2015 builds on the activities and gains made during Road Safety Strategy 2010, but provides provinces and territories with more scope to adapt the activities in the strategy to local conditions and needs. (See Appendix)

**The goal of Road Safety Strategy 2015 remains the same — to make Canada's roads the safest in the world.**

## UN Road Safety Collaboration – Decade of Action on Road Safety

The Commission for Global Road Safety issued a call for a Decade of Action for Road Safety in its 2009 Report. Endorsements for the proposal have come from a wide range of public figures as well as the UN Road Safety Collaboration.

**The overall goal of the Decade of Action (2011 to 2020) will be to reduce road traffic fatalities around the world by increasing activities at the national level.**

It plans to do this through international coordination and strengthening global architecture for road safety and is based on five pillars.

1 - Road safety management

2 - Infrastructure

3 - Safe vehicles

4 - Road user behaviour

5 - Post collision care

## Inviting stakeholder input

To advance the vision for the next comprehensive traffic safety plan in Alberta, a discussion paper was prepared and was the subject of several stakeholder meetings.

In May 2010, the Traffic Safety Plan advisory stakeholder group met in Edmonton for a discussion about the paper and the plan. In addition, the Regional Traffic Safety Coordinators organized stakeholder consultation sessions throughout the month of June 2010 in Red Deer, Medicine Hat, St. Paul, Peace River, and Fort McMurray. These meetings were an opportunity for local stakeholders to express their opinions on local traffic safety issues.

It also provided an opportunity for them to comment on how they felt traffic safety was being addressed and the benefits they felt. Stakeholders and partners continue to have a voice regarding the traffic safety plan through their involvement in the Subject Matter Expert Groups and their own local/regional traffic safety committees. (Over 75 regional traffic safety committees have been established in the province, bringing together hundreds of stakeholders and partners.)

## Challenges

There are several key challenges that could affect the potential for traffic safety improvements in the next decade. Briefly these are:

### Demographic

- Population growth, including a high percentage of young and new road users, and increasing demand for transport
- An aging population

### Economic

- A rapidly growing amount of freight transported by road and rail
- Growing international demand for oil and impacts of the current global economic climate

### Technological

- Incorporating new technology
- The need to update existing computer systems
- Electronic data transmission
- New legal/illegal drugs that affect safe road use

## Road safety priorities

Using the matrix developed as part of Canada's Road Safety Strategy 2015 (see Appendix) as a basis and **after reviewing the collision data**, the following priorities have been identified for Alberta:

- Increasing the use of occupant restraints
- Implementing an effective speed management program
- Deterring and sanctioning impaired drivers
- Improving road infrastructure (safer vehicles, safer roads)
- Increasing young drivers/riders safety
- Increasing vulnerable road users safety
- Motor carrier safety
- Increasing driver safety including, medically at risk drivers, high-risk/non-compliant drivers, aging drivers and new Canadian drivers.

## Setting targets

Targets provide a focus for the traffic safety strategy and influence decisions about coordination needs, legislative needs, funding and resource allocation, promotion needs, monitoring and evaluation as well as research, development and knowledge transfer.

In addition, targets represent the road safety results the province wishes to achieve over a given timeframe. Targets have also been set for intermediate outcomes, e.g., reduction in speed, increased seat belt usage, etc. These intermediate outcome targets ensure closer management of the range of strategies needed to achieve final outcome targets.

## Alberta's targets to 2015

Targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average. The actuals for fatalities and serious injuries will be based on a three year average including the reporting year and the two years prior.

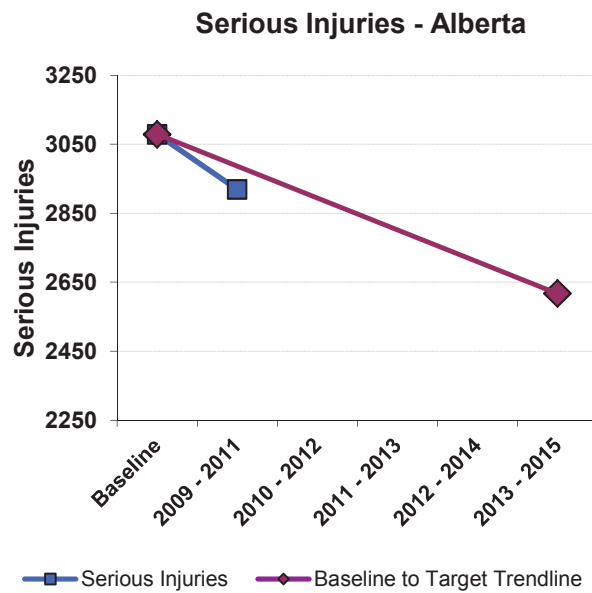
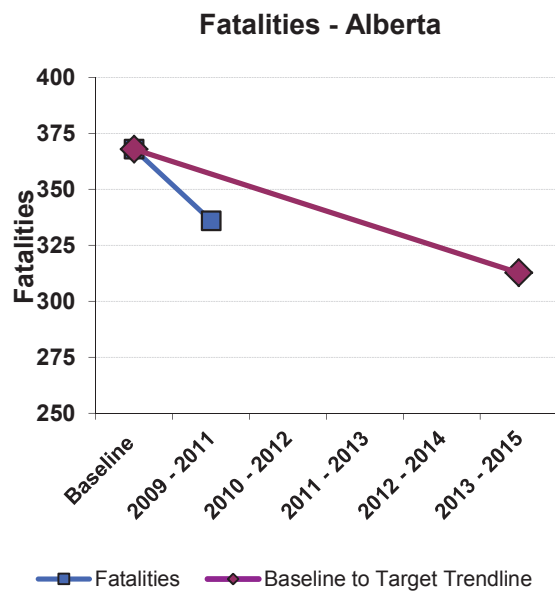


## Alberta Traffic Safety Plan overall target

Targeted Fatal and Major Injury Collision Rates per 100,000 Population						
	Baseline*	2011	2012	2013	2014	2015
Combined Fatal and Major Injury Collision Rates per 100,000 Population	75.3	71.9	69.7	67.5	65.2	63.0
Combined Fatal and Major Injury Collisions	2758	2675	2593	2510	2427	2344

\*Baseline is the average over 2008 to 2010.

Note: The 2012 – 2015 target rates are calculated as a three year average over the target year and two years prior. The values presented for 2011 are the actual averages for the three year period 2009 – 2011. Population source: Statistics Canada, 2008 - 2011.



# Traffic Safety Plan (TSP) Implementation of Priorities

\*Key Actions categorized as per core strategic approaches:  
 CAE = Communication/Awareness/Education  
 PLR = Policy/Legislation/Research  
 EN = Enforcement  
 CI = Community Involvement

Continuous Actions				
Ongoing enforcement strategies focused on traffic safety calendar topics.				
Continuous engagement of communities through 14 Regional Traffic Safety Consultants. (Community Mobilization see item 10 below)				
Continuous monitoring of roadway environment (road improvements are determined by capital/operating budgets).				
Road Safety Priorities	Annual Budget	Key Actions*		
		2013	2014	2015
1. Occupant Restraints	\$400,500	<sup>CAE</sup> continuous education on occupant restraints (Mar/Oct)	<sup>CAE</sup> continuous education on occupant restraints (Mar/Oct)	<sup>CAE</sup> continuous education on occupant restraints (Mar/Oct)
		<sup>EN</sup> enforcement blitz (Mar/Oct)	<sup>EN</sup> enforcement blitz (Mar/Oct)	<sup>EN</sup> enforcement blitz (Mar/Oct)
				<sup>PLR</sup> review of occupant restraint legislation
2. Speed Management	\$530,700	<sup>CAE</sup> campaign related to consequences of speed (Apr)	<sup>CAE</sup> campaign related to consequences of speed (Apr)	<sup>CAE</sup> campaign related to consequences of speed (Apr)
		<sup>EN</sup> enforcement blitz (Apr/Sep)	<sup>EN</sup> enforcement blitz (Apr/Sep)	<sup>EN</sup> enforcement blitz (Apr/Sep)
3. Impaired Driving (alcohol, drugs, distracted, fatigue)	\$915,700	<sup>EN</sup> enhanced joint forces Checkstops impaired driving (random months)	<sup>EN</sup> enhanced joint forces Checkstops impaired driving (random months)	<sup>EN</sup> enhanced joint forces Checkstops impaired driving (random months)
				<sup>PLR</sup> drugs and driving survey in AB (TBD)
		<sup>CAE</sup> campaign related to consequences of distracted driving (Feb) and impaired driving (Aug/Dec)	<sup>CAE</sup> campaign related to consequences of distracted driving (Feb) and impaired driving (Aug/Dec)	<sup>CAE</sup> campaign related to consequences of distracted driving (Feb) and impaired driving (Aug/Dec)
			<sup>PLR</sup> review sanctions for distracted driving, clarify 24 hour suspensions for fatigue	<sup>PLR</sup> review hours of service
4. Infrastructure, Vehicles and Intersections	\$422,200	<sup>CAE</sup> campaign related to intersection safety (Jan)	<sup>CAE</sup> campaign related to intersection safety (Jan)	<sup>CAE</sup> campaign related to intersection safety (Jan)
		ongoing updates on roadway changes	ongoing updates on roadway changes	ongoing updates on roadway changes
		<sup>CAE</sup> information bulletin on vehicle safety/winter driving preparedness (Jun/Dec)	<sup>CAE</sup> information bulletin on vehicle safety/winter driving preparedness (Jun/Dec)	<sup>CAE</sup> information bulletin on vehicle safety/winter driving preparedness (Jun/Dec)
			<sup>PLR</sup> consider right hand drive vehicle legislation	
5. Young Drivers and Riders	\$332,100	<sup>CAE</sup> campaign related to young driver issues (May)	<sup>CAE</sup> campaign related to young driver issues (May)	<sup>CAE</sup> campaign related to young driver issues (May)
		<sup>EN</sup> enforcement blitz aggressive driving (May)	<sup>EN</sup> enforcement blitz aggressive driving (May)	<sup>EN</sup> enforcement blitz aggressive driving (May)
		<sup>CAE EN</sup> cross ministries promote safety on May long weekend (May)	<sup>CAE EN</sup> cross ministries promote safety on May long weekend (May)	<sup>CAE EN</sup> cross ministries promote safety on May long weekend (May)
			<sup>PLR</sup> review enhancements to graduated driver licensing	

The above table highlights some examples of key actions under the Traffic Safety Plan 2015. Funds may be reallocated among priority traffic safety issues if a particular issue requires increased emphasis. Greater emphasis may be required because of new or revised legislation and an accompanying Info 2 Know campaign, stakeholder needs or the need to support targets for collision/casualty reductions

## Traffic Safety Plan (TSP) Implementation of Priorities

\*Key Actions categorized as per core strategic approaches:  
CAE = Communication/Awareness/Education  
PLR = Policy/Legislation/Research  
EN = Enforcement  
CI = Community Involvement

Continuous Actions				
Ongoing enforcement strategies focused on traffic safety calendar topics.				
Continuous engagement of communities through 14 Regional Traffic Safety Consultants. (Community Mobilization see item 10 below)				
Continuous monitoring of roadway environment (road improvements are determined by capital/operating budgets).				
Road Safety Priorities	Annual Budget	Key Actions*		
		2013	2014	2015
6. Vulnerable Road Users	\$462,300	CAE campaign related to pedestrians (Nov) motorcyclist (Jul)	CAE campaign related to pedestrians (Nov) motorcyclist (Jul)	CAE campaign related to pedestrians (Nov) motorcyclist (Jul)
		CAE information to school aged children pedestrian/ bike/school bus safety through Street Safe day (Sep)	CAE information to school aged children pedestrian/ bike/school bus safety through Street Safe day (Sep)	CAE information to school aged children pedestrian/ bike/school bus safety through Street Safe day (Sep)
		CAE AMA school patrol day celebrating pedestrian safety (Jun)	CAE AMA school patrol day celebrating pedestrian safety (Jun)	CAE AMA school patrol day celebrating pedestrian safety (Jun)
			PLR review Off Highway Vehicle requirements	
7. Motor Carriers	\$296,250	CAE campaign related to commercial vehicle safety (Jun)	CAE campaign related to commercial vehicle safety (Jun)	CAE campaign related to commercial vehicle safety (Jun)
		EN enforcement blitz commercial vehicles driving (Jun)	EN enforcement blitz commercial vehicles driving (Jun)	EN enforcement blitz commercial vehicles driving (Jun)
			PLR Continue rewrite of Commercial Vehicle Dimensions and Weight Reg	PLR Adopt North American Performance Brake Standards
			PLR Update NSC 10 Cargo Securement Reg.	
8. Drivers (high risk, medically unfit, aging drivers, new Canadians)	\$346,250	CAE provide continuous information through driver programs (ongoing)	CAE provide continuous information through driver programs (ongoing)	CAE provide continuous information through driver programs (ongoing)
		PLR review of related legislation through overall TSP review	PLR review of related legislation through overall TSP review	PLR review of related legislation through overall TSP review
9. Overarching strategies related to long term behaviour change (driver attitude, focus groups, recall/effectiveness research)	\$379,000	CAE campaign related to driver attitude (month TBD)	CAE campaign related to driver attitude (month TBD)	CAE campaign related to driver attitude (month TBD)
		CAE news release annual collision information (June)	CAE news release annual collision information (June)	CAE news release annual collision information (June)
		CAE National Day of remembrance for road crash victims (Nov)	CAE National Day of remembrance for road crash victims (Nov)	CAE National Day of remembrance for road crash victims (Nov)
10. Community Mobilization	\$2,400,000	Continuous engagement of communities through 14 Regional Traffic Safety Consultants. Inform and influence local stakeholder traffic safety participation/ownership (Public, Private, Industry, Aboriginal, Youth, etc.)		
		Stimulate and support local collaborative action: Alberta Traffic Safety Fund		
<b>Overall</b>	<b>\$6,485,000</b>			

The above table highlights some examples of key actions under the Traffic Safety Plan 2015. Funds may be reallocated among priority traffic safety issues if a particular issue requires increased emphasis. Greater emphasis may be required because of new or revised legislation and an accompanying Info 2 Know campaign, stakeholder needs or the need to support targets for collision/casualty reductions.

## Recommendations

The core strategies listed below build on the previous plan and its successes. Some of the following core strategies will be the foundation of every single recommendation:

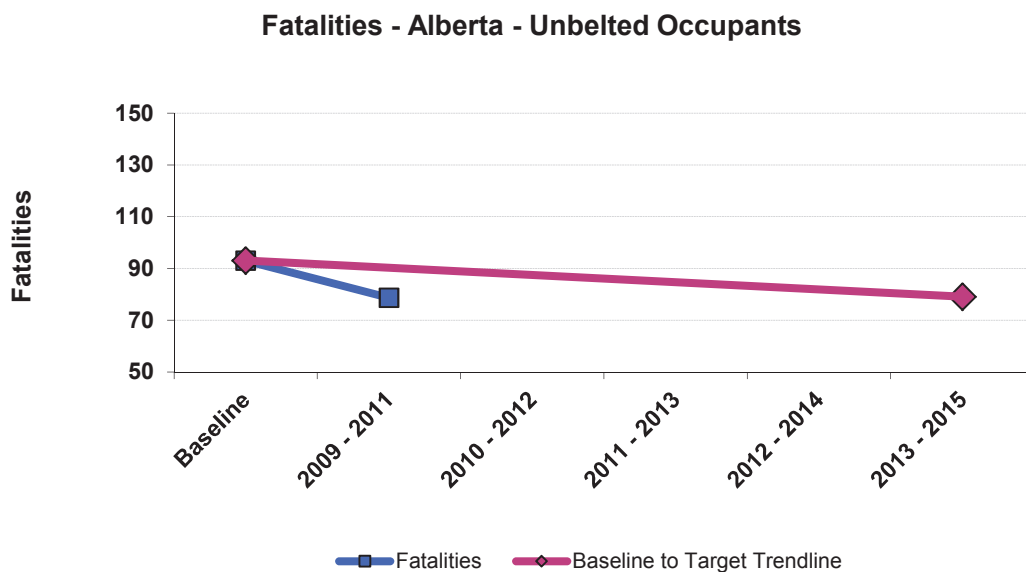
- Education/training
- Communication and awareness
- Enforcement
- Information (data) for research
- Policy/Legislation/Regulation/Sanctions
- Community initiatives
- Linkages

## Occupant restraints

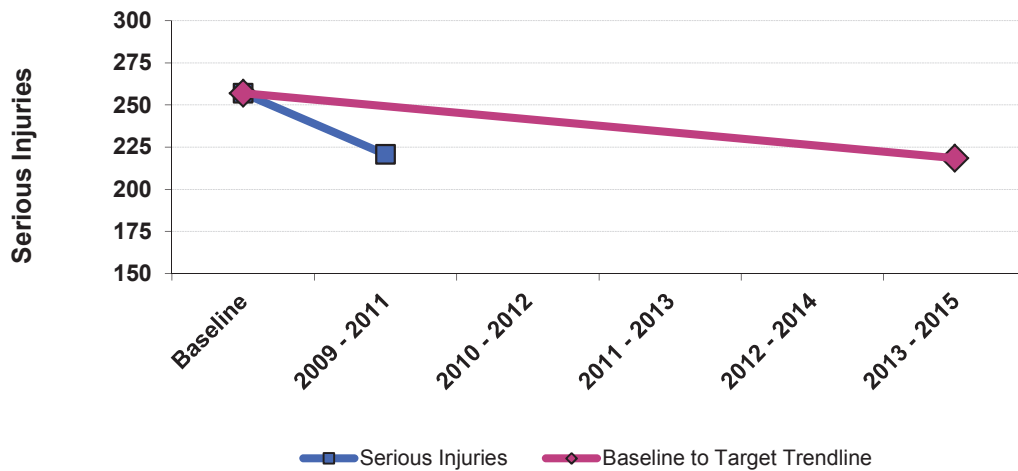
### Current situation

One of the most effective measures to protect occupants from injury in the event of a collision is the correct use of seat belts and child safety seats. They are proven to save lives and reduce injury severity. All vehicle occupants should be appropriately restrained when travelling in a vehicle. Through the Alberta Occupant Restraint Program (AORP), provincial initiatives have so far focused on enforcement, education and awareness.

### Targets



### Serious Injuries - Alberta - Unbelted Occupants



Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average.

#### Recommended actions

Alberta Transportation will continue to build on its current initiatives through the Alberta Occupant Restraint Program (AORP), which will continue to be a key supporter of occupant restraint issues within the Traffic Safety Plan. These include:

#### Research and evaluation

- Continue to review and monitor efforts in other jurisdictions around legislating use of booster seats
- Continue to review and monitor efforts in other jurisdictions with respect to introduction of demerit points for non-use of seat belts and child safety seats.

#### Legislation/Regulation/Policy

- Review sanctions for non-use of seat belts and child safety seats
- Review exemptions for the non-use of occupant restraints.

#### Community Mobilization

Regional Traffic Safety Consultants will encourage the correct use of occupant restraints by:

- Assisting law enforcement, first responders, and other key stakeholders in promoting and coordinating local awareness events such as Joint Forces Operations and Roll Over Simulator demonstrations
- Partnering in the development and implementation of community based traffic safety initiatives such as youth traffic safety events and Option 4 programs

Option 4 gives a person an option to attend an education program, and the ticket is later dismissed)

- Working with local media contacts focused on occupant restraints
- Continue with local Child Restraint System clinics and checks. Promoting and assisting applications for the Alberta Traffic Safety Fund for community-based awareness initiatives.

### **Education/Marketing**

- Continue 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.

### **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

- Conduct STEP campaigns across law enforcement jurisdictions promoting the use of seat belts and child safety seats with additional target focus in geographic locations that are high risk
- Support Option 4 programs where appropriate.

## **Speed management**

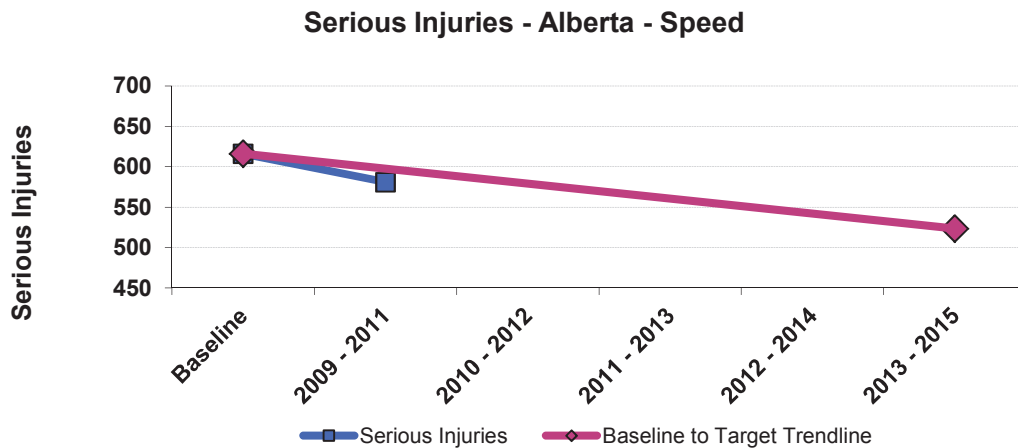
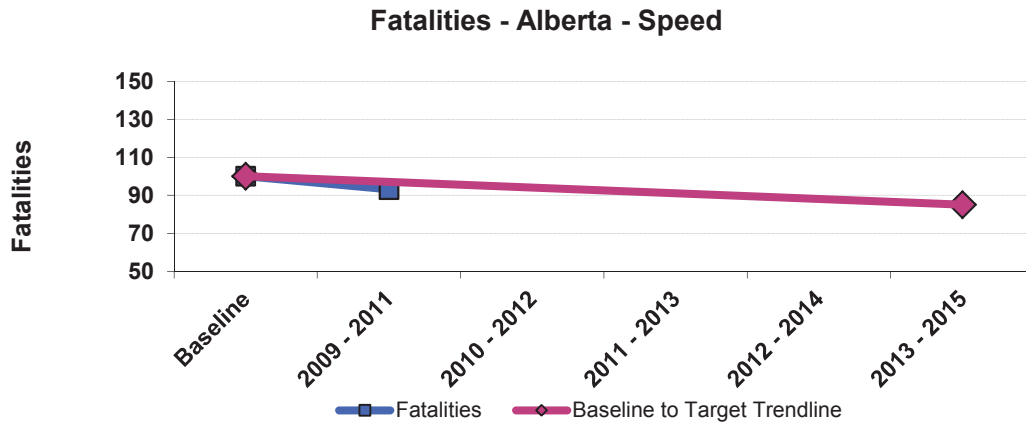
### **Current situation**

Speed management is the application of the increasing knowledge around vehicle design, road design, driver behaviour, and speed enforcement. Internationally the speed management process has undergone a significant transformation over the past 10-15 years and what is abundantly clear is that many factors are interconnected. In addition, a strategic, coordinated and integrated approach among all agencies and disciplines is required to make a difference.

The issue of speeding includes not only driving at speeds beyond posted limits but also driving too fast for the prevailing weather, road and traffic conditions. Provincial initiatives thus far have been focused on enforcement, education and awareness.



## Targets



Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average.

### Recommended actions

The Government of Alberta will continue to build on its current integrated speed management initiatives, which include:

### Research and evaluation

- Review research related to road user speeding behaviour (i.e., why some people speed, to what extent and under what circumstances)
- Continue to identify high risk locations and segments of roadways
- Review research and best practices related to optimal levels of enforcement
- Undertake feasibility studies for pilot projects on variable speed limits on urban and rural roads
- Review additional technologies associated with speed reduction.

## **Community Mobilization**

Regional Traffic Safety Consultants will promote appropriate driving speeds through:

- Assisting law enforcement, first responders, and other key stakeholders in promoting and coordinating local awareness events such as Joint Forces Operations
- Partner in the development and implementation of community based traffic safety initiatives such as speed awareness events, speed reduction programs, passing emergency vehicle/construction zone awareness
- Working with local media contacts relating to speed awareness
- Promoting and assisting applications for the Alberta Traffic Safety Fund for community-based initiatives.

## **Education / Marketing**

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

## **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

- Coordinate public education and awareness activity with enforcement programs to maximize the impact and awareness for the public
- Use data to develop enforcement plans with law enforcement stakeholders, particularly in high collision areas
- Share best cross-jurisdictional practices for speed enforcement activities. This includes reviewing good practices internationally
- Implement integrated enforcement plans to emphasize high risk locations and target offenders
- Initiate speed related Selected Traffic Enforcement Program (STEP) campaigns with community stakeholders
- Consider the use of enforcement alternatives to reduce speeds at and through construction zones.

## **Technologies - Automatic safety camera enforcement**

- Implement Intersection Safety Devices in municipalities that meet the criteria to assist with speed reduction
- Promote standards and protocols for the use of enforcement technology (i.e., Automated Enforcement Technology) to increase awareness of safety benefits.

## **Infrastructure improvements**

- Consolidate and share best cross-jurisdictional practices for speed related road infrastructure / standards
- Review speed limits to ensure consistency when maintaining and constructing roads
- Install a Wildlife Detection System, to detect wildlife in the highway right of way and warn drivers to reduce speed and be vigilant to avoid collision with animals as required
- Consider gateway treatments between rural and urban transition on a trial basis
- Consider undertaking pilot projects of innovative pavement markings
- Install Rumble Strips for STOP condition in conjunction with roadway improvements on Alberta Transportation rural highways with speed limit 80 km/h or above
- Consider undertaking:
  - roundabouts in all cases where applicable according to current design practice
  - a feasibility study for a pilot project to test variable speed limits on provincial highways
  - a pilot project to evaluate the effectiveness of variable speed limits on urban roads.

In addition, links between road safety objectives and environmental benefits should be promoted, such as coordination of traffic signals and the introduction of roundabouts.

## **Impaired driving**

The focus of impaired driving in the initial Alberta Traffic Safety Plan was on drinking and driving. Over recent years other impairments have been recognized and include impairments through drugs and driving, driver distraction and driver fatigue. These are now included in the Traffic Safety Plan 2015.

## **Drinking and driving**

### **Current situation**

Drinking and driving imposes enormous costs on our society. The true cost of drinking and driving is the victims. From 2007 to 2011, 520 people were killed and 7983 people were injured in alcohol-related collisions. In 2011 alone, 78 people were killed and 1391 were injured.

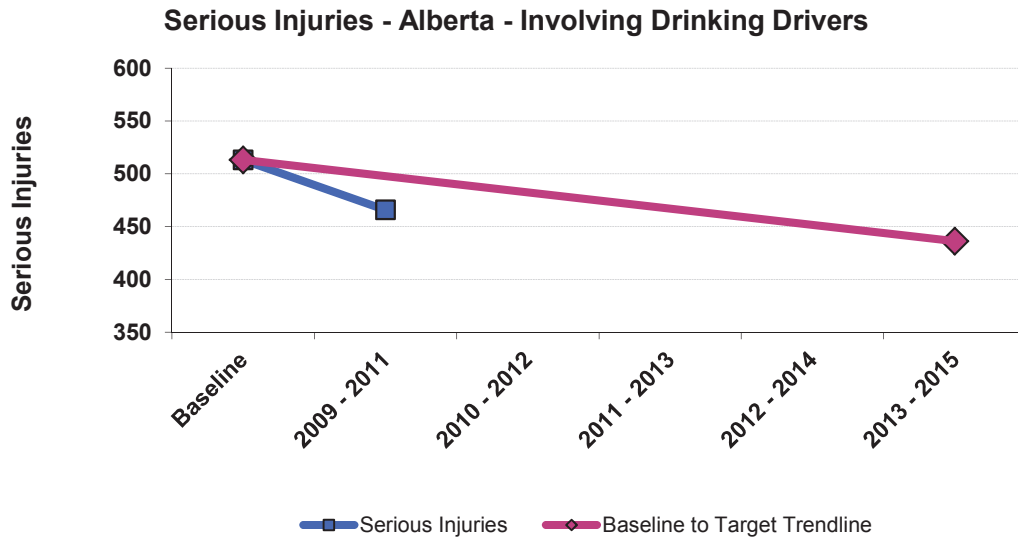
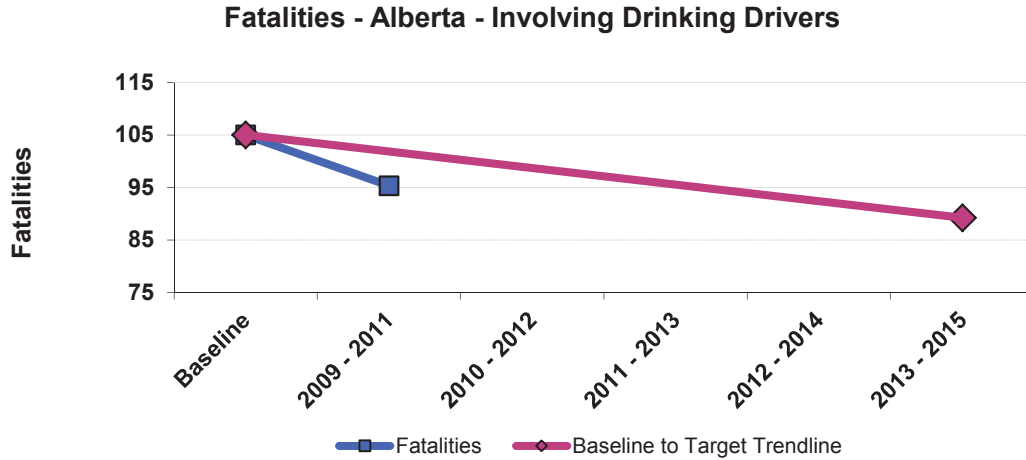
#### Alcohol-Related Casualty Collisions in Alberta:

- As the severity of the collision increases, so does the likelihood that a traffic collision involved a drinking driver
- On average in Alberta, one in five drivers involved in fatal collisions had been drinking prior to the collision. This compares to an average of about one in 20 drivers involved in injury collisions
- According to statistics, males between 18 and 24 years of age are most likely to have been drinking before the crash. Also, male drivers are much more likely to have consumed alcohol prior to a collision compared to female drivers
- Warmer weather months (May to October) experience the highest number of casualty collisions involving alcohol
- The most casualty collisions involving alcohol occur on the weekends
- The most likely time period for these collisions, on any day of the week, is between 11 p.m. and 3 a.m.
- Drinking and driving collisions are often associated with long weekends.

The issue of drinking and driving continues to be a major contributing factor to traffic collisions. Under the guidance of the Provincial Impaired Driving Strategy, initiatives have focused primarily on enforcement, awareness raising and legislation such as Administrative Licence Suspensions and the increased use of ignition interlocks. Current discussion at the national level regarding changes to the Federal Criminal Code, such as allowing random breath testing by enforcement, may assist in providing a new approach to drinking and driving.

Recently, Bill 26 - the Alberta *Traffic Safety Amendment Act 2011* was introduced in the Alberta Legislature, which imposes tougher sanctions on impaired drivers. The new law affects repeat offenders the most. Alberta does not believe that fines are the solution. These changes do not include fines or new demerit point offenses. Instead, the focus is on safer roads. This made-in-Alberta approach focuses on changing behaviours through mandatory courses, ignition interlock and vehicle seizures. Alberta is focusing on Criminal Code offences, repeat offenders and new drivers. Education and enforcement will both be keys to Alberta's approach.

## Targets



Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average.

### Recommended actions

Alberta Transportation will continue to build on its current initiatives, under the guidance of the Provincial Impaired Driving Strategy which include:

#### Updating the Provincial Impaired Driving Strategic Plan

- Contribute to all aspects of implementation
- Continue to enhance the relationship with the Alberta Gaming and Liquor Commission and the hospitality industry.

## **Research and evaluation**

- Complete the research on costs of drinking and driving, and produce a fact sheet
- Use technological innovations for enforcement
- Accumulate and report on .05 and .08 statistics and evaluate the Alberta *Traffic Safety Amendment Act 2011* (Impaired Driving).

## **Legislation/Regulation/Sanctions (Completed September, 2012)**

Review, recommend and implement amendments to:

- Record administrative license suspensions on the driver record
- Record Immediate Roadside Suspensions (IRS) on the driving record
- Enhance, promote and monitor Alberta's alcohol ignition interlock program
- Implement new impaired driving legislation through the creation of an Impaired Driving Administration Unit.

## **Community Mobilization**

Regional Traffic Safety Consultants will promote and implement impaired driving initiatives through:

- Promoting and assisting law enforcement, first responders, and other key stakeholders in promoting and coordinating local awareness events such as Joint Forces Operations, mock collisions and seasonal Checkstop campaigns
- Partner in the development and implementation of community based traffic safety initiatives such as youth traffic safety events, Fatal Vision Goggle presentations, impaired driving awareness workshops
- Working with local media contacts focused on impaired driving
- Continue to support Rural and Remote Communications strategies
- Promoting and assisting applications for the Alberta Traffic Safety Fund for community-based awareness initiatives
- Continued promotion of transportation alternatives to drivers who have consumed alcohol
- Review and recommend strategies to develop and support policies that encourage demonstration of responsible host behaviour
- Support the development of "safe ride home" strategies to discourage drinking and driving
- Continued support for implementation and expansion of Report an Impaired Driver and Curb the Danger programs
- Support the expansion of local SADD Chapters
- Strengthen relationship with hospitality sector.



## **Education/Marketing**

- Utilize the TSP Calendar, to ensure that links between public education and road safety agencies are maintained and that lifelong messages are integrated
- Strengthen awareness programs in high schools using such resources as MADD and SADD
- Highlight the costs associated with drinking and driving
- Target / personalize educational campaigns for different audiences, based on data
- Continue to promote transportation alternatives to drivers who have consumed alcohol through public awareness campaigns to help drivers make safer choices.

## **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

- Undertake province-wide joint forces Checkstop programs on an ongoing basis
- Continue to provide resources for enhanced law enforcement activity and coordination
- Continue to enforce new penalties for the *Traffic Safety Amendment Act 2011* (Impaired Driving).

## **Treatment and rehabilitation of impaired drivers**

- Strengthen mandatory assessment, educational and rehabilitation programs and ensure the drivers directed to such programs have attended.

## **Linkages to other agencies**

- Encourage and strengthen linkages with other agencies and stakeholders, such as MADD, SADD and health care providers
- Ensure and maintain collaboration with the hospitality industry related to impaired driving initiatives.

## **Drugs and driving**

### **Current situation**

Recent amendments (2008) to the Criminal Code contained in Bill C-2 give police new ways to deal with drivers suspected of being under the influence of drugs. In Canada, studies indicate that drugs, either alone or in combination with alcohol, are found in up to 30 per cent of fatally injured drivers. The sheer magnitude of the situation demands that action is taken to reduce the problem and Bill C-2 is a very strong, positive step in this direction.

The issue of drugs and driving is an emerging issue, and the focus has been on the general driving public and motor carriers. Provincial initiatives have focused on enforcement and legislation. Additional research is required to determine the scope and detail of the problem in Alberta including possible future roadside surveys, which assess impact of programs, legislation, etc.

### **Targets**

It will be necessary to determine an appropriate baseline and targets for the new measures. Appropriate information to set a baseline is not readily/currently available for all of the new targets, including drugs and driving. Currently, the best option for establishing an Alberta baseline is collision information – this would require some adjustment to the driver condition information currently reported by the police on the collision report form to allow identification of collision-involved drivers impaired by both drugs and alcohol.

### **Recommended actions**

Alberta Transportation will continue to build on its current initiatives, under the Provincial Impaired Driving Strategy, which includes:

### **Research and evaluation**

- Identify the scope of the drugs and driving problem in Alberta
- Develop evidence gathering protocols for drivers impaired by drugs
- Work with the Canadian Council of Motor Transport Administrators to establish a drugs and driving framework.

## **Distracted driving**

### **Current situation**

**Definition:** The following definition was modified by the Strategy to Reduce Impaired Driving (STRID) Sub-Group on Distracted Driving, working from the one developed by delegates to the Canadian Automobile Association / Traffic Injury Research Foundation (CAA/TIRF) International Conference on Distracted Driving:

“Distracted driving is the diversion of attention from driving, as a result of the driver focusing on a non-driving object, activity, event or person. This diversion reduces awareness, decision-making or performance leading to increased risk of driver error, near-crashes or crashes. The diversion of attention is not attributable to a medical condition, alcohol/drug use and/or fatigue.”

The issue of impaired driving by distraction continues to grow. Alberta initiatives have focused primarily on awareness raising and the development of new legislation.

In 2011, amendments to the *Traffic Safety Act* were introduced, which complement the existing “driving without due care and attention” legislation. Effective September 1, 2011 the *Traffic Safety Amendment Act 2011* restricts drivers from:

- using hand-held cell phones
- texting or e-mailing
- using electronic devices like laptop computers, video games, cameras, video entertainment displays and programming
- portable audio players (e.g., MP3 players)
- entering information on GPS units
- reading printed materials in the vehicle
- writing, printing or sketching
- personal grooming.

### **Targets**

It will be necessary to determine an appropriate baseline and targets for the new measures. Some options which could provide Alberta baseline information include:

1. Observational surveys
2. Public awareness surveys
3. Conviction information
4. With the cooperation of enforcement, conduct a special study of drivers in fatal and serious injury collisions.  
(Some of these are currently being explored)

### **Recommended actions**

Alberta Transportation will continue to build on its current integrated approach, which includes:

### **Research and evaluation**

- Ensure data is collected regarding distracted driving.

### **Legislation/Regulation/Sanctions**

- Review sanctions under the new legislation.

### **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

- Enforcement of new legislation.

## **Community Mobilization**

Regional Traffic Safety Consultants will lead, encourage, and coordinate local partners to promote and implement activities focused on reducing distracted driving through:

- Coordinating local partners, including schools, to promote and implement activities related to distracted driving awareness
- Working with local media contacts focused on distracted driving
- Promoting and assisting applications for the Alberta Traffic Safety Fund for community based initiatives focused on reducing and raising awareness of the effects of distracted driving
- Education on the components of the laws on distracted driving.

## **Education/Marketing**

Develop social marketing approach to distracted driving in support of the Traffic Safety Plan Calendar.

## **Fatigue**

### **Current situation**

Impaired driving by fatigue is an issue, and the focus has been on the general driving public and motor carriers. Managing the issue of driving while impaired by fatigue is a challenge for the following reasons:

- There are no instruments that allow enforcement agencies to measure with accuracy the level of driver fatigue and drowsiness
- Many police officers require training in fatigue and drowsiness detection
- Collision reporting practices by police forces may vary across jurisdictions, and may not consistently identify fatigue
- Available statistics and data on this subject matter may be incomplete or not standardized
- Drivers underestimate their level of fatigue and how it impacts their reaction time and decision making.

Provincial initiatives are focused primarily on awareness raising. Far more progress has been made toward managing the role of fatigue as it relates to motor carriers.

## **Targets**

It will be necessary to determine an appropriate baseline and targets for the new measures. Options for establishing an Alberta baseline include:

1. Use the fatigue model developed for Canadian Council of Motor Transport Administrators (CCMTA) which uses currently collected collision data.
2. Use driver condition information currently collected on the collision report form. However, police reported fatigue is very likely underestimated.
3. Use the CCMTA Model for Administration of Driver Fitness Programs and the CCMTA Medical Standards for Drivers to help guide stakeholders and assess sleep disorders.

## **Recommended actions**

Alberta Transportation will continue to build on its current integrated approach, which includes:

### **Legislation/Regulation/Sanctions**

- Review requirements for issuing exemptions or permits to the Driver's Hours of Service Regulation
- Review requirements of Carrier Safety Program
- Clarify 24 hour operator licence suspensions for fatigued drivers.

### **Community Mobilization**

- Regional Traffic Safety Consultants will lead, encourage, and coordinate local partners to promote and implement activities focused on bringing awareness to and reducing impaired driving by fatigue.

### **Education/Marketing**

- Support development and implementation of a North American Fatigue Management Program (NAFMP)
- Produce information related to fatigue principles, focusing on how to identify fatigue and the differences between fatigue and sleepiness
- Partner with industry stakeholders who are pursuing the development of fatigue management programs
- Sponsor workshops on driver fatigue for regular and commercial drivers
- Encourage fatigue training courses for commercial carriers and their safety officers (drivers already have lots of opportunities through their employer)
- Develop strategies/approaches to driver related fatigue.

### Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)

- Initiate fatigue related (hours of service/logbook) Selected Traffic Enforcement Program campaigns in conjunction with community stakeholders.

### Infrastructure improvements

- Expand facilities at Safety Rest Areas as warranted
- Continue with the implementation of rumble strips and flexible barriers.

## Infrastructure

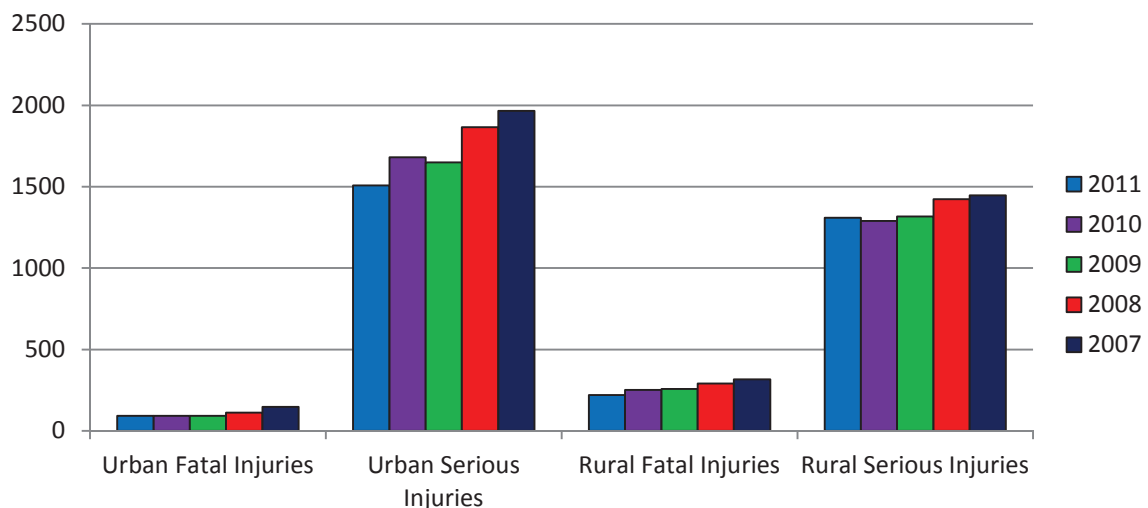
The most significant message of a safe system is that everybody is responsible for improving road safety. It requires road users, road authorities, planners, policy makers, enforcers and vehicle manufacturers and distributors to all work together. It challenges “system designers” to achieve a balance in the 3 key factors on the physical network – road and roadside safety, travel speed and primary and secondary safety features of vehicles in order to achieve safe conditions which result in non-fatal collision outcomes.

## Roads

Promoting safer travel speeds is particularly important where major highways go through cities and towns and there is significant pedestrian and bicycle traffic.

**Improving road infrastructure** – Collision rates vary with road alignment, road width and road lanes, roadside and median treatment and with intersection type and design. Rural road collisions are generally more severe than collisions on urban roads, particularly on undivided highways.

**Urban vs. Rural Fatal and Serious Injuries - Alberta**



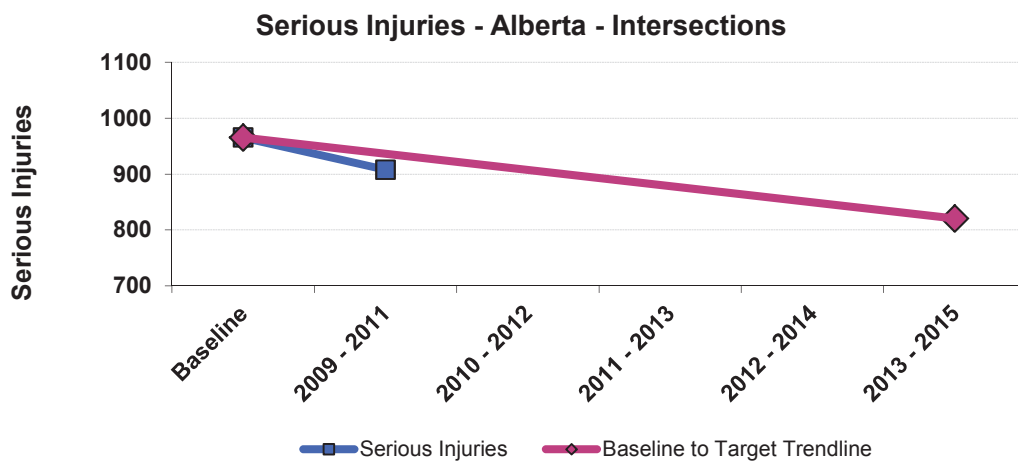
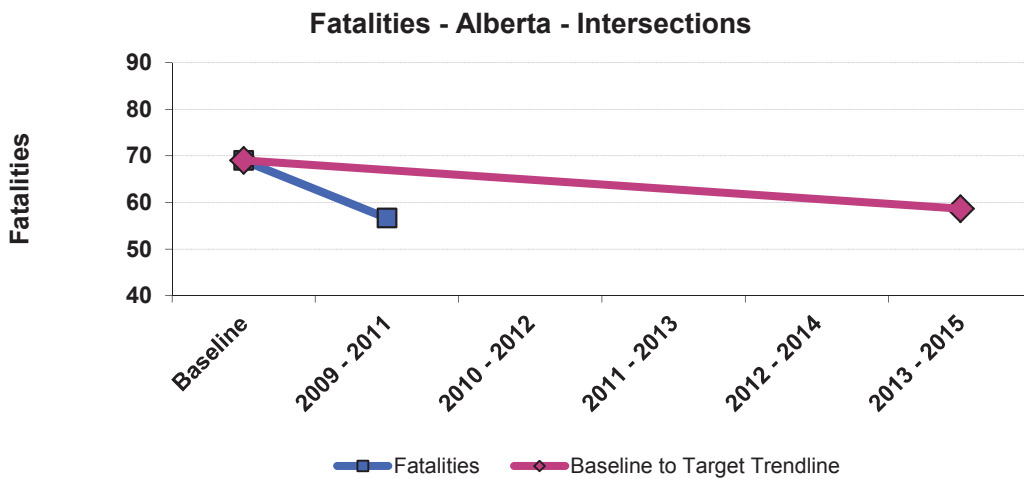


## Intersections

### Current situation

Collisions occur at intersections because motor vehicles are in conflict with each other when crossing or turning in traffic. Improving the engineering of intersections is the first step toward reducing collisions because vehicle conflicts - combined with less than optimal highway/street design or signage - often result in collisions of vehicles with roadside objects, pedestrians and other vehicles. Replacing intersections with modern roundabouts where warranted is recognized as an effective tool for reducing the severity of collisions at intersections.

### Targets



Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year average, baseline average.

### **Recommended actions**

Most intersection improvement programs focus on improving infrastructure. However, collision data highlight the extent to which driver behaviour contributes to collisions (e.g. following too close, unsafe left turns, etc.). This emphasizes the need for a combined approach of engineering, education and enforcement (the 3 E's) to intersection safety.

Alberta Transportation will continue to develop and implement:

### **Research and evaluation**

- Research, identify and utilize appropriate technology to develop and support optimal intersection safety.

### **Community Mobilization**

Regional Traffic Safety Consultants will promote and implement activities relating to intersections through:

- Assisting law enforcement, first responders, and other key stakeholders in promoting and coordinating local awareness events such as Joint Forces Operations and mock collisions
- Working with local media contacts focused on intersection safety
- Providing communities with information relating to Automated Enforcement Technology related to speed and red light violations
- Promoting and assisting applications for the Alberta Traffic Safety Fund for community-based awareness initiatives.

### **Education/Marketing**

- Ensure that educational messages for all road safety agencies are consistent and integrated
- Review best cross-jurisdictional and international practices for intersection safety educational and awareness activities (including how to use roundabouts).

### **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

- Implement the use of Intersection Safety Devices for use at High Collision Signalized Intersections which meet guidelines.

## Infrastructure improvements

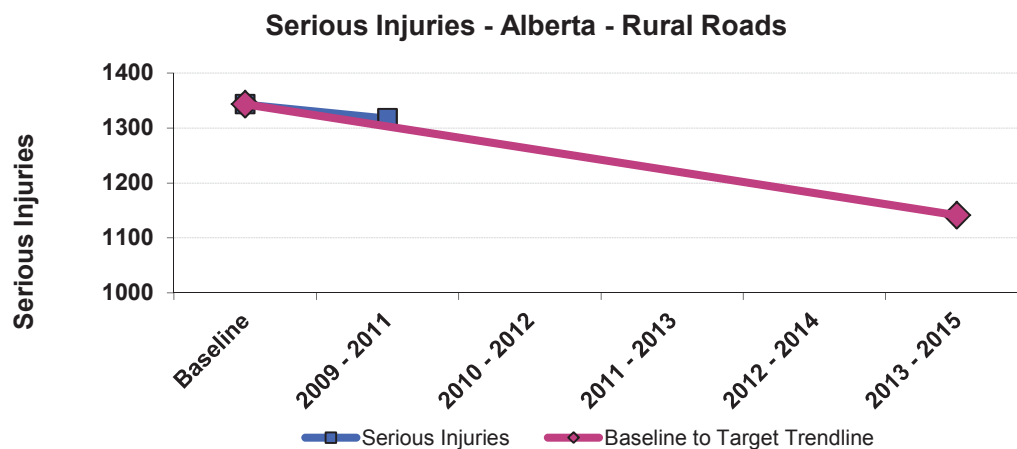
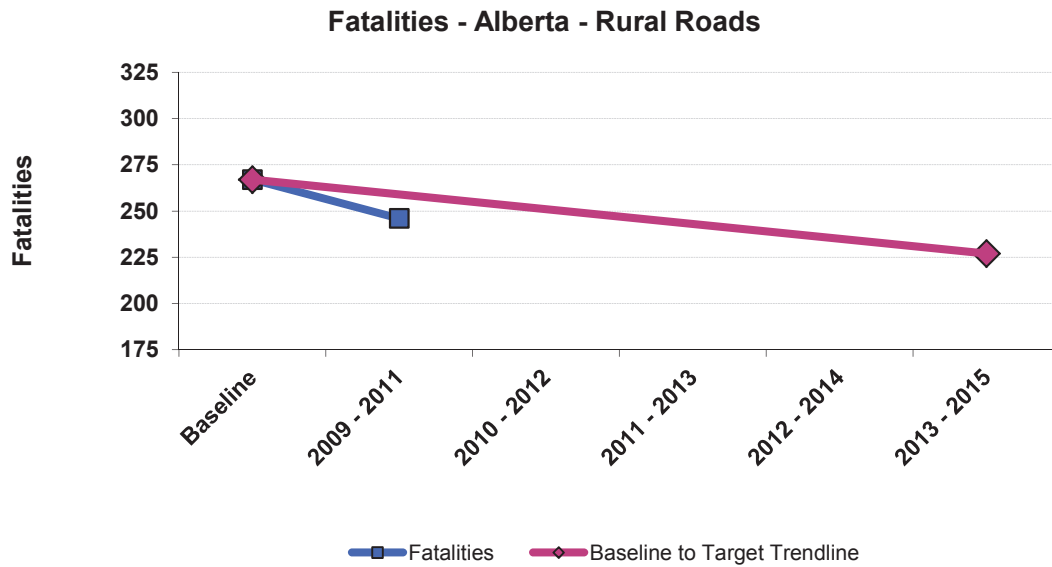
- Continue to:
  - modify or change intersection configuration on an ongoing basis to improve traffic safety, such as conversion of stop/signal control intersections to roundabouts, add left/right turn lane where and when appropriate
  - identify and implement the most effective countermeasures to reduce collisions at intersections where warranted
  - develop ranking and assessment of high collision intersections
  - conduct In-service Road Safety Reviews of high risk intersections as required
  - install Rumble Strips for STOP condition on Alberta Transportation rural highways with speed limit of 80 km/h or above where appropriate
  - upgrade existing signals to include pedestrian countdown signals where there is a crosswalk
  - install Dynamic Message Signs where required
- Consider trial project to install innovative Pavement Markings.

## Rural roads

### Current situation

Many traffic collisions happen in busy city areas where the speed limit is 60km/h or less, yet most of these collisions are not serious enough to cause death. On the other hand, many more serious collisions happen on rural roads, where speed limits are generally higher and the roads are typically not illuminated for practical reasons and to preserve the rural environment. Drivers are more likely to encounter unexpected conditions on rural roads than in urban areas, and there is always the danger of coming across animals that seem to 'appear out of nowhere'.

While the "engineering" of rural roads should be an important priority, it is often unsafe behaviour (or condition) of drivers that needs to be addressed. Issues such as excessive speeding or driving too fast for the road/weather conditions, failing to comply with the 'rules of the road' (such as driving through stop signs without stopping), driver impairment, fatigue and the non-use of occupant restraints may all be contributing factors to collisions and their outcomes on rural roads.



Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average.

#### Recommended actions

While most improvement programs focus on improving infrastructure, it is important to review the collision data which can highlight the extent to which driver behaviour contributes to collisions. This emphasizes the need for a combined approach of engineering, enforcement and education. Alberta Transportation will continue to develop and implement:

## **Monitoring**

- Include the expanded use of Global Positioning System (GPS) and Geographic Information System (GIS), and communication with enforcement to aid in the collection of appropriate GPS information to locate collisions.

## **Research and evaluation**

- Continue to identify high collision locations on rural roads
- Identify, install and monitor strategies to manage vehicle-wildlife conflicts, including the emerging use of advanced Intelligent Transportation System technologies where appropriate
- Review design criteria to accommodate long combination vehicles (LCVs) and oversize vehicles
- Study the implemented engineering measures that have an influence on travel speeds
- Re-evaluate requirements for lane widths and medians
- Undertake research to determine options for lane reversals
- Research and evaluate installation of centerline rumble strips on Alberta Transportation highways
- Consider as pilot projects:
  - installation of innovative pavement markings
  - installation of “ride-over” end treatments to avoid road-side hazards
  - installation and monitoring of a wildlife detection system along a high wildlife collision highway section.

## **Community mobilization**

- Regional Traffic Safety Consultants will encourage and coordinate local partners to promote and implement activities promoting safer driving on rural roads
- Encourage municipal members of Alberta Association of Municipal Districts and Counties (AAMDC) and Alberta Urban Municipalities Association (AUMA) to adopt new standards where necessary
- Enable input from stakeholders during highway planning and design phases of new projects
- Interact with local operations managers.

### **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

- Coordinate public education and awareness activity with enforcement programs to maximize the impact and awareness for the public. Specific focus should be on occupant restraint usage, speed, impaired driving and driving behaviour at intersections
- Consider automated enforcement in high risk areas
- Conduct enforcement aimed at commercial vehicle operators, including Joint Forces Operations.

### **Infrastructure improvements**

- Continue to:
  - identify high collision locations / segments, conduct safety reviews and implement cost-effective measures as needed
  - introduce measures that reduce single-vehicle crashes and multi-vehicle crashes as needed
  - explore innovative approaches in the creation of safety rest areas in strategic locations to assist in fatigue management
  - review and update policy on climbing/passing lanes
  - install Shoulder Rumble Strips where warranted
  - install Centreline Rumble Strips where warranted
  - install High Tension Cable Barrier Systems (replacing other “rigid” systems) as required
  - install impact crash cushions as required
  - remove hazards from the roadside
  - install illumination at isolated locations or infill lighting as warranted on highway network
  - bridge rail upgrades - apply standard solutions to highway bridges on a priority basis
  - bridge rail transition upgrades – apply standard solutions to highway bridges on a priority basis
  - improve side slopes as required on highways
  - conduct Road Safety Audits at different stages of complex projects
- Consider trial project of reflectorized posts and reflectorized cat’s-eyes.

### **Speed management**

- Ensure there is a uniform application of speed limits
- Consider the introduction of innovative roadway treatments that can bring about a change in drivers’ speeding behavior.

## **Railway crossings**

- Encourage and strengthen linkages to other agencies and stakeholders such as Operation Lifesaver and the National Highway – Railway Grade Crossing Research Program
- Ensure compliance with appropriate federal and provincial rail safety standards for crossing provincially-regulated railways.

## **Intelligent Transportation Systems**

Continue to use a variety of Intelligent Transportation System measures where appropriate, such as:

- RWIS (Road Weather Information System) stations on Alberta Transportation highways to improve winter maintenance and safety
- FAST (Fixed Automated Spray Technology) system to improve winter maintenance and safety
- VTMS (Video Traffic Monitoring System) for traffic and incident monitoring
- MDSS (Maintenance Decision Support System) for winter conditions.

## **Trauma Management System**

- Partner with emergency services to ensure that local EMS / Fire / Enforcement agencies are involved in the Community Mobilization Strategy
- Create partnerships with key stakeholders involved in the *“Give Us Room to Work”* work zone safety strategy.

## **Rural/Urban Transitions**

- Undertake studies to identify traffic safety issues on rural roads within the “urban” environment
- Consider a pilot project to install gateway treatments between rural and urban transition.

## **Vehicles**

### **Current situation**

The Vehicle Safety Section of Alberta Transportation is responsible for the administration of programs related to managing the issuance of commercial, salvage and out of province vehicle inspection certificates, delivery of inspection facility audits combined with an extensive investigation program to monitor compliance by the licensed facilities and technicians registered in the inspection programs. A key activity is to create a balanced licensing and monitoring process ensuring that Alberta has the appropriate vehicle standards and legislation to address new and emerging vehicles, reducing the number of unsafe vehicles on the roads.

## **Targets**

It will be necessary to determine an appropriate baseline and targets for the new measures. Appropriate information to set a baseline is not readily/currently available for all of the new targets.

Alberta Transportation will continue to develop and implement a combined approach, which includes:

### **Vehicle inspection programs**

#### **Research and evaluation**

- Promote and monitor vehicle safety standards

#### **Legislation/Regulation/Sanctions**

- Consider Right Hand Drive (RHD) legislation.

#### **Program delivery**

- Continue to:
  - deliver provincially licensed inspection programs related to out of province, salvage and commercial vehicles
  - license and monitor private sector inspection facilities that provide provincial safety inspection services
  - monitor inspection stations and technicians for unsafe inspection and repair practices
- Enhance “Mystery Shopper” program for light trucks, commercial vehicles and passenger vehicles.

#### **Education/Marketing**

- Develop and deliver key messages on purchasing vehicles with additional safety equipment
- Communication of sanctions for violations
- Develop links to formal websites such as the New Car Assessment Program (NCAP) and the Insurance Institute for Highway Safety (IIHS) that provide information about safer vehicles
- Publicize sanctions – a website will be developed, and available to the public, that identifies sanctions issued by any branch within the Transportation Safety Services Department.



## Unusual vehicles

### Research

- Conduct research and pilot projects to assist in the development of policies and strategies to address the use or restriction of emerging or unusual vehicle types, such as segways, low speed vehicles, 3-wheel vehicles, unconventional vehicles and electric vehicles

### Legislation/Regulation/Policy

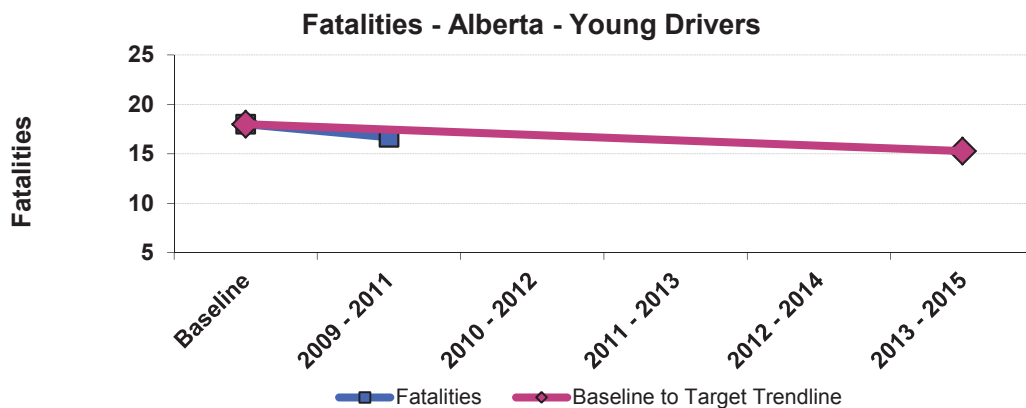
- Advocate for Transport Canada to adopt Federal regulations regarding Right Hand Drive vehicles

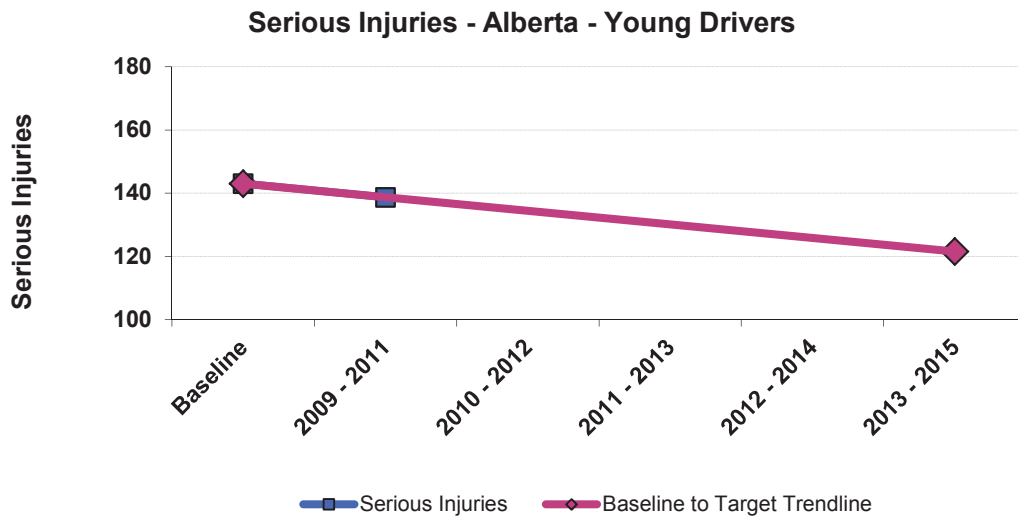
## Young drivers/riders

### Current situation

While there has been some reduction in collisions involving young drivers, these road users remain an important priority. The Graduated Driver Licensing Program assists new and young drivers to get driving experience while at the same time helps them cope with the risks involved. Consideration will be given to enhancements to Alberta's Graduated Driver Licensing Program through an examination of curfews, passenger restrictions and demerit thresholds.

### Targets





Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average.

**Recommended actions**

Alberta Transportation will continue to build on its current initiatives which include:

**Legislation/Regulation/Sanctions**

- Review and consider improvement to Graduated Driver Licensing conditions

**Community Mobilization**

Regional Traffic Safety Consultants will promote and implement initiatives focused on young drivers and riders through:

- Coordinating local partners, including schools, to promote and implement activities related to young drivers and riders
- Partner in the development and implementation of awareness events and initiatives such as safe driver awareness events, and youth traffic safety events / conferences
- Delivering presentations and information on the Graduated Driver License to youth and their parents
- Working with local media contacts focused on young drivers / riders
- Promoting and assisting applications for the Alberta Traffic Safety Fund for community-based initiatives.

## Education/Marketing

- Parental involvement and driving coaches will be encouraged to increase their knowledge through distribution of the “Geared to Go” program
- Continue to deliver “Getting into Gear” for Grade 9 students to inform them about Graduated Driver Licensing and the risks associated with driving
- Investigate the use of effective communications tools for young drivers and riders
- Awareness related to new drivers and legislation on the Graduated Driver Licensing component and new alcohol sanctions.

## Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)

- Develop enforcement and public awareness campaigns targeting youth that focus on the dangers and consequences of driving at unsafe speeds, drinking and driving, drugs and driving, driver fatigue, distracted driving and non-use of seat belts.

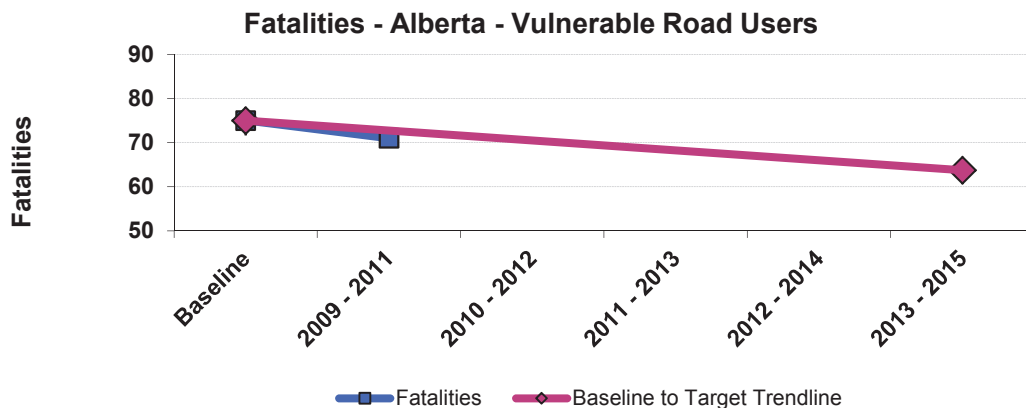
## Vulnerable road users

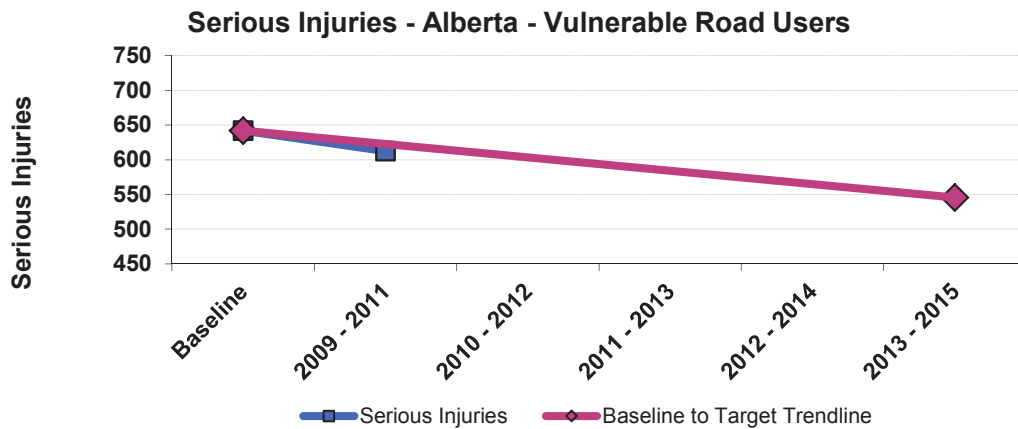
### Current situation

Collectively, vulnerable road users (pedestrians, motorcyclists and cyclists) continue to be involved in many traffic collisions resulting in fatalities and major injuries. These include several high-risk pedestrian groups – elderly, youth and impaired.

Generally, motorcycling has become increasingly popular over the last several years and not surprisingly, there has been a corresponding increase in collisions and fatalities involving motorcycles.

### Targets





Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average.

### Recommended actions

The most important objectives for improving motorcycle safety are to ensure helmet use is maintained, reduce alcohol impairment, and to review and where necessary improve licensing and training standards.

Within the *Safer System Approach*, the protection of vulnerable road users is a key priority, specifically through reduced speed limits in areas of high pedestrian usage, such as schools and shopping centres. An integrated approach will be developed that includes:

### Legislation/Regulation/Policy

- Review requirements for the use of Off Highway Vehicles.

### Community Mobilization

Regional Traffic Safety Consultants will promote and implement activities focused on reducing collisions involving vulnerable road users through:

- Coordinating local partners, including schools, to promote and implement activities related to pedestrian and bicycle safety; and motorcycling and OHV safety
- Partnering in the development and implementation of community based traffic safety initiatives such as bike rodeos, seniors roundtables, Walk the Talk events, and youth traffic safety events
- Working with local media contacts focused on vulnerable road users
- Promoting and assisting applications for the Alberta Traffic Safety Fund for community-based initiatives.

## **Education/Marketing**

- Undertake public awareness campaigns and review driver training materials to ensure vulnerable road user information is available
- Introduce targeted campaigns promoting bicycle helmet use, cycling rules, safety tips, safer routes for cyclists and improving driver behaviour regarding cyclists
- Develop strategies to address motorcycle risks including the development of new educational materials and enhanced training requirements
- Promote the use of pedestrian safety materials.

## **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

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

## **Infrastructure improvements**

- Continue to upgrade existing pedestrian signals to countdown signals as required.

## **Off Highway Vehicles**

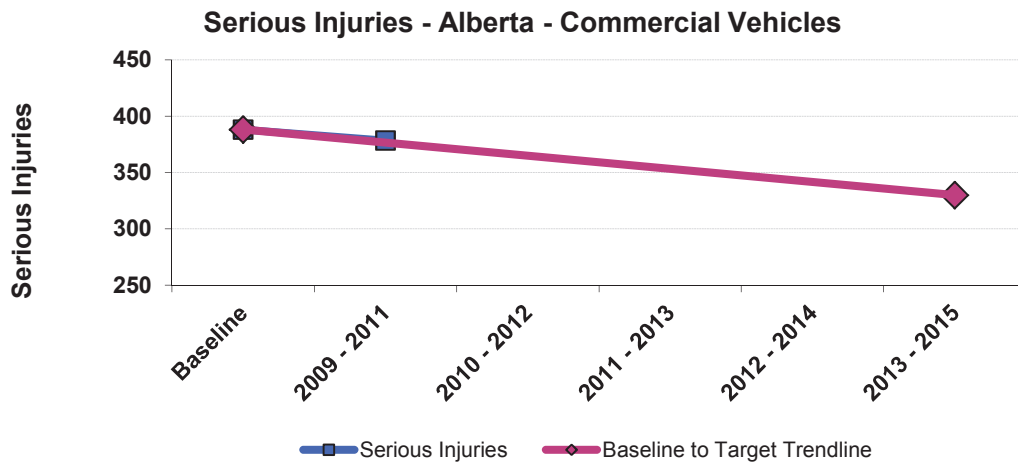
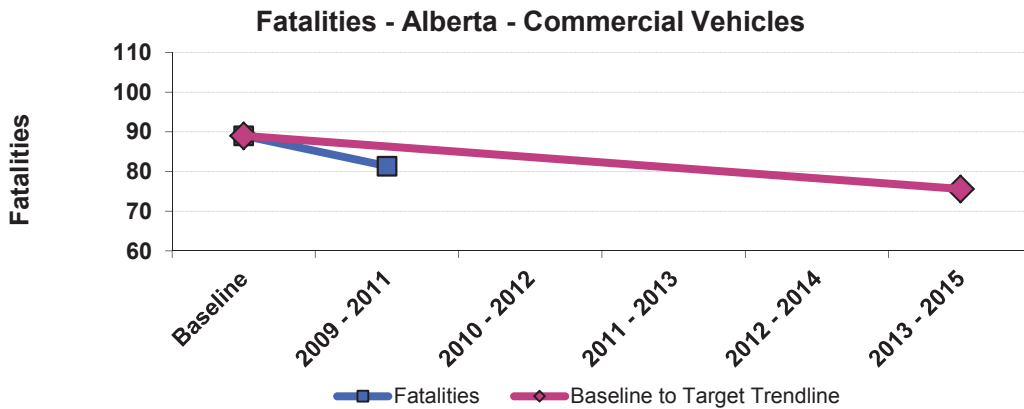
- Appropriate (and focused) programs will be developed and implemented (based on research findings) involving other Off Highway Vehicles partners.

## **Motor carriers**

### **Current situation**

Commercial vehicles are driven by professional drivers who may travel hundreds of thousands of kilometres a year. Professional truck drivers' safety and the safety of others with whom they share the road are dependent on a number of factors, including regular maintenance and inspection. Drivers and carrier owners are jointly responsible and accountable for the safety and maintenance of their equipment. To maintain and enhance the safety of commercial vehicles travelling on Alberta highways, Alberta Transportation supports the mandatory Commercial Vehicle Inspection Program (CVIP).

## Targets



Program targets are based on achieving a 15 per cent reduction in the 2013 - 2015 three year average compared to the 2008 - 2010 three year, baseline average.

For the purposes of this target, commercial vehicles include the following as identified on the Alberta collision report form:

- Truck > 4500kg
- Truck Tractor
- School Bus
- Transit Bus
- Intercity Bus

## **Recommended actions**

Alberta Transportation will continue to build on its current initiatives, which include:

### **Legislation/Regulation/Policy**

- Continue to re-write Commercial Vehicle Dimension and Weight Regulations
- Continue to update National Safety Code Standard 10 as Alberta's cargo securement regulation
- Adopt the North American uniform brake performance standard for commercial vehicles.

### **National Safety Code**

- Continue to:
  - monitor all National Safety Code carriers for compliance to applicable safety laws
  - review each carrier's history for convictions, Commercial Vehicle Safety Alliance (CVSA) inspections and collisions
  - provide refresher training to all certified CVSA inspectors in Alberta
- Update the formula which calculates and identifies carriers that pose a risk to highway safety and intervene using progressive discipline policies as needed. (Conduct audits, issue conditions, impose administrative penalties, and change safety fitness ratings.) (Complete)

### **Hours of Service Regime**

- Continue to enforce the Federal *Commercial Vehicle Driver Hours of Service Regulation* based on the national implementation strategy, and continue to enforce the Provincial *Driver's Hours of Service Regulation*
- Review the feasibility of a single regulatory framework for hours of service.

### **National Safety Code (NSC) Threshold**

- Analyze the data from the study completed through the CCMTA and determine, using crash data, if the current NSC threshold is adequate. Should any changes be required they should be made in accordance with the New West Partnership Trade Agreement.

### **Transportation Engineering**

- In conjunction with related industry segments, continue the development of standards and preferred practices for the safe movement of oversized loads
- On an ongoing basis continue to review standards for Long Combination Vehicle operations

- Monitor and enhance road safety performance standards for the log haul industry
- Implement and continue to roll out the Transport Vehicle Information System – Multi-Jurisdiction (TRAVIS MJ) to municipalities (TRAVIS MJ is the permitting system for overweight and over dimensional loads). Explore the possibility of extending this program into municipalities so that carriers will be able to obtain a permit from all road authorities by contacting Alberta Transportation directly (i.e. one stop shop)
- Review the management of traffic around over dimensional loads in transit.

### **Community Mobilization**

Regional Traffic Safety Consultants will encourage and coordinate local activities related to commercial vehicle safety through:

- Assisting Commercial Vehicle Enforcement Branch, law enforcement, first responders, and other key stakeholders in coordinating enforcement focused on commercial vehicle safety
- Enabling Commercial Vehicle Compliance within Aboriginal communities
- Promoting local awareness events including school bus rodeos and professional driver events/courses
- Working with local media contacts focused on commercial vehicle safety, construction zones, and passing emergency vehicles
- Providing communities with information relating to construction zone safety and passing emergency vehicles.

### **Education/Marketing**

- Work with industry groups to continue educating carriers, drivers and enforcement personnel on regulatory requirements
- Continue to implement incentive programs for Partners In Compliance carriers including non-government fee for driver abstracts
- Continue to amend Memoranda of Agreement or Memoranda of Understanding (MOA's/MOU's) between industry and government for exemptions outside the regulations to ensure they are still in line with current government policies
- Develop educational handouts and/or fact sheets to use in educating motor carriers, safety officers and drivers on regulatory requirements.



## **Enforcement (in cooperation with Justice and Solicitor General and law enforcement agencies)**

- Continue to:
  - lay charges and issue out of service declarations for the most serious offences
  - conduct investigations on carriers and lay charges, issue administrative penalties or down grade safety ratings as warranted
  - use electronic onboard recorders (EOBR's) as a disciplinary tool for high risk carriers
  - monitor areas, such as Fort McMurray, for speeding commercial vehicles
- Assist enforcement personnel in their enforcement of moving violations, such as speed and aggressive driving, non-use of seat belts and impaired driving
- Train additional Commercial Vehicle Enforcement officers to conduct speed enforcement
- Ensure adherence to commercial driver license standards
- Continue "E-inspections" which will replace paper inspections, and will provide faster identification of high risk carriers through the monitoring process
- Expand infrared and vehicle safety identification technology including smart roadside technology
- Expand the use of Performance Based Brake Tester (PBBT) units to contribute toward a risk-based selection of commercial vehicles for roadside inspection and monitoring
- Use Automated License Plate Recognition software to assist in identifying high risk carriers.

## **Infrastructure improvements**

- Continue to:
  - build Safety Rest Areas along highways as warranted
  - build Truck Staging Areas where appropriate
  - develop High Load Corridor.

## **Partners in Compliance (PIC)**

- Maintain governance and operational support for the Partners in Compliance (PIC) program. PIC is a premier carrier program in which carriers must demonstrate a high level of safety and regulatory compliance
- Introduce technology such as "DriveWyze" to broaden PIC reporting process capabilities
- Develop online processes to allow carriers to obtain services via the web
- Explore incentives for carriers to voluntarily use electronic onboard recorders (EOBRs).

### **Dangerous goods**

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

### **Fatigue management**

- Promote best practices with respect to effective fatigue management strategies based on the finalized version of the North American Fatigue Management Program (NAFMP). This program will be made available for motor carriers to implement a comprehensive fatigue management program.

### **Continued linkage to other programs such as Road Safety @ Work**

- Develop an inventory of existing information resources and make the inventory accessible to workers and employers
- Partner with stakeholders to develop and implement social marketing campaigns focused on Road Safety @ Work
- Include Road Safety @ Work information in young worker and school education initiatives.

## **High risk and medically unfit drivers**

### **Current situation**

“High risk and Medically Unfit Drivers” is a diverse program that includes:

- High risk and non-compliant drivers
- Medically at risk drivers.

Each of these groups needs to be addressed individually. The current efforts are towards enhancing the monitoring of high risk drivers in the areas of *ability* and *compliance*.

### **Recommended actions**

The key activity is to create a balanced licensing and monitoring process that maximizes mobility and traffic safety for all road users.

### **High risk and aggressive drivers**

The immediate priority is to research the extent of the problem in Alberta and to identify effective programs from around the world and review their application in Alberta.

### **Program elements**

- Implement system upgrades to identify high risk drivers
- Using the criteria for identifying high risk drivers, provide this information to the police and licensing authorities
- Investigate and implement early initiative techniques for high risk drivers

### **Medically at-risk drivers**

The immediate priority is to research the extent of the problem in Alberta and evaluate best practices information from the Canadian Council of Motor Transport Administrators.

### **Program elements**

- Support traffic safety projects that add value from the Medically at Risk Drivers (MARD) Centre of Excellence at the University of Alberta
- Consider 24 hour roadside suspension provisions for medically at risk drivers
- Provide law enforcement with forms and directions for reporting medically at risk drivers.
- Develop and implement a strategy that provides information to drivers and their family members on medical conditions that can affect safe driving. This will include a website that will provide information, education, registrar guidelines and processes to users that is accessible anonymously.

## **Aging drivers**

The immediate priority is to research the extent of aging effects on driving ability and gather best practices from around the world for designing Alberta's aging driver road safety awareness and education programs.

### **Program Elements**

- Consider the concept of a "Traffic Safety Engineering Toolbox for Aging Road Users"
- Respond to education opportunities for driving including awareness around medical issues, self-declaration, assessing driving behaviours and encourage lifelong learning related to the rules of the road
- Continue to investigate strategies to keep aging drivers on the road in a safe manner

## New Canadian drivers

The immediate priority is to identify the specific groups that would benefit from information related to driver licensing, training testing and programs in the province and develop related educational materials.

### Program Elements

- Work in collaboration with the Ministry of Human Services to identify target audiences and the most effective forms of media and education to disseminate information to new drivers about licensing and safe driving
- Work with other Ministries to develop information materials to identify risks with new Canadian drivers.

## Operational strategies

As a foundation to the above key focus areas a road safety management system has been developed. This is essential for the efficient and effective production of strategies, which in turn achieve road safety results.

### Program management

- Implement enforcement strategic plan
- Continue to examine the authority of enforcement agencies (non-police) to enforce sanctions for a variety of driving offences
- Develop and implement communications strategic plan
- Continue to produce and support the Traffic Safety Plan Calendar
- Implement:
  - research of strategic plan
  - annual Communications Plan to support the Traffic Safety Plan
  - monitoring and evaluation of strategic plan
  - Community Mobilization Strategy
  - Aboriginal Traffic Safety Strategy
- Review and update engineering strategic plan as appropriate
- Establish a “Driver safety” subject matter expert group comprising representatives of key partners and stakeholders
- Continue to implement cost-effective road engineering strategies to reduce collisions on Alberta roads
- Implement plans for current legislative strategies and develop strategic plan for future legislation and policy changes
- Strengthen interdepartmental relationships with key ministries, educating and providing communication about the importance of traffic safety issues
- Maintain the:
  - Traffic Safety Plan Deputy Minister’s Coordinating Committee
  - Subject Matter Expert Groups (SME’S)
- Utilize the Implementation Support System (ISS) which is an electronic tool for better tracking of progress throughout the plan
- Ensure safety is a consideration in all aspects of infrastructure projects, e.g. maintenance, construction and rehabilitation.

## Data collection and analysis

- Continue to develop the business and system changes required for electronic traffic safety data
- Continue to roll out automated collision information capture – E-Collision
- Develop tools to enable ongoing/new data collection necessary for program evaluations and performance measures. (This will include such areas as drug data, distracted driving data, driver condition and age, medically at risk, high risk, etc.).

## Driver programs and licensing standards

### Driver licensing enhancements

- Continue to require on-road tests for motorcycle riders
- Continue to monitor multi-language testing and add new languages as required
- Implement enhanced identity and security elements to national driver licensing through the Canadian Driver License Agreement
- Review and assist the process to develop reciprocal licensing agreements when approached by other countries to ease the licensing process for new Albertans from these countries
- With Service Alberta, clarify driver licensing requirements and information for new Albertans and temporary foreign workers.

### Driver education

- Update the “Basic License Drivers Handbook” (Complete)
- Update Graduated Driver Licensing changes
- Implement the new enhanced minimum classroom and on-bike standards for motorcycle driver training to offer an insurance incentive for completion
- Review on-line delivery options for driver education programs, balancing customer service with identity and security concerns
- Implement the new Alberta Class 5 Curriculum for novice driver training, creating a higher and more consistent standard
- Develop mobile platforms for delivery of Driver Guides
- Expand online options for driver training schools’ interaction with Alberta Transportation.

### Class 5

- Continue to standardize the in-car portion of driver training (Complete)
- Review and consider enhancements to the Driver Examination Model.

### **Commercial drivers**

- In partnership with other groups continue to support commercial driver programs, developed in partnership with government, industry and training institutions.

## **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 reciprocal agreements and relevant Alberta acts and regulations
- Continue to enforce programs related to Operator License suspensions, court imposed driving prohibitions, medical conditions, impaired driving programs, overdue traffic fines, motor vehicle accident judgments and administrative programs
- Using the established performance thresholds, identify high risk drivers and continue ongoing monitoring and sanctioning of such drivers.

### **Driver fitness**

- Continue to assess medically at risk drivers on a case-by-case basis, and personalize decisions related to their privilege to drive
- Maintain the Medical Review Committee and seek its advice on individual medical conditions that may affect a person's ability to safely operate a motor vehicle.

## **Research**

- All Branches will undertake research into national and international best practices to determine the potential effectiveness of programs / policies for possible implementation in Alberta
- Complete research regarding the cost of collisions in Alberta
- Update the Office of Traffic Safety – Traffic Safety Plan baseline study
- Implement the Monitoring and Evaluation Plan.

## **Community Mobilization Strategy**

Continue to implement the Community Mobilization Strategy through Regional Traffic Safety Consultants (RTSCs) who will:

- Identify regional traffic safety stakeholders, lead and develop further partnerships with health care providers, public service groups, enforcement

- partners, the judicial system, educators and other safety organizations in the undertaking of traffic safety activities
- Lead and facilitate the development and implementation of community led initiatives to meet provincial and national targets
  - Continue to distribute local (and population specific) data and other relevant information in a timely manner
  - Partner in the coordination of traffic safety initiatives undertaken by other stakeholders such as law enforcement partners (i.e. key support for the Traffic Safety Plan Calendar and other enforcement initiatives), engineers, health care providers, volunteers and a variety of community groups
  - Educate, and communicate with, community residents and road users about the importance of traffic safety issues and encourage public awareness, responsibility and accountability
  - Continue to integrate programs supported by federal and municipal agencies to maximize funding and avoid duplication of effort
  - Include/engage industry sectors as partners in traffic safety to ensure safe driving practices for their employees
  - Include youth in stakeholder consultation efforts and train them to be traffic safety leaders in their environment (school/university or workplace)
  - Coordinate the development and alignment of regional traffic safety action plans with the Traffic Safety Plan
  - Increase the profile of the Office of Traffic Safety (and the RTSCs) and its significant leadership role in traffic safety throughout the province
  - Continue to make use of the electronic monitoring system (CMOSS) to ensure communication and coordination between RTSCs and monitor progress.

## Aboriginal Communities

Continue to implement the Aboriginal Traffic Safety Strategy through:

- Quarterly meetings of the Advisory Coalition for the Aboriginal Traffic Safety Strategy
- Continued deployment of Aboriginal Regional Traffic Safety Consultants for First Nations, Métis Settlements and Métis Off-Settlement Albertans
- Ensuring Aboriginal perspectives continue to be integrated within traffic safety strategies
- Continued increase of education programs and traffic safety resources within Aboriginal Communities and Aboriginal stakeholder groups
- Recognition of the unique governance structure of each Aboriginal Community
- Partnerships with aboriginal communities, Literacy Alberta and other agencies to enhance driver training through plain language education and evaluation.



## Principles and key considerations

The following principles and key considerations are the foundation of the road safety management system. Both are essential for the efficient and effective production of actions which, in turn, achieve road safety results.

### Principles

**Results focus** — Links all actual and potential actions with results, analyzes what results can be achieved over time, and sets out a safety performance framework for the delivery on actions and their immediate and final outcomes.

**Coordination** — Organizes and aligns the actions and other related institutional management functions delivered by government partners and related community and business partnerships to achieve the desired focus on results.

**Investment** — Program funding as required.

**Commitment** — Support from all orders of government and stakeholders.

### Key considerations

**Legislation, regulation and policy** — Changes will be advanced when necessary.

**Innovative initiatives** — Research, particularly in the area of vehicle technologies.

**Information technology** — The Motor Vehicle System (MOVES) is approximately 30 years old and presents a risk if a long-term strategy is not developed.

**Communication and education** — Sustained communication of road safety must be a core goal of government and society, emphasizing the shared societal responsibility to support the delivery.

**Monitoring and evaluation** — Monitoring the systematic and ongoing measurement of road safety actions.

**Research and development** — Continuing to review of best practices in all areas of road safety.

**Knowledge transfer** — Systematic and ongoing transfer and application of knowledge that contributes to improved efficiency and effectiveness of road safety.

**Community mobilization** — Empowering the community, increasing or facilitating community ownership, strengthening community action and coordinating and ensuring healthy and safe environments.

**Aboriginal communities** — Regional Traffic Safety Consultants will implement targeted strategies to reduce rates of traffic collisions among Aboriginal people in consultation with leaders and elders in Aboriginal communities.

**Driver programs and licensing** — Foundation of a *Safer System Approach* is the management of driver licensing and reciprocity through the one driver-one licence-one record approach.

**Driver fitness and monitoring** — Drivers must have the ability to operate motor vehicles in a safe manner. Drivers whose existing medical condition may affect the safe operation of their vehicles, their occupants and/or the safety of other road users would be identified under this group (e.g., those with heart disease, uncontrolled diabetes, seizures etc.).

**Road infrastructure** — Improving the safety of the roads has the potential to reduce the incidence and severity of collisions and such improvements are beneficial for all road users.

**Vehicle (and equipment) safety** — Periodic inspection of registered vehicles and techniques to prevent defective, road unworthy or unsafe vehicles from using public roads can contribute to road safety and is a key component of the *Safer System Approach*.

## Beyond 2015 – The Way Forward

### Life cycle of road safety strategies

*Sustainable Safety* which is the foundation for the “Vision Zero” strategy describes the life cycle patterns of road safety strategies, the impact of the “saturation level” on the potential for current strategies to achieve ongoing collision reductions, and the need to introduce new road safety strategies.

### Vision Zero

In addition to implementing concrete actions in the various program areas over the next 2 years (to 2015) it is also important to look forward and develop the next Traffic Safety Plan to 2020 for Alberta. It is almost a decade since the Government of Alberta started its strong focus on saving lives and reducing injuries as a result of traffic collisions. Since that time many lives have been saved and serious injuries avoided.

Through the Federal Highway Administration in the United States *Toward Zero Deaths: A National Strategy on Highway Safety* has been developed. This is a data-driven effort focusing on identifying and creating opportunities for changing American culture as it relates to highway safety. It also focuses on developing strong leadership and champions in organizations that can directly impact highway safety through engineering, enforcement, education, emergency medical service (EMS), policy, public health, communications, and other efforts.

This is probably the next stage of evolution in road safety in Alberta. Moving in this direction would build on the successes of the Traffic Safety Plans to date and expand the scope to further include health care providers and EMS partners. Extensive consultation should be undertaken with the stakeholders and the public to determine an appropriate “Vision Zero” for Alberta.

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Saving Lives on Alberta’s Roads: Report and Recommendations for a Traffic Collision Fatality and Injury Reduction Strategy – Don McDermid, June 2004

Canada’s Road Safety Strategy 2015, Canadian Council of Motor Transport Administrators, January 2011

Global Plan for the Decade of Action for Road Safety 2011-2020, UN Road Safety Collaboration, 2011

## Appendix

### Canada's Road Safety Strategy 2015 matrix

The successor plan to Road Safety Strategy 2010 has identified a matrix that provinces and territories might use to help them focus on priorities, as shown below:

	Major contributing factors			
Target groups	Occupant protection	Impaired driving (alcohol, drugs, fatigue, distraction)	Speed & aggressive driving	Infrastructure (roads & vehicles)
Young drivers				
Medically at risk drivers				
Vulnerable road users				
Motor carriers				
High-risk drivers				
General population				

*Proven National and International Traffic Safety Strategies*