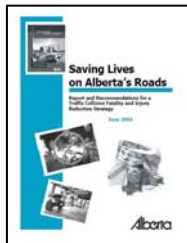




Alberta Traffic Safety Plan

Operational Plan (2008/09)

*Office of Traffic Safety
Transportation Safety Services Division
Alberta Transportation*



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Table of Contents

1	Introduction	1
1.1	Alberta's Traffic Safety Plan: Saving Lives on Alberta's Roads.....	1
1.2	Government Strategic Objectives	2
1.3	Ministerial Mandate	2
1.4	The Office of Traffic Safety.....	2
1.5	3-yr Traffic Safety Action Plan	3
1.6	Overall Target	3
1.7	Project Outputs.....	4
2	Summary of the 3-yr Action Plan	5
2.1	Overall Plan	5
2.2	2007/08 Accomplishments	6
3	Priorities for 2008/09 Plan	9
3.1	Priorities	9
3.2	Priority Actions	9
3.3	Underlying Strategies.....	10
3.4	Sub-Targets.....	13

1 Introduction

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

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

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

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

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

1.2 Government Strategic Objectives

Premier Stelmach has identified five priorities for government:

- Ensure Alberta's energy resources are developed in an environmentally sustainable way
- Increase access to quality health care and improve the efficiency and effectiveness of health care service delivery
- Promote strong and vibrant communities and reduce crime so Albertans feel safe
- Enhance value-added activity, increase innovation, and build a skilled workforce to improve the long-run sustainability of Alberta's economy
- Provide the roads, schools, hospitals and other public infrastructure to meet the needs of a growing economy and population
- To implement these priorities, specific ministry priorities have been identified and set out in the Minister Mandate letters

1.3 Ministerial Mandate

Included in the specific priorities for the Minister of Transportation, and referenced in the throne speech, is a charge to:

- Continue to implement a plan to improve traffic safety.

1.4 The Office of Traffic Safety

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

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

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

1.5 3-yr Traffic Safety Action Plan

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

The purpose of the Traffic Safety Action Plan is:

- To ensure that all stakeholders work cooperatively to meet provincial targets;
- To identify intervention priorities, including legislative changes;
- To ensure that action items are focused on positive results;
- To identify implementation arrangements that maximizes effort;
- To identify the communication requirements at the provincial and local level;
- To establish other gaps and/or needs in education, surveillance, policy and infrastructure support (i.e. human, financial, information); and
- To establish a performance evaluation program that can indicate progress towards the identified targets.
- Involve Aboriginal communities (First Nations and Métis) with the goal of strengthening community action and coordination;
- Educate community residents and road users about the importance of traffic safety issues;
- Identify and support existing partnerships that have been created in support of traffic safety initiatives;
- Develop and nurture further partnerships with schools, colleges, universities, health, and other organizations in the undertaking of traffic safety activities; and
- Include industry sectors as partners in traffic safety.

1.6 Overall Target

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

	Baseline 1996-2001	2002	2003	2004	2005	2006	Target 2008-2010
Fatalities	387	372	385	387	466	453	271
Seriously injured	2936	3462	3151	3285	3349	3812	2056
Fatalities per 100,000 population		11.9	12.2	12.1	14.3	13.0	
Fatalities per billion vehicle kilometres		10.1	9.8	9.9	10.6	10.0	

1.7 Project Outputs

1.7.1 Part 1: 2007/08 Operational Plan

- A detailed operational plan for 2007/08 was developed and implemented. A list of accomplishments is provided in section 2.2

1.7.2 Part 2: 2008/09 Operational Plan

- A detailed operational plan for 2008/09 is the subject of this report.

1.7.3 Part 3: 2009/10 Operational Plan

- A detailed operational plan for 2009/10 will be developed

2 Summary of the 3-yr Action Plan

2.1 Overall Plan

- Establish a mechanism for leadership and coordination, vis-à-vis the Office of Traffic Safety (OTS). The OTS, championed by Alberta Transportation, will coordinate the work of the internal and external stakeholders as well as closely link to the departments of Solicitor General and Public Security, Justice and Attorney General, Health and Wellness and other provincial government departments.
- Ensure strong partnerships are maintained and enhanced, particularly among law enforcement (including a supportive legislative framework for traffic safety laws), education, engineering, health and other community stakeholders.
- Establish the Alberta Traffic Safety Enforcement Committee that will include representation from the RCMP, Municipal Police, Commercial Vehicle Enforcement and the Solicitor General, Alberta Sheriff Highway Patrol to ensure consistency and an integrated approach to formal Selected Traffic Enforcement Programs (STEP).
- Increase and improve coordination among stakeholders for enforcement operations with targeted communication and education activities.
- Include a traffic safety plan or initiative addressing the Aboriginal community (First Nation and Métis). Five of the 16 Regional Traffic Safety Coordinators will assist Aboriginal communities in addressing traffic safety issues in their communities.
- Expand the community education program since positive changes in road safety behaviour occur at the community level.
- Increase resources for enforcement activities, through the Alberta Sheriff Highway Patrol program, that will be used to address targeted traffic safety programs throughout the province.
- Implement targeted efforts to ensure all overdue traffic-related fines are paid, with the goal to promote increased compliance with rules of the road and provide Albertans with safe and secure communities.
- Create a performance management framework and scorecard that will ensure consistent and targeted focus on appropriate interventions.

2.2 2007/08 Accomplishments

Significant progress was made in many areas. These include:

- **Developed 3-yr action plan (07/08 through 09/10)**

This plan identified the activities to be undertaken in the short term (one to three years) as well as support some of the government strategic objectives, specifically improve Albertans' **quality of life** and **provide safe and secure communities**.

- **Developed priorities**

The targets in the Traffic Safety Plan are aggressive, therefore priorities have been set. These are:

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

- **Developed first year key actions**

The priorities were further drilled down and year one priorities were identified and implemented.

- **Engaged stakeholders**

- Held roundtable meetings around the province
- Distributed consistent newsletters
- Invited stakeholders to participate in sub-committees
- Provided feedback and input to the Traffic Safety Action Plan

- **Developed enforcement calendar and enhanced enforcement capacity**

The enforcement calendar is supported by key police agencies, traffic sheriffs, and other enforcement personnel, leading to consistent and focused enforcement.

Acquired equipment for speed and alcohol-impairment detection, including two portable alcohol testing vehicles.

- **Established research and data committee**

This committee is responsible for data, research and monitoring and evaluation.

- **Established communications committee**

The committee includes representation from other ministries and related agencies.

They have developed consistent messages in support of the enforcement campaigns and are in the process of developing a strategic communications plan.

- **Established engineering committee**

The committee includes representation from Infrastructure and Transportation, Municipal Transportation/Engineering departments and related agencies.

- **Established community mobilization plan**

As of March 2008, 6 of 16 regional traffic safety coordinators have been hired.

A strategic community mobilization plan has been developed.

- **Engaged aboriginal communities**

Considerable collaboration and cooperation with both external and internal traffic safety stakeholders has taken place, including representation from First Nations and Métis leaders

- **Secured legislation for Intersection Safety Cameras** (previously referred to as Speed on Green)

- **Participated in an integrated road safety project** in the City of Edmonton with the City and Transport Canada to address speed and intersection safety

- **Developed an electronic monitoring program** to manage programs and track progress within the Traffic Safety Plan initiatives, strategies and workplan

- **Applied innovation**

Acquired and deployed thermal imaging technology in the screening of commercial vehicles prior to inspection.

- **Professional driver certification program**

Facilitated the development and implementation of a pilot Professional driver certification program through the Transportation Training and Development Association and Red Deer College. In this period the pilot program has been implemented and enhanced through the inclusion of allowing Class 1 training to be included when training a novice.

- **Vehicle safety standards and inspections**

Provided guidance and oversight in the development of vehicle safety standards and inspections. The following were developed and implemented:

- A new inspection facility operating manual and commercial vehicle inspection manual to ensure standard inspection procedures
- A facility and technician profile has been developed to track and identify patterns of poor inspections
- The use of administrative penalties provisions for inspection violations.

- **Commercial carrier safety management**

Supported excellence in commercial carrier safety management practices through the Partners in Compliance program and supportive ITS technology.

- **Fatigue management**

Continued participation in development and research of the North American fatigue management program.

- **School Bus Endorsement Program**

Completed upgrades to the manual, published new materials and introduced training.

- **Extended Length Vehicles**

Implemented an improved model to confirm licensing requirements for drivers.

- **Driver Examination Model**

Completed a review of the Driver Examination Model.

- **Getting into Gear**

Developed and distributed the “Getting into Gear” program. This program, for Grade 9 students, informs them about GDL and the risks associated with driving

- **Road Weather Information Systems**

Implemented Intelligent Transportation System technology in Road Weather Information System to enhance safe winter driving.

- **Black Spot Program**

Implemented the Black Spot program to improve safety at high crash locations and accelerated the Highway Shoulder Rumble Strip program.

- **First provincial jurisdiction in Canada**

In response to RSV 2010 mid-term review, established an integrated, strategic approach – a first across other jurisdictions.

3 Priorities for 2008/09 Plan

3.1 Priorities

Since the targets in the Traffic Safety Action Plan are aggressive, it is vital that priorities be reviewed. The application of some of the interventions for the sub-targets remains at varying degrees of implementation and effectiveness. Some still require more research, in some cases legislative changes are required, while others await substantial budgetary investments, i.e. major road safety engineering interventions. It is therefore recommended that in the second year of this plan, significant resources, both human and financial continue to focus on:

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

3.2 Priority Actions

Priority focus will be on the following activities:

- Complete and initiate enforcement strategic plan
- Complete and initiate communications strategic plan
- Develop and implement a comprehensive, strategic and integrated approach to Impaired Driving
- Upgrades to Graduated Driver Licence program
- Introduce demerit points for non use of seat belts (under review)
- Implement actions within Road Safety at Work strategic plan
- Complete and initiate strategic research plan
- Complete and validate monitoring and evaluation plan
- Implement the Community Mobilization Strategy
- Develop and initiate Engineering strategic plan
- Align the Alberta Occupant Restraint Program (AORP) with the Traffic Safety Plan
- Implement Intersection Safety Devices with law enforcement agencies
- Implement Hours of Service standards in Alberta (under review)
- Implement helmet legislation for off-highway vehicle users
- Implement the new commercial vehicle safety regulations and enhance vehicle equipment regulations
- Implement recommendations from the Alberta Transportation and Alberta Education School Bus Safety oversight committee
- Expand Alberta's alcohol ignition interlock program

3.3 Underlying Strategies

TSP Team Focus

Program Management

- Complete 2008/09 Operational Plan
 - Develop enforcement strategic plan
 - Develop communications strategic plan
 - Implement research strategic plan
 - Implement monitoring and evaluation strategic plan
 - Implement Community Mobilization Strategy
 - Develop engineering strategic plan
 - Develop strategic plan for legislation and policy changes
-

Data Collection and Analysis

The collection of consistent, accurate, comprehensive and timely data is fundamental to the success of the Traffic Safety Action Plan. Data is an underlying requirement that ensures decision-makers act with greater confidence.

- Ensure consistent business rules for collection and sharing of collision data between the province and other levels of government
 - Continue to develop the business and system changes required for an electronic traffic safety data collection tool. (Implementation of an electronic data collection tool for use by Alberta law enforcement agencies would provide accurate, timely information to assess progress quickly and adjust or implement new traffic safety programs in a proactive manner.)
-

Driver Programs and Licensing Standards

Driver licensing enhancements:

- Introduce multi-language testing
- Introduce on-road tests for motorcycle riders
- Implement enhanced elements to the national driver licensing agreement, including the Canadian Driver Licence Agreement
- Implement enhanced driver examination model

Driver Education

- Review and publish new materials for the Airbrake Program

Class 5

- Introduce standardization of the in-car portion of driver training
- Review and improve the content and delivery standards for the in-class curriculum guide
- Continue with ongoing research, particularly best practice, in the way basic training is delivered
- Explore the effectiveness of training technology such as interactive internet capabilities and simulators

Professional drivers

- Implement the Professional Drivers Certification Program through Red Deer College, developed in partnership with the Transportation Training and Development Association.
 - Implement recommendations from the Alberta Transportation and Alberta Education School Bus Oversight committee.
-

TSP Team Focus

Driver Fitness and Monitoring

Monitoring of drivers

- Ensure driving privileges are maintained in accordance with the provisions of the Criminal Code (Canada), National Safety Code, national licensing agreements and relevant Alberta acts and regulations
- Continue to enforce programs related to Operator License suspensions, court imposed driving prohibitions, medical conditions, demerit points, criminal convictions, overdue traffic fines, motor vehicle accident judgements and administrative programs.
- Establish performance thresholds to identify high risk drivers and continue ongoing monitoring and sanctioning of such drivers

Driver fitness

- Continue to make decisions related to driver fitness and the privilege to drive
- Maintain the Medical Review Committee for advice on individual medical conditions that may affect a person's ability to safely operate a motor vehicle and when determining fitness to drive in accordance with national medical guidelines
- Review the existing Vision Screening program and process
- Review the existing system development for Driver Medicals

Professional drivers

- Develop professional driver profile consisting of all national safety code and rules of the road violations, to assist motor carriers in hiring decisions, training requirements and discipline

Vehicle Safety Programs

Vehicle Inspection programs

- Establish and continue to monitor vehicle safety standards
- Deliver mandatory inspection programs related to Out of Province, salvage and commercial vehicles
- Continue to licence and monitor private sector inspection facilities that provide provincial safety inspection services
- Continue to perform investigations to address unsafe or illegal repair of vehicles

Unusual vehicles

- Develop policies and strategies to address the use of unusual vehicles

Research

National and international “good” practice

- All departments will undertake research into national and international good practice to determine the potential effectiveness in Alberta

Community Mobilization Strategy

Community Mobilization

Implement the Community Mobilization Strategy by:

- Continuing to establish Regional Traffic safety Coordinators in geographic regions of the province
- Identifying regional traffic safety stakeholders, developing and nurturing further partnerships with health, public service groups and other safety organizations in the undertaking of traffic safety activities
- Encouraging and facilitating the development and implementation of sustainable community led initiatives to meet provincial and national targets
- Fostering coordination of traffic safety initiatives undertaken by other stakeholders such as the law enforcement community (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
- Educating and providing communication to community residents and road users about the importance of traffic safety issues
- Including industry sectors as partners in traffic safety
- Coordinating the development and alignment of regional traffic safety action plans with the Traffic Safety Action Plan
- Evaluating community-based traffic safety initiatives and programs

Aboriginal Communities

- Establish 5 Regional Traffic Safety Coordinators in aboriginal communities
 - In consultation with leaders and elders in Aboriginal communities, implement targeted strategies to reduce rates of collisions, injuries and fatalities among Aboriginal people
 - Establish and maintain regular meetings with key contacts from Urban Aboriginal Coalitions/Métis Nation/Métis settlements/First Nations/International, Intergovernmental and Aboriginal Relations
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3.4 Sub-Targets

TSP Team Focus

Unbelted occupants and occupant restraints

Target

- 95% seatbelt wearing and proper use of appropriate child restraints by all motor vehicle occupants
- 40% decrease in the number of fatalities involving unbelted occupants

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

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

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

Seat Belt/ Child Restraint Wearing Survey

- Conduct seat belt/child restraint wearing surveys

Education/Community Mobilization/Marketing

- Continue sustained public education efforts regarding child safety seats including the importance of booster seats for children who have outgrown a child safety seat, in addition to school programs to educate children themselves
- Assess current promotional and information activities and ensure alignment with the Community Mobilization Strategy
- Align AORP with the Traffic Safety Action Plan
- Continue to hold clinics in communities that ensure the correct installation of child safety seats
- Promote the importance of seatbelt/ignition interlock devices

Legislation

- Introduce demerit points for non-use of seat belts and child safety seats (under review)
- Secure booster seat legislation (under review)
- Review and eliminate all exemptions for the non-use of seat belts and child safety seats (under review)
- Educate the judiciary on the risks and consequences of not using appropriate occupant restraints.

Enforcement/ Awareness

- Conduct STEP campaigns across law enforcement jurisdictions promoting the use of seat belts and child safety seats with additional target focus in geographic locations that are high risk
- Support 'Option 4' programs where appropriate ("Option 4" gives a person an option to attend an education program, and the ticket is subsequently dismissed).

TSP Team Focus

Impaired driving: under the influence of alcohol and other drugs

Target

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

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

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

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

Revisit and establish Impaired Driving Strategic Plan

Education/Community Mobilization/Marketing

- Continue to educate law enforcement agencies, justice departments and the judiciary on the nature and management of drinking and driving and its consequences
- Assess current promotional and information activities and ensure alignment with the Community Mobilization Strategy
- Maintain and enhance awareness programs in schools from an early stage (kindergarten through Grade 12), utilizing such resources as MADD and SADD
- Highlight the costs associated with drinking and driving and inform the public and elected officials of the findings
- Target/personalize educational campaigns for different audiences, particularly young males
- Continue to promote transportation alternatives to drivers who have consumed alcohol
- Promote responsible host behaviour programs
- Review the outcomes of the PARTY program (Prevent Alcohol and Risk-Related Trauma in Youth).

Enforcement (Role of Policing)

- Develop annual enforcement calendar
- Undertake at least 2 joint forces CHECKSTOP programs
- Streamline procedures for drinking drivers
- Encourage police to lay more criminal code charges
- Continue to advocate for increased law enforcement resources

Policy/Legislation

Review and recommend amendments to:

- Record administrative license suspensions on the driver record
- Introduction of administrative license suspensions at the .05 BAC level
- Introduce escalating BAC sanctions
- Reduce the BAC thresholds for chronic offenders
- Use technological innovations for enforcement
- Expand Alberta's alcohol ignition interlock program

Treatment services for Impaired drivers

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

Linkages to other agencies

- Encourage and strengthen linkages with other agencies and stakeholders, such as MADD, SADD and AADAC

Community based initiatives

- Actively support “safe ride home” strategies to discourage drinking and driving at sports events and other special event venues
- Support the implementation and expansion of the Curb the Danger pilot project that was conducted by the Edmonton Police Service in 2006
- Review and promote the Alberta “server intervention” program

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

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

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

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

TSP Team Focus

Speed related crashes

Target

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

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

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

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

Research

- Develop a profile of the target group to ensure that the interventions and public awareness efforts are appropriately targeted
- Develop a mechanism for identifying high risk locations and segments of roadways
- Review research and practices within jurisdictions that have determined optimal levels of enforcement
- Investigate the use and effectiveness of Driver Feedback Message (Speed Reader) signs

Education/Community Mobilization/Marketing

- Ensure that links between the educational system and road safety agencies are maintained to ensure that lifelong messages are integrated
- Assess current promotional and information activities and ensure alignment with the Community Mobilization Strategy
- Share best cross-jurisdictional practices for speed educational and awareness activities. This includes reviewing best practices internationally
- Coordinate public education and awareness activities with enforcement programs to maximize the perceived risk of apprehension.

Engineering

- Support engineering practices geared toward traffic calming
- Prepare a technical memorandum about the use of variable speed limit systems and message signs to reduce speed limits based on specific criteria (poor roads, weather or traffic conditions)
- Consolidate and share best cross-jurisdictional practices for speed related road infrastructure/standards
- Speed limit reviews – safety will be an explicit consideration in speed limit setting and reviewing.

Enforcement

- Use data and intelligence to develop enforcement plans with law enforcement stakeholders
- 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 STEP campaigns in conjunction with community stakeholders
- Expand the photo enforcement program
- Consider the use of photo radar specifically to reduce speeds at and through construction zones
- Develop standards and protocols for the use of enforcement technology (i.e.: photo radar) to ensure that its use is perceived as safety related

TSP Team Focus

Intersection related crashes

Target

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

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

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

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

Research

- Develop a mechanism for identifying locations that are high risk intersections
- Research, identify and utilize appropriate technology to develop and support optimal intersection safety.

Education/Community Mobilization/Marketing

- Ensure that links between the educational system and road safety agencies are maintained to ensure that lifelong messages are integrated
- Assess current promotional and information activities and ensure alignment with the Community Mobilization Strategy
- Share best cross-jurisdictional practices for intersection safety educational and awareness activities. This includes reviewing good practice internationally.

Engineering

- Develop guidelines for the consistent application of road safety audits and In-Service road safety reviews
- Continue to modify or change road configuration to improve traffic safety
- Identify potential improvements for the top signalized intersection locations with higher than expected collision patterns
- Review high collision locations annually for potential collision reduction through cost effective interventions
- Continue to identify effective countermeasures for collisions at rural intersections. This might include grade separation, staggering cross intersections, installation of traffic signals or roundabouts, increasing sight distance, signing, pavement markings, delineation, channelization and lighting
- Continue to identify and implement the most effective countermeasures to reduce collisions at signalized intersections
- Consider 'Dynamic Warning Signs' at extremely high collision sites
- Share best cross-jurisdictional practices for intersection safety engineering activities. This includes reviewing good practice internationally

Enforcement

- Expand the Intersection Safety Camera (Red Light cameras) program where appropriate
- Introduce (pilot test) Intersection Safety Cameras "Speed on Green" technology for use at High Collision Signalized Intersections
- Dedicate more traffic enforcement personnel to Red Light Camera locations, and other intersection violations

TSP Team Focus

Rural roads

Target

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

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

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

96-01	02	03	04	05	06	Target 08-10
1623	1778	1632	1664	1683	1799	974

Surveillance

- Ensure there is a method of accurately recording locations of collisions on rural roads, including the expanded use of GPS and GIS

Research

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

Engineering

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

Education/Community Mobilization/Marketing

- Coordinate public education and awareness activity with enforcement programs to maximize the perceived risk of apprehension. Specific focus should be on seat-belt usage, speed and aggressive driving and impaired driving
- Assess current promotional and information activities to ensure alignment with the Community Mobilization Strategy

Speed management program

- Ensure there is a uniform application of speed limits for similar conditions

Railway crossings

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

Intelligent transportation system measures

- The use of a variety of ITS measures should be studied, and if appropriate installed. These include
 - Variable message signs,
 - Dynamic message signs for rural intersections,
 - Real-time weather information systems and
 - Wildlife detection technology
 - Automated Vehicle Identification to support safe commercial vehicle operators
 - Video traffic monitoring system
 - Speed detection devices at high crash roadway segments

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

- Develop strategies that target the identification and mitigation of conflicts for those rural/urban interface roads that serve regional and urban development
-

TSP Team Focus

Commercial vehicle crashes

Target

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

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

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

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

National Safety Rating System

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

Hours of Service Regime

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

Load securement

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

NSC Threshold

- Harmonize Alberta's and national NSC truck weight threshold (11,794kg.)

Transportation Engineering

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

Trip Inspection

- Establish new regulations that require driver trip inspections to be documented and records to be maintained by carriers.

Education/Community Mobilization/Marketing

- Continue educating carriers, drivers and enforcement personnel on regulatory requirements
- Continue to educate and train industry and enforcement personnel on the new federal Commercial Vehicle Driver's Hours of Service Regulations that came into effect on January 1, 2007
- Provide governance and operational support for the Partners in Compliance (PIC) program. PIC is a premier carrier program; carriers in PIC must demonstrate a high level of safety and regulatory compliance
- Installation of additional pre-clearance systems for PIC carriers at selected Commercial Vehicle Inspection Stations
- Continue to work with partners to address and develop safety programs and information and attraction of new members

Dangerous goods

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

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

Enforcement

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

Legislation/Regulation

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

Fatigue management

- Research and develop best practices with respect to effective fatigue management strategies and develop a strategic direction for Alberta in concert with the North American fatigue management research program

Road safety at work

- Implement the Road Safety at Work strategic plan
- Industry, labour and government are sharing the leadership role and working collaboratively in advancing occupational road safety by developing and implementing strategies based on five themes:

Effective practices

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

Training, education, awareness and culture

- Make available driver education and training programs
- Promote enhanced safety for road construction workers
- Explore the feasibility in implementing the “Share the Road” campaign.

Legislation, enforcement, policy and accountability

- Work with high-incident industries, targeting high-risk behaviours

Research

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

TSP Team Focus

Young drivers/riders

Target

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

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

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

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

Graduated driver licensing

- Enhance Alberta's GDL program based on an examination of existing research and best practice including night-time and peer-age passenger restrictions

Enforcement/Awareness

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

Legislation

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

Education/Community Mobilization/Marketing

- Conduct awareness-raising events at high schools that focus on the perils of drinking and driving particularly around graduation time and support SADD initiatives
 - Review the outcomes of the PARTY program (Prevent Alcohol and Risk-Related Trauma in Youth) – See Impaired driving section
 - 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 GDL and the risks associated with driving
 - Build the department's traffic safety lifelong learning approach by developing specific programs for high school and post secondary schools
-

TSP Team Focus

Vulnerable road users

Target

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

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

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

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

Research and review

- Bicycle helmet usage rates
- The crash profiles of vulnerable road users
- Crashes involving motorcyclists, including their perceptions of vulnerability and risk
- The scope of the problem of impaired pedestrians
- The scope of collisions involving Off Highway Vehicles

Education/Community Mobilization/Marketing

- Assess current promotional and information activities and ensure alignment with the Community Mobilization Strategy
- Undertake public awareness campaigns for all road users on the need to “share the road”
- Introduce campaigns promoting bicycle helmet use, cycling rules, safety tips and safer routes for cyclists
- Develop and promote programs for new motorcyclists
- Undertake presentations on pedestrian safety targeting both the elderly and young children.

Enforcement

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

Legislation

- Seek legislation for the use of helmets for Off-Highway Vehicle users for all age groups.

Off Highway Vehicles

- Appropriate (and focused) programs will be developed and implemented (based on research findings)
-

TSP Team Focus

High risk and medically unfit drivers

Target

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

(Baseline to be established)

High Risk Drivers are defined as those who:

- Have been involved in three or more distinct events (a traffic violation, a first impaired driving Criminal Code conviction or a collision) within a two year period; or
- A driver convicted of a first offence for refusal to provide a breath sample; or
- Having two or more Criminal Code convictions within a five-year period (including driving while prohibited or disqualified).

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

Policy elements

- Identify high risk drivers
- Investigate early intervention techniques for high risk drivers
- The immediate priority is to research the extent of the problem in Alberta and gather best practice information on effective programs from around the world.

Medically at-risk drivers

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

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

Policy elements

- Develop a better understanding of how certain diseases and conditions impact driving ability
 - Develop potential ways to minimize risks among affected individuals
 - Enable Registrar directed appearance before the Transportation Safety Board for high risk drivers
-

TSP Team Focus

Aging drivers

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

Target

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

Policy Elements

- Support this expanding driver population with existing and evolving programs and services
- Develop and implement a strategy that provides information to older drivers and their family members on medical conditions that can affect safe driving
- Respond to education opportunities for driving including awareness around medical issues, specific medical conditions, self-declaration and assessing driving behaviours.

Engineering

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