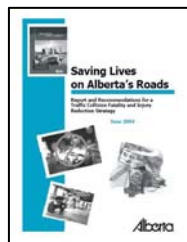


Government of Alberta ■ Transportation

Alberta Traffic Safety Plan

Operational Plan (2009-2010)

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



September 2009

Operation Plan 09-10

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1 Introduction

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

The Alberta government has taken on the challenge of improving traffic safety by moving ahead with a comprehensive, made-in-Alberta Traffic Safety Plan. The success of this plan will only be achieved through the continued efforts of many traffic safety stakeholders. It is 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 laid out five priorities for his government:

[Creating opportunity](#). Alberta has a strong economy and creating opportunities will grow the economy for future generations. The government's plan is to build on traditional sectors – energy, agriculture and forestry – while creating more value-added opportunities.

[A Healthy Approach](#). Alberta's health care system needs to put patients first – that's the key focus for improving the system. It's all part of making sure the right health services are there when Albertans need them, today and in the future.

[Building Tomorrow](#). Alberta's largest-ever investment in infrastructure is more than building new roads, schools and hospitals; it's about maintaining what already exists. This means making sure dollars are spent wisely and growth is anticipated.

[Resourceful. Responsible](#). Alberta is Canada's energy province and that means developing the resources and protecting the environment.

[Strong Communities](#). Living in strong communities means feeling safe and secure; having a deep sense of belonging; and having access to a vibrant arts and cultural scene.

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 (TSSD). 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 determine 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	2004	2005	2006	2007	2008	Target 2008-2010
Fatalities	387	387	466	453	458	410	271
Seriously injured	2936	3285	3349	3812	3431	3298	2056
Fatalities per 100,000 population		12.1	14.3	13.4	13.2	11.4	
Fatalities per billion vehicle kilometres		9.9	10.6	10.0	9.6	8.6	

1.7 Project Outputs

1.7.1 Part 1: 2007 - 08 Operational Plan

- A detailed operational plan for 2007-2008 was developed and implemented.

1.7.2 Part 2: 2008 - 09 Operational Plan

- A detailed operational plan for 2008-2009 was developed and implemented.
A list of accomplishments is provided in section 2.2

1.7.3 Part 3: 2009 - 10 Operational Plan

- A detailed operational plan for 2009-2010 is the subject of this report.

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). Six of the 17 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 2008-2009 Accomplishments

Significant progress was made in many areas. These include:

- The first provincial jurisdiction in Canada to establish an *integrated, strategic approach*
- Developed *enforcement calendar* and *enhanced enforcement capacity*
- *Expanded the Alberta Checkstop Program*, with over 50 Checkstops held province wide, in addition to other Joint Forces Operations, including *Commercial Vehicle Safety roadchecks*
- Purchased equipment to assist with the promotion of the use of occupant restraints – 2 additional rollover simulators making a total of 4 which can be used province-wide. Purchased two Thermal Imaging Units for screening of commercial vehicles using infrared technology. Explored the use of Performance Based Brake Testers (PBBT) through a pilot project to determine the effectiveness of this technology and are now proceeding with a Request for Quotation for four PBBT units
- Established *Subject Matter Expert* groups in enforcement, engineering, research and data, impaired driving and communications
- Established *Community Mobilization* strategy that included the hiring of 17 Regional Traffic Safety Coordinators (RTSCs). The Community Mobilization Strategy focuses on shared planning and community involvement in ensuring that deliberate, participatory processes involve local institutions, local leaders, community groups and community members to address traffic safety
- Developed a *Community Mobilization Online Support System* that provides a link between the RTSCs, current research and best practice on traffic safety issues and a forum for them to share programs and activities
- Engaged *Aboriginal* communities - An Aboriginal Traffic Safety Strategy has been developed to guide expansion of traffic safety networks, programs and resources into Aboriginal communities. Creation of this strategy was in collaboration with Métis and First Nation Elders, Subject Matter Experts, Aboriginal Relations and Indian and Northern Affairs
- Developed the *Alberta Traffic Safety Communications Strategy*. This incorporates multiple components to effectively address the diverse and complex topics within the scope of traffic safety. It brings these issues together into one comprehensive social marketing plan which supports and reinforces the Traffic Safety Plan Calendar, province wide enforcement activities and community activities through the Community Mobilization strategy
- The *Capital Regional Intersection Safety Program* is focused on the social marketing approach to Intersection Safety. In 2008 a review of the publicity campaigns was undertaken.

- Benefits are also being realised in the *RTSCs assisting the Carrier Services* group to help educate industry on matters relating to commercial vehicle compliance
- Enacted legislation for *Intersection Safety Devices*
- Introduced *Mandatory Ignition Interlocks* for high risk first and chronic offenders
- Expanded the *Alberta Administrative Licence Suspension (AALS) Program* which includes suspensions for *impaired driving by drugs*. (Date of proclamation to be determined.)
- Pilot projects have been created and delivered for *Segways and low speed vehicles* as a means of testing new vehicle use in controlled situations and locations for the purposes of determining potential future operating requirements in Alberta
- Established *closer working relationships* between Alberta Transportation and Municipal Road Authorities
- Introduced *engineering measures* focused on speed and intersection related crashes, crashes on rural roads and crashes involving vulnerable road users and aging drivers
- Developed a strategic plan for research which *supports and prioritizes the research and data* needs of the Traffic Safety Plan
- The Out of Service Rate project for commercial vehicles was very successful. A cross-divisional team looked at the issue of the out-of-service rate in Alberta and put forward a final report containing 63 recommendations on actions that should be taken to address related issues
- *The Risk @ Factor* was introduced to provide enhanced monitoring of commercial carrier safety management. The R factor score is a combination of data from three separate carrier monitoring reports: conviction, collision and on road inspection results used to identify the carriers that pose the greatest risk to highway safety
- *Gemini Positioning System (GPS)* was introduced in to more patrol vehicles for officer safety
- In conjunction with the Alberta Forest Products Association (AFPA) progress has been made to *reduce the high Out of Service rate with log trucks*. This includes the development of safety programs for mills, contractors, truck owners and drivers. The department has signed an MOU with AFPA to establish communications and support protocol for the joint industry/government development of highway safety initiatives.
- The *Transportation Safety Information System (TSIS)* is being developed which is an electronic records management system for use by various branches of TSSD
- *Strengthened the monitoring of licensed inspection facilities and technicians* by promoting greater cooperation in the law enforcement

community, taking a more aggressive investigational approach and increasing penalties for unsafe inspection and repair practices

- The ***North American Fatigue Management Program*** (of which Alberta Transportation was a key partner) has completed the last phase of research related to determining the positive impact that a comprehensive fatigue management program would have on driver fatigue. The initial results were presented at the Transportation Research Board in January 2009
- Implemented the ***Driver Knowledge Testing System*** allowing for computer-based Class 7 scoring in 8 languages. As of March 2009, 97% of all tests taken are computer-based
- Introduced a ***web-based, on-line Defensive Driver Program***
- Created a ***formal Professional Driver designation*** on operator's licences for graduates of the Red Deer College Professional Driver program
- Developed and implemented in conjunction with numerous stakeholders consistent standards for ***Advanced Driver training*** to address the "after licensing" needs of drivers
- Introduced a ***new Driver Examiner model***, involving Registry Agents, which reduces the risk of fraud by examiners and road test clients
- Introduced new ***On-Road Motorcycle Testing*** procedures
- Developed the ***first in Canada Instructor and Student Report*** for raising the instruction level of driver instructors to improve teaching and client delivery
- Introduced TRAVIS, a Multi Jurisdictional development of a new user interface incorporating Google maps as the engine to display maps and the routes on maps
- A study of rear end collisions in some right turning lanes at intersections in the City of Edmonton led to a new right turn design option
- The City of Edmonton, Alberta Transportation and Transport Canada participated in an integrated corridor study on 97th Street. The recommendations from this review are currently being undertaken by several branches within the Transportation Department
- The City of Calgary and Alberta Transportation completed the Deerfoot Trail Corridor Safety Review
- Following a study conducted by the University of Calgary, the City of Calgary established a Roadside Memorial policy
- The City of Calgary undertook several corridor and community-wide safety studies
- The City of Calgary installed a new style median fence at Shawville Gate SE – the first application in North America.

3 Priorities for 2009-2010 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 this third year of the 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:

- Preparation of the next Alberta Traffic Safety Action Plan (2010-2020)
- Proclamation of new and updated regulations designed to enhance vehicle safety
- Implement recommendations to enhance safety of school bus student transportation
- Review Requirements for Off Highway Vehicle (OHV) users
- Implement the Alberta Administrative Licence Suspension (AALS) which includes suspensions for impaired driving by drugs
- Implement the Aboriginal Traffic Safety Strategy
- Expand the Graduated Driver Licensing Program (GDL) through the introduction of:
 - Night time restriction for unsupervised probationary drivers under 20
 - Teen passenger restriction for unsupervised probationary drivers under 20
 - Lower demerit point threshold from eight to six points to trigger disciplinary action for learner and probationary drivers
 - A Teen Driver Strategy and a New Canadian Driver Strategy to address the unique needs of these two groups

3.3 Underlying Strategies

TSP Team Focus

Program Management

- Complete 2009-2010 Operational Plan
- Implement enforcement strategic plan
- Implement communications strategic plan
- Implement research strategic plan
- Complete monitoring and evaluation strategic plan
- Implement Community Mobilization Strategy
- Implement engineering strategic plan
- Conduct study to identify specific effective engineering countermeasures to mitigate speed related collisions, intersection related collisions, vehicle-wildlife collisions, collisions along urban and rural highways, the severity of run-off-road type collisions related to such things as driver fatigue and collisions involving vulnerable road users
- 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

Data Collection and Analysis

- Ensure consistent business rules for collection and sharing of collision data between the province and other levels of government
- Continue with pilot electronic data collection reporting project with the Calgary Police Service and the Edmonton Police Service

Driver Programs and Licensing Standards

Driver licensing enhancements:

- Implement on-road tests for motorcycle riders
- Implement enhanced elements to the national driver licensing agreement, including the Canadian Driver Licence Agreement

Driver Education

- Publish new materials for the Airbrake Program
- Implement new guidelines, new materials and undertake training in support of the School Bus Endorsement Program

Class 5

- Continue to standardize 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

- Continue to support the Professional Drivers Certification Program through Red Deer College, developed in partnership with the Transportation Training and Development Association
- Continue to maintain comprehensive driver records that enable employers to make more informed choices about hiring drivers
- Continuous improvement to the professional driver licensing program

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.

- Using the established performance thresholds, 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 a commercial driver profile consisting of all national safety code and rules of the road convictions, collisions and CVSA inspection results, to assist motor carriers in hiring decisions, training requirements and discipline

Vehicle Safety Programs

Vehicle Inspection programs

- Update and continue to monitor vehicle safety standards
- Proclaim regulatory amendments designed to enhance commercial and passenger vehicle safety
- 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 monitor inspections stations and technicians for unsafe inspection and repair practices

	Unusual vehicles <ul style="list-style-type: none">• Develop policies and strategies to address the use or restriction of emerging or unusual vehicle types.
Research	National and international “good” practice <ul style="list-style-type: none">• All Branches will undertake research into national and international good practice to determine the potential effectiveness in Alberta
Community Mobilization Strategy	Community Mobilization <p>Implement the Community Mobilization Strategy through Regional Traffic Safety Coordinators (RTSCs) who:</p> <ul style="list-style-type: none">• Identify regional traffic safety stakeholders, develop and nurture further partnerships with health, public service groups and other safety organizations in the undertaking of traffic safety activities• Encourage and facilitate the development and implementation of sustainable community led initiatives to meet provincial and national targets• Foster 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• Educate and provide communication to community residents and road users about the importance of traffic safety issues• Include industry sectors as partners in traffic safety• Coordinate the development and alignment of regional traffic safety action plans with the Traffic Safety Action Plan• Evaluate community-based traffic safety initiatives and programs

Aboriginal Communities

Implement the Aboriginal Traffic Safety Strategy by:

- Deployment of six Aboriginal Regional Traffic Safety Coordinators – one for each Treaty 6, Treaty 7, Treaty 8 First Nations; one for Métis Off – Settlement and two for the Métis settlements
- Expansion of traffic safety networks into Aboriginal communities, ensuring Aboriginal perspectives and components are integrated within traffic safety strategies
- Increasing education programs and traffic safety resources within Aboriginal Communities and Aboriginal Groups
- Honouring the unique governance structure of each unique Aboriginal Community

3.4 Sub-Targets

TSP Team Focus – Unbelted Occupants and Occupant Restraints

Target

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

96-01	04	05	06	07	08	Target 08-10
118	116	105	115	107	107	71

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

96-01	04	05	06	07	08	Target 08-10
566	388	381	382	344	295	340

Seat Belt / Child Restraint Wearing Survey

- Conduct seat belt / child restraint wearing surveys

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners to promote the importance of correct use of occupant restraints.
- Continue to align AORP with the Traffic Safety Action Plan

Education / 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
- Educate the judiciary leading to recognition by them of the seriousness of not wearing or using appropriate restraints
- Continue to hold clinics in communicates that ensure the correct installation of child safety seats

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)

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)

Target

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

96-01	04	05	06	07	08	Target 08-10
107	106	105	127	127	107	65

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

96-01	04	05	06	07	08	Target 08-10
619	584	595	658	546	579	372

Implement the Impaired Driving Strategic Plan

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners to promote and implement impaired driving initiatives
- Continue to promote transportation alternatives to drivers who have consumed alcohol
- Review and recommend amendments to develop and support policies that encourage demonstration of responsible host behaviour through the development of a fact sheet
- Actively support “safe ride home” strategies to discourage drinking and driving at spots 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

Education / Marketing

- Continue to educate law enforcement agencies, justice departments and the judiciary on the nature and management of drinking and driving and its consequences
- Strengthen awareness programs in high schools 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

- Review the outcomes of the PARTY program (Prevent Alcohol and Risk-Related Trauma in Youth)
- Promote the Alberta Gaming and Liquor Control Board “server intervention” program

Enforcement (Role of Policing)

- Undertake province-wide joint forces CHECKSTOP programs
- Continue to provide resources for increased law enforcement activity

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 (under review)
- Introduce escalating BAC sanctions (under review)
- Use technological innovations for enforcement
- Promote and monitor Alberta’s alcohol ignition interlock program

Treatment Services for Impaired Drivers

- Strengthen mandatory assessment and rehabilitation programs and ensure the 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 and SADD

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 until 2010 is the battle against drinking and driving.

Target

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

96-01	04	05	06	07	08	Target 08-10
95	101	114	124	112	107	76

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

96-01	04	05	06	07	08	Target 08-10
598	722	722	787	643	697	478

Research

- Develop a profile of the target group to ensure that the interventions and public awareness efforts are appropriately targeted
- Undertake a public opinion survey of their perceptions of speed
- Undertake data analysis to further identify specific speed profiles
- Identify 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

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners to promote and implement activities promoting appropriate driving speeds

Education / Marketing

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

Engineering

- 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

- Coordinate public education and awareness activities with enforcement programs to maximize the perceived risk of apprehension.
- 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
- Implement Intersection Safety Devices in municipalities that meet the criteria to assist with speed reduction.
- Consider the use of enforcement alternatives to reduce speeds at and through construction zones
- Promote standards and protocols for the use of enforcement technology (i.e., photo radar) to ensure that its use is perceived as safety related

Target

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

96-01	04	05	06	07	08	Target 08-10
82	91	79	91	92	89	66

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

96-01	04	05	06	07	08	Target 08-10
846	946	923	1123	1032	1008	677

Research

- Identify locations that are high risk intersections
- Research, identify and utilize appropriate technology to develop and support optimal intersection safety.

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners to promote and implement activities promoting intersection safety

Education / Marketing

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

Engineering

- 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
- 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
- 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
- Expand the use of Intersection Safety Devices for use at High Collision Signalized Intersections

Target

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

96-01	04	05	06	07	08	Target 08-10
294	273	343	317	316	291	177

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

96-01	04	05	06	07	08	Target 08-10
1623	1664	1683	1799	1446	1424	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 improving the lighting at rural intersections and developing a policy on climbing / passing lanes
- Creation of safety rest areas in strategic locations to assist in fatigue management

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners to promote and implement activities promoting safer driving on rural roads

Enforcement

- 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
- Conduct enforcement of commercial vehicle operators, including Joint Forces Operations

Speed Management Program

- Ensure there is a uniform application of speed limits for similar conditions
- Consider the introduction of “low cost visual / perceptual measure roadway treatments” that can bring an unobtrusive change in drivers’ speeding behaviour

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 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
 - 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

- Undertake studies to identify traffic safety issues on rural roads within the “urban” environment

Target

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

96-01	04	05	06	07	08	Target 08-10
93	109	106	106	126	104	74

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

96-01	04	05	06	07	08	Target 08-10
349	414	497	528	452	436	279

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

National Safety Rating System

- Continue to monitor all NSC (National Safety Code) carriers for compliance to applicable safety laws
- Continue to review each carrier’s history for convictions, Commercial Vehicle Safety Alliance (CVSA) inspections and collisions
- Continue to intervene with carriers that pose a risk to highway safety by conducting audits and taking disciplinary action as required
- Continue to provide training to all certified CVSA inspectors in Alberta

Hours of Service Regime

- Continue to enforce the new Federal Commercial Vehicle Drivers Hours of Service Regulation based on the national implementation strategy

Load Securement

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

NSC Threshold

- Negotiate a national or western NSC truck weight threshold (11 794 kg)

Transportation Engineering

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

Trip Inspection

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

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners to promote and implement activities related to commercial vehicle compliance
- Provide 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
- Continue to work with partners to address and develop safety programs and information and attraction of new members

Education / 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
- Installation of additional pre-clearance systems for PIC carriers at selected Commercial Vehicle Inspection Stations
- Implement incentive programs for PIC carriers including non-government fee for driver abstracts

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

- Identify road related injuries through data investigation and analysis
- Create and implement an all-industries campaign regarding the scope and magnitude of the issue
- Encourage industry to adopt effective practices
- Work with high-incident industries to improve road safety
- Conduct research into the potential for data linking in providing a better understanding of the causes of CV collisions and effectiveness of specific countermeasures

Target

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

96-01	04	05	06	07	08	Target 08-10
24	19	23	26	9	19	19

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

96-01	04	05	06	07	08	Target 08-10
213	218	198	232	178	156	170

Graduated Driver Licensing

- Expand the Graduated Driver Licensing (GDL) Program through the introduction of:
 - Night time restriction for unsupervised probationary drivers under 20
 - Teen passenger restriction for unsupervised probationary drivers under 20
 - Lower demerit point threshold from eight to six points to trigger disciplinary action for learner and probationary drivers
 - A teen driver strategy and a new Canadian driver strategy to address the unique needs of these two groups

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

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners, including schools, to promote and implement activities related to young drivers and riders
- Conduct awareness-raising events at high schools that focus on the perils of drinking and driving particularly around graduation time and support SADD initiatives

Education / Marketing

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

Target

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

96-01	04	05	06	07	08	Target 08-10
57	81	75	73	97	81	40

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

96-01	04	05	06	07	08	Target 08-10
439	565	590	684	704	673	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

Community Mobilization

- Regional Traffic Safety Coordinators will foster and coordinate local partners to promote and implement activities focused on reducing collisions involving vulnerable road users

Education / Marketing

- Undertake public awareness campaigns for all road users on the need to “share the road”
- Introduce targeted campaigns promoting bicycle helmet use, cycling rules, safety tips and safer routes for cyclists
- Develop and promote programs for new motorcyclists
- Promote the use of pedestrian safety materials in schools

Enforcement

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

Engineering

- Encourage the installation of audible indicators on traffic signals and the use of pedestrian countdown signals

Legislation

- Review requirements for the use of Off Highway Vehicles

Off Highway Vehicles

- Appropriate (and focused) programs will be developed and implemented (based on research findings) involving other OHV partners

Target

- 20% decrease in the number of fatalities or serious injuries in crashes involving high risk drivers (**baseline to be established**).

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 to supplement practical application in Alberta.

Policy Elements

- Using the performance thresholds that have been established identify high risk drivers and provide this information to the police and associated stakeholders
- Investigate early intervention techniques for high risk drivers

Medically At-Risk and Aging 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.

Policy Elements

- Develop evidence-based understanding of how certain diseases and conditions impact driving ability
- Create balanced licensing processes that maximize mobility and traffic safety for all roadway users
- Support the Medically at Risk Drivers Centre of Excellence at the University of Alberta
- Enable Registrar directed appearance before the Transportation Safety Board for high risk drivers

Aging Drivers

The immediate priority is to research the extent of aging effects on driving ability in Alberta and gather good practices from around the world for designing Alberta's aging driver mobility programs.

Policy Elements

- In partnership with the seniors Ministry, support this expanding driver population with existing and evolving programs and services
- Review the concepts in AMA's "Traffic Safety Engineering Toolbox for Aging Road Users" and determine potential implementation activities
- 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