



Office of Traffic Safety Newsletter



Spring 2009



What will it take to slow us down?

Speed Campaign

To support the Traffic Safety Plan Calendar, the Office of Traffic Safety and its stakeholders launched a speed awareness campaign in April featuring a new commercial called *Dead Stop*, which aired on television stations across Alberta. Click [here](#) to see the new spot

Message from the Executive Director



Welcome to the 2009 spring edition of the Office of Traffic Safety Newsletter. The Office of Traffic Safety and our partners are excited about the momentum taking place in Alberta communities around the Traffic Safety Plan (TSP) and the TSP Calendar. Efforts to coordinate communication and educational initiatives with high profile enforcement activities and local events within communities is paying off. The public is becoming much more aware of traffic safety issues. Ideally, our goal is to change the prevailing culture so that each and every motor vehicle fatality and injury becomes unacceptable to Albertans. I want to thank all of you for your ongoing efforts towards this goal.

Jeanette Espie

Enforcement Update (TSP Enforcement Subject Matter Expert Committee)

The Enhanced Alberta Checkstop Program really took off this year with more than 50 Checkstops occurring province-wide between October 2008 and March 2009. Enhanced Alberta Checkstops to crack down on impaired driving were held in numerous cities and towns such as Fort McMurray, Faust and Lethbridge.

Many enforcement agencies were involved including the RCMP, Calgary Police Service, Edmonton Police Service, Lacombe Police

Service, Lethbridge Regional Police Service and the Alberta Sheriff Highway Patrol. A full report on these deployments was presented to the TSP Enforcement Committee at their spring meeting April 21 in Red Deer.

Following the Alberta Traffic Safety Plan Calendar, enforcement agencies work together using an integrated approach to make Alberta roads safer.



Enforcement Blitzes:

- March 10 & 11 - Occupant Restraints
- April 7 & 8 - Speed
- August (TBA) - Impaired Driving

Government of Alberta ■
Transportation

Engineering Update-TSP Engineering Subject Matter Expert Committee)

The Engineering Committee, which has been operating since early 2008, provides on-going support to the Office of Traffic Safety in achieving the engineering objectives of the Alberta Traffic Safety Plan (ATSP). The main objectives of the committee are to implement engineering strategies that will assist in reducing collisions on Alberta roads.

The focus of the committee work in 2008 was primarily on four areas: speed and intersection related collisions; safety problems along rural and urban roads; and the protection of vulnerable road users.

The highlight of the year was the development of a common approach that may assist jurisdictions in identifying high crash locations along Alberta roads, particularly those who do not conduct such activities or have limited resources.

This year the committee will be working on addressing engineering strategies to reduce fatal and injury collisions on Alberta roads. Research will be conducted on existing national and international best practices including identifying innovative, cost-effective solutions. Much of this work will be done by

a consortium of consulting firms and experts specialized in the area of road safety with the expectation that appropriate strategies and measures will be identified and developed to reduce collisions in Alberta.



Community Mobilization Strategy Update

We now have 16 Regional Traffic Safety Coordinators (RTSCs) in place and at your service!

Since our last update, we welcomed these RTSCs to our team: Mike O'Connor, Tammy White Quills-Knife, Allan Beaver, Warren Letendre, Bev Littlechilds, Kevin Brandvold, Sharon Anderson and Tanya Thompson.

In close collaboration with community partners, RTSCs have facilitated the formation of nearly 20 local traffic safety networks (committees), conducted approximately 120 public information meetings and participated in nearly 30 tradeshows and over 60 interviews with the media.

They have also coordinated and/or participated in many community-based traffic-safety events including: child seat clinics and safety checks, Walk the Talk and other pedestrian safety events, bike safety programs, and All Terrain Vehicle safety programs.

In addition to the excellent progress made by our whole team, Randy Youngman, RTSC for Palliser Region, had his monthly

traffic safety column syndicated to include 11 newspapers in the southern portion of the province! In early February, he provided the nationally syndicated talk radio program ADLER Online an update on Alberta's approach to traffic safety.

In early February, we developed a strategic plan for guiding our community mobilization efforts for the next fiscal year from April 1, 2009 to March 31, 2009. The plan focuses on developing our vision and establishing primary objectives that our RTSCs will implement in close collaboration with communities to address our core priority issues: occupant restraints, impaired driving, speed, and intersections – as well as locally developed traffic safety priorities.

A key component of this strategic plan was the development of an Aboriginal Traffic Safety Strategy to guide our approach to expanding traffic safety networks into Aboriginal communities. This approach ensures Aboriginal perspectives and components are integrated within traffic safety strategies and increases Aboriginal community education programs and resources. This strategy was developed in collaboration with Métis and First Nation Elders, Subject Matter Experts, Aboriginal

Relations, and Indian and Northern Affairs. Our next priority is to further develop our processes for evaluating our work.

For RTSC contact information, click on this [link](#).

For questions, concerns, or ideas for improving traffic safety in your community, call **Dr. Ross Danyluk at 780-644-2663**, or e-mail Ross.Danyluk@gov.ab.ca



Policy and Legislation

Intersection Safety Devices

In Alberta, almost half of all collisions and approximately 25 per cent of traffic fatalities occur at intersections. These collisions often involve speeding and running red lights.

Research indicates that intersection safety devices are highly effective in reducing collisions and casualties at intersections by reducing speeding and red light violations.



Intersection safety devices now active in Alberta

As of April 1, law enforcement agencies throughout Alberta can issue speed violation tickets using data from the intersection safety device technology. Speeding tickets can be issued at all phases of the traffic signal. These devices will also continue to be used for red-light violations.

In 2007, 92 people were killed and 10,092 injured in traffic collisions at intersections in Alberta. Many of these collisions involved speeding.

Intersection safety devices can save lives and reduce injuries by reducing the number of speeding and red-light violations at intersections.

Intersection safety devices will be located at existing red-light camera locations. Future locations can also be established at signalized intersections that have a high number of collisions or high frequency of violations.

Calgary Police Service (CPS) can now issue speed violation tickets using data from the new device. The County of Strathcona will issue violation tickets as of July 1st.

The Edmonton Police Service and City of Edmonton are planning to acquire Intersection Safety Devices to replace the current 24 red light cameras that are installed in numerous locations across the city. Enforcement is expected to commence after May 17, 2009. The public will be informed of the exact date as more information becomes available.

Not all municipalities will be using this technology but it's anticipated most urban centres currently using red-light cameras will most likely participate in this initiative.

For more information, click on transportation.alberta.ca/ISD

In their first month in service in Calgary, intersection safety devices have identified about 850 speeding drivers doing an average 27 km/h over the speed limit, according to new data released on Thursday, April 30 by the Calgary Police Service.

Distracted Driving Update

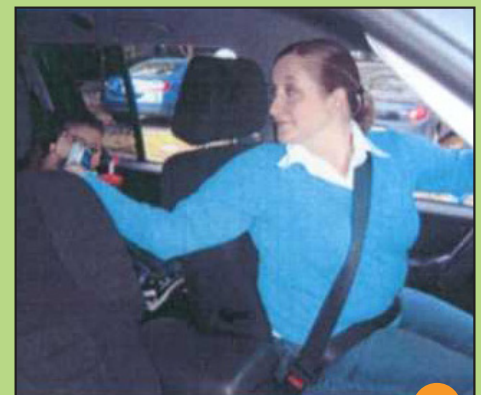
Private Member's Bill 204 originally proposed to prohibit the use of hand-held communication devices while operating a motor vehicle in Alberta.

Bill 204 was forwarded to the Standing Committee on the Economy for review. Following its review, the committee recommended the Bill not proceed and further recommended that an offence of distracted driving be created by legislation or regulation.

Currently, Alberta Transportation is working on a process to deal with the issue of distracted driving, which would include more behaviours than just cell phone use.

We have reviewed submissions made to the Standing Committee, received input from a variety of stakeholders, and are working with other government departments involved in creating and enforcing any legislative or regulatory change. We hope to have an option for review by the Legislature in the near future.

20 - 30 per cent of collisions involve driver distraction



American Association of Motor Vehicle Administrators (AAMVA) Conference

2009 Region IV Conference

June 28 – July 1

Fairmont Château Lake Louise

AAMVA President Firoz Mohamed invites you to join him for the 2009 Region IV Conference in June at the spectacular Fairmont Chateau Lake Louise. The theme of “Partnerships Service, Safety and Security” underscores the importance of working together to ensure our highways are safe. True success is all about partnerships and President Mohamed is confident this conference will give attendees the opportunity to learn from each other.

The conference team is putting together a dynamite workshop-themed agenda which will cover a plethora of today’s hot DMV and law enforcement topics, which combined with a stunning setting, will make for a truly memorable conference.

Click on this [link](#) for more information.

Factoids

- Most crashes happen on dry roads on clear sunny days.
- In 2007, one in five crashes occurred in parking lots.
- In Alberta, the highest number of fatal crashes take place on Thursday through Saturday.
- Young drivers aged 14-24 are more likely to commit a driver error than older drivers.
- The most collision-prone period of time is during the afternoon rush hour.

Source: Alberta Collision Information System

**Coming Soon:
The 2009 - 2010 Operational Plan**

The Office of Traffic Safety Newsletter is edited and designed by Paul Oss.

If you have any questions, feedback, or would like to make a submission, please contact: paul.oss@gov.ab.ca

Hot Links:

Visit the [saferoads website](#) to find the following traffic safety resources in Alberta:

- The Alberta Traffic Safety Plan
- The 2008 Alberta Traffic Safety Plan Calendar
- Previous copies of the OTS Newsletter
- The OTS Operational Plan(2008-2009)
- And much more



Alberta