

# Office of Traffic Safety

On April 15, the Throne Speech was delivered by the Honourable Lieutenant Governor. The Hon. Norman Kwong mentioned that the government is continuing to implement a plan to improve traffic safety as Alberta's contribution to a national strategy for Canada to have the safest roads in the world.

## New Department Name

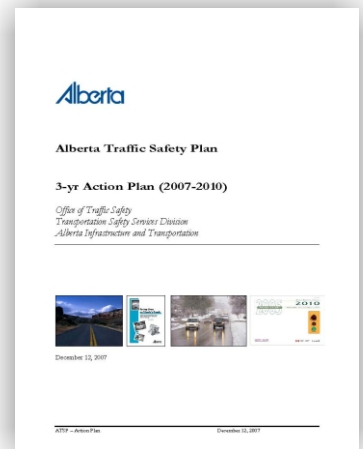
The department name has changed to Alberta Transportation. The Honourable Luke Ouellette continues as the Minister and Jay Ramotar continues as the Deputy Minister for the department.

Alberta Transportation remains focused on the Three-Year Traffic Safety Action Plan (TSP) and will continue to work closely with other government departments and the more than 100 stakeholder organizations and individuals who have had input into the plan.

We are finalizing the 2008/09 Traffic Safety Operational Plan and will circulate it once the plan is approved by Minister Ouellette.

All Subject Matter Experts groups have been formed and meetings have taken place. The emphasis will now be on developing and refining strategic plans that are consistent with the Traffic Safety Plan and the three-year action plan.

Priority will now be to ensure ministries of the 12 provincial government departments and Deputy Ministers are updated on the Traffic Safety Plan and the three-year action plan.



## Distracted Driving



Alberta Transportation completed an analysis of research and literature related to cell phone use and driving from several jurisdictions. The document "Distracted Driving and Cell Phone Use While Driving" is available at the following link <http://www.infratrans.gov.ab.ca/> and click on **Distracted Driving Report**.

## Research Update (TSP Research Subject Matter Expert Committee)

The research committee has met several times and working sub committees in research, data needs, and monitoring and evaluation have been established. Anyone interested in working on these sub committees can contact Liz Owens at 780-427-6775 or by e-mail at [liz.owens@gov.ab.ca](mailto:liz.owens@gov.ab.ca). In the meantime, work continues on the development of a strategic research plan to support the TSP.

## Communications Update (TSP Communications Subject Matter Expert Committee)

The Terms of Reference has been finalized for the committee and work is underway to gather an inventory of communications tools available in Alberta. A copy of the inventory document will soon be available for use by stakeholders.

A strategic plan for overall TSP communications is under development and will be finalized over the next few months along with a communications action plan. The communication initiatives in the plan will support the themes of the Traffic Safety Plan Calendar as well as other initiatives.

So far in 2008, the Traffic Safety Plan Calendar has been very successful in distributing information to news media and has received excellent support from partners.

### Excellent Work Partners!

The communications committee and the Office of Traffic Safety have coordinated the following communications products:

#### January: Intersection Safety - Jan. 14 - Feb. 3, 2008

- Communications Information
- 30-second radio spots
  - comedian
- information bulletin
- material posted on [www.saferoads.com](http://www.saferoads.com)

#### February: Distracted Driving Campaign - Feb. 4 - 24, 2008

- Communications Information
- 30-second radio spots
  - emergency
  - concentrate
- information bulletin
- material posted on [www.saferoads.com](http://www.saferoads.com)

#### March: Occupant Restraint Campaign - March 17 to April 6, 2008

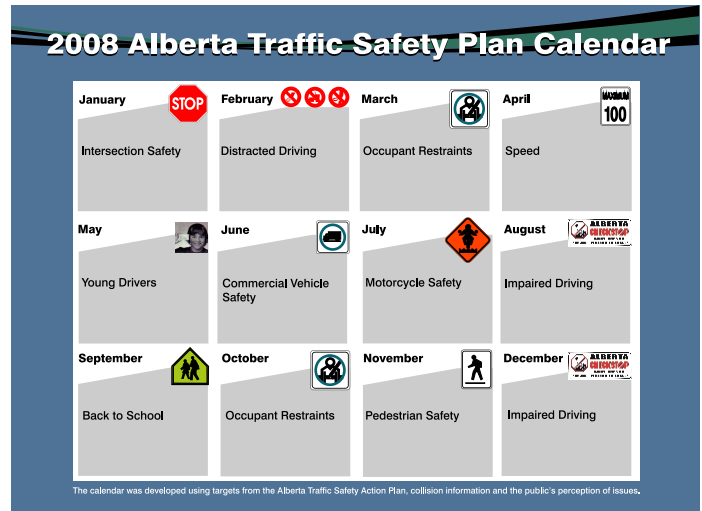
- Communications Information
- material posted on [www.saferoads.com](http://www.saferoads.com)

#### Seat Belts

- 30-second radio ads
  - player down
  - crumple
- billboards - Other than Billy
- bus shelters - Other than Billy
- tear off sheets - Other than Billy - distributed to partners
- Kids that Click DVD distribution to families through AORP Partners
- information bulletin
- material posted on [www.saferoads.com](http://www.saferoads.com)

#### Booster Seats

- 30-second radio ads
  - spinebender
- information bulletin
- material posted on [www.boosterseats.ca](http://www.boosterseats.ca) and [www.saferoads.com](http://www.saferoads.com)



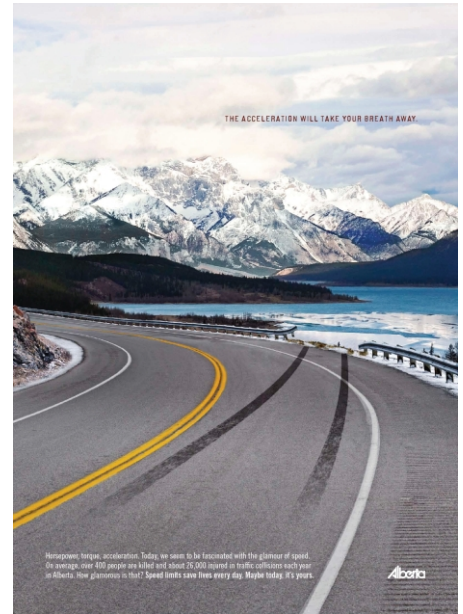
## April: Speed - April 4 - 27, 2008

- 30-second radio ads - phone call and girl/dog
- culture of speed print ad
- culture of speed poster (contact: [debbie.lamoureux@gov.ab.ca](mailto:debbie.lamoureux@gov.ab.ca))
- material posted on [www.saferoads.com](http://www.saferoads.com)

## Enforcement Update (TSP Enforcement Subject Matter Expert Committee)

The enforcement committee, representing all the major enforcement agencies with dedicated traffic services in Alberta, met from April 30 - May 2, 2008. An item for discussion was the new Alberta Traffic Safety Plan Calendar which was launched January 2008. This calendar was initiated as a result of this committee's desire and dedication towards achieving consistency and focus in the deployment of traffic enforcement resources province-wide.

The Pilot Joint Forces Impaired CheckStop program involving the Edmonton Police Service, RCMP and the Alberta Traffic Sheriffs, is complete. The enforcement committee will study the statistics to analyse the effectiveness of the program. We anticipate that the Joint Forces Organization will continue in 2008/09 and expand to other areas of the province. This type of enforcement will also be considered for other traffic safety issues such as speeding, seat belts and child safety restraints.



January: Intersection Safety



February: Distracted Driving

The Alberta government, through the Office of Traffic Safety and through the Office of the Solicitor General and Public Security, has provided the mechanism to support the calendar and targets identified within it. Through coordination and working in partnerships, the provincial highways, streets and roads will be safer for all Albertans.

During the month of January, enforcement partners focused their efforts on intersection safety, in February, distracted driving and in March, on drivers and passengers who do not use seatbelts or child restraints properly. The focus for enforcement in April was speed. May will involve young drivers.

In March, the Alberta Sheriff Highway Patrol targeted unsafe drivers over the Easter long weekend. They passed the milestone of 100,000 violations issued since the sheriff's programs inception in September 2006.



March: Seat Belts and Child Restraints



April: Speed

Other accomplishments include the purchasing of equipment to be used to further enhance enforcement in Alberta. This equipment includes two new truck-trailer units for impaired driving enforcement, speed enforcement equipment and roadside alcohol screening devices. We have also purchased three commercial vehicle enforcement thermal imaging units that can detect malfunctioned brakes or overheated brakes; overheated bearings; under inflated tires; retread separation; overloaded units and false compartment identification.

Alberta is the first province to use this technology.

## Engineering Update (TSP Engineering Subject Matter Expert Committee)

The engineering committee has established links with urban and municipal jurisdictions to exchange information about dealing with collisions and to create a dialogue on how to reduce collisions in Alberta.

The committee held two working sessions with the focus on identifying high crash locations in rural and urban jurisdictions. Based on the discussions, it is apparent that the practices on identifying high crash locations in each jurisdiction have common engineering components. More work, however, is required to coordinate the effort in this area in order to produce a more standardized approach.



The committee also reviewed a new initiative from Alberta Transportation, an Engineering Applied Learning System which incorporates the guidelines on Best Practices in Road Safety Engineering for Aging Drivers. The program, which is internet-based, will allow for the application of engineering solutions as they relate to aging drivers in real life situations.

The next working session will focus on the differences in identifying high crash locations across Alberta and possibly developing a common approach. The discussion will also include speed and intersection-related crashes.

## Community Mobilization

The Community Mobilization Strategy was approved by the Executive Team of Alberta Transportation on April 10th. Thank you to all who provided input and suggestions as the Strategy has won the 2008 Minister's Award of Excellence for Process Innovation!

We welcome four new Regional Traffic Safety Coordinators (RTSCs), bringing our total to six!

- **Len Wagner** ([Len.Wagner@gov.ab.ca](mailto:Len.Wagner@gov.ab.ca)) joined our team April 1 and serves the David Thompson Region.
- **Dave Lamouche** ([Dave.Lamouche@gov.ab.ca](mailto:Dave.Lamouche@gov.ab.ca)) is our new RTSC for the Métis Settlements. He started on April 3.
- **Dr. Ana Duff** ([Ana.Duff@gov.ab.ca](mailto:Ana.Duff@gov.ab.ca)) began serving the East Central Region on April 18.
- **Dave McKenzie** ([David.W.McKenzie@gov.ab.ca](mailto:David.W.McKenzie@gov.ab.ca)) came aboard on April 21 and will be working with traffic safety stakeholders in the west portion of Aspen Region.

We are also close to securing RTSCs for Northern Lights West, Aspen East, and Capital Regions.

Office space and hosting arrangements have been secured for all five Aboriginal RTSC positions. Recruitment for the Treaty 6, 7, 8, and Métis Nation of Alberta positions is anticipated to be completed soon.

Our RTSCs have been actively developing Regional Traffic Safety Committees and exploring options for aligning regional traffic safety stakeholder involvement.

In addition:

- Randy Youngman, our RTSC for Palliser Region has secured a regular monthly newspaper column in a local major newspaper. This 350-word column provides information to the public regarding local traffic safety matters. Randy also shares information with respect to the Traffic Safety Plan Calendar enforcement activities.
- In Palliser and Chinook Regions our RTSCs, in collaboration with local traffic safety committees have brought a strong traffic safety alliance to the recent Medicine Hat and Lethbridge Trade Shows. In Medicine Hat for instance, there were more than 12,000 visitors, resulting in excellent exposure of the Traffic Safety Plan and our localized traffic safety initiatives.
- In David Thompson Region, Len Wagner has been meeting with key injury prevention and enforcement stakeholders to begin to strategize the geographic boundaries and makeup of Regional Traffic Safety Committees.
- For each region, a professional, personalized display booth will be purchased for use in public information venues such as trade fairs and community events.
- Our RTSCs have hosted and participated in local child safety seat clinics.
- Wally Sinclair, our Aboriginal Traffic Safety Consultant continues to work toward ensuring that Aboriginal traffic safety stakeholders, especially Elders, First Nation Chiefs, and Métis leaders are authentically involved in our community traffic safety initiatives.

Jeanette Espie and Ross Danyluk attended the recent regional Alberta Occupant Restraint roundtable meetings to share information about the Office of Traffic Safety and receive feedback on how best to operationalize our Community Mobilization Strategy. Many valuable suggestions from local traffic safety stakeholders resulted from these meetings.

As always, please contact Ross should you have any questions or suggestions to ensure our communities have the best traffic safety services possible. He can be reached at [Ross.Danyluk@gov.ab.ca](mailto:Ross.Danyluk@gov.ab.ca) or 780-644-2663.

