

Office of Traffic Safety



A new and ambitious awareness campaign by Alberta Transportation focuses on changing driver attitudes towards traffic safety. The campaign, called *The Cure*, has the message that bad driving is like a disease with one simple solution: you.

The *Cure* campaign runs October 27 to November 23, 2008 on billboards and radio stations in 38 cities and towns throughout Alberta.

Message from the Executive Director



Welcome to the November 2008 edition of the Office of Traffic Safety Newsletter. So much has happened since our last newsletter in May: the implementation of the Mandatory Ignition Interlock Program; the future expansion to the Alberta Administrative Licence Suspension (AALS) Program to include suspensions for impaired driving by drugs; numerous advertisements reinforcing the monthly themes on the 2008 Alberta Traffic Safety Plan Calendar; and the release of the 2007 Alberta Traffic Collision Statistics.

As we work together to reduce traffic-related deaths and injuries in our province, I want to acknowledge all of our traffic safety partners and committee members for the great work you do in helping to prevent motor vehicle collisions, build safer roads, enforce traffic laws, and better educate all Albertans about traffic safety.

Jeanette Espie
Office of Traffic Safety
Alberta Transportation

Enforcement Update (TSP Enforcement Subject Matter Expert Committee)

The focus: enhancing traffic safety in the province by improving the coordination and consistency of enforcement agencies.

This Enhanced Alberta Checkstop Program is now being rolled out province wide as an effective tool for enforcement agencies to address drinking and driving problems.

In June, 1,092 commercial traffic violation tickets were issued.



Transport Officer Vanessa Hartung on a road check in Burmis, AB

Commercial Vehicle Safety Month

June was designated **Commercial Vehicle Safety Month** in the Alberta Traffic Safety Plan Calendar. Throughout the month, Alberta Transportation, Commercial Vehicle Enforcement and their traffic safety law enforcement partners focused their enforcement safety messages on commercial vehicles.

Transport Officers across the province checked more than 4000 commercial vehicles, which included 2,746 on-road Commercial Vehicle Safety Alliance (CVSA) inspections.

Engineering Update (TSP Engineering Subject Matter Expert Committee)

The committee focuses on the engineering aspects of the ATSP including speed and intersection related crashes, rural roads, vulnerable road users and aging drivers.

As a first step the committee established links with urban and municipal jurisdictions in Alberta to exchange information on how each jurisdiction is dealing with collisions and how to reduce them.

One engineering initiative, called ***Methods of Identifying Collision Locations in Alberta***, has already been researched with the help of Opus Hamilton Consultants Ltd. Based on the research, recommendations will be made on how to guide and harmonize network screening programs in Alberta, including methods of addressing collision prone locations.

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, applies engineering solutions for aging drivers in real-life situations.

Community Mobilization Strategy Update

With the approval and implementation of the Community Mobilization Strategy, much has happened since our last update.

In order to provide consistent yet individualized traffic safety initiatives to communities, we are currently developing an online portal. This tool will provide web-based support for our Regional Traffic Safety Coordinators (RTSC) as they work with local traffic safety partners.

We welcome these new RTSCs to our team: Judy Ostrowski, Bruce Adams, Barry Sallstrom Dale Friedel,

Allan Beaver and Tammy Whitequills-Knife.

Due to the vast distance between the Métis Settlements in the West of the province and those in the East we have decided to recruit two half-time RTSC positions to ensure all Métis Settlements receive service. We will be interviewing for these positions in the near future.

We have interviewed for our Treaty 6 position. We have received an excellent response and will make an offer soon.

We continue to be challenged in recruiting for the Northern Lights East position for Fort McMurray, Peace Country and Grand Prairie area. Patti Stark, with the Alberta Centre for Injury Control and Research, continues to explore further options.

Our Regional Traffic Safety Coordinators are at your service. We will continue to align our services using the previous Regional Health Authority Boundaries as our guide.

For contact information, click on: <http://www.saferoads.com/other/contactus.html>

For questions, concerns or ideas for how to improve traffic safety in your community, contact:
Ross Danyluk 780-644-2663,
Ross.Danyluk@gov.ab.ca

Communications Update (TSP Communications Subject Matter Expert Committee)

Communications Committee

The three-year [Alberta Traffic Safety Communications Plan](#) is part of an ambitious government strategy to reduce the carnage and needless loss of life on Alberta's highways and roads. The plan effectively addresses complex issues within the scope of traffic safety, and it weaves many diverse traffic-safety elements together into one comprehensive social marketing plan.

The goal of the three-year plan is to raise awareness of traffic safety;

educate road users on the rules of the road; encourage compliance; actively engage hard-to-reach audiences; and ultimately reduce the number of injuries and fatalities in Alberta. Each element is designed to be flexible enough to support legislation, enforcement, regional initiatives and emerging challenges as they arise.

[The Alberta Traffic Safety Communications Action Plan](#) summarizes specific communications initiatives such as advertising, public relations and social marketing campaigns and when they will take place. The communication activities will support the overall social marketing plan and will reinforce the monthly topics on the Alberta Traffic Safety Plan Calendar.

Policy and Legislation

Mandatory Helmets for Off-Highway Vehicle Users



Alberta will be amending legislation to ensure approved helmets are required for all drivers and passengers on public property. A date for proclamation is yet to be determined.

Mandatory Ignition Interlock

On July 1, 2008, the Alberta Transportation Safety Board and Driver Fitness and Monitoring collaborated successfully to implement the Mandatory Ignition Interlock Program. Individuals who have been convicted of drinking and driving with a blood alcohol reading of more than 80 milligrams per cent, or who have refused to provide a breath or blood sample, or were repeat offenders within the preceding 10 years, will now be required to install an interlock device on their vehicle or on any vehicle they intend to drive.



The ignition interlock will be installed for a minimum six-month period, and drivers will not be reissued their Licence until they have installed the device and completed the program.

Expansion to Alberta Administrative Licence Suspension (AALS) Program to include suspensions for impaired driving by drugs

On July 2, 2008, Bill C-2 was passed into law. For the first time in Canada, this law establishes parity between drug and alcohol-impaired driving offences. The new criminal code legislation empowers police officers who suspect a driver of being impaired by any illegal, prescription or over the counter drug, to demand the driver provide a bodily fluid sample: blood, saliva or urine.

Changes to the Alberta Traffic Safety Act are being made to create similar parity in the provincial AALS program. Driver Fitness and Monitoring will implement the necessary changes to enable administrative suspensions for offences of impaired by drugs. Alberta will be the first jurisdiction in Canada to expand the administrative licence suspension program to include this new legislation.

2007 collision statistics show driver error accounts for 90 per cent of crashes

In 2007, 24,530 people were injured in traffic collisions. That is 1,434 less than in 2006. Collisions increased by nearly eight per cent for a total of 153,901 and 458 people died in collisions, five more than in 2006. Compared to five years ago, the number of vehicles on Alberta's roads has increased by more than 500,000.

[Click here to read the news release](#)

[Click here to read the 2007 Alberta Traffic Safety Collision Statistics](#)

Research Update (TSP Research Subject Matter Expert Committee)

The research committee has met several times and are working on the research and data needs identified in the Traffic Safety Plan.

Alberta's New Driver Examination Model

Alberta Transportation will be implementing an enhanced model for driver examinations on January 19th, 2009.

Alberta's New Driver Examination Process

- Applicant's identity and eligibility verified by the registry agent
 - Applicant's information and permit purchase recorded in MOVES
 - Fee collected from the applicant
 - Applicant scheduled for test
 - All test routes approved by Alberta Transportation
 - Test begins at the registry agent where the permit was purchased (exemptions allowed, e.g., large truck and ignition interlock testing)
 - Registry agent records upgrade in MOVES
 - Applicant pays the standard licence reclassification fee
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Multi-language testing

On June 23, 2008, Alberta made multi-language testing available at each registry office throughout the province by using the Driver Knowledge Testing System. Prior to this change, the Class 7 Learners' Licence test was only available in English, so non English-speaking applicants had to arrange for a translator to provide an oral-assisted test. This change is also better aligned with the majority of other provinces in Canada.

The selected languages for testing are French, Arabic, Vietnamese, Punjabi, Hindi, Spanish, Chinese (Traditional) and Tagalog (Philippines).

Standardized motorcycle test to be introduced

Changes will also be introduced in January 2009 to improve motorcycle testing.



An on-road test will be required for all motorcycle licence applicants, reflecting best practices currently in place across Canada. The comprehensive test will allow the driver examiner to fully assess the rider's skill in a variety of traffic and road conditions. The test will be available through the registry agent network and authorized motorcycle training schools.

New Acting Deputy Minister

On September 17th, 2008, Gary Boddez was appointed Acting Deputy Minister for Alberta Transportation.



Gary has a long and distinguished history in the public service: Chair of the Transportation Safety Board since January 2002; Assistant Deputy Minister of Traffic Safety Services from April 1997 to September 1999; and from September 1999 to January 2002, he was Assistant Deputy Minister of Property Development with Infrastructure. He has also held positions in Municipal Affairs, Lotteries and Gaming.

His extensive experience within the department and throughout government will be a great asset for Transportation.

Hot Links

Click [here](#) to get everything you need to know about traffic safety in Alberta:

- The Alberta Traffic Safety Plan
- The 2008 Alberta Traffic Safety Plan Calendar
- Previous copies of the Office of Traffic Safety Newsletter
- The Office of Traffic Safety Operational Plan (2008-2009)
- Alberta Traffic Safety Communications Plan (2008 - 2010)



Walk the Talk Event

On September 24th, 2008, grade three students from J. J. Nearing School in St. Albert and Archbishop Joseph MacNeil in Edmonton joined



Thomas Lukaszuk, MLA Edmonton-Castle Downs, and traffic safety stakeholders at the Alberta Legislature to learn how to stay safe on Alberta's roads.



Walk the Talk Day is an annual event aimed at teaching young children traffic safety practices.

We'd like to thank all our safety partners for making this event a great success.



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

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