



Message from the Executive Director



Welcome to the 2010 Spring Edition of the Office of Traffic Safety Newsletter. In this issue, we are pleased to report that our [Speed Awareness Event](#) held on April 20th was a great success.

Representatives from the RCMP, Alberta Sheriffs, Alberta Transportation Commercial Vehicle Enforcement and the Edmonton and Calgary police services all came together to reinforce the message that following speed limits can mean the difference between life and death. We received significant media coverage and helped raise the profile of this important traffic safety issue. I want to thank all of our partners for helping to make this such a great event.

Alberta is in the process of developing the next Traffic Safety Plan-post 2010. We will keep you updated on our progress. Thanks to all of you who have provided input so far. For more information, please feel free to contact me at jeanette.espie@gov.ab.ca

Jeanette Espie



Sgt. Dan DeMelo from Commercial Vehicle Enforcement speaking at the Speed Awareness Event on April 20, 2010.

Road Check 2010

International Roadcheck

is an annual event held across North America, placing a special focus on commercial vehicle, bus, and driver safety. The objectives of this event are to remove unsafe commercial vehicles and drivers from the highway; educate commercial vehicle drivers/others about the importance of safe driving and maintaining safe vehicles; and enforce seat belt use.



This year's Roadcheck activities will be 72 hours in duration June 8-10, 2010, at the following Alberta locations: Balzac Vehicle Inspection Station, Vermillion Vehicle Inspection Station and the Demmitt Mobile Inspection Station.

Through monitoring and enforcing safety standards, the Alberta government aims to keep the province's highways safe for all road users, as well as protect the integrity of our infrastructure.

June is commercial vehicle safety month on the Alberta Traffic Safety Plan Calendar.

No Fun Being Dead returns for Young Drivers Month

The No Fun Being Dead website, geared towards tech-savvy 16 to 24-year-olds, features zombies, games, an interactive quiz, podcasts and the Grim Reaper as a talk-radio host to drive home the message that unsafe driving decisions have serious consequences.

The Alberta Government licensed the rights to operate the website from traffic safety partners in British Columbia, and the website has been customized to reflect Alberta's traffic safety concerns and ran as a pilot campaign in Edmonton in May 2009.

The province is partnering with the Insurance Bureau of Canada (ICBC) on this project, and it has been expanded for 2010 to include the Calgary region. The campaign includes radio sponsorship, cinema and school posters, online advertising and a contest with prizes sponsored by ICBC.

If you know anyone in the young driver age range, please encourage them to visit [No Fun Being Dead](#).



Like the zombie in this picture, the **No Fun Being Dead** website refuses to die.

Alberta introduces unique distracted driving legislation



Click [here](#) for more information and to provide comments on Bill 16.

More Albertans are wearing their seatbelts

The province's coordinated strategy of public education campaigns and enforcement is having a positive impact on drivers. The results of a provincial [seatbelt survey](#) conducted in the fall of 2009 show combined urban and rural seatbelt wearing rates are now over 92 per cent - an increase of four per cent since 2007. Occupant restraints are simply one of the most effective devices to reduce injuries and save lives.



AAMVA recognizes Alberta Transportation traffic safety campaigns

The American Association of Motor Vehicle Administrators (AAMVA) Pace Awards recognize public relations, public affairs and consumer education excellence among the motor vehicle, law enforcement and traffic safety agencies across North America. The work is recognized among AAMVA peers and is highly regarded by all members. All entries are judged at AAMVA headquarters by a panel of external public relations and communications practitioners. Each entry is judged on how it meets its objective as well as on creativity and quality of production.

Partnership - Public and Private

"Ugly" poster, Alberta Occupant Restraint Program, Transportation Safety Services (Alberta Transportation)

[The "Ugly" poster](#) features a young male who has been disfigured as a result of a collision. The creative demonstrates the "ugly" consequences of not using a seat belt.



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Public relations/ad/marketing firm

"Dead Stop" Calder Bateman, Transportation Safety Services (Alberta Transportation).

"[Dead Stop](#)" is a 30-second ad that demonstrates how speeding really saves little time and highlights some of the unintended and devastating consequences of speeding.



More awards for Alberta Transportation!

[Trading Places](#), a 30-second ad that highlights the dangers of impaired driving, won an award for the Best Public Service Announcement from the Alberta Motion Picture Association.



[AMPIA](#) is a non-profit professional association that supports the independent motion picture industry as a viable economic and cultural force within the province. AMPIA was the first television and motion picture industry association in Canada.

As mentioned in the previous newsletter, several episodes of **Road Rash** were selected and nominated for the Radio Marketing Bureau (RMB) Crystal Awards for 2010.

According to the RMB Website, these National awards "honor outstanding achievement in agency and station creative from across Canada, showcase innovation, and represent a best practice in the broadcast and advertising industries".

This past March the winners were selected and announced in Toronto and we are very pleased to say that **Road Rash** received Silver in the Public Service Announcement category and Bronze in the Station Campaign category.

Community Mobilization Strategy Update



Currently, there are 52 Traffic Safety Committees / Networks province-wide responsible for coordinating, initiating, and integrating regional and local support for the Alberta Traffic Safety Plan.



On May 27th, the inaugural meeting of the Aboriginal Advisory Committee took place. This Advisory Committee is a collaboration between First Nations Inuit Health, Health Canada and the Office of Traffic Safety which will provide us with ongoing strategic guidance, as we further refine and develop our approach to Aboriginal traffic safety.



Initial focus will be on adjusting our service delivery in the northern part of the province to improve efficiency and effectiveness of traffic safety initiatives in the 22 Treaty 8 First Nations.



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

Alberta Traffic Safety Fund (ATSF)

Alberta Traffic Safety Fund grants are now available to Alberta communities for traffic safety initiatives. The purpose of the fund is to stimulate and support local collaborative action that enhances traffic safety awareness and reduces the frequency and severity of motor vehicle related injuries within Alberta communities.

[Click here](#) for more information.

ROAD SAFETY MEANS SAVING LIVES!

In July 2009, the Engineering Committee under the Alberta Traffic Plan launched the study “**Methods of Reducing Collisions on Alberta Roads**” (abbreviated as MORCOAR). The purpose of the study is to develop engineering strategies to address the collision patterns on Alberta highways and streets. Seven “objective areas” were clearly identified:

- Speed Related Collisions;
- Signalized Intersection Collisions;
- Unsignalized Intersection Collisions;
- Vehicle-Wildlife Collisions;
- Collisions Along Roadways (Links);
- Run-Off-Road Collisions; and
- Collisions Involving Vulnerable Road Users.

Study Method

In phase one, which was completed in December 2009, Opus International Consultants conducted extensive research of collision reduction strategies and measures. This included an extensive international literature review and extensive consultation with road agencies in Alberta. Opus' research uncovered over 1,000 study references of over 200 specific measures. 77 measures were identified as the most *proven* in the prevention of *fatalities and major injury collisions*. These measures were then selected for more detailed evaluation, including a human factors review and an assessment of applicability in the Alberta environment, and 33 “highly effective” measures were selected and recommended for Alberta's 20-year collision reduction program. These measures cover rural and urban areas, low speed and high speed roads, signalized and unsignalized intersections, and motorists and pedestrians.

In phase two, which is currently in progress, a survey was conducted of road agencies in Alberta to determine the availability of guidance for the application of the shortlisted measures. The results identified eight measures for the

development of further guidance, which is currently being prepared by Opus. Summaries of current leading practices are also being prepared for the other 25 top measures.

Collision Reduction Measures

The following eight measures are being prepared for detailed application guidance:

- Gateway treatments
- Variable speed limits
- Conversion of stop-controlled intersections to roundabouts
- Protected-only left-turn phases
- Positive offset left-turn lanes
- Removal of roadside hazards
- Cable barrier systems for roadside applications
- Pedestrian countdown signals

The application guidelines are designed to encourage the more widespread and systematic use of these measures. The effective application and implementation of these measures has the potential to significantly reduce fatalities and major injuries in Alberta.

Next Steps

The next steps include the following measures:

- Complete preparation of the application guidelines;
- Prepare a 20-year implementation strategy for the highly effective measures; and
- Preparation of a final report.

For additional information regarding the MORCOAR project, contact Richard Chow, Traffic Operations Specialist, Alberta Transportation, 780-415-1050 (richard.chow@gov.ab.ca) or Bill Kenny, Director, Design, Project Management & Training, Alberta Transportation, 780-415-1048 (bill.kenny@gov.ab.ca).



Are you interested in becoming a member of the Canadian Association of Road Safety Professionals (CARSP)?

If you are interested in engaging with a broad range of Canadian road safety professionals with common objectives, CARSP offers members professional development opportunities, best practices information and access to networks, tools and resources to help them excel in the traffic safety profession.

If you are not already a member, we hope that you will consider joining the Association, and that you will share your knowledge and expertise with us. For information on this excellent organization, please visit the [CARSP](http://www.carsp.ca) website.

Want to get involved ?

As always our Subject Matter Expert groups are interested in attracting new stakeholders and members.

If you would like to join one of these groups, please contact

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