



Season's Greetings



As 2007 draws to a close we reflect on the many accomplishments that have taken place within Alberta's Traffic Safety Plan. Thanks to all of you for your time and support as we have moved forward (sometimes slowly!). We are beginning to see the results of our labours and look forward to 2008 in our collective mission to "Save Lives on Alberta's Roads".

Attached you will find:

- **A copy of the Office of Traffic Safety's three-year Traffic Safety Action Plan**

This plan has been approved by Minister Ouellette and is being shared with stakeholder organizations. This document will also be available at www.saferoads.com, early in the New Year.

- **The Alberta Traffic Safety Calendar**

This calendar was created in order to focus province wide activities and ensure Albertans see a united front in the efforts of all stakeholders in the province. The calendar was initiated as a result of intensive meetings in June and November with large enforcement agencies in the province with the desire to develop a coordinated consistent approach to traffic safety enforcement. The Traffic Safety Plan Calendar will support enforcement activities with public education and communications around crucial traffic safety activities. It is our sincere hope that all traffic safety stakeholders will use the TSP calendar as a template for their traffic safety efforts.

Bill 49 improves traffic safety in Alberta

One key recommendation within the Traffic Safety Plan was the use of intersection safety cameras, currently monitoring red light enforcement, to also monitor speed. On December 7, 2007 Bill 49 was passed in the Legislative Assembly.

[Click here](#) to see the news release and find out more.

Community mobilization is right on track

The Office of Traffic Safety and the Traffic Safety Plan stakeholders are moving forward to enact the Community Mobilization Strategy. The group will be travelling to all regions in January and February during the annual Alberta Occupant Restraint Program (AORP) roundtable meetings to share information about the Office of Traffic Safety and the Traffic Safety Plan Community Mobilization Strategy.

The Office of Traffic Safety is also pleased to welcome Randy Youngman as the Regional Traffic Safety Coordinator for the Palliser Region. Randy joins Susan Zubach from the Chinook Region in providing local traffic safety resources to their communities by coordinating regional and local community support for the Alberta Traffic Safety Plan. In addition to Chinook and Palliser we have located office space and anticipate staffing the following coordinators early in the New Year: Métis Settlements; Métis Nation of Alberta; Treaties 6, 7, and 8; Aspen; Calgary Region; Capital Region; David Thompson; East Central, and Northern Lights West (Fort Vermilion).

The Office of Traffic Safety is still in need of "free of charge" office spaces in Northern Lights Region East (i.e. Fort McMurray) and Peace Country (Grande Prairie or Peace River areas).



Brainstorming begins with subject matter expert groups

The subject matter expert communications committee held meetings on November 28 and December 11 2007. This committee has about 16 members and is busy working on terms of reference. The committee is also determining communications to support the Traffic Safety Calendar for the first quarter of 2008 and an overall Communication's Plan to support the Alberta Traffic Safety Action Plan.

The research subject matter expert committee held their first meeting on December 6, 2007. The committee currently has 13 members and is busy working on terms of reference. The group is also determining a research, data and evaluation strategy to support the Traffic Safety Calendar and the overall Alberta Traffic Safety Action Plan.

The speed, intersection and engineering subject matter group will be meeting early in the New Year. In November, the Traffic Safety Guide for Aging Drivers seminar was held in Edmonton and Calgary in cooperation with Centre for Transportation Engineering and Planning (CTEP) and the Alberta Motor Association (AMA). The group is making progress on a pilot project, testing a knowledge transfer tool with the Traffic Safety Guide for Aging Drivers as its first topic. Discussion is proceeding between Edmonton and Transport Canada on a potential inter-governmental road safety project.

The Office of Traffic Safety would like to thank all who have volunteered to participate on these working groups.

Remember to slow down, buckle up, be alert and stay sober this holiday season.

All the best in 2008, we look forward to taking the Traffic Safety Plan even further in the New Year.

**Shaun Hammond
Jeanette Espie**

