

Minister Ouellette approves 3-year action plan



Honourable Luke Ouellette,
Minister of Infrastructure and Transportation

The 3-Year Traffic Safety Action Plan (TSP) has been approved by the Honourable Luke Ouellette, Minister of Infrastructure and Transportation. Minister Ouellette will be sharing this plan with his colleagues.

The action plan is the focus of the Ministry of Infrastructure and Transportation as well as the other 11 Traffic Safety Plan (TSP) ministries and more than 100 stakeholder organizations and individuals who have had input into the TSP.

Next steps include the development of the evaluation measures and criteria to support the Traffic Safety Action Plan.

Office of Traffic Safety welcomes new staff

There have been quite a few additions to the traffic safety team recently. The Office of Traffic Safety is pleased to welcome the following individuals:

- Monica Bodnar, who joined the office on October 1, 2007 as an Administrative Assistant.
- Dr. Ross Danyluk, the new Director of Community Mobilization as of September 1, 2007. Ross will have primary responsibility in developing and overseeing the Traffic Safety Community Mobilization Strategy with 16 Regional Traffic Safety Coordinators (RTSC) which will be established province-wide over the coming months. Ross' previous government experience includes serving as a Senior Manager for Alberta Education, and Alberta Child and Family Services. Ross has had extensive experience working in communities around Alberta, including several Aboriginal communities.
- Susan Zubach, who joins the office as the first Regional Traffic Safety Coordinator. Susan will serve in leading the coordination of regional traffic safety for the Chinook Region.
- Wally Sinclair, who will be working with the office on a contract basis. Wally will assist Ross Danyluk with ensuring that Aboriginal traffic safety stakeholders, especially Elders, First Nation Chiefs, and Métis leaders are involved as we develop traffic safety strategies.

In addition to these exciting new hires, interviews have been completed for the Regional Traffic Safety Coordinator for the Palliser Region. The team looks forward to sharing more information about new hires in the very near future.

What we're up to: strategies and efforts we're taking to meet our goals

Ross Danyluk is in the process of developing a Traffic Safety Community Mobilization Strategy which focuses on community involvement, ensuring that local institutions, local leaders, community groups, and community members help address traffic safety. Stakeholder input will be paramount to the development of the strategy; consultations with stakeholders are anticipated to begin in the coming weeks.

Patti Stark of the Alberta Centre for Injury Control and Research is continuing her efforts with regional and Aboriginal traffic safety stakeholders across Alberta to secure hosting arrangements for Regional Traffic Safety Coordinators. Thus far, commitments have been secured from Treaty 6, Treaty 8, Métis Nation of Alberta, Métis Settlements, Palliser, Chinook, Calgary, and Edmonton regions.

Recently the Office of Traffic Safety conducted a number of presentations on the TSP in an effort to bring on board as many organizations as possible in their mission to save lives on Alberta's roads. Presentations were made to the following organizations:

- Enform Board of Directors
- APEGGA (Association of Professional Engineers, Geologists and Geophysicists and of Alberta)
- Alberta Forestry Products Association
- Metis Nation of Alberta
- Treaty 6 Leaders
- Treaty 8 Leaders

Finally, the Traffic Safety Enforcement (SME) group met from November 6 - 8 to solidify a traffic safety enforcement calendar for 2008 based on information from the recently released 2006 Collision Report. This calendar will show province-wide commitment for enforcement campaigns around high-risk behaviours identified in the traffic safety plan - a huge accomplishment for Alberta. Media and public awareness campaigns will be built to support these enforcement activities. This calendar, based on the TSP priorities, the TSP Action Plan and collision data, will be the tool to guide work across Alberta and will be reinforced through activities in communities throughout the province.

Office of Traffic Safety gets help from the experts

Liz Owens, Director of Policy, Research and Public Education, is in the process of forming a Subject Matter Expert Group for research and evaluation pertaining to the plan. Liz will also work with Eileen McDonald to establish a Subject Matter Expert Group for communication activities related to the TSP.

The important component in translating Traffic Safety Plan strategies into actions by Transportation Safety Services and other Infrastructure and Transportation branches is being undertaken by Vince Paniak, who is currently on secondment under the Executive and Senior Manager Mobility Program. Vince will be assisting the Office of Traffic Safety in developing the business processes to ensure that as the Action Plan is rolled out, all relevant Infrastructure and Transportation branch operations are in full support of the initiatives.

Allan Kwan, Executive Director of Technical Standards, has agreed to chair a Subject Matter Expert group relating to engineering strategies related to the Traffic Safety Plan, as well as Speed and Intersection Safety.

Traffic Safety plan is listed as a highlight accomplishment for the Government of Alberta

When Minister Luke Ouellette was posted at the helm of Infrastructure and Transportation, he was given a specific mandate by Premier Stelmach. Under this mandate, he was asked to create a plan to reduce the carnage on the province's roads.

Less than a year later, the Alberta Traffic Safety Plan to reduce traffic-related deaths and injuries on Alberta roadways is being touted as a highlight accomplishment for the government for 2006-2007.

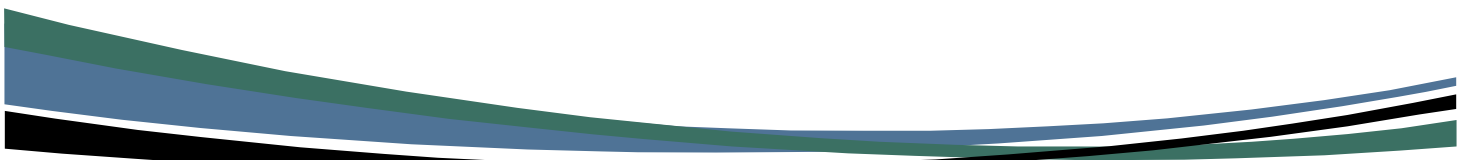
For a complete list of the Government's achievements of 2006-2007, go to: "[Province's annual reports highlight accomplishments of 2006-07.](#)"

Collision Statistics for 2006 demand action by motorists

Minister of Infrastructure and Transportation Luke Ouellette and Solicitor General Fred Lindsay were in Red Deer on October 18 to release Alberta's collision statistics for 2006.

The statistics show 25,964 people were injured in traffic collisions in 2006, 1,460 more than in 2005. Traffic collisions increased nearly 15 per cent for a total of 142,592. A total of 453 people died in collisions, 13 fewer than in 2005. Compared to five years ago, the number of vehicles on Alberta roads has increased by almost 400,000. Driver error was listed as a contributing factor in over nine out of 10 traffic collisions, unchanged from the previous year.

"Despite the huge influx of people into Alberta and a dramatic increase in traffic on our roads, fatalities for 2006 are down. But I am still deeply concerned about the increase in collisions involving preventable injuries," said Luke Ouellette, Minister of Infrastructure and Transportation. "Drivers really need to pay more attention to what they're doing behind the wheel. We could prevent injuries and save more lives if people would stay alert, stay sober, slow down and buckle up."



The Government of Alberta is committed to reducing the number of traffic collisions and improving traffic safety through the *Alberta Traffic Safety Plan: Saving Lives on Alberta's Roads*. To view the 2006 Alberta Traffic Collision Statistics, or the Traffic Safety Plan visit: <http://www.infratrans.gov.ab.ca>

Take note: campaigns to inform motorists of the dangers on Alberta's roads

Communications has been busy informing Albertans about the dangers on Alberta's roads with paid advertising as well as by issuing information bulletins.

From October 29-November 18, you can listen in to the radio campaign spots which challenge listeners to evaluate their unsafe driving behaviours and remind them of the consequences.

From November 7-December 2, be on the look out for billboards and posters encouraging drivers to think about the consequences of drinking and driving.

Information bulletins released by the department in the past couple months are as follows:

- [School bus safety rules keep children out of harm's way](#) October 4, 2007
- [Operation Impact revs up in drive to save lives](#) October 4, 2007
- [Wildlife on Alberta's roads is a danger to drivers](#) October 4, 2007
- [Drivers advised to use caution and watch out for school children](#) August 24, 2007
- [Safety is anything but pedestrian for Albertans](#) August 24, 2007

Keep your eyes peeled and your ears open to hear about more campaigns in the coming months to inform motorists about driving dangers and remind them to stay alert, stay sober, slow down and buckle up.

