

# **Municipal Delegation Package Alberta Office of Traffic Safety**

**Presented to Strathcona County  
January 30, 2018  
Mayor Rod Frank  
Chief Commissioner Rob Coon**



# Delegation Points of Discussion

---

**Office of Traffic Safety**

**Vision Zero**

**Community Mobilization**

**Key Resources**

**Office of Traffic Safety  
Creative**



# Alberta Road Safety 2012-2016

- Population ↑ 9.8%
- Number of drivers ↑ 8.9%
- Registered vehicles ↑ 7.7%
- Hwy traffic volumes ↑ 8.4%

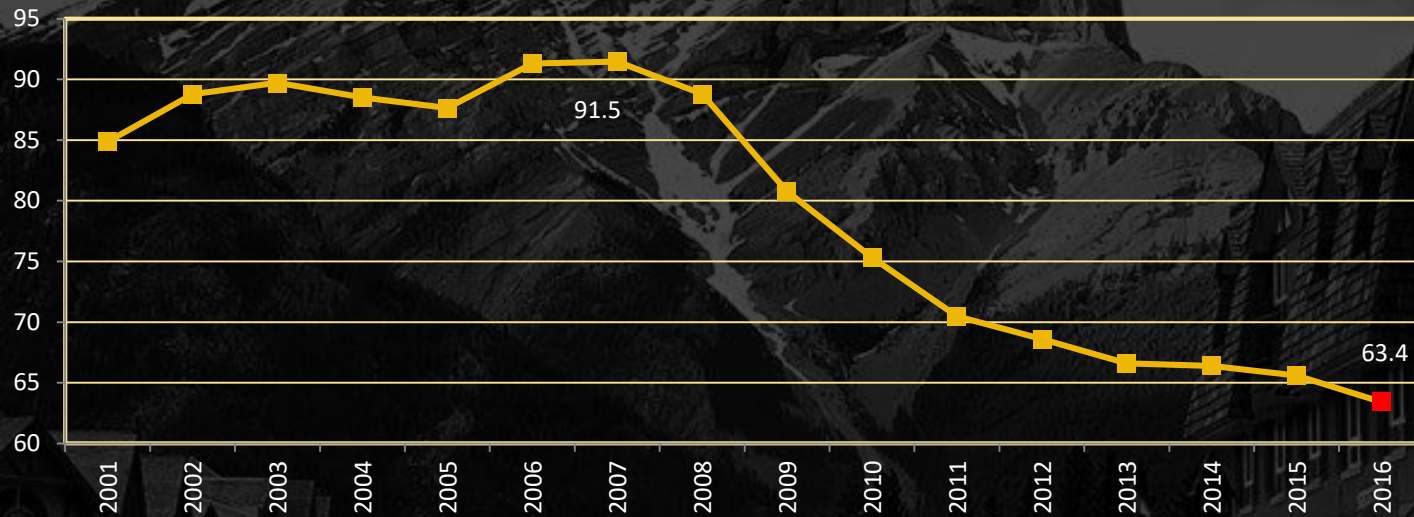
**In 2015, the social cost of collisions in Alberta was estimated to be between \$4.6 billion and \$10.3 billion.**



2013: 2,902,520  
2016: 3,148,538  
Licensed Drivers



## Alberta Combined Fatal & Major Injury Collision Rate per 100,000 Population



*Rates are based on a rolling three-year average combined fatal & major injury collision rate per 100,000 population for the current and two previous years.*

**But one thing is clear.  
We must continue to explore good practices to expect continued results.**

# Office of Traffic Safety

---

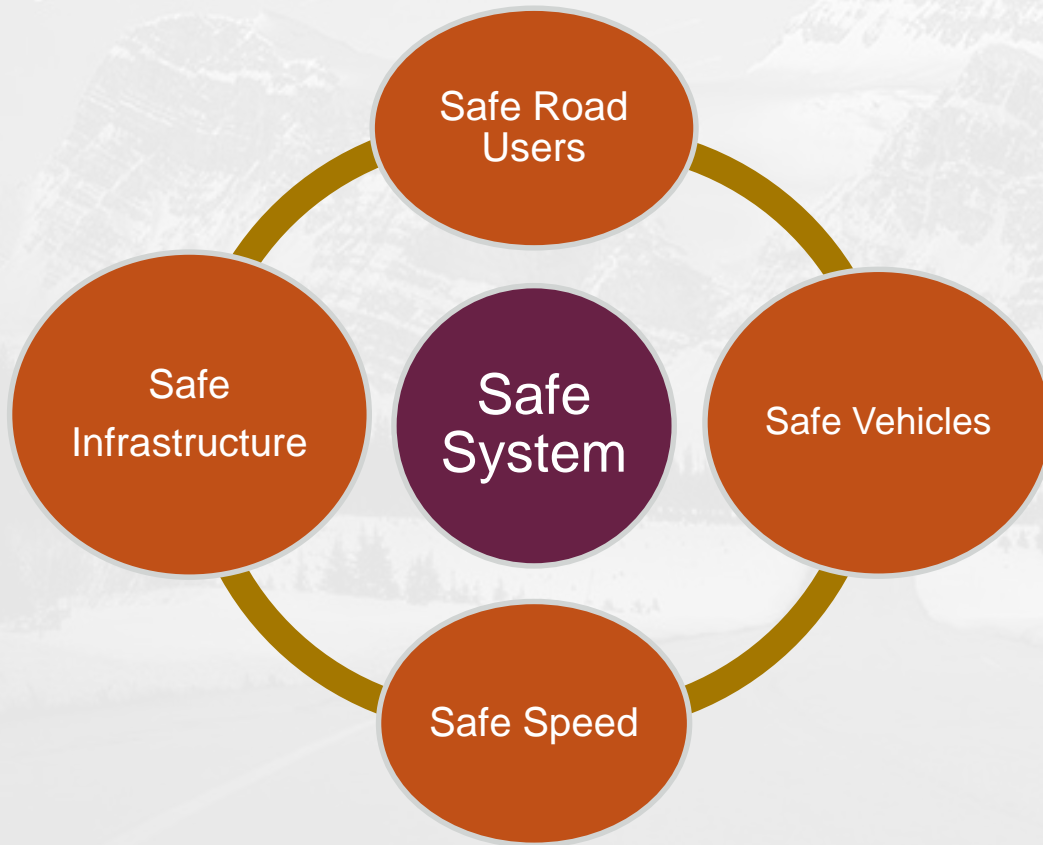
## Vision Zero

Zero deaths and serious injuries on Alberta's roads.

- We do not accept that fatalities and serious injuries on our roads are inevitable or acceptable.
- We will strive to create a system in which safe decisions are the easiest ones to make and mistakes are not punished with death or serious injury.



# Safe System Approach





# Community Mobilization

---

## Vision

Mobilize Alberta communities to embrace and achieve Vision Zero.

## Outcomes

- Encourage shared responsibility for traffic safety
- Build community capacity to address safety priorities
- Inspire and enable collective action to improve safety

# Key Resources

---

## Community Mobilization Consultants

- [communitymobilization@saferoads.com](mailto:communitymobilization@saferoads.com)

## Alberta Traffic Safety Fund (ATSF)

- [www.saferoads.com/grants](http://www.saferoads.com/grants)
- [atsf@gov.ab.ca](mailto:atsf@gov.ab.ca)

## Saferoads.com

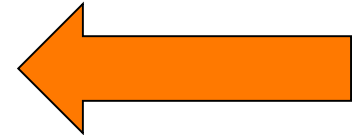
- Information and free resources to download/order



# Available Creative

Alberta

Leave space from edge of graphic  
Maximum height of your logo Place your logo starting here

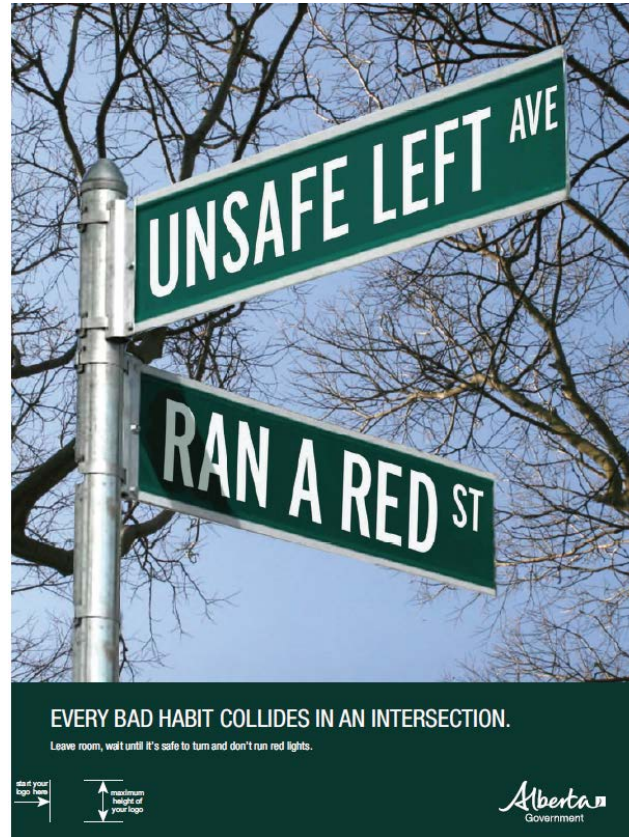
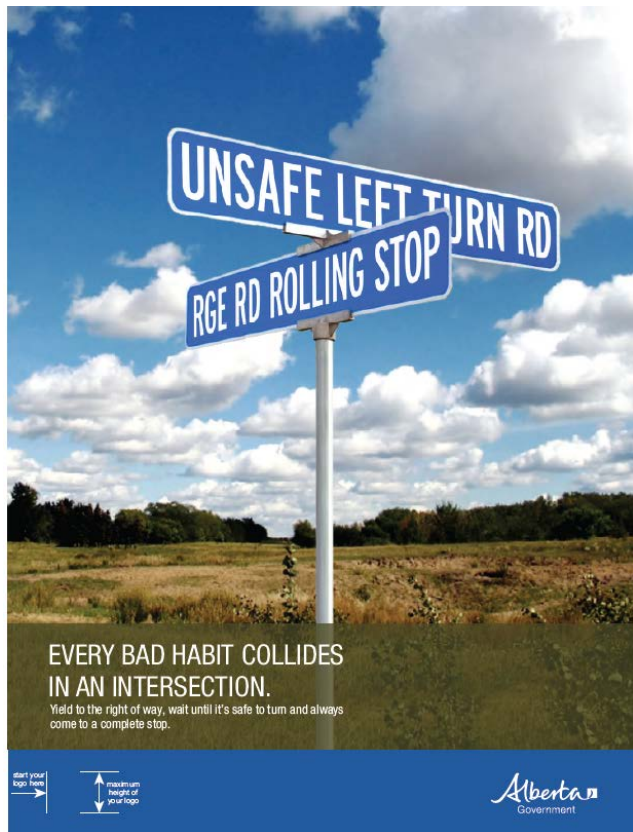


**WHEN EYES LOCK IT'S SAFER TO WALK.**  
Pedestrian safety is a shared responsibility.



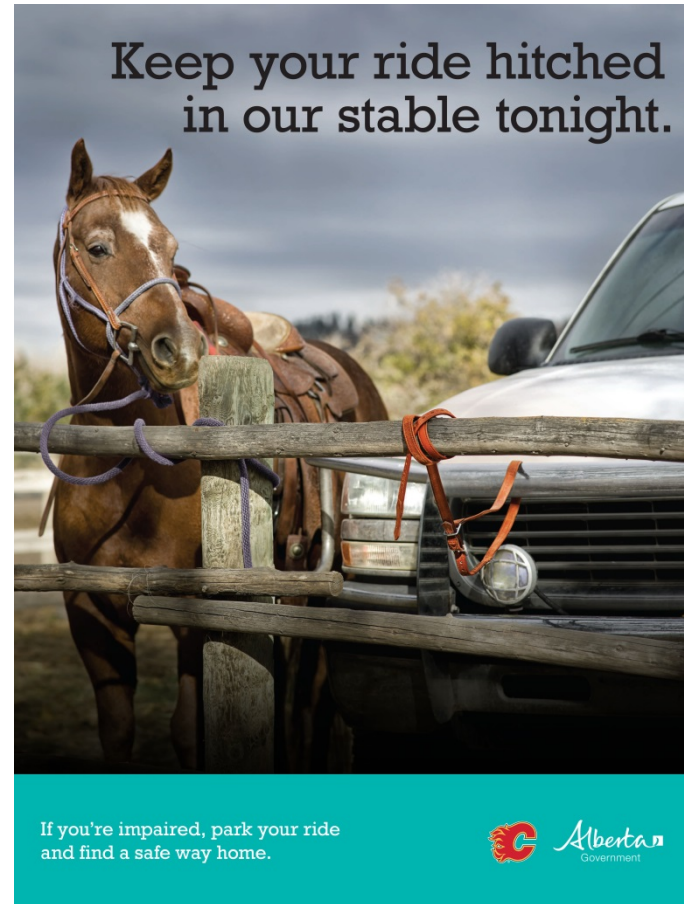
Alberta

# Available Creative



...and more to come!

# Past Community Examples





# Contacts

---

For creative files:

[OfficeOfTrafficSafety@gov.ab.ca](mailto:OfficeOfTrafficSafety@gov.ab.ca)

For Community Mobilization support:

[CommunityMobilization@saferoads.com](mailto:CommunityMobilization@saferoads.com)

For Alberta Traffic Safety Fund:

[atsf@gov.ab.ca](mailto:atsf@gov.ab.ca)

For any other questions:

[OfficeOfTrafficSafety@gov.ab.ca](mailto:OfficeOfTrafficSafety@gov.ab.ca)