

ENCLOSURE 6

# Traffic Safety Strategic Plan Update

Priorities Committee

March 13, 2018

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Transportation Planning and Engineering

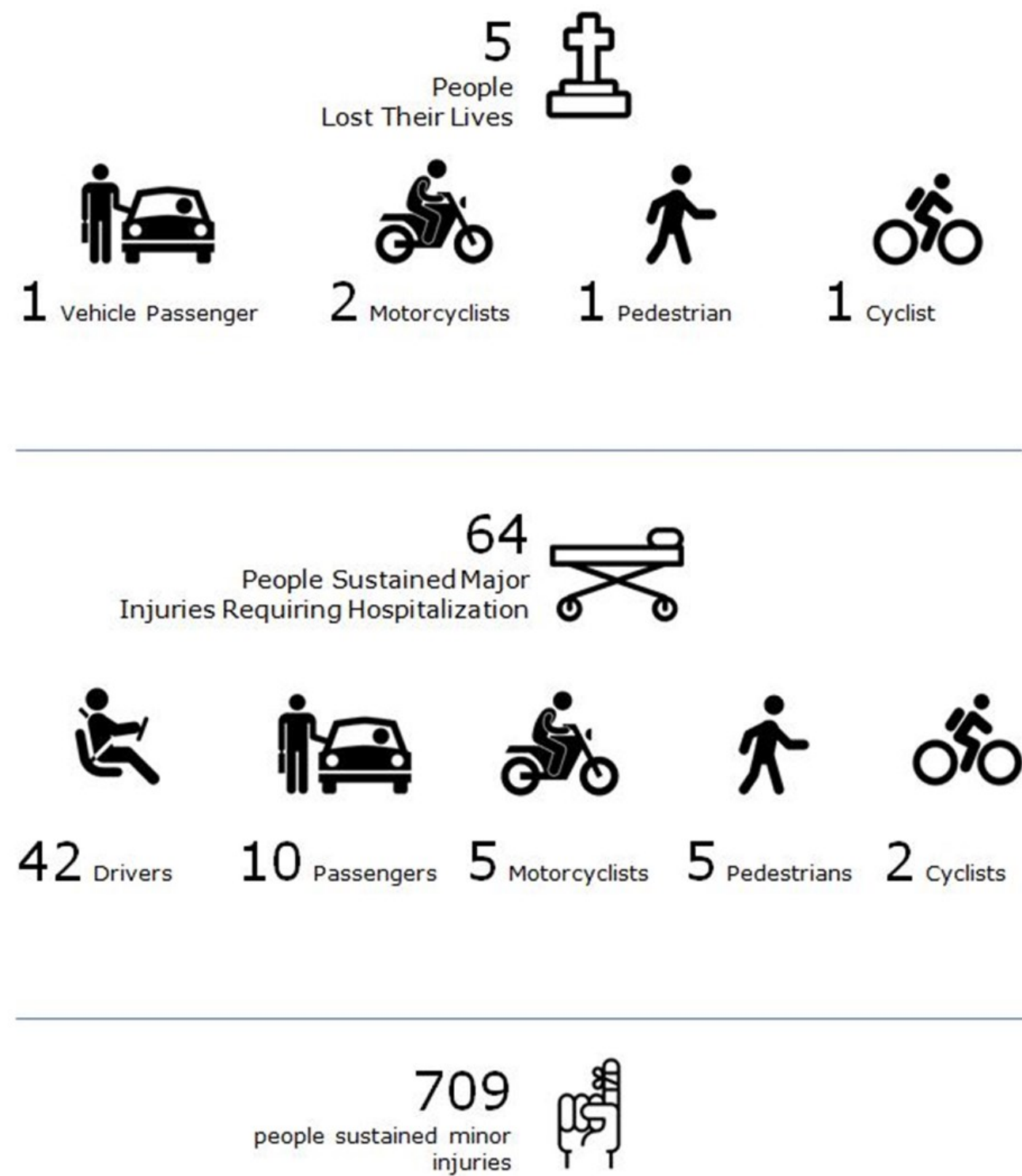
Insp. Chris Narbonne

RCMP and Enforcement Services

# Background

- Traffic safety is an ongoing concern in our community
- 2005- Traffic Safety Committee was struck to examine safety in our community
- Traffic Safety Strategic Plan(TSSP) approved in 2008
- The plan was updated in 2014 to our current TSSP 2020
- The TSSP 2020 serves as an internal guiding document for decision-making related to traffic safety

In 2016:  
2,178 collisions:



The estimated direct  
cost of collisions in  
Strathcona County  
was  
**\$56 Million**

# TSSP 2020

## **Vision:**

*No one is seriously injured or killed while travelling on Strathcona County's road network*

## **Mission:**

*Strathcona County is committed to the proactive implementation of integrated, evidence-based, and collaborative road safety strategies to create an increasingly safe and sustainable transportation environment.*

# TSSP 2020

Defines 13 strategies to improve traffic safety in Strathcona County. To date, 9 have been developed and are being implemented

Implemented and Ongoing Strategies	Planned Strategies (Implement in 2014)	Short-Term Strategies (Implement by 2017)	Long-Term Strategies (Implement by 2020)
<ul style="list-style-type: none"> <li>Strategy 1: Traffic Safety Data Collection, Analysis and Management Program</li> <li>Strategy 2: Road Network Screening Program</li> <li>Strategy 3: Integrated Safety-Focused Enforcement Program</li> <li>Strategy 4: Integrated Public Education and Social Marketing Program</li> </ul>	<ul style="list-style-type: none"> <li>Strategy 5: In-Service Road Safety Review Program</li> <li>Strategy 6: Neighbourhood Traffic Safety Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Strategy 7: Road Safety Audit Program</li> <li>Strategy 8: Intersection Safety Strategy</li> <li>Strategy 9: Rural Road Safety Strategy</li> <li>Strategy 10: Work Zone Safety Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Strategy 11: MARD/Older Adults Traffic Safety Strategy</li> <li>Strategy 12: Safe Vehicles Strategy</li> <li>Strategy 13: Corporate Traffic Safety Strategy</li> </ul>

# Initiatives to Improve Traffic Safety

In 2017, the Right-of-Way Management branch of completed:  
**572** Right-of-Way Construction Activity Permits (ROWCAPs);  
**119** ROWCAP Extensions;  
**145** Road Use Agreements; and  
**1065** ROWCAP Inspections.

**85**  Unsafe commercial vehicles taken out of service



**74%** of participants in the Residential Speeding Option 4 felt material presented would change the way they drive on neighbourhood streets.

**97%** of participants in the Stop Sign Option 4 reported that they would be more likely to stop fully at stop signs after attending the session.

In 2017, traffic studies were undertaken in the Urban Service Area

**168**



**263**

traffic studies were undertaken in the Rural Service Area



In 2017, guardrail was added on RR 220 near Half Moon Lake to address a history of Run off Road collisions.



During traffic stops in 2017, police apprehended:

**52** suspended drivers:

**176** drivers with no insurance:

**247** drivers without a license; and

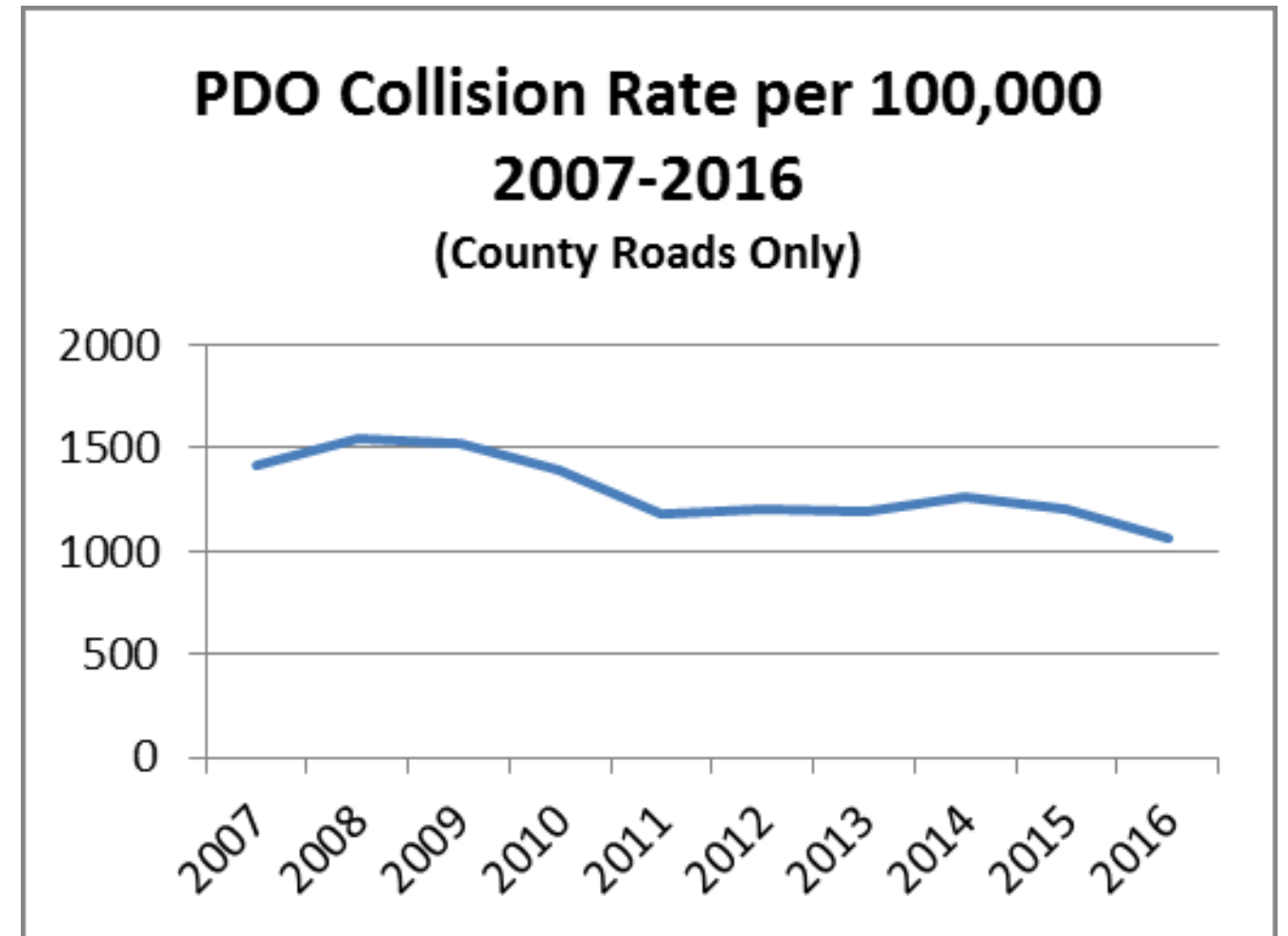
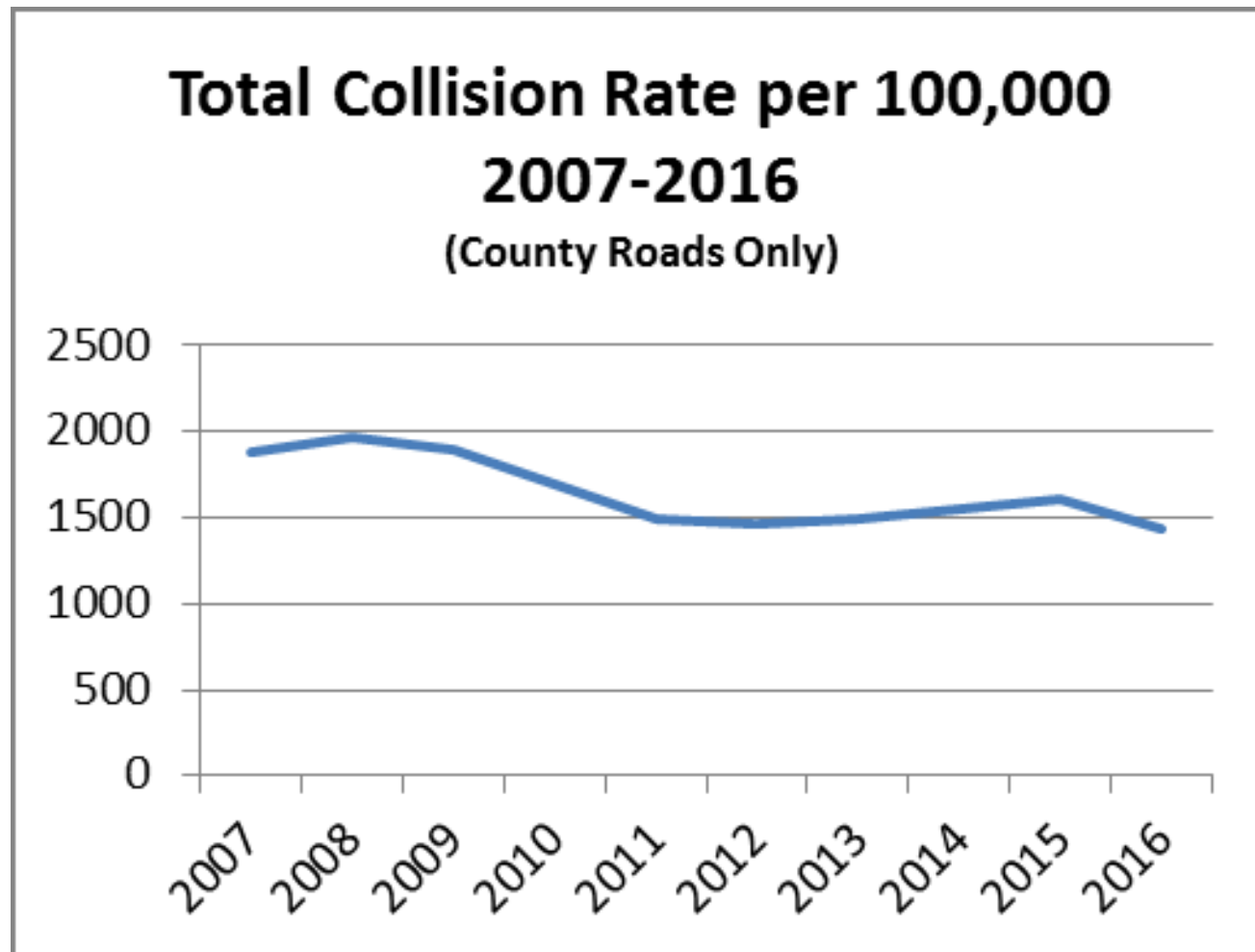
**822** impaired operation of a motor vehicle investigations initiated.



# Targets

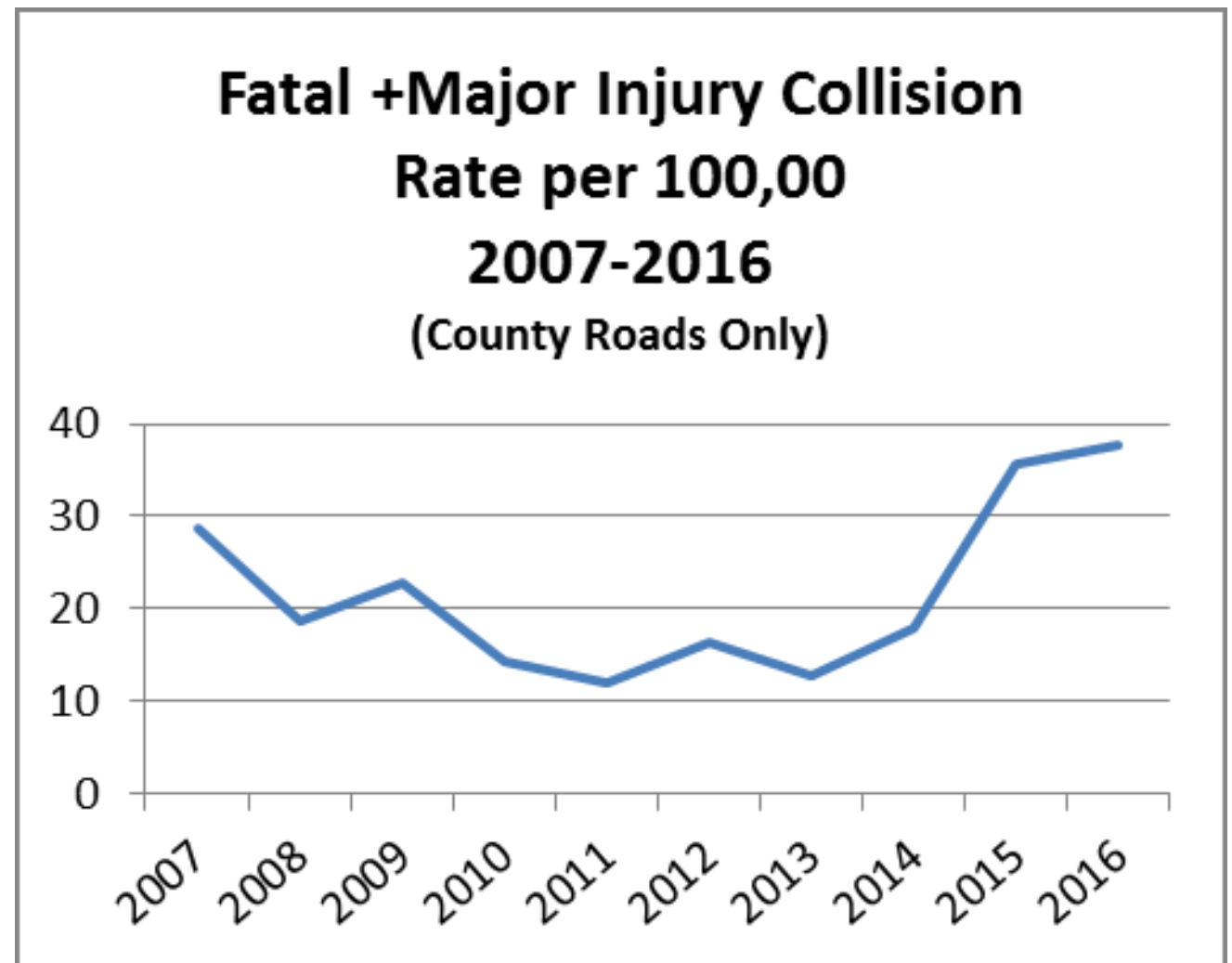
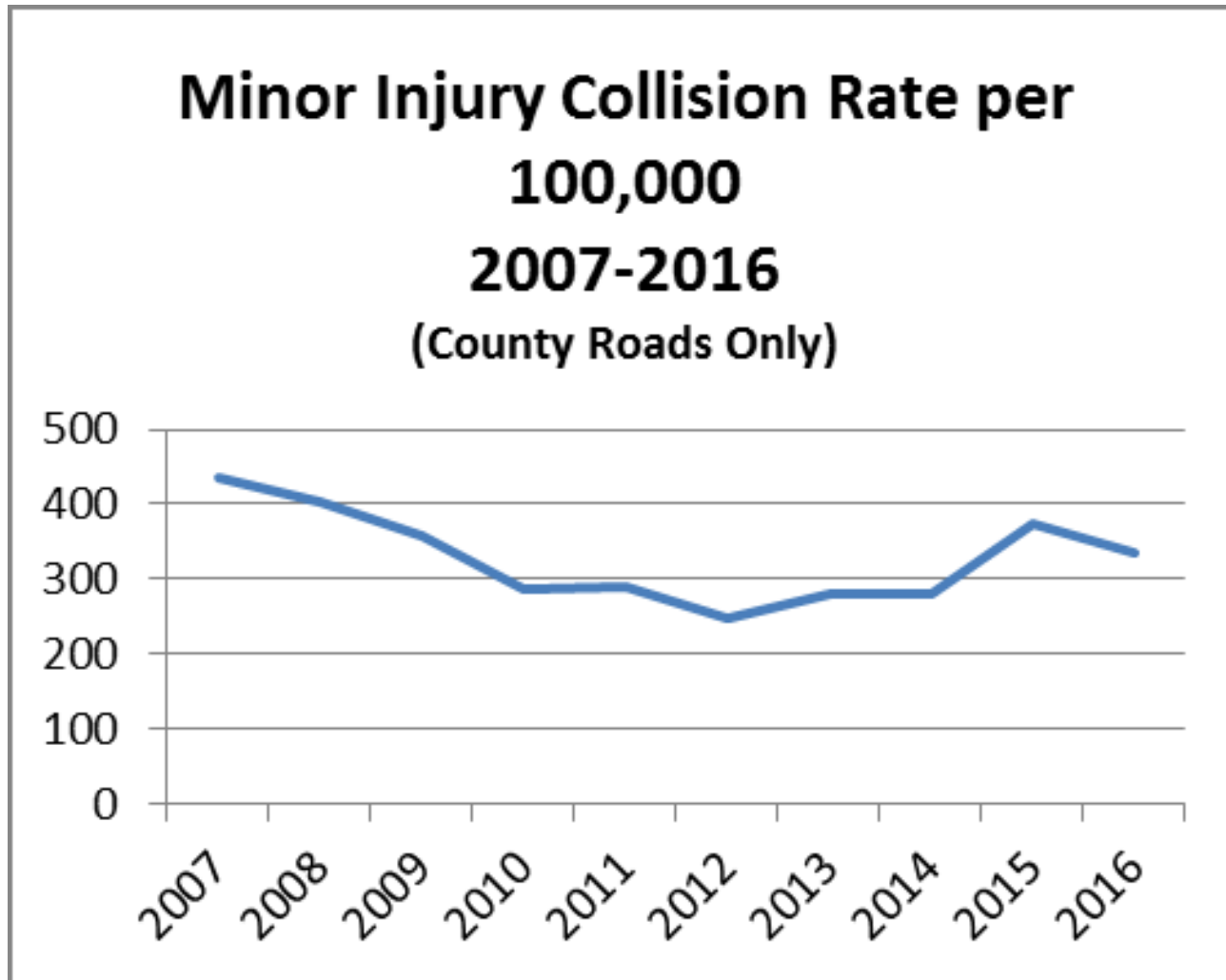
- For roads owned and maintained by Strathcona County:
  - The average annual rate of combined fatal and major injury collisions per 100,000 population from 2018 to 2020 will be reduced by 15% compared to the average rate from 2011 to 2013. The average number of fatal and major injury collisions from 2018 to 2020 will be reduced by 15% compared to the average number of collisions from 2011 to 2013.
- For Provincial Highways in Strathcona County:
  - Work cooperatively with Alberta Transportation staff to improve traffic safety and help meet provincial safety targets.

# Collision Trends





# Collision Trends



# Fatal/Major Collision Statistics

<b>Years</b>	<b>Average Annual Crash Rate (Combined Fatal and Major Collisions)</b>	<b>Average Annual Number of Fatal and Major Collisions</b>
<b>2011-2013</b>	13.66	12.67
<b>2012-2014</b>	15.69	14.67
<b>2013-2015</b>	22.13	21.00
<b>2014-2016</b>	30.43	29.33
<b>2015-2017</b>	35.70	35.00
<i>TSSP Target 2018-2020</i>	<i>11.5</i>	<i>10.8</i>

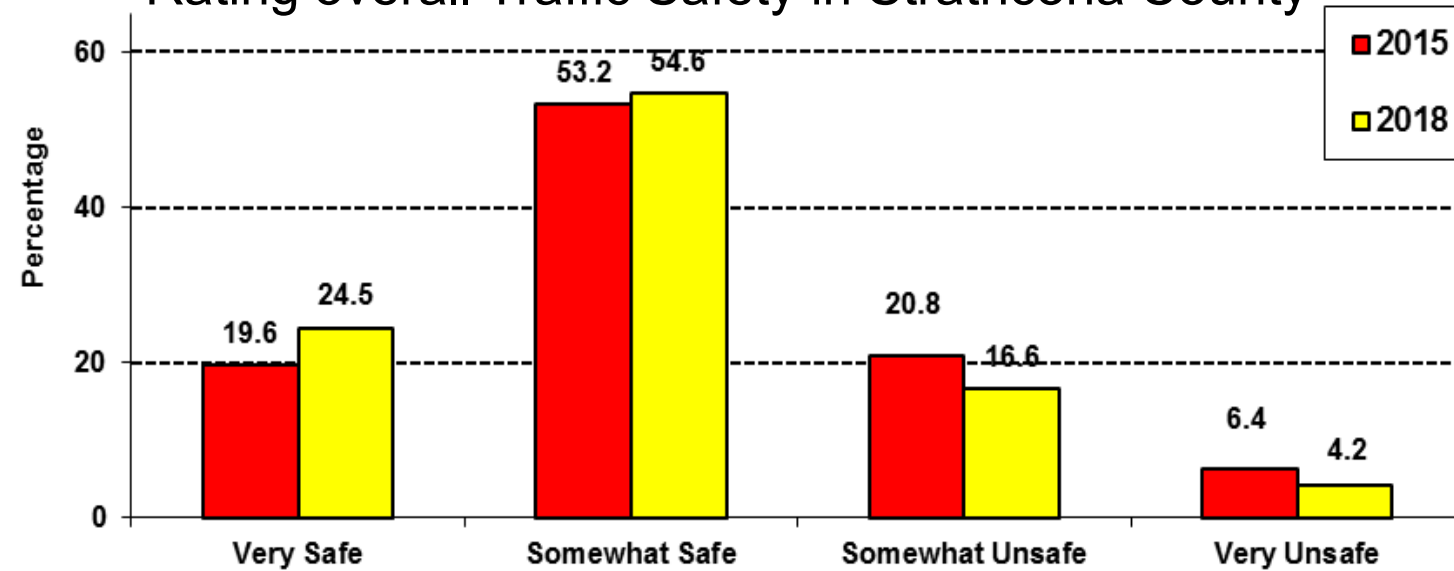
# Resident Perceptions of Traffic Safety

With regards to resident perceptions of traffic safety, the TSSP 2020 sets out the following targets:

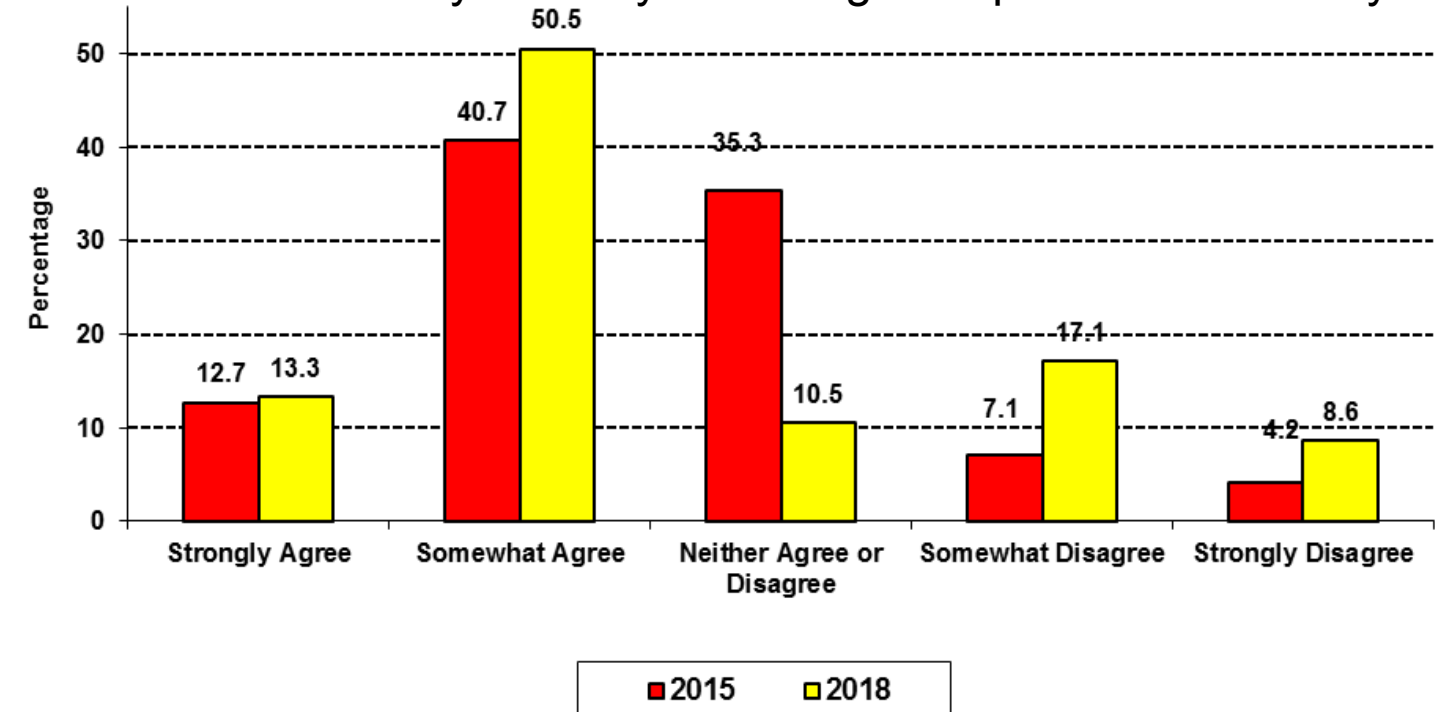
*15% increase in those rating traffic safety in Strathcona County as “Very Safe” or “Somewhat Safe”, and those who “Strongly Agree” or “Somewhat Agree” that Strathcona County is always working to improve traffic safety.*

# Resident Perception

Rating overall Traffic Safety in Strathcona County

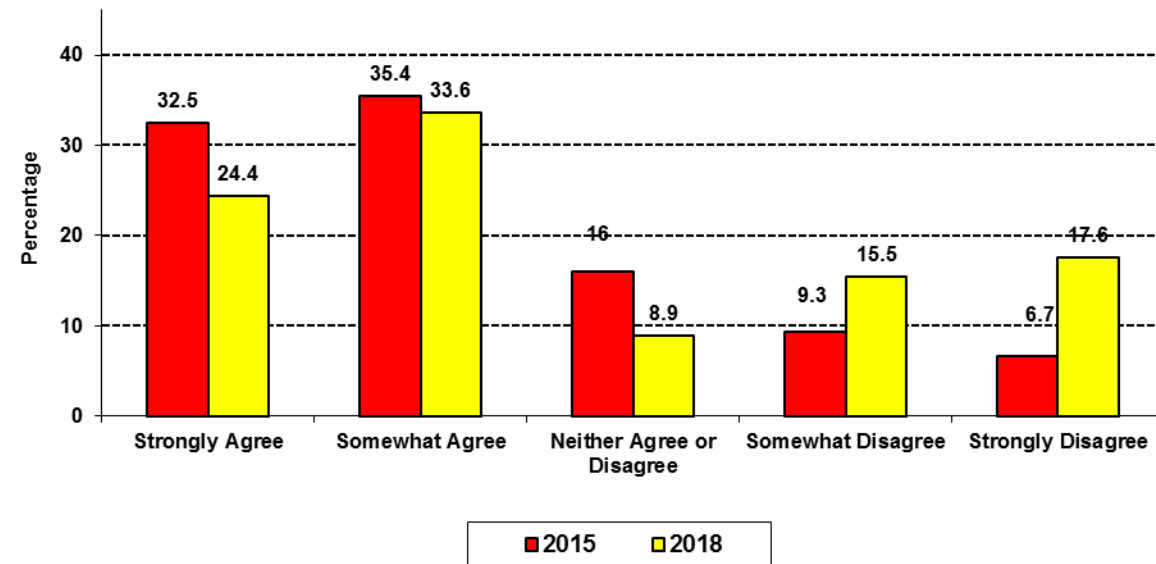


Strathcona County is Always Working to Improve Road Safety

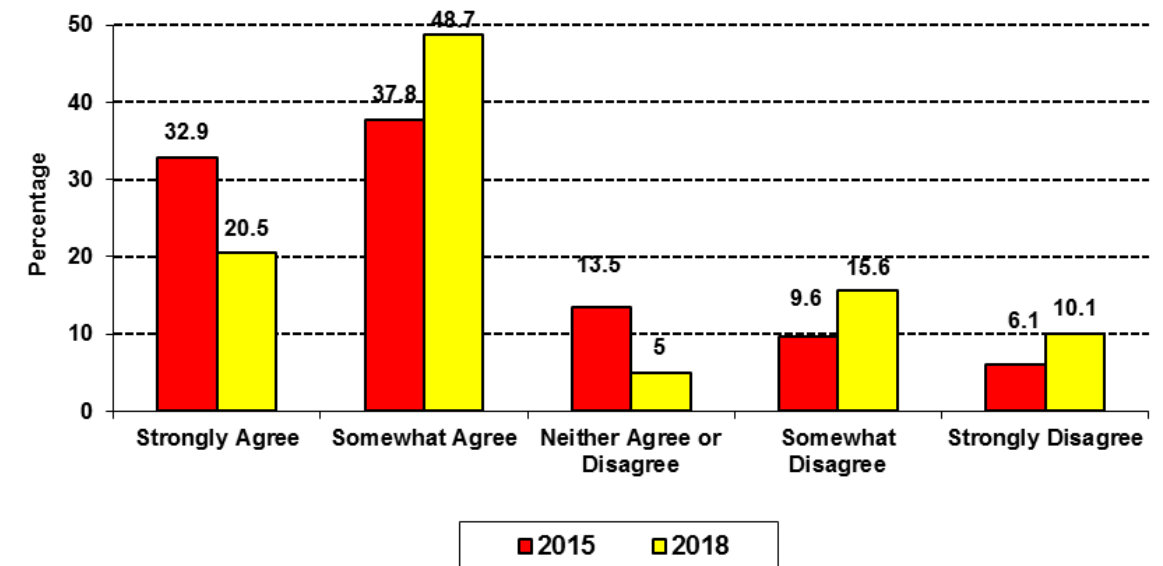


# Resident Perception

Traffic Safety is a concern in my neighbourhood



Traffic enforcement makes our roads safer



# Vision Zero/Safe System

## (Sustainable Safety, Safe Journeys)

- Vision Zero: A desired future state
  - “What” we want
    - No deaths or serious injuries NOT no crashes
- Safe System: “How” we get there
  - An ethical approach to road safety
  - Eliminate the kind of crashes that cause serious injury and death

# Safe System Approach

## People Make Mistakes

The price of a mistake should not be death or serious injury

Crashes WILL occur

Human body has a limited tolerance of violent forces

$$\text{Energy}_{\text{Kinetic}} = \frac{1}{2} \text{ Mass} \times \text{Velocity}^2$$

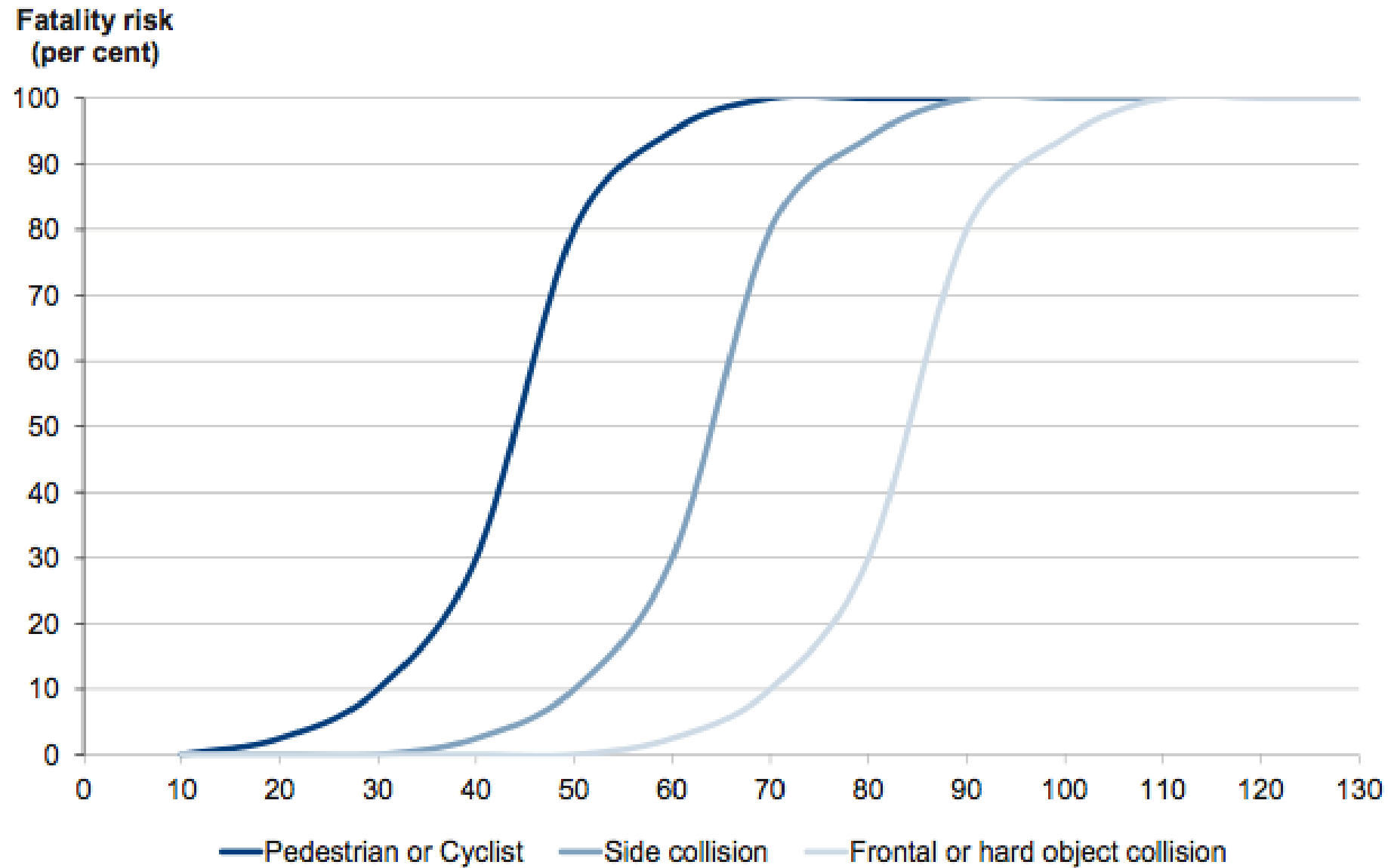
Build forgivingness into road system

Manage road infrastructure, vehicles and speeds to reduce crash energies to levels that can be tolerated by the human body

In every situation a person might fail, the road system should not



# Safe Speeds



# Safer System / Safe System

- 2014- Our TSSP 2020 was based on a “Safer System” approach
  - *Incorporates the Safe System concepts without committing to the very significant investment in infrastructure that would be necessary to bring our road network into compliance.*
- 2018- Traffic Safety environment continues to evolve

# Alberta Transportation Presentation

## 2018

### Office of Traffic Safety

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#### 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.



Alberta

# Alberta Transportation Presentation 2018

## 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



Alberta

# What does it take to implement a Safe System:

- Culture Shift:
  - Death and major injury on roads are unacceptable rather than inevitable
  - Efficiency is not prioritized over safety
- Collaboration
  - Responsibility for road safety is shared between road users, designers and regulators;



# What does it take to implement a Safe System:

- Commitment to evidence-based decision making in traffic safety
  - Road safety decisions are **data-driven**
  - Willingness to implement and support proven safety initiatives
- Strategic Investment
  - Resources are used where they are most likely to make an impact on injury reduction

# Summarized 2017 Traffic Safety Results

- Successes

- Decrease in PDO collisions
- Residents feel a bit safer overall
- Residents are significantly less concerned about neighbourhood traffic



- Failures

- Erosion in beliefs that Strathcona County is working to improve road safety and that enforcement makes our roads safer
- Significant increase in Major Injury collisions



# Why are we failing to see a reduction in major injury crash?

**1. Investment of traffic safety resources does not align with location of our most serious injuries**

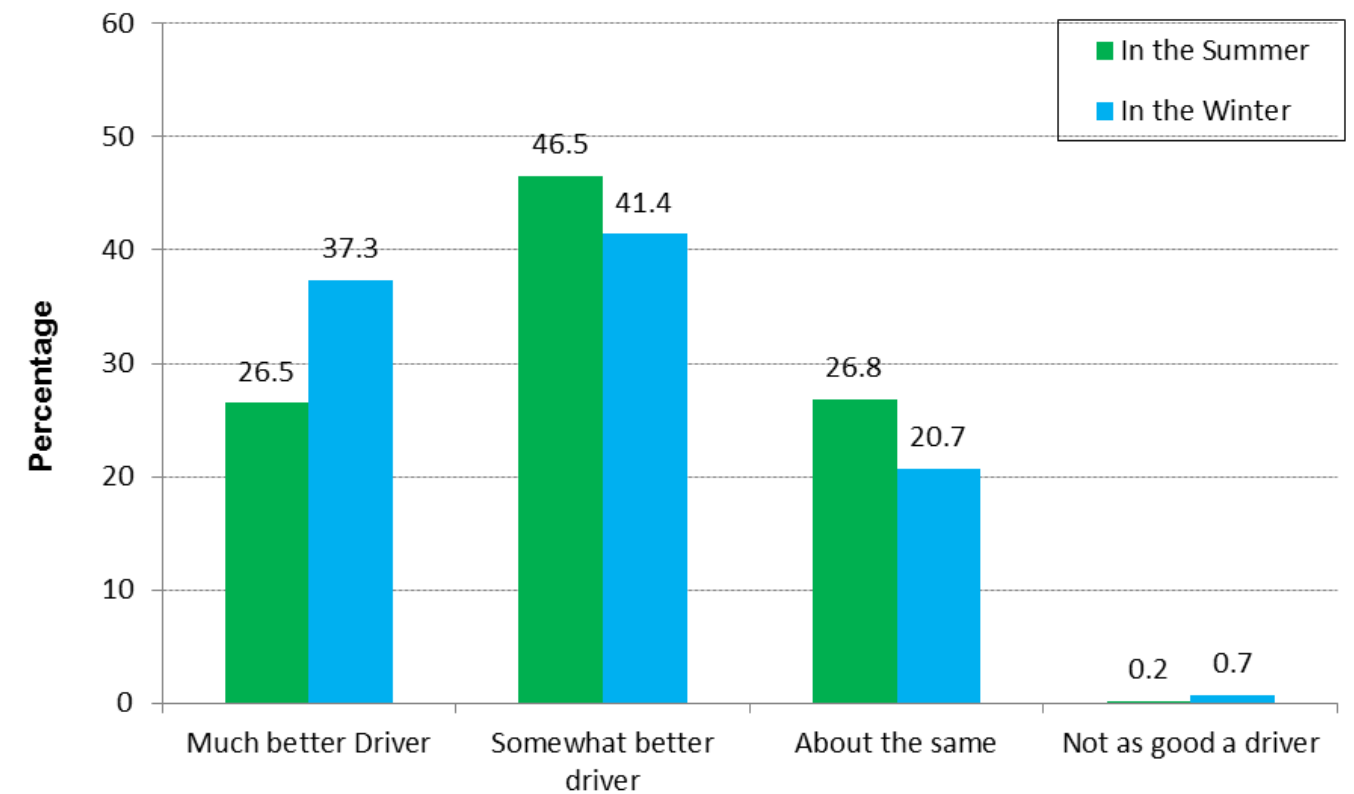
Residential Collisions		Arterial Collisions
1	 Fatal Injury	59
18	 Major Injury	347

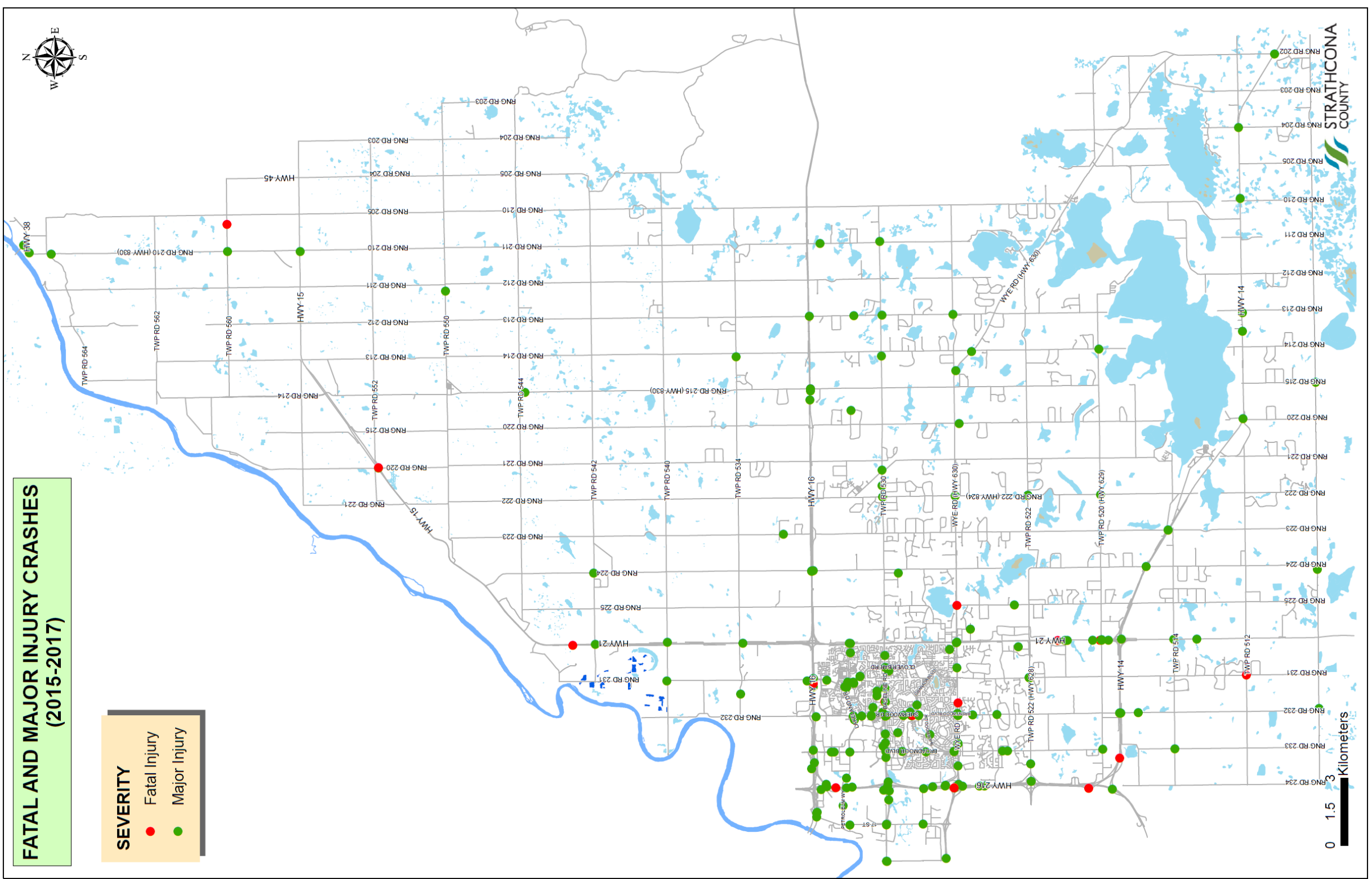
## 2. Resistance to Arterial Initiatives

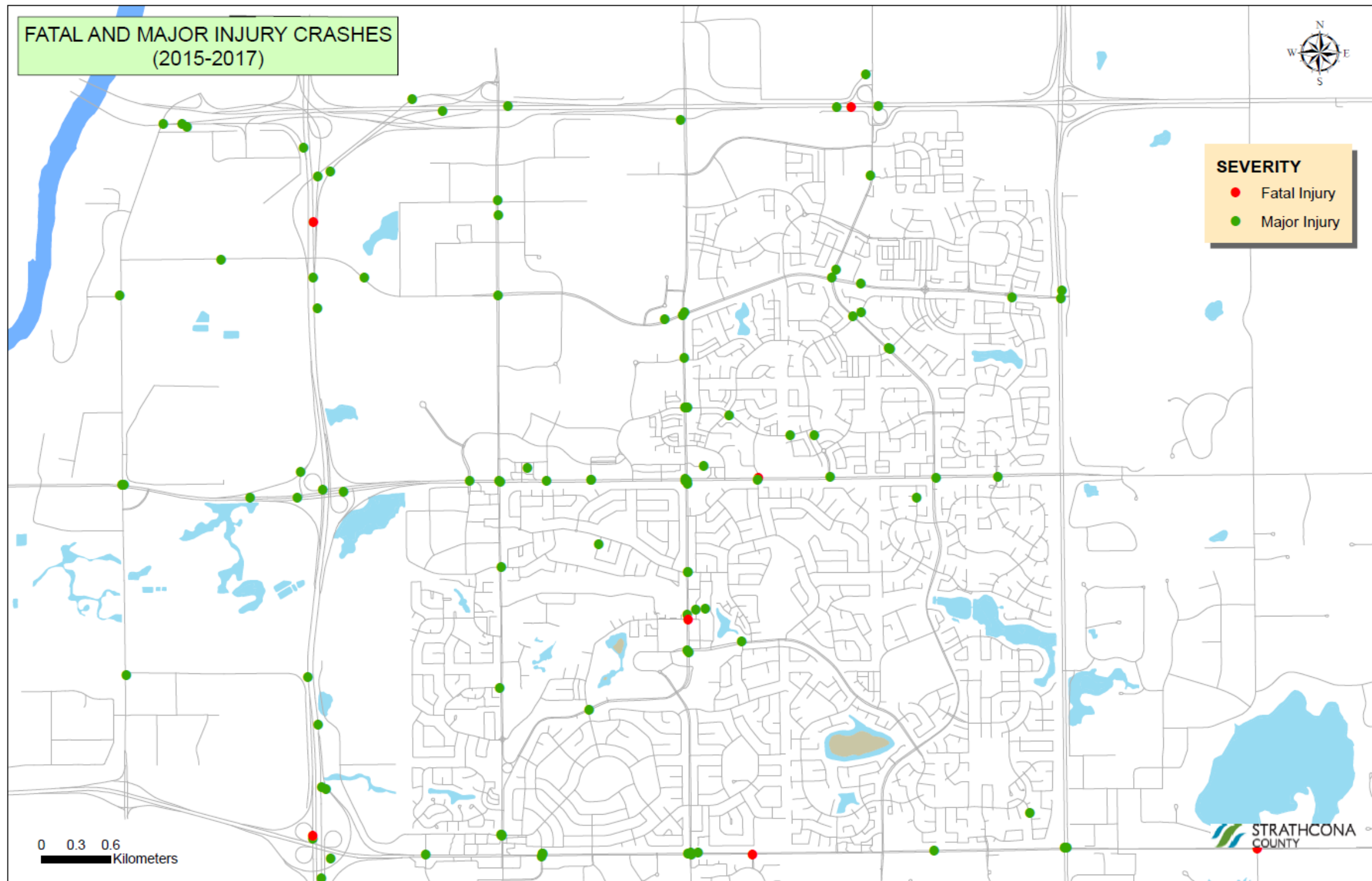
### Inherent Challenges in Traffic Safety:

- Perceived risk does not align with actual risks
  - Results of Traffic Surveys
- Emotional/Evolutionary dimension
- Tendency to overestimate driving ability

Compared to most other drivers on the road where you drive, generally, would you say...





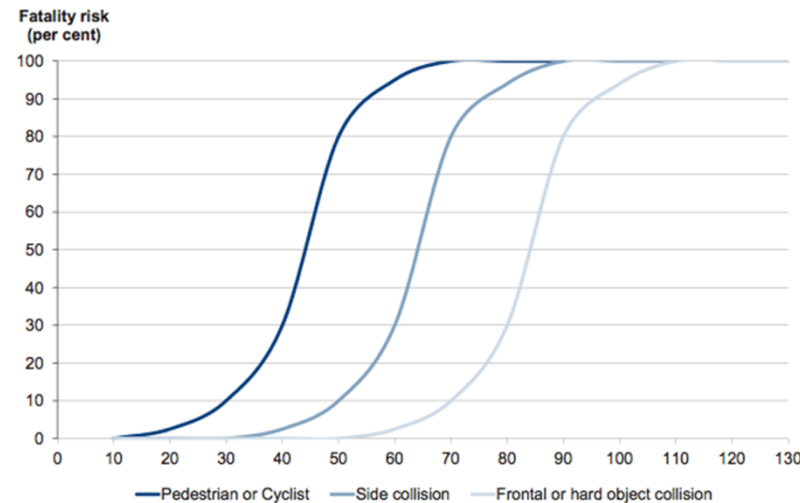


# Priority Projects for Traffic Safety for 2018

- Better alignment of resources towards evidence-based, data driven engineering, enforcement, and education initiatives to improve traffic safety
  - Improve data sharing with internal stakeholders
- Complete actions identified in our Intersection Safety Action Plan
  - Continue to bring our signals into compliance with the protected left turn guidelines;
  - Undertake ISRSRs at our worst performing intersections, with specific attention to the Wye Road and Sherwood Drive corridors; and
  - Expand ISD program as appropriate



# Priority Projects for Traffic Safety for 2018

- Update the Traffic Safety Communication Plan
  - Similar to AT mandate



**1/59 058**

Vehicles monitored by ISDs  
commit a red light violation

Residential Collisions		Arterial Collisions
1	 Fatal Injury	59
18	 Major Injury	347

# Priority Projects for Traffic Safety for 2018

- Development of a Vulnerable Road User Strategy
- Development of a Rural Road Safety Strategy
- Continue to implement actions in Neighbourhood Traffic Safety Action Plan
- Maintain and grow strategies which have been implemented to date.



# Questions?