

**Priorities Committee Meeting\_Apr28\_2020**

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**STRATEGIC INITIATIVE AND UPDATE****Update on Intersection Safety Device Program****Report Purpose**

To provide the Priorities Committee with an update on the Intersection Safety Device (ISD) Program, with specific information related to the ISD at Sherwood Drive and Granada Boulevard.

**Our Prioritized Strategic Goals**

Goal 8 - Foster an environment for safe communities

Goal 2 - Manage, invest and plan for sustainable municipal infrastructure

Goal 7 - Provide opportunities for public engagement and communication

**Report**

The purpose of this report is to address the February 4, 2020 Council motion requesting further information about the ISD at Sherwood Drive and Granada Boulevard specifically, and the management of the County's ISD program in general.

Use of ISDs is consistent with Strathcona County's strategic goals of creating a safe, caring, and sustainable community. Use of ISDs in Strathcona County is guided by the 2018 ISD Program Guidelines. These guidelines set out procedures for site selection, communications, and evaluation to ensure ISD use is safety-focused, transparent, and accountable.

The intersection of Sherwood Drive and Granada Boulevard is the highest frequency location for vehicle vs. pedestrian and cyclist collisions in Strathcona County. It also has a significant history of right-angle collisions. For these reasons, this location was identified (along with six other intersections) for a full safety review in the spring of 2018.

*Site Selection – Sherwood Drive and Granada Boulevard ISD*

Greater collision analysis revealed that of the nine pedestrian/bike collisions taking place at this location over a five-year span, eight involved turning vehicles conflicting with pedestrian/cyclists. Six of the collisions involved right-turning vehicles. The age of pedestrians involved in the collisions was also of concern: six involved teenagers, and one involved a senior.

During the site evaluation, several issues were noted including:

- intersection geometry was not designed to current best practice in pedestrian safety/walkability
- high volume of pedestrians, particularly youth and elderly
- poor road user behaviour, including drivers not stopping before turning right on red lights and pedestrians crossing unsafely
- no safe place for police to apprehend vehicles or to observe traffic without using private property/disrupting traffic

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The Traffic Safety Advisory Team was in consensus that immediate action should be taken to address safety concerns at this location, as long-term engineering solutions will require extensive planning and budgets to complete and would rely on the outcome of the Centre in the Park (CITP) Area Redevelopment Plan. Of the seven intersections where safety reviews were undertaken, two locations were recommended to have ISDs installed as the most feasible short-term option to improve safety. These locations were at Sherwood Drive and Granada Boulevard and Baseline Road and 17 Street. Safety evaluations recommended engineering solutions at the other five locations that are being planned and implemented as time and resources permit.

### *Ticketing Process*

Strathcona County has procured Global Traffic Group as the third-party contractor for the ISD program. The ticketing process has several checks and balances, both in Global's processes and through external evaluation systems, to ensure violations issued through the ISD program are valid, fair, and consistent. A significant percentage of the initial recorded violations do not make it through the rigorous verification system. In November/December 2019, 30% of violations captured at Sherwood Drive/Granada Boulevard did not result in a violation issued.

### *Fine Distribution*

Fines for provincial traffic offences are established and collected by the Government of Alberta. A portion of fines collected goes towards a Victim of Crime Surcharge. The province retains a portion and forwards the remaining funds to Strathcona County. The County retains only a small amount of the total fine collected from ISD offences.

### *Evaluation*

As per the 2018 Intersection Safety Device Program Guidelines, the new ISDs will be evaluated annually to ensure they are having the desired safety effects. Removal of an ISD will be considered if its evaluation reveals a decrease in safety or no actual or potential safety effects. Should the decision be made to remove an ISD, the Traffic Safety Advisory Team will recommend what should be done at the intersection to improve safety in lieu of the ISD. Early evaluation of the new ISDs at Sherwood Drive and Granada Boulevard indicate a very small percentage of drivers are receiving violations (less than 0.27%) and that the number of drivers receiving violations are decreasing over time, suggesting the ISDs are positively impacting driver behaviour.

### *Communication*

As required by the province, permanent road signs are posted in advance of all intersections with ISDs, from all directions, to advise drivers of the ISD. A 30-day familiarization period is also conducted with the equipment issue 'warning notices' to all motorists recorded committing an offence. An extensive communication campaign was undertaken to provide information to residents about the new ISDs in the fall of 2019. This campaign included social media, news articles, newspaper advertisements, County e-screens, and a detailed webpage.

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After three months of ISD use at Sherwood Drive and Granada Boulevard, it is evident that a portion of the drivers that use this intersection do not come to a complete stop before making a right turn on a red light. As a result, Strathcona County initiated an additional education and communication campaign to bring attention to this driving infraction.

**Council and Committee History**

February 4, 2020	THAT Administration provide a report by the end of March 2020 outlining the rationale for the red light camera at Sherwood Drive and Granada Boulevard, including data that establishes the need for enforcement at this location, particularly for right hand turn infractions, and any other supporting information for how the Intersection Safety Device program is managed; and THAT the report include a proposal for a robust communications plan to increase public awareness of the rationale behind the Intersection Safety Device program and details on how it is administered.
Jan. 29, 2019	Priorities Committee was provided information regarding the upcoming expansion of the Intersection Safety Device (ISD) program in 2019.
March 13, 2018	Priorities Committee was provided with an update on the Traffic Safety Strategic Plan.
Sept. 9, 2014	Council approved the Traffic Safety Strategic Plan (TSSP) 2020.

**Other Impacts**

**Policy:** N/A

**Legislative/Legal:** N/A

**Interdepartmental:** Transportation Planning and Engineering, Transportation and Agriculture Services, RCMP and Enforcement Services

**Master Plan/Framework:** Traffic Safety Strategic Plan 2020, Integrated Transportation Master Plan

**Communication Plan**

Communications include an Option 4 initiative, electronic road signs, additional Sherwood Park News ads, Strathcona County website front page banner, information pamphlets for distribution with all violation/warning tickets issued in Strathcona County, utility bill stuffers, and an expanded social media campaign.

**Enclosures**

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| 1 | Update on Intersection Safety Device Program Report       |
| 2 | Update on Intersection Safety Device Program Presentation |