

Update on Intersection Safety Device Program

Executive Summary

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

Use of ISDs is consistent with the Strathcona County's strategic goals for 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 pedestrians/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 and disrupting traffic

The Traffic Safety Advisory Team (TSAT) 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 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, in order to ensure violations issued through ISD program are valid, fair and consistent. A significant percentage of the initial recorded violations do not make it through the rigorous verification system. Trivial offences are not supported in order to ensure system integrity. In November/December 2019, 30% of violations captured at Sherwood Drive and Granada Boulevard did not result in a violation ticket.

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 TSAT 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 they are positively impacting driver behaviour.

Communication

As required by the province, permanent road signs were 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 issuing '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.

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, RCMP and Enforcement Services initiated an additional education and communication campaign to bring attention to this driving infraction. The plan included 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.

I. Introduction

The purpose of this report is to address the motions made by Councillor Paul Smith on February 4th, 2020:

1. THAT Administration provide a report by the end of March 2020 outlining the rationale for the red light ISD 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
2. 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.

II. Rationale for the Intersection Safety Device at Sherwood Drive and Granada Boulevard

Background

Use of ISDs is consistent with Strathcona County's strategic goals of creating a safe, caring and sustainable community. In keeping with these goals, the vision of the Traffic Safety Strategic Plan 2020 (TSSP) is that no one will be seriously injured or killed while travelling on Strathcona County's road network.

The TSSP outlines 13 specific strategy areas, including intersection safety, which are identified as having the greatest potential for significant, measurable and long-lasting impact on traffic safety in the County.

During the March 13, 2018 Traffic Safety Strategic Plan update, Administration introduced the Intersection Safety Action Plan, which identified 15 realistic, sustainable and actionable goals to improve safety at Strathcona County's intersections. One of these actions was to expand the Intersection Safety Device (ISD) program.

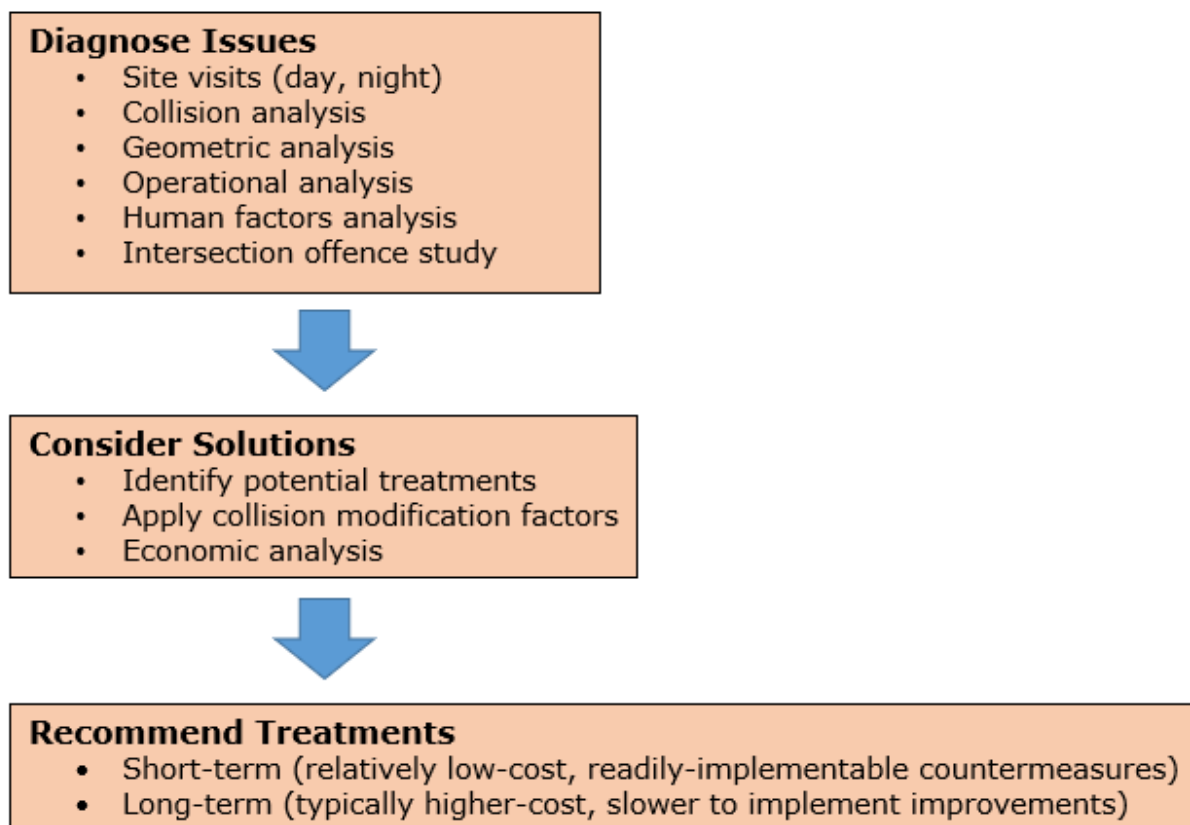
At the same time, the 2018 Intersection Safety Device Program Guidelines were introduced. These guidelines set out specific procedures for site selection, program management, communications and evaluation (above and beyond those required by the Alberta Solicitor General) to ensure ISD use in Strathcona County was safety-focused, transparent and accountable.

During the update, representatives from TSAT, a collaboration of Transportation Planning and Engineering, Transportation and Agriculture Services and RCMP/Enforcement Services, identified the implementation of the Intersection Safety Action Plan as a top priority, including the expansion of the ISD program as appropriate, since about 40% of our fatal and serious injury collisions happen at intersections each year.

Site Selection- Sherwood Drive and Granada Boulevard

Site selection for the ISD followed the process outlined in the 2018 ISD Program Guidelines. In 2018, Strathcona County's Traffic Safety Engineer identified seven intersections of concern through the network screening process, including Sherwood Drive and Granada Boulevard, that were recommended for a full safety review.

Figure One: The In-Service Safety Review Process



Diagnose Issues: Collision Analysis

The vast majority of vehicle vs. pedestrian and bike collisions in Strathcona County happen at intersections. In the last 10 years, 68% of pedestrian/bike collisions happened at an intersection of two roads, with many more happening at intersections of driveways and accesses.

As highlighted in the Traffic Collisions Statistics Report 2016 (presented at the March 13, 2018 PCM), the Sherwood Drive and Granada Boulevard intersection experienced the highest frequency of vehicle vs. pedestrian and bike collisions in the County (2007-2016), with a frequency almost doubling that of any other location. In addition, in December 2017, a senior pedestrian was very seriously injured at this location. Recent analysis shows this location remains to be the most common location for vehicle vs pedestrian/cyclist collisions in Strathcona County (Table 1).

Table 1: Top Six Intersections for Vehicle vs Pedestrian and Bike Collisions (2010-2019)

INTERSECTION	FATAL	MAJOR	MINOR	PDO (Property Damage Only)	COLLISIONS
GRANADA BLVD AND SHERWOOD DR	0	1	8	0	9
DAVIDSON DR AND CLOVER BAR RD	0	1	5	1	7
MAIN BLVD AND SHERWOOD DR	0	0	4	1	5
OAK ST AND SHERWOOD DR	1	0	3	0	4
DAWSON DR AND CLOVER BAR RD	0	1	3	0	4
ALDER AVE AND BRENTWOOD BLVD	0	0	3	1	4

Table 2 provides more details of the nine pedestrian and bike collisions that occurred at Sherwood Drive and Granada Boulevard. Of the nine collisions, eight involved turning vehicles conflicting with pedestrian/cyclists. Six of the collisions involved right turning vehicles. Of particular concern is the age of pedestrians involved in the collisions: six involved teenagers and one involved a senior.

Table 2: Pedestrian and Bike Collisions- Sherwood Drive and Granada Boulevard

Date	Bicyclist/ Pedestrian	Age	Pedestrian Direction	Vehicle Direction	Injury Level
16-06-2013	Bicyclist	57	Westbound	Southbound Thru	Minor Injury
02-08-2013	Bicyclist	14	Northbound	Eastbound Right	Minor Injury
08-08-2013	Bicyclist	13	Northbound	Eastbound Right	Minor Injury
27-08-2013	Bicyclist	13	Northbound	Westbound Right	Minor Injury
09-05-2014	Pedestrian	16	Eastbound	Northbound Right	Minor Injury
23-09-2014	Pedestrian	16	Westbound	Northbound Right	Minor Injury
23-07-2015	Bicyclist	18	Eastbound	Westbound Left	Minor Injury
25-02-2016	Pedestrian	33	Westbound	Northbound Right	Minor Injury
12-12-2017	Pedestrian	85	Eastbound	Westbound Left	Major Injury

A high incidence of left turn across path and right-angle collisions was also identified at the Sherwood Drive and Granada Boulevard intersection during collision analysis, with 24 of these types of collisions occurring at this intersection between January 2014 and May 2018.

Diagnose Issues: Site Visit (Geometric, Operational, and Human Factors Analysis)

On June 8, 2018, the TSAT visited each location and made observations on the geometry and adherence to a safe system approach. Engineering solutions were assessed, including signal timing or infrastructure changes to address the collision mechanism that had been noted in the collision research. Human factors were considered through the inclusion of the public health perspective. RCMP and Enforcement Services reviewed the intersections and their approach to evaluate the feasibility of manned enforcement. Each intersection was evaluated through each discipline and the results were combined.

Several specific concerns were noted at Sherwood Drive and Granada Boulevard:

- high volume of pedestrians, particularly youth and elderly

- poor road user behaviour, including drivers not stopping before turning on red lights and pedestrians crossing unsafely
- extremely long-crossing distances for pedestrians spanning 7-8 lanes
- presence of many businesses/mall, high density housing (mainly seniors), two schools, and nearby transit stops
- no safe place for police to apprehend vehicles or to observe traffic without using private property and disrupting traffic
- presence of some older signage that does not meet current urban standard
- inconsistency of pavement markings
- high volume of traffic turning east from Sherwood Drive onto Granada Boulevard (left) at peak times may encourage risky turning behaviour

Diagnose Issues: Intersection Offence Study

The TSAT enlisted the assistance of a third-party to conduct an intersection offence study for speed and red-light violations at five of the intersections under review. The study ran for one hour between 7:00 am and 2:00 pm at each location in the direction selected by the TSAT. A total of 34 violations were noted during the one-hour observation at Sherwood Drive and Granada Boulevard (see Table 3).

Table 3: Intersection Offence Study Results (one-hour observation period)

LOCATION	RED LIGHT VIOLATIONS	TOTAL TRAFFIC COUNT	AVERAGE SPEED/SPEED LIMIT (km/h)
Baseline Road @ 17 Street westbound	8	2001	71.98/70
Baseline Road @ 17 Street southbound	3	177	50.16/60
Baseline Road @ 17 Street eastbound	3	591	49.95/70
Baseline Road @ 17 Street northbound	1	147	45.13/60
Granada Boulevard @ Sherwood Drive westbound	18	414	46.71/50
Granada Boulevard @ Sherwood Drive southbound	8	756	56.94/60
Granada Boulevard @ Sherwood Drive northbound	8	875	58.25/60

Baseline Road @ Broadview Drive westbound	0	1686	67.03/70
Baseline Road @ Broadview Drive eastbound	3	871	66.75/70
Lakeland Drive @ Clover Bar Road westbound	0	358	56.93/60
Lakeland Drive @ Clover Bar Road eastbound	0	430	60.97/60
Lakeland Drive @ Sherwood Drive westbound	0	470	58.37/60
Lakeland Drive @ Sherwood Drive eastbound	0	524	57.32/60
Total	52	9,300	

Consider Solutions

On June 28, 2018, the TSAT met to consider solutions and determine short and long-term recommendations to improve safety at each intersection under review.

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.

At Sherwood Drive and Granada Boulevard, the TSAT team discussed potential engineering solutions to improve safety. It was noted that the left-turn signal phase when turning from westbound on Granada Boulevard to southbound on Sherwood Drive was recently upgraded to protected-only to improve both driver and pedestrian safety.

Other simple engineering improvements such as upgrading signs and improving pavement markings were also implemented but are not expected to result in significant improvements in intersection safety.

Ultimately, the long-term solution for improving safety at Sherwood Drive requires a complete re-imagining of the Sherwood Drive corridor that is more consistent with changing land use and development in the area. Three of the top six intersections for vehicle vs. pedestrian/bike collisions are along this corridor, adjacent to the Sherwood Park Mall. Further, two serious collisions along this corridor in 2017 both involved seniors, one resulting in a fatality and the other in a life-changing injury.

Strathcona County's Planning and Development Services (PDS) are in the process of creating a Centre in the Park Redevelopment Plan. As part of that plan, County engineers have been collaborating with PDS to include the major infrastructure changes that are required to redevelop Sherwood Drive along this corridor to align with the County's vision for safety and walkability in the area.

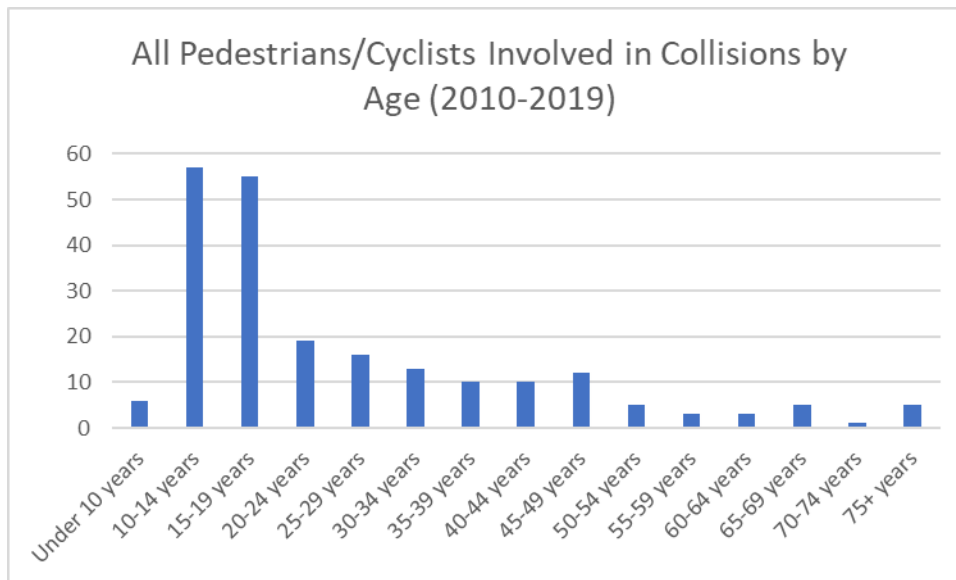
With the rapid growth of the senior population in Centre in the Park and a high number of young pedestrians also crossing at this location, the TSAT was in consensus that immediate and aggressive action should be taken to address safety concerns at this location, as long-term engineering solutions will require extensive planning and budgets to complete.

Historically, youth in Strathcona County are highly overrepresented in pedestrian/bike collision statistics (see Figure 2). Strathcona County has not seen a statistically significant increase in the number of seniors involved in pedestrian collisions, while other cities are noting an alarming increase in senior pedestrian injuries as they encourage walking and as their populations age¹.

As a result of the high number of offences detected at the intersection during the study period, enforcement was identified as the countermeasure that was likely to realize the most significant safety benefit in the short-term. Since this location does not lend itself to safe and effective manned enforcement, the placement of ISDs was recommended.

¹ <https://www.cbc.ca/news/canada/80-of-pedestrian-deaths-so-far-in-2019-are-older-adults-seniors-1.5298439>

Figure 2: All Pedestrians/Cyclists Involved in Collisions in Strathcona County by Age (2010-2019)



As a final step in the site selection process, the intersection at Sherwood Drive/Granada Boulevard was also evaluated against the Province of Alberta's Automated Traffic Enforcement Technology Guidelines. This location met all necessary criteria and guidelines for automated traffic technology use. Details of these criteria and guidelines are also included in the 2018 Intersection Safety Device Program Guidelines.

III. Ticketing Process

Strathcona County uses Global Traffic Group as the third-party contractor involved in the day-to-day operations of the Intersection Safety Devices. This company uses the KRIA system. KRIA designs and develops integrated vehicle detection systems in the mobility, traffic and safety sector, based on advanced digital sensors and image recognition software. The company was created in 2002 and has a reputation for excellence based on the distinctive features and reliability of vehicle detection devices.

The ISD is completely based on video cameras and free-running image processing. It does not need magnetic loops or other intrusive technology to function. The ISD acquisition unit is equipped with infrared, sensitive and colour megapixel video cameras. The ISD digital system detects every vehicle passing at the red light, recognizes its licence plate, and stores the compressed video sequence of the passage. The stored colour video ensures

complete evidence of the red-light violation. The processing unit of this red-light monitoring system detects one or more simultaneous vehicles. It uses the same images provided to document violations, meaning the violation can be checked afterwards by both the police and the driver of the vehicle.

A red-light or speed violation is captured by the ISD using approved manufacturers required testing. This process happens multiple times per second and over multiple frames of the video. The ISDs are verified by an approved tester every 30 days as per the Traffic Safety Act requirement.

When a violation occurs, the captured violation is uploaded to the contractor's servers at the end of each day. As the violation occurs, the ISD captures the licence plate, transcribing it into digits. The following day, the processing team imports the violations from the server onto the electronic back office. The processing team confirms the plate through visual verification with the still photos and video. If any discrepancies are noted between the automated system and the visual processing, the plate is re-entered by the initial verification team. This is known as "second plate". The final process requires verifying all entered plates and confirming they match to the downloaded plates from the ISD.

All violation videos are checked by one of the Admin Peace Officers to ensure they are valid red-light or speed violations. Any non-violations are deleted. The plates are then uploaded to the Alberta Motor Vehicle Registration database (MOVES).

Following the upload into MOVES, the registered owner information gets downloaded onto the electronic back office system. The violations are checked by an issuing Peace Officer to confirm the violation is properly recorded and meets the necessary criteria for clarity and accountability. This review process ensures the plates are correct and the vehicle description matches. The reviewer also confirms the red light is visible on the video. If approved, the violation is registered and moved to another level of verification. Videos are checked again to ensure all are valid violations. During this process, the Peace Officer ensures the vehicle is back of the stop line when the light turned red. The computation sheet for the ISD is checked should there be concerns regarding the violation. Once the violations have been checked and validated, the Peace Officer then attaches their badge number to the violation.

The processing team prints all the violation tickets, which are checked one more time by the processing team to ensure the picture quality is legible, the plate matches what was entered, and the violation is properly captured on the video or still photo.

Once finalized by the processing team, the violation records are sent to the Justice Online Information Network (JOIN) and the tickets are mailed out the following day once they have been accepted in JOIN.

A significant percentage of the initial recorded violations will not make it through the rigorous verification system based on transparency, accuracy and safety. Trivial offences are not supported in order to ensure system integrity.

Below are examples of the review process at two ISD sites for the months of November 2019 and December 2019 for red light infractions only:

Location	Violations Recorded	Violations Rejected	Violations issued
Sherwood Drive and Granada northbound	1,655	531 (32%)	1,124
Sherwood Drive and Festival Way southbound	854	217 (25%)	637
Total	2,509	748 (30%)	1,761

Under Alberta legislation, the third-party contractor identifies employees who are granted authority by the Alberta Solicitor General to operate automated enforcement devices, test the devices, and issue violations pertaining to pre-approved violations. In Strathcona County, the violations include Section 115(1)(p) of the Traffic Safety Act – Exceed Posted Speed Limit as well as Section 54 of the Use of Highway, Rules of the Road Regulations – Fail to stop at intersections controlled by a red light. Contracted Community Peace Officers do not have the authority on additional sections within the Traffic Safety Act or its Regulations. As a result, the contractor cannot issue violations for a lesser included offence under the Act or Regulations. The authority received by the contractor along with the Provincial Offence Procedures Act (POPA) prohibits the use of Automated Equipment for the purpose of issuing Municipal Tags.

There have been several concerns over the issuance of violations for vehicles turning right after failing to stop at the intersection controlled by a red light.

Section 54 (2) of the Use of Highway, Rules of the Road Regulations states:

Notwithstanding subsection (1), unless a traffic control device prohibits a right turn from being made on the red light, a person driving a vehicle may turn the vehicle and proceed right at the intersection if that person first stops the vehicle and yields the right of way

(a) to any pedestrians that are in the intersection, and

(b) to any vehicles that are in or approaching the intersection

It is important to understand that contravening vehicles are not receiving violations related to a turning offence. They are receiving violations related to the failure to stop at the intersection on a red light.

The direction provided to the contractor was to ensure the vehicle failed to stop before issuing a violation ticket. The legislation defines “stop” as follows: to bring (something) to a standstill. As such, in order to ensure a violation is committed, the reviewers as well as the Peace Officer must be satisfied the vehicle failed to come to a standstill at any time during its travel through the intersection. This guidance has been received by the contractor through court decisions as well by Enforcement Services. There are no speed tolerances in the execution of a failure to stop as it does not form part of the definition of the offence. Furthermore, there are no means to measure the speed of a moving vehicle in a 90° arc. By removing the subjective interpretation and ensuring the application of the Use of Highways and Rules of the Road Regulations, a uniform transparent application of the rules is ensured.

To ensure accuracy and accountability, the contractor’s processes are subjected to several layers of evaluation outside of their internal process:

1. Alberta Justice Prosecutor Review: All violations that are scheduled for trial are reviewed in advance of the court date to ensure the elements of the offence are met. The prosecutors also review the documentation that accompanies each violation to ensure a fair and equitable trial. If the violation has not been set for trial, but rather is being discussed before a First Appearance Prosecutor, the video is reviewed in real time and feedback is provided immediately to the recipient of the fine. If the elements of the offence are not met, the Prosecutor immediately notifies the police of jurisdiction. Additionally, all charges that are not supported by evidence would erode the reputation of the contractor and in time, could result in all charges being dismissed.
2. Courts: All accused persons have the ability and the right to attend court for the purpose of trial where the elements of the offence will be reviewed by a Judge or a Traffic Commissionaire. If the elements of

the offence are not present, the Judge will acquit the accused. This acquittal is also communicated to the police of jurisdiction, which will immediately meet with the contractor to determine the circumstances that led to the acquittal and the remedy that must be applied to deal with the issue.

3. Monthly report to Government of Alberta: Following a thorough review of the Guidelines surrounding Automated Enforcement by the Government of Alberta, every municipality is required to report monthly statistics. This data is used to ensure accuracy and accountability while ensuring each municipality is acting within its rules and regulations.
4. Appointment by the Community: In order to operate automated enforcement equipment and produce violation tickets, an employee of the contractor is appointed by the Government of Alberta as a Community Peace Officer (CPO) through the community. This appointment is bestowed on the employees following a detailed application and review process. As such, each CPO must abide by a very strict set of guidelines and Code of Ethics. Deviation from the guidelines is reported to the Alberta Solicitor General (Sol Gen) who can discipline or terminate the appointment. Such action would also have a negative result on the contractor and the program as the Sol Gen could impact a community's right to employ CPOs either as employees of the contractor or municipality.
5. Contractual Agreement: Automated Enforcement is governed by a contract between the contractor and Strathcona County with clearly defined expectations. Any breach of this contract by the community or the contractor would have repercussions that would impact the two parties.

Strathcona County is one of several municipalities who employ this contractor and, should any adverse review from the Courts occur, it would result in severe consequences for the contractor.

IV. Fine Distribution

Fines for provincial traffic offences (including automated enforcement) are established and collected by the Government of Alberta. Fines and distribution formulas are changing, effective April 1, 2020. Each violation fine will include a 20% Victim of Crime Surcharge on top of the base fine. The province has also increased the amount they retain of the base fine amount. The County retains only a small amount of the total fine collected from ISD offences.

V. Evaluation of Intersection Safety Devices

On November 1, 2019, the northbound and southbound ISD at Sherwood Drive and Granada Boulevard became operational and issued violation tickets. On January 10, 2020, the ISD at 17th Street and Baseline Road started to issue violation tickets.

As per the 2018 Intersection Safety Device Program Guidelines, the new ISDs will be evaluated annually based on collision history (actual safety effects), offence, and speed data (potential safety effects).

Since the 2018 Intersection Safety Device Program Guidelines were written, there have been advancements in intersection analysis that consider the occurrence of conflicts (close calls) as a measure of the safety effects of an intervention. This allows for faster, more proactive evaluation of the success of an intervention without having to wait the usual three-year period to allow for collision statistic comparisons. Video data collected at the intersection of Sherwood Drive and Granada Boulevard in September 2017 will be compared to video data scheduled to be collected in September 2020 to assess whether the installation of the ISDs has resulted in a decrease in conflicts at the intersection.

The new ISDs will be considered to improve safety if there is a decrease in serious injury collision rates and/or a decrease in the number of conflicts and/or a decrease in the offence ratio (#violations/volume of traffic) or driver speeds recorded at the intersection following the installation of the ISD.

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 TSAT 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 suggest they are already improving driver behaviour.

Month	Number of vehicles monitored	Number of speed violations issued	Number of red-light violations issued	Percentage of vehicles receiving violation
November 2019	424,715	184	962	0.269%
December 2019	413,635	125	799	0.223%
January 2020	384,414	93	736	0.215%

VI. Communication Undertaken for the New Intersection Safety Devices at Sherwood Drive/Granada Boulevard and Baseline/17 Street

On January 29, 2019, Debbie Rawson, Jim Peebles, and Chris Narbonne presented information about the ISD expansion to Priorities Committee². The information presented included the site selection process for the two locations, a review of the 2018 Intersection Safety Device Program Guidelines and plans for communication and evaluation of the new ISDs.

Following the meeting, the Sherwood Park News reported on the presentation on February 1, 2019 (<https://www.sherwoodparknews.com/news/local-news/new-traffic-ISDs-enroute>).

²Webcast and documents available at: <https://pub-strathcona.escribemeetings.com/Meeting?Id=b08bab9a-a72d-4cef-a435-db7e6c525c7f&Agenda=Agenda&lang=English&Item=23>

As per the 2018 Intersection Safety Device Program Guidelines, an extensive communication campaign above and beyond provincial requirements was undertaken to provide information to residents about the new ISDs. This campaign was developed through Strathcona County Communications in partnership with Transportation Planning and Engineering and Enforcement Services. The campaign was comprised of the following:

- Sept 1 – Sept 16: permanent road signs were posted in advance of the intersection, from all directions, to advise drivers that an ISD may be in operation
- Sept 20: ISD webpage was updated (<https://www.strathcona.ca/emergencies-enforcement/policing-and-enforcement/traffic-safety-and-enforcement/intersection-safety/enforcement-intersections/>) expanded on the rationale behind the ISD program and details on how it is administered
- Sept 24: If You Are Asked (IYAA) sent to Council and Senior Leadership Team
- Sept 25: digital screens across all County facilities (See Appendix 1)
- Sept 26 (afternoon): Facebook (17,179 people reached) and Twitter (3,803 saw tweet) posts. Retweeted by all Enforcement Services officers (See Appendix 1)
- Sept 27, Oct 4, Oct 11, Oct 18: advertisements were placed in the local media (¼ page ads in Sherwood Park News) prior to enforcement taking place
- Oct 4: Insp Chris Narbonne was interviewed by the Sherwood Park News and another article was published (<https://www.sherwoodparknews.com/news/local-news/red-light-speed-ISDs-installed-at-two-new-intersections>)
- Sept 26 – Oct 31: a familiarization period was conducted with the equipment in regular use but issuing 'warning notices' to motorists
- December 4, 2019: the eastbound ISD at 17 Street and Baseline Road became functional and entered the 30-day warning phase
- February 5, 2020: the westbound ISD at 17 Street and Baseline Road became functional and entered the 30-day warning phase

VI. Expanded Communications Plan

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.

The communication plan was designed collaboratively by Enforcement Services, Transportation Planning and Engineering, and Communications to ensure the highest possibility of reaching residents and road users impacted by this driving rule and the addition of the ISD. The plan includes:

- Option 4: The Option 4 program will be running from Thursday, February 13 to April 2, 2020. Individuals committing red light infractions westbound on Granada Boulevard will be provided with an invitation to attend an information session in lieu of paying their violation ticket. Council and Senior Leadership Team were advised of the Option 4 through an IYAA message. The Option 4 was initiated on February 13 to ensure the enforcement process was completed before the installation of the ISD in the westbound direction on Granada Boulevard at Sherwood Drive.
- Electronic road signs: Signs went up on February 11 and will remain in place for five weeks flashing alternate messages: "Safety Camera Ahead" and "Red Means Stop".

The signs are located in both directions (northbound and southbound) on Sherwood Drive in advance of the intersection.

- Once the westbound camera on Granada Boulevard is constructed, a sign will be placed for six weeks in advance of the intersection with a similar message to warn drivers of the new ISD.
- ¼ page newspaper ads will run for four weeks in the Sherwood Park News, reminding drivers of the new ISDs and the need to follow traffic laws.
- Strathcona County website front page banner has been developed to redirect visitors to the ISD page.
- Information pamphlets are being developed with basic information about intersection safety and the ISD program, including a link to the ISD webpage. Going forward, these pamphlets will be included with all violation/warning tickets issued in Strathcona County.
- Utility bill stuffers will be developed for the next available month with information on the County's ISD program.
- Facebook and Twitter Campaign: Enforcement Services members are increasing their presence on social media. The key message is tailored to remind drivers that Red Means Stop.

VII. Conclusion

The ISDs at Sherwood Drive and Granada Boulevard are a safety-focused, data-driven initiative, implemented to reduce collisions at this location.

These ISDs were installed and are operated in accordance with Strathcona County's 2018 ISD Program Guidelines to ensure ISD use in Strathcona County is transparent and accountable.

An expanded communication campaign is planned to help residents to understand ISD use at this location and our program in general.

Digital Screen Message- Displayed at all County Facilities in September

Safety devices installed at two new intersections

In an effort to help decrease collisions, Strathcona County has installed intersection safety devices at the following new locations:



NEW: Sherwood Drive and Granada Boulevard/Festival Way
(north, south and westbound)

NEW: Baseline Road and 17 Street
(east and westbound)
Coming soon: *(north and southbound)*

Registered vehicle owners will receive violation tickets when:

- Entering the intersection when the light is red
- Exceeding the posted speed limit and/or
- Failing to come to a complete stop at a red light, before turning right.

strathcona.ca/intersectioncameras 780-467-7741





Strathcona County



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NOTE: Safety devices installed at the following 2 new Sherwood Park intersections to help decrease collisions:

- ➡ Sherwood Drive and Granada Blvd/Festival way (north, south and westbound)
- ➡ Baseline Road and 17 St (east and westbound)

Drivers are reminded to:

- obey posted speed limits
- avoid entering an intersection when the light is red
- come to a complete stop at a red light, before turning right.

Location list of all intersection safety devices in Sherwood Park: <https://www.strathcona.ca/emergencies-enforcement/policing-and-enforcement/traffic-safety-and-enforcement/intersection-safety/enforcement-intersections/>

Facebook: High engagement post. 178 comments, 73 shares, 17,179 people reached



39

178 Comments 73 Shares



Strathcona County
@StrathcoCounty



NEW! Safety devices installed at 2 new [#shpk](#) intersections to help decrease collisions. Drivers are reminded to obey posted speed limits and come to a complete stop at a red light, before turning right. Location list is here: ow.ly/X0T650wr68v [#strathco](#)



1:15 PM · Sep 26, 2019 · [Hootsuite Inc.](#)

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(interacted with tweet,
including 390 link clicks) and
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