

# Project TENSOR East - Update

## (Traffic Enforcement Noise/Speed Offence Reduction)

Strathcona County Enforcement Services

June 27, 2023

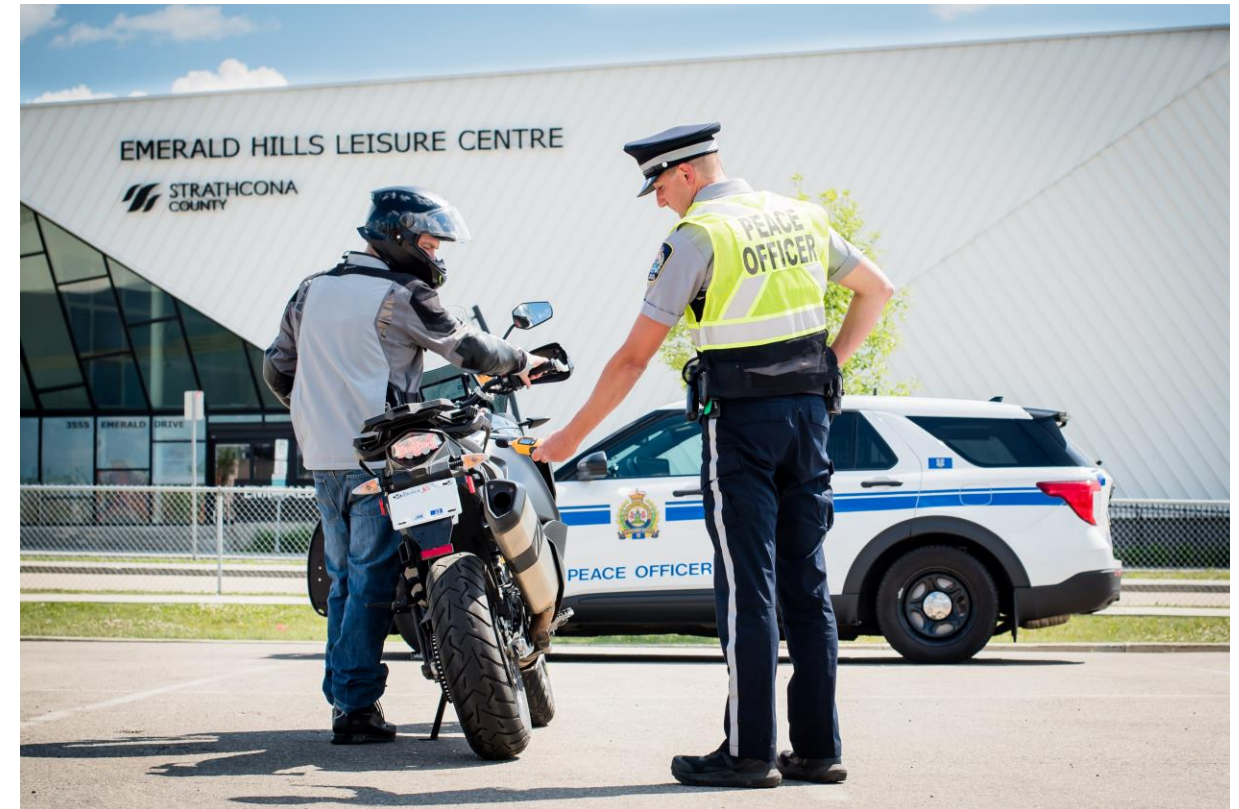


# History

- Project TENSOR was implemented in 2021 due to a sharp increase in traffic related noise and speed complaints
- In response, Strathcona County Enforcement Services centralized its efforts and fostered an inter-agency collaboration to establish targeted enforcement strategies
- Regional partners include:
  - Edmonton Police Service (EPS)
  - Alberta Sheriffs
  - Royal Canadian Mounted Police (RCMP)
- ‘Hot Spot’ locations were identified to produce the greatest community impact

# Project TENSOR Offences

- Noise related offences
- Speeding
- Distracted driving
- General equipment violations
- Occupant restraints
- Other hazardous moving violations – suspended drivers



# Objectives

- The primary objective is to prevent/reduce further complaints and infractions
- Enforcement, along with a coordinated educational component, is the primary goal of Project TENSOR
- Consistent enforcement is an integral element of Project TENSOR
- Drivers/owners are required to repair any equipment violations to ensure vehicle compliance with legislation
- Education is a major component of Project TENSOR
  - Consistent messaging by our department and communications
  - Presentations to students at high schools regarding the Traffic Safety Act and Rules of the Road Regulations

# Communicating Our Message



INTER-AGENCY  
COMMUNICATION WITH  
CLEAR GOALS AND  
OBJECTIVES



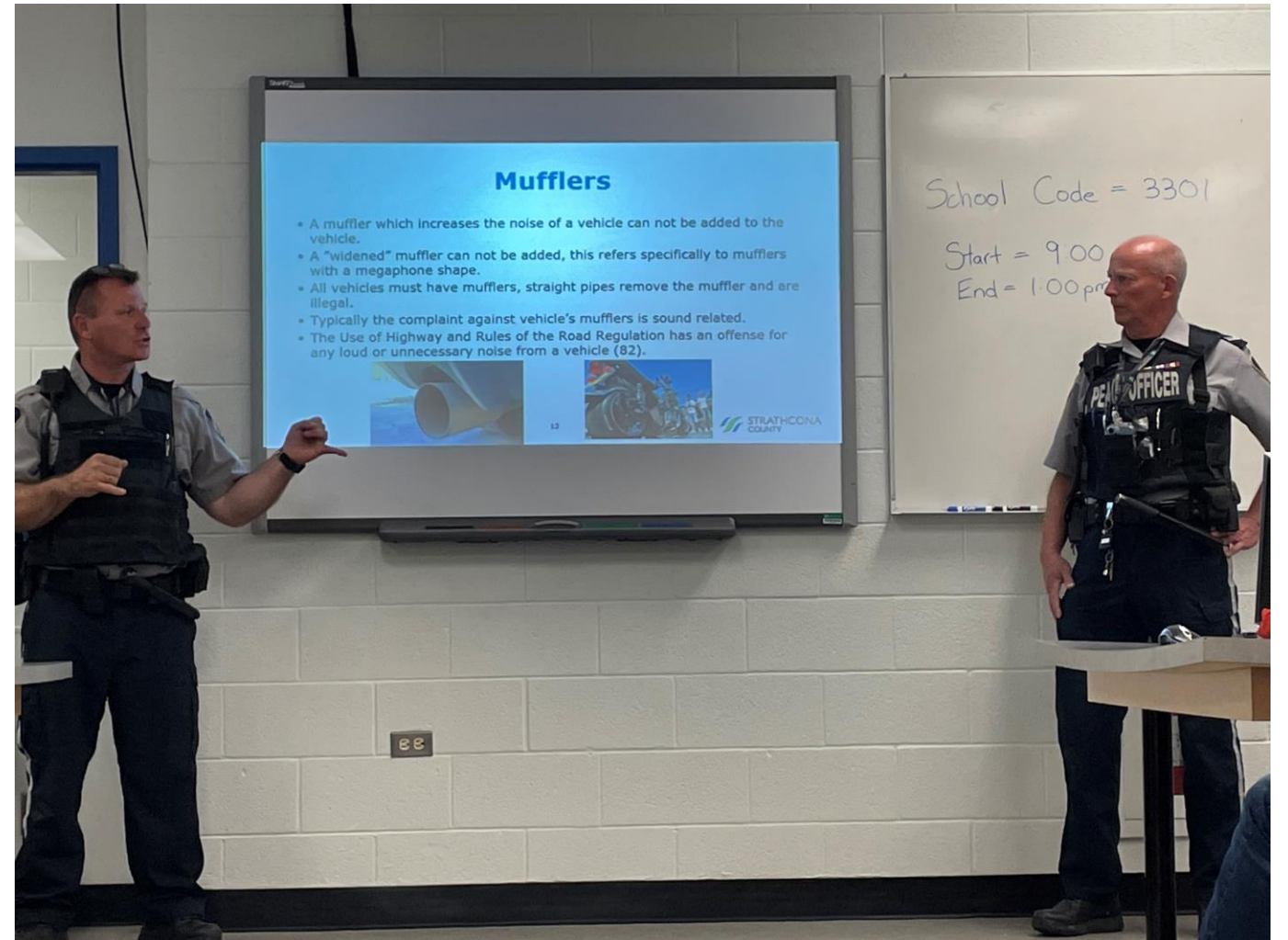
INCREASED SOCIAL MEDIA  
PRESENCE



PUBLIC SERVICE  
ANNOUNCEMENTS

# Education Is A Key Component

In addition to roadside education, Peace Officers have partnered with local high schools to present information to young drivers regarding the Traffic Safety Act and Rules of the Road Regulations.



# Equipment Violations Are A Priority

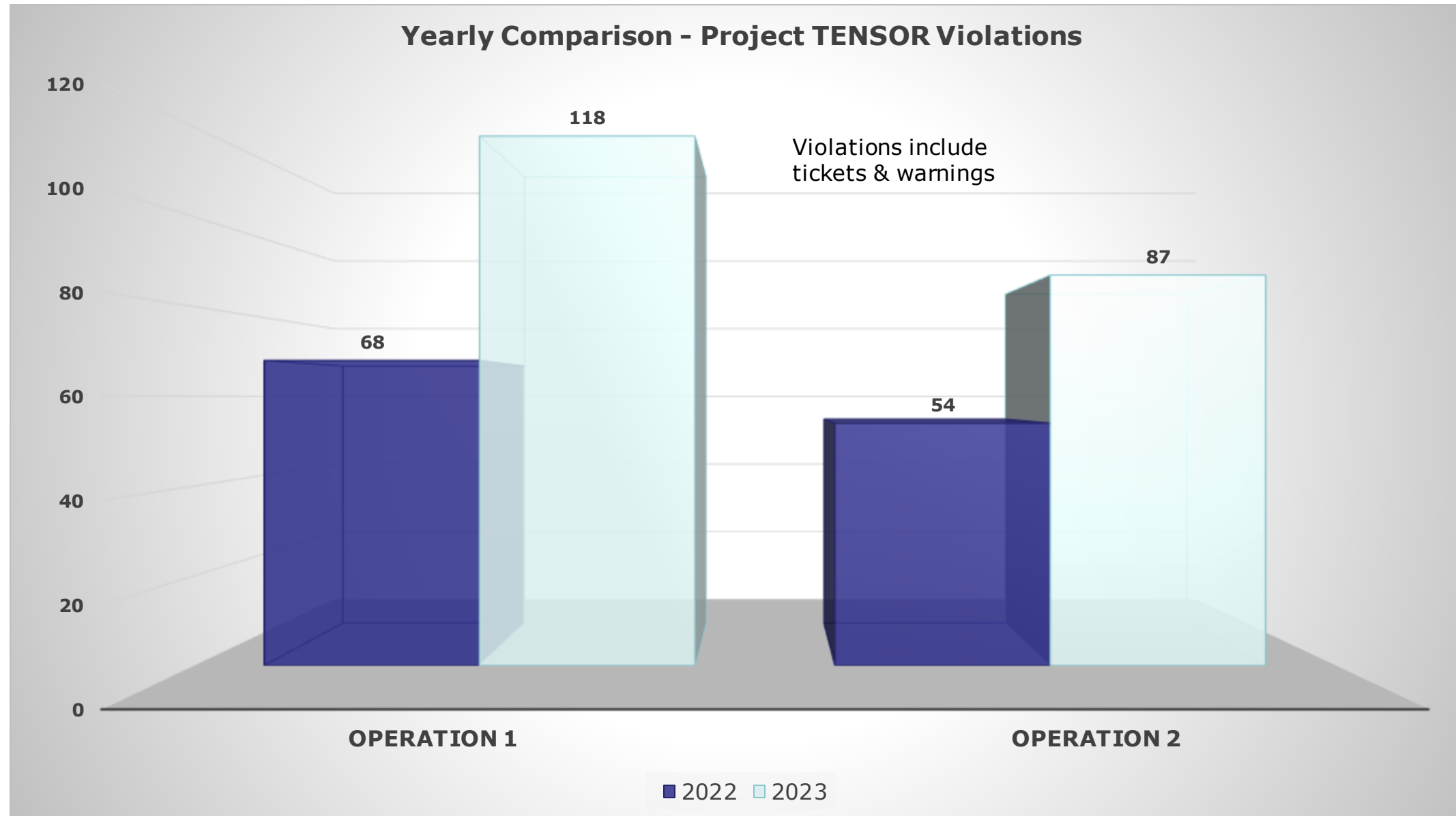


Although Project TENSOR concentrates enforcement efforts on reducing noise and speed on county roadways, our officers are encountering vehicles with a variety of equipment violations.





# Yearly Comparison Statistics



# Questions

