

# Themes and 2021–2022 Key Actions

The *Safe Mobility Strategy* will create a Safe System for Edmonton by organizing implementation into four Themes and associated Key Actions, all of which outline the critical efforts that must be taken to achieve the purpose and principles of the *Safe Mobility Strategy*.



## KEY ACTIONS:

### Community of Safe Communities

- Traffic Safety Community Activation
- Vision Zero Development Initiative
- Positive Enforcement Campaigns
- Speed Limit Reduction

### Safety at Every Step

- Safe Crossings
- School Safety
- Project Integration
- Vision Zero and City Policy

### Listen, Learn, Lead

- Strategic Collaboration with the Edmonton Police Service
- Safe Mobility Academic Working Group
- Expanded Monitoring Technology
- Partnering to Advance Safety Priorities

### Equitable Safety

- Proactive Safety Reviews
- Prioritization Criteria
- Focused Relationship Building To Address Inequity
- Project Transparency and Communication



## Community of Safe Communities

We make decisions every day that impact other people's lives and experiences while moving around our streets. Being part of this community means we each have an opportunity to contribute to, embrace, and support a culture of safe mobility in Edmonton. Vision Zero can be achieved when everyone – from City staff to citizens to community groups, businesses and organizations – works together, learns from each other, and makes bold choices that prioritize safety and livability for all and build a healthy, vibrant city.

### 2021–2022 Key Actions:

#### Traffic Safety Community Activation

Develop programming, tools and support to empower Edmontonians so they can influence and participate in safe and livable streets in their community, including:

- **Vision Zero Street Labs:** Combine Edmontonians' lived experience and City staff technical expertise to collaboratively identify and implement customized, creative and flexible solutions that address traffic safety concerns outside of Neighbourhood Renewal.
- **Safe Speeds Toolkit:** Support the implementation of Speed Limit Reductions and address ongoing speeding concerns in neighbourhoods. Enable communities to access tools such as portable driver feedback signs, creative signage and visual awareness options, and location specific data and information to educate and communicate about speeding issues.

#### Vision Zero Development Initiative

Create a toolkit and certification process for developers and the City to work collaboratively to establish Vision Zero developments.

#### Positive Enforcement Campaigns

Action new and creative opportunities to use enforcement data and presence to recognize and reward safe driving behaviours.

#### Speed Limit Reduction

Implement default residential speed limit reduction to 40 km/h, including on Main Street sections of Whyte and Jasper avenues and areas with high numbers of people walking to make our streets calmer, quieter, and safer for people walking, biking, driving, and enjoying their neighbourhood.

# Safety at Every Step

People of all ages and abilities, using all modes of transportation, and in all seasons, deserve to be able to travel safely along Edmonton's streets and pathways. During planning, design, activation, and maintenance, we will proactively reduce exposure to risk and harm. This presents an opportunity for creative and dynamic solutions to new and existing roads in order to integrate safe infrastructure for walking, rolling, biking, driving, and riding transit. By working together – and acting quickly – we can support the evolution of a city of 1 million built for cars to a city of 2 million built for people.

## 2021–2022 Key Actions:

### Safe Crossings

Enable people walking, biking, and rolling to safely cross streets through engineering measures. The Safe Crossings program will expand the measures available through the current Crosswalks program to include options ranging from temporary curb extensions to new signalization options (i.e., scramble crosswalks and lead pedestrian intervals) to rapid flashing beacons and pedestrian and full signals. By considering a wide variety of tools and controls, the Safe Crossings program will improve safety for all through protecting vulnerable road users.

### School Safety

Reduce incidents and curb unsafe traffic-related behaviours at schools with elementary students through the addition of engineering countermeasures, such as marked crosswalks, signage and pavement marking upgrades, and rapid flashing beacons.

### Project Integration

Partner with areas across the City to provide integrated, consistent safety support to transportation projects and programs, including:

- Consider crash and equity analyses data as a criteria for the Bike Plan location prioritization and future Arterial and Neighbourhood Renewal projects
- Conduct safety reviews for new and existing transit stop locations on collector and arterial roads
- Leverage crash and equity analyses data to support route and scheduling planning for Snow and Ice Control in supporting a safe and livable winter mobility network

### Vision Zero and City Policy

Review and update City of Edmonton transportation and related city-building policy to ensure alignment to Vision Zero safety principles, standards and applications, including the development of internal resources and training for colleagues across the City to tangibly live out Vision Zero.

## Listen, Learn, Lead

The *Safe Mobility Strategy* is data-driven and evidence-based, and yet, we don't have the breadth and depth of information needed to best understand traffic risks on our roads and their impact on quality of life. In collaborating with the public, colleagues, community partners and organizations, and other levels of government, we can collect, understand, and analyze data to inform the *Safe Mobility Strategy* and achieve Vision Zero. This starts with collecting better safety and health data, listening to people's lived experience, and sharing and collaborating with others.

### 2021–2022 Key Actions:

#### Strategic Collaboration with the Edmonton Police Service

- Provide data and analytics and partner on programs to:
  - Support strategic location selection and scheduling of in-person traffic enforcement and City-led mobile automated enforcement
  - Escalate repeat and serious offenders identified through automated enforcement for Edmonton Police Service action
- Support projects to improve consistency, quality and content of crash data reporting
- Address unsafe driver behaviours by using crash data and lived experience to identify intersection locations with automated enforcement equipment that could be utilized to enforce illegal left and right turns.
- Be present in and with the community to educate on the importance of traffic safety

#### Safe Mobility Academic Working Group

Develop a multidisciplinary research program (including academics specializing in urban planning, public health, psychology and human behaviour, equity and inclusion, and engineering) to enable holistic and integrated research and tangible safety and livability outcomes.

#### Expanded Monitoring Technology

Test and implement new road monitoring equipment that expands and diversifies information needed to better understand what's happening on Edmonton's streets, including near-crashes, when and how people are travelling, and road user actions and behaviours in order to implement the right actions and measures to increase safety and livability.

#### Partnering to Advance Safety Priorities

Work closely with federal and provincial governments and other groups and organizations that contribute to traffic safety to explore new sources of data, data sharing opportunities, and collaboration opportunities that advance *Safe Mobility Strategy* priorities and areas of concern that are not directly managed by the City of Edmonton (i.e., vehicle safety regulation, driver licensing and education, automated enforcement legislation for distracted driving).

## Equitable Safety

Based on crash and equity analyses, we know that some parts of our community need extra focus and attention over the next five years. The transportation system is one of the many mechanisms through which society marginalizes certain communities. Working to address systemic inequity and build inclusion forms the basis for all actions of the *Safe Mobility Strategy*. Removing transportation-related barriers will require confronting uncomfortable topics, learning about experiences others have had that may not align with our own, and acting as allies to those that are disproportionately affected by the way the current system is planned, designed, activated, and maintained.

### 2021–2022 Key Actions:

#### Proactive Safety Reviews

Address systemic inequities by conducting proactive safety reviews in the highest crash neighbourhoods that are not accessing traditional channels to initiate change, such as 311. This work will build understanding as to why crashes are happening more frequently in some neighborhoods than others and how it impacts people's lives.

#### Prioritization Criteria

Include streets from the High Injury Network and High Crash Neighbourhoods that are disproportionately impacted by safety issues as project prioritization criteria evaluated to determine implementation priorities.

#### Focused Relationship Building To Address Inequity

Strengthen and establish relationships with organizations and people from equity-seeking communities to continually work towards removing barriers and creating solutions to safety issues.

#### Project Transparency and Communication

Create public access to assessment criteria, prioritization decisions, implementation status, and post-implementation evaluations for all safe mobility projects. Communicating this information will create a shared understanding of the diversity of considerations taken when selecting and prioritizing projects that ensure equity in determining where, when, and how the *Safe Mobility Strategy* will be realized on Edmonton's streets.