

Terms of Reference: Traffic Safety

Council Term:	2017-2021 Council Term
City Council Sponsor(s):	Councillor B. Esslinger Councillor M. Banga
Supporting Department:	City Operations
Administration Lead:	Gord Cebryk
Initiative Status:	Existing

Mandate

The Traffic Safety Council Initiative continues to guide and support the City's Vision Zero Road Safety Strategy which uses education, enforcement, engineering, engagement and evaluation initiatives and programs to reduce traffic fatalities, serious injuries, injuries and property damage collisions. In 2017, the first annual Vision Zero report was presented to the Community and Public Services Committee. Traffic safety improvements from 2015 to 2016 showed a 9.3 percent reduction in total collisions, a 12.4 percent reduction in injury collisions and a 15.1 percent reduction in serious injuries. The number of injuries per 1,000 population dropped by 16.8 percent.

Desired Outcomes

- Outcome #1: Edmontonians experience enhanced safety for all road users through strategic infrastructure and operational improvements.
 - Complete all funded prohibited and protected left turn signals for 2018.
 - Complete all funded right turn redesign projects for 2018.
 - Complete the safety upgrades identified in the prioritized pedestrian crossing program for 2018.
 - Place more driver-feedback signs along low-compliance roadways and in school zones to show speed violations.
 - Engage education programs to support the safety of vulnerable road users, including pedestrians, through education campaigns, social marketing, and targeted messaging.
- Outcome #2: Heightened awareness of the roles and responsibilities of all road users and their contribution to a culture of traffic safety, with an increased focus on vulnerable road users.
 - Complete safety upgrades at 24 prioritized schools for 2018
 - Complete installation of all playground zones.
 - Review public engagement on residential speed limits and the implementation of playground zones.

- Outcome #3: Create shared responsibility for the provision of infrastructure, programs and initiatives to support and encourage traffic safety and to design safer streets and communities.
 - Increase in design of complete street roadways.
 - Integrate building greater neighbourhoods and community traffic management programs in six communities.

The Vision Zero Edmonton Road Safety Strategy 2016-2020 contains additional traffic safety targets and outcomes.

Existing Related Corporate Programs

- Vision Zero Edmonton Road Safety Strategy (2016-2020)
- Seniors Active Transportation
- Winter Cities
- Complete Streets
- Traffic Safety section

Timelines

- The Work Plan will be presented to Council on June 12, 2018.
- This Council Initiative will report to the Community and Public Services Committee twice a year, with the exception of the final year in which the second report will be made to City Council.

Key Stakeholders

- Edmonton Police Service
- Edmonton Federation of Community Leagues
- Business Improvement Areas
- Capital Region Intersection Safety Partnership (CRISP)
- SHAPE (Safe Happy Active People Everywhere)
- Alberta Health Services
- Alberta Safety Council
- Government of Alberta Office of Traffic Safety
- Alberta Transportation
- Alberta Motor Association
- Edmonton Catholic Schools
- Edmonton Public Schools
- Edmonton Francophone Schools
- School Traffic Safety Committee
- Paths for People
- Edmonton Bicycle Commuters



Financial Implications

- Funding for the Vision Zero Road Safety Strategy is supported through the Traffic Safety Automated Enforcement Reserve (TSAER).

Any estimated required financial and human resources for future work will be identified in the work plan that will be presented to Council on June 12, 2018.