

## Update: Traffic Safety Initiative

**Initiative Title:** Traffic Safety

**City Council Lead(s):** Councillor Bev Esslinger, Councillor Dave Loken

**Department Lead(s):** Doug Jones, Gord Cebryk, Gerry Shimko

### **Recommendation - Renew for 2017-2021 Council Term**

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**Objective:**

Deliver the Edmonton Road Safety Strategy 2016-2020 through a Safe System approach and the use of 5 E's (Education, Enforcement, Engineering, Engagement and Evaluation). The long-term objective is the achievement of Vision Zero, no fatal or serious injuries from motor vehicle collisions.

**Key outcomes, projects or activities and their status as of April 2017:**

The first Vision Zero Annual Report, CR\_3948, Road Safety Strategy (Vision Zero Edmonton) was presented to Community and Public Services Committee on April 21, 2017. Key project outcomes for 2016 are available in the Vision Zero annual report and include highlights from the 5 E's.

Results of the Edmonton Traffic Safety Culture Surveys for 2014 and 2016 are in the process of being made available on Open Data.

30 Km/h school zones were extended to junior high schools for September 2017. Installation of school zone and speed limit signs have begun and will be completed prior to the start of the new school year in September 2017.

The Road Safety Strategy identified the need for a School Safety Advisory Committee with key stakeholders to holistically work on school safety. An initial meeting was held in April with stakeholders from Edmonton Police Service, Citizen Services, the Public and Separate School Boards, Sustainable Development, Communications, and the Alberta Motor Association.

The annual Motor Vehicle Collision report for 2016 will be released in May 2017. The report highlights motor vehicle collisions on Edmonton roadways and provides a comprehensive review of collision statistics, causes and other detailed information.

City Council approved Community Traffic Management Policy C590 on April 5, 2017. The Policy focuses on safety and community livability by aligning with other Council initiatives including the Traffic Safety initiative and Vision Zero.

City Council also approved the permanent construction of the Prince Charles Community Traffic Management Plan in conjunction with renewal work planned for 2018. During the course of the trial installation, the daily traffic volume on 124 Street was reduced by over 4,000 vehicles per day, average speeds were brought below the 50 km/h speed limit, and over 75 percent of survey respondents who live in the Prince Charles area reported feeling that the measures were effective in addressing shortcutting and speeding in the community.

**Future Steps:**

Develop a 5 year plan that outlines the specific actions necessary to change behaviours and create the environment required to achieve the goal of Vision Zero.

Identify and work with corporations that are interested in participating in Vision Zero Edmonton.

Complete a Vision Zero Summit with key stakeholders in 2017.

Implement Community Traffic Management Policy C590 by working with stakeholders to develop supporting procedures and continuing ongoing work with the Belgravia community.

Complete projects and activities identified in the Vision Zero 2016 report, next steps.

**Evaluation**

The evaluation period for the Edmonton Road Safety Strategy 2016-2020 is completed annually. Results from the early work in traffic safety done by Administration (and outlined in the Vision Zero Annual Report) have produced significant reductions in collisions and injuries and contributed to making Edmonton a safer place for all citizens. Administration will be recommending a target date for reaching Vision Zero in the 2017 Road Safety Annual Report which will be prepared in early 2018.