

**Update: Traffic Safety**

<b>Initiative Title:</b>	Traffic Safety
<b>City Council Lead(s):</b>	Councillor Leibovici and Councillor Krushell
<b>Department Lead(s):</b>	Gerry Shimko, Transportation Services

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**Objective:**

The Office of Traffic Safety was created as a result of a Mayor's Task Force on Traffic Safety. The Office of Traffic Safety (OTS) utilizes the 4 E's of Traffic Safety, namely; Education, Enforcement, Engineering, and Evaluation to reduce the prevalence of fatal, injury, and property damage collisions. Two strategic objectives are measured which included the rate of collisions at intersections per 1,000 population and the rate of transportation related injuries per 1,000 population.

**Key Outcomes, Projects or Activities and their Status as of May 2013:**

- The strategic key outcomes for collisions based on corporate measures for the collision year ending in 2012 are:
  - Rate of collisions at intersections per 1,000. Target 2012: 16.2, Actual: 15.50
  - Rate of transportation related injuries per 1,000. Target: 2012: 6.6, Actual: 5:31
- The OTS hosted the 5<sup>th</sup> Annual Edmonton Urban Traffic Safety Conference April 29<sup>th</sup> to May 1<sup>st</sup>, 2013 attracting 258 delegates from seven countries. In conjunction with the conference a special session was held in partnership with the American Transportation Safety Information Professionals (ATSIP) organization to improve the quality of data, data integration, and analytics.
- On the April 27<sup>th</sup>, 2013, the second annual Run, Walk, Ride, 5 and 10 K Run, Walk, Ride event was held in support of the Memorial and Traffic Safety Fund and attracted over 100 participants.
- On the 30<sup>th</sup> of April, 2013, the OTS unveiled the "So You Think You Can Drive" Facebook game to improve drivers understanding of the rules of the road.
- The Community Speed Management Continuum was completed which provides a scientific approach for ranking residential collector road segments and a process for identifying and prioritizing appropriate education, enforcement, and engineering countermeasures (short term and preparation of infrastructure design changes for long term capital and/or rehabilitation projects). This continuum integrates the work of Transportation Planning and Transportation Operations.
- Automated Photo Enforcement responsibilities were transferred from the Edmonton Police Service to the Office of Traffic Safety by the end of April, 2012.

- In August, 2012, the COE Photo Enforcement Ticketing System (PETS) became operational with the city processing its own automated enforcement tickets.

**Future Steps:**

- No recommendations, at the discretion of City Council.