

Safe Mobility Strategy Draft Vision and Principles

Recommendation

That the December 4, 2019, City Operations report CR_7646, be received for information.

Executive Summary

The Safe Mobility Strategy 2021-2025 is Edmonton's new approach to advancing Vision Zero, one of the strategic actions outlined in the City of Edmonton's Corporate Business Plan 2019-2022. Its goal of zero traffic related fatalities and serious injuries is a key component that will help the City achieve transformational impacts in the community.

This report outlines the purpose and principles of the Safe Mobility Strategy, which will replace the Road Safety Strategy 2016-2020, and includes an overview of the strategy development timeline and expected Council touchpoints throughout 2020.

Report

The City of Edmonton was the first municipality in Canada to officially adopt the Vision Zero goal. This has led to significant progress in eliminating traffic fatalities and serious injuries. Since 2016, fatalities have decreased by 41 percent and serious injuries have declined by 21 percent (Attachment 1).

Continued progress towards the 2032 goal of zero will require an increasingly holistic perspective which not only assesses high collision locations and highlights the causes of serious collisions, but also addresses systemic street design issues and pervasive cultural norms around traffic safety. The Safe Mobility Strategy must continue the momentum of recent years in improving traffic safety and connect to broader City goals and initiatives.

Growing to a City of 2 Million People

Edmonton is planning for its future – guided by the vision of ConnectEdmonton and the actions outlined in the forthcoming City Plan to grow into a healthy city of 2 million people; a neighbourly city with community and personal wellness that embodies and promotes equity for all Edmontonians.

The Safe Mobility Strategy will present a collaborative and integrated set of actions and strategies that contribute to multiple goals and objectives extending beyond the traditional areas of engineering, education and enforcement. Traffic safety is a key mechanism for supporting a healthy city, liveable urban places, climate resilience and a prosperous regional economy.

Collision Numbers Only Tell Part of the Story

The 2018 Vision Zero Annual Report shows significant progress towards eliminating fatal and serious injury collisions on Edmonton streets. Edmonton's streets are safer than they were in 2015; collision numbers are consistently down.

The lived experiences of Edmontonians provide insight that will be essential in meeting Vision Zero goals. The fear of motor vehicle traffic affects quality of life in many communities and for many people. Near misses, speeding, distracted driving and the many other factors that make it uncomfortable for people to cross the street, walk children to school or ride a bike, do not appear in collision statistics; these insights can only come from listening.

The 2018 Vision Zero Annual Report shows the power of a focused, data driven approach to addressing high collision locations and contributing causes. Applying proven countermeasures to documented problems is working and will continue as an integral part of the Safe Mobility Strategy. Safe street design and technological innovation need to lead the way in planning and implementation. The roadway features that facilitate speeding and aggressive driving, make it difficult to walk or cross the street, discourage people from cycling and add to congestion and pollution are well known. Evidence based research and technological innovation allow Administration to implement leading safety practices when designing and renewing the mobility network.

Building a Culture of Safety

Numerous educational and awareness activities are helping Edmontonians realize their individual actions can have severe human consequences, especially when those actions occur behind the wheel of a vehicle.

There is still more to do to build a culture of safety that overcomes the complacency that, for example, allows people to dismiss collisions as “accidents.” This culture shift will help:

- Those using the transportation system to take responsibility and be held accountable for their actions;
- Empower and remove barriers that restrict those designing and operating the transportation network to implement systems that minimize the potential for serious injuries or fatalities to occur when people make errors on city streets; and

- To prioritize safety over convenience and to elevate the conversation about making the right choice.

Delivering on the promise that life and health will not be exchanged for convenience requires courageous decisions that span from policy development through to daily operations. There is an opportunity to better engage partners such as post secondary institutions, major employers and the health industry to promote safety, share information and pursue creative problem solving to yield better and more timely results.

Purpose and Principles

The 2021-2025 Safe Mobility Strategy will build on progress with a clear recognition that much more needs to be done to prevent needless tragedies. Through a continued focus on education, enforcement and engineering, Administration will present a strategy with principles that speak to:

- The imperative to build a safe system for people of all ages, abilities and modes;
- Connecting safe mobility to larger city building outcomes and actions that focus on livability, health, climate resilience and economic prosperity goals; and
- Capturing and leveraging the lived experience of Edmontonians as they go about their daily lives.

Purpose

Achieve Vision Zero through safe and livable streets in Edmonton.

Principles

We all move.

Edmonton's streets are for everyone. A Gender Based Analysis Plus (GBA+) lens and in depth equity analysis will identify the groups and modes for which Edmonton's transportation network is less safe. The Safe Mobility Strategy will recommend policy direction and put forward actions to address underlying inequities and enable everyone to thrive. This policy direction will build on and supplement the proven success of investments in safety infrastructure, education and enforcement.

We all deserve to move safely.

No loss of life is acceptable and no one should have to travel in fear. This is the basis of the Vision Zero goal and will inspire the actions and outcomes in the Safe Mobility Strategy.

We are connected.

The Safe Mobility Strategy will align with ConnectEdmonton and The City Plan and will lay out a clear approach for safety and livability. The rich complexity of

Edmonton as a connected community impacts how people move; a human centered approach to this work will also advance Council's priorities around health, urban places, climate resilience and economic prosperity.

We are successful when we work together.

We are collectively and individually responsible for enabling safety on our streets. The Safe Mobility Strategy will leverage the experience, insight and support of a variety of community, business and education partners. The Edmonton Police Service is a key strategic partner in this work; coordinated implementation plans and a close partnership are in the works to achieve this purpose.

We are informed by analytics, lived experience and research.

Administration works closely with the Edmonton Police Service and the University of Alberta to collect and analyze quantitative data to inform traffic safety actions. This work brings insight into how Edmontonians are moving through the transportation network, but it does not integrate the community's experience. Gathering and using qualitative data will proactively achieve safety and livability goals while being responsive to conflict locations.

Next Steps

The Safe Mobility Strategy will continue to be developed collaboratively with community, business and education partners throughout 2020. Attachment 2, Safe Mobility Strategy 2021-2025 Strategy Development Timeline, provides a schedule of high level activities.

Traffic Safety Automated Enforcement Reserve

The 2020-21 Provincial Budget reduces the municipal share of fines and penalties revenue from 73.3 percent to 60 percent, which will reduce the City's automated enforcement revenues by approximately 18 percent. The estimated impacts on Traffic Safety Automated Enforcement Reserve (TSAER) at this time are approximate reductions of \$7.2 million in 2020, \$9.1 million in 2021 and \$8.6 million in 2022.

Administration will bring forward a TSAER overview to the January 29, 2020, Community and Public Services Committee along with residential speed limit reports that outline current funding commitments, implications of speed limit options and remaining dollars for Safe Mobility Strategy funding for prioritization discussion.

Financial resource requirements to fund the implementation of the Safe Mobility Strategy will come forward in Q4 2020 for Council consideration.

Corporate Outcomes and Performance Management

Corporate Outcome(s): Conditions of Success			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Comprehensive Safe Mobility Strategy 2021-2025	Strategy completed	TBD	December 2020

Attachments

1. Annual Report - 2018 Vision Zero Edmonton Year Three
2. Safe Mobility Strategy 2021-2025 Strategy Development Timeline

Others Reviewing this Report

- A. Laughlin, Acting Deputy City Manager, Financial and Corporate Services
- C. Owen, Deputy City Manager, Communications and Engagement
- J. Meliefste, Acting Deputy City Manager, Integrated Infrastructure Services
- R. Smyth, Deputy City Manager, Citizen Services
- S. McCabe, Deputy City Manager, Urban Form and Corporate Strategic Development
- B. Andriachuk, City Solicitor