

Safe Mobility Strategy 2021-2025 Strategy Development Timeline

Phase 1: Groundwork (Q4 2019 - In Progress)

- Initial research and scope.
- Develop purpose and principles.
- Project planning.
- Identify members for internal and external advisory groups.

Council Touchpoint: December 4, 2019, Community and Public Services Committee Report.

Phase 2: Listening and Learning - Understanding Traffic Safety in Edmonton (Q1/Q2 2020)

- Understand and integrate current and forthcoming policy and operations.
- Research and analysis baseline (i.e., equity analysis, predictive collision analysis, high injury network development).
- Launch of an External Advisory Group
- Public engagement begins, including:
 - Blend of in-person and online opportunities
 - Creation of toolkits to empower individuals/groups to collect and submit ideas, experiences, and knowledge

Council Touchpoint: Community and Public Services Committee Report summarizing Edmonton's traffic safety context.

Phase 3: Framing the Strategy (Q3 2020)

- Building out the plan and supporting strategic actions.
- Develop enterprise performance management measures.
- Ongoing public engagement, including:
 - In-person and online opportunities
 - Safe Mobility Forum: event providing opportunities for Council, internal and external stakeholders, and the public to collaboratively participate in building the strategy and validate work completed to date.

Council Touchpoint: Community and Public Services Committee Report summarizing what we heard through the public engagement process and how learnings are being used.

Phase 4: Final Development and Approval (Q4 2020)

- Produce final deliverables, including tactical plan and resource needs.

Council Touchpoint: Community and Public Services Committee and City Council reports to review and endorse final strategy.

Phase 5: Leading - Implementation and Evaluation (2021-2025)

- Ongoing integrated implementation throughout the corporation and with external stakeholders/the community
- Enterprise Performance Management to indicate ongoing performance of the work.

Council Touchpoint: Annual updates to Community and Public Services Committee.