

# Safe Mobility Strategy 2021-2025

## Recommendation

That the December 1, 2020, City Operations report CO00056, be received for information.

## Executive Summary

The Safe Mobility Strategy 2021-2025 is Edmonton's new approach to achieving Vision Zero through safe and livable streets in Edmonton. Designed to advance the strategic goals outlined in ConnectEdmonton and the City Plan, the Safe Mobility Strategy outlines a corporate approach to Vision Zero to ensure people travelling by all modes are safe while moving throughout the city. The Edmonton Police Service (EPS), an integral partner in the Safe Mobility Strategy, has endorsed the Safe Mobility Strategy. This work will guide collaboration between the two organizations.

A combination of location-based and system-wide actions are necessary to support safe and livable streets for people travelling by all modes and allow the City to tackle widespread issues that contribute to crashes, including street design and deep-rooted cultural norms around traffic and mobility (for example; beliefs and perceptions relating to which modes and users the roads are dedicated to, myths and misconceptions surrounding crash causes and whether fatal and serious injury crashes are preventable, and what measures and approaches are needed to achieve Vision Zero). The implementation of the Safe Mobility Strategy is organized into four themes and associated 2021-2022 key actions that outline the critical efforts that must be taken to achieve its purpose and principles. The themes (Community of Safe Communities; Safety at Every Step; Listen, Learn, Lead; and Equitable Safety) describe large scale, aspirational outcomes that the key actions of the Safe Mobility Strategy can help Edmonton realize. The attached supporting documents informed the strategy and include crash and equity technical analysis, discussion papers, and public engagement reports.

The Safe Mobility Strategy is a GBA+ pilot project for the City of Edmonton. This approach has been foundational in the development of the Safe Mobility Strategy, with particular emphasis through the crash and equity technical analysis, public engagement, and development of the themes and key actions.

Like the previous City of Edmonton traffic safety strategy, the Safe Mobility Strategy will be funded by the Traffic Safety Automated Enforcement Reserve. Implementation

will require adjusted operating budgets and capital profiles which will come forward for City Council discussion in Q1 2021.

### **Report**

Established in Sweden in 1997, Vision Zero is the internationally endorsed, long-term goal of zero traffic-related fatalities and serious injuries. The City of Edmonton adopted Vision Zero in 2015, and the way forward to achieving this critical goal by 2032 is the Safe Mobility Strategy 2021-2025 (Attachment 1).

The Safe Mobility Strategy's purpose is to achieve Vision Zero through safe and livable streets in Edmonton.

The City of Edmonton's previous traffic safety strategy, the Road Safety Strategy 2016-2020 (Attachment 2), delivered strong results and helped move the City closer to Vision Zero, as outlined in the Vision Zero 2019 Annual Report (Attachment 3). The Safe Mobility Strategy will build on this momentum.

To continue to grow into a city built for people, a combination of location-based and system-wide approaches are necessary to support safe and livable streets. With this approach, the City will tackle widespread issues that contribute to crashes, including street design and the deep-rooted cultural norms around traffic and mobility (i.e., beliefs and perceptions relating to which modes and users the roads are dedicated to, myths and misconceptions surrounding crash causes and whether fatal and serious injury crashes are preventable, and what measures and approaches are needed to achieve Vision Zero). While doing this, the City can also generate broader societal benefits that advance the vision, guiding principle and four strategic goals set out in ConnectEdmonton, Edmonton's strategic plan 2019-2028.

The development of the Safe Mobility Strategy was guided by five principles, which were presented at the December 4, 2019, Community and Public Services Committee meeting in City Operations report CR\_7646, Safe Mobility Strategy: Draft Purpose and Principles:

1. We all move.
2. We all deserve to move safely.
3. We are connected.
4. We are successful when we work together.
5. We are informed by analytics, lived experience, and research.

### **Technical Studies and Discussion Papers**

The Safe Mobility Strategy has been informed through a variety of technical studies and discussion papers, including:

- The Policy and Planning Context Discussion Paper (Attachment 4), which summarizes current traffic safety strategies and policies from the international scale to local Edmonton context.
- The Changing the Conversation Around Traffic Safety Discussion Paper (Attachment 5), which outlines how ConnectEdmonton, the City Plan, and the Safe Mobility Strategy are connected.
- The Crash and Equity Analyses: Technical Report (Attachment 6), which documents the analysis of current crash patterns and the communities who are most impacted by traffic safety issues, incorporating a GBA+ lens.

### Implementation Approach

The implementation of the Safe Mobility Strategy is organized into four themes and associated 2021-2022 key actions, all of which outline the critical efforts that must be taken to achieve its purpose and principles. The themes are:

- Community of Safe Communities;
- Safety at Every Step;
- Listen, Learn, Lead; and
- Equitable Safety.

Designed to be a flexible and evolving strategy adjusted over time by its outcomes, key actions for 2021-2022 illustrate the tangible ways the Safe Mobility Strategy will be implemented. While not an exhaustive list, the key actions provide insight into the major programs and projects planned across the corporation over the next two years. Updates will be made annually to add future years' actions.

The Edmonton Police Service (EPS) is an integral partner in the Safe Mobility Strategy, which provides direction to three key areas of collaboration: enforcement, education and engagement. In addition to performing in-person traffic enforcement, the EPS provides oversight to the automated enforcement program led by the City of Edmonton. Together, both organizations engage and educate the public to influence cultural and behavioural change to help achieve Vision Zero. The EPS has endorsed the Safe Mobility Strategy, which will inform its own traffic enforcement approach.

At the August 31, 2020, City Council meeting, Administration was directed to:

1. Develop a toolkit for communities as part of the Safe Mobility Strategy to identify locations and initiate testing of rapidly deployed traffic safety measures that leverage the use of temporary equipment and structures (ie: traffic cones, curb extensions, barriers, etc), that do not require significant roadway maintenance or upgrades as a result of their use.
2. Prepare a capital profile as part of the Safe Mobility Strategy to acquire the necessary equipment and structures for implementation of the toolkit.

This program, called Vision Zero Street Labs, is included as a key action in the Safe Mobility Strategy, and an initial framework for the program has been developed to support implementation in Q1 2021 (Attachment 7). A capital profile to fund this work will be brought forward along with other requests to support the implementation of the Safe Mobility Strategy in Q1 2021.

### **GBA+ Pilot Project**

The City of Edmonton has adopted a Gender-Based Analysis Plus (GBA+) process to identify inequality and discrimination. The Safe Mobility Strategy is a GBA+ pilot project for the City, and just as Edmonton led in adopting Vision Zero, the City of Edmonton is the first municipality to adopt widespread GBA+ analysis. This helps the City reduce discrimination and create equitable outcomes for all of the communities we serve. The “plus” in GBA+ is critical, as it emphasizes the many identity factors which combine and layer to make up diversity. This approach has been applied throughout the development of the Safe Mobility Strategy, with particular emphasis through the crash and equity technical analysis, public engagement, and development of the themes and 2021-2022 key actions.

### **Traffic Safety Automated Enforcement Reserve**

Vision Zero and traffic safety programs in Edmonton are funded by the Traffic Safety Automated Enforcement Reserve (TSAER). Rather than being funded by tax levy, this work is supported by fines collected through automated enforcement. The 2020-2021 Provincial Budget reduced the municipal share of fines and penalties revenue from 73.3 percent to 60 percent, which has substantially reduced funding available in TSAER. In light of this and its new priorities and programs, implementing the Safe Mobility Strategy will require adjusted operating budgets and capital profiles. These adjustments will come forward for City Council discussion in Q1 2021 following discussion of the Safe Mobility Strategy.

### **Public Engagement**

There were two phases of engagement for the Safe Mobility Strategy:

- Phase 1 (Attachment 8): The focus of Phase 1 engagement was learning about people’s lived experiences with traffic safety in Edmonton. We learned that people’s sense of safety varies based on factors such as mode of transportation, gender, use of a mobility aid and location across the city.
- Phase 2 (Attachment 9): The focus of Phase 2 engagement asked Edmontonians to provide comments on draft themes and 2021-2022 key actions for the Safe Mobility Strategy.

## Corporate Outcomes and Performance Management

The Safe Mobility Strategy depends upon ongoing evaluation to understand its impact and plan future actions in order to achieve Vision Zero. To accomplish this, three categories of measures have been developed to build out the Safe Mobility Strategy's Enterprise Performance Management: Vision Zero Targets, Community Outcomes, and Project Indicators. Measuring our progress will result in more effective, deliberate, and impactful interventions and modifications to the strategy's implementation.

- Vision Zero Targets: Measuring the number of traffic-related fatalities and serious injuries.
- Community Outcomes: Measuring traffic safety culture change - the performance, behaviour, and perceptions of Edmontonians - influenced by Safe Mobility Strategy programs. These outcomes will include both quantitative and qualitative data and are useful indicators for both specific location projects and city-wide progress in implementing the Safe Mobility Strategy.
- Project Indicators: Measuring program outputs that result from the key actions in the Safe Mobility Strategy. Implementation plans for each key action will be developed and will include specific program outputs.

Corporate Outcome(s): Edmonton is a safe city			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Edmonton is a safe city	Safe Mobility Strategy, Total Fatalities	TBD (2020) 14 (2019) 19 (2018) 27 (2017) 22 (2016)	Decline to Zero (2032)
	Safe Mobility Strategy, Vulnerable Road User Fatalities	TBD	Decline to Zero (2032)
	Safe Mobility Strategy, Total Serious Injuries	TBD (2020) 268 (2019) 319 (2018) 341 (2017) 325 (2016)	Decline to Zero (2032)
	Safe Mobility Strategy, Serious Injuries & Fatalities (People walking, cycling or motorcycling)	TBD (2020) 104 (2019) 126 (2018) 127 (2017) 126 (2016)	Decline to Zero (2032)
	Safe Mobility Strategy, Crash Distribution	TBD (2020)	Decline to Zero (2032)

### Attachments

1. Safe Mobility Strategy 2021-2025
2. Road Safety Strategy 2016-2020
3. Vision Zero 2019 Annual Report
4. Policy and Planning Context Discussion Paper
5. Changing the Conversation Around Traffic Safety Discussion Paper
6. Crash and Equity Analyses: Technical Report
7. Introducing Vision Zero Street Labs
8. What We Heard - Safe Mobility Strategy Public Engagement Report (Phase 1)
9. What We Heard - Safe Mobility Strategy Public Engagement Report (Phase 2)

### Others Reviewing this Report

- M. Persson, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- C. Owen, Deputy City Manager, Communications and Engagement
- J. Meliefste, Acting Deputy City Manager, Integrated Infrastructure Services
- K. Armstrong, Deputy City Manager, Employee Services
- R. Smyth, Deputy City Manager, Citizen Services
- S. McCabe, Deputy City Manager, Urban Form and Corporate Strategic Development
- B. Andriachuk, City Solicitor