



ANNUAL REPORT  
**2018**

**VISION  
ZERO  
EDMONTON**

**YEAR THREE**





**“While traffic fatalities and severe injuries are on the decline, we remain dedicated to improving everyone's safety across all modes of transportation, and, ultimately, reaching Vision Zero.”**

**–Gord Cebryk, Deputy City Manager,  
City Operations, City of Edmonton**

## DEDICATION

This report is dedicated to the victims of traffic crashes in Edmonton—the daughters, sons, mothers, fathers, wives, husbands, siblings, family members and friends who have been killed or seriously injured on our streets. Together we can make our streets safer.

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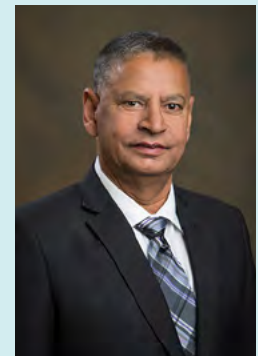


# MESSAGES

## MESSAGE FROM CITY COUNCIL

In the three years since the launch of Vision Zero, the City has made progress towards eliminating traffic fatalities and serious injuries. Collision data shows that compared to 2015, the year before we implemented Vision Zero, collisions involving pedestrians have declined by 21%, involving cyclists by 27%, and involving motorcycles by 31%.

In 2018, we saw the installation of pedestrian scrambles at busy intersections downtown and on Whyte Avenue, safety upgrades at schools and high priority pedestrian crossings, 65 more driver feedback signs, and expansion of the bike grid. More importantly, fewer lives were lost because we as Edmontonians are putting safety first.



While traffic fatalities have decreased, each of the 19 people who lost their lives left behind friends and loved ones who now deal with pain and grief. Each life lost on Edmonton streets reminds us that traffic deaths and serious injuries are unacceptable and preventable. We all have a part to play. Together, we need to put safety first.

City Council unanimously supports Vision Zero Edmonton. We do not believe life and health should ever be exchanged for convenience. We believe everyone deserves to leave and come home safely. This is why Traffic Safety is a Council initiative.

Please join the City of Edmonton, Edmonton Police Service, community partners and safety-minded citizens as we move towards the Vision Zero Edmonton goal of eliminating traffic fatalities and serious injuries.

**Councillor Bev Esslinger**

**Councillor Mohinder Banga**



PG 5 | CITY OF EDMONTON | ROAD SAFETY STRATE

MS 0 | ANNUAL REPORT

MESSAGES

## MESSAGE FROM THE CITY MANAGER



Important things happen when a city like Edmonton puts safety first. Through Vision Zero, the City is actively supporting our cultural commitment to safety and building a safe environment with and for Edmontonians. The actions we take and the decisions we make regarding traffic safety have already started to prevent collisions and reduce injury severity.

Our approach to the delivery of safe roadways starts with engineering improvements to design, operations and use. It includes traffic safety education to shape behaviours. It includes the engagement of Edmontonians in their communities to keep the traffic safety conversation alive. And it encourages people to obey the speed limit.

2018 saw encouraging progress on all fronts. We are even more driven to achieve our Vision Zero goal of zero traffic fatalities and serious injuries by 2032. With the help of the City, the public and our many community stakeholders, we can look forward to a time where every journey is a safe one.

A handwritten signature in black ink that reads "Linda D.M. Cochrane". The signature is written in a cursive, flowing style.

**Linda Cochrane – City Manager**

## MESSAGE FROM EDMONTON FIRE RESCUE SERVICES



Edmonton Fire Rescue Services (EFRS) responds to thousands of calls each year, including traffic collisions that impact Edmontonians every day. While we strive to keep everyone safe, these collisions are usually preventable, so we look forward to the day they stop occurring.

Vision Zero is an important part of achieving that goal. Their work with various stakeholders, including EFRS and the public, helps reduce the consequences of traffic incidents and ensures Edmonton is a safer place to live, work and play. While this work continues, EFRS maintains its role in the shared responsibility of traffic safety and encourages everyone to do the same.

We all have places to go, but together, we can help everyone travel safely, whether they walk, bike, drive or use another form of transportation.

**Ken Block – Fire Chief**

## MESSAGE FROM THE EDMONTON POLICE SERVICE



It is hard to argue with the encouraging results presented in this year's Vision Zero Annual Report. Since the program began in 2015, the number of collisions in Edmonton has reduced significantly, along with a corresponding decrease in the number of fatalities and serious injuries. Members of the City of Edmonton's Vision Zero office should be commended for their positive work in reducing the impacts of traffic collisions in our city.

But, as so often is the case, the hard work is just beginning. It will be an enormous challenge for those agencies on the Vision Zero team – police, transportation officials, road safety engineers, traffic analysts, educators and many more – to maintain and improve upon this record of success. It will be difficult to overcome poor decision making by motorists, along with increased distractions and complacency behind the wheel.

But we must accept this challenge. We owe it to the citizens of this city to do everything possible to improve road safety, and we will. The Edmonton Police Service remains committed to the concepts articulated by the Vision Zero team, and continues as a proud supporter and participant of this important initiative.

**Dale R. McFee, OOM – Chief of Police**

# WHAT IS VISION ZERO?

Vision Zero is the long-term goal of zero traffic fatalities and serious injuries. Safe roads makes Edmonton a great place to live, work and play.

## TRADITIONAL ROAD SAFETY

Isolated interventions

Reactive to incidents

Try to prevent all crashes

Reduce the number of fatalities and serious injuries

Crashes are caused by non-compliant road users

Individual road users are responsible for their own safety

## VISION ZERO

Safe System Approach combines elements to produce an effect greater than the sum of the individual interventions

Proactive and systematic approach to building a safe road system

Prevent crashes that result in fatalities and serious injuries

Zero fatalities and serious injuries

People make mistakes and are physically vulnerable in crashes so infrastructure and operating speed should provide guidance and safety

Safety is a shared responsibility between those who design, maintain, and use the roads

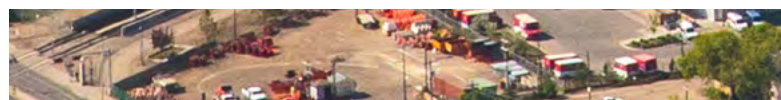
A serious injury is defined as requiring a hospital stay.

“I think that zero people should die involving a car, bike, or motorcycle.”

—Grade 6 Student, City Hall School

## Shared Responsibility

Eliminating fatalities and serious injuries is a shared responsibility between road users and those who design and maintain our roadways. System designers are responsible for the design, operation, and use of the road system while road users are responsible for adhering to the traffic rules. Where the system fails, system designers are responsible for taking further action to prevent people from being killed or seriously injured.







In September, 2015, Edmonton became the first Canadian city to adopt Vision Zero, when City Council implemented the Road Safety Strategy 2016–2020. Our goal is to reduce traffic fatalities and serious injuries to zero by 2032.

To get there, we use a Safe System approach with the application of Engineering, Education, Engagement, Enforcement and Evaluation to create safe roads, safe speeds, safe people, and safe vehicles. The Safe System principles that guide Vision Zero are:

- No loss of life is acceptable
- Traffic fatalities and serious injuries are preventable
- We all make mistakes, but these mistakes should not cost us our lives
- We are physically vulnerable when involved in motor vehicle collisions
- Eliminating fatalities and serious injuries is a shared responsibility between road users and those who design, operate and maintain our roadways.

Over the last three years, serious injuries from motor vehicle collisions **dropped 17 per cent** and traffic fatalities **declined 41 per cent**. Collisions involving vulnerable road users showed these results:

- **21% decline** in collisions involving pedestrians and a **21% decrease** in pedestrian injuries
- **27% decline** in bicycle collisions and a **29% decrease** in cyclist injuries
- **31% decline** in motorcycle collisions and a **26% decrease** in motorcyclist injuries.

We have made measurable progress, and we can reach our Vision Zero goal.



# YEAR THREE OF VISION ZERO

## Investments in Safety

15



Left-turn signal phase improvements



20

Pedestrian signals and/or amber flashers



8

Right-turn lane redesign at major arterial/arterial intersections



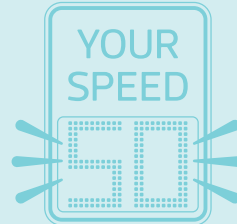
60

School zones converted to playground zones

12



Signal visibility improvements including retroreflective tape and/or additional signal fixtures



65

Driver Feedback Signs (215 total)



27

School areas upgraded for safety



5

Pedestrian Scrambles

59,600+

Reflective pedestrian-safety tags distributed by EPS and City of Edmonton



# 2016-2018

## Results of Investment






**46%** aware the City of Edmonton officially adopted

**49%** agree is an achievable goal

From 2018 Traffic Safety Culture Survey



### Vulnerable Road User Collisions

% of Change from 2015 to 2018

		2015	2016	2017	2018	
	PEDESTRIAN	316	292	270	250	<b>21%</b> ↓
	CYCLIST	178	171	143	130	<b>27%</b> ↓
	MOTOR-CYCLIST	208	191	154	143	<b>31%</b> ↓

### Serious Injuries and Fatalities

% of Change from 2015 to 2018

		2015	2016	2017	2018	
	SERIOUS INJURIES	383	325	341	319	<b>17%</b> ↓
	FATALITIES	32	22	27	19	<b>41%</b> ↓

Compare to 2015, before Vision Zero Edmonton started, **pedestrians injuries declined by 21%**; **cyclist injuries by 29%**, **motorcyclist injuries by 26%**, and **injuries to vehicle occupants dropped by 11%**.

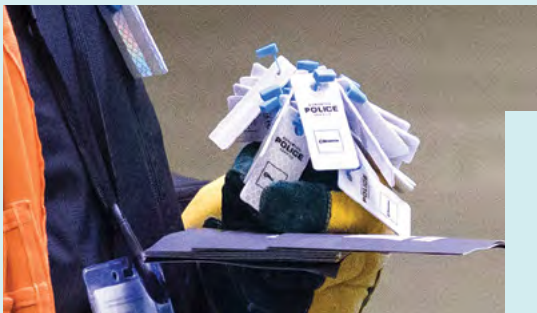
## CHANGING BEHAVIOUR

Every day we need to realize our choices in traffic can positively or negatively affect our safety and the safety of others. Traffic safety education programs inform us of the safest way to use and share our traffic network road system so that everyone can reach their destination safely.



# 2018 EDUCATION

Education programs raise safety awareness and influence behaviour change. They are informed and evaluated using Traffic Safety collision data, research, and surveys, which help identify when and why certain types of collisions occur. Proactive education timed correctly can help prevent collisions.



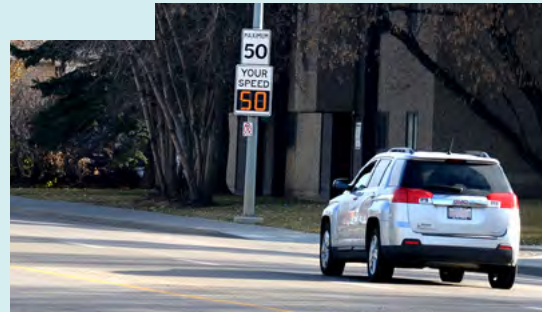
## Reflective Tags

As an active northern city, people drive, walk and bike in the dark for over 5 months per year. Over **59,570 reflective tags** were distributed in 2018 to help people be more visible.



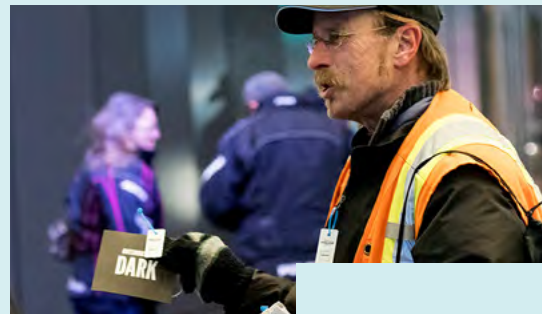
## Dynamic Messaging System

Positioned on roadways, these signs shared **30,171 hours of traffic safety messages** to drivers in 2018. The messages speak to specific situations that drivers may experience while driving such as watch for motorcycles in the spring, back to school in the fall, drive to the road conditions in the winter and watch for pedestrians year round.



## Driver Feedback Signs

The driver feedback signs encourage drivers to slow down. New signs were added to **65 new locations** and another **24 speed trailers** were circulated throughout Edmonton.



## Vision Zero & Bike Education Street Team

The street team provides **face-to-face conversations** about how to prepare for the sun's glare and driving and walking in the dark. They also help share tips on how to use and/or drive around bike lanes and the new pedestrian scrambles.



### Social media @VisionZeroYeg

Twitter is an effective tool to communicate key traffic safety messages and have two-way dialogue with the public about how Vision Zero succeeds or needs improvement. @VisionZeroYEG posted **233 tweets** that garnered over **530,000 views**. It was **mentioned 1,728 times** and had **16,301 profile visits** for people wanting to know more about Vision Zero.



### Voices of Traffic Safety Videos

Vision Zero is about your safety but it is also about your experiences. Elaine Arnold, Cijay Morgan, Nicole Hawkins, Pam Hnytka and Cheryl Clieff bravely shared their personal stories as our 2018 Voices of Traffic Safety. Visit [edmonton.ca](http://edmonton.ca) and search "Voices of Traffic Safety" to hear their poignant stories.

## Campaigns

Protecting vulnerable road users is a priority of Vision Zero. Using historical data, we know when pedestrian, motorcycle, and cyclist collisions are higher. We run timely campaigns to alert the public of when and why these occur and how to prevent them.



### Beware the Glare

Pedestrian collisions are higher the sun's glare occur during peak travel times. Through this spring and fall campaign, drivers were encouraged to watch for pedestrians, keep their windshield clean, wear sunglasses and slow down.



### Outsmart the Dark

Drivers are asked to use their headlights, watch for pedestrians and slow down during this fall and winter campaign. Pedestrians are invited to wear reflective gear to make them more visible in the dark as they walk, run, or cycle.



**Motorcycles Are Back**

Motorcycle collisions rise when the weather is good. The City of Edmonton partnered with the Alberta Motorcycle Safety Society and the Alberta Sport Council to create and launch an effective “Motorcycles are back. Share the road.” spring and summer campaign.



**Bike Lanes**

With new bike lanes with new instructional signage, this campaign educated drivers on how to drive around cyclists and bike lanes. Bike lanes are safest/safe for cyclists to use when drivers know not to turn right on red, not stop on green paint, to shoulder check and look both ways before proceeding and to yield to cyclists when turning.



**Playground Zones**

By April 2018, **395 playground zones** were installed. This campaign communicated that playground zones are 30 km/h, every day, 7:30 a.m. to 9:00 p.m. This contributes to safe neighbourhood, playground and school areas for our children.

**Jointly with EPS**



**Be a Textbook Driver**

Each year, the City partners with the Edmonton Police Service to remind drivers to watch for children returning back to school and to slow to 30 km/h at schools and in playground zones.



**Impaired Driving is Always a Crime**

With cannabis legalization in October 2018, it was important that the City and the Edmonton Police Service remind the public that impaired driving is always a crime.

“I don’t want what happened to me to happen to anyone else.”

–Renaye Wade, Founder, Renaye Against Distracted Driving (RADD)

# 2018 ENGINEERING

Fundamental to the Safe Systems Approach is designing and operating roadways to prevent collisions from occurring and to reduce the severity of collisions when they do happen.

Through ongoing review of collision data, planners and engineers identify and develop projects designed to improve safety on Edmonton streets.



## Lane Delineation Poles and Zebra Crosswalk

Lane delineation **poles slow turning vehicles** thereby protecting pedestrians.



## Scramble Intersections

Pedestrian scrambles allow pedestrians to cross the intersection in all directions at once, including diagonally. Traffic has red lights in all directions to eliminate conflicts. **Five scramble intersections** were installed at intersections on Jasper Avenue, Whyte Avenue, and around the Ice District.







### High Visibility Crosswalks

High-visibility crosswalks installed at **eight pedestrian crossings** along 124 Street make drivers aware that people may be crossing.



### Flashing Beacons

Rapid flashing beacons were added to **50 school crossings** to help children cross safely.



### Driver Feedback Signs to slow traffic

**Sixty five signs** were added in 2018. Now at 215 city-wide, they provide automatic feedback on vehicle speed which has shown to reduce speeding by up to 12 km/h.



### Signal Visibility Improvements

To help make traffic signals more conspicuous, **12 intersections were improved** by adding additional signal fixtures with retroreflective tape or retroreflective tape alone. A 15% reduction in collisions is expected.



### Pedestrian Signals for safer crossing

Pedestrian crossing signals make drivers aware that the crosswalk is in use. In 2018, the City added **13 amber flashers, 2 full signals, 1 half signal, and 4 flashing beacons** at the top priority crosswalk locations.



### Right Turn Channel Upgrades

To reduce the number of rear-end collisions on channelized right-turn lanes, upgrades were made to the angle of **eight right-turn channels**. An 85% reduction in following-too-closely collisions is expected at upgraded sites.

**“Whichever means of transport they happen with: road accidents can always have several causes, most notably excessive speed, carelessness, or alcohol consumption.”**

—DEKRA  
(World leading traffic-safety organization)





### 6.6 km Bike Lanes

Vision Zero recognizes multi-modal transportation and the importance of bicycle lanes for safety. Over **two kilometres new separated bike lanes** were added and over four kilometres of bike lanes were renewed during neighbourhood renewal.



### School Safety Review

**27 school areas** were reviewed for traffic safety and upgraded with investments in rapid flashing beacons, zebra crosswalks, reflective pole wraps, and no-left-turn signs.

**For more information on safety engineering, go to [edmonton.ca](http://edmonton.ca) and search "building in safety."**



### Stop Signs to reduce failed-to-yield crashes

By coming to a complete stop, drivers are more likely to see pedestrians, cyclists and other vehicles. **57 locations** were converted from yield to stop signs, **six locations** were converted from two-way to four-way stops, and **five new locations** received stop signs.



### Left Turn Signals

Left-turn signal phases prevent cross-path collisions with other vehicles and conflicts with other road users. **15 new locations** were installed and can reduce cross-path collisions by 99%.



### Community Traffic Management

Community Traffic Management works with residential neighbourhoods to find solutions for traffic safety concerns in their community such as speeding and short-cutting. Trial traffic calming measures, like a temporary speed bump, are tested before permanent installation.



## BE ENGAGED

Be a part of the Vision Zero solution. Whether you are walking, biking, or driving to get around the city, your input and actions can move us towards safer streets.

# 2018 ENGAGEMENT

Traffic safety is top of mind for Edmontonians who walk, bike and drive. We use a variety of activities to engage the public, industry, and experts to seek feedback, share experiences and knowledge, identify improvements, and share results.



## Vision Zero Corporate & Industry Symposium

The symposium brought together corporate and industry stakeholders who have a common interest in helping improve traffic safety. It was also the catalyst for the creation of the industry-led Vision Zero Alliance.



## Community Traffic Safety Award

Congratulations to Julie Kusiek, the 2018 award winner. Established in 2012, the award recognizes community members who have shown leadership in their community and have demonstrated a long-term personal commitment to improving traffic safety in Edmonton.



## 7th Annual Run Walk Ride for Vision Zero

Held on June 2, 2018, the family-friendly event created a safe, welcoming space for 120 people directly or indirectly affected by traffic fatalities and injuries to gather and honour those lost and reflect on the importance of traffic safety in Edmonton. The money raised went to the Memorial & Traffic Safety Fund.



## 10th Annual International Conference on Urban Traffic Safety

The four-day conference held in July attracted local and world traffic safety experts who showcased innovative road design, public education and enforcement efforts; and shared research and best practices on applying global Safe System principles to local municipalities.



### Surveys

An intercept survey about speeds in residential areas was conducted at various locations and received **feedback from 676 participants**. Through the Edmonton Insight Community, close to **2,300 people** answered questions about playground zones.



### Community Traffic Management

We engaged hundreds of residents and stakeholders at **40 public events in 20 communities**. The feedback gathered through meetings and surveys help the City understand traffic concerns, explore solutions, and develop traffic safety plans in collaboration with Building Great Neighbourhoods renewal projects.



### Vision Zero Street Team

The Vision Zero Street Team shared traffic safety tips with pedestrians and drivers at **24 locations** including Tim Hortons drive-thrus, LRT stations, Red Bull Crashed Ice, Grey Cup Kick Off Street Party, and Boo at the Zoo.



### Bike Education Team

Bike lanes are relatively new to Edmontonians. To engage the public about them, the team held **4,322 conversations across 423 events** including pop-up events and door knocking near new bike lanes. They also engaged through the driver education survey, downtown comfort survey, and five focus groups.



### Traffic Safety Culture Survey

**Over 5,000 people** participated in the 2018 survey. The results, compared with previous surveys, inform traffic safety initiatives and measure changes in attitudes, perceptions, and behaviours among road users in the Edmonton region.



### Grant MacEwan University Social Innovation Class

Undergraduate students focused on Vision Zero for their major group projects to create innovative marketing, branding, and outreach plans that may come to life in a future City campaign.



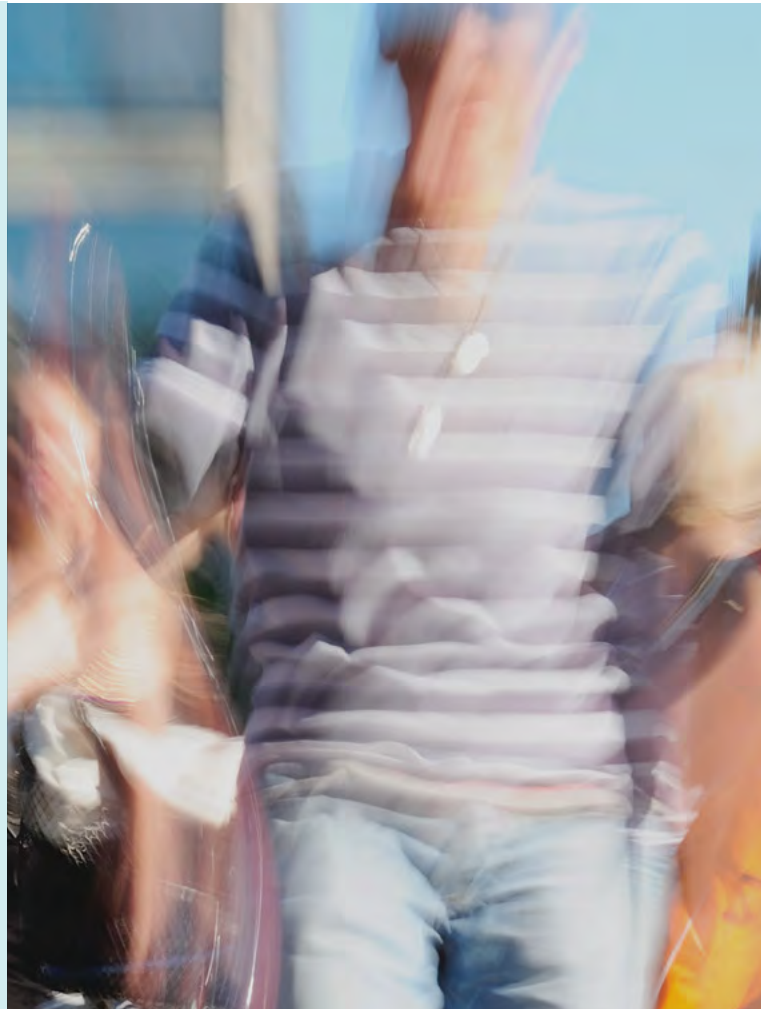
**Edmonton Road Safety Forum sponsored by Labatt**

In October, **over 250 people** participated in a community discussion about national and local traffic safety concerns. Topics included driving distracted or impaired, drug recognition techniques, traffic safety and the impact of collisions on the health care system. Councillor Bev Esslinger, Dr. Don Voaklander, Dr. Louis Francescutti, City of Edmonton Traffic Safety staff, and members of the Edmonton Police Service (EPS) and the RCMP presented.



**School Traffic Safety Committee**

The committee meets monthly to tackle issues related to the safety of school children. Members include representatives from various City departments, public and Catholic school boards, Francophone schools, Alberta Motor Association, Alberta Traffic Safety Council, and EPS.



**“We can all do so much better at obeying the laws, stopping at stop signs, putting our phones down, watching the lights and looking out for each other.”**

**–Liane Langois, President,  
Alberta Motorcycle Safety Society**





## COMMUNITY TRAFFIC MANAGEMENT PROGRAM

Community Traffic Management works together with communities to address local traffic concerns. The program helps reduce vehicle volumes and speeds within neighbourhoods and enhances neighbourhood traffic safety for all road users.



# 2018 COMMUNITY TRAFFIC MANAGEMENT

Traffic safety engineering solutions are determined by traffic data and feedback from public engagement efforts such as surveys, meetings, and workshops.

Community Traffic Managements engages hundreds of residents and stakeholders every year in collaboration with Neighbourhood Renewal. This integration of City programs allows neighbourhood renewal to include traffic calming and other safety initiatives that support active transportation and school safety. Significant savings are also achieved when constructing traffic calming measures along with renewal work.

In 2018, the Community Traffic Management team engaged citizens in the following 20 communities: Alberta Avenue, Beaumaris, Belle Rive, Bellevue, Central McDougall, Eastwood, Eaux Claire, Elmwood Park, Garneau, Grandview Heights, Highlands, Inglewood, Lorelei, McKernan, Newton, Prince Charles, Spruce Avenue, Strathcona, and Virginia Park.

Six neighbourhoods where renewal construction will begin in 2019:

- • • Alberta Avenue, Strathcona, Inglewood, Highlands, Central McDougall, and Royal Gardens

Six neighbourhoods where renewal construction will begin in 2020/2021:

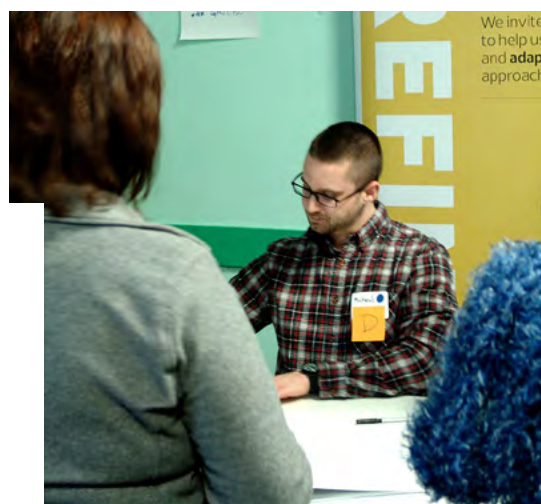
- • • Eastwood, Elmwood Park, Lorelei, Beaumaris, Grandview Heights, Garneau

Six neighbourhoods that had traffic calming measures constructed during neighbourhood renewal in 2018:

- • • Belgravia, Bellevue, Virginia Park, Newton, Prince Charles, Spruce Avenue



Walkabouts provide practical ways to gather information regarding resident concerns and perceptions of traffic and pedestrian safety, use of open space, accessibility, parking, crime prevention, and other important issues.



Workshops and other public engagement opportunities allow residents to provide input and explore options to address neighbourhood traffic safety concerns.



Meetings with stakeholders and the community at large provide valuable, local information that informs every stage of the planning process for neighbourhood renewal.



Surveys allow CTM to identify, quantify, and analyze common areas of concern among residents.



Traffic calming measures are physical designs and other measures constructed on roadways during neighbourhood renewal projects to address traffic and pedestrian safety concerns.



## Prince Charles Community Traffic Management Plan

Approved by City Council in April, 2017, this project continues to make progress with the remaining elements to be constructed in the second year of Neighbourhood Renewal (2019).

- Closure of a portion of road right-of-way along 124 Street, between 124 Avenue and 123 Avenue to stop shortcutting (Bylaw 18246, approved on April 10, 2018)
- Traffic signal at 122 Street and 118 Avenue installed in May, 2018, enhancing pedestrian safety and improving access for nearby businesses
- New curb extensions on 124 Street to enhance pedestrian visibility and slow traffic

## Belgravia Community Traffic Management Plan

Neighbourhood renewal began in Belgravia in 2017 and concluded in 2018. Trial measures were replaced with permanently constructed traffic calming measures, including:

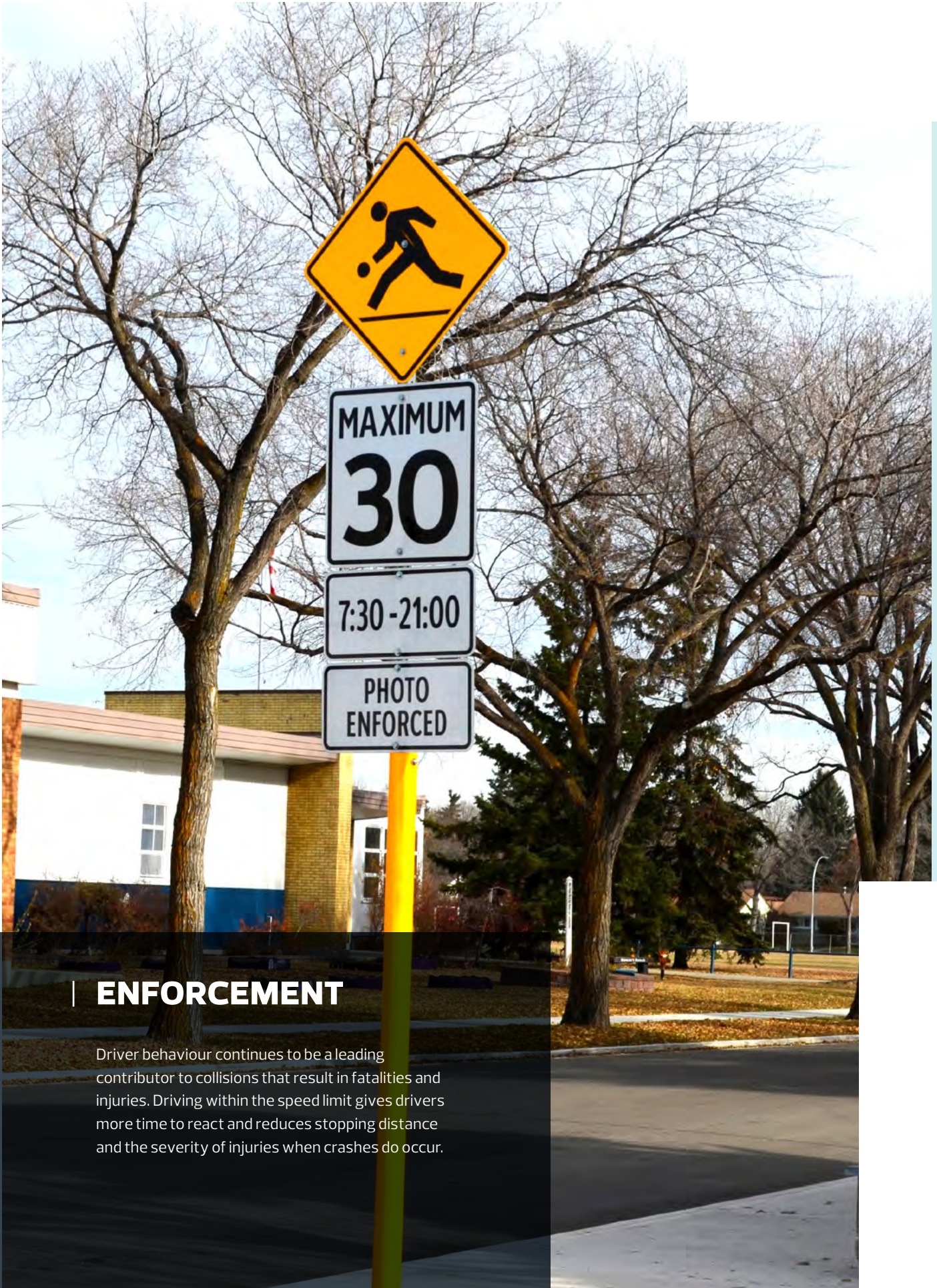
- Curb extensions to enhance pedestrian visibility and slow traffic at five intersections
- Four raised crosswalks along Saskatchewan Drive to enhance pedestrian visibility and slow traffic
- Access restriction from the University Avenue service road onto University Avenue, east of Saskatchewan Drive.
- A service road was converted to operate one-way.

For more information on Community Traffic Management and traffic calming measures, go to [edmonton.ca](http://edmonton.ca) and search "neighbourhood traffic concerns."

“The key to our success, despite all the changes, was twofold: We had community people who were concerned about the entire neighbourhood, not just the square footage around where they lived.

City staff made sure that the community members knew exactly what their traffic calming options were, and the advantages and disadvantages to both.”

—Resident participant on Prince Charles Traffic Committee



## | ENFORCEMENT

Driver behaviour continues to be a leading contributor to collisions that result in fatalities and injuries. Driving within the speed limit gives drivers more time to react and reduces stopping distance and the severity of injuries when crashes do occur.

# 2018 ENFORCEMENT

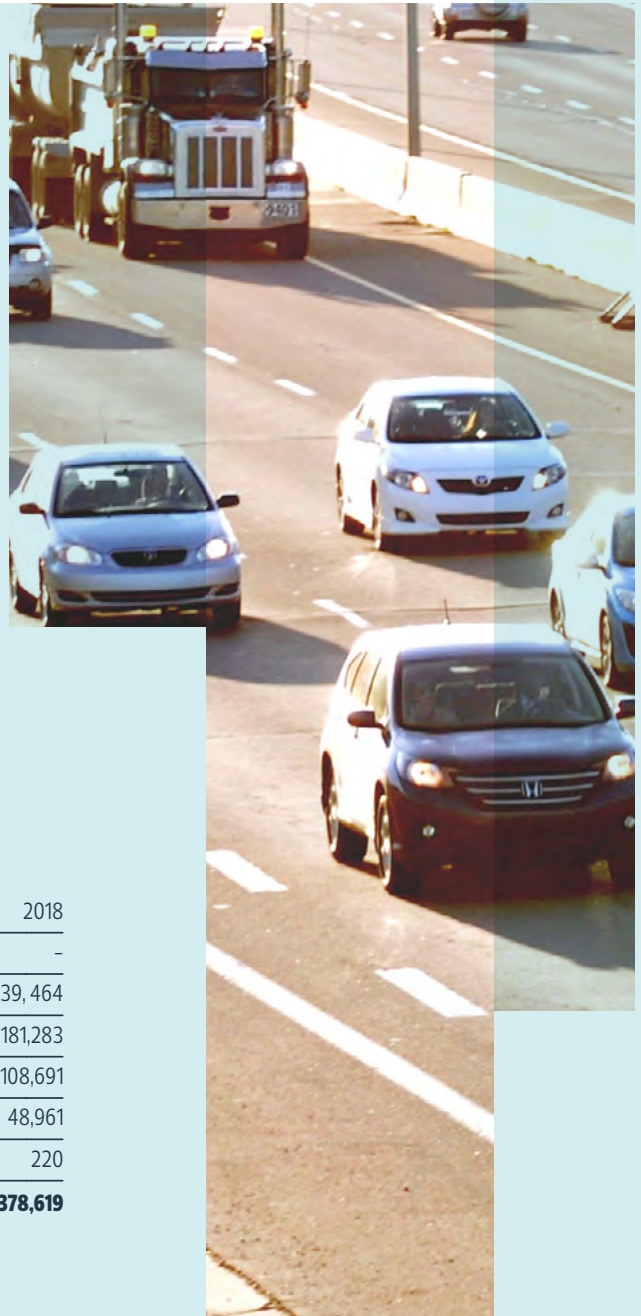
Speed management is an important tool in enhancing road safety for pedestrians, cyclists and motorists. Although speed may not always be the cause of collisions, it has a direct bearing on the severity of injuries and likelihood of fatalities.

Enforcement encourages people to obey the speed limit. It is working. In 2018 there was a reduction in the number of speeding violations detected by mobile automated enforcement. Over 89,000 fewer tickets were issued in 2018 compared to 2017, a 17% change. The speed at which people travel above the speed limit is also going down as shown in the chart below.

## Tickets Issued by Mobile Automated Enforcement, 2015–2018

Range of km/h Exceeded Limit	2015	2016	2017	2018
1-5 Over the speed limit	-	-	-	-
6-10 Over the speed limit	59,544	63,227	46,155	39,464
11-15 Over the speed limit	217,646	254,299	224,716	181,283
16-20 Over the speed limit	152,264	143,818	132,179	108,691
21-50 Over the speed limit	68,396	61,183	55,223	48,961
More Than 50 Over the speed limit	377	268	235	220
<b>Grand Total</b>	<b>498,227</b>	<b>522,795</b>	<b>458,508</b>	<b>378,619</b>

Note: Compulsory court appearance is required for exceeding the the posted limit by 51 km/h or more.



**Big Ticket Event (Operation 24 Hours)**

## Operation 24 Hours Summary Tickets by EPS Enforcement, 2018

Operation	Month	Speed	Other	Total
1	Apr	950	463	1,413
2	May	1,004	457	1,461
3	Jun	1,154	675	1,829
4	Sept	1,915	787	1,128
<b>Total</b>		<b>5,093</b>	<b>2,382</b>	<b>5,831</b>

Edmonton Police Service oversee the automated enforcement program and work to reduce traffic-related injuries and fatalities.



**Intersection Safety Cameras Violations**

Red-light and speed-on-green cameras discourage red light running, thereby reducing side impact collisions that cause severe injuries and fatalities. They also discourage speeding which gives drivers more time to react to obstacles and also reduces the severity of impact when collisions do happen. In 2018, intersection cameras captured **138,298** speeding violations and **15,523** red-light violations. Thirteen new safety camera locations came online.



**Open Data**

On the Open Data Portal, you can find enforcement locations, Intersection Safety Camera locations, Driver Feedback Sign and Speed Survey data. In 2018, people viewed 41,433 pages and the City of Edmonton won the Open Data Impact Award.

Check out what is posted on <https://data.edmonton.ca/>

“Collision reduction in Edmonton through traffic safety efforts since 2007 equates to societal savings of **\$2.7 Billion.**”

– Shewkar Ibrahim, Traffic Safety Engineer, City of Edmonton



**Mobile Automated Enforcement**

When drivers slow down, the roads are safer for everyone. Enforcement locations are posted in Open Data.

For more information on enforcement, go to [edmonton.ca](https://edmonton.ca) and search “automated enforcement.”



# HOW ARE WE DOING?





All along our journey to Vision Zero, we evaluate our progress so we stay on the shortest road to zero traffic fatalities and serious injuries.

# EVALUATION

## Evidence-based Actions

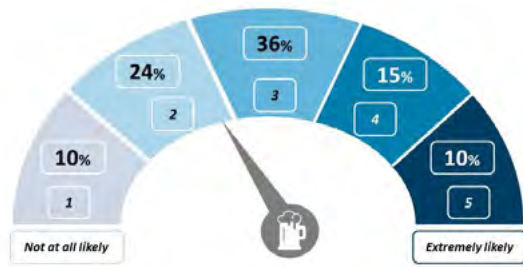
Vision Zero uses evidence-based data to set priorities and deploys rigorous evaluation techniques to measure effectiveness. Traffic Safety reviews the location, time of day, weather, and actions of those involved in collisions to see how future crashes can be avoided. They monitor crash trends, explore new technology, and make recommendations on updating existing infrastructure and on road designs in new areas.



PROGRAM	NUMBER OF APPROACHES <small>(2009 to 2018)</small>	# OF OVERALL COLLISION REDUCTION	# OF INJURY & FATAL COLLISION REDUCTION
 Right Turn	<b>35</b>	<b>↓ 1,119</b>	<b>↓ 207</b>
 Left Turn	<b>119</b>	<b>↓ 1,459</b>	<b>↓ 362</b>
 Additional Signal Fixture	<b>27</b>	<b>↓ 123</b>	<b>↓ 39</b>
 Retroreflective Tape (only)	<b>110</b>	<b>↓ 42</b>	<b>↓ 13</b>
<b>TOTAL REDUCTIONS</b>	<b>.....▶</b>	<b>↓ 2,743</b>	<b>↓ 621</b>







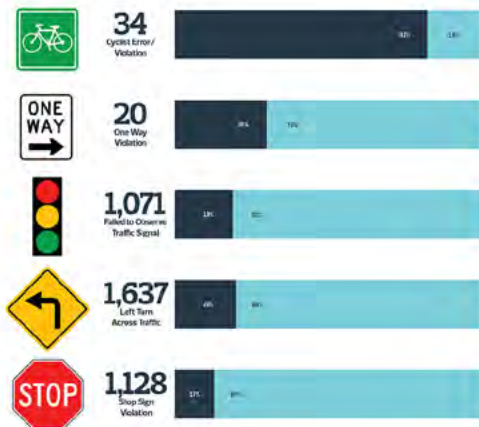
### 2018 Traffic Safety Culture Survey

- Survey results show changes and help inform education, engineering and enforcement decisions. To see the report, go to [edmonton.ca](http://edmonton.ca) and search "Researching Behaviour"



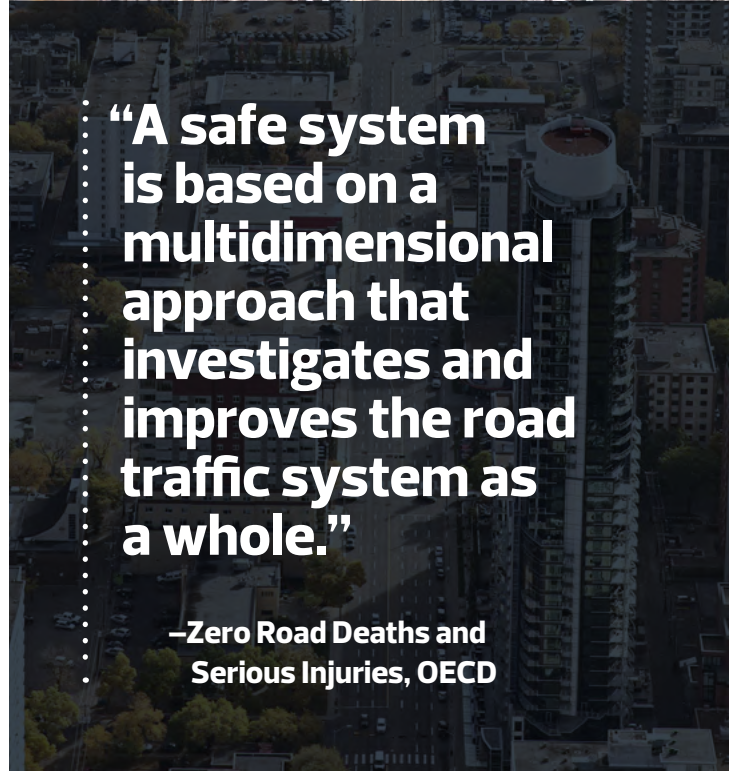
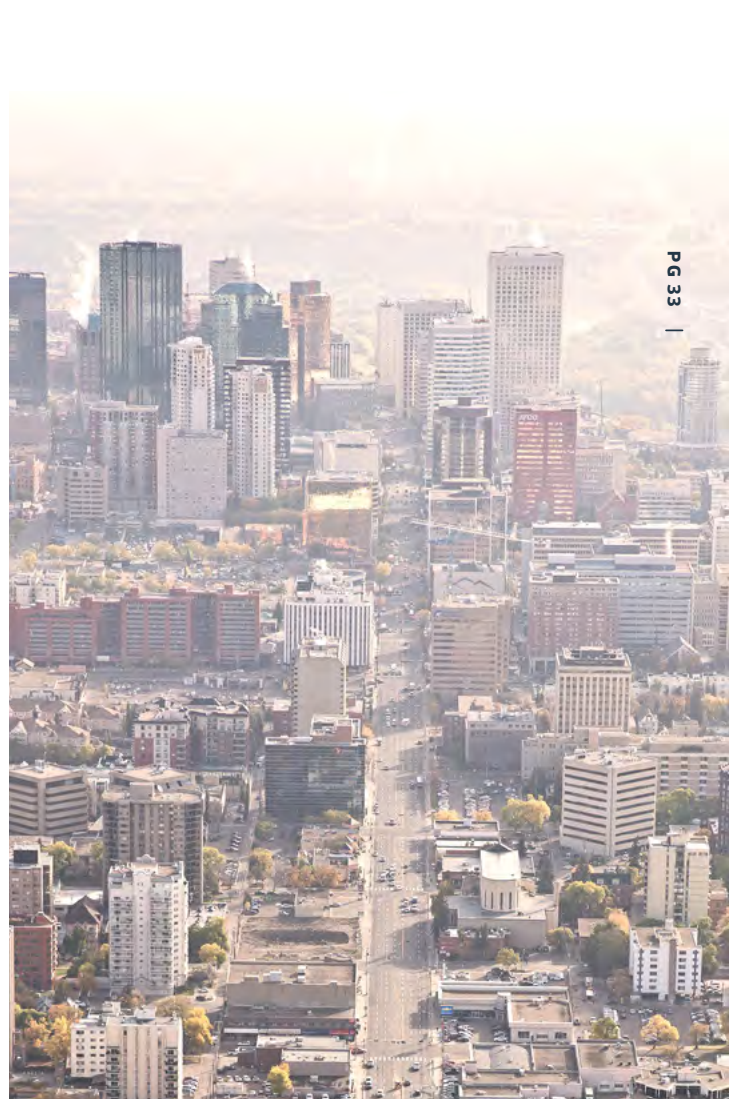
### University of Alberta Traffic Safety Research Chair

- The U of A Engineering Department provides independent research and analysis on traffic safety programs.



### Annual Collision Report

- Detailed collision statistics show trends, problem areas, and successes in reducing fatalities and serious injuries. To see the report, go to [edmonton.ca](http://edmonton.ca) and search "Motor Vehicle Collisions"



**“A safe system is based on a multidimensional approach that investigates and improves the road traffic system as a whole.”**

**—Zero Road Deaths and Serious Injuries, OECD**



# THEN AND NOW

Since Vision Zero was adopted by the City of Edmonton in 2015, the number of traffic collisions, property damage, minor injuries and, more importantly, serious injuries and fatalities have declined.

	2015	2018	% Change
Total Collisions	25,516	24,003	-5.9
Property Damage Only collisions	22,453	21,377	-4.8
Intersection Collisions	14,517	13,587	-6.4
Number of Fatalities	32	19	-40.6
Number of Minor Injuries	3,422	2,988	-12.7
Number of Serious Injuries	383	319	-16.7
Number of Serious and Minor Injuries	3,805	3,307	-13
Number of Fatalities and Serious Injuries	415	338	-18.6
Number of Pedestrian Injuries	317	251	-20.8
Number of Pedestrian Fatalities	12	6	-50
Number of Cyclist Injuries	158	112	-29.1
Number of Cyclist Fatalities	0	0	0
Number of Motorcyclist Injuries	121	89	-26.4
Number of Motorcyclist Fatalities	6	4	-33.3

*For detailed collision analysis, see the 2018 Annual Collision Report. Go to [edmonton.ca](http://edmonton.ca) and search "motor vehicle collisions."*



# GETTING TO ZERO

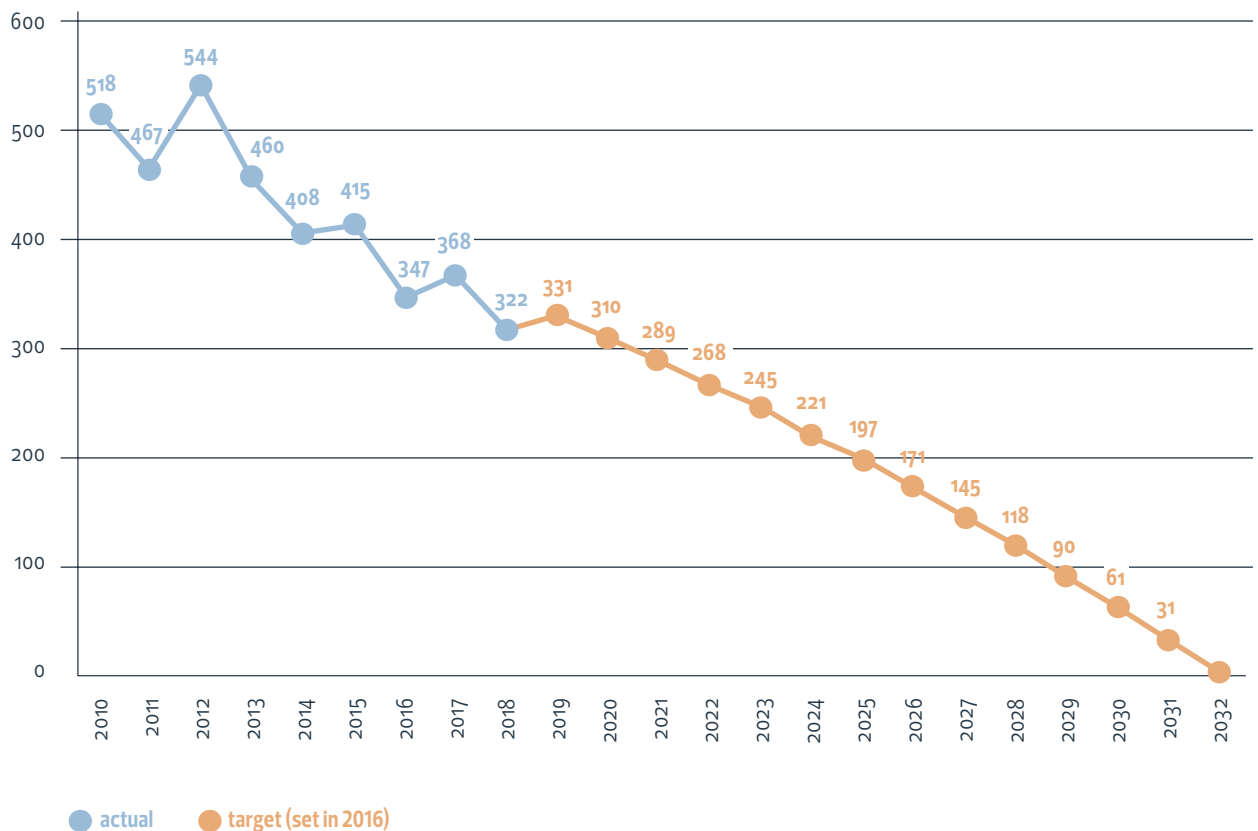
## Reaching Vision Zero by 2032

Using injury and fatality collision data to set priorities, we are making engineering improvements to our roads and setting speed limits to prevent serious injuries and fatalities. To reach our goal will take consistent action over a range of initiatives. Reaching zero traffic fatalities and serious injuries will take the municipality, industry and all Edmontonians working together. Although Vision Zero is a long-range goal, our target is always zero fatalities and serious injuries. The table below shows targets as a line from where we were in 2015 to 2032.

“If we dismiss the aspirational target of zero traffic fatalities as unachievable, then we dismiss the short range, step-by-step improvements that will get us there.”

—Gerry Shimko,  
Executive Director of Traffic Safety

## # Fatalities and Serious Injuries Targets



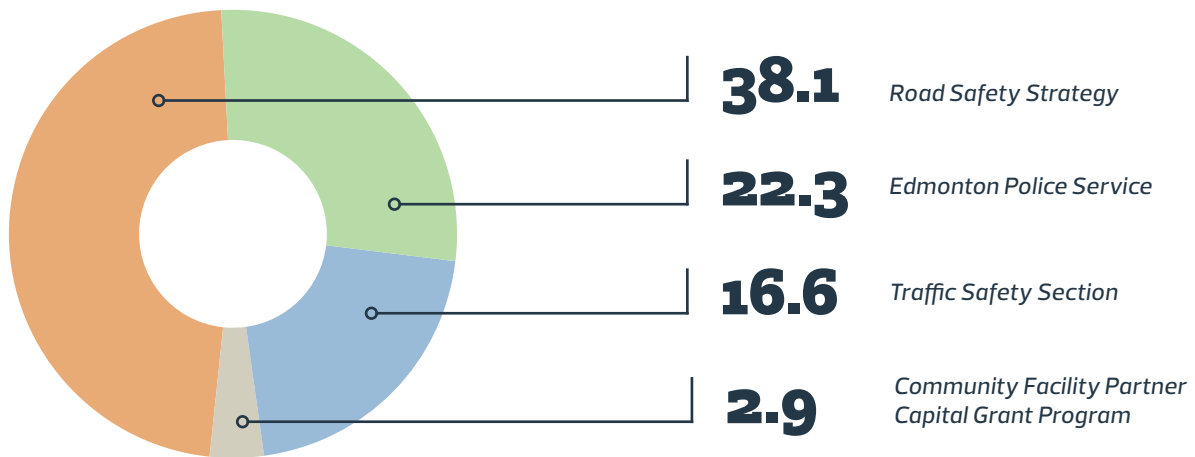
# 2018 FINANCIAL SUMMARY

The Traffic Safety and Automated Enforcement Reserve, established by Council in 2014, funds the Traffic Safety section, other traffic safety programs as approved by City Council in the capital or operating budget, the Edmonton Police Service, and Community infrastructure programs such as the Community Facility Partner Capital Grant Program and the Community League Infrastructure Grant Program.



## Approved 2018 Funding from Traffic Safety and Automated Enforcement Reserve (\$ million)

As part of the 2016–2018 approved operating budget, the following funds were allocated to each operational area or program in 2018.

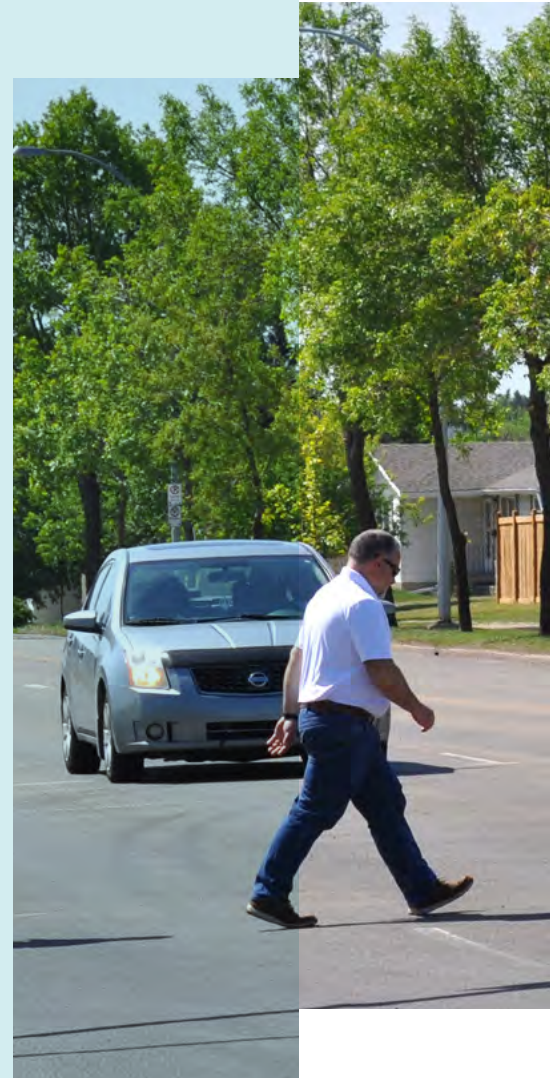


**TOTAL \$79.7 MILLION**

# HOW TO BE PART OF VISION ZERO

We're all in this together. To successfully eliminate traffic fatalities and serious injuries, we need your help. We all have a personal responsibility to make the right choices and to spread the word about why traffic safety matters—making the City's efforts even more effective.

- Participate in the Run Walk Ride for Vision Zero
- Share the Voices of Traffic Safety videos or tell your story
- Print posters and fact sheets for work or school
- Follow us on Twitter target (@VisionZeroYeg) and retweet safety messages
- Share this vision with friends, family, and coworkers
- Encourage your community groups like schools, clubs and community leagues to be Vision Zero partners
- Attend the International Urban Traffic Safety Conference
- Have your business join with others working together to end fatalities and serious injuries
- Learn the rules of the road and obey the traffic laws



••• **“If you are driving, riding or walking, we all share the responsibility to be safe.”**

••• **–Dr. Bill Sevcik, Clinical Department Facility Chief, University of Alberta Hospital**

# UPCOMING EVENTS

## 8th Annual Run Walk Ride for Vision Zero, June 8, 2019

This family friendly event is all about promoting the importance of traffic safety in our community for everyone: pedestrians, cyclists, motorcyclists and drivers. More information at [edmonton.ca/runwalkride](http://edmonton.ca/runwalkride)

## International Council on Alcohol, Drugs and Traffic Safety Conference, August 18–21, 2019

The City of Edmonton has been selected to host the 22nd International Council on Alcohol, Drugs and Traffic Safety Conference in 2019. This triennial conference brings together leading experts from around the world to speak to the very serious threat of alcohol and drug impaired road users to safety on our roadways. Through sharing of leading and best practices, these experts will contribute to the reduction of alcohol and drug-related fatalities and injuries.

## Edmonton's 11th International Conference on Urban Traffic Safety, August 21–23, 2019

This conference attracts transportation-safety experts from across Canada and around the world by showcasing leading research by international speakers in Enforcement, Education, and Engineering. For more information, please visit [urbantrafficsafetyconference.com](http://urbantrafficsafetyconference.com)



# VISION ZERO PARTNERS

Vision Zero Edmonton's goal of eliminating traffic fatalities and serious injuries is not something a municipal government can achieve on its own. Everyone who uses the roadways shares responsibility. Vision Zero is a program, a mindset, and a movement. It takes a community to make it a reality, and we demonstrate our dedication through our actions, decisions, and partnerships. We appreciate the commitment the following organizations continue to make towards Vision Zero Edmonton.

*Alberta Construction Safety Association*

*Alberta Health Services*

*Alberta Motor Association (AMA)*

*Alberta Motorcycle Safety Society*

*Alberta Safety Council*

*Alberta Motor Transport Association*

*ATS Traffic*

*Capital Region Intersection Safety Partnership (CRISP)*

*CKB Construction (2004) Ltd.*

*CN Police*

*Deford Construction*

*Edmonton Catholic School District*

*Edmonton Police Service (EPS)*

*Edmonton Public School Board*

*EPCOR*

*Ford Motor Company*

*Grant MacEwan University*

*Greater North Central Francophone Education Region*

*ISM Canada*

*Labatt Brewing Company Limited*

*LafargeHolcim*

*MADD*

*Mammoet*

*PCL*

*Stimulant Strategies Inc.*

*Traffic Injury Research Foundation (TIRF)*

*Tim Horton's*

*University of Alberta Centre for Smart Transportation*

⋮ **“The tragic part about all the traffic collisions that we go to is that, for the most part, they are completely preventable.”**

**–Alex Campbell,  
Paramedic Educator, EMS**

Besides these organizations, many individuals have shown support and shared their stories and ideas.

Special thanks to:

Marked Improvement for sponsoring the 2018 Run Walk Ride for Vision Zero

The people and organizations that donated \$1,930 to the Memorial and Traffic Safety Fund in 2018. Donations support scholarships for students studying traffic safety and can be made anytime via the Edmonton Community Foundation.



Disclaimer: The City of Edmonton provides this information in good faith but gives no warranties or representations that the information is correct, accurate, free from error, or suitable for any purpose. The City of Edmonton is not liable for any loss of any kind resulting from use of this information.

