

2016

Residential Traffic Safety Strategy



Traffic Section
Calgary Police Service
2016 May 28

CPS Strategy Report

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Title of Report: Residential Traffic Safety Strategy

Executive Lead: Deputy Chief Paul Cook
Inspector Ken Thrower

Working Group: Staff Sergeant Paul Stacey, Sergeant Dean Vegso,
Analyst Danielle Lepchuk, Tarjinder Bhullar,
Amy Castonguay, Ho-Yin Li

BACKGROUND:

As outlined in the *Calgary Police Service Traffic Safety Plan 2014 – 2017* (see Appendix A, p. 6), the CPS Traffic Section is committed to reducing collisions in Calgary by focusing on five major areas of concern: alcohol and drug impaired driving; intersection safety; speed compliance; vulnerable road users; and distracted driving. The Traffic Section is also dedicated to achieving the following action plans set out in the CPS Business Plan 2015-2018:

Council Priority #3: A City That Moves

CPS Commitment: Strengthen Community Policing

The Calgary Police Service provides support to maximize traffic safety in communities and on major roadways.

M1. Promote the safe mobility of all road users by implementing the CPS Traffic Safety Plan.

- *M1.1. Reduce injury and fatal collisions involving vehicles, pedestrians and cyclists, through education and targeted enforcement.*
- *M1.2. Continue to coordinate strategies in partnership with City departments and community based groups to achieve a common goal of traffic safety through the Calgary Safer Mobility Plan.*
- *M1.3. Respond and address community traffic concerns through Traffic Service Requests.*

In early 2014, the CPS Traffic Section conducted a structural reorganization, which included adopting specific strategies designed to enhance deployment of both automated and manned enforcement. Also part of the strategy was to improve relationships with City partners to effectively access resources outside of the Police Service's scope, such as installing traffic signage and engineering safer roads.

As indicated in the table below, the efforts of the Traffic Section have yielded success namely, significant reductions in fatal collisions, impaired collisions, pedestrian fatalities, and total road fatalities.

Year	Fatal Collisions	Impairment Involved	Pedestrian Fatalities	Total Road Fatalities
2013	38	18	10	41
2014	28	7	7	28
2015	22	7	7	23
% Change since 2013	-42%	-61%	-30%	-44%

Notwithstanding those positive trends, Calgarians have made it clear they wish to see increased residential traffic safety and enforcement. To that end, in January 2016, Councillor Shane Keating put forth a Notice of Motion (NM2016-05) in City Council through the Calgary Police Commission requesting the Calgary Police Service develop residential traffic enforcement options in conjunction with its key City and community stakeholders.

The motion asked the developed options focus on the following issues:

- Target high risk residential areas such as school and playground zones, along with other pedestrian rich locations;
- Utilize citizen feedback through the CPS Traffic Service Request (TSR) system to inform operational response;
- Emphasize proactive public education to enhance public awareness; and
- Share traffic enforcement data with City partners to support further intervention approaches when needed, including traffic calming measures.

STAKEHOLDERS/PARTNERS:

The CPS Traffic Section management team continues to be part of the multi-disciplinary Safer Mobility Operations Team that regularly meets to discuss all aspects of traffic safety within the city. The CPS works together with the partners on this team to address immediate community traffic concerns in a timely manner. Formal monthly meetings are held to allow partners to address important issues or projects (such as how to design new communities that result in greater traffic safety for people). In addition, the Traffic Reconstruction Unit meets quarterly with City partners to review collisions and identify environmental design factors that may have contributed to the most serious injury and fatal collisions.

This collaboration offers further opportunity for the CPS to proactively engage partners to examine current operations and seek ways to leverage activities, enhance response to citizens, and create a more strategic approach in addressing community traffic safety concerns.

The members and key functions of the Safer Mobility Operations Team are:

- CPS Traffic Section (*provides traffic enforcement and education*)
- Calgary Roads Department (*maintains and repairs roads*)
- City Transportation Planning (*assesses future needs, designs and constructs roads*)
- Calgary Transit (*provides safe transit operations*)
- Calgary Parking Authority (*manages and enforces public parking facilities*)
- Alberta Transportation (*speaks to issues relative to provincially controlled roadways within Calgary*)
- Transportation Infrastructure (*road designs and engineering*)

Other stakeholders include: City Councillors, Community Associations, citizens, and Animal & Bylaw Services (*enforces city bylaws on pathways – i.e. incidents where pathways intersect with roads*).

STRATEGY GOALS AND OBJECTIVES:

Along with its City partners from the Safer Mobility Operations Team, the CPS Traffic Section management team will continue to attend City Councillor led Ward meetings where traffic safety is the focus.

However, as part of the new strategy, the CPS and City partners will proactively initiate and attend *Traffic Safety Town Hall* forums that will be scheduled and held in each of Calgary's 14 Wards at least once per year.

These forums will allow citizens to interact directly with representatives from the City and the Police Service who are directly responsible for traffic safety initiatives. It will allow two-way communication to effectively educate all involved as to what issues matter most and how best to address them.

Subsequent to each Town Hall, the Traffic Section's Residential Traffic Enforcement Team, with support from relevant District personnel, will conduct strategic and concentrated enforcement throughout the Ward. Focus will be on those areas of concern voiced by the constituents both in person and through the Police Service's Traffic Service Request Program. The attention placed on targeted traffic enforcement in communities can enhance public feelings of safety and reduce traffic risks without increasing costs.

Other City partners involved will address road and safety issues where there are identified concerns requiring treatments other than enforcement (i.e. signage, parking concerns, crosswalks, lighting). This approach will present opportunities to increase functionality between all partners and to operate more strategically to achieve the objectives of improving traffic safety throughout Calgary.

It should be noted that beyond the concentrated enforcement period in any given Ward, the Traffic Section will continue to address lingering or even new safety issues that come to light throughout the City.

It is anticipated there will be demand from Ward Councillors and constituents for Ward specific traffic safety data. Analysis of traffic safety issues and statistics will be examined before and after the concentrated enforcement period, and relevant information and follow-up actions will be posted online for citizens and interested parties to view. The availability of up-to-date online material will help to reduce the number of ad hoc statistics requests from the public. This information will be maintained and managed by the Strategic Communications Section at CPS with input from the Traffic Section Analyst.

PREVENTION/EDUCATION COMPONENT (COMMUNITY OUTREACH/PARTNER AGENCIES):

In concert with City partners, the CPS Strategic Communications Section plans to continue with monthly Public Service Announcements (PSAs) regarding traffic safety through a variety of mediums, which include social media, web, print, radio, and television media. The Traffic Safety Town Halls to be held in each Ward will also prove very beneficial in this regard.

Citizens will have an opportunity to interact personally with members of the Police Service, their respective City Councillors, and other relevant City partners in order to learn about the efforts being planned for their neighbourhoods.

Additionally it was identified during the 2014 Traffic Section reorganization that an opportunity existed to augment the growing prevention and education strategies being deployed in all of Calgary's schools. Prior to 2014, the Traffic Section's Education Unit was used for traffic safety education, but was only touching a fraction (50 schools) of the city's students. Redeploying much of the Education Unit's positions and resources to the Community and Youth Service Section's youth programs, and incorporating traffic safety education into the Start Smart Stay Safe program curriculum, has made traffic safety education available to all schools in the Calgary Board of Education and the Calgary Catholic School District.

For example, elementary School Resource Officers have developed a one hour strengths-based bike and pedestrian safety lesson, which is delivered to elementary classes. Other traffic safety education programs include the School Patroller Safety Program, which trains 5800 youth in the two main school districts in partnership with the Alberta Motor Association (AMA), and the Prevent Alcohol and Risk Related Trauma in Youth program (PARTY). The latter targets Grade 9 students. In total, CPS Junior High Schools Resource Officers have participated in more than 160 PARTY presentations impacting 11,000+ students.

The CPS continuously strives to improve traffic safety education. This strategy, with input from citizens at the Traffic Safety Town Halls, will provide excellent opportunities to ask communities what they feel is needed to improve residential traffic safety. The dialogue will provide valuable feedback to fine-tune existing programs and develop new ones to meet emerging needs.

INTERVENTION/ENFORCEMENT COMPONENT:

The CPS Traffic Section currently utilizes a model of automated enforcement (red light/speed on green intersection cameras, and mobile photo radar units) and several teams of manned traffic enforcement.

The Section will enhance these functions by refocusing resources to form a team that combines automated and manned enforcement dedicated exclusively to residential traffic enforcement. This team will be directly managed by a Traffic Section Sergeant, and will be overseen by the Section's senior management.

To ensure CPS continues to use resources to maximize cost effectiveness, this team will focus its enforcement and education efforts based on information from Traffic Service Requests, Traffic Safety Town Halls, 311, Councillor Offices, and traffic data analysis.

OUTCOMES/ACTIVITIES:

Traffic enforcement and education are the Traffic Section's priority activities. The Section will engage with the community in regularly scheduled Traffic Safety Town Halls and collect and analyse the information from these events. It will also communicate the results of these meetings and work done to address identified traffic safety issues. Traffic statistics for each Ward as well as data on Traffic Service Requests will be provided online. CPS will work with City partners to enhance current processes for addressing traffic safety concerns. The Service will also evaluate progress and seek to make improvements where possible.

Anticipated outcomes that will be tracked and monitored include:

- reduced risk of injuries and collisions with all road users, and particularly vulnerable road users;
- increased citizen perceptions of safety;
- increased awareness and respect between road users regarding safety;
- increased cost efficiencies by continuing to improve operations and relationships with City partners.

PERFORMANCE MEASURES (KPIs):

Performance measures will be developed and confirmed, prior to Ward engagement if possible. The following is a list of potential performance measures and the data sources for each:

- Citizen satisfaction survey (CPC Annual Survey)
 - There is an opportunity to explore adding a question regarding perception of traffic safety in communities to this annual survey conducted in June-August

- Statistical analysis of the following, before and after implementation of strategy
 - Number and rate of collisions involving vulnerable road users (pedestrians, cyclists, motorcyclists)
 - Number and rate of injuries
 - Number and rate of violations (e.g. speeding in playground zones, failing to stop at stop signs)

- The CPS Traffic Service Request program
 - Percentage of assigned Traffic Service Requests (TSRs) resolved by the Traffic Section
 - Citizen satisfaction with Traffic Service Requests (User feedback survey to be developed and associated to the TSR program)

- Improvements made to enhance functions between CPS and other City partners.

TIMELINES:

Currently

Traffic Section has re-deployed dedicated resources to the Residential Traffic Enforcement Team (RTET) and it is currently providing traffic enforcement in communities. The team is responding to TSRs and also addressing issues as they arise.

In particular, Ward 14 residents had expressed concerns to their Councillor of vehicles short-cutting through the community due to construction on MacLeod Trail near 162 Avenue SE. The concerns were filtered to the CPS through the Safer Mobility Operations Team. The RTET was assigned to assess the locations of concern and subsequently embarked on ten days of manned and automated traffic enforcement in the community.

The data from this effort showed increased traffic; however, the vast majority of drivers drove at or below posted speed limits. Only two percent of drivers were ticketed for speeding.

Although residents had a perception that speeding was an issue, this outcome was not demonstrated through enforcement efforts. The RTET Sergeant then met with Executive Staff from the Councillor's office to communicate the results of this targeted enforcement approach.

May through August 2016

At a high level, Ward Councillors will be individually briefed by CPS management on the residential strategy prior to its formal introduction.

In the next months, the Traffic Section will work with City partners to develop the Traffic Safety Town Hall engagement process and plan. It will develop a communication strategy in coordination with City partners. It will establish performance measures, data collection and analysis processes. It will create a website to provide residential traffic safety information (stats, community issues, follow-up actions). The Traffic Section will work closely with City partners to review and improve specific business processes where feasible.

September 2016

In the fall, coinciding with back to school awareness, the Traffic Section will publicly announce this strategy.

September 2016-September 2017

Traffic Safety Town Halls will commence. The Traffic Section will review each session to look for improvements to the engagement and feedback processes. It will continue to work with partners to address identified traffic safety concerns and provide feedback to the Wards. An evaluation of this strategy will occur either at mid-point of community engagement or after the first year of operations.

REPORTING SCHEDULE:

Update the CPS Executive quarterly as part of the CPS Quarterly Business Plan Report.

Monthly reports will be posted online for Ward Councillors and the public to access.

CPS will also provide reports to CPC and City Council upon request.

RECOMMENDATIONS (IF APPLICABLE):

1. Approve the Residential Traffic Enforcement Strategy.
2. Implement the strategy using the CPS Project Management process.
3. Evaluate this strategy and plan for continuous improvement.