



Safer Mobility Plan *2019 – 2023*

November 27, 2018



*...Mobility free of major injuries
and fatalities*





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Introduction

City of Calgary strives to continuously improve safety for all users of the transportation network. In the recent years, great strides have been made to improve Calgary's traffic safety record by raising the profile and public awareness of traffic safety, working closely with our partners, and identifying innovative and cost-effective improvements. Over 500 collisions resulting in life altering injuries and deaths continue to occur every year, but this number has seen a downward trend since 2015.

Safer Mobility Plan 2019-2023 continues the path set by the 2013-2017 plan and builds on its momentum. It promotes continuous coordination among the 5 Es of transportation safety (Engagement, Engineering, Education, Enforcement, Evaluation) and the implementation of the Safe Systems Approach. Based on evidence-based approaches and best practices, this plan aims to improve road safety to the outlined targets over the next five years, bringing us closer towards the vision of a transportation network free of fatalities and major injuries.



“Make it home...”



OUR VISION:

Mobility free of major injuries and fatalities

Guiding Principles

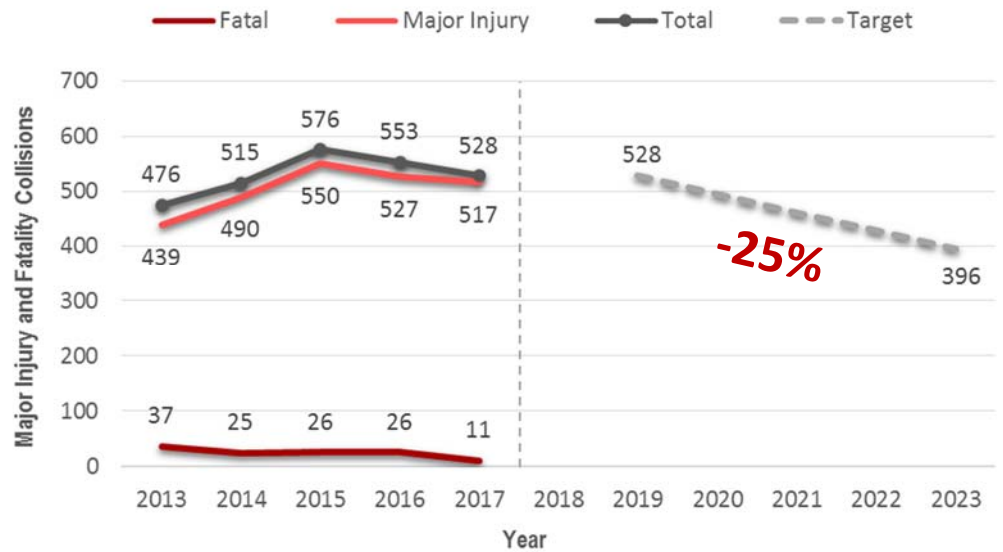
Local	Made-in-Calgary safety management process, supported by best practices and research
Safer Systems Approach	<p>The tolerance of human body to external physical forces is limited</p> <p>Acceptance of human error as inevitable and focus on reducing or eliminating the resulting risk</p> <ul style="list-style-type: none"> <i>We all make mistakes and need to acknowledge the limits of our capabilities</i> <p>Looking beyond existing standards and removing barriers to planning and designing a sustainable and inherently-safe mobility for all road users</p>
Evidence-Based	<p>Integration of new technologies including artificial intelligence and predictive analytics for prevention of traffic-related collisions</p> <p>Identify opportunities with the highest potential for positive change</p> <p>Evaluate outcomes to build on our knowledge of local factors and guide future investment</p>
Partnerships	Build strong partnerships with internal and external stakeholders and agencies who have a vital role in determining and influencing the safe mobility
Cost Savings	Traffic Safety Management is a core service and provides a high return on investment and significant collision reduction savings for the citizens of Calgary



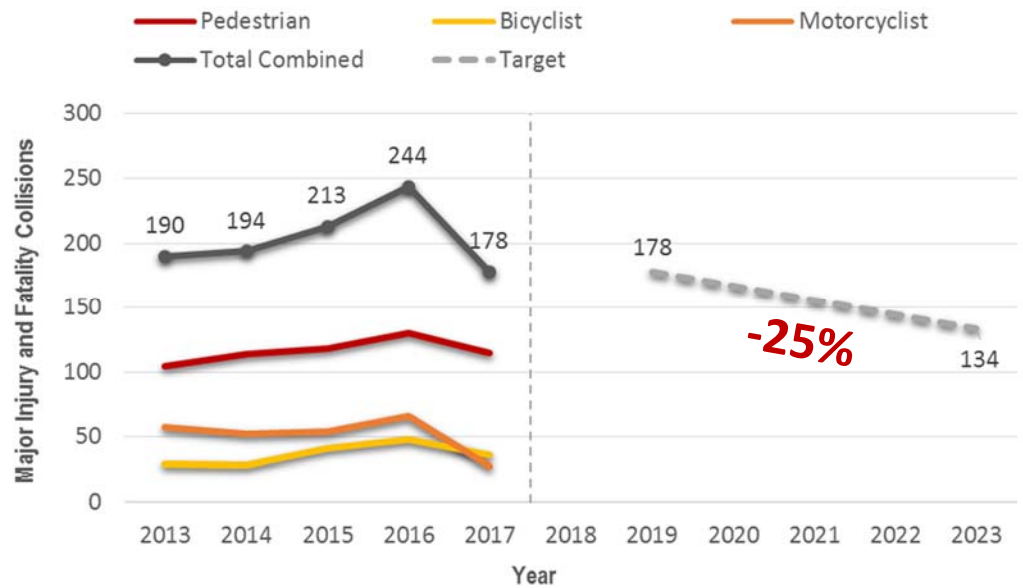
Since 2015, major injury and fatality collisions have been reduced by 8%, estimated at \$111 M in societal savings.

Targets for 2019-2023

Target #1: Major Injury and Fatality Collision Target



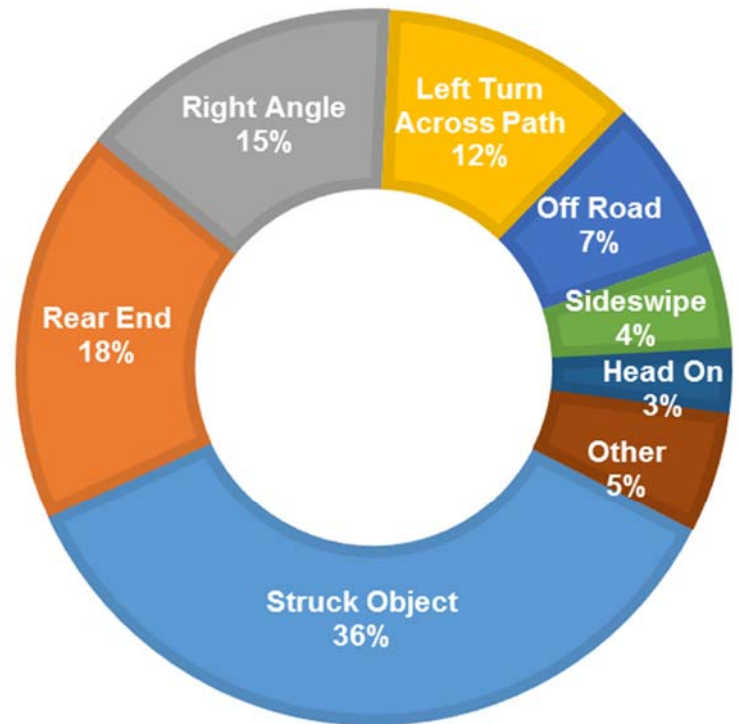
Target #2: Vulnerable Road User Collision Target



Focus Areas

Based on Calgary-specific collision data, our focus areas, based on top high severity collision types, include:

- Struck object, approximately two thirds of the struck object collisions involved pedestrians.
- Rear end, right angle, and left turn across path collisions.



Traffic Safety Strategy

The traffic safety strategy is centered around building on the momentum achieved in the Safer Mobility Plan 2013-2017 and making further meaningful and lasting change to traffic safety performance of our transportation network.

Engagement

In line with the City of Calgary's commitment to excellence in customer service, the engagement of stakeholders and the public in the safety management process is central to building trust and achieving an effective dialogue on important issues. These important lines of communication not only allow for identifying and addressing emerging safety issues on our network, but also present an opportunity for transparent knowledge sharing and education.

- Take action on citizen feedback received at Ward Traffic Safety Meetings
- Responding to public enquiries through 311
- Monitor the traffic safety related results of Roads Annual Survey



Engineering

Strategic changes to the transportation system have been shown to have a high potential of preventing collisions and reducing their severity. This will be achieved through the continuous use of network screening, in-service road safety reviews, and road safety audits to identify a range of safety improvements, with the most cost-effective and feasible projects selected for implementation. The implementation of a Safe System means looking beyond standards to plan, design, and implement a sustainable and inherently-safer transportation system for all users.

- Implementation of evidence-based and cost-effective countermeasures to reduce collisions for all users
- In-Service Road Safety Reviews
- Road Safety Audits
- Data collection and management
- Network screening to identify optimal locations for specific solutions



Education

Public education and communication is essential to raising awareness of road safety issues, informing public attitudes, and promoting safe behaviours, with the ultimate goal of reducing the frequency and severity of collisions. However, learning is a complex process involving attention, memory, and emotions, requiring a rich repertoire of approaches to motivate learners to drive change. As so many of the actions and behaviours on our roadways are a matter of habit, we must make every effort for the education to result in habit change.

- Continue incorporating educational components into annual Traffic Safety Meetings
- Communicate results of evaluations to share successes, lessons learned, and reconcile perception with fact
- Identify blind spots – common errors that road users make and strategies to change the related habits
- Create online content to inform on new countermeasures (e.g. Traffic Calming Curbs) and provide answers to common questions





Enforcement

In the recent years, Calgary Police Service and the City of Calgary have strengthened their relationship through joint delivery of several of successful initiatives including Ward Traffic Safety Meetings and the activities of the Safer Mobility Operations Team. Ongoing partnership and cooperation are instrumental in achieving maximum impact campaigns and initiatives to achieve our traffic safety targets.

- Ongoing support of Calgary Police Service deployment of high-visibility targeted enforcement
- Continuous coordination and cooperation in the delivery of community improvements and initiatives
- Coordinate deployment of speed trailers with speed enforcement activities

Evaluation and Innovation

Evaluation is a key component of traffic safety, which enables evidence-based assessment of the effectiveness of improvements and strategies. The process not only helps guide future investment, but also provides a venue for the implementation of new and innovative solutions and learning. Due to the ongoing commitment to traffic safety and the focus on learning and innovation, Calgary has built a reputation as a progressive organization on the forefront to the state-of-practice in this field.

- Investigate the reduction of operating speeds moving towards reduced speed limits consistent with the Safer Systems Approach
- Evaluate the safety performance of Rectangular Rapid Flashing Beacons (RRFBs) and other innovative countermeasures
- Evaluate safety performance of various elements of the roadway environment to better understand their impact on safety
- Research emerging best practices in roadway design and operations to identify opportunities for improvement

For more information please visit [Calgary.ca/trafficsafety](https://calgary.ca/trafficsafety)

