



Town of Wainwright Traffic Safety Plan 2017 - 2019



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Executive Summary

The Town of Wainwright is a progressive urban centre in northwest Alberta, and is a scenic, growing town that is home to just over 6,000 residents. The community is located in the Battle River District and is the largest Community located in the Municipal District of Wainwright. The town is within two hours of Edmonton on Highway #14, and one hour to the southwest of Lloydminster which is the major center east of Edmonton on Highway #16. The Traffic Safety Plan will encompass a strategic outlook to traffic safety. This plan provides guidance to local law enforcement partners in implementing a coordinated enforcement effort toward achieving a reduction in the number of collisions, death and injuries in our community.

This is the first Traffic Safety Plan for the Town of Wainwright and the intent of this plan is to reduce the number of collision, deaths and injuries on Alberta's roads. It is based on the Alberta Traffic Safety Plan 2015 and use a Safer System Approach, which aims to encourage safer drivers, safer vehicles and safer roads.

Priorities are addressed using a number of core strategies including education and communication, new technologies in relation to automated enforcement and local enforcement initiatives.

Traffic Safety Plan

The Town of Wainwright a gateway to the east situated along Provincial Highway #14 and crosses with the Provincial Highway of 41. Highway #14 a major access to North Battleford, Saskatchewan. Highway 41 is the major access for traffic traveling from the southwest (Medicine Hat) to the northeast side of the Province. The Town of Wainwright is experiencing a tremendous amount of growth mostly due to the large Oil and Gas Industry in the Hardisty area which is 45 minutes to the southwest of Wainwright. Major oil and gas companies such as Husky, Tailsman, and Enbridge have expanded their operations in the area. There has been two major pipeline operations working in the Wainwright area, with two more planned for 2015. During this economic growth, the Town of Wainwright has seen the construction of 2 new subdivisions, new businesses, 2 new hotels, and an influx of temporary workers. Several oil and gas support companies are now working out of Wainwright. As of 2014 Wainwright's population is slightly over 6000 people. In an effort to help support the Town of Wainwright Council's goal of making Wainwright a safe community in which to live, it will utilize a three year Traffic Safety Plan. Working directly with the RCMP, the plan will be reviewed annually and updated on a three year basis.

The RCMP is the contracted police force for the community. The current 2014 detachment compliment is made up of 11 RCMP members, and 3 administration staff. The Town also employs a Bylaw Officer who only enforces Town of Wainwright Bylaws. The Town of Wainwright recently signed a contract with Global Traffic Group Ltd to operate automated traffic enforcement technology. All employees who will operate through the contract service will be designated Peace Officers and will be entitled to use the technology as detailed in the Provincial Automated Traffic Technology Guidelines.

The use of automated enforcement is done in direct consultation with the Town of Wainwright, and Wainwright RCMP to provide additional traffic enforcement in areas of highest concern. These have included sections along Highway 14 which are posted at 60kms/hr., playground zones, school zones and major arterial roadways where speeding has been identified as a serious problem.

Purpose

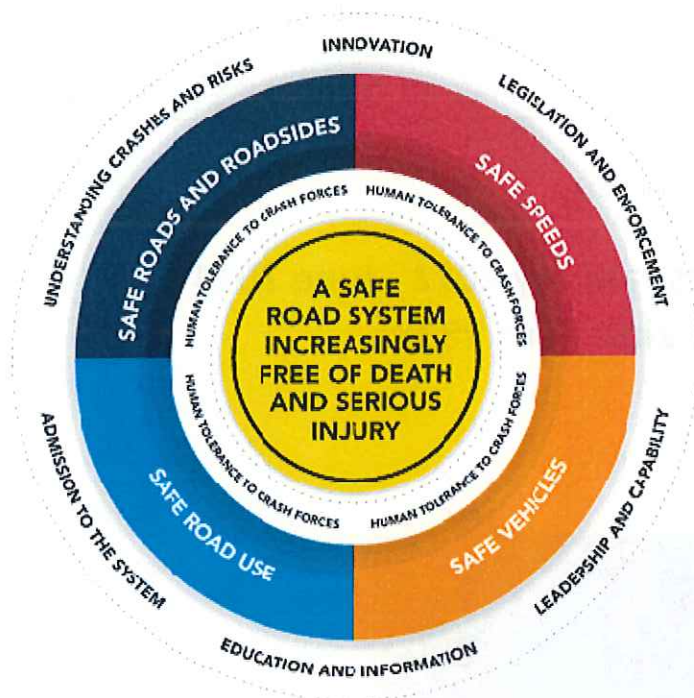
The purpose of a Wainwright Traffic Safety Plan is to provide an opportunity to review on an annual base, information regarding traffic safety within the community. This information includes new area development, review of traffic ticket statistics, review of accident statistical information, review of Provincial and federal programs, as well as a review of enforcement and educational programs utilized by the Town of Wainwright and its policing Partner the RCMP. The plan identifies areas of priority concern and provides a framework to addressing them. The Wainwright Traffic Safety Plan has been developed with the following three things in mind:

- 1. Vision: That Wainwright maintains some of the safest roads in Alberta.**
- 2. Mission: That it is utilized to save the lives of Wainwright residents and those who drive through the community.**
- 3. Goal: To reduce motor vehicle collisions within Wainwright and ensuring it's a safe community in which to travel.**

The following is a summary of specific targets that the Wainwright Traffic Safety Plan intends to meet:

- A) An annual 15% reduction of speeding violations.**
- B) A 95% rate of compliance of wearing safety belts and the proper use of appropriate child restraints.**
- C) A 90% rate of compliance in relation to the distractive driving legislations.**
- D) Improve commercial vehicles compliance by 10%.**
- E) A 10% overall reduction in motor vehicle accidents.**

Included in the above targets, the Town of Wainwright, through the use and implementation of this Traffic Safety Plan, would like to achieve a reduction of traffic collisions that is statistically more than the Provincial and National average. Ultimately the community would like to achieve a rate of accidents that is amongst the lowest in the country.



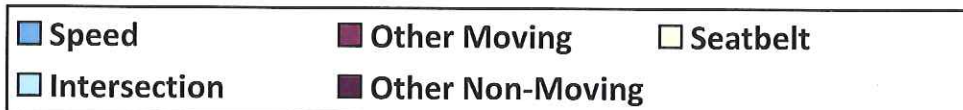
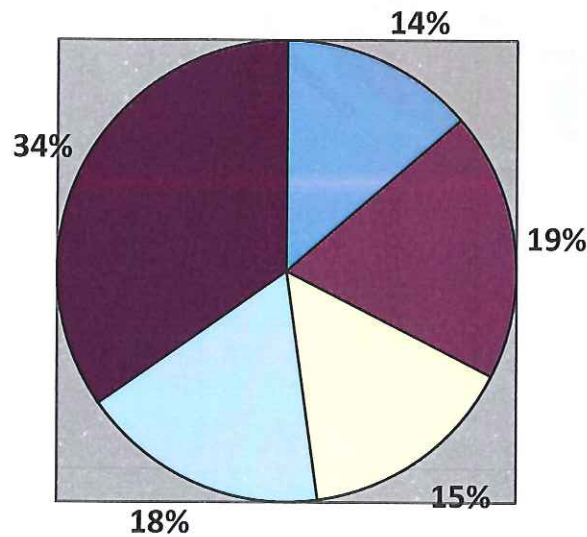
A Safer System Approach encourages a better understanding of the integration between the key elements of the road system: road users (for all road users including drivers, passengers, pedestrians, cyclists, etc. ...), vehicles, roads and roadsides and travel speeds.

Traffic Safety Statistics

Peace River			
Year	Fatal Accidents	Injury Accidents	Property damage
2011	1	9	197
2012	1	8	200
2013	2	10	237
2014	2	6	81

The 2014 Statistics are from January 2014 to June 2014.

Violation Statistics January 2012 - June 2014 (Total Violations 787)



Primary Contributing Factors

In reviewing the accident data, Wainwright has seen a very high rate of compliance for wearing safety belts. Even with this high rate of compliance in Wainwright the Province is setting this as a high priority to enforce in order to ensure injury accident rates continue to reduce in numbers.

- 1) In review of our Motor Vehicle Collision for 2012 and 2013 (*Appendix "A"*) shows primarily that most of the accident locations are associated with a number of in town intersections, in particular stop sign offences. Also the slowing of traffic to the posted 60 km sign has been noted to be an increasing problem.
 - A) They are also numerous collisions in private parking lots such as the Walmart, Cooperators, and Tim Horton's. Data indicates that parking lot lay out and driver errors are the primary factors for cause in these locations. The accident data also shows that intersection safety is a concern but no one location is higher than another.

A significant number of intersection collisions were seen at Highway 14 and Main Street. Failing to stop at an intersection as well as driving with undue care and attention resulted in a number of collisions from behind.

New residential and commercial development on the east side of town in particular 27th avenue and 13th street has generated an increase in traffic flow and motor vehicle collision. Also the intersection of 27th Avenue and Highway 14 shows that monitoring these intersections should be done to ensure they do not become a point of concern.

- 2) In review of the Provincial Traffic Plan priority around dealing with impaired driving, it has been included as a priority to Wainwright Traffic Safety Plan. Not only do impaired drivers increase the likelihood of a traffic accident, but they also significantly increase the odds that a collision will result in serious injury or death. Education and enforcement play a significant role in potential reduction of this problem.

Strategies for Addressing Priorities

Speeding

- 1) Continue to ensure all RCMP members will conduct a minimum of 10 traffic intervention patrols per month. This can include utilizing on car radar systems or stationary use and utilization of the laser system.
- 2) Utilizing Council approval, utilize the automated enforcement program to monitor high risk areas like school grounds, playground areas, various locations along Highway 14, arterial roadways including intersections.
- 3) Utilize speed board to display to motorists their speeds. This should be used in Construction zones, periods of education promotion like spring and fall for areas like playgrounds and school zones. Installed in other areas of importance throughout the year. This should include at least twice/year along Highway 14, as well three times/year on arterial streets such as; 1st Avenue, and along and 27th Street.

Seat belts and child restraints

According to Alberta Transportation, in 2011, 95.1% of Albertans in rural and urban areas were using occupant restraints. However, there continues to be a contingency of drivers that either avoid compliance altogether or are inconsistent in their use of restraints.

- 1) As part of officers' ten traffic patrols, seat belts and child restraints will be included as enforcement is carried out.
- 2) As part of annual education promotion, include at least two articles in local paper promoting seat belts use. One article prior to June and one in fall or winter season. There are 2 seatbelt clinics a year. These should be done in conjunction of the Provincial seat belts initiative.
- 3) Continue participation in annual Provincial step program. Undertaken in the spring and fall, this Provincial wide program targets seat belts use.
- 4) Partner with local Alberta Transportation, Wainwright Fire Department in child seat inspection. Currently there are two inspection programs annually.

Intersection Safety

- 1) The Town of Wainwright Emergency Services and Wainwright RCMP will communicate with each other to discuss community intersections and public roadways. Discuss potential concerns and possible solutions for various identified issue areas.
- 2) Enforcement of stop sign and traffic light violations.
- 3) The Town of Wainwright has approved the use of automated traffic enforcement for stop sign and stop light violations. The program will commence in 2014.
- 4) Include an educational component with other priority area promotions.

Impaired Driving

- 1) Conduct check stops with the priority being Friday and Saturday evenings.
- 2) Emphasis on check stops, patrols and education on peak holiday or festive seasons (Wainwright Rodeo, Christmas, Stat Holidays).
- 3) The Town of Wainwright Emergency Services will communicate upcoming major events with the Wainwright RCMP for the deployment of adequate enforcement resources.
- 4) Partner educational initiatives with local schools, community groups and emergency services.

Distracted Drivers

- 1) As part of routine checks, Wainwright RCMP will be very vigilant with respect to distracted drivers using their cellular phone and other electronic devices when driving.

Pedestrian and Cyclist Safety

- 1) Ensuring all motorists give pedestrians and cyclists the right of way when utilizing crosswalks through efforts of education and enforcement.

Appendix “A”

The Provincial Traffic Safety Plan

The *Alberta Traffic Safety Plan 2015* (TSP) states that Alberta Transportation remains the only provincial jurisdiction in Canada to have established an integrated, strategic approach to traffic safety that has been approved and is supported by government. A lot has been achieved in relation to traffic safety awareness and a reduction in collisions due to the priority placed on traffic safety in Alberta.

However, as statistics indicate, there is still much work to be done in Alberta related to the reduction of fatalities and injuries on our roads. The 2015 targets outlined in the TSP are based on achieving a 15% reduction in the 2013 - 2015 three-year average of number of fatalities and serious injuries compared to the 2008 - 2010 three-year, baseline average. The *actuals* for fatalities and serious injuries are based on a three-year average, including the current year and the two years prior.

Alberta Traffic Safety Plan overall target

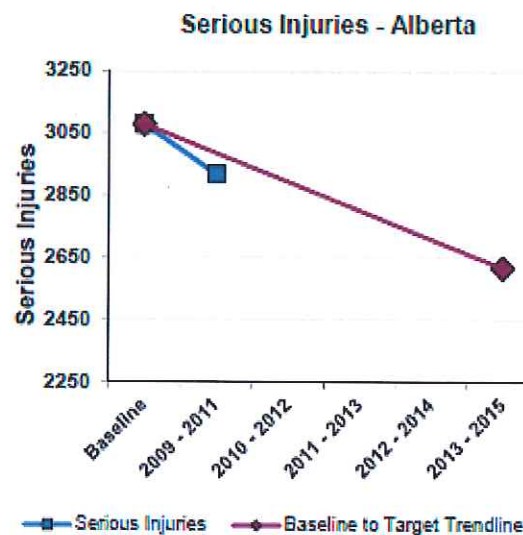
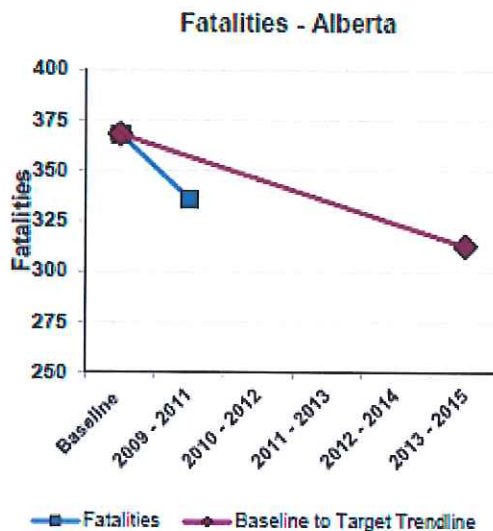
Targeted Fatal and Major Injury Collision Rates per 100,000 Population

	Baseline*	2011	2012	2013	2014	2015
Combined Fatal and Major Injury Collision Rates per 100,000 Population	75.3	71.9	69.7	67.5	65.2	63.0
Combined Fatal and Major Injury Collisions	2758	2675	2593	2510	2427	2344

*Baseline is the average over 2008 to 2010.

Note: The 2012 – 2015 target rates are calculated as a three year average over the target year and two years prior. The values presented for 2011 are the actual averages for the three year period 2009 – 2011.

Population source: Statistics Canada, 2008 - 2011.



The safety gains currently being realized from traffic safety initiatives are encouraging but they are being continuously offset by increases in road use that come with economic growth and increases in population, drivers and traffic volumes. The challenge is to navigate the road ahead – to provide an enhanced approach to reducing road safety risks and to communicate that approach to Albertans in the most effective ways possible.

That new and enhanced approach to reducing fatalities and injuries on Alberta roads is a ***safer system approach*** much like that already adopted in countries like Sweden, the Netherlands and Australia. A *safer system approach* encourages a better understanding of the interaction between the key elements of the road system: road users, vehicles, roads and roadsides, and travel speeds. Exploring these interactions maximizes the potential advantage of initiatives aimed at reducing deaths and injuries by linking different road safety activities. This approach aims to create a much safer road environment in which alert and responsible road users should not lose their lives – or be permanently disabled – as a result of a collision in the road system.

With this new direction in mind, the *2013-2015 Communications Strategy* for the Alberta Traffic Safety Plan is a broad, yet comprehensive strategy to guide traffic safety communications in Alberta over the next three years. It incorporates multiple components to address the diverse and complex topics within the scope of traffic safety and is the overarching plan that lays the foundation for the numerous communications resources that have been developed and implemented by Alberta Transportation's Office of Traffic Safety (OTS) and its partners.

Provincial traffic safety challenges are addressed in the context of the national Road Safety Strategy 2015, the *McDermid Report*, the *Alberta Traffic Safety Plan*, the *Alberta Traffic Safety Plan Calendar* and collision data. The strategy was developed around a number of critical success factors including targets for fatality and injury reductions, consistent messaging across internal and external audiences, sound creative positioning, the right media mix and public relations supports.

Leadership and coordinated efforts are the most critical success factors. In its mid-term review of Road Safety Vision 2010 (July 2007), the Canadian Traffic Safety Institute indicated the common traits among world leaders in traffic safety are: political leadership which promotes traffic safety; a leading road safety agency; and effective coordination and management arrangements within government.

Alberta has made significant progress on all three of these fronts, with strong support from government, stakeholders, communities, industries and municipalities. These partners will continue to be engaged in order to reinforce and extend the strength of campaigns that are supported by education and training, research, legislation, road engineering, infrastructure improvements, enforcement, new technologies and community initiatives.

Traffic safety is a complex social marketing challenge with multiple behaviors and contributing factors that come into play. New ways of communicating familiar messages are needed, as well as creative approaches to new topics which have never before been addressed in Alberta. Like any communications strategy, this three-year plan is designed to guide communications and social marketing initiatives but recognizes the need for flexibility to adapt to new directions or emerging issues.

The strategy is intended to raise awareness of traffic safety as a serious issue, educate road users on the rules of the road, encourage compliance and actively engage hard-to-reach audiences in order to reduce injuries and fatalities, and to promote long-term behavior change related to driving.

Making Wainwright a Better Place to Live

