

Municipal Delegation Package Alberta Office of Traffic Safety



Delegation Points of Discussion

Office of Traffic Safety

Vision Zero

Community Mobilization

Key Resources

Office of Traffic Safety

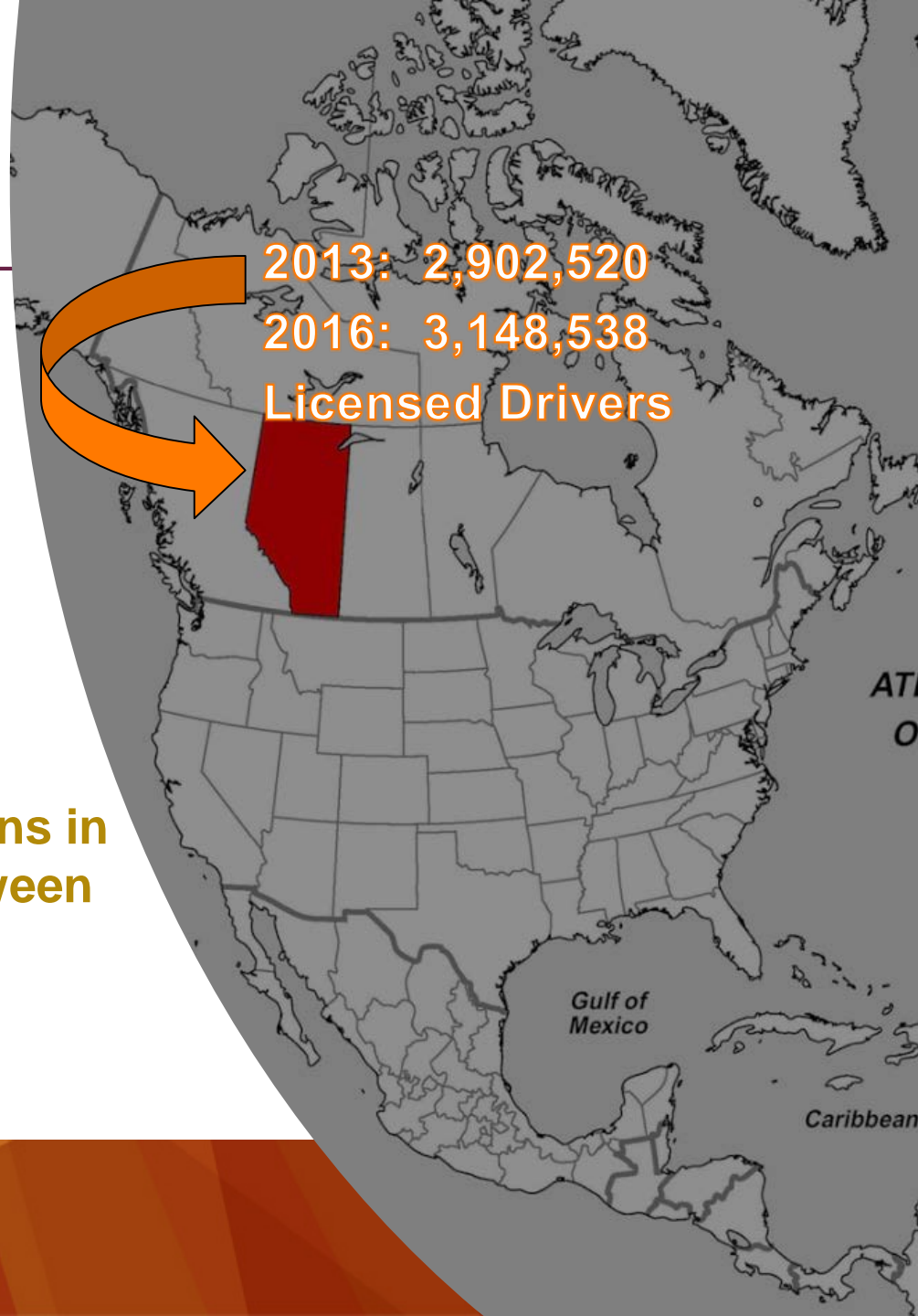
Creative



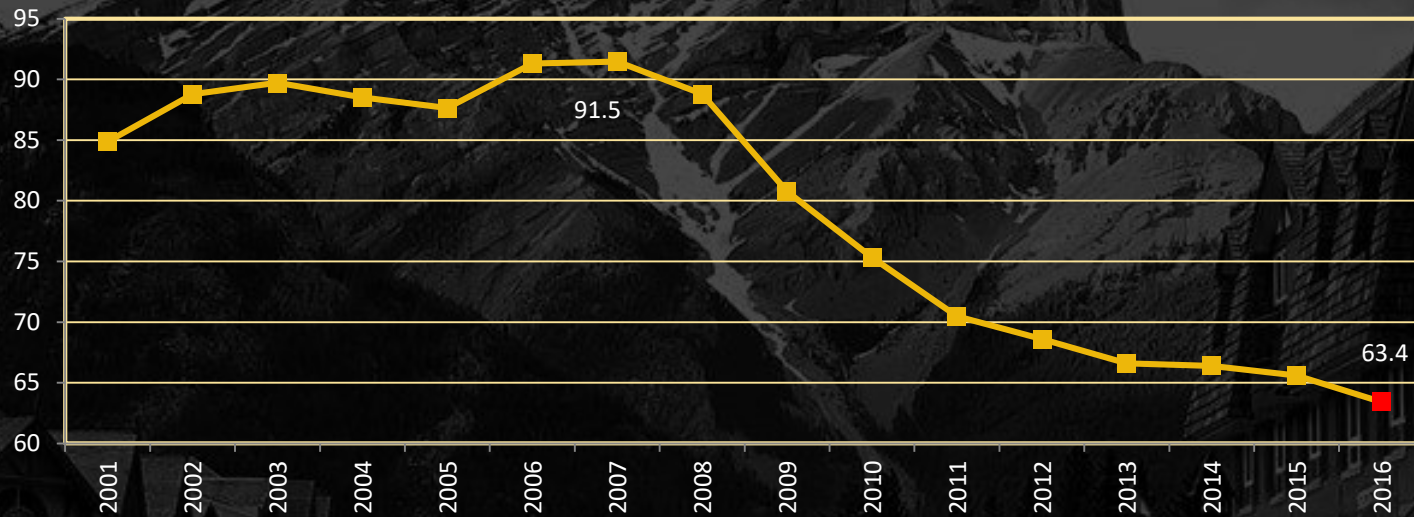
Alberta Road Safety 2012-2016

- Population ↑ 9.8%
- Number of drivers ↑ 8.9%
- Registered vehicles ↑ 7.7%
- Hwy traffic volumes ↑ 8.4%

In 2015, the social cost of collisions in Alberta was estimated to be between \$4.6 billion and \$10.3 billion.



Alberta Combined Fatal & Major Injury Collision Rate per 100,000 Population



Rates are based on a rolling three-year average combined fatal & major injury collision rate per 100,000 population for the current and two previous years.

**But one thing is clear.
We must continue to explore good practices to expect continued results.**

Office of Traffic Safety

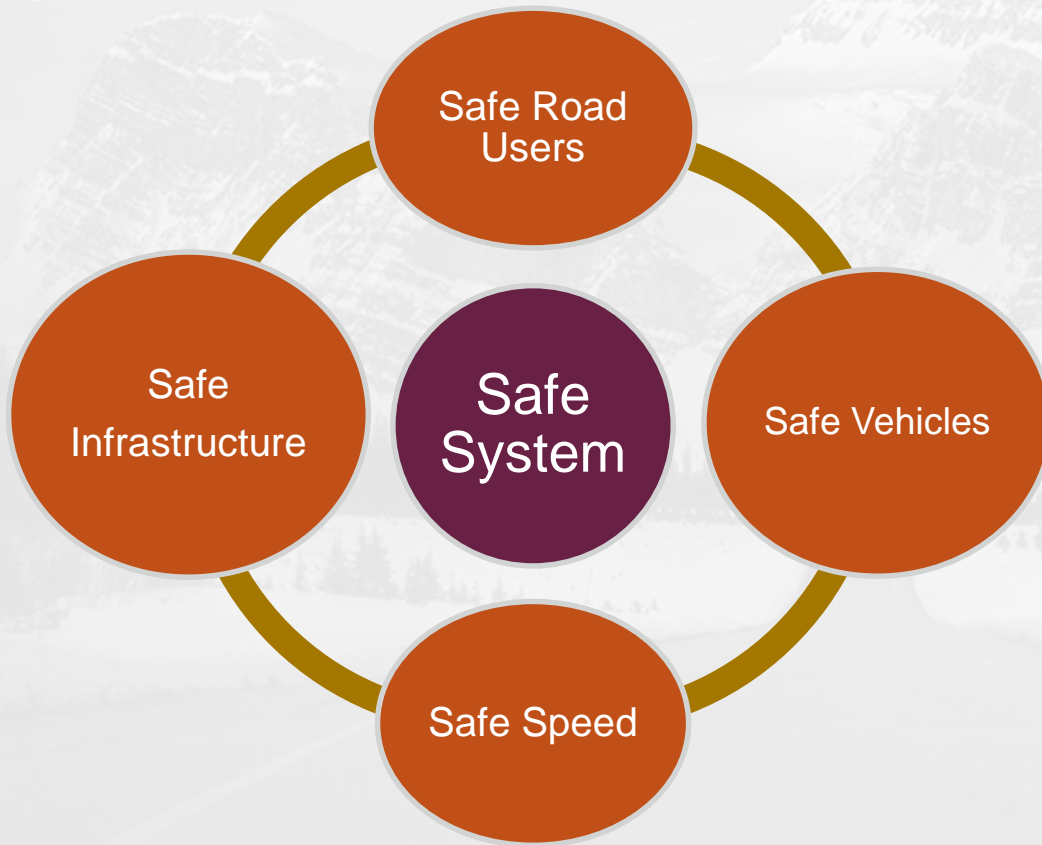
Vision Zero

Zero deaths and serious injuries on Alberta's roads.

- We do not accept that fatalities and serious injuries on our roads are inevitable or acceptable.
- We will strive to create a system in which safe decisions are the easiest ones to make and mistakes are not punished with death or serious injury.



Safe System Approach



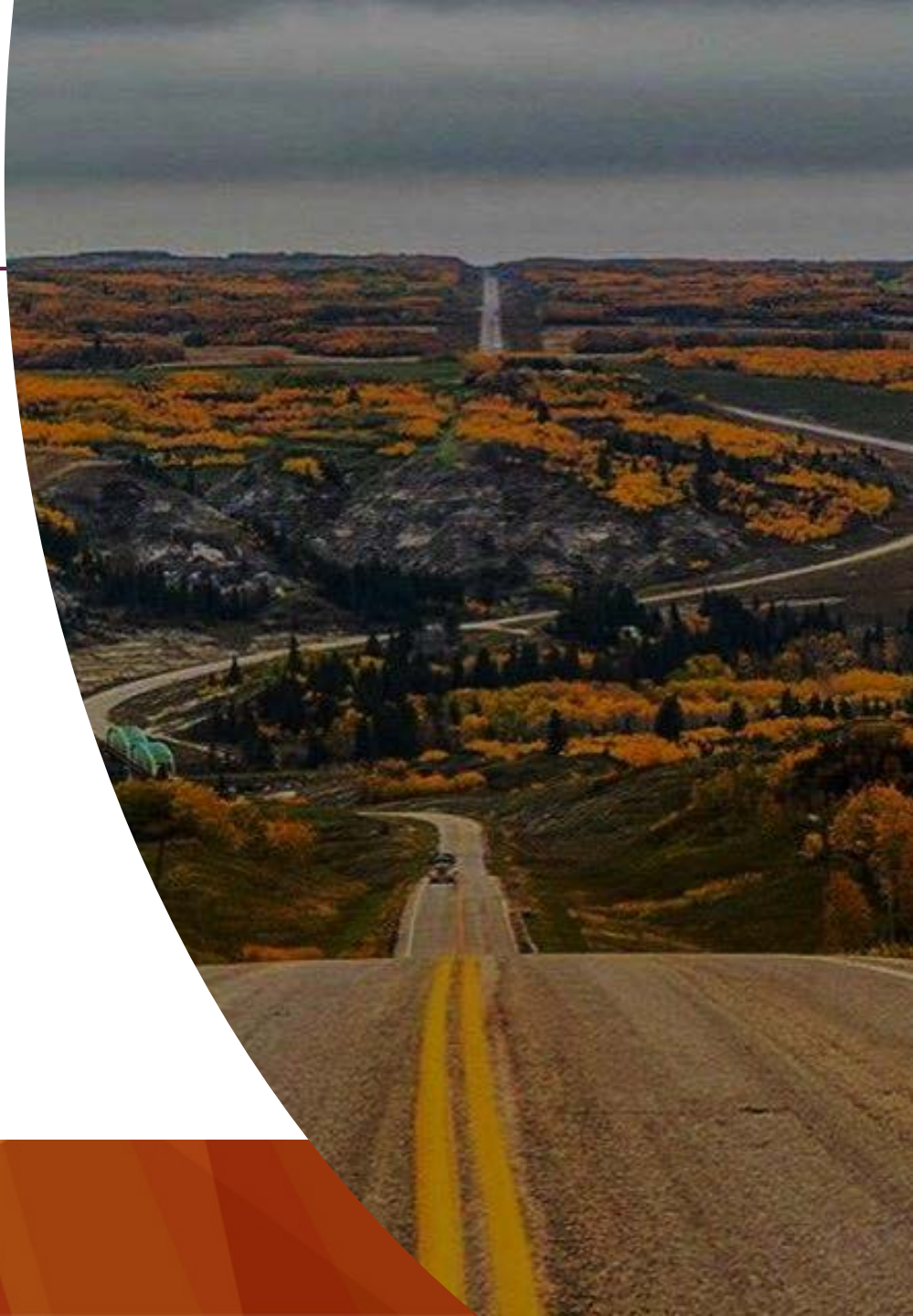
Community Mobilization

Vision

Mobilize Alberta communities to embrace and achieve Vision Zero.

Outcomes

- Encourage shared responsibility for traffic safety
- Build community capacity to address safety priorities
- Inspire and enable collective action to improve safety



Key Resources

Community Mobilization Consultants

- communitymobilization@saferoads.com

Alberta Traffic Safety Fund (ATSF)

- www.saferoads.com/grants
- atsf@gov.ab.ca

Saferoads.com

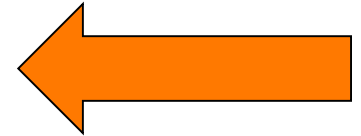
- Information and free resources to download/order



Available Creative

Alberta

Maximum height of your logo Place your logo starting here Leave space from edge of graphic



WHEN EYES LOCK IT'S SAFER TO WALK.
Pedestrian safety is a shared responsibility.

Alberta

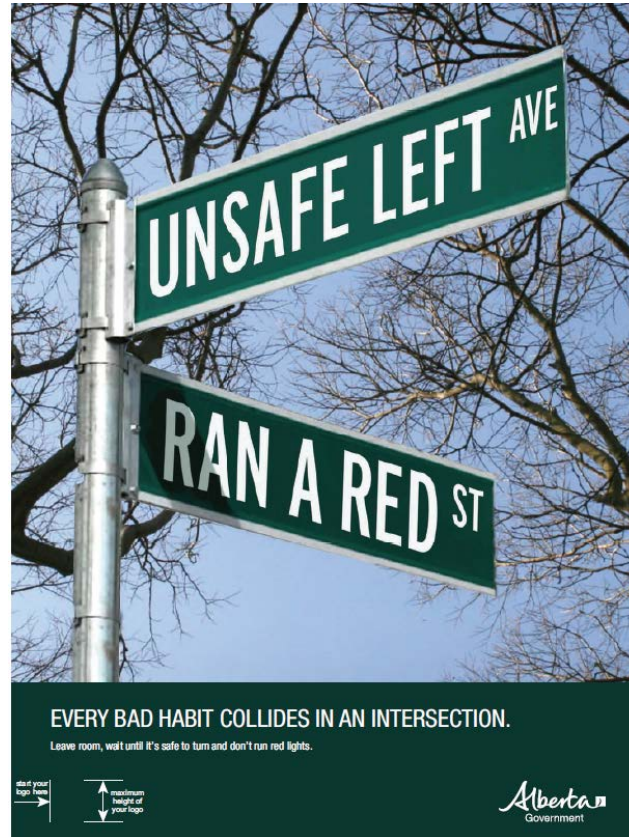
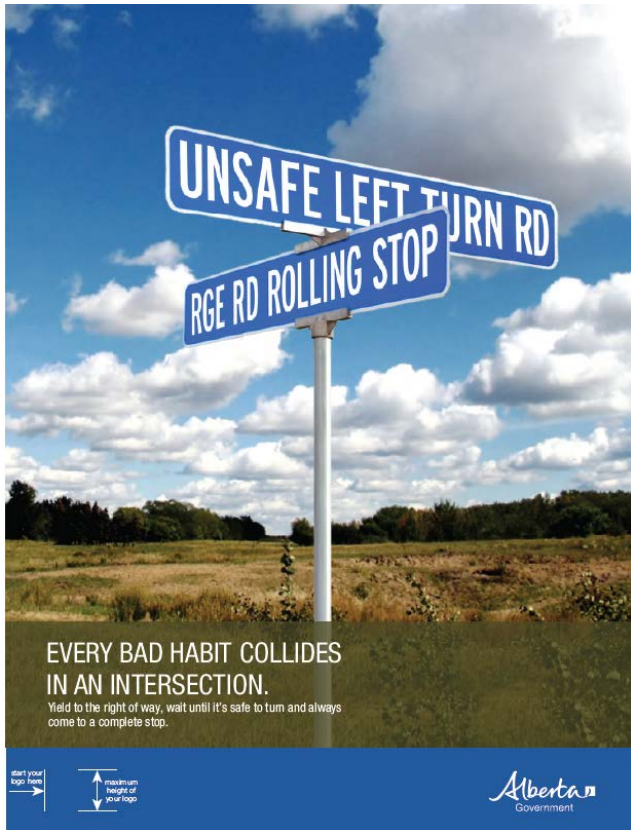
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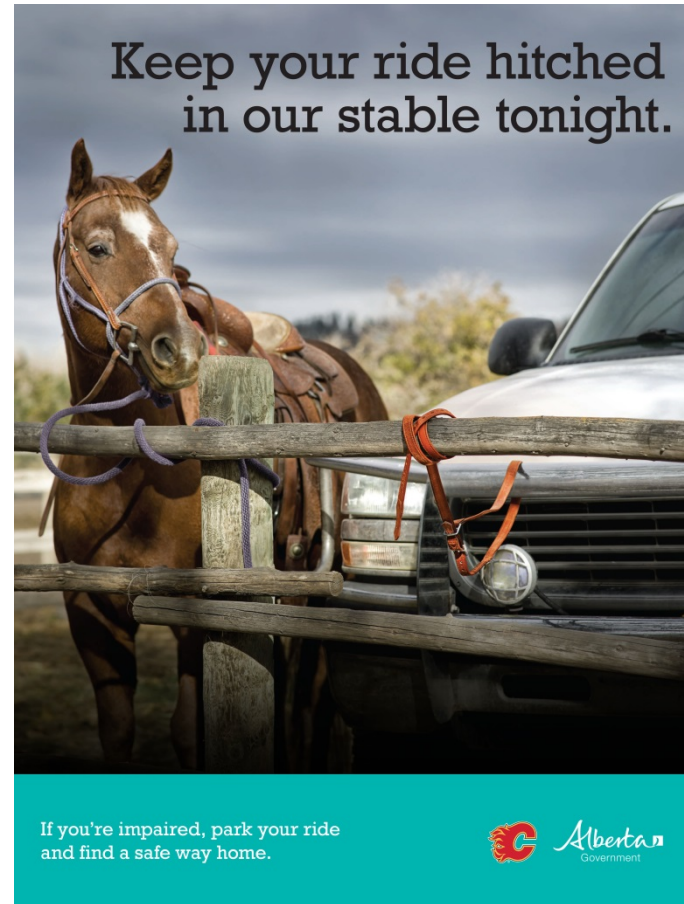
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Available Creative



...and more to come!

Past Community Examples



Contacts

For creative files:

OfficeOfTrafficSafety@gov.ab.ca

For Community Mobilization support:

CommunityMobilization@saferoads.com

For Alberta Traffic Safety Fund:

atsf@gov.ab.ca

For any other questions:

OfficeOfTrafficSafety@gov.ab.ca

