

# 2021 – 2025 Traffic Safety Action Plan

Presented for Information  
Edmonton Police Commission

October 28, 2021

Inspector Keith JOHNSON

A/Staff Sergeant Dan FURMAN

Traffic Services Branch



- Strategy and Background
- Tactical Action Plan
- Objective Alignment



# Strategy and Background

- Background
- Mandate

# Goals and Objectives

## IMPROVE TRAFFIC SAFETY THROUGH ENFORCEMENT

Use data to focus enforcement efforts

Balance prevention and enforcement with a collaborative response to community concerns

Focus on key risk factors: impaired driving, occupant restraints, distracted driving, and speed

## IMPROVE TRAFFIC SAFETY THROUGH EDUCATION

Work with partners to promote traffic safety awareness

Grow EPS talent and expertise with specialized training

Involve media in traffic safety programs

Work with communities in addressing traffic safety issues

## IMPROVE TRAFFIC SAFETY THROUGH ENGAGEMENT

Foster current relationships with traffic safety stakeholders

Maintain strong partnerships with Patrol Divisions regarding traffic issues

Take advantage of new opportunities to engage stakeholders and develop new partnerships

## IMPROVE TRAFFIC SAFETY THROUGH ENGINEERING

Work with partners on roadway projects

Encourage a culture of innovation and advancement

Continue to evaluate roadways and identify issues

Provide feedback on proposed changes

## IMPROVE TRAFFIC SAFETY THROUGH EVALUATION

Use evaluation to continuously improve programs

Intelligence-led deployment of resources

Collaborate with partners on evaluation and research projects

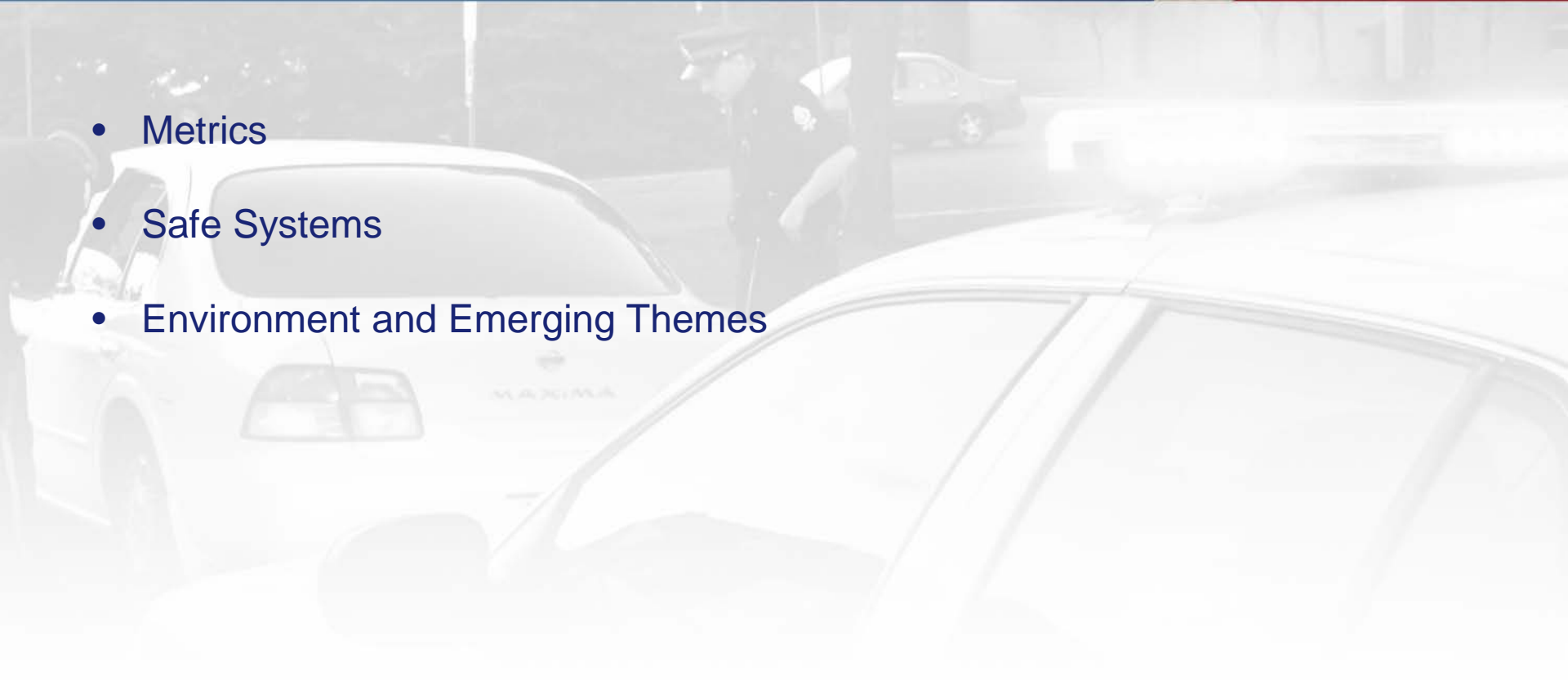
## IMPROVE TRAFFIC SAFETY THROUGH EQUITY

Partner with Safe Mobility to support GBA+ processes and utilize results of equity-based analyses to inform decision-making

Use data and analytics to identify communities and demographics to implement traffic safety initiatives

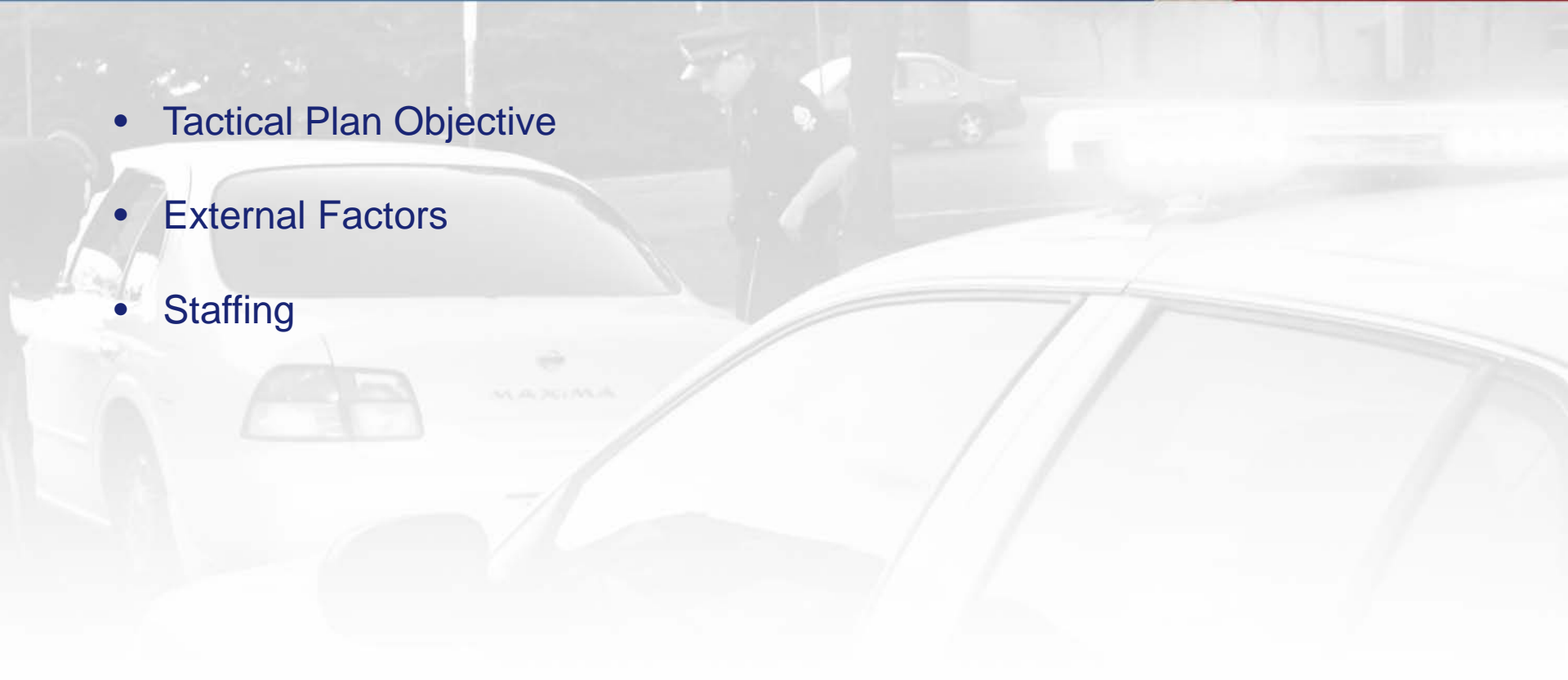
# Strategy and Background

- Metrics
- Safe Systems
- Environment and Emerging Themes



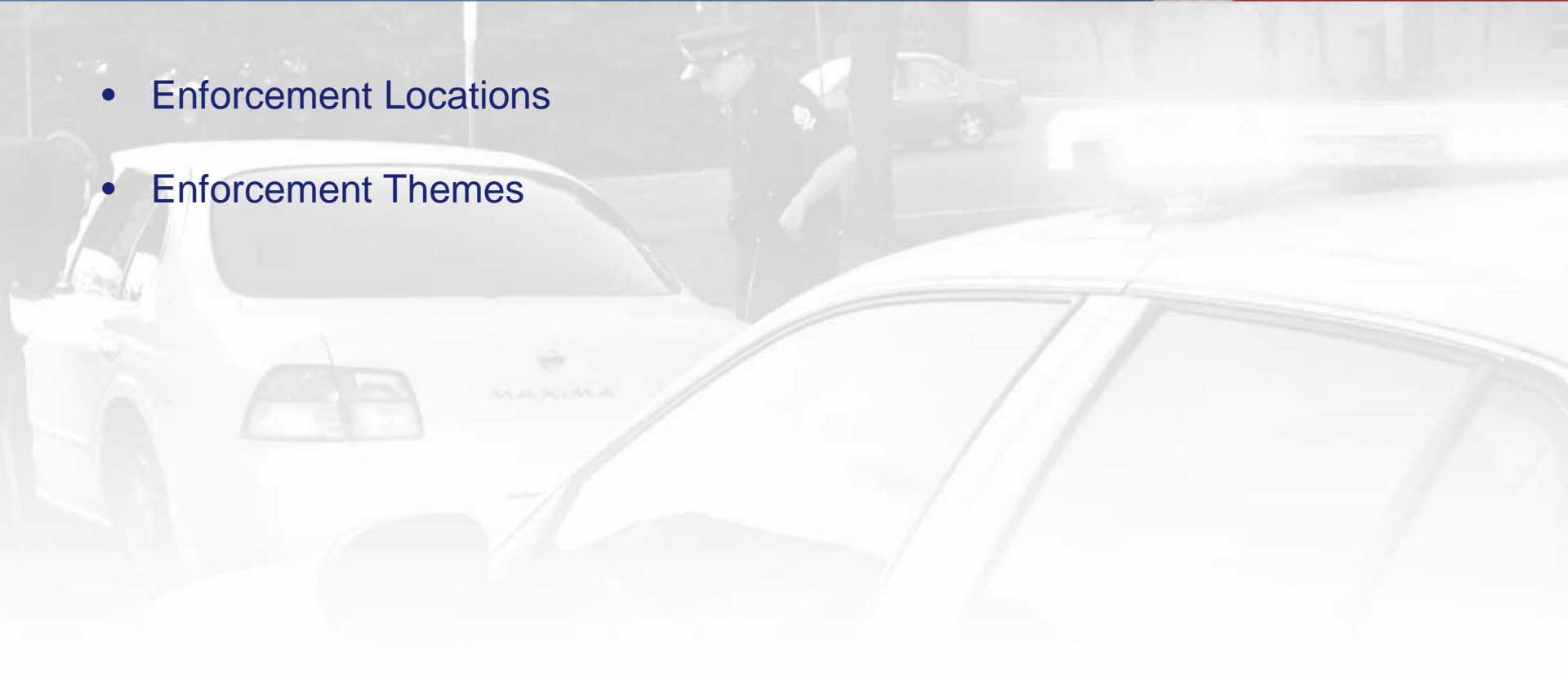
# Tactical Plan

- Tactical Plan Objective
- External Factors
- Staffing



# Tactical Plan

- Enforcement Locations
- Enforcement Themes



# Ongoing Programs & Initiatives

Curb the Danger

Checkstop / TADD

Back to School

Excessive Vehicle  
Noise – Motorcycles

Capital Region  
Intersection Safety  
Partnership

Community Traffic  
Complaints

Selective Traffic  
Enforcement  
Program

Child Restraint  
Checks

Field Sobriety Test  
Program

Operation 24 Hrs

Speed Management  
Partnership

RPAS

Drug Recognition  
Program

Safe Mobility Section

Citizen Engagement  
& Input

Urban Traffic  
Safety Conference

Commercial Vehicle  
Inspection Program

External Research  
Projects

3D Scanning  
Technology

E-Ticketing

New Collaborations  
and Outreach

EPS Innovation and  
Technology Branch  
Partnership

AACP Traffic  
Committee

In Car Video

Collision Reporting  
Centres



THANK YOU

