



Safe Mobility Strategy 2021-2025

VISION
ZERO

Edmonton

Achieving Vision Zero through Safe
and Livable Streets in Edmonton

October 28, 2021 | City of Edmonton

Safe Mobility Strategy 2021-2025

Purpose

Achieve Vision Zero through safe and livable streets in Edmonton.

Technical Analysis

Crash and Equity Analysis
Public Engagement

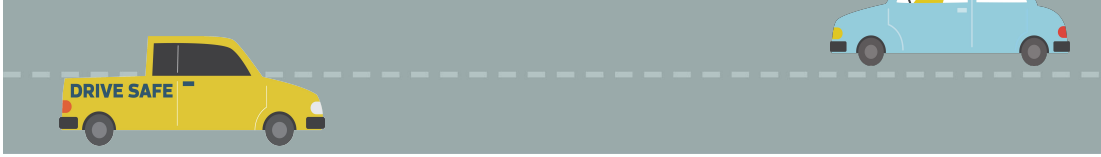
CONNECTEDMONTON
City Plan

Principles

We all move.
We all deserve to move safely.
We are connected.
We are successful when we work together.
We are informed by analytics, lived experience and research.



Top Five Crash Causes in Edmonton



Speed and Distraction

Crash reports contain information on when, where and how a crash happened. They do not include police major investigation information, such as unsafe speed, impairment or distraction. **Speed is a factor in every crash** by impacting both the likelihood and severity.

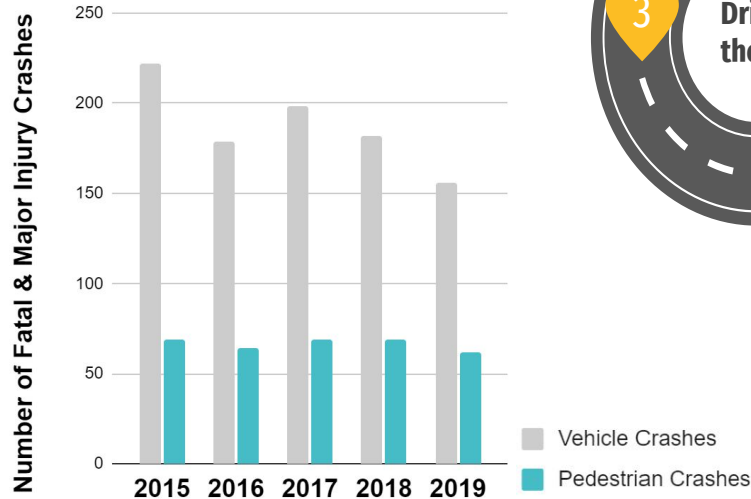
Crash Reduction by Mode

Good News →

Crashes involving motor vehicle occupants have been decreasing.

Bad News →

Crashes involving other road users aren't decreasing at the same rate.



Drivers following too closely causing rear end crashes.

1 Drivers not yielding to people who have the right of way.

80% of all serious injury and fatality crashes are the result of a driver error.

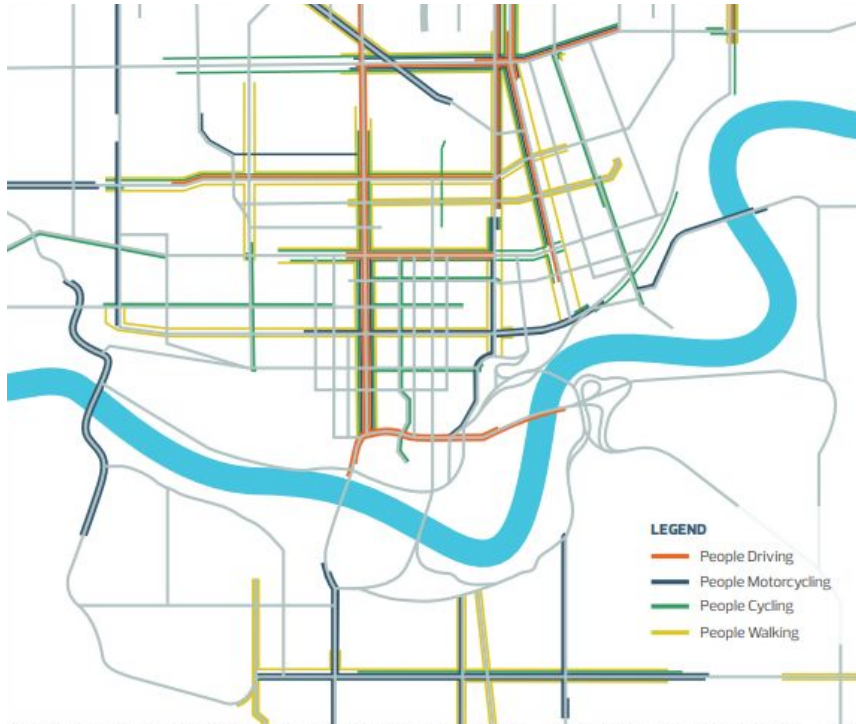
3 Drivers turning left across the path of others.

4 Drivers driving off the road.

5 Drivers running red lights and failing to comply with traffic signals.

5

High Injury Network



The High Injury Network is a mapping tool that shows us which stretches of roads have the highest concentration of crashes for each mode of travel.

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Equity Analysis Findings

15 of our neighbourhoods are exposed to the majority of serious injury and fatality crashes.

10% of Edmontonians live in these neighbourhoods.

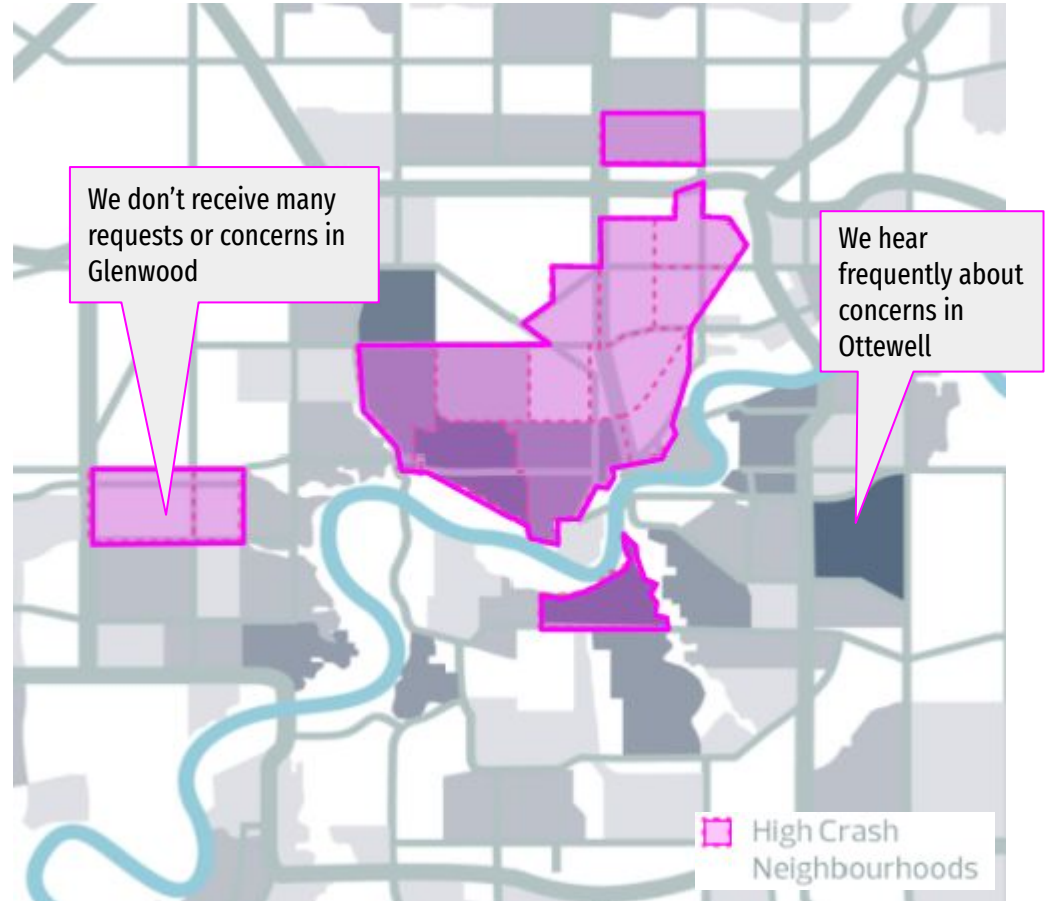
Based on Census data, we know that a higher than average number of Low-income households, Indigenous Peoples, and linguistic minorities call these parts of Edmonton home.

As a result, they are exposed to higher numbers of fatal and serious injury crashes by virtue of where they live in Edmonton.

Our systems contribute to inequity.

311 and POSSE complaints/inquiries are main drivers for conducting site assessments and adding/prioritizing locations to work plans.

We're not hearing from the equity-seeking communities whose neighbourhoods need the most attention, driving inequity in our work.



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Themes and Key Actions

Community of Safe Communities
Safety at Every Step
Listen, Learn, Lead
Equitable Safety

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Strategic Collaboration with EPS

Support strategic location selection and scheduling of EPS in-person traffic enforcement and City-led mobile automated enforcement through data collection and analysis.



| Overall Violation Summary | | Risk Violation Summary | | Licence Plate Tickets | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|------------------------|----------------|-----------------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|----|----|
| 21+ km/h Over Speed Limit Summary | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Site ID | Location | Direction | Violation Hour | | | | | | | | | | | | | | | | | | | | | | | | Gr. | | |
| 7013 | Anthony Henday Dr. @ Bay Gibson Dr | EB | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 64 | |
| ED2081 | Gateway Blvd @ 34 Ave | NB | | | | | | | | | | | | | | | | | | | | | | | | | | 38 | |
| 7196 | Anthony Henday Dr between 18 - 66 St | WB | 2 | 3 | 2 | 2 | 0 | 0 | 4 | 2 | 1 | 4 | 7 | 7 | 3 | 4 | 6 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 6 | 2 | 3 | 40 |
| ED2087 | 127 St @ 126 Ave | SB | | | | | | | | | 1 | 1 | 2 | 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 0 | 0 | 2 | 1 | 3 | 34 |
| 7018 | Anthony Henday Dr. @ Yellowhead Tr | NB | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 0 | 0 | 2 | 1 | 3 | 25 |
| 7216 | Gateway Blvd at Ellerslie Road SW | NB | | | | | | | | | 1 | 4 | 4 | 3 | 2 | 0 | 3 | 2 | | | | | | | | | | | 19 |
| 7075 | Yellowhead Tr at 7710 Yellowhead Tr | WB | | | | | | | | | 1 | 1 | 0 | 1 | 4 | 2 | 2 | 0 | | | | | | | | | | | 18 |
| ED2102 | 170 St @ 118 Ave | SB | 1 | 0 | 1 | 0 | | | | 0 | 0 | 1 | 1 | 2 | 1 | 1 | 0 | 3 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 1 | 17 | |
| 4146 | 132 Ave E of 109 St - 113A St | WB | | | | | | | | | 6 | 4 | 2 | 2 | 0 | 1 | | | | | | | | | | | | | 15 |
| 7005 | Yellowhead Trail @ Anthony Henday Dr | EB | | | | | | | | | 1 | 2 | | 2 | 3 | 5 | 2 | | | | | | | | | | | | 15 |
| 7062 | Anthony Henday Dr at 97 St | WB | | | | | | | | | 1 | 1 | 2 | | 1 | 6 | 2 | 5 | | | | | | | | | | | 14 |
| 7169 | Anthony Henday Dr between 66 St - Mann | EB | | | | | | | | | 1 | 1 | 2 | | 8 | 0 | 4 | | | | | | | | | | | | 14 |
| 7017 | Anthony Henday Dr. @ Yellowhead Tr | SB | | | | | | | | | 0 | 4 | 2 | 1 | 1 | 2 | 2 | 1 | | | | | | | | | | | 13 |
| ED1046 | 97 St @ 122 Ave | SB | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 4 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 | |
| 7016 | Whitemud Dr. east of 17 St | WB | | | | | | | | | 0 | 0 | 4 | 1 | 2 | 2 | 1 | 0 | | | | | | | | | | | 12 |
| 7044 | Yellowhead Trail at 215 St | EB | | | | | | | | | 0 | 2 | 1 | 2 | 1 | 1 | 1 | 0 | | | | | | | | | | | 12 |
| ED2082 | 50 St @ Ellerslie Rd | NB | 0 | 0 | | 1 | 1 | 0 | 0 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | | | | | | | 2 | 0 | 0 | 12 |
| 7081 | Anthony Henday Dr at 97 St | EB | | | | | | | | | 4 | 2 | 3 | 2 | | | | | | | | | | | | | | | 11 |
| ED2098 | Mark Messier Trail @ Campbell Road | SB | 0 | 0 | | 1 | | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 11 | | |

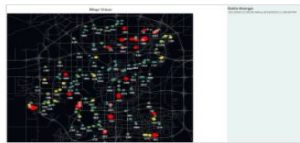
NOTE
The dashboard provides violation numbers by enforcement site and violation hour. Please use Watch Date* filter below to query period of interest (indicated at the bottom of the pop-up window). The data start from January 1, 2018.

* Watch date means calendar date for Intersection Safety Device (ISD) program and 6 AM - 2 AM cycle for mobile enforcement program due to deployment shift.

Watch Date
Previous week



Weekly Enforcement Priorities ☆ ...



Map View ☆ ...



Weekly Report ☆ ...



Daily Speed Summary ☆ ...



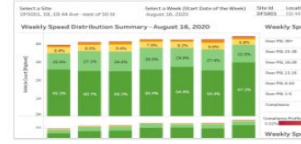
Enforcement Priority-Highest/Lowest ☆ ...



DFS Effectiveness-Compliance ☆ ...



Collision monitoring ☆ ...



Weekly Speed Summary ☆ ...

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Strategic Collaboration with EPS

Support repeat and serious offender escalation program.



21+ km/h Over Speed
Limit Tickets Ranking

| Plate # | Ranking |
|---------|---------|
| BJW | 4 |
| BWQ | 4 |
| CHK | 4 |
| A01 | 3 |
| BLF | 3 |
| CBT | 3 |
| CFG | 3 |
| CGK | 3 |
| CJH | 3 |
| CKN | 3 |
| 17N | 2 |
| A06 | 2 |
| A24 | 2 |
| BBN | 2 |
| BBS | 2 |
| BCY | 2 |
| BDV | 2 |
| BHN | 2 |
| BLZ | 2 |
| BNE | 2 |
| BNF | 2 |
| BRB | 2 |
| BTL | 2 |
| BTV | 2 |
| BTW | 2 |
| BTZ | 2 |
| BVH | 2 |
| BVK | 2 |

License Plates Covered for Privacy

51+ km/h Over Speed
Limit Tickets Ranking

| Plate # | Ranking |
|---------|---------|
| BJW | 2 |
| CFG | 2 |
| MS | 2 |
| A01 | 1 |
| BZV | 1 |
| CCV | 1 |
| CGE | 1 |
| CJB | 1 |
| CJK | 1 |
| CJL | 1 |
| CKF | 1 |
| SAA | 1 |
| 00J | 0 |
| 00K | 0 |
| 00M | 0 |
| 00N | 0 |
| 00P | 0 |
| 01J | 0 |
| 01K | 0 |
| 01L | 0 |
| 01M | 0 |
| 01N | 0 |

License Plates Covered for Privacy

| Plate Number | Violation Date | Violation Type | Hour | Site ID | Location | Direction | Captured Speed | Posted Speed | Excessive Speed | |
|--------------|----------------|----------------|------|---------|---|-----------|----------------|--------------|-----------------|---|
| 00 | 30/09/2021 | ISD Red Light | 14 | ED1052 | Whitemud Drive @ Gateway Blvd | WB | 42 | 60 | Null | 1 |
| 00 | 18/10/2021 | ISD Speed | 20 | ED2091 | 50 St @ Eilerslie Rd | SB | 72 | 60 | 12 | 1 |
| 00 | 09/10/2021 | ISD Speed | 19 | ED1104 | Fox Dr @ Fort Edmonton Park Rd | EB | 83 | 70 | 13 | 1 |
| 00 | 04/10/2021 | Dragon Cam | 15 | 7167 | 91 St between Anthony Henday Dr - 23... | NB | 82 | 70 | 12 | 1 |
| 00 | 13/10/2021 | ISD Speed | 8 | ED1051 | Gateway Blvd @ Whitemud Drive EB | NB | 71 | 60 | 11 | 1 |
| 00 | 18/10/2021 | Dragon Cam | 15 | 7002 | Whitemud Dr. @ Quesnell Bridge | SB | 99 | 80 | 19 | 1 |
| 00 | 17/10/2021 | Dragon Cam | 8 | 7169 | Anthony Henday Dr between 66 St - Ma... | EB | 121 | 100 | 21 | 1 |
| 00 | 11/10/2021 | ISD Speed | 9 | ED2102 | 170 St @ 118 Ave | SB | 73 | 60 | 13 | 1 |
| 00 | 20/10/2021 | ISD Speed | 10 | ED1104 | Fox Dr @ Fort Edmonton Park Rd | EB | 82 | 70 | 12 | 1 |
| 00 | 03/10/2021 | ISD Red Light | 22 | ED2004 | 91 St @ 34 Ave | SB | 73 | 70 | 3 | 1 |
| 00 | 19/10/2021 | ISD Speed | 11 | ED2006 | 170 St @ 95 Ave | SB | 73 | 60 | 13 | 1 |
| 00 | 29/09/2021 | Dragon Cam | 14 | 7220 | Sask Dr Btwn 87 - University Ave | SB | 64 | 50 | 14 | 1 |
| 00 | 04/10/2021 | Dragon Cam | 15 | 7220 | Sask Dr Btwn 87 - University Ave | SB | 63 | 50 | 13 | 1 |
| 10 | 05/10/2021 | ISD Speed | 6 | ED1073 | 100 Ave @ 175 St | EB | 74 | 60 | 14 | 1 |
| 10 | 13/10/2021 | ISD Speed | 12 | ED012 | 104 Ave @ 109 St | WB | 67 | 50 | 17 | 1 |
| 10 | 17/10/2021 | Dragon Cam | 14 | 7002 | Whitemud Dr. @ Quesnell Bridge | SB | 96 | 80 | 16 | 1 |
| 10 | 13/10/2021 | ISD Speed | 22 | ED2030 | Calgary Tr @ 51 Ave | SB | 73 | 60 | 13 | 1 |
| 10 | 04/10/2021 | ISD Speed | 6 | ED2095 | 23 Ave @ Rabbit Hill Rd | WB | 73 | 60 | 13 | 1 |
| 10 | 12/10/2021 | ISD Speed | 12 | ED2037 | 178 St @ 87 Ave | NB | 73 | 60 | 13 | 1 |
| 10 | 08/10/2021 | ISD Speed | 10 | ED1105 | Fox Dr @ Fort Edmonton Park Rd | WB | 89 | 70 | 19 | 1 |
| 10 | 09/10/2021 | ISD Speed | 11 | ED2101 | Calgary Tr @ Whitemud Dr | SB | 71 | 60 | 11 | 1 |
| 10 | 08/10/2021 | Photo Radar | 22 | 2480 | 50 St between Eleniak Rd - 68 Ave | NB | 77 | 60 | 17 | 1 |
| 10 | 11/10/2021 | Dragon Cam | 13 | 7034 | 100 Ave at Anthony Henday Dr | EB | 90 | 70 | 20 | 1 |
| 20 | 08/10/2021 | ISD Speed | 18 | ED2097 | Mark Messier Trail @ Campbell Road | NB | 84 | 70 | 14 | 1 |
| 20 | 08/10/2021 | ISD Speed | 8 | ED2102 | 170 St @ 118 Ave | SB | 71 | 60 | 11 | 1 |
| 20 | 02/10/2021 | ISD Speed | 10 | ED2087 | 127 St @ 126 Ave | SB | 62 | 50 | 12 | 1 |
| 20 | 02/10/2021 | ISD Speed | 14 | ED2102 | 170 St @ 118 Ave | SB | 73 | 60 | 13 | 1 |
| 30 | 29/09/2021 | ISD Red Light | 16 | ED2004 | 91 St @ 34 Ave | SB | 52 | 70 | Null | 1 |

License Plates Covered for Privacy



Strategic Collaboration with EPS

- Exploring new technologies for data collection and future automated enforcement options (ie: distracted driving).
- Enhanced joint communications and media presence and integration at City Council.
- Increased collaboration in key initiatives, projects, and Council-driven work (ie: Safe Mobility Strategy development, 40 km/h default speed limit).
- Partner on work directed by Government of Alberta (Justice Transformation Initiative, Automated Traffic Enforcement Guidelines Review).
- Fatal crash review collaboration.



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Measuring Progress

Traffic Safety Automated Enforcement Reserve

2022 Forecast Deficit: \$11M

Current Impacts

- COVID: \$12.5M (2020/2021)
- GOA Revenue Share: Additional \$9M/year
- EPS Share: \$22M/year
- Provincial Automated Enforcement Moratorium



Questions



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