

Traffic Safety Plan 2024-2027



Town of Drayton Valley

5120 – 52 STREET, DRAYTON VALLEY, AB

AN INTERNAL GUIDING DOCUMENT FOR OPERATIONAL DECISION-MAKING
RELATED TO TRAFFIC SAFETY THROUGHOUT DRAYTON VALLEY IN 2024-2027.

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Author and Reviewers:

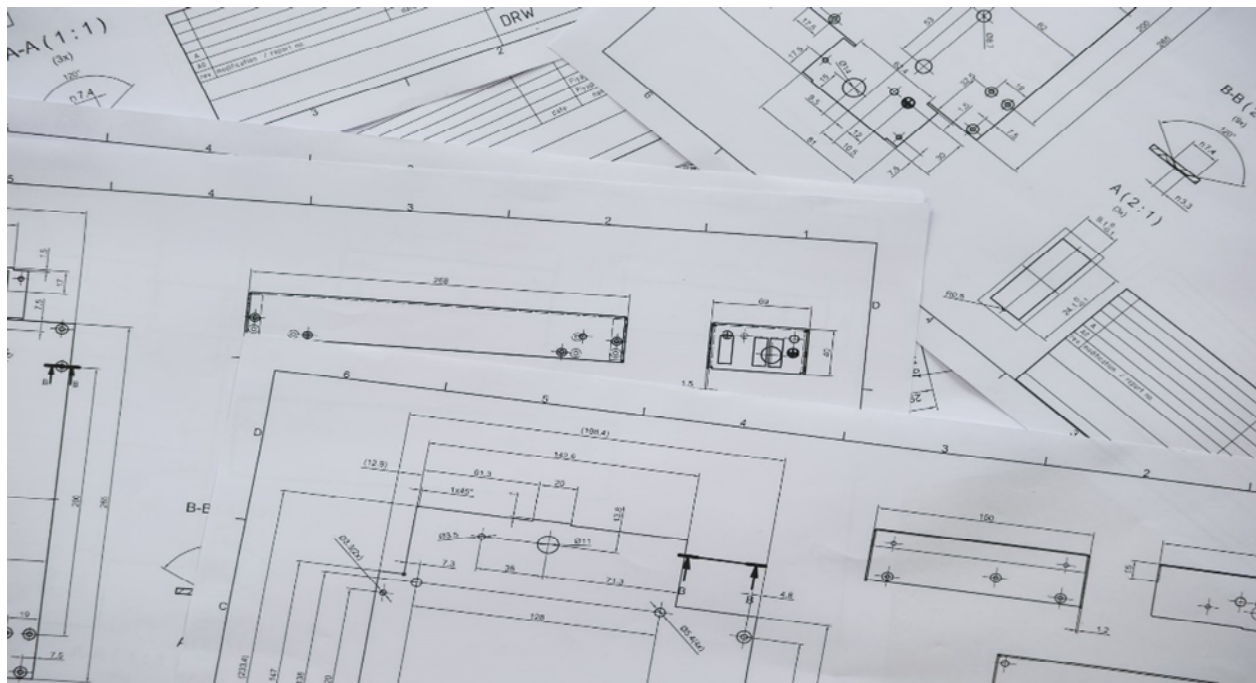
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Purpose

The purpose of the Traffic Safety Plan 2024-2027 is to serve as an internal guiding document and aspirational document for operational decision-making related to traffic safety in Drayton Valley through 2024-2027 and beyond. Its purpose is to document data, prioritize initiatives and improve road safety in accordance with the requirements of Authorized Employers, as outlined by the Public Security Peace Officer Program – Policy and Procedures Manual.

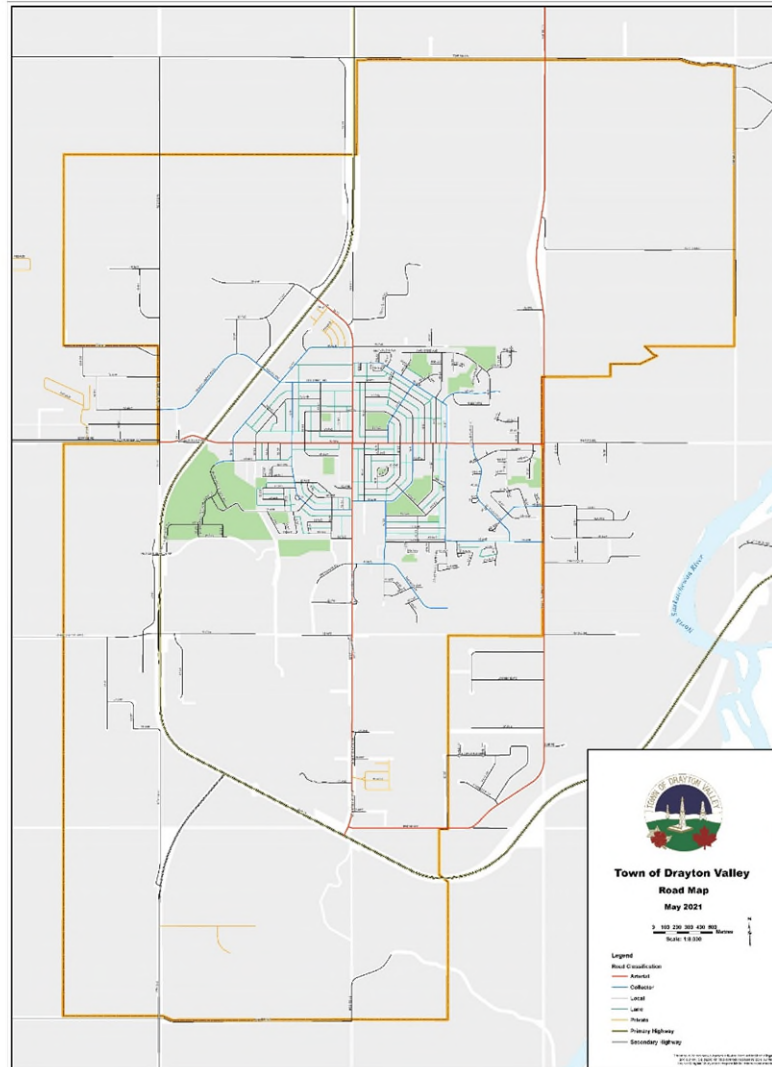


Preamble

A traffic safety plan is a mandatory requirement for Authorized Employers of Community Peace Officer's across Alberta who conduct moving traffic enforcement. The intent of this plan is to bring awareness to the employer of the frequency and locations of motor vehicle collisions that involve serious injury or death and then direct enforcement activities to target casual factors. It's the responsibility of the employer to ensure that the peace officers who perform traffic enforcement duties are aware of the approved traffic safety plan and conduct their enforcement in accordance with the plan.



To ensure fair and consistent enforcement and to improve traffic safety, authorized employers with peace officer's that conduct traffic enforcement are required to file an updated traffic safety plan with the Public Security Division of the Alberta Justice and Solicitor General, every three years. The plan must incorporate the most recent collision data available from the police of jurisdiction. The Public Service Division, at the direction of the Minister of Justice and Solicitor General, will conduct audits to ensure compliance with the requirement.



Drayton Valley, At A Glance

Early in the 20th century is when the first European settlers arrived in Drayton Valley area. They made their living either as lumbermen or trappers, making use of the resources in the undeveloped district. No road connection existed with Edmonton, and the North Saskatchewan River was their only link to the outside world. The first town site was in the river valley, but it was later moved up the hill to its current location.



After 1945, mixed farming became the main source of income. In 1953, all that changed when oil was found close to the hamlet. In one year (1953), the town grew from 75 to 2,000 people. The hamlet continued to grow and was incorporated as a village in February 1956. On February 1st, 1957, Drayton Valley was officially incorporated as a town.

Since then, Drayton Valley has now grown to a population of 7,235 people, as of 2016.

Drayton Valley's population is relatively young, one indication of this is the median age. As of 2016, the median age of residence in Drayton Valley, is 36.5 years, whereas compared to the rest of the province, is 37.8 years.

There is a total of 8 schools in Drayton Valley, covering Kindergarten to Grade 12. They include, Aurora Elementary School, Eldorado Elementary School, Evergreen Elementary School, Frank Maddock High School, FMHS Outreach School, Holy Trinity Academy, Powerhouse Campus, and St. Anthony School. Additionally, there are post-secondary options available in Drayton Valley.

The main roadways that are in the Town of Drayton Valley, include Highway 22 (a provincial roadway), 50th avenue (east/west) and 50th street (north/south).

The Town of Drayton Valley's enforcement services department currently consists of two Community Peace Officers, two level 1, and one bylaw officer. The Drayton Valley RCMP detachment consists of 21 RCMP members that cover both the Town of Drayton Valley and the surrounding areas.

Philosophy of Traffic Safety

Drayton Valley departments will work collaboratively together and with external stakeholders to ensure the four "E"'s of traffic safety is met. The four "E"'s of safety are: Engineering, Education, Enforcement and Evaluation.

Engineering refers to physical changes to the roadway and development of design guidelines. Engineering can address areas such as corridors and intersections, by ensuring geometric designs and traffic controls (signs, signals and pavement markings) are selected that have favorable safety performance. Planning can be thought of as a broader approach to engineering, by determining and changing the physical environment over larger areas and earlier on in the process, particularly for new developments or new road construction.



Education refers to making organizations or the public aware of issues, programs and rules to empower them to make the right decisions, in the interest of public safety. There are various forms of education, from municipal communications to media campaigns, to training activities. Education is most effective



when both the content and media are catered to the intended audience, and when it appeals using combinations of information and emotional appeal.

Enforcement refers to the protection of public safety and traffic laws by enforcement officials, from the municipal or the policing sector. Enforcement activities are aimed at addressing the most unsafe behaviors that lead to collisions, such as speeding, disobeying traffic control devices, and driving without due care. Groups like the RCMP have their own objectives from the provincial and federal policing authorities to carry out programs but do work closely with municipal staff. Enforcement includes both warnings and violation tickets.

Evaluation refers to the effective review and management of transportation safety strategies. All programs must have an evaluation strategy to determine their success.

Drayton Valley is cognizant and supports the Vision Zero philosophy. In addition, the work of [Capital Region Intersection Safety Partnership \(CRISP\)](#) is recognized.

International, National and Provincial Road Safety Standards Alignment

International

In 2008, a Summary Report, *Towards Zero: Ambitious Safety Targets and the Safe Systems Approach*, was released by an international group of safety experts representing 21 countries. The report recognized the Safe Systems approach to road safety and safety management.

The Safer Systems approach is discussed further below in this plan.

National

Canada was one of the first countries in the world to adopt a national road safety strategy. 1996 marked the first efforts towards a national road safety strategy adopted by the Council of Ministers Responsible for Transportation and Highway Safety. It resulted in the 2001 *“Road Safety Vision”*. That initiative was able to decrease fatalities and serious injuries for Canadian road users by 10% and 16% respectfully¹.

Successive national road safety strategies were released and improved upon with the implementation and adoption of the *“Road Safety Strategy 2025 – Towards Zero: Having the safest roads in the world”*. This strategy is formulated upon an international best practice first adopted by Sweden, known as *“Vision Zero”*. This approach has resulted in one of the lowest traffic related fatality rates in the world. The *“Road Safety Strategy 2025”* highlights the desire for Canadian jurisdictions to have the best road safety outcomes whether they be provincial or municipal.

Provincial

Albert’s first Traffic Safety Plan was introduced in 2007. Since its inception, the number of collisions, death and injuries to Alberta Road users has declined. This initiative was succeeded by Alberta’s *“Traffic Safety Plan 2015”*. The core priorities of the 2015 strategy focused on education and training, communication, community initiatives, enforcement, research, legislation, new technologies, road engineering, and other infrastructure improvements.



Vision Zero

Canada’s National Road Safety Strategy 2025 (RSS 2025), developed by Canadian Council of Motor Transport Administrators, has adopted the internationally accepted “Vision Zero” philosophy. First adopted in 1997 by Sweden, “Vision Zero” is not a hard target but a vision for a future of road safety, where death by motor vehicle is unacceptable. Drayton Valley recognizes the “Vision Zero” philosophy and will focus on contributing no fatal and serious injury collisions in the municipality.

Safer System Approach

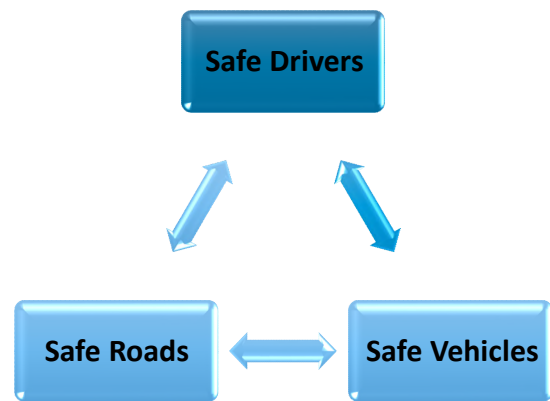
According to the Government of Alberta, which identified in their most recent [Alberta Traffic Safety Plan 2015](#), the Safer System Approach encourages a better understanding of the interaction between the key elements of the road system users, vehicles, and roads.

Exploring these interactions maximizes the potential advantages of initiatives in 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.

Safe Roads are roads designed to reduce the risk of collisions occurring, and the severity of injuries if a collision does occur. Safety features are incorporated into the road design from the outset during the planning and development stages.

Safety vehicles are vehicles designed, built and regulated to minimize the occurrence and consequences of collisions, with the emphasis on collision survivability. There are two main strands of safer vehicles – technology and roadworthiness.

Safe Drivers is when everyone who uses roads is encouraged to use roads safely and comply with road rules. Emphasis is placed on a philosophy of shared and proportionate responsibility.



Cost of Collision’s

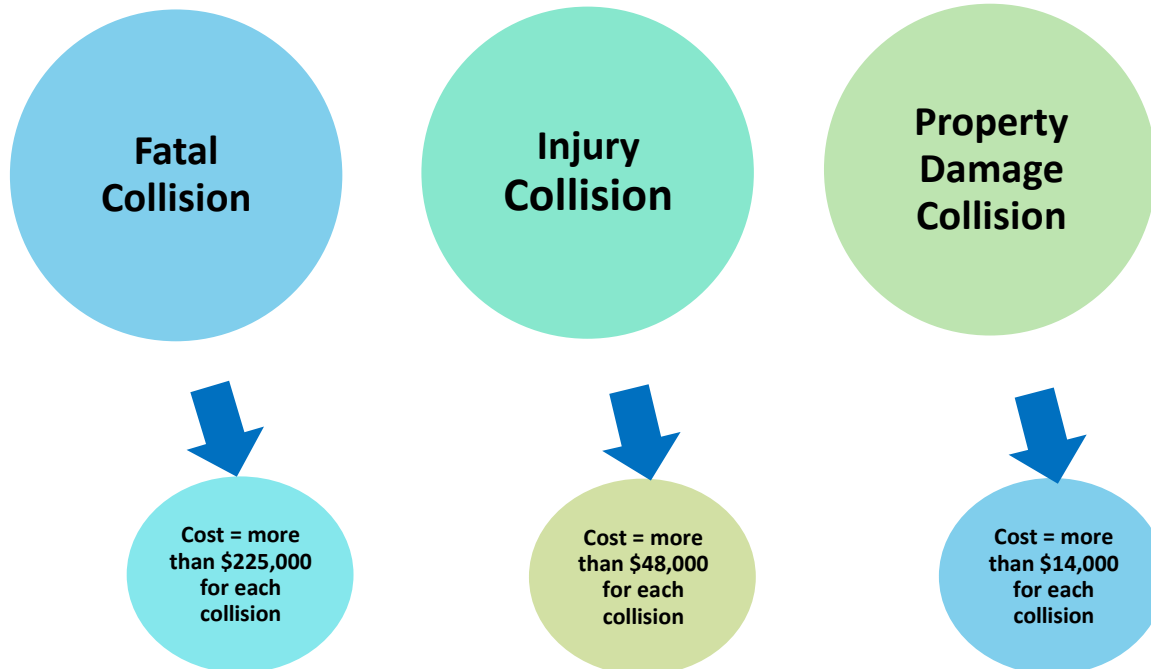
Motor vehicle collisions are costly – not just to the people involved, but society as a whole. Costs to individuals and families can be considerable, especially when there are major injuries or fatalities².

According to CRISP’s 2018 Cost of Collision study, over 43,000 traffic collisions occur each year in the Edmonton Capital Region, which adds up to over \$800 million in direct costs².

Direct Costs of a Collision

Direct costs include the property damage costs, emergency response costs, health services costs, legal costs, travel delay costs and productivity/disruption costs³.





Indirect Costs of a Collision

Indirect costs of a collision are costs borne by people close to the person involved in a collision or by society as a whole. These costs are much harder to count yet it is these costs that we feel the most deeply as individuals and society. Indirect costs include Human Capital Costs and Willingness-to Pay Costs⁴.

Human Capital Costs

Long-term income that a person would have earned by a person who dies or is permanently disabled by a collision.

Pain, suffering and grief are the costs 'paid' by those directly affected by fatal and injury collisions



Fatal Collision: \$2,224,580



Injury Collision: \$89,408



PDO Collision: \$0

Willingness-to-Pay

A measure of the value that people put on their one life and on the lives of people close to them.

The amount of money a person is willing to pay to reduce the risk of injury or death for



Fatal Collision: \$6,707,228



Injury Collision: \$158,654



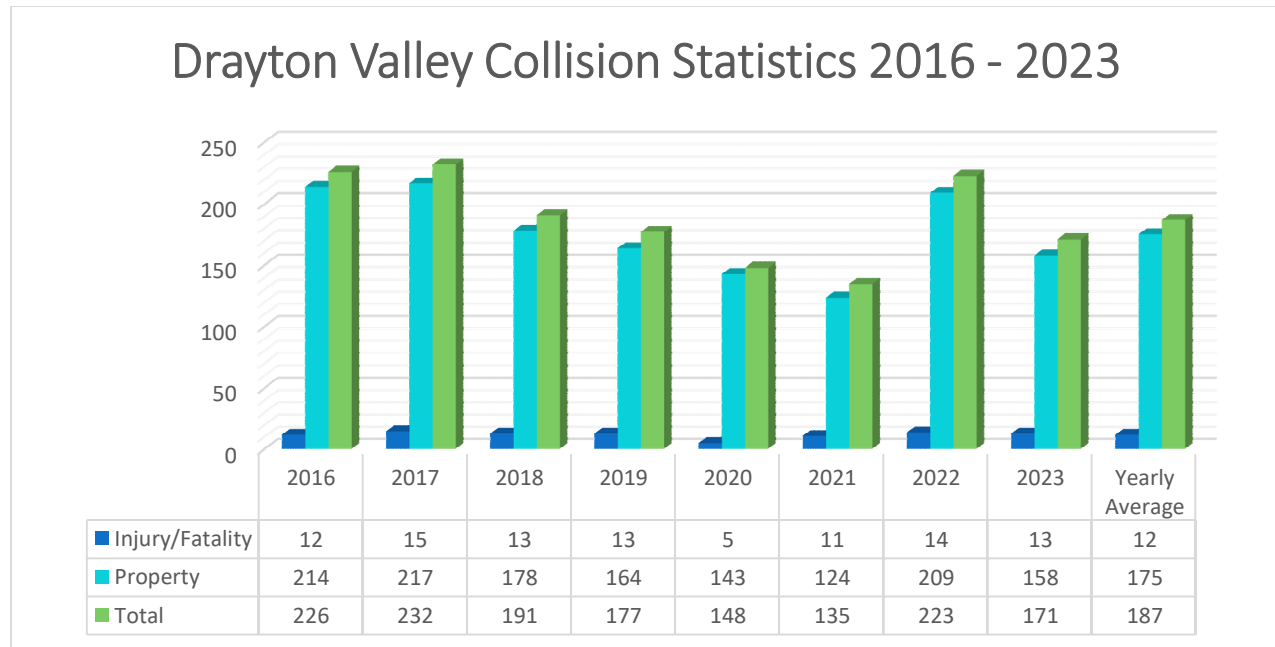
PDO Collision: \$0

*PDO refers to Property Damage Only



Below is a high-level overview of the number of motor vehicle collisions that have occurred within Drayton Valley, over the last 8 years.

Through the course of 2016-2023, there have been 5 fatal collisions within the Town of Drayton Valley corporate limits. To respect the privacy of the individuals and their families, the years and total per year of fatal collisions have not been included and have been included with injury reporting.



*The above statistics from 2016-2023 are provided by Alberta Transportation. These numbers reflect official statistics.

Drayton Valley Collision Information

Reviewing official statistics from Alberta Transportation through 2016-2023, the following information is presented as the cause, months, times, and injured parties' sex of those involved in collisions within the Town of Drayton Valley.

Cause of Collisions

CAUSE	2016	2017	2018	2019	2020	2021	2022	2023	TOTAL
UNSAFE SPEED ⁽¹⁾	16	3	3	2	2	5	4	5	40
INTERSECTION ⁽²⁾	28	32	31	27	13	24	55	35	245
WEATHER-RELATED ⁽³⁾	20	30	19	16	9	17	29	23	163
SURFACE CONDITIONS ⁽⁴⁾	63	79	77	69	52	39	85	50	514
ANIMAL-RELATED	7	9	8	4	8	3	5	7	51
DRIVERS PERFORMING IMPROPER ACTIONS ⁽⁵⁾	86	65	35	41	39	39	69	43	417

- (1) Where indicated by the police officer that the speed was too great for the given conditions.
- (2) Defined as having a traffic light, stop sign, yield sign, or a merge sign present.
- (3) Includes all collisions where the weather conditions were specified as being other than 'clear' and 'unknown'
- (4) Includes all collisions where the road surface condition was specified as being other than 'dry' and 'unknown'



- (5) Includes all drivers reported as having performed an improper driving action. There may have been more than one driver performing an improper action in a single collision.

Seasons of Collisions

SEASON	2016	2017	2018	2019	2020	2021	2022	2023	TOTAL
SPRING (MARCH-MAY)	56	56	56	36	32	22	55	38	351
SUMMER (JUNE-AUGUST)	43	49	41	39	21	45	45	37	320
FALL (SEPTEMBER-NOVEMBER)	77	55	50	54	46	25	55	52	414
WINTER (DECEMBER-FEBRUARY)	77	55	50	49	49	43	68	44	435

As expected, there are a higher number of collisions that occur during months that we experience snow and ice. When reviewing the cause of collisions data, it further shows that the surface conditions are the main reason for the collisions.

Time of Collisions

TIME	2016	2017	2018	2019	2020	2021	2022	2023	TOTAL
7:00AM – 10:59AM (MORNING RUSH HOUR)	39	39	36	33	18	17	37	32	251
11:00AM-2:59PM(MIDDAY)	70	82	62	50	45	38	66	50	463
3:00PM-6:59PM (EVENING RUSH HOUR)	62	58	48	53	34	32	54	42	383
7:00PM-10:59PM (EVENING)	20	23	21	14	13	7	24	17	139
11:00PM-2:59AM (LATE EVENING)	15	7	6	4	1	2	3	4	42
3:00AM-6:59AM (EARLY MORNING)	9	12	11	12	4	3	2	7	60

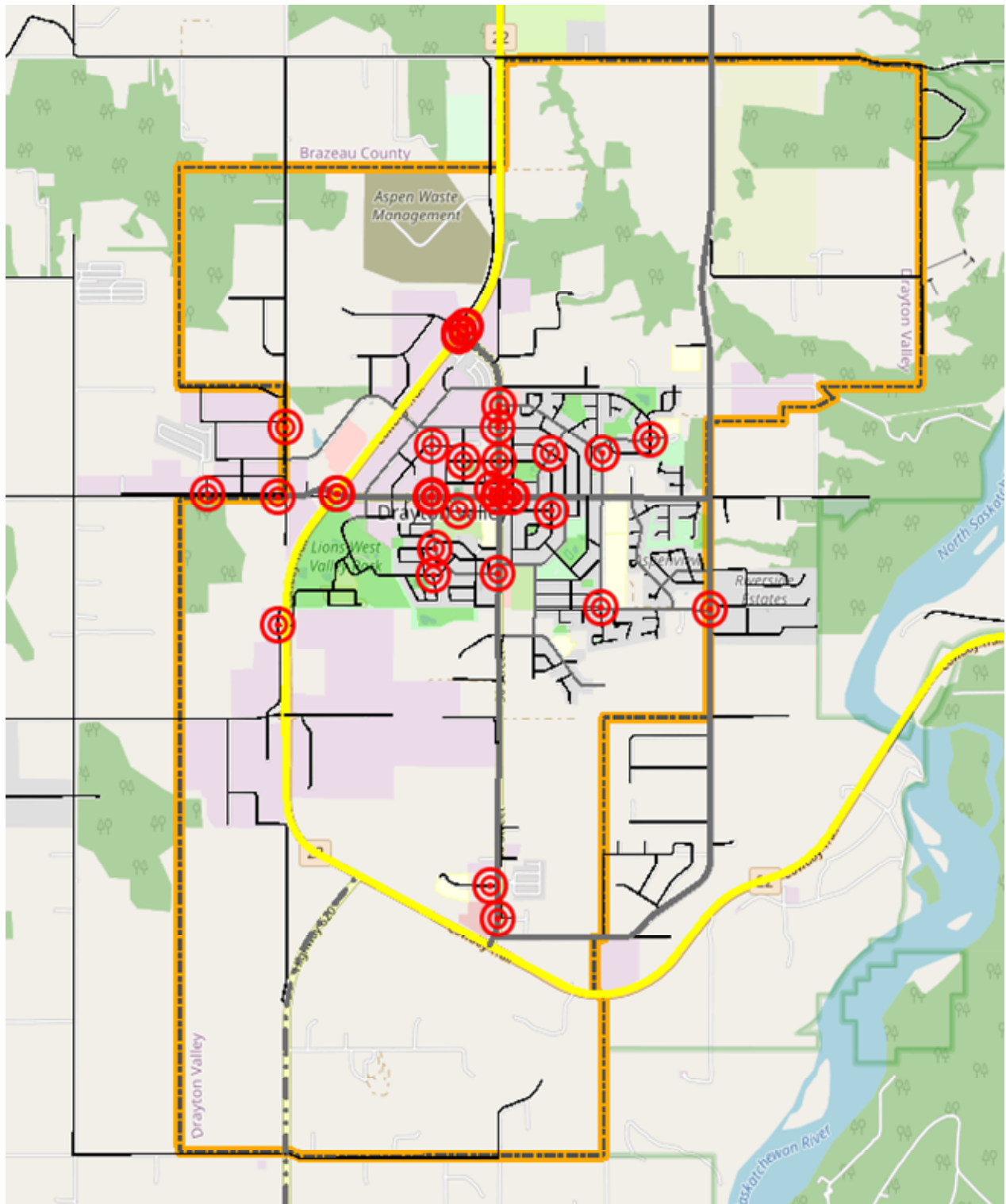
As discovered through the collision data, majority of collisions that occur in Drayton Valley, happen between 11am and 2:59pm, with 463 collisions.

Location of Collisions

When taking the official collision data from Alberta Transportation, specifically the locations of injury or fatality collisions from 2016 – 2019, the main areas for concern are 50th street (north) and Highway 22, with 5 collisions; 50th avenue and 54th street with 3 collisions; and 50th avenue between 50th street and 49th street, with 4 collisions.

Further, the main areas that collisions occur are on the main roads, along 50th Avenue, 50th Street and Highway 22. A focus should be made to conduct further enforcement on these roadways.





*Above information encompasses injury or fatal collisions from 2016-2019 in Drayton Valley.

The Town of Drayton Valley is utilizing our GIS programming to develop a more robust mapping system to track collisions and better assist in reducing collisions within the community.



Commuting in Drayton Valley

Data obtained from the 2016, Drayton Valley Census Profile, shows that in Drayton Valley, the main mode of transportation is through car, truck, or van – as the driver; at 2845 people. The majority of peoples commute is under 15 minutes for a total of 2535 people and the majority people leave for work between 6am and 8am; at 1620. The below charts expand in more detail to this information.

Mode of Commuting

Main Mode of Commuting	Total	Male	Female
Car, Truck, Van – as driver	2845	1610	1230
Car, Truck, Van – as passenger	235	140	95
Public Transit	20	10	15
Walked	190	70	125
Bicycle	20	15	10
Other Method	25	20	0

*Total – Main mode of commuting for the employed labour force aged 15 years and over in private households with a usual place of work or no fixed workplace address – 25% sample data.

Commuting Duration

Commuting Duration	Total	Male	Female
Less than 15 minutes	2535	1275	1260
15 to 29 minutes	320	190	130
30 to 44 minutes	145	100	40
45 to 59 minutes	90	75	20
60 minutes and over	240	210	25

* Total – Commuting duration for the employed labour force aged 15 years and over in private households with a usual place of work or no fixed workplace address – 25% sample data.

Time Leaving for Work

Time Leaving for Work	Total	Male	Female
Between 5:00am and 5:59am	380	230	50
Between 6:00am and 6:59am	775	635	135
Between 7:00am and 7:59am	845	465	375
Between 8:00am and 8:59am	645	190	455
Between 9:00am and 11:59am	300	115	180
Between 12:00pm and 4:59am	490	215	275

* Total – Time leaving for work for the employed labour force aged 15 years and over in private households with a usual place of work or no fixed workplace address – 25% sample data.

What we heard?

Drayton Valley has conducted surveys in 2021 and 2022. Questions in the survey both focused on priorities for the Drayton Valley RCMP as well as Drayton Valley Community Peace Officers.



In 2021, Drayton Valley conducted an online survey on behalf of the Drayton Valley RCMP to Drayton Valley and area residents and business owners, which resulted in 241 respondents. The survey was titled “2021 RCMP Policing Priorities”, which asked various questions pertaining to policing priorities for the RCMP and Community Peace Officers.

Part of the 2021 survey results, the following was identified through respondents’ answers:

- Traffic Enforcement is the respondent’s 2nd of 4 highest priority for Community Peace Officers
- Impaired Driving is the respondent’s 4th of 11 highest priority for the RCMP
- Traffic Enforcement is the respondent’s 8th of 11 highest priority for the RCMP

In 2022, Drayton Valley again conducted a very similar survey as in 2021, which resulted in 281 respondents. The survey was titled “2022 RCMP Policing Priorities”.

Part of the 2022 survey results, the following was identified through respondents’ answers:

- Traffic Enforcement is the respondent’s 1st of 4 priorities for Community Peace Officers
- Impaired Driving is the respondent’s 5th of 11 highest priority for the RCMP
- Traffic Enforcement is the respondent’s 9th of 11 highest priority for the RCMP

In addition to the survey questions, respondents were also able to provide open text feedback. The following was identified through open text comments, as it relates to traffic safety; keeping in mind the extracted data is only data pertaining to traffic safety:

- “Heavy trucks using jake brakes inside hamlet boundaries with modified exhaust and speeding”
- “much more focus on speeding and distracted driving...”
- “...I cannot believe the people that drink and drive”
- “...traffic enforcement should also be high priorities...”
- “sick and tired of having to wait and look both ways after the traffic lights turn green, because of so many people running RED LIGHTS”
- “...our money should be spent on keeping the community free of violence of crime and not tickets for seatbelts and stuff that doesn’t “hurt” the public”
- “the cops in this town seem more interested in chasing after nonsense traffic stops and non REAL crimes to get their quotas then they do fighting REAL offenders”
- “...the speeds people get up to on this road are ridiculous...”
- “...more much more traffic enforcement”

Drayton Valley Enforcement Services also held their own “Priorities and Satisfaction Survey” in quarter 3 of 2022, which resulted in 168 respondents. Respondents were provided with 24 options on what should the priorities for Enforcement Services be over the next couple of years. Respondents were asked to pick their top five.

Upon review of the priorities that were selected, administration grouped the priorities into “themes”. The number one themed priority for Enforcement Services as identified through the survey, was Traffic/Commercial Vehicle Enforcement/Traffic Bylaw with 123 responses.



Through open text comments in the survey, there were a number of quotes relating to traffic safety, speeding, school zones, loud vehicles, poor driving, speed signs, and the need for more staff, amongst others.

Through these surveys conducted over the last two years, it is apparent that the community believes and supports more traffic enforcement within Drayton Valley.

RCMP Traffic Safety Plan

The “Drayton Valley Detachment Traffic Safety Plan 2024-2027 was created to work in conjunction with the Alberta Traffic Safety Plan and the RCMP Policy and guidelines in partnership with the Town of Drayton Valley, and other neighbouring municipalities. Their goal is to encourage safe driving and reduce the number of collisions, injuries and fatalities on our roadways. The priority to reduce collisions from the RCMP is through using core strategies of

- Education and training
- Communication
- Community Initiatives
- Enforcement
- Research; and
- Statistical Analytics

The two core pillars of the RCMP’s plan is Education and Enforcement, in addition to continuing to build upon relationships with its partners to ensure the achievement of their goals and reduce serious injuries and fatalities on our roadways.

Looking ahead: Traffic Safety Plan 2024-2027 – Town of Drayton Valley

The 2024-2027 plan will serve as a model of traffic safety for Drayton Valley. To have a successful program, we need to achieve voluntary compliance by educating the public, positive public relations, and being highly visible in the community.

Drayton Valley’s Traffic Safety Plan 2024-2027 will focus on improving safety on the roadways and surrounding areas, education of the public and municipal staff members, enforcement of traffic safety legislation and evaluation of various tasks identified throughout the report.

It will also expand on new safety awareness and projects within the community including reviewing school and playground zones for additional safety measures, developing a communications plan with traffic safety components, and reviewing collision data, amongst others.

The Traffic Safety Plan 2024-2027 will incorporate various aspects of the 4 “E” s of traffic safety. Under each of the “E” s in this plan, there are specific S.M.A.R.T. (specific, measurable, attainable, relevant, time-bound) goals that Drayton Valley would like to accomplish through this Traffic Safety Plan. The S.M.A.R.T. goals will supplement enforcement of four traffic safety behaviors including distracted driving, crosswalk and pedestrian safety, intersection safety as well as speeding.



Overall Goals of the Traffic Safety Plan

Overall arching goals of the plan intend to:

- A) Have no traffic fatalities in Drayton Valley throughout the 2024-2027**
- B) Have no more than 10 serious injury collisions in Drayton Valley throughout each year from 2024-2027**
- C) Have no more than 150 motor vehicle collisions, in Drayton Valley throughout each year from 2024-2027**

Targeted Enforcement

Enforcement Services will complete targeted enforcement including with four main traffic safety behaviors including distracted driving, crosswalk and pedestrian safety, intersection safety and speeding.

It is currently estimated that 25% of a Community Peace Officers time is dedicated to traffic enforcement in Drayton Valley.

Distracted Driving

Distracted driving has been a concern for law enforcement over the last decade due to the prevalence in the collisions it is associated too. Drayton Valley Peace Officers continues to actively monitor users of the roadway to ensure compliance with distracted driving legislation.

Peace Officers consistently observe distracted driving occurring within Drayton Valley, notably where vulnerable users of the roadway network are interacting with motorists.

Distractions such as cell phones, reading and eating take your attention off the road. Research shows that this reduces driver performance and increases the risk of error behind the wheel.

Alberta's distracted driving law restricts drivers from doing any of the following while driving:

- Using hand-held cellphones
- Texting or e-mailing
- Using electronic devices like laptop computers, video games, cameras, video entertainment displays, and programming portable audio players
- Entering information on GPS units
- Reading printed materials in the vehicle
- Writing, printing, or sketching
- Allowing animals to interfere with an operator's view or ability to safely maneuver a vehicle
- Personal grooming (applying make-up, shaving, etc.)

Anecdotally, a common misconception from motorists across Alberta, is that they are permitted to operate a vehicle while holding a cell phone, if it's on speaker phone and they aren't texting. However, the legislation is written in a way that prohibits the "holding, viewing or manipulating a cellular



device...". This is one item that could be included in the communications plan.

Crosswalk and Pedestrian Safety

Crosswalks continue to be an area of high concern. Crosswalk concerns vary depending on their use and location. Crosswalk consistency, use, location, and visibility balanced against concerns brought forward by the public shows there is a need to address the method used in identifying crosswalks.

There will be continued education regarding pedestrian safety with the use of programs such as point, pause, proceed.

There may also be additional opportunities for administration or council to lobby to the provincial government regarding changes to legislation regarding pedestrian crossing.

Intersection Safety

Safety at intersections is an area of concern for Enforcement Services. Collisions often occur at intersections because motor vehicles conflict with each other when crossing or turning in traffic. Throughout the province, the majority of fatal collisions are intersection related. Safety issues at intersections include poor driver behavior, such as running red lights, speeding and non-compliance with stop signs. Other road users, such as pedestrians and cyclists can also be non-compliance at intersections, for example, crossing near the end of a signal cycle or not dismounting bicycles when crossing the roadway.

Traffic management, including the consistency of signage, speed limits, parking, and signal phasing, also affects intersection safety. Maintenance issues, such as faded line markings, road surface conditions and appropriate lighting, also contribute to intersection safety.

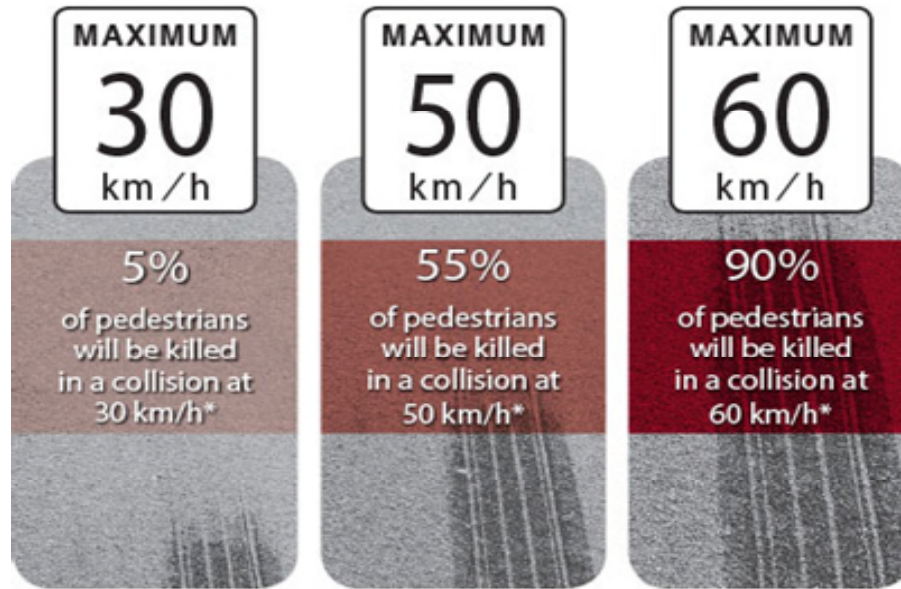
Speeding

Speeding continues to be an area of focus for Peace Officers. Efforts must continue to ensure the safety of all users of local roadways.

The dangers of high-level speeding (driving > 30 km/h above the posted limit) are obvious. However, low level speeding (driving <15 km/h over the limit) contributes to far more to collisions than high level speeding. Studies have found nearly 60% of fatal and injury collision risk could be eliminated by eliminating speeding up to 15 km/h over the limit⁵.

The number of low-level speeders contributes to a large proportion of the risk associated with speeding. By comparison, only a small proportion of the fatal and injury crash risk is due to drivers travelling at 31 km/h or more over the speed limit, because they represent so few drivers⁶.





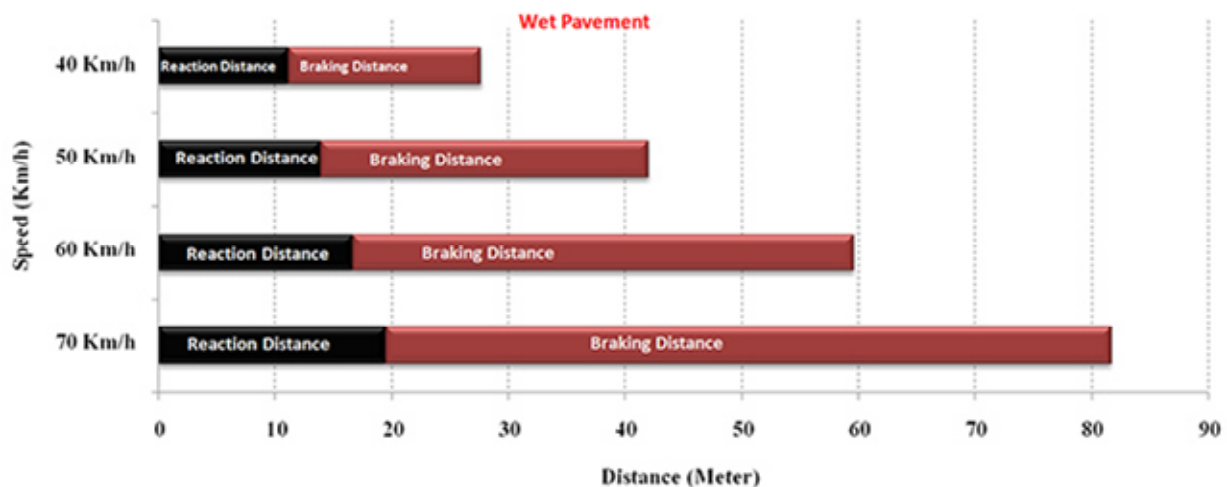
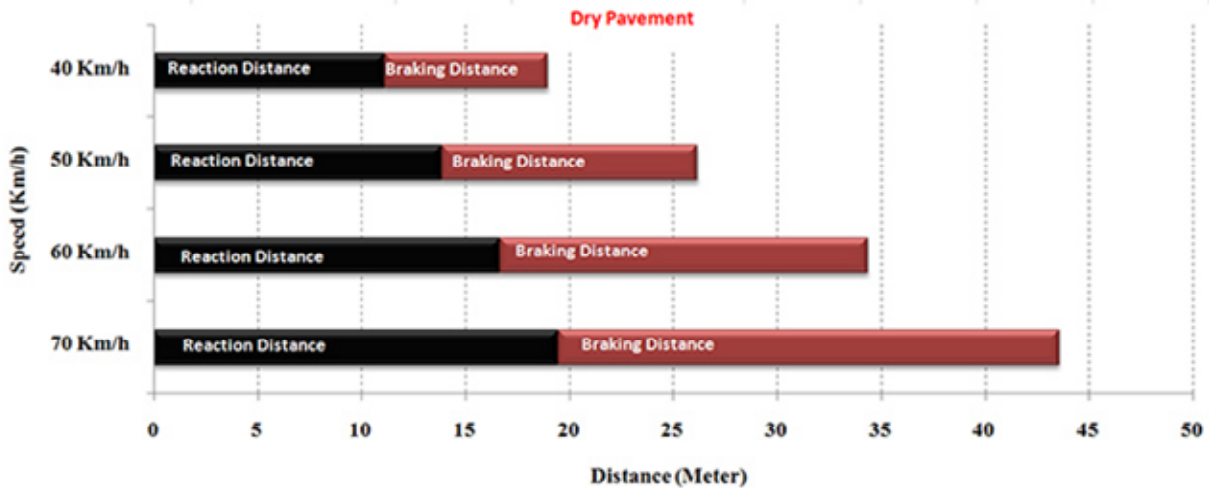
The faster a vehicle is travelling, there is an increased stopping distance once brakes are applied. According to the Government of Alberta⁷, inexperienced drivers are seldom aware of the total stopping distance or time it takes a vehicle to come to a full stop. Consequently, they may make errors in their decisions which, in turn, could result in a collision.

There are three factors that determine how long it takes for a vehicle to stop. They are:

- Perception time
- Reaction time; and
- Braking time

The total stopping distance is the sum of the perception distance, the reaction distance and the braking distance. Many factors such as the condition of the road, the vehicle, the vehicle's speed and the vehicles condition and ability to stop, work in combination to determine total stopping time and distance. As a driver, one must attempt to minimize these factors to avoid a collision.

The charts below illustrate the minimum stopping distance for various speeds⁸.



Engineering

School Zones to Playground Zones

To ensure the safety of users in both school zones and playground zones, and to ensure consistency with regional municipalities, and to ensure standardization, the following objective is created:

- 1) Enforcement Services will create a report, including a jurisdictional scan, on the advantages and disadvantages to changing school zones to be playground zones in Drayton Valley by the end of 2024 to be presented to senior administration and to council of applicable, for further decision.

Playground Zone/Area Review

To ensure playground zones/areas in Drayton Valley are consistent with the “Guidelines for Schools and Playground Zones and Areas”⁹ throughout Drayton Valley and the province, and to ensure there is sufficient safety barriers in place, the following objectives are created:

- 1) Enforcement Services will complete an updated review of all playground zones and areas in Drayton Valley by the end of 2026 to ensure that all playgrounds in Drayton Valley are at the highest possible safety standard available.



- 2) Should improvements be identified, Municipal Services will be engaged regarding making necessary changes to improve the safety in the playground zone/area.

School Zone/Area Review

To ensure school zones/areas in Drayton Valley are consistent with the “Guidelines for Schools and Playground Zones and Areas”¹⁰ throughout Drayton Valley and the province, and to ensure there is sufficient safety barriers in place, the following objectives are created:

- 1) If it is decided that school zones will remain school zones, Enforcement Services will complete an updated review of all school zones and areas in Drayton Valley by the end of 2026 to ensure that all schools in Drayton Valley are at the highest possible safety standard available.
- 2) Should improvements be identified, Municipal Services will be engaged regarding making necessary changes to improve the safety in the playground zone/area.

Maximum of 40 Kilometer per hour Roadways

To ensure roadways in Drayton Valley are as safe as possible and to ensure speed zones are aligned with other Alberta municipalities, the following objective is created:

- 1) Enforcement Services will work collaboratively with Communications Department, Municipal Services and Planning and Growth to complete a report, which includes public consultation, on the implementation of regulating the standard maximum speed limit throughout Drayton Valley to be 40 kilometers per hour. This report will be presented to council by the end of 2025.

Signage Review

To ensure traffic control devices (signs) are clearly visible and easily readable to promote voluntary compliance with the signs, the following objective is created:

- 1) Municipal Services will complete a review of traffic control devices throughout Drayton Valley to ensure that current signage in place is not defaced, damaged, or faded to ensure that a motorist is able to clearly read and interpret the traffic control devices and replace any signage as required by the end of 2026.

Education

Communications Plan

To ensure the public is receiving ongoing, regular communication from Drayton Valley, regarding roadway safety for drivers, pedestrians and cyclists, the following objective is created.

- 1) Enforcement Services, in collaboration with Communications, will develop a multi-year communications plan by the end of 2024. This communications plan will outline a way for Enforcement Services to increase communication with the public including communication pertaining to roadway safety.
- 2) Enforcement Services, in collaboration with Communications, will ensure that the multi-year communications plan is reviewed yearly to ensure relevancy of the plan and adjust if required.



Positive Ticketing

To promote youth being safe, such as wearing a helmet while riding a bike, or crossing in a crosswalk, and to enhance relationships with Enforcement Services and youth in the community, the following objectives are created:

- 1) Enforcement Services will issue at least 15 positive tickets to youth in Drayton Valley that are caught doing positive actions within the community with a primary focus on youth being safe, in 2025.
- 2) Enforcement Services, in collaboration with Communications, will work to increase public knowledge of the positive ticketing program by ensuring at minimum, of four social media post per year, pertaining to positive ticketing.
- 3) Enforcement Services, in collaboration with Planning and Growth, will work to identify opportunities for sponsorship of the positive ticketing program with local organizations and businesses.

Speed Display Signs

To promote safe driving and the obedience of speed limits in the community, to increase public awareness of the posted speed limit and to increase the public's knowledge of speed in the community, the following objectives are created:

- 1) Enforcement Services, in collaboration with Municipal Services, will develop a speed sign program that outlines roles and responsibilities, where signs will be posted and durations by Q4 of 2024.
- 2) Enforcement Services will utilize speed display signs within the community to educate motorists on their current speed. The data obtained by the speed display signs will be used to make operational decisions regarding speed enforcement.
- 3) Enforcement Services will work collaboratively with Communications to ensure data obtained by the speed display signs is posted, publicly available, on Drayton Valley's website within 3 months of the data becoming available, if possible.

Mock Motor Vehicle Collision

To promote safe driving and increased education for new young drivers, the following objective has been created:

- 1) Enforcement Services and Fire Services will attend any scheduled mock motor vehicle collisions in Drayton Valley to promote safe driving behaviors to minors.

Anti-Distraction Applications

To promote safe driving and to reduce distracted driving in the community, the following objectives have been created:

- 1) Communications will use various social media platforms to promote the use of anti-distraction applications to the public, such as Apple's "Do Not Disturb while Driving"; or Android based app's, *Drivemode* or *Live 2TXT*, on mobile devices at least one per quarter.
- 2) Communications will use internal communication means (such as email) to promote the use of anti-distraction applications to employees, such as Apple's "Do Not Disturb while Driving"; or Android based app's, *Drivemode* or *Live 2TXT*, on mobile devices at least one per quarter.



Pedestrian Safety

To promote the safe passage of pedestrians throughout the community, the following objectives have been created:

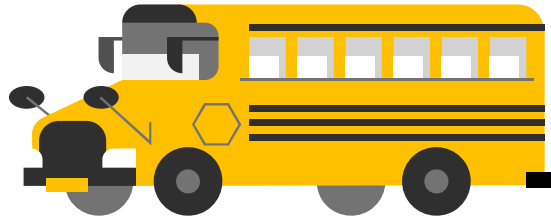
- 1) Enforcement Services will ensure there is safety information available on Drayton Valley's website, specifically for pedestrians by the end of 2024.

Enforcement

School Zone Targeted Enforcement

To ensure safe behaviors in school zones, with vulnerable users, during peak times, the following objective has been created:

- 1) Enforcement Services will ensure there is a minimum of 40 hours per school year of dedicated patrols/enforcement in school zones throughout Drayton Valley.



Traffic Safety Bylaw

To ensure proper traffic safety legislation is in place, and updated with any new and emerging trends, the following objectives have been created:

- 1) Enforcement Services, in collaboration with Legislative Services, will complete a review of the current Traffic Safety Bylaw by the end of Quarter 1, 2025, to see if there is a need to complete updates to the current bylaw.
- 2) Enforcement Services will create a new Traffic Safety Bylaw; if the requirement was identified while completing the review, by the end of 2025.

Targeted Helmet Enforcement

To ensure youth are being as safe as possible while operating bicycles throughout the community, and to promote brain safety, the following objective has been created:

- 1) Enforcement Services will make formal contact (written warnings or violation tickets) with a minimum of 15 youth per year regarding proper helmet use and follow up with legal guardians as required.

Regional Memorandum of Understanding (MOU)

To ensure public safety on roadways, increased officer presence in the communities and reduced enforcement barriers between Drayton Valley and Brazeau County, the following objectives have been created:

- 1) Administration will communicate their intention with Brazeau County by the end of quarter 1 of 2025, to attempt to create an MOU between both municipalities regarding Peace Officer services, specifically, having peace officer jurisdiction in one another's municipalities.
- 2) Administration will work with Brazeau County; if they are willing, to create and implement the above MOU by the end of 2025.



Targeted Traffic Enforcement

To ensure enforcement of the four identified key traffic safety behaviors, the following objectives have been created:

- 1) Enforcement Services will contact a minimum of 20 distracted driving related offenders per year.
- 2) Enforcement Services will contact a minimum of 20 crosswalk and pedestrian safety related offenders per year.
- 3) Enforcement Services will contact a minimum of 20 intersection safety related offenders per year.
- 4) Enforcement Services will contact a minimum of 20 speeding related offenders per year.

Joint Force Operations

Enforcement Services will actively participate, where possible, with Joint Force Operations in/near the community, with a focus on traffic safety, with participating law enforcement agencies.

Evaluation and Research

Motor Vehicle Collision Data Review

Enforcement Services will review the previous year of motor vehicle collision data to attempt to locate any trends which could be used to change or adapt any operational traffic enforcement priorities by the end of quarter 2 of 2025.

Enforcement Statistic Tracking

Enforcement Services will maintain accurate records of traffic violation tickets and warnings that are issued regarding traffic safety.

Collision Data Mapping

Enforcement Services, in collaboration with the Town's GIS department, will implement a map with collision data that is available to help determine various enforcement, engineering or education opportunities to reduce collisions at high frequency locations by Q4 of 2024.

Plan Updating

Enforcement Services will review the Traffic Safety Plan annually and amend if required, to ensure that the plan remains relevant.

Closing

This Traffic Safety Plan presents new and existing traffic safety plans for Drayton Valley, entrenching the belief that it is unacceptable for any road users to be injured or killed on our roadways.

Drayton Valley's Traffic Safety Plan 2024-2027, will focus on making our roadways safer using the 4 "E"s of traffic safety; engineering, education, enforcement and evaluation. The overarching goals of this plan is to not have any traffic fatalities, not have more than 8 serious injury collisions and no more than 150 collisions in Drayton Valley each year.

Drayton Valley will continue to expand on existing safety awareness projects throughout the community, as well as start new programs to benefit Drayton Valley. Drayton Valley will achieve these



goals by working collaboratively with all municipal departments as well as external organizations as a holistic approach to improving road safety.

Disclaimer

This traffic safety plan is an internal guiding document. Nothing in this plan prohibits Drayton Valley from doing additional traffic safety related tasks that have not been identified. In addition, nothing in this plan is binding and is subject to being amended or removed. Administration can use discretion in the implementation and execution of this plan.

Resources

- Government of Alberta – Traffic Safety Plan Calendar
 - <https://www.alberta.ca/assets/documents/tr-traffic-safety-calendar.pdf>
- Government of Alberta – McDermid Report
 - <https://www.alberta.ca/alberta-traffic-safety-plan.aspx#jumplinks-0>
- Government of Alberta – Traffic Safety Plan 2015
 - <https://open.alberta.ca/dataset/cb0799a8-1f25-4a8f-b3ed-0d4a5980eed3/resource/6566a796-87d4-4a3d-8a37-4e96c5d8e90a/download/3809538-2015-alberta-traffic-safety-plan-2015.pdf>
- Government of Alberta – Alberta Transportation – Office of Traffic Safety
 - <https://www.alberta.ca/albertaFiles/includes/directorysearch/goaBrowse.cfm?txtSearch=Transportation&Ministry=TRANS>
- The Effect of Police Patrol on Car Accidents, Sarit Weisburd, The Hebrew University, May 13, 2013
 - https://pluto.msc.huji.ac.il/~saritw/police_may12.pdf
- Town of Drayton Valley
 - <https://www.draytonvalley.ca/history/>
- Government of Canada
 - <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=POPC&Code1=0237&Geo2=PR&Code2=48&SearchText=Drayton%20Valley&SearchType=Begins&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=0237&TABID=1&type=0>

References

1. Road Safety Strategy: CCMT (2015) “Canada’s Road Safety Strategy 2015”, Canadian Council of Motor Transport Administrators.
2. CRISP: <https://drivetolive.ca/research/collision-cost-study/>
3. CRISP: <https://drivetolive.ca/research/collision-cost-study/> 2018
4. CRISP: <https://drivetolive.ca/research/collision-cost-study/> 2018
5. High-Level Speeding Vehicles <http://acrs.org.au/files/arsrpe/R2010870.pdf>
6. Low-Level Speeding Vehicles <http://acrs.org.au/files/arsrpe/R2010870.pdf>



7. GOA Stopping Distance: <https://open.alberta.ca/dataset/9e24ca19-5702-4ca5-a22a-2f5ae069d059/resource/8ed9d06f-7dc7-44a4-8635-ab49fe59488e/download/trans-commercial-bus-and-school-bus-driver-training-course-class-2-s-2020-12.pdf>
8. City of St Albert: Prevent Rear-End Collisions: <https://stalbert.ca/city/eps/rcmp/traffic-safety/prevent-rear-end-collisions/>
9. Guidelines for School and Playground Zones and Areas: <https://open.alberta.ca/publications/guidelines-for-school-and-playground-zones-and-areas-version-2>
10. Guidelines for School and Playground Zones and Areas: <https://open.alberta.ca/publications/guidelines-for-school-and-playground-zones-and-areas-version-2>

Review and Sign Off

Cody Rossing, Manager of Enforcement Services and Emergency Management, Town of Drayton Valley

Tom Thomson, General Manager of Protective Services/Fire Chief, Town of Drayton Valley

Ryan Hoetmer, Acting Staff Sergeant, Drayton Valley Royal Canadian Mounted Police (RCMP)



Tasking Track Sheet

Tasking	Lead Department Responsible	Supporting Department(s) Responsible	Completion Deadline	Actual Completion Date
Create a report to change School Zones to Playground Zones	Enforcement		Q4 2024	
School Zone Review	Enforcement	Municipal	Q4 2026	
Playground Zone Review	Enforcement	Municipal	Q4 2026	
Standard 40KM/Hr roadways	Enforcement	Coms, IS, Planning	Q4 2026	
Review signage throughout municipality to ensure no damage	Municipal		Q4 2025	
Communications Plan	Enforcement	Communications	Q4 2024	
Positive Ticketing	Enforcement		Annually	
Speed Display Signs	Enforcement	Municipal	Q4 2024	
Mock Collision Attendance	Enforcement	Fire	Annually	
Anti-Distracted Application Promotion	Communications	Enforcement	Annually/Quarterly	
Pedestrian Safety Information	Enforcement	Communications	Q4 2024	
Targeted School Zone Enforcement	Enforcement		Annually	
Traffic Bylaw Review	Enforcement	Legislative	Q4 2025	
Targeted Helmet Enforcement	Enforcement		Annually	
Regional MOU with Brazeau County	Enforcement		Q4 2025	
Targeted Traffic Enforcement	Enforcement		Annually	
JFOS	Enforcement		Annually	
Review Collision Data	Enforcement		Annually	
Maintain Accurate Statistics on Warnings and Tickets	Enforcement		Annually	
Collision Data Mapping	Municipal	Enforcement		
Plan Updates			Annually	



DRAYTON VALLEY

