



# Traffic Safety Plan 2015



## **Purpose**

Airdrie's last Traffic Safety Plan was created in 2011. The 2015 Traffic Safety Plan is a revised model of the traffic operations for the City of Airdrie. The purpose of the Plan is to document analyzed data, prioritize initiatives and improve traffic safety in accordance with the requirements of the employers of Community Peace Officers, outlined in the *Public Security Peace Officer Program - Policy & Procedures Manual*.

## **Mission Statement**

The mission of the Airdrie RCMP and Airdrie Municipal Enforcement is to keep the peace, promote traffic safety, provide protection, promote public safety and deliver quality service with integrity, while responding to the needs of our residents.

## **Goals of Traffic Safety Plan**

The Traffic Safety Plan will aim to reduce the number of injury related collisions through seven target areas:

- Impaired Driving - Increased detection of impaired drivers within the community by performing check stops.
- Seatbelt Usage - Increased check stops for seat belt violators.
- Aggressive Drivers - This target focuses on drivers travelling at unsafe speeds, disobeying stop signs, yield signs or traffic signals, following too closely, and motorists making improper lane changes or passing unsafely.
- Distracted Drivers – Target distracted drivers.
- Vulnerable Road Users - Target areas with collisions involving pedestrians, cyclists and motorcyclists where the severity of injuries from collisions is higher.
- Winter Road Conditions - Target drivers driving at unsafe speeds to bring public awareness of safe winter driving behavior.
- Commercial Vehicle Enforcement – Enforcement of laws pertaining to commercial vehicles to ensure that commercial vehicles are operated safely.
- Traffic Enforcement
  - a) School Zones - Target speeders and illegally parked vehicles in school zones throughout Airdrie. This would consist of random patrols by officers in the morning and afternoon.
  - b) Construction Zones – Target speeders.

## **General Information**

- The City of Airdrie's population is now 54,891 and continues to grow at a rapid pace.
- The previous Traffic Safety Plan was created in 2011 with Airdrie's population at approximately 43,155.
- RCMP responded to 11,922 calls for services in 2013.
- Municipal Enforcement Officers attended 3,317 complaints in 2013.
- Airdrie is divided by Highway # 2 running north/south through the city. 8<sup>th</sup> Street, Main Street, and East Lake Boulevard are the major north/south routes in Airdrie. Yankee Valley Boulevard and Veteran's Boulevard are the major routes that run west/east.
- The only way to cross Highway #2 is either Yankee Valley Boulevard or Veteran's Boulevard.
- The west side of Airdrie is the main central business core and large residential communities. Almost all of Airdrie's residential communities have a speed limit of 30km/hr.
- The east side has residential communities and a large percentage of industrial/commercial development.

## **Summary of Current Airdrie Policing Staffing Levels**

### **RCMP**

The current complement at the Airdrie RCMP detachment:

- 1 Detachment Commander
- 1 Staff Sergeant
- 1 Sergeant
- 3 Corporals
- 35 Municipal Constables that provide 24/7 coverage.

### **RCMP - Traffic Enforcement Performed by Members as part of 2014 Budget**

- Traffic enforcement is currently performed by one fully dedicated traffic enforcement RCMP Officer.
- Airdrie also benefits from additional enforcement from rural, traffic, sheriff and Municipal RCMP Officers when performing duties in and around Airdrie.
- In 2013 the RCMP had written \$1,036,701 in fines.

## Municipal Enforcement

Municipal Enforcement currently employs 10 Officers in total.

- 4 Officers enforce Bylaws, and
- 6 Officers enforce traffic and bylaws.

Note: 1 of the 10 Officers enforce Planning Department requirements

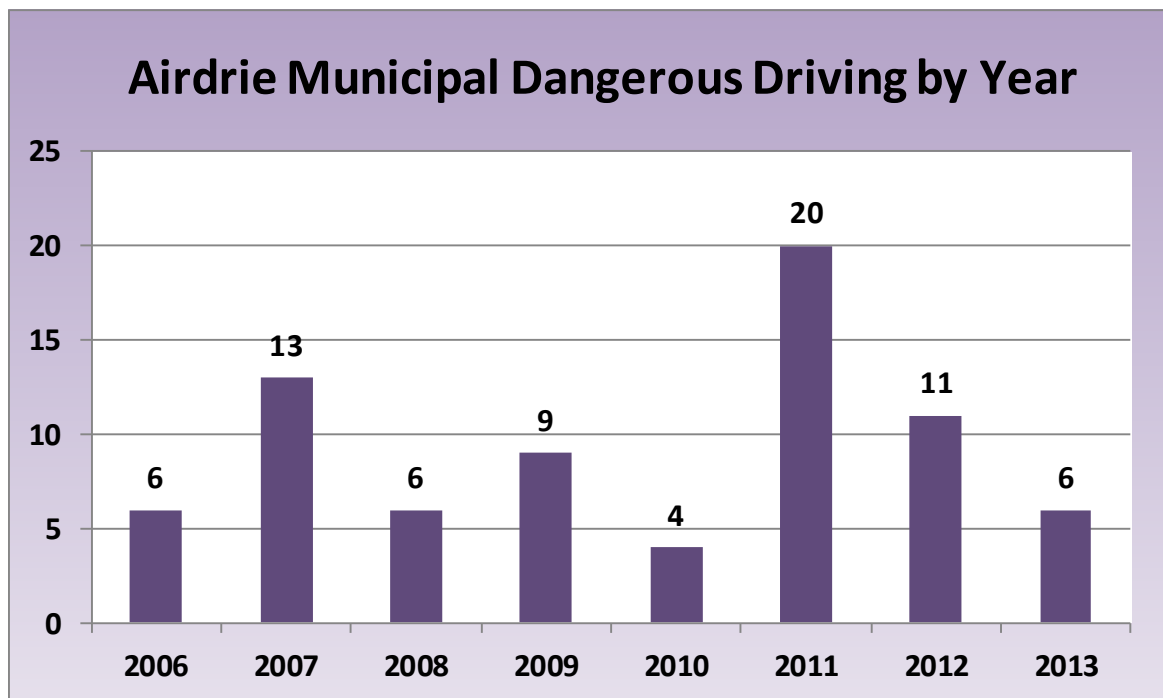
## Municipal Enforcement Officer Hours

Officer hours are from 0630hrs to 2100hrs, seven days a week. The exception to these hours are from November 1<sup>st</sup> to April 30<sup>th</sup> when Officers are only working 0630hrs to 1830 hrs on weekends. The majority of statutory holidays are worked by officers.

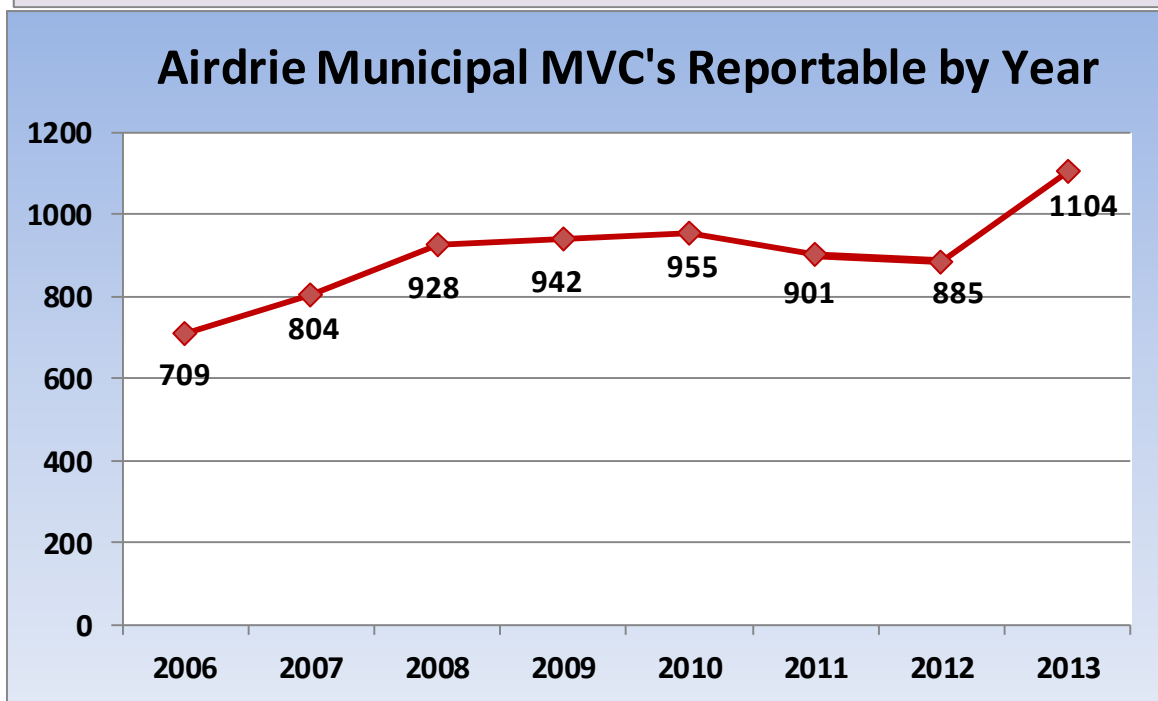
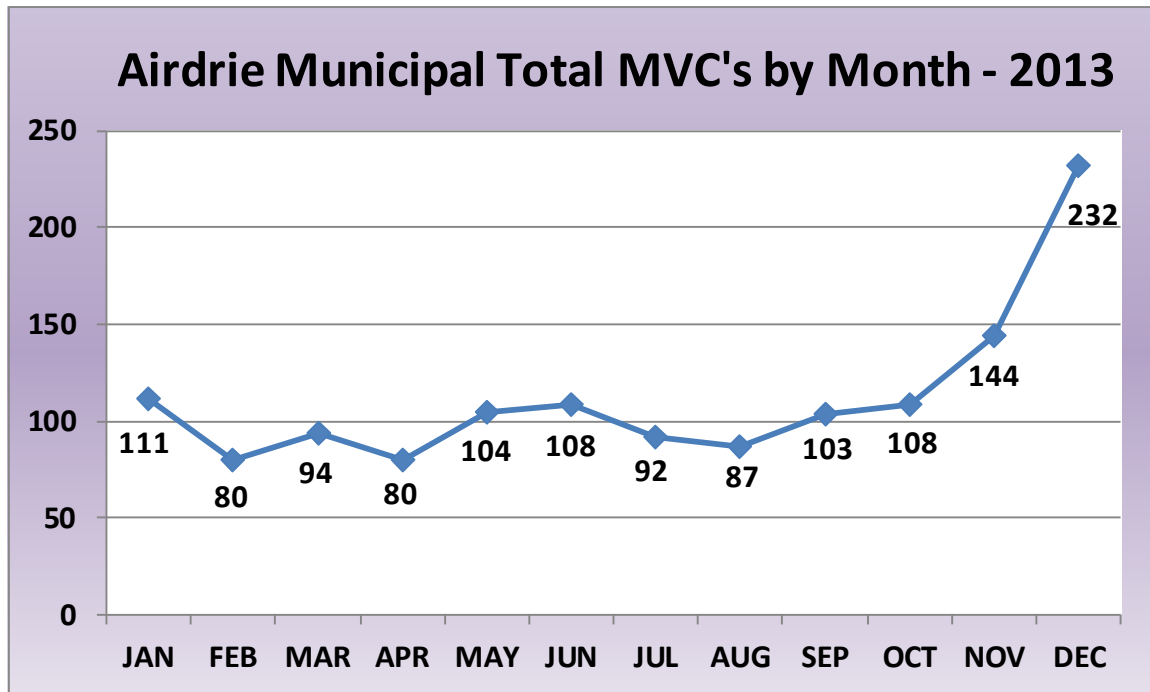
## M.E. - Traffic Enforcement Performed by Officers as part of 2013 Budget

- Traffic enforcement is performed by 10 Officers along with their other duties.
- In 2013 the department issued 3,344 provincial tickets and handed out an additional 2,791 road side warnings.
- The revenue raised from all tickets issued by Municipal Enforcement in 2013 was \$916,892.

## Total Dangerous Driving Occurrences – by Year (2006 to 2013)



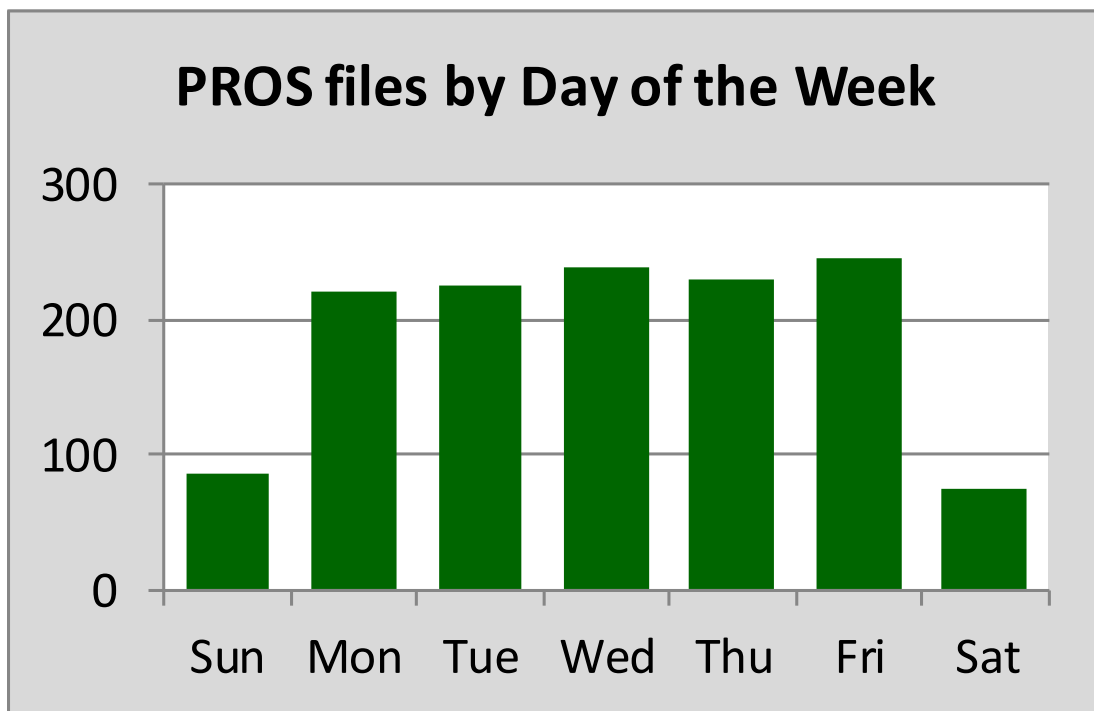
## Statistics of Collisions in the City of Airdrie



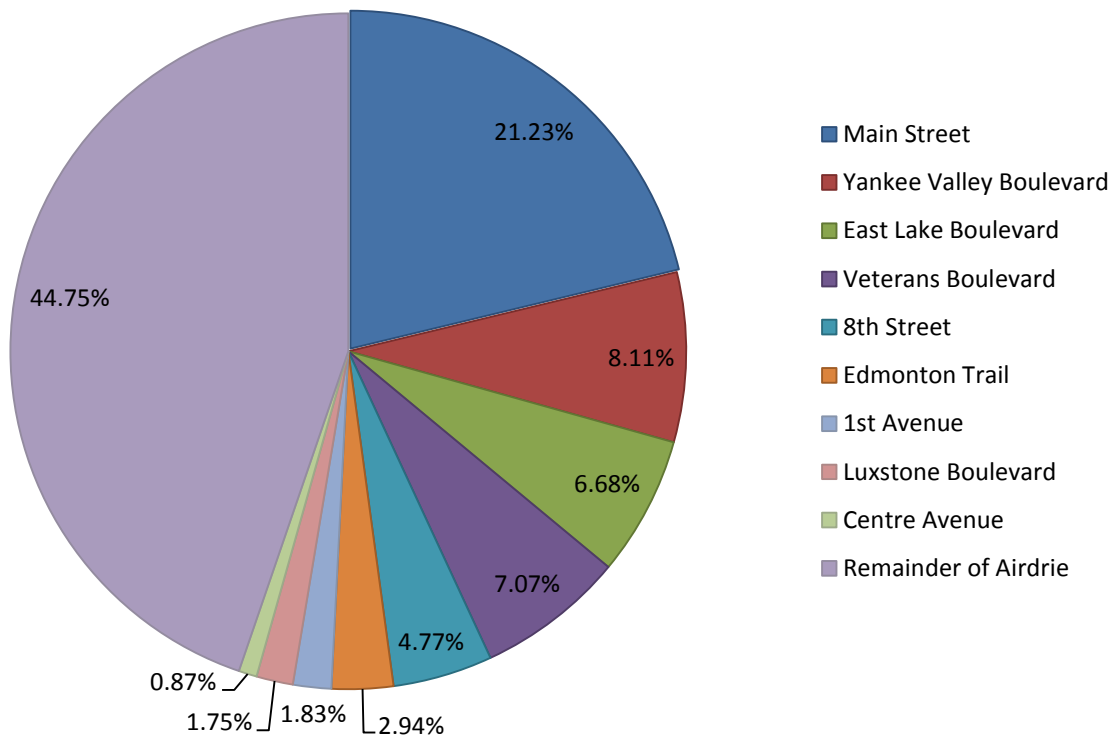
**Motor Vehicle Collisions (MVC) Reported Collisions and Number of Injuries – by  
Year (2006 to 2013)**

	<b>Reported Collisions</b>	<b># of Injuries</b>	<b>% of Collisions Involving Injuries</b>
<b>2006</b>	<b>709</b>	<b>50</b>	<b>7%</b>
<b>2007</b>	<b>804</b>	<b>55</b>	<b>7%</b>
<b>2008</b>	<b>928</b>	<b>61</b>	<b>7%</b>
<b>2009</b>	<b>942</b>	<b>60</b>	<b>6%</b>
<b>2010</b>	<b>955</b>	<b>86</b>	<b>9%</b>
<b>2011</b>	<b>901</b>	<b>68</b>	<b>8%</b>
<b>2012</b>	<b>885</b>	<b>120</b>	<b>14%</b>
<b>2013</b>	<b>1104</b>	<b>117</b>	<b>11%</b>

**Motor Vehicle Collisions (MVC) – by Day of the Week**



## % of Collisions in Airdrie by Street (2013)



\*\*\*This graph represents traffic collisions and fail to remains that occurred on Airdrie streets between January 1, 2013 to December 31, 2013. Please note events where a more serious offence also occurred will not be represented here. For example, impaired driving that caused a collision.\*\*\*

## **Data Analysis**

Airdrie has a steady growth in the number of collisions and injury related collisions from 2006-2013. This can be explained by the sharp population increase and the increasing number of motor vehicles on Airdrie streets.

Collisions are more frequent during the winter months of November through February. Collisions are fairly constant through the spring through fall months.

Collisions sharply increase at the beginning of the work day commute at 0600hrs and peak at 1800hrs during the commute home from Calgary. More collisions occur through the weekdays than the weekends. Each weekday is fairly consistent.

The primary roads of Airdrie account for almost two-thirds of all of Airdrie's collisions. Main Street accounts for almost one quarter of all collisions in Airdrie.

## **Primary Traffic Safety Plan Strategies**

- a) Monday through Friday – Patrols will target commuter traffic on primary Airdrie routes as well as school zones before and after school. Visibility will be increased during peak traffic hours that will focus on speeding, intersection safety, pedestrian crossings, stop sign, red light and seat belt infractions.
- b) Weekends – Concentrate on residential and business districts focusing on speeding, intersection safety, stop signs, and seat belt infractions.
- c) Evenings – RCMP members in partnership with Airdrie Municipal Enforcement will incorporate a number of check stops to detect and prevent impaired driving offences within Airdrie.

It is recognized that driver education and awareness are important components of traffic safety enforcement. Cooperation with the local media will occur to highlight traffic initiatives such as patrols in the school zones, distracted driving and the increased vigilance for seat belt violations.

Enforcement efforts by offence will be recorded on a daily basis for comparison with year end statistical data.



## Traffic Safety Plan Implementation of Priorities

Continuous Actions			
Ongoing enforcement strategies focused on traffic safety calendar topics.			
Traffic Safety Priorities	Key Actions		
	2015	2016	2017
<b>Intersection Safety</b>	Education campaign to make drivers aware of safety issue regarding intersection safety	Education campaign to make drivers aware of safety issue regarding intersection safety	Education campaign to make drivers aware of safety issue regarding intersection safety
	Enforcement blitz <b>(Feb/Mar)</b>	Enforcement blitz <b>(Feb/Mar)</b>	Enforcement blitz <b>(Feb/Mar)</b>
<b>Traffic Safety Campaign</b>	Municipal Enforcement and RCMP joint Checkstops	Municipal Enforcement and RCMP joint Checkstops	Municipal Enforcement and RCMP joint Checkstops
	Checkstops in <b>October</b>	Checkstops in <b>October</b>	Checkstops in <b>October</b>
	Annual national RCMP education campaign to make drivers aware of traffic safety	Annual national RCMP education campaign to make drivers aware of traffic safety	Annual national RCMP education campaign to make drivers aware of traffic safety
<b>Speed Management</b>	continuous education	continuous education	continuous education
	random months targeting high volume traffic areas	random months targeting high volume traffic areas	random months targeting high volume traffic areas
	Joint enforcement by Municipal Enforcement and RCMP	Joint enforcement by Municipal Enforcement and RCMP	Joint enforcement by Municipal Enforcement and RCMP
<b>Young Drivers</b>	Campaign related to young drivers' issues	Campaign related to young drivers' issues	Campaign related to young drivers' issues
	Promote safety in <b>May</b>	Promote safety in <b>May</b>	Promote safety in <b>May</b>
<b>Commercial/Passenger Vehicle Safety</b>	random months targeting high volume traffic areas	random months targeting high volume traffic areas	random months targeting high volume traffic areas
	Joint traffic checkstops in <b>Sept</b> with Municipal Enforcement and other agencies	Joint traffic checkstops in <b>Sept</b> with Municipal Enforcement and other agencies	Joint traffic checkstops in <b>Sept</b> with Municipal Enforcement and other agencies
<b>Motorcycle Safety</b>	Education campaigns to make drivers aware of motorcycles and to educate motorcycles of their responsibilities on the road	Education campaigns to make drivers aware of motorcycles and to educate motorcycles of their responsibilities on the road	Education campaigns to make drivers aware of motorcycles and to educate motorcycles of their responsibilities on the road
	Promote safety in <b>May</b>	Promote safety in <b>May</b>	Promote safety in <b>May</b>

<b>Impaired Driving (alcohol, drugs, distracted)</b>	Municipal Enforcement and RCMP joint Checkstops	Municipal Enforcement and RCMP joint Checkstops	Municipal Enforcement and RCMP joint Checkstops
	random months	random months	random months
	Checkstops in <b>December and January</b>	Checkstops in <b>December and January</b>	Checkstops in <b>December and January</b>
<b>School Ground Patrols</b>	Education campaign related to consequences of speed and performing illegal traffic movement in school zones	Education campaign related to consequences of speed and performing illegal traffic movement in school zones	Education campaign related to consequences of speed and performing illegal traffic movement in school zones
	Enforcement blitz <b>(Sept/Oct)</b>	Enforcement blitz <b>(Sept/Oct)</b>	Enforcement blitz <b>(Sept/Oct)</b>
<b>Pedestrian Safety</b>	Education campaign to make drivers aware of safety issue regarding intersection safety	Education campaign to make drivers aware of safety issue regarding intersection safety	Education campaign to make drivers aware of safety issue regarding intersection safety
	Promote pedestrian safety in <b>June/July</b>	Promote pedestrian safety in <b>June/July</b>	Promote pedestrian safety in <b>June/July</b>

## Programs Operated by the RCMP and Municipal Enforcement

### Safe Airdrie Streets- Enhanced Traffic Initiative

- a) The purpose of the program is to increase safety on City streets through targeted and intensified traffic enforcement to reduce the number of injury/motor vehicle collisions and detect criminal activity within the City of Airdrie.
- b) Enforcement is conducted by RCMP Members being compensated for overtime to specifically target traffic enforcement outside the normal scope of routine duties.
- c) Enhanced Traffic Safety Program - Started July 19, 2010 - Council approved and recommended by the RCMP.
- d) On November 18, 2013, Council extended the program to run to December 31, 2017.
- e) The cost of the program is covered by revenue collected from the operation of the program.
- f) The program operates with existing RCMP officers randomly from week to week, involving up to 4 additional officers per shift.
- g) As of the end of 2013, 4,907 charges have been issued as a result of the program, (1,083 seatbelt, 746 stop sign, 1,698 speeding, 27 insurance, 10 Impaired, 262 Distracted Driver,

50 Crosswalk and 1,031 other charges). \$732,213 in ticket revenue has been generated from this program and \$197,584 in salaries has been paid out.

- h) RCMP Members focus enforcement on impaired driving, pipeline of Criminal Code and controlled substance offences, speeding, stop sign offences, seatbelt use, intersection safety, and periodic check-stops. RCMP Members are encouraged to coordinate their efforts in joint enforcement with 'on shift' Watch Members, Airdrie Municipal Enforcement, Alberta Sheriffs, and Traffic Services where practical, with time/resource permitting. This would include collaborating in check stops.

### Bike Rodeo

This program is hosted annually by Municipal Enforcement to educate children and parents around the use of bicycles.

### Summary

The 2015 Traffic Safety Plan serves as a model of the traffic operations for the City of Airdrie and prioritizes initiatives to proactively improve road safety. The overall success of this plan will depend on the partnership between the RCMP and Airdrie Municipal Enforcement members. The two agencies must co-ordinate their traffic enforcement initiatives to ensure this plan is a success.

Signatures/Date Signed

City of Airdrie Manager of Municipal Enforcement Darryl Poburan

RCMP Airdrie Detachment Commander Gordon Sage