

# 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 2014 - 2018

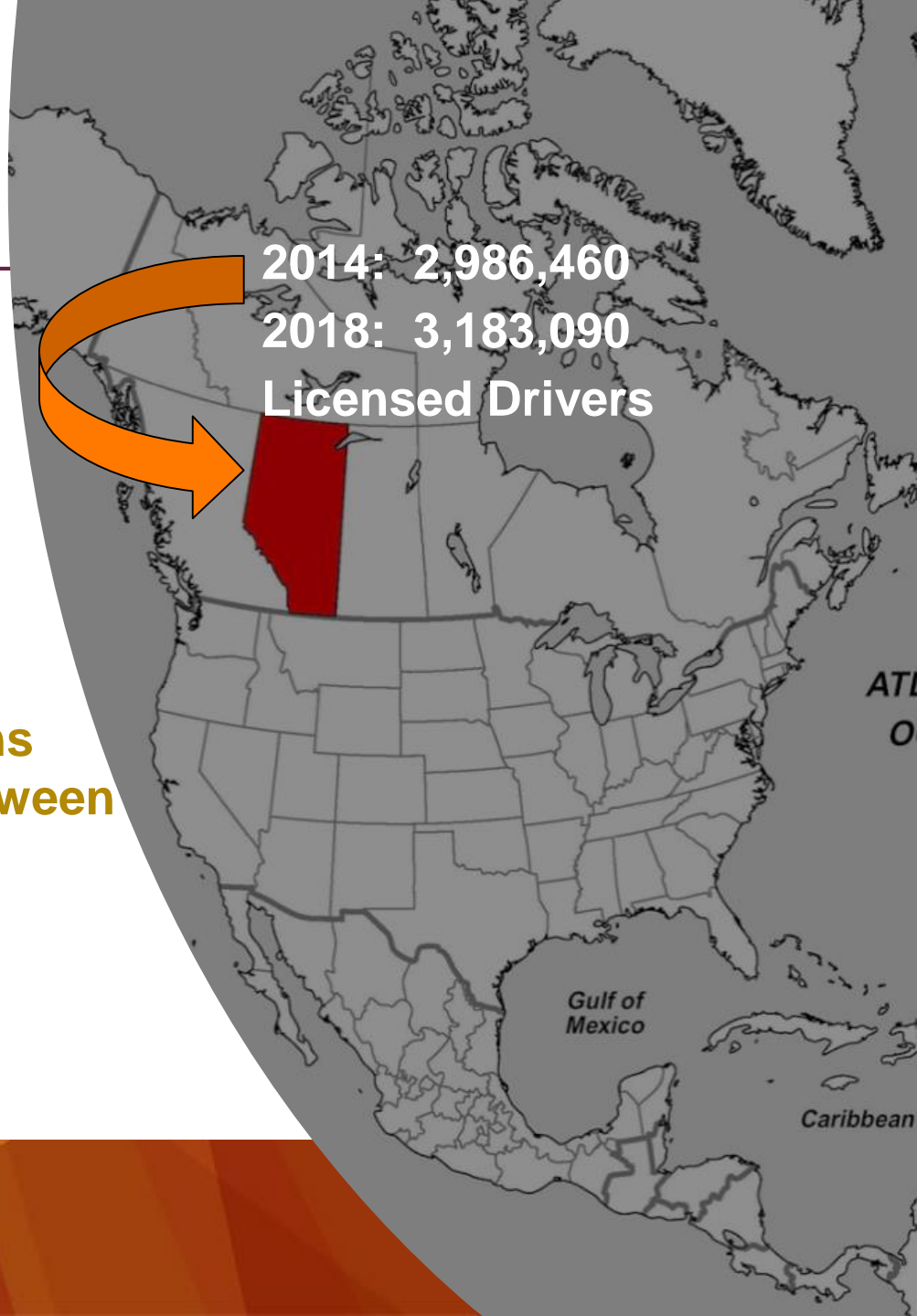
- Population ↑ 6.3%
- Licenced drivers ↑ 6.6%
- Registered vehicles ↑ 3.4%

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

2014: 2,986,460

2018: 3,183,090

Licensed Drivers



## 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.**

Alberta



# Office of Traffic Safety

---

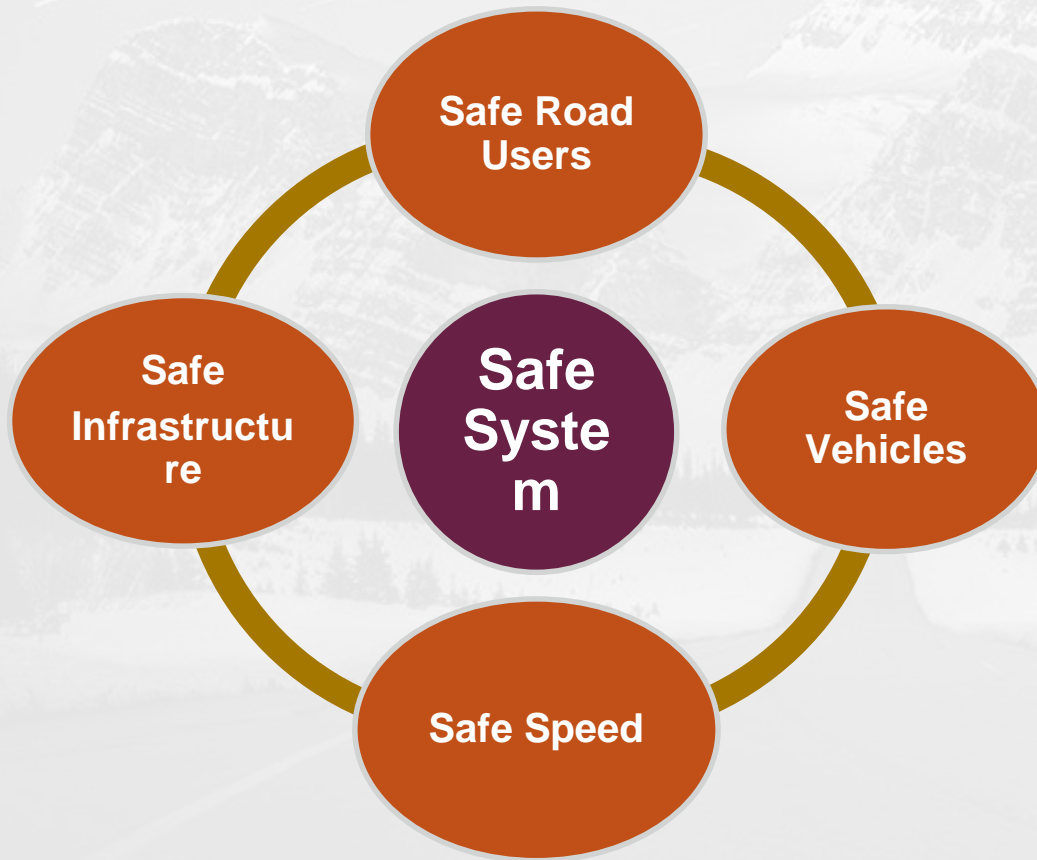
## Vision Zero

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

- [mobilize@saferoads.com](mailto:mobilize@saferoads.com)

## Alberta Traffic Safety Fund (ATSF)

- [www.saferoads.com/grants](http://www.saferoads.com/grants)
- [atsf@saferoads.com](mailto:atsf@saferoads.com)

## Saferoads.com

- Information and free resources to download/order





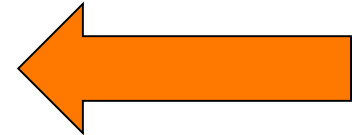
# Creative Available for Co-Branding

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

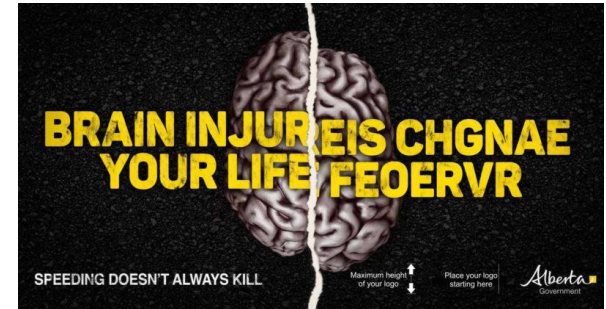
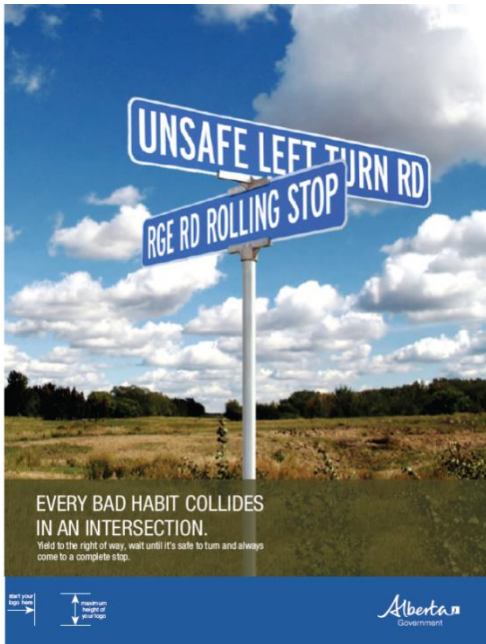
**WHEN EYES LOCK IT'S SAFER TO WALK.**  
Pedestrian safety is a shared responsibility.

Alberta

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

Alberta

# More Available Creative

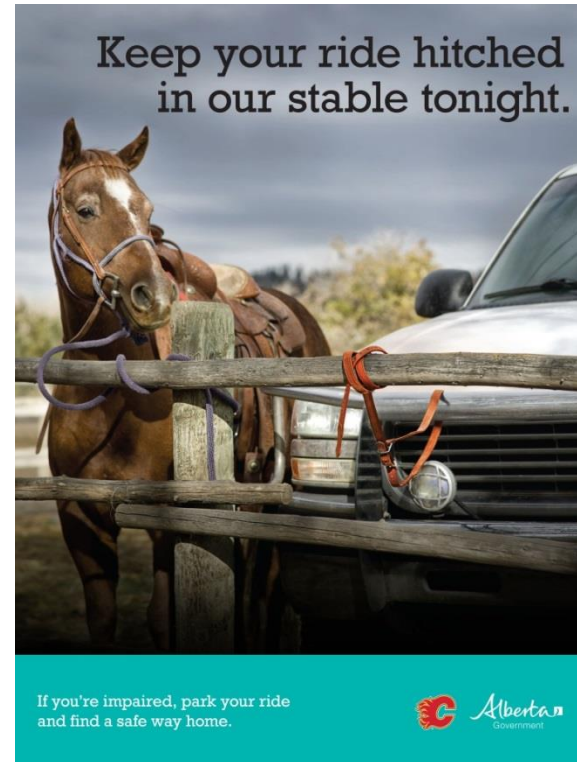


To see all available creative, go to [www.saferoads.com/resources](http://www.saferoads.com/resources) and filter for type "Campaign"

# Past Community Examples



**City of Cold Lake**



**Calgary Flames**



# Contacts

---

For creative files:

[OfficeOfTrafficSafety@gov.ab.ca](mailto:OfficeOfTrafficSafety@gov.ab.ca)

For Community Mobilization support:

[mobilize@saferoads.com](mailto:mobilize@saferoads.com)

For Alberta Traffic Safety Fund:

[atsf@saferoads.com](mailto:atsf@saferoads.com)

For any other questions:

[OfficeOfTrafficSafety@gov.ab.ca](mailto:OfficeOfTrafficSafety@gov.ab.ca)

