

# Developing a Traffic Safety Action Plan for Red Deer, Alberta

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## **Abstract**

*Several cities in Canada have developed Traffic Safety Action Plans; one of the most recent is the City of Red Deer, Alberta. The principal goal of a Traffic Safety Action Plan is to improve overall road safety within the city, which is measured as a reduction in the expected frequency and severity of collisions. The process of developing an action plan allowed the City of Red Deer to integrate the efforts of several agencies, set quantitative goals, identify priority emphasis areas such as aggressive driving, snow related, impaired driving, restraint usage, and vulnerable users, and provide a way to justify expenditures.*

*This paper briefly describes the process undertaken to develop a traffic safety action plan for Red Deer. The process included a survey of stakeholders, data analysis to determine over-representation of different collision types, and goal adjustment using Canada Vision 2010 as a starting point. The goal set by Red Deer is a 10 to 20% reduction in injury collisions by emphasis area.*

*Strategies which make up Red Deer's action plan are customized for target population groups and locations, and supported by a schedule, estimated resources, and specific performance measures for evaluating the effectiveness of the strategy. Different performance measures, depending upon whether they are process or impact measures, will require different types of data collection and analysis. The strategies included in the action plan are tied to the education and marketing plan, which for the City of Red Deer is a five-year plan. This paper provides useful information to other municipal and provincial jurisdictions.*