



Traffic Safety Strategy

Introduction

The traffic safety strategy focuses on building momentum achieved over the past year and attempts to make further meaningful and lasting change to traffic safety performance. Results from the Public Safety Survey have outlined 2024 policing priorities for both Okotoks Municipal Enforcement (OME) and the RCMP.

Okotoks Municipal Enforcement Priorities	Okotoks RCMP Priorities
Provincial Traffic Safety	Traffic Safety/ Proactive Policing visibility
School Zone Safety	Crime Reduction
Bylaw Enforcement	Community Involvement and Communication

Implementation plans are evidence-based aligning with municipal, provincial and national levels and follow the Vision Zero framework and through collaboration with partners. The intent is to promote the five 'E's of transportation safety: Evaluate, Engage, Engineer, Educate, and Enforce.

- **Evaluation** – Data and Analytics
- **Engagement** - Community Signs
- **Engineering** – Collaborating with Partners
- **Education** - Speed Displays
- **Enforcement** – Patrols and Speed enforcement

Implementation plans to support the 2024 policing priorities from both agencies focus on:

- Active collaboration towards a shared goal of enhancing public safety in our community.
- Ensuring the well-being and security of all residents and businesses.
- Working towards building a safer and more resilient community for all.

Focus areas, with defined measurables for success will include:

- Speed compliance
- Residential traffic safety
- School zone safety
- Alcohol and Drug impaired driving

Scope

A successful strategy must include key elements that address the issue from different perspectives and work collaboratively to achieve success. Key elements of our implementation plan include:

- **Community Engagement:** Both agencies plan to participate in all Town hosted events including attendance at special events.

- **Enhanced Patrols:** A visible presence within the community with a focus on areas such as the Sheep River Valley where different mobile tool (side-by-side) will be used to enhance presence.
- **Data-Driven approaches:** Utilizing data analysis, the plan is to identify trends and hotspots, allowing for targeted enforcement and resource allocation to support priorities.
- **Provincial Traffic Safety:** Dedicated joint operations involving both agencies to target specific routes within the town to address speeding and dangerous driving.

Speed Management Continuum

Below is a framework that encompasses strategies and measures to manage vehicle speeds in a systematic and integrated manner. The continuum aims to enhance road safety, improve traffic flow, and reduce environmental impacts. The continuum recognizes that effective speed management requires a combination of measures tailored to specific context and conditions, working together to achieve a safer, vibrant and resilient community.

