



# Traffic Safety Plan

## 2024-2026



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## Introduction

As per the Alberta Solicitor General's guidelines, a Traffic Safety Plan is put in place to give a better understanding of traffic enforcement, the concerns and the initiatives set out to reduce collisions, injuries and improve traffic safety within the City of Wetaskiwin.

The City of Wetaskiwin's last Traffic Safety Plan we believe was created for 2021 – 2024. The Traffic Safety Plan has been produced as a revised model of operations within the City of Wetaskiwin. Its purpose is to document analyzed data, to prioritize initiatives and to improve road safety in accordance with the requirements of employers of Community Peace Officers, as outlined by the Public Security Peace Officer Program – Policy & Procedures Manual.

The City of Wetaskiwin currently employs one Community Peace Officer Level 1 (CPO 1), two Bylaw Enforcement officers, one administrative support, and one supervisor. The Enforcement Services team is currently stationed within the RCMP detachment located at 5005 48 Avenue, Wetaskiwin, Alberta, T9A 0N1.

The three enforcement officers work a rotating schedule, working 7 days a week, excluding statutory holidays. The primary hours of work for the CPO 1 are shifts ranging from 0630hrs to 0000hrs, and the Peace Officer shifts varying between day shifts (0630hrs to 1700hrs) and night shifts (1330hrs to 0000hrs). Bylaw Enforcement Officers' primary working hours range from 0630hrs to 2100hrs. One Bylaw Enforcement Officer is also appointed as a CPO 2 for ATE operations within the City. It is estimated that 30% of the daily duties are dedicated to traffic safety (including ATE operation), enforcement and driver education within the City of Wetaskiwin. Other duties of the Peace Officers include local bylaw enforcement and compliance, animal control, and assisting the RCMP, Fire Department and other City of Wetaskiwin departments within the scope of a Peace Officer's duties.

These officers are supervised by a Peace Officer Program Supervisor, who works primary office hours of Monday to Friday from 0800hrs to 1630hrs. The City of Wetaskiwin General Manager of Community and Protective Services oversees the department and is the Peace Officer Program contact as per the Alberta Solicitor General's guidelines.



## Demographic

The City of Wetaskiwin's primary roadways are Highway 2A known as 56<sup>th</sup> Street running north to south and Highway 13 known as 40<sup>th</sup> Avenue running east to west. A portion of Highway 13 running east to west is on the far north end of the City of Wetaskiwin corporate limits. 36<sup>th</sup> Street is on the far easterly end of the City of Wetaskiwin's corporate limits. The City has approximately 133 kilometers of local roads including residential roadways, playground zones, playground areas, recreational facilities, and numerous businesses/ City facilities which are primarily centrally located.

As of 2023 City Census data estimates the population at 12,260 people with a menial change from 2016 Census data estimation of 12,655 people (Canada, 2023).

Population and Dwellings	Total
Population, 2023	12,260
Population, 2021	12,594
Population, 2016	12,655
Population percentage change, 2016 – 2023	-3.22%

The demographic stats of current driver licenses directly from the City of Wetaskiwin from 2005 to 2022 has gone from 8676 drivers up to 9813 drivers (Alberta Government: Jobs, 2023).



## Enforcement

### Speed Reduction

One of the primary precepts of the Safe Systems approach to road safety is safe speeds. This is since appropriate speeds provide a safety buffer that reduces the likelihood of a crash, and decreases the kinetic energy released on people in a collision. It has been proved that differences in speed translate into significant differences in injury outcomes.

In cities where pedestrians or cyclists mix with vehicles, a difference in speed from 30 km/hr to 50 Km/hr substantially increases the fatality risk. In 2014, British Columbia, increased speeds on over 1300 km of highway. Two separate studies assessed the impact of these speed increases. The studies revealed an average serious injury crash increase of slightly over 11%. Consequently, over half of the speed limit increases have since been reversed (Arason, 2018/19).

Dr. Kloeden with the University of Adelaide released a study where he stated that "in a 60 km/h speed limit area, the risk of involvement in a casualty crash doubles with each 5 km/h increase in travelling speed above 60 km/h" (Kloeden, 1997). He recommended that tolerances allowed in the enforcement of the 60 km/hr speed limit be reduced or removed, and the level of enforcement of the 60 km/hr speed limit be increased.

### School Zones and Playground Zones

Wetaskiwin has converted all provincial school zones into playground zones and currently enforce 8 different playground zones. Each zone is a 30 km/h speed limit from 0730hrs until 2100hrs after sunset every day of the week. Several ATE zones are within these school zones and proactive enforcement is utilized in these areas as well.



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## Automated Traffic Enforcement (ATE)

As a component to the overall traffic safety of the City of Wetaskiwin and to assist with the major concerns prevalent of speeding and intersection safety, the City of Wetaskiwin operates the Automated Traffic Enforcement Program with a contracted equipment provider Redflex. The ultimate responsibility for the ATE program rests with the police service of jurisdiction, with in Wetaskiwin is the RCMP. It is further regulated by the Alberta Justice and Solicitor General (AJSG) department. Annual reports to the program are to be posted on City website for public knowledge.

Automated Traffic Enforcement has been conducted to deter speeding and reduce motor vehicle collisions in the City of Wetaskiwin since 2007. The City of Wetaskiwin currently has a contract with Redflex as a provider for a van and necessary equipment for photo enforcement. The criteria approved by the City of Wetaskiwin regarding Automated Traffic Enforcement includes, but is not restricted to, high-risk, high frequency and high-collision locations. The City of Wetaskiwin is also focusing on playground zones. It is also essential that the Automated Traffic Enforcement Program be used in conjunction with existing conventional enforcement and not a replacement for officer contact via traffic stops.

As a balanced approach to enforcement is desired from officers, the same goal is requested from the City of Wetaskiwin. In consultation with the RCMP Detachment Commander (or designate), focus for the Automated Traffic Enforcement Program will balance speed enforcement, giving increased focus on intersection safety as a large portion of collisions occur within intersections. A balance on enforcement would assist in educating drivers to obey intersection signage to reduce collisions, as well as reducing speeds.

In October 2022, the ATE program went dormant and is currently still in a dormant state. In 2024, the City of Wetaskiwin will work towards re-activating the former ATE site locations and continuing with this traffic strategy. The current locations of approved ATE and Mobile Enforcement Sites are as listed in Appendix A.

## Enforcement Operations

In October 2023, Wetaskiwin City Council approved a Service Level Inventory regarding targets for the Enforcement Services Team. These are targeted goals based upon 2 Bylaw Enforcement Officers, 1 CPO, and 1 Supervisor. The Service Level targets in relation to traffic safety include the following:

- 75 dedicated traffic operations.
- 25 traffic patrols in "hot spots".
- 25 random ride for hire/taxi compliance checks.



- 1 yearly compliance check event.
- Conduct Commercial Vehicle patrols as required (no minimum).
- Participate in at least 2 traffic awareness campaigns per year.

## Education

### Priorities Plan

Traffic priorities within the City of Wetaskiwin focus on all complaints and issues that arise during the day-to-day operations. The overall priority planning is focused on the Alberta Traffic Safety Plan Calendar for guidelines and a priority for traffic operations for that month, except for impaired driving.

The focuses per month include the following:

- ❖ January: Intersection Safety, Winter Driving, Alcohol and Drug offences, Fatigue
- ❖ February: Distracted Driving, Winter Driving, Fatigue
- ❖ March: Seatbelts, Aggressive Drivers, Fatigue
- ❖ April: Speed, Aggressive Drivers, Motorcycles
- ❖ May: Motorcycle Safety, Cycling, Alcohol and Drug Offences, Construction Zones, Off-Highway Vehicles, New Drivers
- ❖ June: Commercial Vehicle Safety, Cycling, Construction Zones, Off-Highway Vehicles, Fatigue
- ❖ July: Speed, Cycling, Construction Zones, Off-Highway Vehicles
- ❖ August: Speed, Cycling, Alcohol and Drug Offences, Aggressive Drivers, Motorcycles
- ❖ September: Back to School, Bus Safety, Speed in School Zones
- ❖ October: Pedestrian Safety, Wildlife Safety, School Zones
- ❖ November: Child Safety Seats, Pedestrian Safety, Wildlife, Winter Driving
- ❖ December: Alcohol Offences, Winter Driving

### School Talks

Wetaskiwin Enforcement has partnered with various schools to recognize youth that are caught showing excellence and kindness. Currently, the Enforcement Team assists in funding a pizza party program. A school can sign up and youth are nominated, the Enforcement Team then provides a pizza lunch for the nominees, a certificate, and an Officer attends the school for the presentation of the certificate and a photograph opportunity. In the past we have sponsored up to 40 children at a time throughout Wetaskiwin.





## Positive Tickets

The City of Wetaskiwin has a positive ticket program. Officers who observe positive behavior can stop and issue a positive ticket. The focus is youth in the local area to engage them and provide a positive re-enforcement. Currently the program consists of \$5.00 vouchers to local businesses such McDonalds, Dairy Queen, and Wendy's for youth to get a treat when found doing something good in the community!

## Enforcement Services Communication

Enforcement Services has a webpage for information to the public where the following information is listed for the public: general phone complaint line, our online reporting link, frequently requested bylaws, office location, hours for public, hours of operation, pet information, photo radar, and criminal record checks. Our website is <https://wetaskiwin.ca/139/Enforcement-Services>.

Social media is also a valuable tool for reporting and messaging to the public. The City of Wetaskiwin is also on Facebook and the Communications department sends out social media posts on behalf of any department upon request.

Enforcement Services also attend public events including the City of Wetaskiwin Open House and the RCMP Open House (twice a year) to engage with the public on any enforcement concerns.

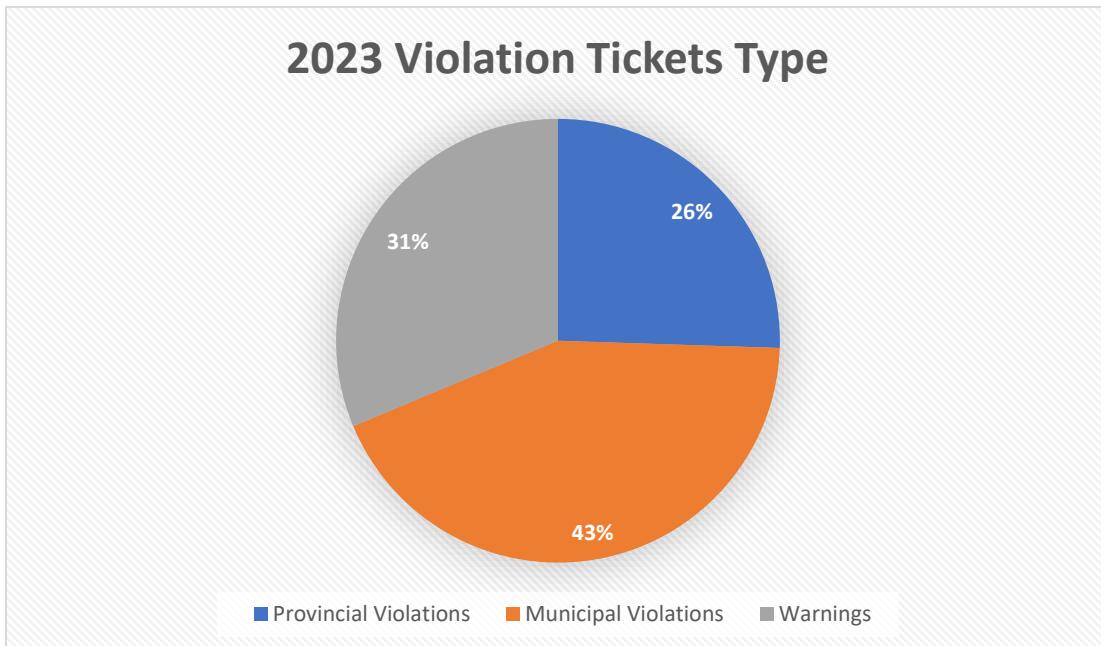
Other public events that Enforcement Services attends are the Santa Clause Parade, Canada Day Parade, and Heritage Day Parade which are all local events hosted in the City of Wetaskiwin and surrounding area.



## Research and Evaluation

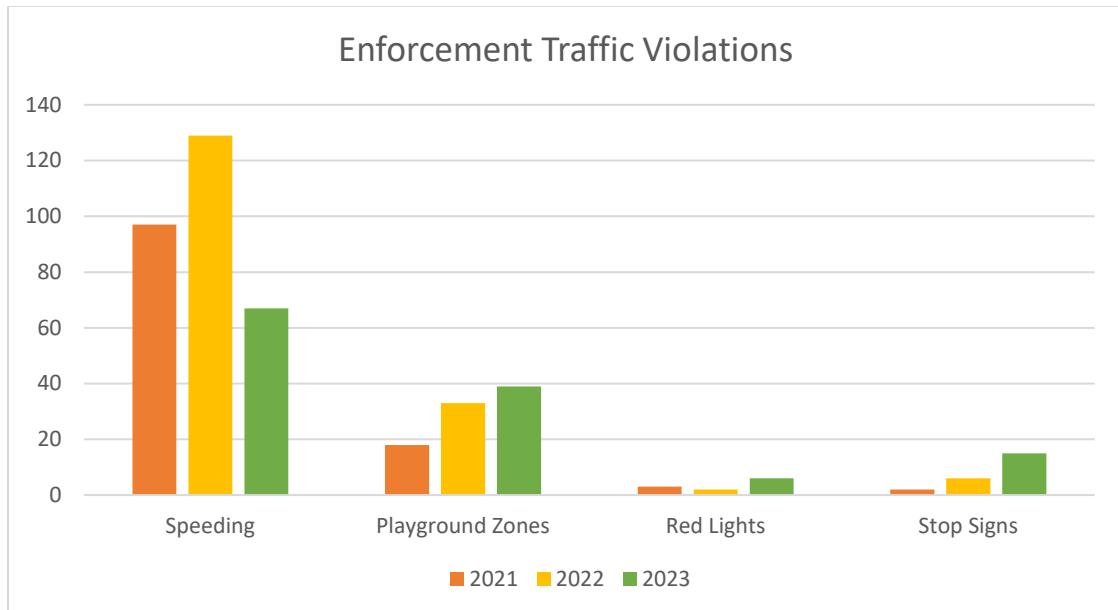
### Enforcement Services Traffic Violations

Overall traffic violations for 2023 show a breakdown in warnings, bylaw violations and provincial violation tickets that were issued by Wetaskiwin Enforcement Services. The split is provincial violation tickets at 31%, municipal violation tickets at 43% and traffic warnings at 26%, based on a total number of violation tickets (municipal and provincial at 973).



ATE Transportation Safety Outcomes are focused on overall improved transportation safety culture within the City of Wetaskiwin. Research has shown an increase in speed related offences, playground speeding offences, red light offences, and stop sign offences that were on the decline in 2021 but have risen in 2022 and 2023. This is in direct correlation with the ATE system becoming dormant in October 2022.





## ATE Enforcement Violations (2020-2023)

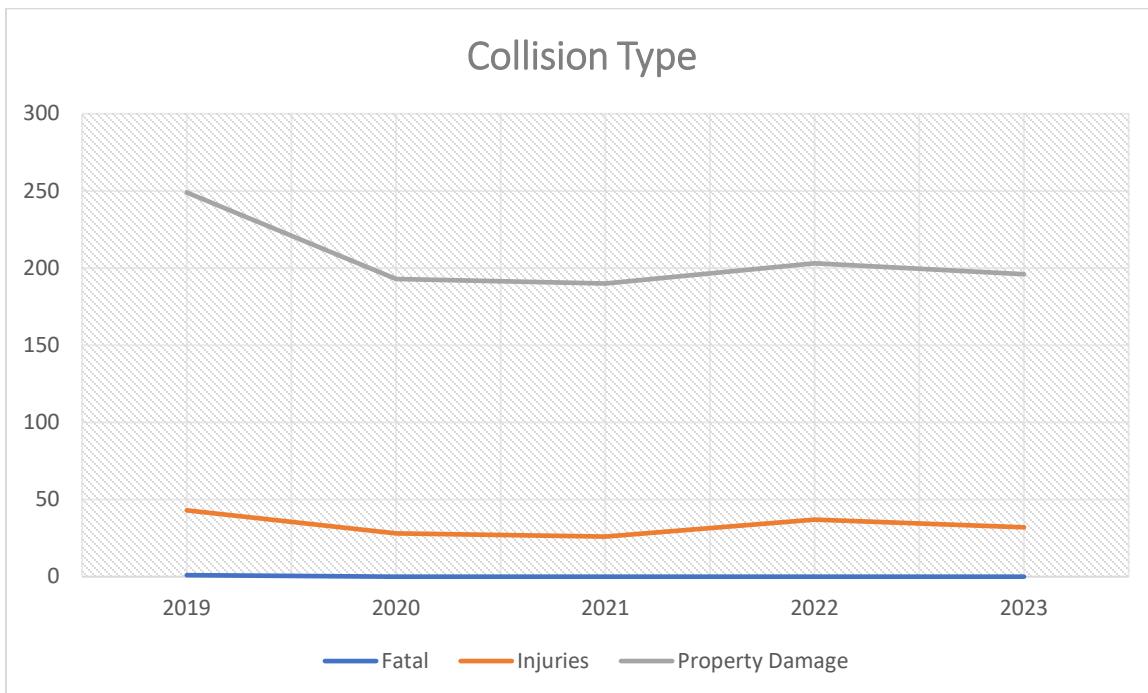
ATE Enforcement was active until October 2022, when it was deactivated. As a result, speeding contraventions and notices were consistent throughout 2020 to 2022, while no notices were sent in 2023. Stop sign contraventions were not part of the ATE program during this period. Future considerations will include re-activation of the ATE program potentially for speeding violations, red light violations, and stop sign contraventions.

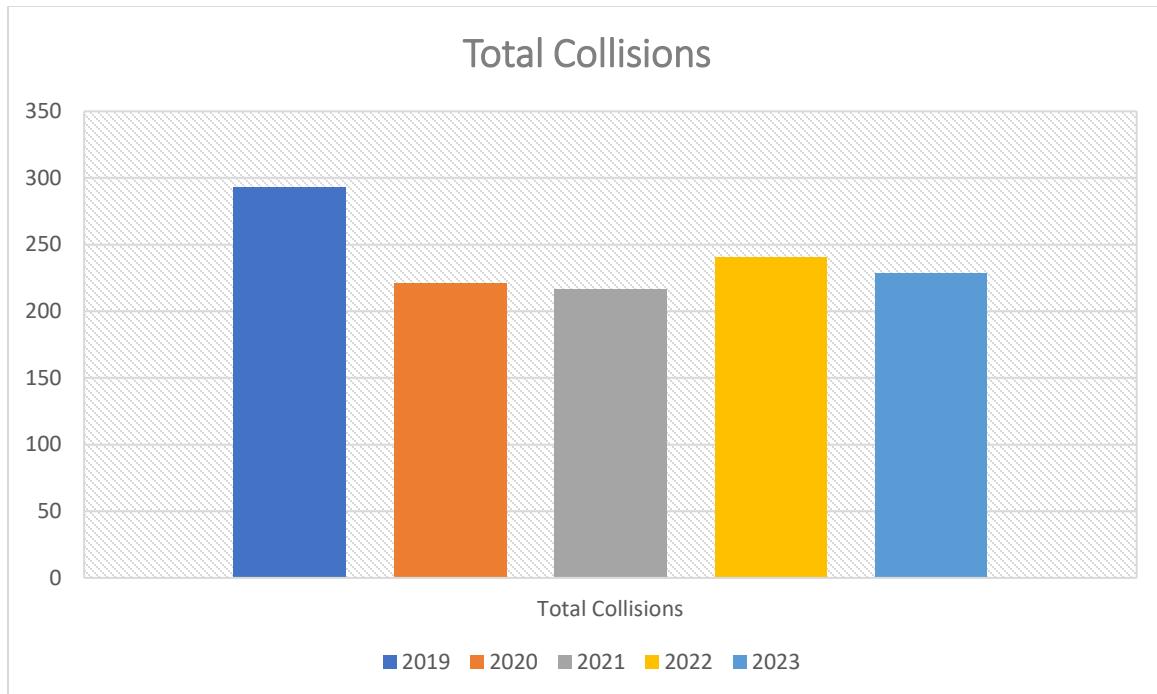
	2020	2021	2022	2023
<b>Speeding Contraventions</b>	675	2196	2533	3144
<b>Speeding Notices</b>	564	2185	2420	0
<b>Red Light Contraventions</b>	0	225	519	825
<b>Red Light Notices</b>	0	218	495	0
<b>Stop Sign Contraventions</b>	0	0	0	0
<b>Stop Sign Notices</b>	0	0	0	0

## Collisions in Wetaskiwin (2019-2023)

Collision data from the Province of Alberta from 2019-2023 indicates that the collisions in Wetaskiwin per year average at 240 instances, and in the last five years there has only been 1 fatality attributed to a traffic collision in 2019.

From 2019-2021 traffic collisions were in a downward trend, however statistics indicate a slightly upwards trend in both injury collisions and total collisions in 2022 and 2023.





## RCMP Traffic Violation Statistics

The RCMP plays a vital role in traffic safety within the City of Wetaskiwin. As the police agency of jurisdiction, the RCMP contributes traffic enforcement. From 2021-2023 the RCMP issued the following traffic tickets:

	2021	2022	2023
Speeding	9	1	5
Red Light	4	2	5
Stop Sign	6	3	6
Total Tickets	350	585	465

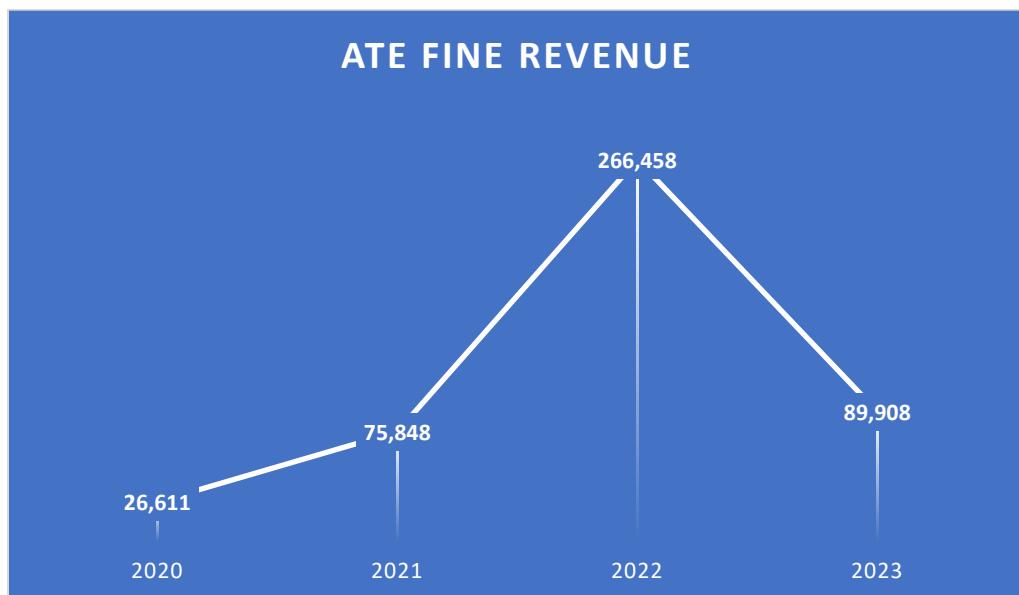
## Performance Targets

Performance targets are the goals the Traffic Safety Program strives to achieve. As a result, the following targets are in place for each of the ATE transportation outcomes:

1. Collision fatality goal = 0 fatalities per year.
2. Injury collisions = a 5% reduction annually.
3. Total collisions = a 5% reduction annually.
4. ATE contraventions and Notices = reactivate the ATE program and measure effectiveness on speeding, red light, and stop sign contraventions.

## Communication and Awareness

Revenue is from the ATE program and is utilized to pay off contracts related to the ATE program. For 2021 and 2022, any surplus was transferred into general operations at each year-end. For 2023, any surplus was moved to a Community Safety Reserve for future project considerations. For 2024-2026, the City of Wetaskiwin will continue to add any surplus into the Community Safety Reserve. The ATE fine revenue from 2020-2023 is shown on the following chart:



## Engineering and Technology

Road design can play a major role in reducing serious injury and death to motorists and pedestrians. Roads, traffic calming measures, signage, and engineering can all function to help manage speeds, reduce task complexity, and allow for some human error. Wetaskiwin has focused engineering and technology on pedestrian safety initiatives that increase visibility of pedestrians.

Engineering and technology projects from 2020-2023 included some of the following:

- Lighted crosswalk near the Norwood School at 56<sup>th</sup> Street.
- LED light stop signs at 47<sup>th</sup> Street and 47<sup>th</sup> Avenue.
- Amber flashing lights at various marked crosswalks throughout Wetaskiwin.
- Solar powered speed signs are set up in various locations.

Some future project considerations for 2024-2026 include:

- More evening lighting for marked crosswalks.
- More LED light stop signs at high collision and high traffic intersections.
- Rotation of speed signs into residential areas.
- Annual High School mock collision scenario with traffic safety stakeholders.
- Upgrade of mobile speed sign boards and traffic counters.

The City of Wetaskiwin believes that traffic calming measures, ATE mobile and ISD sites, along with traditional physical enforcement of the roadways provides an effective combination of enhancement and enforcement to greatly reduce collisions and fatalities for both pedestrians and motorists.

## Related Stakeholders

### Citizens on Patrol

Wetaskiwin has a local Citizens on Patrol group called the Wetaskiwin Citizens on Patrol Association (WCOPA). The group is currently active on social media and engages in patrols in the community. The group's website is [www.wcopa.ca](http://www.wcopa.ca) and they are a volunteer group who directly liaison with the RCMP and the Enforcement Services Team. On their website, they have direct online reporting links to Wetaskiwin RCMP and Wetaskiwin Enforcement Services to relay any concerns including traffic safety concerns.





## RCMP

RCMP Integrated Traffic Unit (ITU) currently has 1 FTE Traffic Officer for the RCMP Wetaskiwin Detachment area that includes the City of Wetaskiwin. The ITU (1), RCMP general duty officers (29), Wetaskiwin City CPO (1) and Bylaw Officers (2) all work out of the Wetaskiwin RCMP detachment. RCMP provides additional traffic services to the area and spends time with municipal enforcement officers enforcing all traffic offences and actively participates in Joint Force Operations (JFO's).

## Alberta Sheriffs

Alberta Sheriffs have an office in Ponoka, which services the local area including the City of Wetaskiwin. The Sheriffs provide a valuable resource in the region including commercial vehicle enforcement. Several times a year, the Enforcement Services staff will engage the Sheriff branch for traffic assistance, JFO's and mutual aid.

## Alberta Fish & Wildlife

Alberta Fish and Wildlife have an office located at 5201 50 Avenue, Wetaskiwin, Alberta. As part of the Rural Alberta Provincial Integrated Defence (RAPID) along with the Alberta Sheriffs, aid when available with the City of Wetaskiwin. Alberta Wildlife Officers have worked with Community Peace Officers in the past with special events, traffic assistance, mutual aid, and JFO's.





## Citations

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<https://www.cite7.org/wpdmpackage/40-4-winter-2018-19/>

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KLOEDEN, CN; "Travelling Speed and the Risk of Crash Involvement; Volume 1 – Findings; November 1997 <http://casr.adelaide.edu.au/speed/SPEED-V1.PDF>

Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released November 15, 2023.  
<https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E>



## Appendix A: ATE Site Locations

Site	Location	Type	Playground or School Zone
1101	56 Avenue EB at/near 6128 56 Avenue (By the Lake Park)	Speed	No
1102	56 Avenue WB at/near 6128 56 Avenue (By the Lake Park)	Speed	No
1103	56 Avenue EB at/near 57 Street	Speed	No
1104	56 Avenue WB at/near 57 Street	Speed	No
1105	Highway 13 (40 Avenue) EB at/near 6426 40 Avenue (Reynolds Museum)	Speed	No
1106	Highway 13 (40 Avenue) WB at/near 6426 40 Avenue (Reynolds Museum)	Speed	No
1107	Highway 13 (40 Avenue) EB at/near 5710 40 Avenue (Peavey Mart)	Speed	No
1108	Highway 13 (40 Avenue) WB at/near 5710 40 Avenue (Peavey Mart)	Speed	No
1109	56 Street NB at/near 37A Avenue	Speed	No
1110	56 Street SB at/near 37A Avenue	Speed	No
1111	40 Avenue EB at/near 54A Street	Speed	No
1112	40 Avenue WB at/near 54A Street	Speed	No
1113	40 Avenue EB at/near 49 Street	Speed	No
1114	40 Avenue WB at/near 49 Street	Speed	No
1127	50 Street SB at/near Inglewood Dr	Speed	No
1128	50 Street NB at/near Inglewood Dr	Speed	No
1129	50 Street SB at/near 5520 50 Street (Operations Building)	Speed	No
1130	50 Street NB at/near 5520 50 Street (Operations Building)	Speed	No
1131	55 Avenue WB at/near 5310 55 Avenue (Centennial School)	Speed	Yes
1132	55 Avenue EB at/near 5310 55 Avenue (Centennial School)	Speed	Yes





1135	Northmount Drive WB at/near 47 Street	Speed	Yes
1136	Northmount Drive EB at/near 47 Street	Speed	Yes
1137	47 Street SB at/near 64 Avenue	Speed	No
1138	47 Street NB at/near 64 Avenue	Speed	No
1139	49 Street SB at/near 54 Avenue	Speed	No
1140	49 Street NB at/near 54 Avenue	Speed	No
1141	47 Street SB at/near 52 Avenue	Speed	Yes
1142	47 Street NB at/near 51 Avenue	Speed	Yes
1143	52 Avenue EB at/near 47 Street	Speed	Yes
1144	52 Avenue WB at/near 44 Street	Speed	Yes
1145	52 Avenue WB at/near 45 Street	Speed	Yes
1146	52 Avenue EB at/near 45 Street	Speed	Yes
1147	47 Street SB at/near 47 Avenue	Speed	Yes
1148	47 Street NB at/near 43 Avenue	Speed	Yes
1149	54 Street NB at/near Spatinow Drive	Speed	Yes
1150	54 Street SB at/near Spatinow Drive	Speed	Yes
1153	56 Avenue WB at/near 44 Street	Speed	Yes
1154	56 Avenue EB at/near 44 Street	Speed	Yes
1155	Highway 2A (56 Street) NB at/near Centennial Drive	Speed	No
1156	Highway 2A (56 Street) SB at/near Centennial Drive	Speed	No
1160	Highway 2A (56 Street) NB at/near 50 Avenue	Red Light	No
1161	Highway 2A (56 Street) SB at/near 50 Avenue	Red Light	No
1162	Highway 2A (56 Street) WB at/near 50 Avenue	Red Light	No
1163	Highway 2A (56 Street) EB at/near 50 Avenue	Red Light	No
1164	Highway 2A (56 Street) NB at/near 47 Avenue	Red Light	No
1165	Highway 2A (56 Street) SB at/near 47 Avenue	Red Light	No





1166	47 Avenue WB at/near 56 Street (Hwy 2A)	Red Light	No
1167	47 Avenue EB at/near 56 Street (Hwy 2A)	Red Light	No
1168	56 Street (Hwy 2A) NB at/near 40 Avenue	Red Light	No
1169	56 Street (Hwy 2A) NB at/near 40 Avenue	Red Light	No
1170	40 Avenue WB at/near 56 Street (Hwy 2A)	Red Light	No
1171	40 Avenue EB at/near 56 Street (Hwy 2A)	Red Light	No
1172	53 Street NB at/near 40 Avenue	Red Light	No
1173	53 Street SB at/near 40 Avenue	Red Light	No
1174	40 Avenue WB at/near 53 Street	Red Light	No
1175	40 Avenue EB at/near 53 Street	Red Light	No
1176	49 Street NB at/near 47 Avenue	Speed and Red Light	No
1177	49 Street SB at/near 47 Avenue	Speed and Red Light	No
1178	47 Avenue WB at/near 49 Street	Speed and Red Light	No
1179	47 Avenue EB at/near 49 Street	Speed and Red Light	No
1180	49 Street SB at/near 50 Avenue	Speed and Red Light	No
1181	Garden Meadows Drive EB at/near 36 Street	Stop Sign	No
1182	Garden Meadows Drive WB at/near Parkside Drive	Stop Sign	Yes
1183	Garden Meadows Drive EB at/near Parkside Drive	Stop Sign	Yes
1184	Parkside Drive NB at/near Garden Meadows Drive	Stop Sign	Yes
1185	Parkside Drive SB at/near 56 Avenue	Stop Sign	No
1186	49 Street SB at/near 40 Avenue	Stop Sign	No
1187	44 Street SB at/near 52 Avenue	Stop Sign	No
1188	Garden Meadows Drive SB at/near 56 Avenue	Stop Sign	No





1189	47 Street SB at 56 Avenue	Stop Sign	No
1190	56 Avenue WB at/near 57 Street	Stop Sign	No
1191	56 Avenue EB at/near 57 Street	Stop Sign	No
1192	47 Street NB at/near 50 Avenue	Stop Sign	No
1193	47 Street SB at/near 50 Avenue	Stop Sign	No
1194	50 Avenue WB at 47 Street	Stop Sign	No
1195	50 Avenue EB at 47 Street	Stop Sign	No
1196	47 Street SB at/near 40 Avenue	Stop Sign	No
1197	47 Street NB at/near 40 Avenue	Stop Sign	No
1198	40 Avenue WB at/near 47 Street	Stop Sign	No
1199	40 Avenue EB at/near 47 Street	Stop Sign	No
1201	56 Avenue EB at/near 56 Street (Hwy 2A)	Stop Sign	No
2160	56 Street (Hwy 2A) NB at/near 50 Avenue	Speed on Green	No
2161	56 Street (Hwy 2A) SB at/near 50 Avenue	Speed on Green	No
2162	50 Avenue WB at 56 Street (Hwy 2A)	Speed on Green	No
2163	50 Avenue EB at 56 Street (Hwy 2A)	Speed on Green	No
2164	56 Street NB at/near 47 Avenue	Speed on Green	No
2165	56 Street SB at/near 47 Avenue	Speed on Green	No
2166	47 Avenue WB at/near 56 Street (Hwy 2A)	Speed on Green	No
2167	47 Avenue EB at/near 56 Street (Hwy 2A)	Speed on Green	No
2168	56 Street (Hwy 2A) NB at/near 40 Avenue	Speed on Green	No





2169	56 Street (Hwy 2A) SB at/near 40 Avenue	Speed on Green	No
2170	40 Avenue WB at/near 56 Street (Hwy 2A)	Speed on Green	No
2171	40 Avenue EB at/near 56 Street (Hwy 2A)	Speed on Green	No
2172	53 Street NB at/near 40 Avenue	Speed on Green	No
2173	53 Street SB at/near 40 Avenue	Speed on Green	No
2174	40 Avenue WB at/near 53 Street	Speed on Green	No
2175	40 Avenue EB at/near 53 Street	Speed on Green	No

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