

2018

Traffic Safety Survey



City of Fort Saskatchewan

Protective Services



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Message from the Director

I am very pleased to present the Protective Services' 2018 Traffic Safety Survey report. Over 600 respondents provided feedback in writing or using the online survey. The results will help shape our traffic safety strategies through 2018 and 2019.

Back in 2016, when I was appointed Director of Protective Services, I was tasked with ensuring City Peace Officers & RCMP officers focused on the community's traffic safety needs. I was pleased to observe the officers were doing many things well. What was lacking was a clear understanding of local drivers' beliefs and a thorough analysis of the underlying causes of collisions.

In 2017, Protective Services hired a talented analyst to help build that picture. Studying fatal and serious injury collisions, property damage collisions and enforcement interventions, coupled with input of the community based Traffic Safety Working Group, revealed new opportunities. This has led to re-engineering roadways, more actively engaging the public and the use of education options in addition to more strategic enforcement. Then in early 2018, we recommended Council to adopt "Vision Zero" as the City's traffic safety framework. Council strongly endorsed the program and welcomed a more holistic approach to traffic safety.

Most recently, we asked for public input through this traffic safety survey. Our analyst has compiled the responses. Thanks to all who contributed! Your information has provided us with new insight to community concerns.

Protective Services pledges to work smart and diligently to further improve traffic safety in Fort Saskatchewan. This is, however, a shared responsibility. We must each take an active role.

Every time you walk, ride or drive, please ask yourself that important question, "What am I doing to make our roads safer?" Drive smart! If you are driving, slow down and obey all traffic laws. Focus on your driving. This is critical to your safety and the safety of others.

Vision Zero is possible ... Together we can enjoy road safety free from fatalities and serious injuries.

Thank you. Please enjoy the survey findings.

Brad Ward
Director, Protective Services

Introduction

The City of Fort Saskatchewan adopted Vision Zero as its traffic safety framework on January 9th, 2018. Vision Zero is grounded in the fundamental principle that no loss of life or serious injury is acceptable on our roadways. Achieving Vision Zero requires all residents to work together to make our roads safer.

The purpose of the traffic safety survey was to provide Protective Services with insight into how road users perceive themselves, their actions, the actions of others, and the rules of the road. This inaugural traffic safety survey received an impressive tally of 602 entries. The City of Fort Saskatchewan has a population of 25,533 (2017 census) and received 602 survey responses, which represents 2.4% of the population. To provide further context, the City of Edmonton's 2016 traffic safety survey received 3,600 completed surveys (2016 census population of 899,447) which represents .40% of the population. Strathcona County's 2018 traffic safety survey received 1,200 completed surveys (2016 census population of 98,044) which represents 1.2% of the population.

PROTECTIVE SERVICES WOULD LIKE TO ACKNOWLEDGE THE 602 INDIVIDUALS WHO TOOK THE TIME TO PARTICIPATE IN THIS VITAL TRAFFIC SAFETY STUDY. THIS INAUGURAL INITIATIVE WOULDN'T HAVE BEEN A SUCCESS WITHOUT YOUR COOPERATION AND SUPPORT. THANK YOU!

Methodology

The traffic safety survey was promoted from April 20th - May 31st, 2018, and was available in both hardcopy and electronic formats. Both formats were presented identically. A prize incentive of a FREE roadside vehicle kit was advertised to further encourage residents to take part in the survey. The survey was anonymous and participants could voluntarily leave their name & contact information on a ballot slip and/or online entry to participate in the draw.

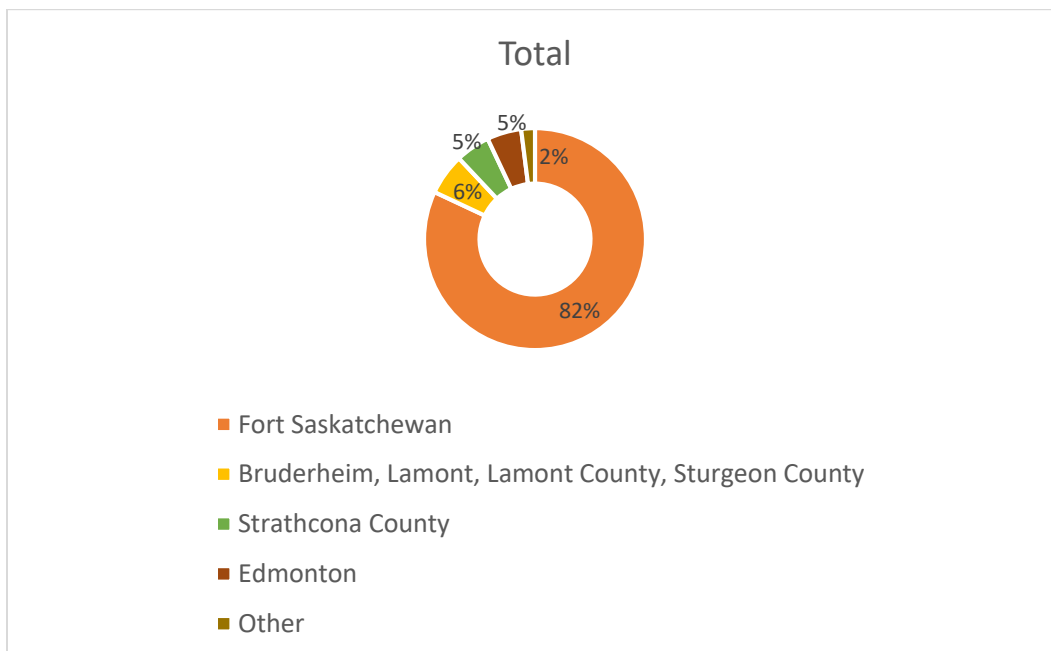
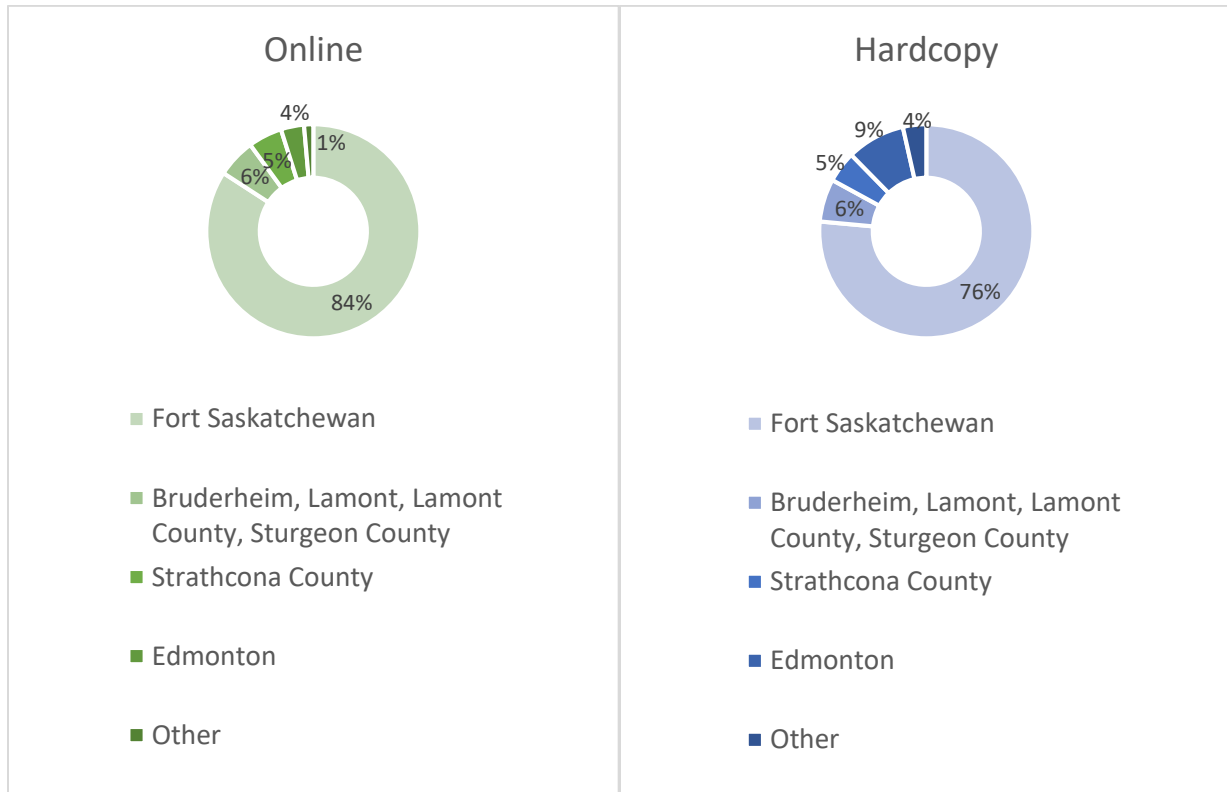
The survey was first available during the annual Chamber of Commerce Trade Show, which took place at the Dow Centennial Centre on April 20-22, 2018. During the trade show, the {hardcopy} survey was available at the Fort Saskatchewan Policing Committee booth. Hardcopy surveys were also available at the front counter of the Protective Services building. The online survey was available on the City of Fort Saskatchewan's official website.

A total of 602 surveys were completed: 170 hardcopy surveys & 432 electronic surveys. Survey results were collated within the two separate groups. Throughout this report, the survey results will be presented in their respective groups as well as a combined total.

Survey Results

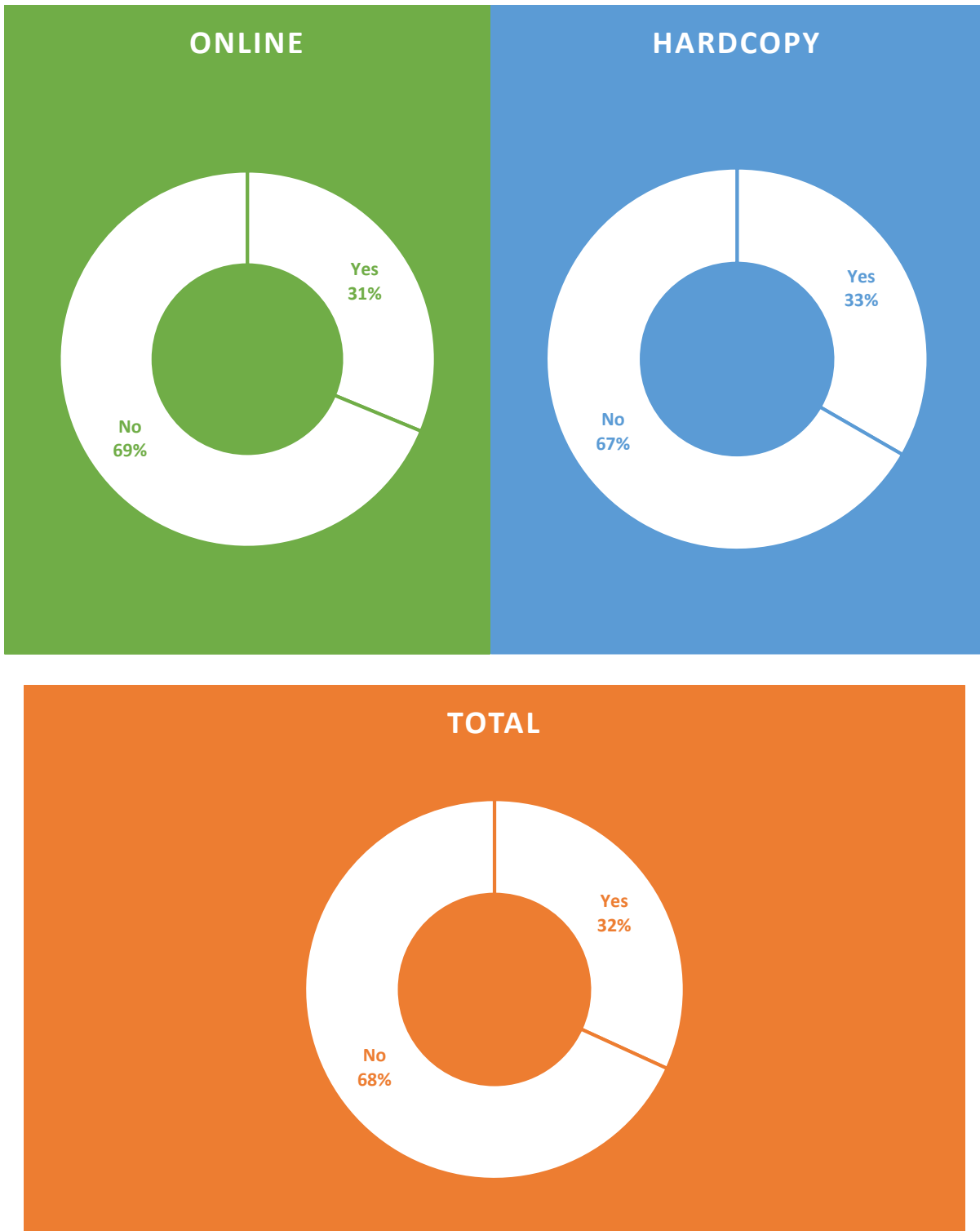
Question 1: Where do you live?

Figure 1.0



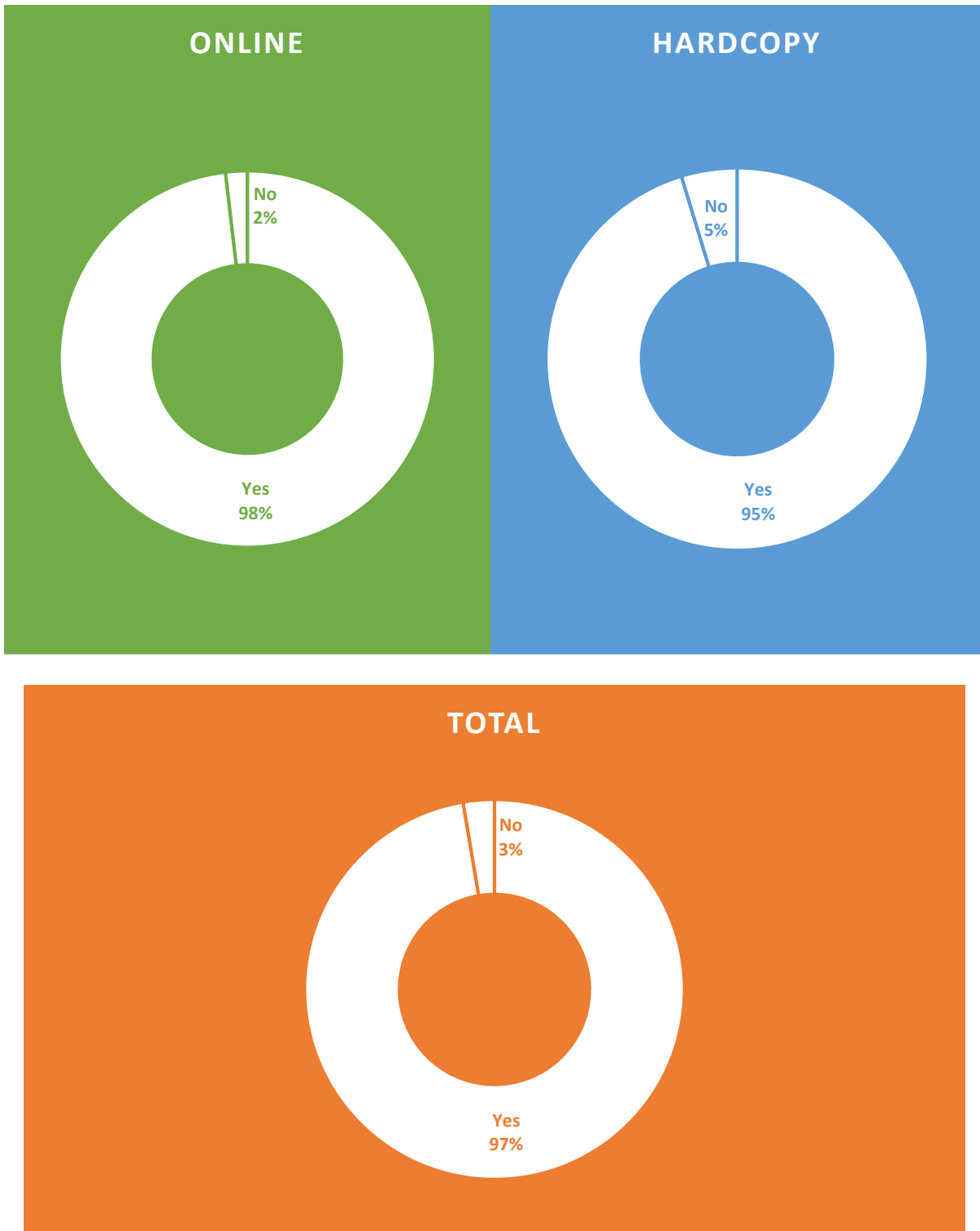
Question 2: Before today, have you ever heard of Vision Zero?

Figure 2.0



Question 3: Do you drive a motor vehicle in or through the City of Fort Saskatchewan?

Figure 3.0



Question 4A: In 1 word, describe the average driver:

Figure 4.0



Figure 4.1



Figure 4.0 represents the most common survey responses. The size of the word is related to the frequency of the word appearing in the responses. Figure 4.1 represents all the different words given for this question.

Question 4B: In 1 word, describe your driving:

Figure 5.0



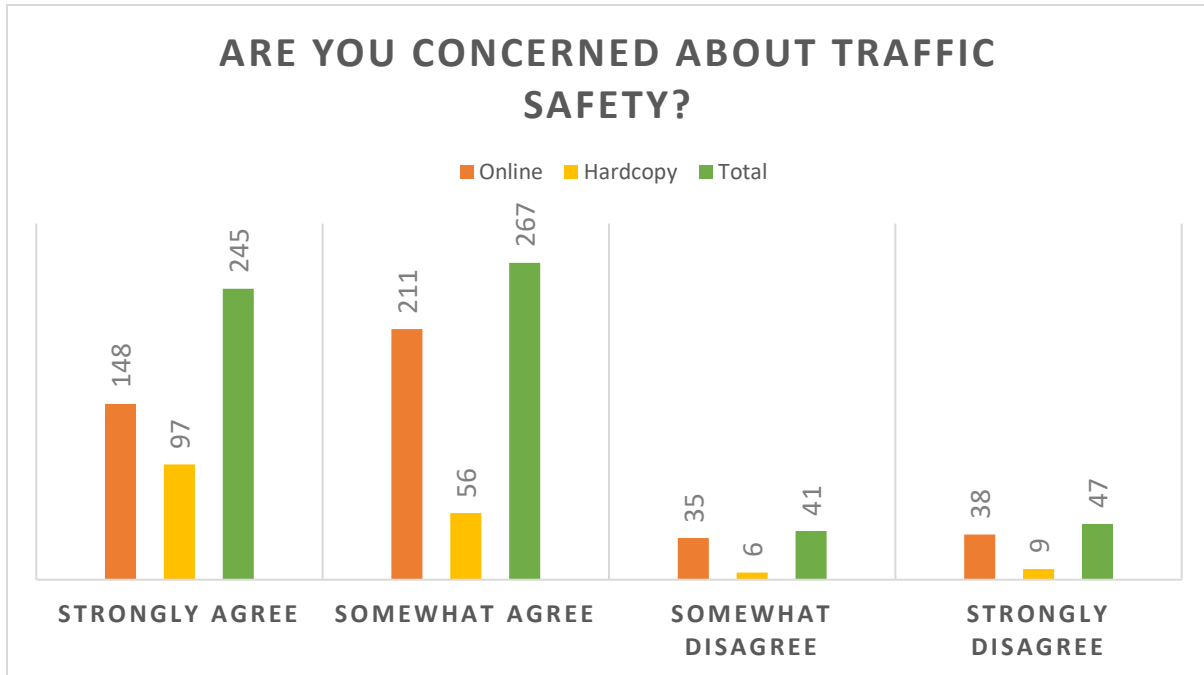
Figure 5.1



Figure 5.0 represents the most common responses. The size of the word is related to the frequency of the word appearing in the responses. Figure 5.1 represents all the different words given for this question.






Question 5A: To what extent do you agree with the following statement: I am concerned about traffic safety in my City?

Figure 6.0



Traffic Safety remains a top concern for residents & visitors of Fort Saskatchewan. 512 respondents were somewhat or strongly concerned compared to 88 who were somewhat or strongly unconcerned.

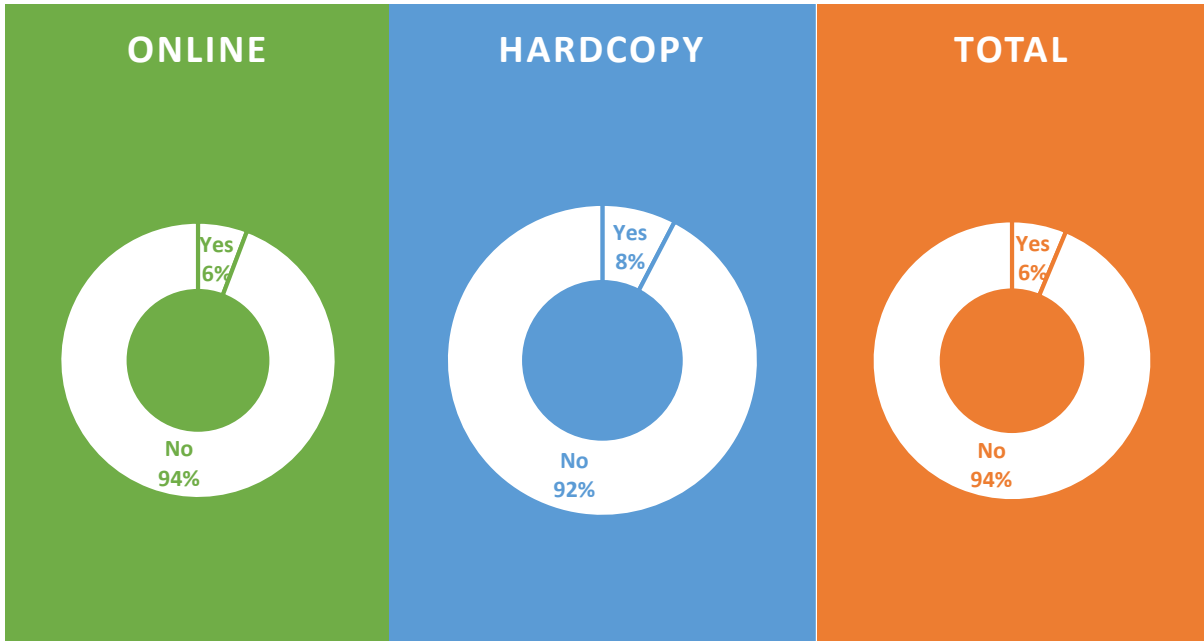
Questions 5B: Please describe your traffic safety concern(s):

-  *“Impatient drivers is most concerning: speeding up to 'make the light', tail gaiting, unsafe lane changes”.*
-  *“It concerns me that even with the amount of education and advertising that many people can still be seen speeding through school zones and playground zones, and also using cell phones while driving”.*
-  *“Everyone is in a hurry and fail to take the extra few seconds to come to a complete stop”.*
-  *“There are too many people on their phones. I work and live in Fort Saskatchewan. On my way to and from my home I will see no less than a half dozen people texting and driving or texting while stopped at a red light. That is everyday”.*
-  *“I have small children that use our sidewalks that run adjacent to our roadways, I'd like people to slow down, and come to complete stops at all crosswalks”.*

While these answers represent a small portion of responses, ALL survey responses were reviewed by Protective Services and will provide guidance regarding future traffic safety initiatives within the City of Fort Saskatchewan.

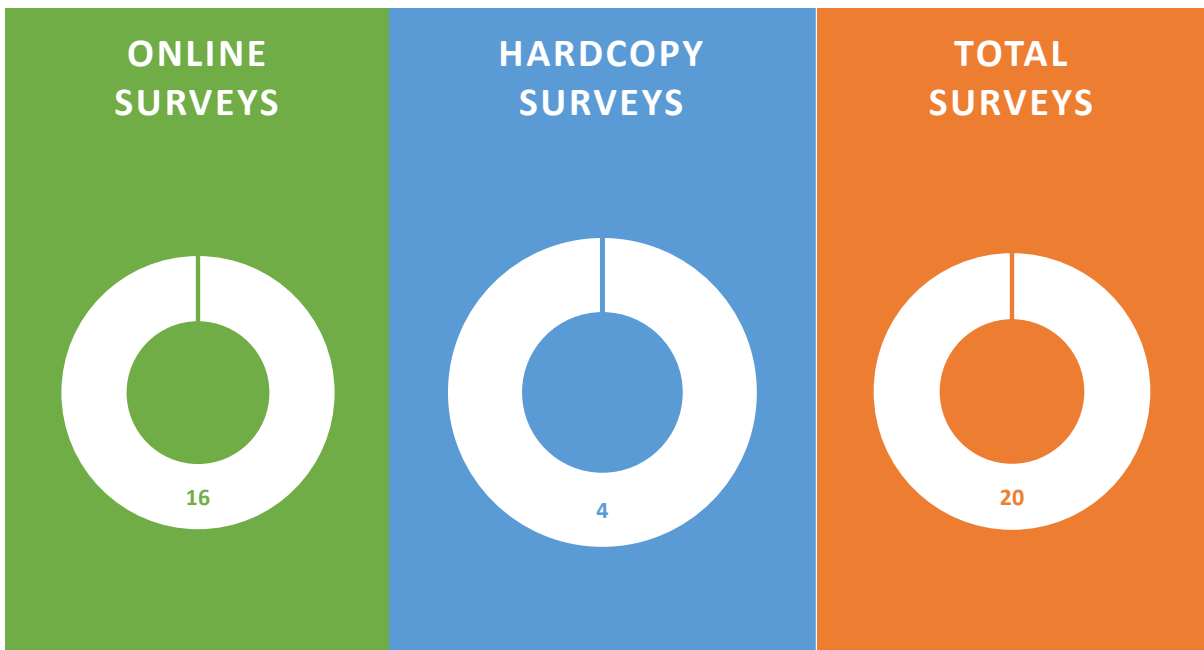
Question 6A: In the past 12 months, have you been involved in a collision, whether at fault or not?

Figure 7.0



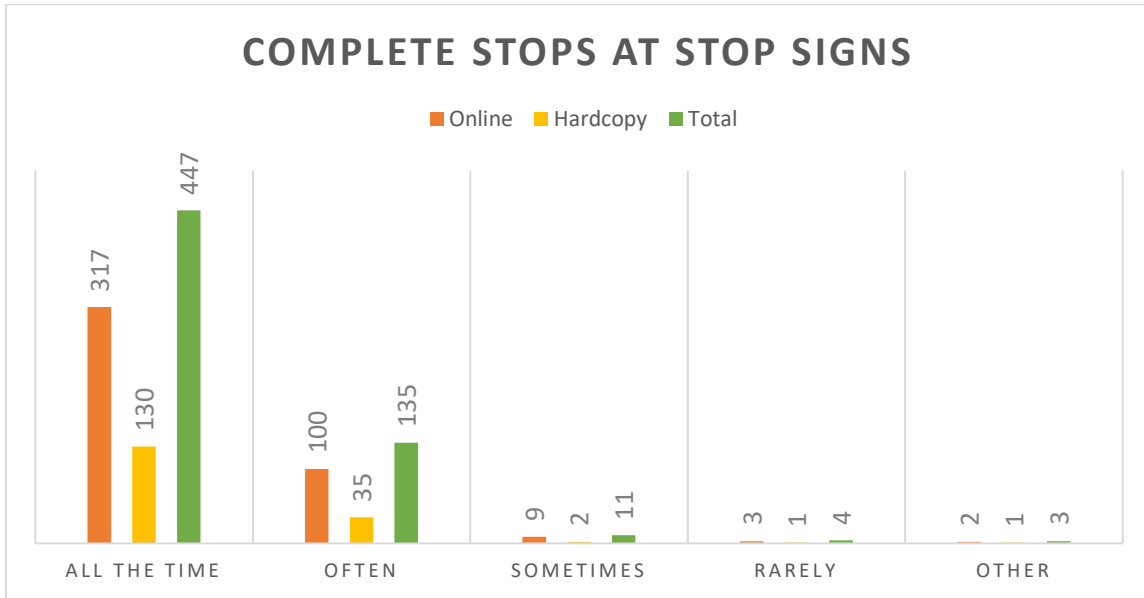
Question 6B: If you selected 'Yes', did this collision occur within the City of Fort Saskatchewan limits?

Figure 8.0



Question 7: How often do you come to a complete stop at stop signs?

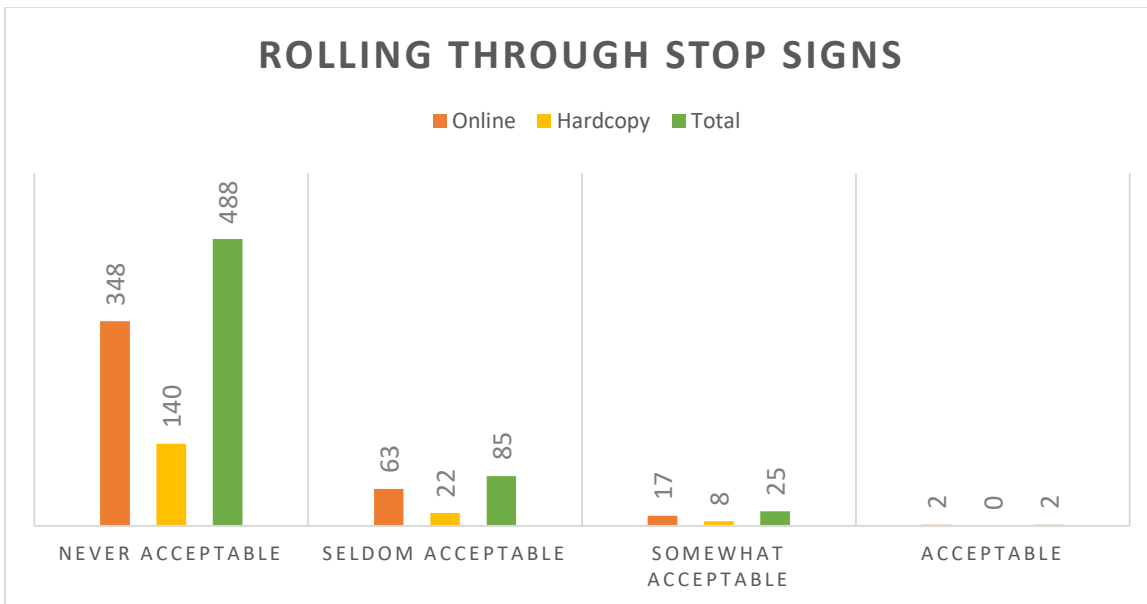
Figure 9.0



* Other results (3): I don't drive (2), I only stop at valid stop signs (1)

Question 8: How acceptable is it to roll through a stop sign?

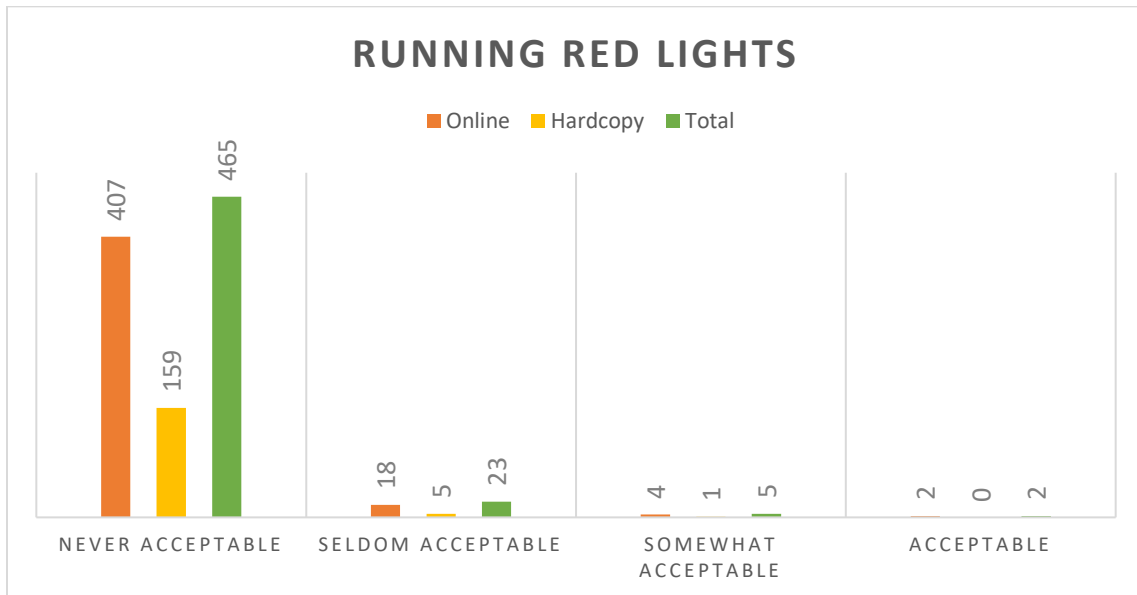
Figure 10.0



This will be an area of focus in 2018-2019. Stop sign safety is critical to road safety.

Question 9: How acceptable is it to run a red light?

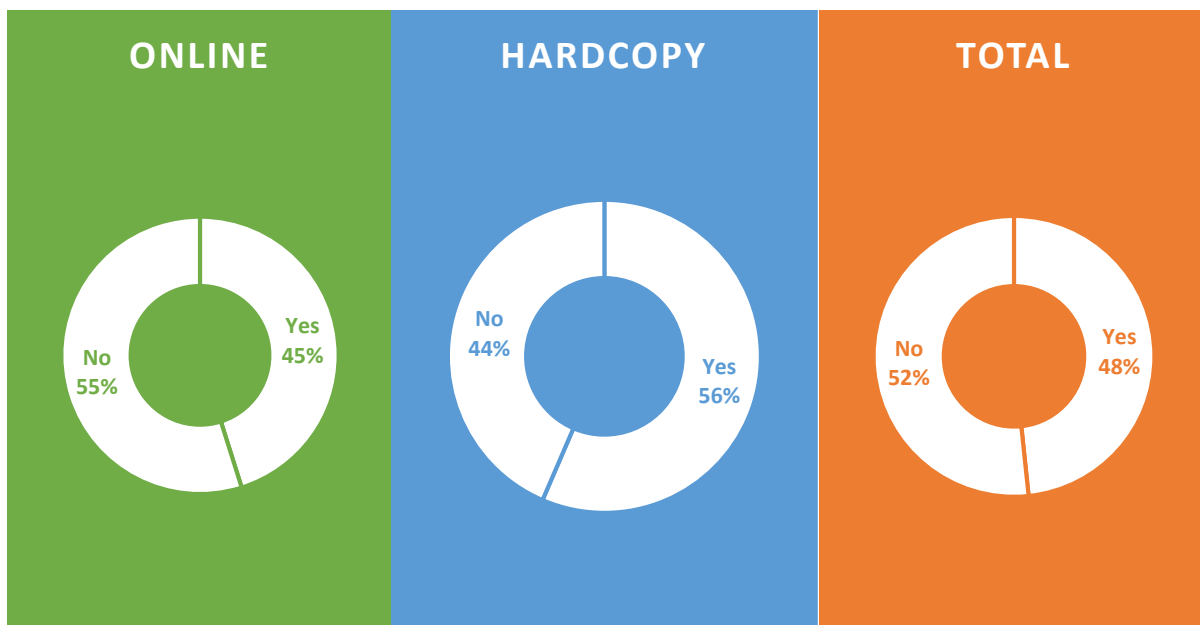
Figure 11.0



Intersection safety (stop signs & red lights) is a critical part of Vision Zero. Violations represent a significant risk of fatal & serious injury collisions.

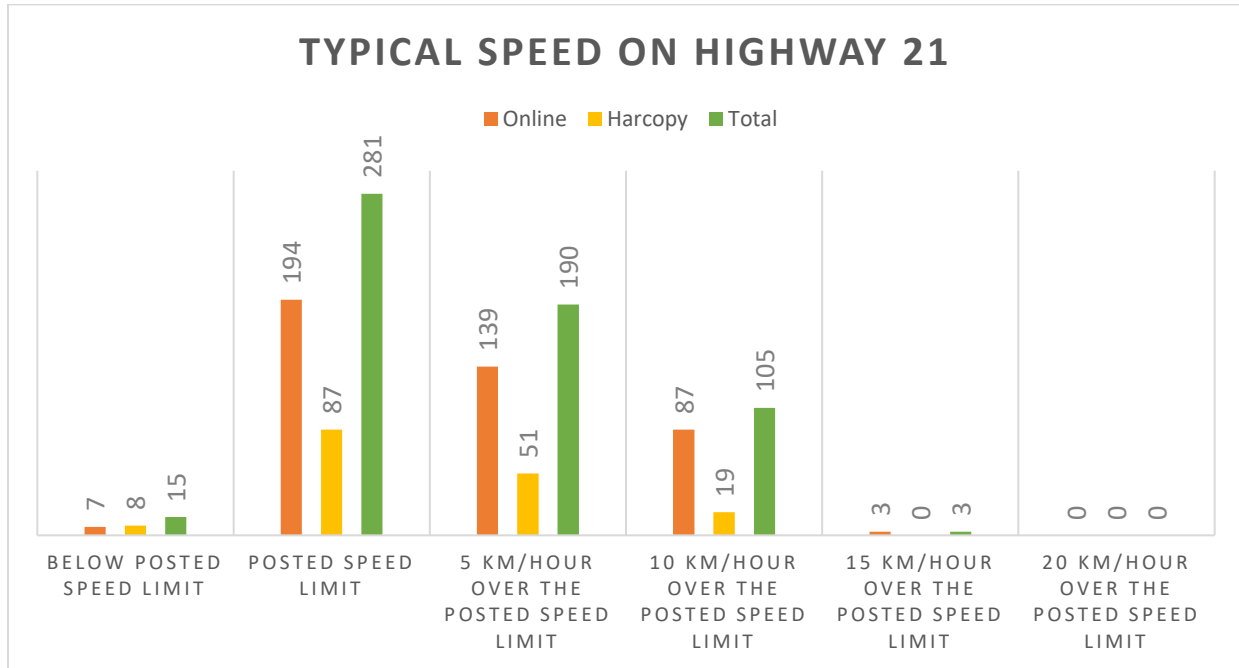
Question 10: Do you believe speeding is ever acceptable?

Figure 12.0



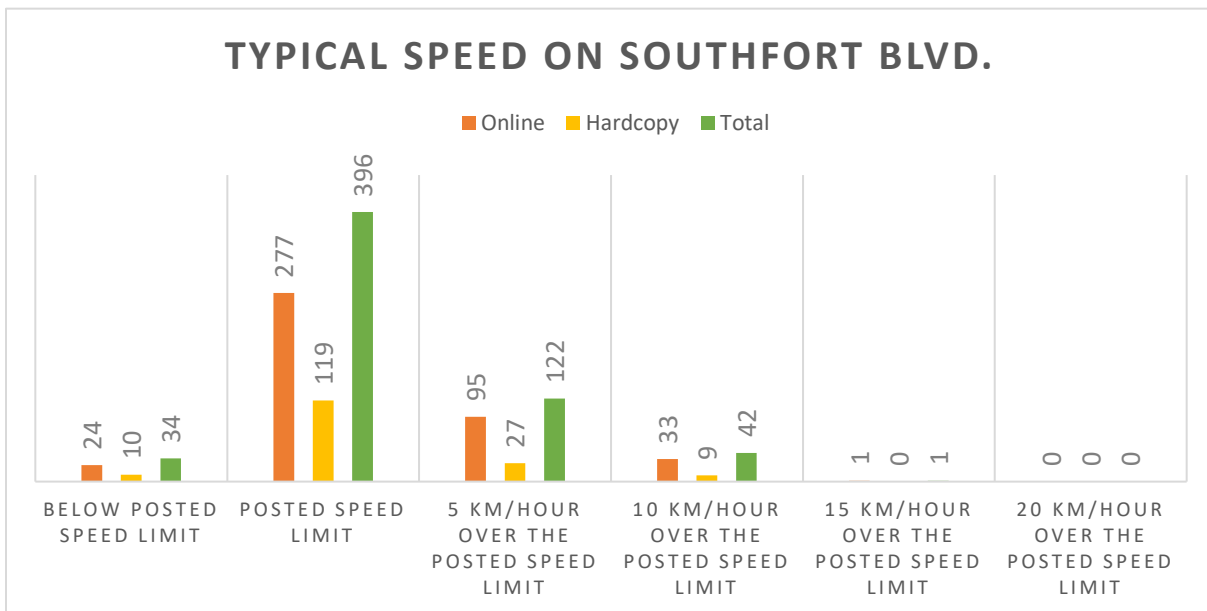
Question 11: In ideal road conditions, how fast do you typically drive on Fort Saskatchewan’s Highway 21 (70km/h posted limit)?

Figure 13.0



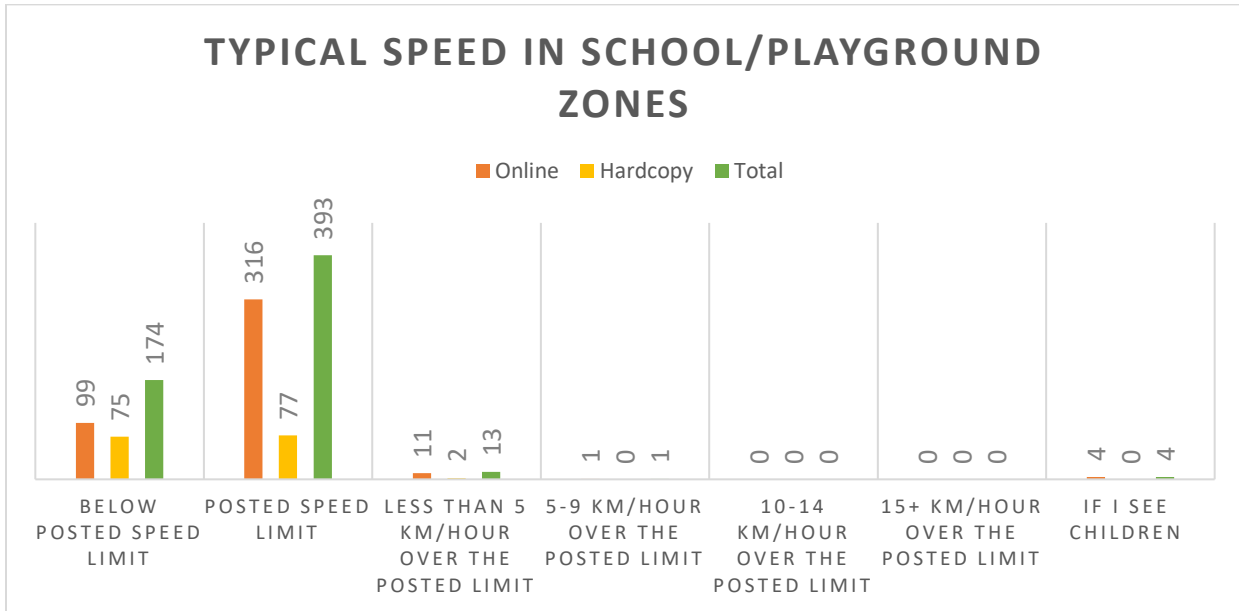
Question 12: In ideal road conditions, how fast do you typically drive on Fort Saskatchewan’s Southfort Boulevard (50km/h posted limit)?

Figure 14.0



Question 13: In ideal road conditions, how fast do you typically drive near schools and/or playground zones (30km/h posted limit)?

Figure 15.0



Reducing your speed to 30km per hour in school/playground zones when you only see children represents a significant risk of fatal & serious injury vulnerable road user collisions.

Question 14: In Alberta, what is considered 'distracted driving'?

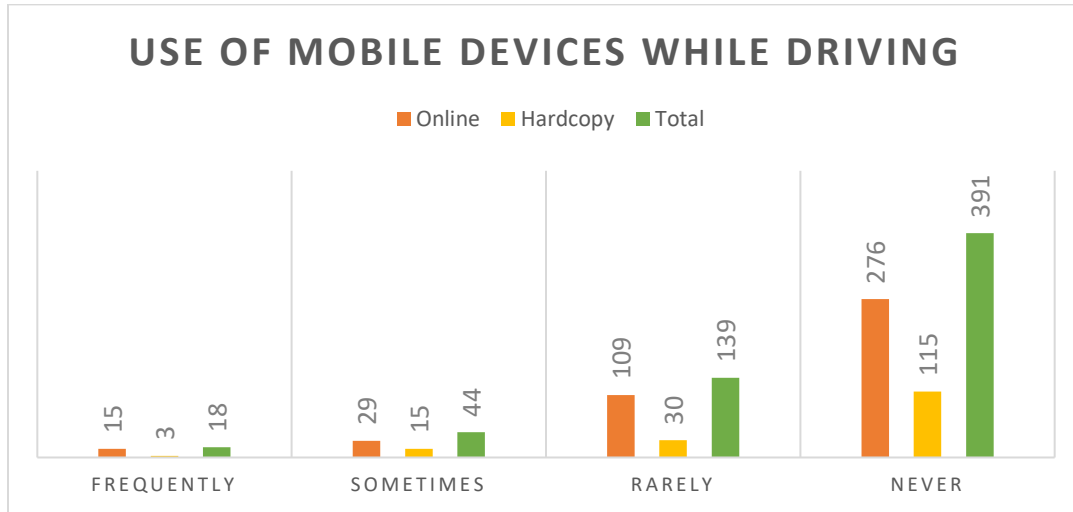
Figure 16.0



Figure 16.0 represents the most common answers given by survey respondents. The variety of responses illustrates a good understanding of the elements of distracted driving.

Question 15: Specifically in regards to handheld mobile devices, in the past 30 days, how often have your read, typed, or sent a message on your mobile device while driving?

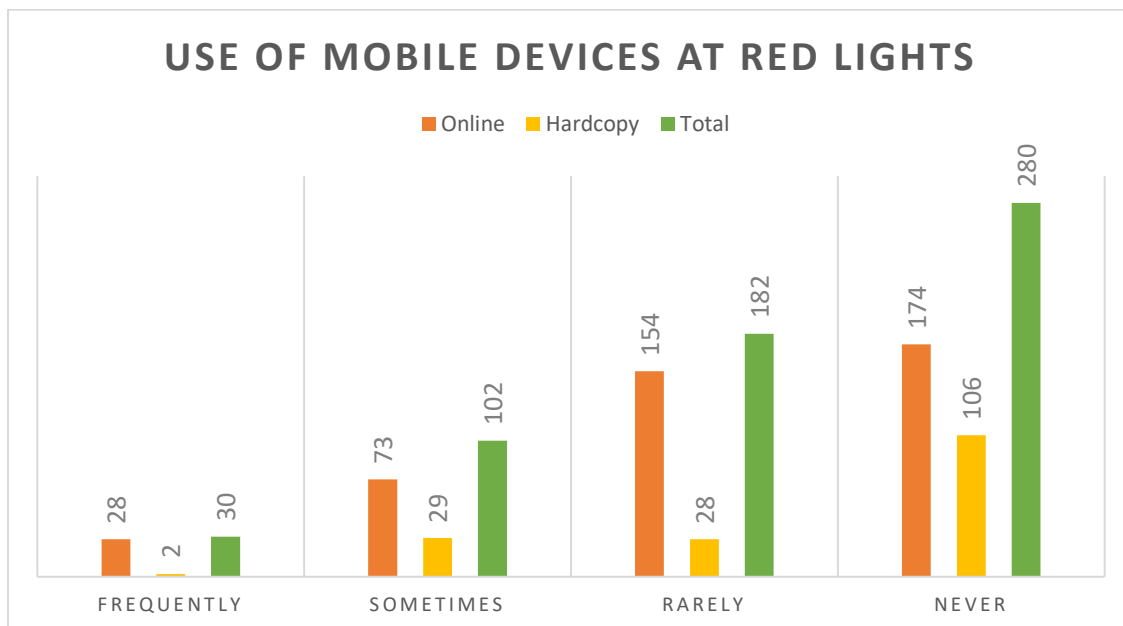
Figure 17.0



The frequency of responses indicating people drive distracted reveals a need to educate the public about risks & to step up enforcement. The consequence of increases in serious collisions when driving distracted relates to thousands of lives impacted by the tragedy of fatal and serious injuries, and in millions of dollars lost in direct & human-capital costs - just in Fort Saskatchewan alone.

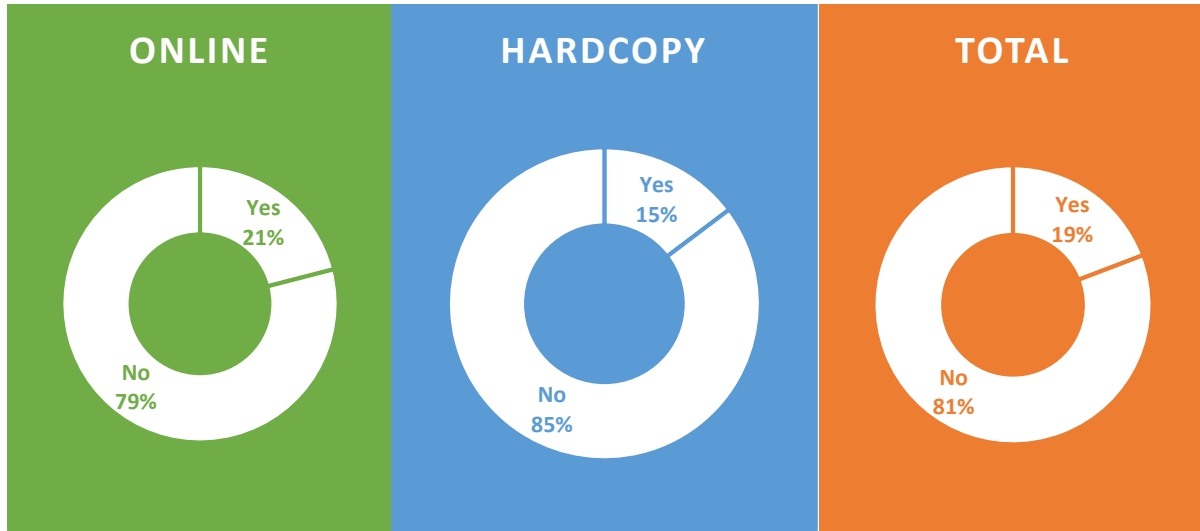
Question 16: Specifically in regards to handheld mobile devices, in the past 30 days, how often have you read, typed, or sent a message while stopped at a red light?

Figure 18.0



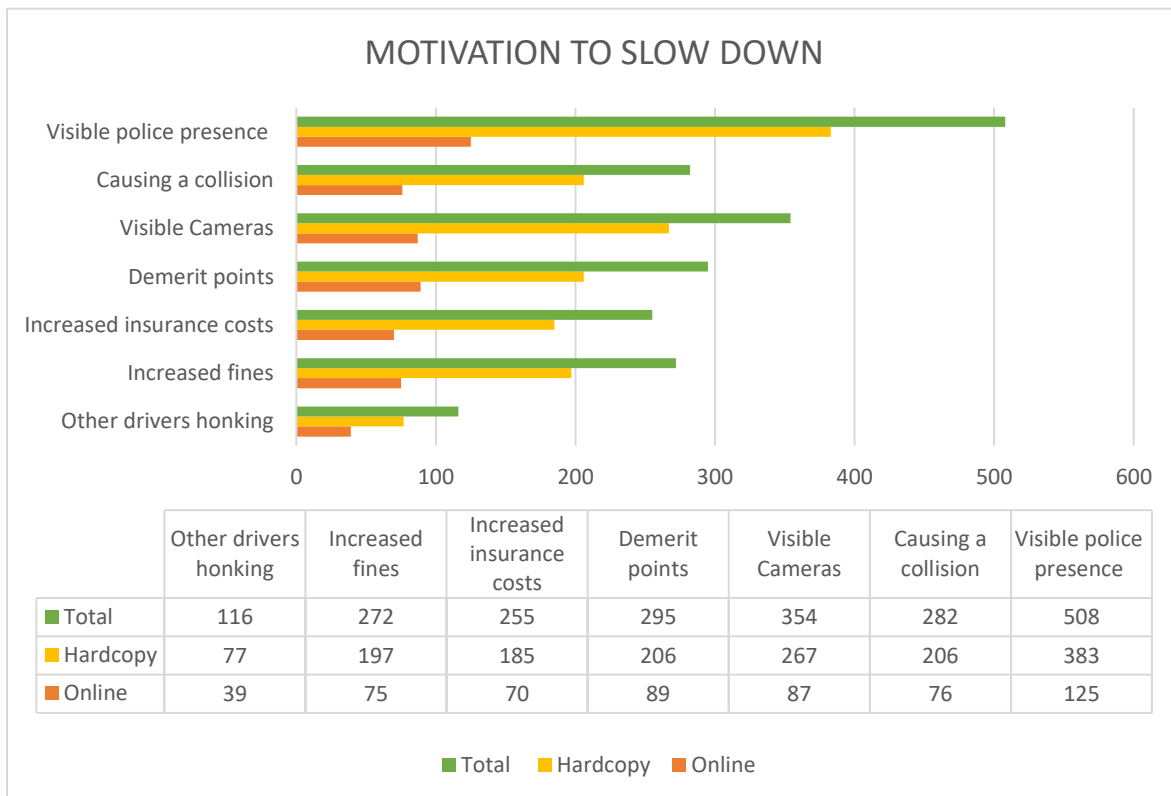
Question 17: In the past year and while operating a motor vehicle, have you talked on your mobile phone while holding it in your hand?

Figure 19.0



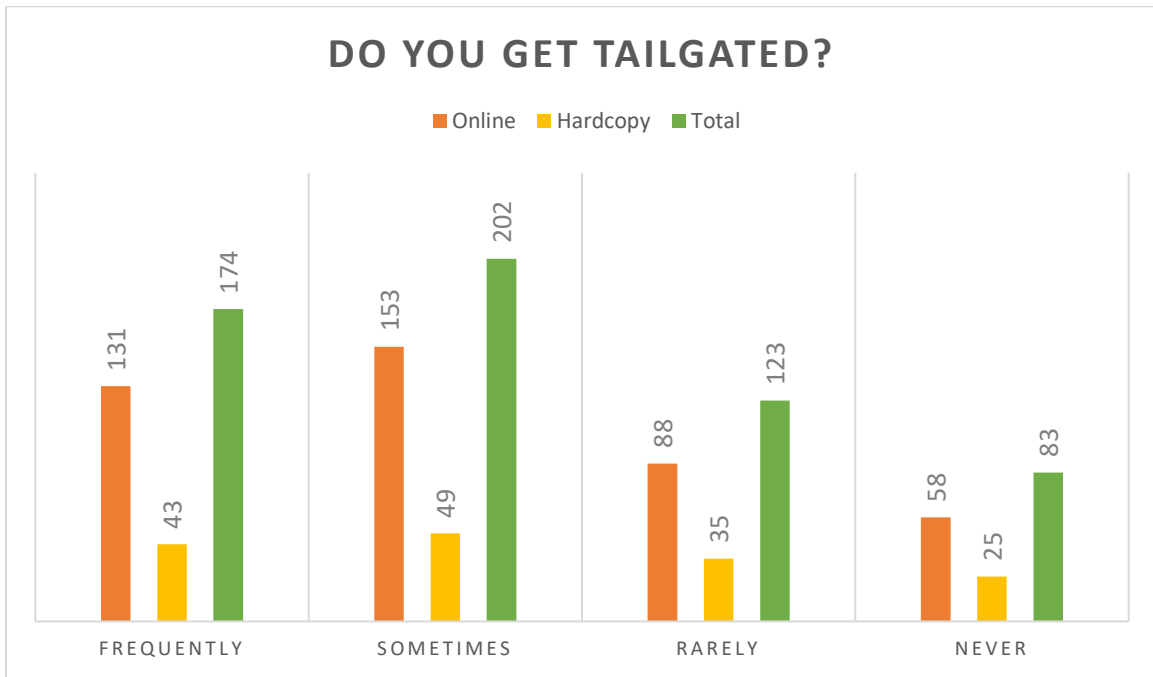
Question 18: Which of the following would make you slow down on the roads?

Figure 20.0



Question 19: In the past 30 days, how often have you been followed too closely or tailgated?

Figure 21.0



Question 20: What do you believe is the most likely reason for following too closely or tailgating?



“People are in a rush, they don't give themselves enough time to get from point A to point B. They feel they are entitled to drive like maniacs on our roadways and endanger others' lives”.



“Lack of knowledge on what a safe distance is and impatience”.



“Tailgaters are aggressive and want you to go faster than the speed limit”.



“People that tailgate are generally in too much of a rush, dictating a level of expectation that you should speed up & are just rude”.



“They think they are immune to the rules of the road”.

While these answers represent a small portion of responses, ALL survey responses were reviewed by Protective Services and will provide guidance regarding future traffic safety initiatives within the City of Fort Saskatchewan.

Question 21: What else should we consider to improve traffic safety within the City of Fort Saskatchewan?



"More child events to learn traffic safety from a young age. Educate children about road safety, especially when playing in front of their home".



"Stop sign enforcement".



"The digital displays that show your speed. Personally I find those very effective and they slow me right down".



"Stronger police presence and more checkstops during less expected times".



"Repetitive & continuous announcements, stats, and pictures showing the ramifications if you speed, drive distracted, etc. Sometimes it takes seeing something gruesome before people get it. They say it takes at least 21 days to change a habit... So something repetitive on social media might be a good place to start".



"Visible police presence slows people down".



"Good work with this survey... these questions help us stay accountable".



"Visible enforcement in school zones".



"Lower speed limits in residential areas".



"Campaigns to help people understand that speed impacts the severity of injury during an accident. That driving is a community practice, not an individual one".

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