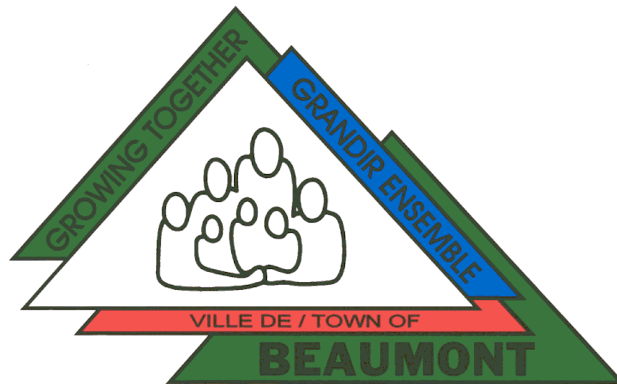




TOWN OF BEAUMONT TRAFFIC SAFETY PLAN 2010



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March 2010

Town of Beaumont
2010 Traffic Safety Plan

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PURPOSE

Beaumont's last Traffic Safety Plan was created in 2004. The 2010 Traffic Safety Plan has been produced as a revised model of traffic operations for the Town of Beaumont, in conjunction with the Beaumont Strategic Policing Plan. 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*. This Traffic Safety Plan is also an important component in the Beaumont Strategic Policing Plan.

GENERAL TRAFFIC INFORMATION

The Town of Beaumont has employed Peace Officer/Bylaw Officers (formerly Special Constables) since 1978 when it was a Village of approximately 300 residents. The Town has since grown to nearly 12,000 residents currently employing three full-time Peace Officer/Bylaw Officers. The Municipal Enforcement office is located at the new Beaumont RCMP Detachment, which opened in October 2008. The staff compliment consists of two Peace Officer/Bylaw Officers, working biweekly rotating shifts, primarily from 0700 – 2200, Monday – Saturday year round. These Officers are directly supervised by a third Peace Officer/Bylaw Officer; appointed the Municipal Enforcement Supervisor. The Municipal Enforcement Supervisor also works a rotational shift schedule and reviews/approves all files. The Town of Beaumont – Community and Protective Services Manager oversees the department and is the Peace Officer Program contact person. Duties include local Bylaw enforcement and compliance, animal control, traffic enforcement and fire services. It is estimated that 25% of these daily duties are dedicated to traffic safety, enforcement and driver education within the Town of Beaumont.

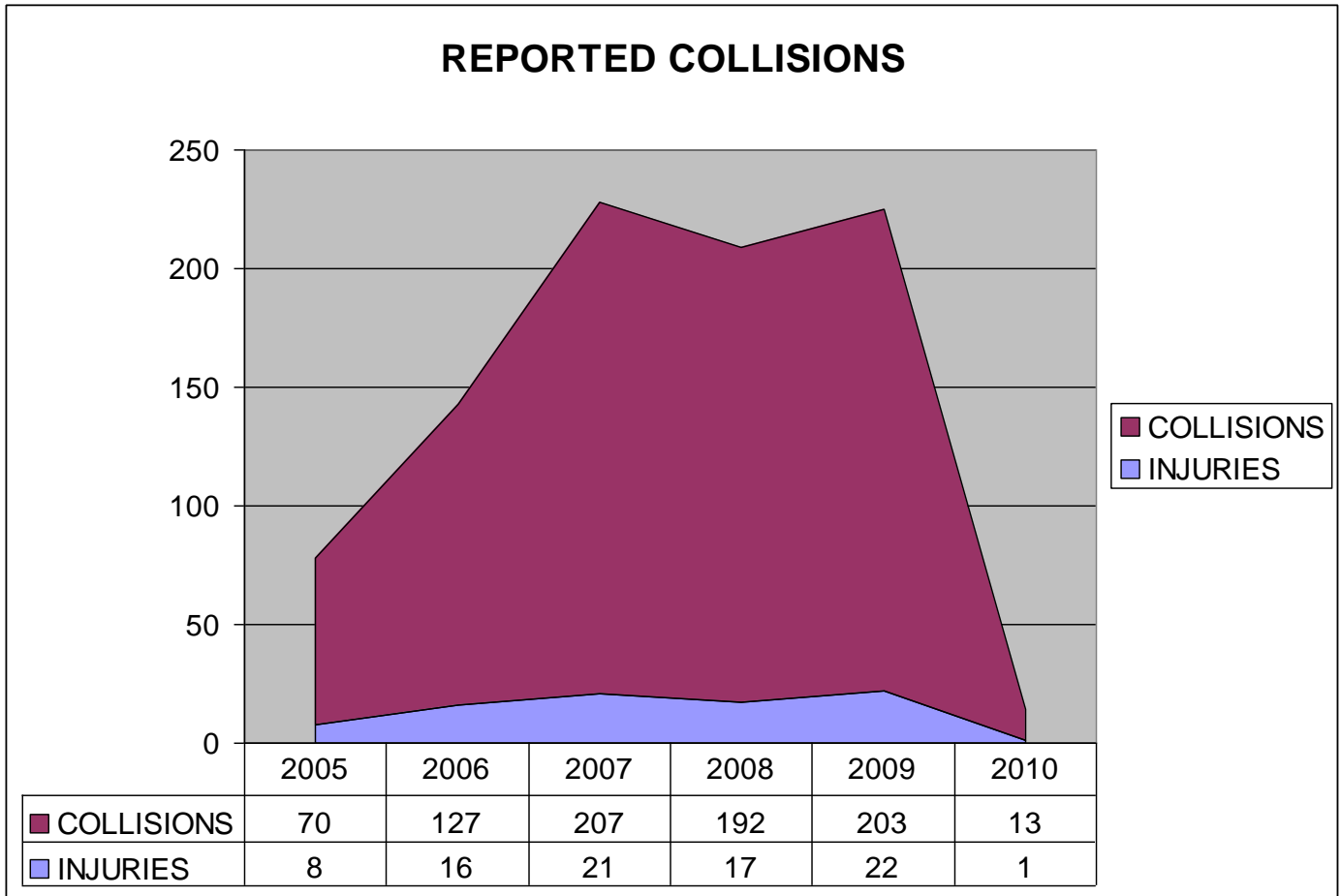
The Town of Beaumont has primary Highway #814 (known locally as 50th Street) running directly through it both north and southbound. Primary Highway #625 (known locally as “Nisku Road”) is also located adjacent to the southern corporate limits of the Town running both east and westbound. The Town has approximately 70 kilometers of local roads including residential roadways, five school zones, two recreational facilities and several businesses which are centrally located. There are no playground zones.

The Town of Beaumont also has a current Memorandum of Understanding with Leduc County, which includes traffic authorities on primary Highway Numbers 616, 622, 623, 625, 770, 771, 778, 795, 814 and 822.

TRAFFIC STATISTICS

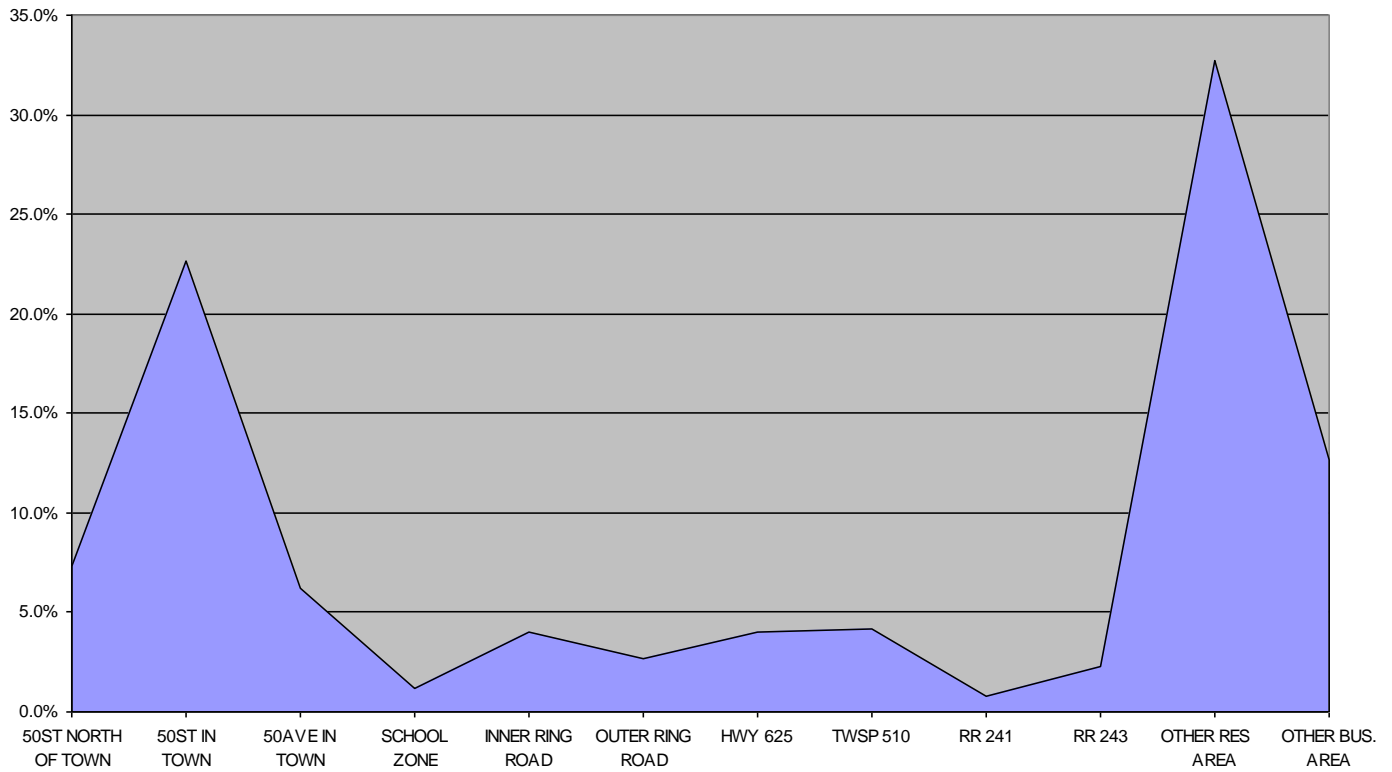
The following charts reveal the number of motor vehicle collisions, as well as a breakdown of locations and times of collisions, based on RCMP investigations since 2005.

*NOTE: 2010 statistics were not complete at the time this report was drafted.

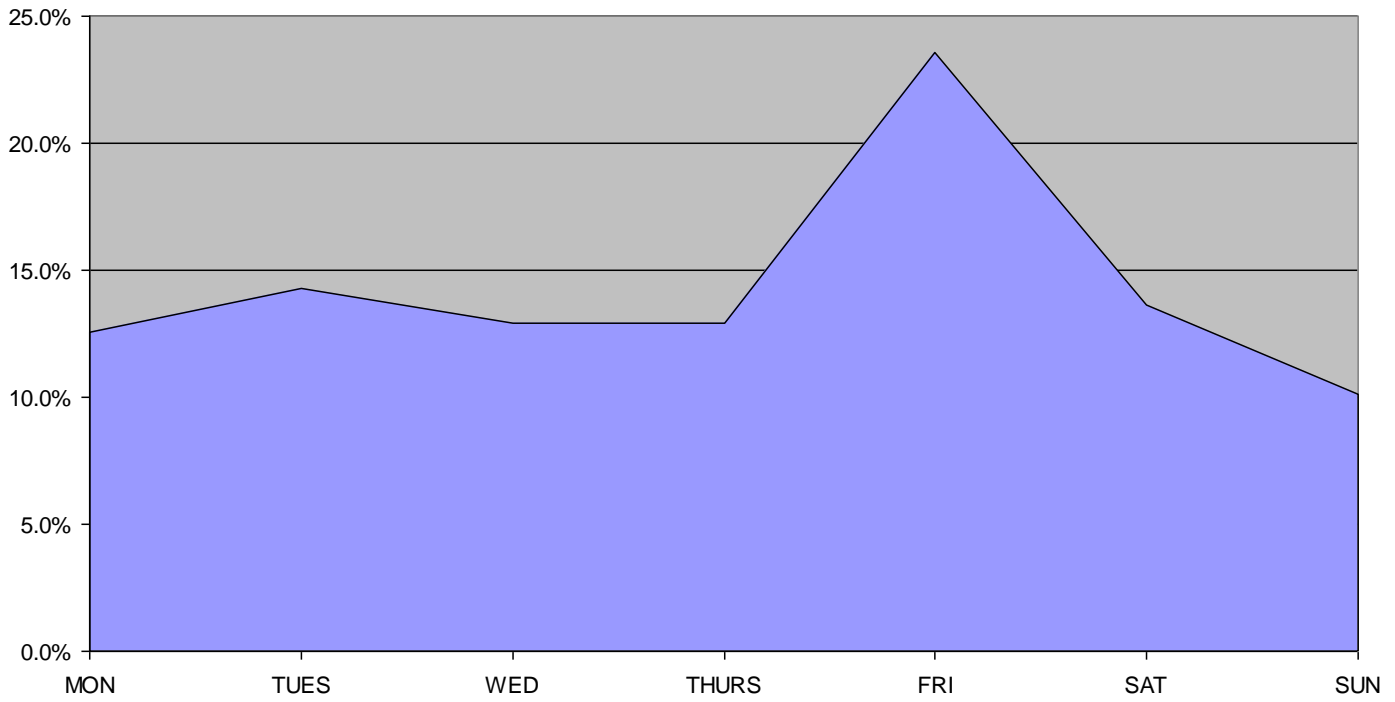


	INJURIES	COLLISIONS	PERCENT OF INJURIES
2005	8	70	11.43%
2006	16	127	12.60%
2007	21	207	10.14%
2008	17	192	8.85%
2009	22	203	10.84%
2010	1	13	7.69%

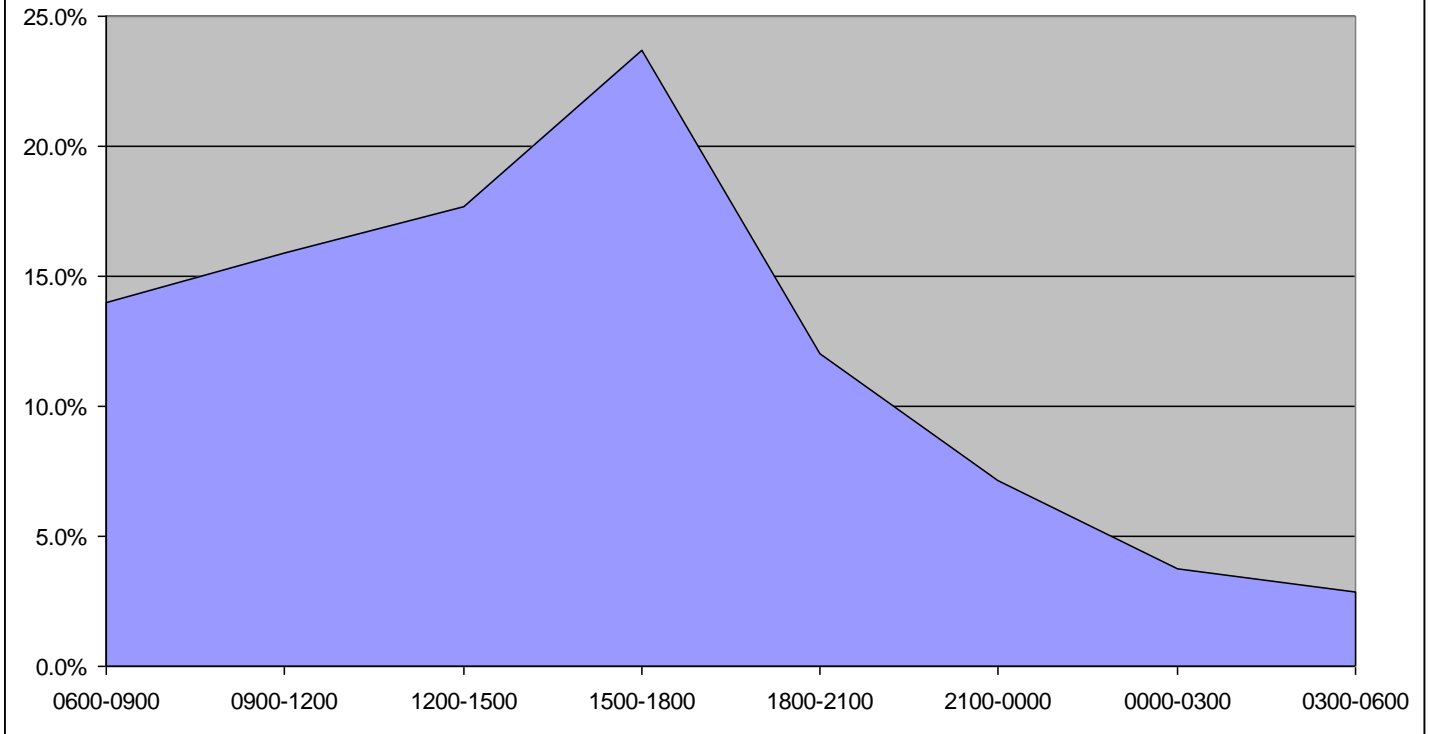
COLLISION LOCATIONS



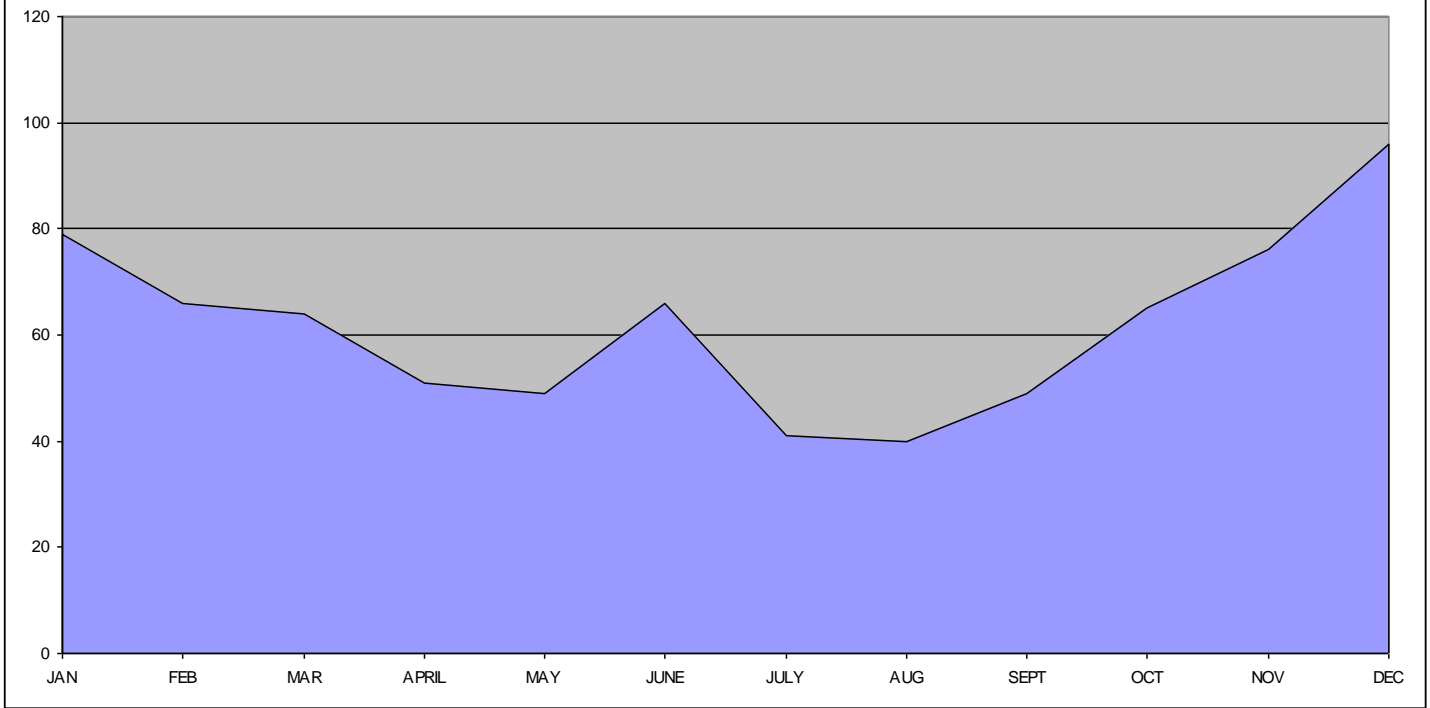
DAY OF THE WEEK

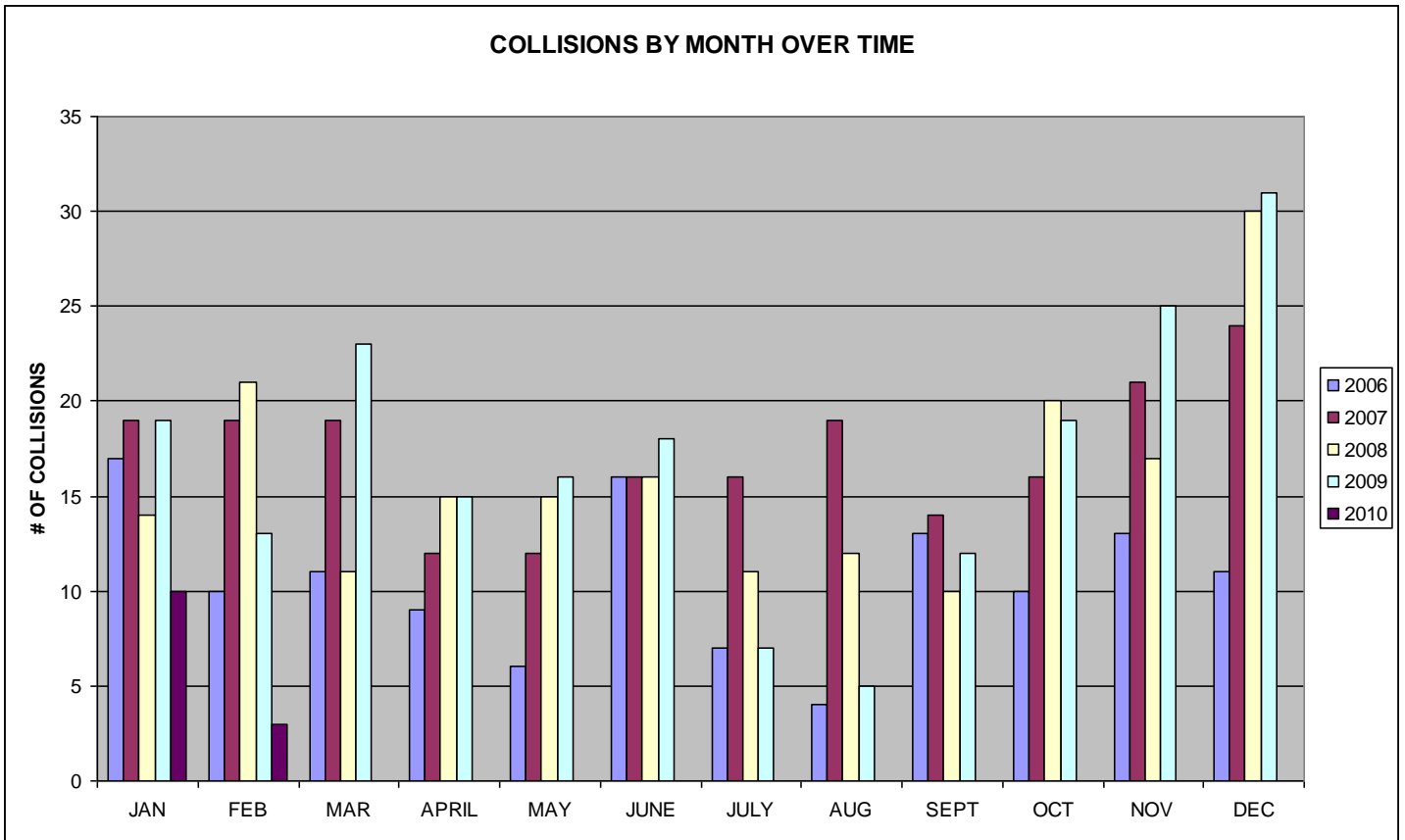


TIME OF DAY



MONTH OF YEAR





PRIMARY TRAFFIC SAFETY LOCATIONS

The following roadways have been identified as traffic enforcement priorities.

- The 50th Street corridor, which is not only the main access point for the majority of businesses in the Town, but also used by a significant portion of out-of-town travelers.
- All five school zones in Beaumont are in effect weekdays from 07:30 am. through 4:30 p.m. inclusive. Due to the large percentage of young persons residing in Beaumont (30-40% are under 19 yrs of age), school zones are also identified.
- The main roadway accesses to the Four Seasons Park and residential district is located off of primary Highway #625 (Nisku Road).

Police and Peace Officers conduct proactive patrols and dedicated traffic operations in these areas in order to create a positive affect on driver awareness, decreasing speeds and overall traffic collision avoidance.

AUTOMATED TRAFFIC ENFORCEMENT

Automated Traffic Enforcement Technology has been conducted to deter speeding and reduce motor vehicle collisions in the Town of Beaumont since 1998. Beaumont's Automated Traffic Enforcement Policy ensures compliance with current provincial guidelines. The criteria approved by the Town of Beaumont Council regarding Automated Traffic Enforcement operations includes, but is not restricted to, high-risk, high frequency and high-collision locations. It is also essential that Automated Traffic Enforcement Technology be used in conjunction with existing conventional enforcement and not a replacement for officer contact.

IMPORTANT CHANGES FOR 2009

Due to recent changes in technology, regulations and increased calls for Municipal Enforcement, the Town Council approved a recommendation to contract Automated Traffic Enforcement to a qualified service provider in 2009. Following a competition, a one-year contract was awarded to Global Traffic Group (GTG). GTG currently provide service for ten municipalities in Alberta and are qualified to provide all required technology, equipment, staff and training to conduct authorized Automated Traffic Enforcement for speeding infractions in Beaumont. Beaumont's enhanced Automated Traffic Enforcement Program began on May 11, 2009.

The Town of Beaumont also updated its Automated Traffic Enforcement Policy for 2009 including a revised list of ATE locations. All selected ATE locations listed fall within the site criteria requirements listed in the *2009 Automated Traffic Enforcement Technology Guidelines* for the Province of Alberta and associated regulations. In addition, each location received written approval from the Beaumont RCMP, as per the same regulations. In 2009, the Town will begin conducting Automated Traffic Enforcement (speed enforcement) on 50th Street (formally known as Highway 814) between Township 510 & Township 512. The jurisdictional authority regarding this roadway comes from an annexation agreement between the Town of Beaumont and Leduc County in 1998. Since then, this roadway continues to be within the Town's corporate boundaries. All motorists are clearly advised that speed is monitored by Automated Traffic Enforcement on this roadway by means of permanent awareness signs in both directions.

PUBLIC AWARENESS

A key element to the success of any enforcement practice is the implementation of a strong public awareness campaign. In accordance with the Provincial *2009 Alberta Automated Traffic Enforcement Technology Guidelines*, permanent awareness signs are posted on primary access roadways entering Beaumont, as well as major thoroughfares, school zones and other roads monitored regularly by Automated Traffic Enforcement. Public awareness signs clearly advise motorists that speed is monitored using this technology. The goal of which is to increase compliance from motorists, and therefore reducing vehicle speeding at these high-risk locations. Automated Traffic Enforcement Technology sites are also advertised in the local newspaper and on the Town of Beaumont web site at www.town.beaumont.ab.ca.

SITE SELECTION CRITERIA

Automated Traffic Enforcement sites are not selected randomly. One or more of the following criteria must be met before Automated Traffic Enforcement is deployed at a specific site:

- **High-risk locations** are those where the safety of citizens or officers would be at risk through conventional enforcement methods.
- **High-frequency locations** are those where data indicates motorists are ignoring or breaking traffic laws on an ongoing basis.
- **High-collision locations** are those where data indicates a greater frequency of collisions.
- Where conventional enforcement is unsafe or ineffective.
- Areas or intersections with a history of collisions.
- Areas or intersections with an identifiable, documented history of speeding problems.
- High-speed, multi-lane arteries.
- School and playground zones or areas.
- Construction zones.
- Areas where the public or a community has expressed concerns related to speeding.

In the Town of Beaumont, Automated Traffic Enforcement may be conducted at any one of the 30 approved sites. The approved sites are as follows:

NUMBER	DESCRIPTION	DIRECTION	SPEED LIMIT
1	43 Ave @ Beaumont High School	Westbound	30km/h or 40km/h
2	43 Ave @ Beaumont High School	Eastbound	30km/h or 40km/h
3	50 Ave @ Bellevue School	Westbound	30km/h or 40km/h
4	50 Ave @ Bellevue School	Eastbound	30km/h or 40km/h
5	55 Ave @ J.E.LaPointe School	Westbound	30km/h or 40km/h
6	55 Ave @ J.E.LaPointe School	Eastbound	30km/h or 40km/h
7	44 St @ Beau Meadow School	Southbound	30km/h or 40km/h
8	44 St @ Beau Meadow School	Northbound	30km/h or 40km/h
9	Col Way @ Coloniale School	Westbound	30km/h or 40km/h
10	Col Way @ Coloniale School	Eastbound	30km/h or 40km/h
11	50 St @ Sobey's Crosswalk	Southbound	50km/h
12	50 St @ Sobey's Crosswalk	Northbound	50km/h
13	50 St @ Lions RV Park	Southbound	50km/h
14	50 St @ Lions RV Park	Northbound	50km/h
15	50 Ave @ 47St	Westbound	50km/h
16	50 Ave @ 47St	Eastbound	50km/h
17	50 St N of Twsp 510	Southbound	80km/h
18	50 St N of Twsp 510	Northbound	80km/h
19	55 Ave @ 54 St	Westbound	40km/h
20	55 Ave @ 54 St	Eastbound	40km/h
21	57 St @ Boulevard Park	Southbound	40km/h
22	57 St @ Boulevard Park	Northbound	40km/h
23	57 St @ Reservoir Park	Southbound	40km/h
24	57 St @ Reservoir Park	Northbound	40km/h
25	43 Ave @ Parc Des Arbres	Westbound	40km/h
26	43 Ave @ Parc Des Arbres	Eastbound	40km/h
27	50 Ave @ 62 St	Eastbound	50km/h
28	50 Ave @ 62 St	Westbound	50km/h
29	50 Ave @ 30 St	Westbound	50km/h
30	50 Ave @ 30 St	Eastbound	50km/h

PORTABLE SPEED DISPLAY SIGN OPERATIONS

All forms of enforcement require an educational/preventative component to be effective. This is important when addressing traffic concerns – especially speed enforcement. For these reasons Beaumont uses a portable speed display sign. This portable sign is normally placed adjacent to a targeted roadway facing traffic, which is suspected to be traveling faster than the posted speed limit. The unit has a built-in, automated radar antenna, which measures the speed of oncoming vehicles. The speed is then displayed electronically to approaching drivers, notifying them of the speed they are traveling. This acts as a friendly reminder to potential speeders who may otherwise not be aware of their excessive speed.

“In a study conducted by the U.S. Department of Transportation National Highway Safety Administration, speeds of vehicles were significantly reduced in work zones and school zones when a speed display board was present.”

** Decatur Electronics*

The use of speed display signs in Beaumont has been successful for several reasons. The sign is versatile enough to be used almost anywhere – even in areas where a manned speed enforcement operation is difficult. The sign also does not require the attendance of an Officer. Instead, it can be setup at a targeted location and left alone, thanks to its internal rechargeable power source. The most unique advantage of this device is the element of citizen participation. Citizens have been very helpful in monitoring the speed display sign from their homes while it is in operation in their neighborhood. Resident participation gives citizens a sense of accomplishment and involvement.

FOCUSED TRAFFIC ENFORCEMENT INITIATIVES

To address the identified contributing factors and other high-risk locations, RCMP and Peace Officers focus on the following initiatives:

1. Weekdays from Monday through Friday – Patrols target commuter traffic in the early morning, followed by roaming school patrols in school zones.
2. Automated Traffic Enforcement operations are conducted in school zones, crosswalks and roadways near high risk intersections.
3. The use of a portable electronic speed display sign continues to complement speed enforcement and reduce overall speeds in Town.
4. Traffic education and enforcement resource are also coordinated with the annual Alberta Traffic Safety Plan Calendar.

5. It is recognized that education and awareness are important components of traffic safety enforcement. Law enforcement officers work closely with local media partners to highlight proactive patrols and increased vigilance to achieve compliance with traffic safety regulations and initiatives.

TRAFFIC SAFETY GOALS

The ongoing evaluation of the 2010 Traffic Safety Plan will address the ability to achieve the following traffic safety goals:

- Impact on reducing speeding violations
- Decrease the number of overall collisions per capita with an emphasis on injury reduction
- Increase compliance with traffic safety regulations (i.e.: seatbelts, stop signs, etc).

SUMMARY

The 2010 Traffic Safety Plan will serve as a model of traffic operations for the Town of Beaumont, in conjunction with the Beaumont Strategic Policing Plan. It prioritizes initiatives focused on the ability to proactively 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*.