2016 Edmonton and Area Traffic Safety Culture Survey

ICUTS & ICTIS Joint Conference
Banff, Alberta, Canada
August 8-10, 2017
Traffic Fatalities & Injuries in Edmonton, 2012-2016

- 127 people were killed and almost 20,000 were injured
- 2,047 of those injuries were major
- Traffic injuries & fatalities have decreased by 60% since 2006
- The goal is zero: No loss of life is acceptable.
Edmonton’s Road Safety Strategy 2016-2020

- 1st major city in Canada to officially approve VISION ZERO
- **Goal:** eliminate fatalities and major injuries
Achieving Vision Zero: The Safe System Approach

A forgiving road system that takes human fallibility and vulnerability into account.

Shared responsibility between those who design and maintain our roads and those who use them.
SAFE PEOPLE: Road User Behaviour

• Road user behaviour is a factor in the majority of crashes

• Road users make mistakes and the system must be forgiving

• Some road users *choose* to engage in behaviours that increase their risk of being in a crash

• Choices are influenced by culture
What is traffic safety culture?

- **Traffic Safety Culture**: informs choices that can increase or decrease crash risk
  - Choosing to speed *increases* risk
  - Choosing not to text while driving *decreases* risk

- **Vision**: a culture where people understand the risks and choosing safety is the norm
2016 Edmonton and Area Traffic Safety Culture Survey

• **Purpose**: gather data on road user attitudes, perceptions and behaviours to understand the current state of traffic safety culture in Edmonton and the Capital Region

• First survey conducted in 2014 to establish baselines
Methodology

• **Randomized Telephone Survey**: N = 1,031
  – Average interview after screening 28 minutes
  – Phone numbers included land lines and cell phones
  – Edmonton (N = 617); Surrounding Area (N= 414)

• **Public Online Survey**: N = 778
  – Approximately 10-15 minutes to complete

• **Insight Community Online Survey**: N = 1,824
  – Approximately 10-15 minutes to complete
How do you drive?

- A BETTER DRIVER: 65.5% (Insight), 65.3% (Online), 32.6% (Telephone)
- ABOUT THE SAME AS OTHER DRIVERS: 22.0% (Insight), 22.0% (Online), 33.8% (Telephone)
- NOT AS GOOD A DRIVER: 19% (Insight), 0.2% (Online), 0.9% (Telephone)
Threat to Personal Safety

How much of a threat to your personal safety are...?
How many kilometers ABOVE the posted speed limit do you personally feel it is okay to drive?
About how much would you say you typically travel above the posted speed limit on a freeway?
About how much would you say you typically travel above the posted speed limit on a residential street?
Reflecting on a time when you might have travelled above the posted speed limit, what would make you more likely to follow the speed limit?

- Passengers giving you a hard time: 28.8%
- Increased fines: 45.6%
- Increased insurance costs: 48.4%
- Demerit points: 52.8%
- Presence of an Intersection Safety Camera: 55.9%
- Presence of Digital Feedback Signs: 59.6%
- Presence of Mobile Photo Radar or Photo Laser: 60.2%
- Causing a collision: 61.4%
- More police officers issuing speeding tickets: 67.0%
Speed

How strongly do you support or oppose people who drive 50 KM per hour or more above the speed limit having their licence suspended for 7 days upon their first offence?
Intersection Safety Cameras should be used to ticket drivers who speed through intersections.
Photo radar should be used to ticket drivers who are speeding.
Distraction

How acceptable do you, personally, feel it is for a driver to type text messages or emails, or use social media while driving?
I believe I can safely text while driving without increasing my risk of a collision.
Distraction

In the past 30 days, how often have you read, typed or sent a text message or e-mail, or used social media....?
Distraction

Thinking about a time when you might have been distracted while driving, what would make you more likely to stop driving distracted?

- Passengers giving you a hard time: 37%
- Increased insurance costs: 48%
- Increased fines: 49%
- Camera-based enforcement: 50%
- Overall increased chances of getting caught: 52%
- Demerit points: 54%
- More police officers issuing tickets for distracted driving: 64%
- Causing a collision: 67%
Impairment

How acceptable do you, personally, feel it is for a driver to drive when they think they may have had too much to drink?
Impairment

How acceptable do you, personally, feel it is for a driver to drive one hour after using marijuana?
Impairment

In the past 12 months, have you driven a motor vehicle after having too much to drink?

In the past 12 months, how often have you driven 1 hour after using marijuana?
## Impairment

**How strongly do you support or oppose...?**

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<thead>
<tr>
<th>Measure</th>
<th>Oppose</th>
<th>Neutral</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requiring drivers to submit to tests of physical coordination at the roadside if police suspect they are under the influence of drugs</td>
<td>7.3%</td>
<td>5.6%</td>
<td>87.1%</td>
</tr>
<tr>
<td>Legislation that permits police to suspend the licences of drug impaired drivers at the roadside for at least 3 days</td>
<td>9.4%</td>
<td>4.5%</td>
<td>86.1%</td>
</tr>
<tr>
<td>Having a law making it illegal to drive with more than a certain amount of marijuana in your system</td>
<td>10.7%</td>
<td>8.0%</td>
<td>81.3%</td>
</tr>
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Vision Zero

Vision Zero is an Achievable Goal
Vision Zero

What can you do personally to improve your own safety and the safety of others to help achieve Vision Zero?

“Stop speeding. No more texting at red lights.”

“Be visible/wear reflective clothing when riding, take up a whole lane while riding, signal properly.”

“I'm a pretty safe driver, and I've never had an accident or even a ticket, so I'm not sure what additional steps I could take.”

“Wrap myself in bubble wrap....really. It's nuts out there some days.”

“Accept responsibility for my own driving habits/manners. It is not always the other guy.”

“I'm not the problem.”

“Vision zero is an impossible waste of time and money. Zero fatalities mean zero vehicles.”

“I'm not the problem.”
Key Findings

• Findings similar to the 2014 survey

• Traffic safety is a concern for the majority of survey respondents

• Behaviours such as distracted driving, impaired driving and speeding are considered unacceptable and a threat to personal safety
Key Findings

• There is sometimes a *gap* between what behaviours are considered acceptable or a *threat* and how some people *actually* behave

• *Road users report engaging in risky behaviour including*:  
  – distracted driving, speeding, driving when sleepy, running red lights, tailgating, weaving in and out of traffic, not coming to a complete stop at stop signs and alcohol and drug impaired driving
Key Findings

• Most respondents perceive themselves to be better drivers than others on the road

• Most feel they drive slower or about the same speed as other drivers

• Most consider themselves to be not at all aggressive or less aggressive when compared to their fellow motorists
Key Findings

• Variation in the results of the telephone, public online, and Insight Community surveys

• Most notable differences for the public online survey

• Variation in sample characteristics, methodology or both
  
  – Public online survey had a higher percentage of male and younger respondents

  – Telephone surveys can suffer from social desirability bias while online survey respondents are sometimes more candid
Key Findings

• Public online survey respondents were more likely to say they are better drivers, that they drive faster and more aggressively, engage in tailgating, experience road rage, and have received traffic tickets

• The online group was also less supportive of measures aimed at reducing risky driving behaviour including automated enforcement
Conclusions

• SAFE PEOPLE are a key component in achieving Vision Zero through the Safe System Approach

• People make mistakes but some also report engaging in risky behaviour by choice

• There is support for countermeasures to reduce risky behaviours

• There is an opportunity to enhance traffic safety culture and reduce fatalities and serious injuries
Upcoming Events

10th Annual Edmonton International Conference on Urban Traffic Safety

July 9-12, 2018
Edmonton, Alberta
Upcoming Events

T2019
Edmonton, Alberta, Canada
August 18 - 21, 2019

22ND INTERNATIONAL COUNCIL ON ALCOHOL, DRUGS AND TRAFFIC SAFETY CONFERENCE
Thank you!

Glacier Lake, Banff National Park, July 15, 2017