

Vision Zero



Start With Why



Start With Why



Start With Why

ATS's "WHY"

- We SAVE LIVES!
- We get people home safely and efficiently.
- It is our job to ensure road crews, drivers, moms, dads and children get home safely everyday.
- Our Brand Promise is: ***Safety forward.***

The Big Question



The Big Question



Province of Alberta

Alberta's "WHY"

To have the safest roads in Canada.

Traffic Data - 2014

- 144,740 collisions
- 18,745 injuries
- 369 fatalities



The Vision Zero Initiative

Vision Zero's "WHY"

- Approved by parliament in Sweden in 1997 with one goal:

Eliminate death and serious injury due to traffic collisions.

- Simply put... no loss of life is acceptable.



VISION ZERO

The "Safe System" Approach



- Safe Road Users
- Safe Vehicles
- Safe Road Infrastructure

When a person fails, the road system (design) and vehicle technology can drastically reduce traffic related death and serious injury.

Distracted Driving

- The risk of a collision increases over 23 times when texting.
- At 90 Km/h the average text takes your eyes off of the road long enough to drive a football field... Blind!
- Cognitive competition.



Speeding



- Includes speeds beyond posted limits, weather, road and traffic conditions.
- Because humans have limited tolerance to violent forces, we are physically vulnerable in a collision.
- Reduction in speed = reduction in fatalities.
- Speeding 25/50.

Intersection / Pedestrian Safety

- Road users at intersections are in “conflict” with one another.
- 40% of intersection fatalities involve a driver failing to yield the right of way or obey a traffic signal or sign.
- Human Tolerance to Physical Force.
- When struck at 30 km/h an adult has a 95% chance of living; at 60 km/h it is 10%.



Impaired Driving

- Impaired driving arrests in Edmonton:
- 2010: 2190 arrests (peaked)
- 2011: 2176 arrests
- 2012: 2145 arrests
- 2013: 1923 arrests
- 2014: 1838 arrests
- 2015: 1573 arrests

We ALWAYS have choices!

Vulnerable Road Users



- Pedestrians
- Cyclists
- Motorcycles
- Skate boards
- Scooters

When vulnerable road users come in contact with a vehicle, they will lose.

Remember Your TASK

- **T**exting
- **A**nd
- **S**peeding
- **K**ill
- Driving is a privilege, not a right!



Everyone's Role

- Attitude & behavior are the #1 problem.
- It starts with a **STOP**.
- Obey all traffic control devices.
- Eliminate texting and cell phone use.
- Be mindful of all road users.
- Remember our WHY.
- Traffic safety isn't luck, it's something we choose to do!



Our Role at ATS Traffic

Vision

- Zero traffic delays. Zero traffic fatalities.

Core Purpose

- To get people home safely and on time every day.

How

- Educate and inform how our traffic partners can achieve a state of Vision Zero.
- Provide traffic solutions to move people safely and efficiently.



The Road to Vision Zero

Vision Zero Advocate Conference



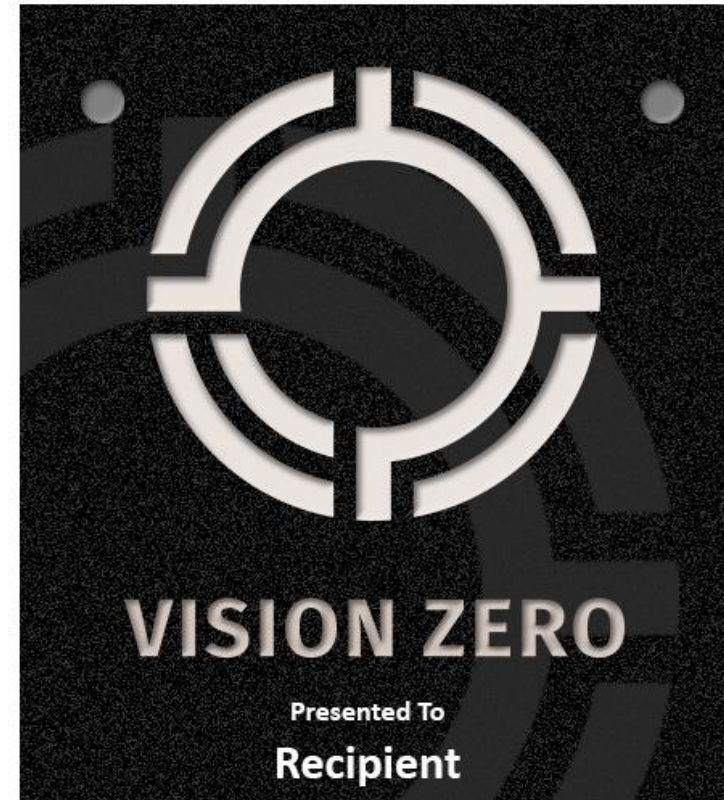
- Join technical experts, industry leaders, and inspiring speakers to host a series of presentations, discussions and workshops on Vision Zero.
- Examine global best practices from proven road safety advocates.
- Discuss the fundamental steps toward implementing Vision Zero in your own communities.

visionzeroconference.ca

The Road to Vision Zero

Vision Zero Advocate Awards

- Most Innovative School Zone Initiative
- Most Innovative Cycling Initiative
- Most Innovative Pedestrian Crossing
- Most Innovative Public Relations Campaign
- Most Innovative Municipality



Remember.....

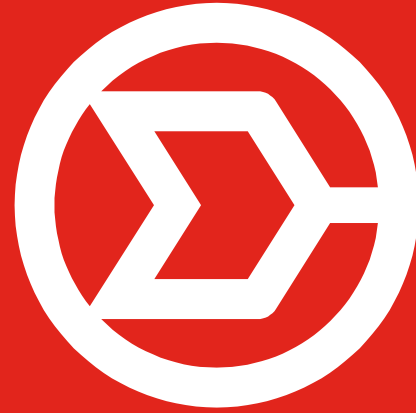


There is NO ONE someone won't miss!

Final thought.....



What is your personal why?



Thank You!

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