



COALDALE MUNICIPAL TRAFFIC SAFETY PLAN

2026

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Executive Summary:

Traffic safety is a top priority for the Town of Coaldale. A safe and multifaceted transportation system contributes to a strong sense of community and security.

The Town of Coaldale, Coaldale RCMP and Coaldale Municipal Enforcement provide a coordinated response to traffic safety through public awareness, education, engineering and enforcement.

To this end, our mandate will be to devise strategies that:

Reduce collisions—especially those most likely to cause serious injury or death—through a coordinated program of engineering, enforcement, education, and evaluation, focused on Coaldale's highest-risk corridors and poor driving behaviours.

Target Outcomes (3-year)

- Zero fatalities (maintain)
- Reduce injury collisions (baseline: ~10% of collisions in 2025)
- Reduce turning and rear-end collision patterns at priority locations
- Improve driver compliance (speed, turning, stopping/yielding, distracted driving, pedestrian safety)
- School and community safety

The Alberta Traffic Safety Plan:

The government of Alberta is committed to reducing the number of collisions involving impaired driving and other risk related driving habits and thereby improving traffic safety throughout the province.

Collision rates in Alberta increased post pandemic, but are still lower than pre-pandemic. Fatalities increased considerably 207 (2020) & 272 (2023) even though the total number of collisions was relatively unchanged. Speed, distraction, and substance abuse remain common factors in collisions and severity of outcome.

The Alberta Traffic Safety Plan was designed in Alberta and reflects Alberta's commitment to meeting the targets set out in the Canada Road Safety Vision 2010.

Canada's Road Safety Strategy 2025 ("Toward Zero"):

Canada's Road Safety Strategy 2025 (RSS 2025) is the national framework guiding road safety efforts across Canada through 2025. Its official vision is "Towards Zero – the safest roads in the world,"

Key Strategic Objectives:

- The strategy encourages collaborative action in areas including:
- Raising public awareness and commitment to road safety
- Improving communication and cooperation among safety stakeholders
- Enhancing legislation and enforcement
- Improving road safety data, research, and evaluation
- Improving road infrastructure and vehicle safety
- Leveraging technology and innovation
- To help jurisdictions tailor local and provincial programs to support safer roads.

The Coaldale Traffic Safety Plan:

The RCMP and Coaldale Municipal Enforcement remain committed to maximizing public safety through:

- engagement
- engineering
- education
- enforcement
- evaluation

The 2026 Traffic Safety Plan identifies key focus areas for the 2026 calendar year and will capture Key Performance Indicators (KPIs) and annual expected outcomes resulting from data driven, directed deployment.

Key focus areas include:

- School and community safety
- Serious-injury/fatality corridors and contributing factors(speed-distraction)
- Safety of vulnerable road users: walking, rolling and wheeling
- Speed and noise – quality of life and community livability
- Legislative change and technology including e-bikes and e-scooters

The purpose of the traffic safety plan is to:

- Develop coordinating mechanisms in order that all stakeholders work cooperatively to meet provincial targets
- Identify specific priority topics for attention
- Identify and develop action items that are based on best practices to maximize positive results

- Identify implementation methods that maximize effort
- Identify the communication requirements, including coordination of activities at the provincial and community level
- Establish a performance evaluation program that indicates and confirms progress towards identified targets
- Educating community residents and road users about the importance of traffic safety issues
- Identify and support existing partnerships that have been created in support of traffic safety initiatives
- Develop and nurture further partnerships with other traffic safety organizations, schools, colleges, universities, and health care providers in the undertaking of traffic safety activities
- Ensure strong government commitment, including municipal and regional governments
- Include industry sectors as partners in traffic safety.

Selective Traffic Enforcement:

The Coaldale RCMP Detachment and Coaldale Municipal Enforcement is dedicated to making the roadways within Coaldale and surrounding areas safest to drive on in Alberta.

The selective Traffic Enforcement Plan (STEP) focuses on a specific safety initiative each month.

Monthly Priorities	
January	Intersection safety
February	Distracted driving
March	Seatbelts
April	Speeding offences
May	Impaired Driving/High School
June	Bike Rodeo
July	Pedestrian Safety
August	Bike Path
September	Safe Routes to School
October	Intersection Safety
November	Distracted Driving

December	Seatbelts
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In addition to monthly STEP program monthly priorities, the Town of Coaldale RCMP and CPOs pay special attention to:

- High collision location Highway #3 and Highway #845 focusing on speed, turns and follow too close infractions.
- High collision location Land O Lakes Drive and Highway 3, and the secondary intersection of 21st Avenue and Lake O' Lakes Drive.
- Secondary highway 845 due to high volumes of truck transport traffic, residential houses facing onto 845 and high pedestrian volumes with 3 primary crosswalks leading to elementary and junior high schools.

Collision Statistics:

Five Year Summary	2021	2022	2023	2024	2025
Injury	12	0	11	15	5
Property Damage	56	87	80	63	51
Fatality	0	0	0	1	0
Total	68	87	91	79	56

Traffic Safety Enforcement/Improvement Strategies:

A. Engineering:

The RCMP with Coaldale Municipal Enforcement and the Town of Coaldale participate in a Traffic Calming Program.

Traffic calming uses design and operational tools to slow traffic, improve safety, and make streets safer and more comfortable for all users.

Traffic patterns, speeds and vehicle classifications are gathered using traffic analyzers and the data reviewed jointly by planners, engineers and enforcement analysts. Recommendations are forwarded and actions initiated based on the findings.

B. Education:

Education is a vital component of the Traffic Safety Plan. Individual officer warnings are often utilized to change driving habits and educate safe driving practices.

The RCMP, Coaldale Municipal Enforcement, MADD, AMA and community partners participate in multiple awareness events highlighting traffic safety issues, impaired driving, seatbelts, car seats, and mechanical safety of vehicles on our roadways.

Media interviews are utilized as public service announcements with greater impact while reaching a broader population in Coaldale and surrounding area.

Additionally, the RCMP and Coaldale Municipal Enforcement will continue to work with youth in our community and schools – bringing proactive awareness to the importance of smart choices as they relate to traffic safety.

C. Traditional and Automated Traffic Enforcement:

The RCMP Detachment and Coaldale Municipal Enforcement Community Peace Officers conduct traditional Officer driven traffic enforcement.

The Automated Enforcement (ATE) program has been suspended during 2026. An ongoing speed study is being conducted to determine the long-term need for ATE.

D. Related Stakeholders:

A collaborative effort amongst our "Traffic Safety Partners" is important to ensure the success of the goals set out in the Coaldale RCMP Detachment Traffic Safety Plan. Traffic Safety Partners are not only on the local but the provincial levels.

Some of the identifiable partners and stakeholders in the Traffic Safety Plan are:

1. Lethbridge Police Service, inclusive of all members.
2. Town of Coaldale Infrastructure Services.
3. Town of Coaldale Public Safety/ Regulatory Services Department.
4. City of Lethbridge.
5. Chinook Regional Health, P.A.R.T.Y. program.
6. Southern Alberta Vehicle Restraint Coalition.

7. Lethbridge and Area Traffic Safety Committee.
8. Mothers Against Drunk Drivers.
9. Alberta Motor Association.
10. Chinook Health Unit.
11. St. John Ambulance.
12. University of Lethbridge, School of Health Sciences.
13. Alberta Sheriffs, Lethbridge Region.
14. Chinook Region Traffic Safety Coordinator.
15. Office of Traffic Safety.
16. Alberta Occupant Restraint Coalition.
17. Provincial Impaired Driving Committee.

Desirable Performance Indicators:

Number of:

- Joint force operations
- School visits
- Community engagement meetings
- Traffic-related initiatives
- Engagements on social media
- Educational initiatives
- Speed data collections
- Committees led/represented

APPROVALS:



Sgt. Sean Dutch
A/Detachment Commander
Coaldale RCMP Detachment



Mark Anderson / Mike Numan
Municipal Enforcement
Town of Coaldale

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