

NEWS RELEASE



FOR IMMEDIATE RELEASE

Wednesday 25 April 2007

Town launches Traffic Safety Plan

The safe and orderly flow of traffic through a community is a concern for all municipalities, and has especially become an issue for a growing town like Olds, which has two very busy provincial highways (2A and 27) running through the community.

Working with the RCMP, Town of Olds Special Constables have drafted a Traffic Safety Plan to address areas of concern. Special Constable duties include animal control, unsightly premises, traffic enforcement, Weed Control Act enforcement, and parking and snow-on-sidewalk enforcement, and Special Constables often conduct joint traffic enforcement operations with the RCMP and local municipalities. Due to the volume of traffic in Olds, provincial traffic enforcement is a high priority for all local enforcement agencies.

The guiding principles in the 2007 Traffic Safety Plan incorporate ideas from the national Road Safety Vision 2010, the Alberta Traffic Safety Plan 2006, and Motor Vehicle Collision Data from the RCMP. By identifying risk areas, analyzing statistics and incorporating information from complaints, the Traffic Safety Plan contains an action plan for Enforcement, Records, Public Education, and Evaluation.

Enforcement will focus on, but not be limited to, the following:

- Increased intersection-related enforcement (stop signs, traffic control devices)
- Increased seat belt enforcement
- Increased enforcement of speeding
- Increased pedestrian-related and tinted window infractions

Special Constable Jim Herman, who helped draft the Plan, says,

“In Olds, Highway 27 [46 Street] is the roadway with the highest number of collisions, most of which are intersection-related. We also receive complaints on a regular basis about excessive speed, particularly in playground zones. By using the enforcement strategies outlined in the Traffic Safety Plan, we anticipate a reduction in traffic-related incidents.”

The 2007 Traffic Safety Plan has been reviewed and approved by both Town Council and the RCMP and will be put in effect immediately. Copies of the Plan are available at Town Office and on the “Breaking News” page at www.town.olds.ab.ca.

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