

City of Edmonton seeks public input for traffic safety

Survey seeks input to guide traffic safety strategies and initiatives

The City of Edmonton's Office of Traffic Safety is launching a Traffic Safety Culture Survey, the first of its kind for the Edmonton region. The purpose of the survey is to increase understanding of citizen perceptions and concerns about traffic safety in Edmonton.



"We want to learn more about people's behaviours and experiences as road users, whether as drivers, passengers, pedestrians, cyclists or motorcyclists," said Laura Thue, Senior Research Coordinator with the City's Office of Traffic Safety. "The survey results will be used to help inform traffic safety strategies and initiatives to reduce traffic injuries and create a safer community for all road users."

The survey will be conducted by telephone and will also be available online. Although it will focus primarily on Edmonton, it will include neighbouring communities as well.

Survey topics include:

- Speed
- Impaired driving
- Aggressive driving
- Distracted road users
- Pedestrian, cyclist and motorcyclist safety
- Traffic safety enforcement

"This is a great opportunity for Edmontonians and their neighbours in surrounding communities to have their views heard on traffic safety," added Thue. We know traffic is an important issue to residents, as it was the top citywide concern for respondents in the Edmonton Police Service's 2014 Citizen Survey."

The survey is being conducted by the Population Research Laboratory at the University of Alberta.

For more information and to take the survey, please visit edmonton.ca/transportation/traffic-safety.aspx. The survey will be available online for four weeks.

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