



THE SAFER ROADS ALLIANCE*

What is the Safer Roads Alliance?

The Safer Roads Alliance is a member-driven, not-for-profit organization that works with our members to prevent highway fatalities and injuries across Alberta and Western Canada. Through education and advocacy, we promote better driving habits so that we can achieve our mission to get everyone home safely.

Our members include industry, municipal governments, and other community partners; together, we forge strategic partnerships with provincial governments and like-minded organizations to strengthen everyone's road safety messages and initiatives.

**You may know us as the Coalition for Safer Alberta Roads. We recently changed our name as we expand to advocate for road safety beyond Alberta.*

Why we do this work?

Now more than ever, we see the need for a coordinated effort to address deaths and serious injuries on our roads. Government funding for road safety education has been reduced, leaving significant gaps, particularly in rural communities.

Working together toward a common goal gives us economies of scale, where we can leverage learnings and successes from our members and communities and make better use of resources. It is also an opportunity for our members to share their road safety knowledge with their communities to influence and affect positive change in driver behaviour. We are committed to working with communities toward a common goal of shifting driving culture to one of a shared responsibility for our safety and the safety of others.

We want everyone to arrive home safely to their loved ones every day.



What we do?

We're leading the charge to engage and educate drivers by helping them to identify their dangerous driving habits and hopefully teach them safer alternatives. By making positive changes to driving behaviours, we can save lives and reduce injuries on our roads.

The Alliance achieves this by engaging the hearts and minds of our communities through education and advocacy.

- We help communities analyze their regional road data to better understand the emerging trends and/or ongoing road safety issues.
- We work with and support community organizations, such as regional Peace Officers and the RCMP, to amplify and support their road safety needs and messages.
- We provide technical expertise to our members and communities with respect to identifying road safety priorities and developing a road safety plan.
- We also meet with provincial and municipal governments to advocate for the issues and concerns of our members on their local roads.
- We collaborate with road safety professionals to develop safe driving presentations and resources (quarterly).
- We promote topical monthly safety moments to our members and the public that drive home road safety messages.
- We feature a bi-annual newsletter highlighting key initiatives of the Alliance, our members, and partners.
- We maintain a robust social media presence.



Why join?

By joining the Alliance, you will become part of a team that includes oil & gas, pipelines, industry partners, the Alberta government, regional municipalities, and others. While we all come from different backgrounds, we are all advocating to make roads safer for our families, friends, employees, contractors, and everyone who travels on them.

Join our team to make a difference in your community.

Benefits of Membership	Platinum (\$50,000)	Gold (\$25,000)	Silver (\$10,000)
Guide the actions and priorities of the Alliance with a seat on our Board of Directors.	✓		
Contribute input into the strategy for when we meet with provincial or municipal governments.	✓		
Prioritize and direct development of community programming, such as First Responder training.	✓	✓	
Representation at community road traffic safety (RTS) committees. The Alliance supports and leads the creation of community RTS committees, as well as the strategic planning and development of road safety action priorities.	✓	✓	
Access to our community assessment research data, including Action2Zero Program data and regional road traffic safety data.	✓	✓	✓
Additional branding opportunities provincially and nationally through the Action2Zero program.	✓		
Help direct in which communities the Alliance conducts community assessment research (Action2Zero Program).	✓		
Access to all road safety materials, and resources.	✓	✓	✓
Timely safe driving presentations by road safety professionals (quarterly).	✓	✓	✓
Consultation time and one-on-one access to road safety professionals.	✓	✓	
Consultation time with Alliance's ISO trained professional in road traffic safety management.	✓	✓	
Support on road safety issues, from technical expertise to education programs and/or resources.	✓	✓	
Logo and signage at government, Indigenous, community and industry events.	✓	✓	
Logo on Alliance website.	✓	✓	✓



Community Action2Zero Program and Ongoing Support

In 2021, the Safer Roads Alliance made a strategic shift from employee education and awareness toward a more community-centric approach. Alliance members and industry generally have robust road safety systems in place already, but the Alliance believes it could have a greater impact on road safety by working directly with communities to measure, benchmark, and support the refining and implementation of road safety plans based on community-specific data and analysis.

We have been able to facilitate this shift in focus through our partnership with the Traffic Injury Research Foundation (TIRF), a nationally recognized, independent road safety research institute and their Action2Zero assessment.

TIRF will provide their research and data analysis expertise to help communities pinpoint road safety priorities and the Alliance will provide ongoing support to assist in implementing, measuring, and refining their road safety plans based on community data. The Alliance will continue to provide tools and resources in support of these plans.

This work is vitally important as over the last few years, we've seen governmental cuts on both road safety education programs and data collection. Our partnership with TIRF will enable us to mitigate this gap in resources.

What is Action2Zero?

TIRF, in partnership with Desjardins Insurance, has created a user-friendly online tool that measures various elements of road safety and ties it to a 5-star rating system—a measurement that everyone can understand. The Action2Zero community-based program identifies which road safety measures are underway or have been implemented, and where greater efforts are required for a community to achieve a 5-star rating.

How Action2Zero Works



Alliance works with the community to identify local stakeholders to participate in the assessment



Action2Zero survey link sent to stakeholders for completion



Response data gathered and analyzed by TIRF



TIRF produces the Action2Zero report



The Alliance, with technical and analytical support from TIRF, works with the community to identify road safety priorities based on their assessment



The Alliance and the community refine the road safety plan



The Alliance and the community implement the road safety plan



The Alliance gathers additional road data from local enforcement agencies for TIRF to analyze



TIRF measures the data gathered against our baseline assessment



The Alliance and the community continually apply knowledge as new data and information is supplied to update and refine the road safety plan

The benefits of Action2Zero

1. Enables communities to have the data and support they need to effectively implement their road safety plans.
2. Provides economies of scale to our members and communities, we can leverage learnings from other communities and pool our resources to reduce duplication.
3. Provides us with the data needed to advocate for changes within government.
4. It is a genuine way to interact with communities to understand their road safety concerns, enabling everyone to be on the same page regarding issues within their community.
5. Partnering with a renowned road safety academic research organization such as TIRF provides members with additional technical support and access to road safety education materials.
6. Over the long term, this tool can be used by communities to continuously monitor and measure road safety outcomes, including progress towards eliminating deaths and serious injuries, as well as documenting important benchmarks.



Community programs

The Alliance has sponsor-driven community programs that are focused on providing action on key road safety issues. These programs range from training local emergency response teams to creating awareness and providing education on the importance of winter tires and having a sober driver.

Emergency Response Training Programs

One of our community programs is collaborating with the Alberta Vehicle Extrication Association to plan and implement vehicle extrication training for First Responders. The need for additional training for First Responders was identified through the Action2Zero community assessment completed by communities under the leadership and guidance of the Alliance.

The Action2Zero community assessment is a web-based tool developed by our partners at the Traffic Injury Research Foundation (TIRF) to support communities in identifying and actioning their road safety priorities.

Get a Grip

This campaign is a fun and informative way to highlight the importance of winter tires. The Alliance runs a fun radio and social media contest, where contest entrants submit a picture and a short story on why they need to Get a Grip on Winter and win a new set of winter tires. A winner is drawn at random through all entries.

Holiday Heroes

The Holiday Hero campaign is a positive ticketing campaign with the local RCMP. During check stops the RCMP will give out \$5 gift certificates to designated drivers, otherwise known as Holiday Heroes! The intent of the campaign is to celebrate and acknowledge those designated drivers that ensure a safe ride home for their friends and family.

How do I become a member today?

Contact: Debbie Hammond, Executive Director, Safer Roads Alliance
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