



CAPITAL REGION INTERSECTION SAFETY PARTNERSHIP

INTERSECT

Symposium 2008

Connecting engineering, enforcement, evaluation and education professionals for **road safety solutions that work**

Pre-Symposium Workshops – Jan. 30, 2008

Symposium – Jan. 31 - Feb. 1, 2008

Coast Edmonton Plaza Hotel, 10155 105 St., Edmonton, AB

www.drivetolive.ca/Symposium

INTERSECT SPONSORS:



CRISP HOSTS:





Pre-Symposium **Workshops**

Wednesday, January 30, 2008, 8:30 a.m. to 3:30 p.m.

Choose from two dynamic, interactive workshops!

Increasing Intersection Safety: A Safe System Approach

Eric Howard

Principal, Eric Howard & Associates

Focusing on the road user and using an actively interactive format, the workshop will explore infrastructure, traffic management and vehicle safety issues and solutions for safer intersection use.

Through discussions and case studies, Howard will lead delegates in examining the demands on drivers, engineering assumptions and the realities of the human factor. Delegates will get a hands-on opportunity to develop countermeasures to reduce crash risk at selected intersections.

Creating a Culture of Traffic Safety

Dr. Richard Tay

AMA/CTEP Chair in Road Safety

Department of Civil Engineering, University of Calgary

This workshop will offer participants background and in-depth knowledge on traffic safety and a systems approach to analyzing crash-contributing factors. As well, participants will learn about the design, implementation and evaluation of road safety programs in general and public education campaigns in particular.

The workshop will focus on outlining the theories and behavioural change models that can be used to analyze existing public education programs and develop new publicity campaigns. Dr. Tay will lead delegates through a review of the effectiveness of several road safety publicity campaigns.



INTERSECT Host

Capital Region Intersection Safety Partnership (CRISP)

Motor vehicle collisions are a leading cause of injury-related death and disability throughout the Capital Region. Each year, there are more than 25,000 collisions in the region with the majority occurring in intersections; approximately one-third result in injury or death.

The Capital Region Intersection Safety Partnership (CRISP) was formed in 2001 to promote the integration of education, engineering, enforcement and evaluation solutions toward reducing the frequency and severity of intersection collisions.

CRISP has a successful track record.

It has spearheaded several well-respected joint social marketing and research initiatives and, with the inaugural INTERSECT Symposium, is launching a major new event that will help the partnership highlight and achieve its objectives.

Symposium

Plenary Presentations

Thursday, January 31

Reducing Harm on Our Roads

Dr. Leonard Evans

President, Science Serving Society

A review of what science has taught us about traffic safety shows that driver behaviour is at the core of the problem. New thinking grounded in lessons learned can produce publicly acceptable policies that can cut casualties in half.

Whose Rights Win? A Mock Public Inquiry

A presiding Judge will hear testimony from two drivers and a pedestrian involved in a hypothetical collision. Delegates then will roll up their sleeves to develop innovative recommendations answering the many challenges presented in this enlightening session.

Friday, February 1

Harnessing Community Volunteers

Chief Constable Jim Cessford

Delta Police Department

When friends and neighbours record and report your unsafe driving habits, what do the police do about it and what do you do to improve your behaviours? Hear about the Delta (British Columbia) Police Department volunteer "Speed Watch" and "3 Strikes You're Out" programs, a partnership between the police and the community aimed at improving driver behaviour and road safety.



Symposium Breakout Sessions

Thursday, January 31
Morning

Translating Engineering Solutions for Effective Consultation

Chris Batty and Dawn Green
Strathcona County

Hear about a public consultation process that very successfully bridged the technical expertise of traffic engineers so community stakeholders understood the technical issues: a necessary step before the community could take an active role in developing workable solutions.

The ABCs of Effective Traffic Enforcement

Vince Caleffi
Alberta Solicitor General and
Public Security

Explore some critical enforcement issues, challenges and solutions including which enforcement techniques are effective, how to identify what works and what doesn't, how to develop a strong enforcement culture and how to gain community buy-in for enforcement programs. The session will also speak to the importance of evaluation as part of every successful initiative.

Roundabouts: Effective or Just Popular?

Cory Wilson
Opus Hamilton Consultants Ltd.
Julian Rozental
J. Rozental Consulting

Learn about the benefits and tradeoffs associated with roundabouts. Consider some best practices that engineers should keep in mind considering the driving public, public awareness and road and design standards.

Afternoon

Public Health: Playing a Role in Road Safety

Dr. Gerry Predy
Capital Health

Public health fulfils a vital and direct role in increasing traffic safety. Learn about the contributions of public health in road design/safety, public policy and evaluation.

The Jughandle: Three Cheers for an Unconventional Solution!

Corry Broks
Al-Terra Engineering Ltd.

Faced with challenges including long queues, high traffic volumes including many trucks and very unhappy motorists, hear why and how the Jughandle solution saved the day – and the budget – for Strathcona County.

Road Safety Vision 2010: Needing a Turbo Boost

Jeanette Espie
Alberta Transportation and
Infrastructure

The goal of Canada's Road Safety Vision 2010 is to give Canada the safest roads in the world, targeting a 30% reduction in fatalities and serious injuries by 2010. The vision's mid-term review identified some successes – and challenges – to achieving the ambitious targets. The session will also cover Alberta's road safety in general.

Influencing Driver Speed Choice

Paul Boase
Transport Canada

Participants will learn about a Transport Canada multi-phase, multi-year speed management research program. The session will also review the results of a 20-vehicle pilot project test of speed choice technologies and will introduce Safe Miles, a new incentive program.

Managing Safety on Alberta's Busiest Corridor

Raheem Dilgir

Opus Hamilton Consultants Ltd.

Calgary's Deerfoot Trail carries more than 150,000 vehicles a day. Hear about the results of a comprehensive safety review of the corridor and the issues involved in identifying the most appropriate and effective engineering, enforcement and educational programs to increase traffic safety.

Photo Radar: A Life Saver!

Eric Howard

Eric Howard & Associates

Delegates will be presented with compelling evidence of the life-saving benefits of well-managed photo radar programs through a review of case studies showing good and not-so-good practices. The session will cover several issues including effective enforcement practices and technologies, public information programs, responses to media criticism and effective partnerships.

Friday, February 1

Grabbing the Cellphone Bull by the Horns

Dr. Louis Francescutti

University of Alberta

Who hasn't seen that driver who's paying more attention to his phone conversation than to the road situation around him? It has been estimated that driver inattention or distraction is responsible for up to 30% of police-reported traffic crashes. Hear how the Coalition for Cellphone-Free Driving is helping reverse the dangerous trend.



INTERSECT Mixer

Thursday, January 31, 4:30 - 6:00 p.m.

Cap off your first Symposium day at the INTERSECT Mixer!

Join your fellow delegates for refreshments, and anticipate some lively discussion as you review the posters on display.

Take a Walk on the Winter Side

Dan McCormick and

Arthur Ross

City of Madison, Wisconsin

Madison adopted a walker-friendly urban plan 10 years ago. The results speak for themselves: impressively improved vehicle-pedestrian collision and injury rates, roads planned to accommodate vehicles, bikes and pedestrians, and the prestigious title of the most walkable of the 100 most populated cities in the United States – even though Madison is a winter city! Hear more about the impressive case study.

The Red Light Camera: A Valuable Tool in the Traffic Safety Toolbox

Sgt. Barb Clover

Edmonton Police Service

This case study will explore the use of a Red Light Camera at one of Edmonton's busiest and most complex intersections. Participants will learn about the operation of the camera, why the intersection was chosen for installation, the surprising data collected and how the data helped the City of Edmonton design effective solutions that have substantially increased traffic safety at the intersection.



CAPITAL REGION INTERSECTION SAFETY PARTNERSHIP

Event location: Coast Edmonton Plaza Hotel, 10155 - 105 Street

INTERSECT REGISTRATION FORM

First Name _____

Last Name _____

Position Title _____

Organization _____

Mailing Address _____

City/Town _____

Province/State _____ Postal Code _____

Telephone _____

Fax _____

E-mail _____

If you DO NOT wish to have your name and organizational details included in the list of delegates or added to CRISP distribution lists, please check here .

PRE-SYMPOSIUM Workshop Fees

Workshop with Symposium Registration \$150 + \$9.00 GST = \$159.00

Workshop Only \$200 + \$12.00 GST = \$212.00

SYMPOSIUM Fees

Early Bird
(By Nov. 15, 2007) \$225 + \$13.50 GST = \$238.50

Regular Registration \$275 + \$16.50 GST = \$291.50

Late Registration
(After Jan. 4, 2008) \$325 + \$19.50 GST = \$344.50

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City of St. Albert - CRISP INTERSECT Symposium

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(780) 433-2458

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Suite 100, 10426 81 Avenue, Edmonton AB T6E 1X5

(Scan and) E-mail registrations to: wendy@thedagnypartnership.com
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