



TRAFFIC SAFETY PLAN

UPDATED MAY 2025



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TRAFFIC SAFETY PLAN

VISION

The Town of Claresholm is dedicated to improving traffic safety in our community every day. Careless or hazardous operation of motor vehicles puts other roadway users at risk. Traffic collisions directly and indirectly affect communities through injury, lost productivity and emergency responders or other costs. Using engineering, education, enforcement, engagement and evaluation (The 5 E's) as the foundational elements of traffic safety, we hope to see a positive reduction in the number and severity of collisions occurring within Town. Protective Services in conjunction with the RCMP identified traffic safety as a priority with a focus on contributing to the safety of motorists, bicyclists and pedestrians on roadways, pathways and trails.

The objectives that support this priority are:

1. Reducing the number and severity of injury and property damage collisions.
 - a. Identifying the top five injury and property damage collision locations in Town.
 - b. Delivering a traffic safety strategy to mitigate and reduce the frequency and severity of collisions at those locations.
2. Enhancing traffic education; vehicle noise, speeds, and distracted driving
3. Identifying and removing impaired drivers from our roadways.
 - a. Primarily a function of the RCMP
 - b. Municipal Enforcement Services may provide support services to address non-criminal issues at road check locations (e.g., Traffic Safety Act or Vehicle Equipment Regulation enforcement).
4. Identifying and sharing engineering related concerns with our Infrastructure Department to help improve roadway safety. Protective Services emphasizes the ideal end-state of enforcement is compliant with traffic safety laws, no injury collisions, and no fine revenue. Fines derived from enforcement is a byproduct of enforcement rather than the focus of enforcement.

TRAFFIC STATISTICS

Injury collisions - Primary contributing factor within mandate of peace officers

• Intersection related-	11
• Driver experience-	3
• Weather related-	0
• Too fast/speed-	3
• Following too closely-	1
• No seat belt-	0
• No child restraint-	0
• Distracted driving-	2
• Medical episode-	1

Fatal/serious injury crashes

- 2017- 2
- 2018- 1
- 2019- 0
- 2020- 4
- 2021- 2
- 2022- 0
- 2023- 8
- 2024- 4

Hit & Runs Property damage

- 2023- 10
- 2024- 10

Property damage collisions

- 2023- 49
- 2024- 39

Collision and Casualty Information for Claresholm (area) 2018-2022

(provided by Alberta Transportation)

Collision Severity	
Fatal Collisions	5
Injury Collisions	86
PDO Collisions	609
Total Collisions	700
Injury Severity	
Fatality	6
Injury	126
Total Casualties	132
Collision Information	
Unsafe Speed	22
Intersections	62
Weather-Related	159
Surface Condition	219
Animal-Related	231
Drivers Performing Improper Actions	217
Spring (March-May)	146
Summer (June-August)	167
Fall (September-November)	200
Winter (December-February)	187
7:00 am - 10:59 am (Morning Rush Hour)	122
11:00 am - 2:59 pm (Midday)	164
3:00 pm - 6:59 pm (Evening Rush Hour)	161
7:00 pm - 10:59 pm (Evening)	114
11:00 pm - 2:59 am (Late Evening)	46
3:00 am - 6:59 am (Early Morning)	65
Casualty Information	
Male	79
Female	52
Not Wearing Seatbelt	9



STRATEGIC GOALS & OBJECTIVES

General Background

The Town of Claresholm is located in the Municipal District of Willow Creek #26, midway between Calgary and Lethbridge on Highway 2. It is 104 km south of Calgary and 90 km northwest of Lethbridge. Additionally, the Town's population of approx. 3800 is spread over a town site consisting of approximately 48 km of local roads, which include residential, two school zones, 8-9 playground/ park areas, commercial and industrial districts. Highway #2 divides the Town into East and West.

Areas of Concern

The statistical data indicates that the majority of collisions occur at intersections that are yield sign, stop sign and red light controlled. The road network throughout the community includes a major primary highway (HWY 2/ 1st W) that intersects with a secondary major highway (520/ 43rd Ave W). The primary highway acts as a main regional corridor that moves over 10,000 vehicle trips per day through and within the community. The secondary highway moves over 2000 vehicle trips per day through and within the community. Local roads produce substantially less vehicle trips per day. As a result of the tremendous volume of traffic moved on the primary highway all intersecting roadways are at high risk for collisions.

Of particular concern is the intersection:

- Highway 2 (1st W) & 50th Ave W
- Highway 2 & 520 (43rd Ave W)
- Highway 2 & Alberta Road (Tim Hortons)

Also of concern for a minor risk of collision are the internal intersections of:

- Division Ave & 4th St W
- 51st Ave W & 4th St W
- 50th Ave W & 2nd St W
- 49th Ave W & 2nd St W
- 4th St W & Highway 520 (43 Ave W)
- 3rd St W & Highway 520 (43 Ave W)
- 2nd St E & Highway 520 (43 Ave E)
- 50th Ave E & 2nd St E



Also of note, there is a specific increase in the volume of traffic at certain locations during certain times of the day.

- Highway 2 Friday evenings & Sunday afternoons during summer weekends. Fridays & Mondays during long weekends.
- Weekdays, during working hours- Downtown Core
- School zones during pickup and drop off times
- Hospital Zone on 520 (43rd Ave W)
- 8th St W & Highway 520 (43rd Ave W)
- 5th St W & Highway 520 (43rd Ave E)



Goals & Objectives

The 5 “E”s:

1. Education - working with the public and our partners to help educate users of our roadways, pathways and trails to do so safely. Town of Clareholm will continue to educate the general public on the safe use of motor vehicles and pedestrian safety; with particular attention to youth and elderly drivers within our community.
 - a. Speed awareness signs utilized as a traffic calming method to increase driver awareness of their speed of travel and to encourage compliance with traffic laws.
 - b. School traffic safety programs (classroom visits, bike rodeos, etc.)
2. Enforcement – using conventional enforcement to encourage compliance with traffic laws.
 - a. Traffic enforcement will be primarily focused on Highway #2 (1 St W) in an effort to slow the general speed of vehicles within the community.
 - b. Traffic enforcement will be focused on speed transition zones entering the community from multiple directions in an effort to reduce vehicle speed.
 - c. Traffic enforcement will be focused on providing a presence within the downtown core and school zones during peak traffic times.
3. Engineering - designing safe roads and effective traffic control devices.
4. Evaluation - working with our partners to identify traffic safety concerns and assess the efficacy of education, enforcement or engineering solutions.
 - a. Speed awareness signs help identify areas of concern and encourage motorists to comply with speed limits.
5. Engagement – working with the community to identify areas of concern, and to engage the community in resolving traffic safety issues.





Appendix A

Letter from RCMP in support of Peace Officer Program