

STRATEGIC PLAN

2021 - 2023



The Capital Region Integrated Safety Partnership (CRISP) was formed in 2005 (formerly Capital Region Intersection Safety Partnership) with the objective of pooling resources to improve road safety in the Edmonton Metro Region (formerly Alberta Capital Region). The organization is a key resource for its municipalities and their traffic safety membership. CRISP leverages resources for more effective and targeted traffic safety program delivery and is recognized as a credible resource for road safety knowledge.

VISION No traffic fatalities or serious injuries in the Edmonton Metro Region.

MISSION CRISP enables partners to advance a safe system approach across the Edmonton Metro Region through the development and sharing of local, multidisciplinary road safety data, research and experience.

| GUIDING PRINCIPLES | Safe System Approach | Knowledge Sharing | Collaboration | Evidence-based | Advocacy | Equity | Consistency |
|--------------------|---|---|--|--|--|---|--|
| | A holistic and integrated approach, coupled with a public health perspective. | Sharing/transfer of knowledge & experience to promote tangible outcomes with partners, across disciplines, in communities and the Region. | Working together makes us greater than the sum of our parts. | Basing decisions on data analysis and proven road safety measures. | Advocating for tangible changes to road safety policy beyond municipal jurisdiction. | Advocating/aiming for equity and fairness across all travel modes, ages, and abilities. | Ensuring a consistent approach to road safety interventions throughout the Region. |

| STRATEGIC PRIORITIES | 1 |
|----------------------|---|
| | <p>Identity, Membership Structure and Governance: This first priority will help transition CRISP into the next phase of its existence under new leadership and emerge stronger from the pandemic and other changes. Implementing this priority area is intended to provide CRISP the organizational capacity and structure to start delivering on this Strategic Plan.</p> |
| | <p>Data and Research: Data is fundamental to CRISP tracking the success of its vision. This includes sharing data and aiming for the consistency in the use of the data in the region. Supporting research is a core activity of CRISP and the research what members and others value most about the organization.</p> |
| | <p>Knowledge Sharing: Knowledge sharing is a core and ongoing activity of CRISP and what it has become known for. There is a need to share existing knowledge that has been developed by CRISP and others, first among members and in some cases partners and the general public.</p> |
| | <p>Application of Safe System Approach: The Safe System Approach is a specific area where CRISP has taken a leadership role and can add significant value to its partners, to increase the chances of success in meeting the ultimate goal of zero traffic fatalities and serious injuries.</p> |

IMPLEMENTATION

Each of the initiatives within each priority area includes a description of the initiative with the intended deliverable/outcome to measure success as well as estimated completion timing. Lead and budget will be completed as projects evolve and the level of member capability, interest and availability is defined. Continuous monitoring, evaluation and adjusting will effectively measure success and make greater progress until the next strategic plan update.

| 2021 | | | | | |
|--|---|--|--------------------|----------------|---------|
| Initiative | Description | Deliverable/Outcomes | Timing | Lead | Budget |
| 1.1 Renew Identity | Change 'Intersection' to 'Integrated' and align the Vision and Mission. Update CRISP materials (logo, backgrounder, website, PPT, etc.) and communicate with the updated strategic plan messaging. | <ul style="list-style-type: none"> Updated identity and materials Corporate backgrounder and PPT | Q3 2021 Q4 2021 | Donna | \$1,000 |
| 1.5 Enhanced Meeting Structure | Include strategic plan review, initiative progress/update and knowledge sharing suggestions/presentations as new items to existing agenda. | <ul style="list-style-type: none"> Progress on strategic plan. Higher attendance/engagement | Q3 2021 | Donna | N/A |
| 4.3 Integrate SSA into Educational Materials for Public Consumption | Promote High School Safe System Physics modules. | <ul style="list-style-type: none"> Completed modules available and promoted to high school teachers across the region | Q3 2021 | Chair | N/A |
| 1.2 Review MOUs | Update governance model and membership levels to ensure continued success and funding. Clarify roles, benefits and funding capacity of members. Develop new long-term MOU. | <ul style="list-style-type: none"> More leadership roles beyond Chair and Vice Chair MOU with long-term stability | Q4 2021 | Chair | N/A |
| 1.3 Diversification of Membership | Review membership and identify gaps for under-represented parts of the safe system. Develop onboarding package. | <ul style="list-style-type: none"> Onboarding package available | Q4 2021 | Chair Donna | N/A |
| 1.4 Enhanced Committee Structure | Enhance governance structure with multi-disciplinary subcommittees to lead priority areas and initiatives. Develop Terms of Reference for each committee. | <ul style="list-style-type: none"> Engineering/Enforcement/Education committees and TORs created as first committees | Q4 2021 | Chair | N/A |
| 1.6 Sustainable Funding | Identify new funding sources including grant opportunities for sustainable funding. | <ul style="list-style-type: none"> Develop list of funding opportunities and follow up. | Q4 2021 | Chair | N/A |
| 1.7 Link to Other Organizations | Identify relevant organizations for active engagement (CARSP), possible membership/ mailing list (Parachute, Vision Zero Network US, National Center for Rural Road Safety US, TIRF, ITE Learning Hub) and training opportunities (TAC, CARSP, KETH). | <ul style="list-style-type: none"> CARSP Membership/Engagement Increased engagement and active membership in other organizations | Q4 2021 | Chair | N/A |
| 3.3 Webinars | Connect with local and international traffic safety partners to share a variety of traffic safety initiatives and thought leadership with members and guests through the webinar format. | <ul style="list-style-type: none"> Develop plan to host 3 webinars each year | Q4 2021 | Chair | TBD |

| Q1 & Q2 – 2022 | | | | | |
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| Initiative | Description | Deliverable/Outcomes | Timing | Lead | Budget |
| 1.4 Enhanced Committee Structure | Enhance governance structure with multi-disciplinary subcommittees to lead priority areas and initiatives. Develop Terms of Reference for each committee. | <ul style="list-style-type: none"> Projects and funding identified | Q1 2022 | Committee Chairs | N/A |
| 2.3 Future Research Topics | Identify research projects based on members' interest, trends identified in data analysis and as outcomes of discussions with U of A for projects of common interest (see 3.2). | <ul style="list-style-type: none"> Prioritized list of research ideas | Q1 2022 | Chair | N/A |
| 3.1 Enhance Knowledge Sharing among CRISP partners | Ensure previous projects (like Option 4 evaluation) are accessible through Knowledge Repository (link to 3.5). Develop community of practice contact list. | <ul style="list-style-type: none"> Community of practice member list is established | Q1 2022 | Donna | N/A |
| 2.1 Explore Role of CRISP in Integration of Regional Data | Review existing data sources and explore options for building regional capacity to consolidate crash, road user and health data to support partners and analysis. Decide if regional crash data consolidation is an appropriate/feasible function for CRISP. | <ul style="list-style-type: none"> Identify/confirm useful regional data sources Evaluate potential role of CRISP | Q1 2022 Q2 2022 | Engineering Committee Enforcement Committee | TBD |
| 2.4 Conduct New Research | Identify research projects and assign timing, budget and lead. | <ul style="list-style-type: none"> Identify research projects | Q2 2022 | Chair and Committee Chairs | N/A |
| 1.6 Sustainable Funding | Identify new funding sources including and grant opportunities for sustainable funding. | <ul style="list-style-type: none"> Complete applications for grants | Q2 2022 | Chair and Committee Chairs | N/A |
| 3.2 Capacity Building to Share Knowledge | Explore opportunity for research/internships/project partnerships with the Urban Traffic Safety Research Chair at U of A (and other interdisciplinary partners). | <ul style="list-style-type: none"> Plan in place for CRISP to meet research deliverables | Q2 2022 | Chair | TBD |
| 3.4 Advocacy | Develop advocacy strategy to improve traffic safety as related to automated enforcement, safe accommodation of the growing diversity of road users, and licensing and training requirements. | <ul style="list-style-type: none"> Advocacy strategy developed | Q2 2022 | Chair | TBD |

| Q3 & Q4 2022 | | | | | |
|---|---|--|---------|-------------|--------|
| Initiative | Description | Deliverable/Outcomes | Timing | Lead | Budget |
| 2.2 Complete/Update Current Research | Review past and current CRISP research. Complete any that is incomplete and update with current data where applicable. | <ul style="list-style-type: none"> Update Cost of Collision report | Q4 2022 | Chair | TBD |
| 4.2 Support Integration of SSA in Jurisdictional Plans | Develop and deliver a webinar on SSA for member and associates. | <ul style="list-style-type: none"> Webinar developed and delivered | Q4 2022 | TBD | TBD |
| 3.6 Communications Strategy | Develop a communications plan to share new strategic plan and other initiatives to relevant audiences and partners. Identify relevant topics and audiences. | <ul style="list-style-type: none"> Communicate multiple messages to relevant audiences and increase profile in the Region | Q4 2022 | Donna/Chair | TBD |

| 2023 | | | | | |
|-----------------------------|---|---|---------|-------------|--------|
| Initiative | Description | Deliverable/Outcomes | Timing | Lead | Budget |
| 4.1 Adopt SSA | Compile information on SSA and integrate content in overall CRISP mission, messaging, materials and presentations. (link to 1.1). | <ul style="list-style-type: none"> Number of partner municipalities who have traffic safety plans based on SSA | Q4 2023 | Donna/Chair | TBD |
| 2.4 Conduct New Research | Identify research projects and assign timing, budget and lead. | <ul style="list-style-type: none"> Complete 2 research projects by end of 2023 | Q4 2023 | TBD | N/A |

| Ongoing Initiatives | | | | | |
|--|--|--|---------|-------|--------|
| Initiative | Description | Deliverable/Outcomes | Timing | Lead | Budget |
| 3.5 Website | Build out website to enhance member portal content and include additional resources for public. | <ul style="list-style-type: none"> New materials added to website on a consistent basis | Ongoing | Donna | TBD |
| 3.1 Enhance Knowledge Sharing among CRISP partners | Regular Sub-committee updates presented to CRISP. | <ul style="list-style-type: none"> Sub-committees have met on a regular basis and provided feedback and updates at regular meetings | Ongoing | Donna | N/A |
| 1.3 Diversification of Membership | Review membership and identify gaps for under-represented parts of the safe system. | <ul style="list-style-type: none"> New members and diversity of disciplines represented | Ongoing | Chair | N/A |
| 4.2 Support Integration of SSA in Jurisdictional Plans | Include member Traffic Safety Plans in member portal as a resource for partners who are working on building their own plans. | <ul style="list-style-type: none"> Traffic safety plans are posted on website | Ongoing | Donna | TBD |
| 4.3 Integrate SSA into Educational Materials for Public Consumption | Promote Distracted Driving presentation to High Schools and Driving Schools and High School SS Physics modules. | <ul style="list-style-type: none"> Presentations have taken place | Ongoing | TBD | TBD |
| 3.4 Advocacy | Develop advocacy strategy to improve traffic safety as related to automated enforcement, safe accommodation of the growing diversity of road users, and licensing and training requirements. | <ul style="list-style-type: none"> Relevant activities undertaken | Ongoing | Chair | TBD |