

Calgary Safer Mobility Plan – Annual Report 2025

2024-2025 Mobility Safety Education Initiatives

Introduction

Our Mobility Safety education initiatives have made significant strides in promoting safe practices and raising awareness among various target audiences. This briefing note will provide a comprehensive summary of our efforts, highlighting key achievements, ongoing projects, and collaborations that have contributed to enhancing mobility safety in Calgary.

2024 Education Highlights

- **Travel safe student video contest:** an initiative designed to engage students in promoting travel safety by creating videos that highlight safe travel practices, aiming to raise awareness and encourage responsible behaviour among their peers.
 - 16 videos submitted (2024)
 - Celebration event at Central Library: ~100 attendees including Mayor + 3 councilors
 - Library providing venue again in 2025
- **Calgary in motion! Mobility Safety Activity Books:** educational resource designed to promote traffic safety principles among children. These activity books engage young readers with interactive content, aiming to raise awareness and encourage safe travel practices.
 - ~24,000 copies distributed in 2024, including all Grade 3's in Calgary
 - Positive feedback from users at Calgary Parking, CPS, & schools
 - Ongoing internal & external requests (Engage, Traffic Safety, Ever Active, etc.)
- **Active & Safe Routes to School:** program that promotes safe, active travel for students. It encourages walking and cycling by aiming to reduce barriers to active travel; the program works to improve traffic safety while reducing traffic problems around schools.
 - 10 new schools onboarded in 2024
 - 62 participating schools to date
 - Working with Activate YYC to connect more schools to curb painting & paint the pavement opportunities

2025 Planned Actions

- **Safer Mobility Plan Integration:** ongoing integration of the education activities under the umbrella of the Safer Mobility Plan. This means close collaboration between City of Calgary

Mobility and EMCS Traffic Safety Team, and Calgary Police Service, on education initiatives and improving traffic safety around schools

- **Public safety campaigns:** educational initiatives designed to target specific audiences. These campaigns aim to deliver broad, high-level key messages to reach the maximum number of people. The primary goal is to elicit behaviour change among the targeted groups; campaigns include youth focused videos from Travel Safe Contest where possible. The 2025 campaigns below align with Alberta Traffic Safety Calendar monthly messaging:

February	April	June	September	October
Distracted Driving	Speed	Bike Safety	Back to School	Pedestrian Safety

- **Pathway bikeway map:** completed the 2024-25 map update with approximately 43,000 copies distributed in 2024. Ongoing responsibility for distribution to internal and external partners.
- **Project support and community events:** Includes educational consultations, workshops, public engagement projects, and collaborations to share educational material. Requests can be one-time or ongoing, covering annual gatherings, special requests, and internal group collaborations. In 2024 Mobility Safety Education Specialist supported:
 - 32 public events including Mayor's Expo, Bike to Work Day, and Ward Open Houses
 - 10 internal collaborations such as Engage Ward 10 Connections; Transit team development; Mobility Foreman 6 Training; Climate & Environment e-bike safety videos
 - 7 external/third party events including Earth Hour, AMA Back to School and Safety Patroller event, and City Hall School presentations
 - 3 Mobility Team Development Days