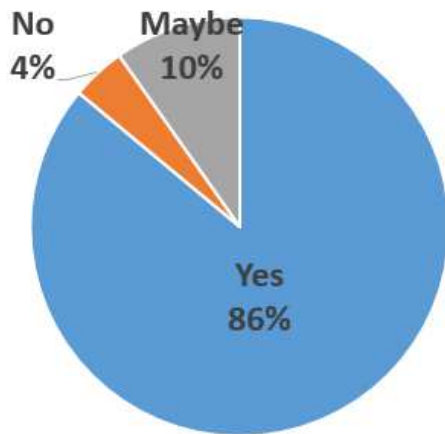


# Option 4 Program

Strathcona County continues to explore new ways to improve traffic safety in our community.

Between 2017 and 2019, Strathcona County completed four Option 4 initiatives. Topics included Residential Speeding, Stop Sign Compliance, Distracted Driving and Rural Speeding. To date, 1081 drivers have been offered the opportunity to participate, and 78% (846) chose to attend a session in lieu of receiving a violation.

Response to the program has been very positive. Most participants report that the sessions have been informative and that their driving behaviour will change as a result of attending.



Do you think your driving behaviour will change as a result of attending the Option 4 session? (n=645)

What one word would you use to describe the Option 4 session? (n=540)



Strathcona County has partnered with the Injury Prevention Centre at the University of Alberta to evaluate this program. Their research found drivers who attended our 2017 Option 4 sessions were 44% less likely to have a subsequent traffic violation in the next year than those who opted not to attend.