



# Road Safety and Traffic Enforcement



Traffic Bureau

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September 23, 2015

Deeds Speak



# Presentation Overview

- York Region Road Safety
- Education and Programs
- Collision Investigations



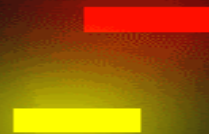
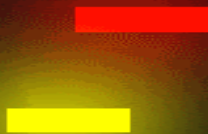
**Deeds Speak**



# Road Safety...It's in Your Hands

*Traffic collisions cost society more, devastate more Canadian families and inflict more physical hardship than ALL other crimes combined.....”*

Transport Canada





# York Region 2014 Collision Clock

- One collision every.....**63 minutes**
- One person injured every.....**4 hours**
- One pedestrian collision every.....**2 days**
- One cyclist collision every.....**4 days**
- One fatal collision every.....**17 days**
- *2014 York Region Traffic Report*





# 2014 Reported Motor Vehicle Collisions

Collisions	2013	2014	Variance
Motor Vehicle Collisions - Total (Reportable)	17,852	15,590	-12.7
Fatal Collisions	19	25	31.6
Personal Injury Collisions	3,438	3,225	-6.2
Property Damage Collisions	14,395	12,340	-14.3
Persons Injured	4,028	4,509	11.9
Person Killed	19	26	36.8
Fail to Remain Collisions	3,105	2,849	-8.2



# 2014 Impaired Operation Charges

Impaired Operation Offences	2013	2014	Variance
Impaired Operation/Related Violations	868	1,108	27.6
Impaired Operation	746	969	29.9
Cause Bodily Harm	5	8	60.0
Cause Death	1	1	0.0
Fail/Refuse Breath/Blood Sample	116	130	12.1

**Going out tonight?  
So are we.  
Don't drink and drive.**



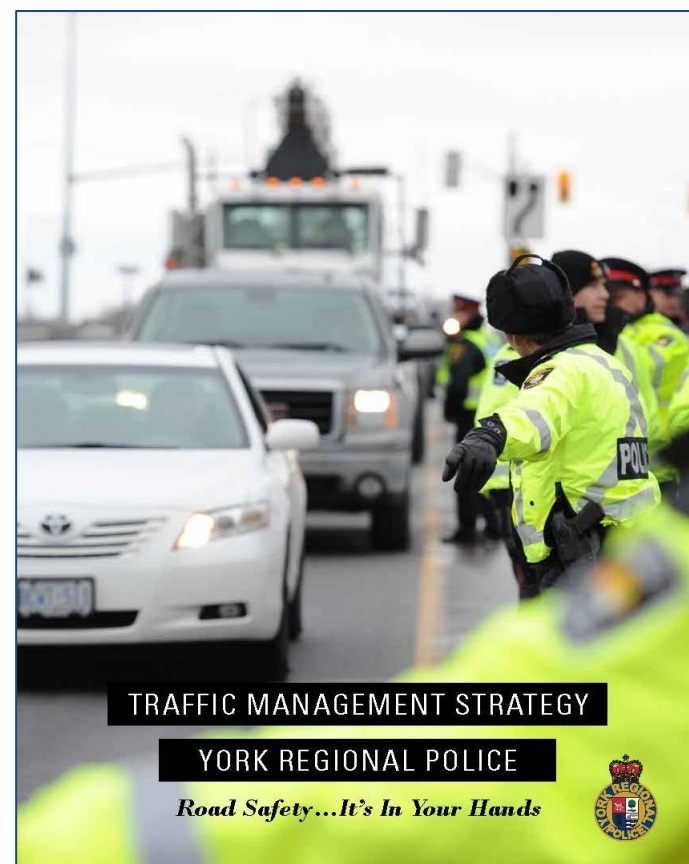
**Be  
safe.**

**madd<sup>+</sup>**



# Traffic Management Strategy Priorities

- Impaired Driving
  - includes drug-impaired driving
- Distracted Driving
- Aggressive Driving
  - includes speeding, careless, stunt and dangerous driving
- Seatbelt Compliance





# Traffic Bureau

- Traffic Enforcement
- Central Breath Technicians
- Commercial Motor Vehicle Safety
- Traffic Safety Programs
- Major Collision Investigation



***Traffic Bureau members are dedicated to the York Regional Police Traffic Management Strategy.***





# Data-Driven Approaches to Crime and Traffic Safety (D.D.A.C.T.S)



*Through analysis of our own data we deploy our people in the right place at the right time. This is a more efficient means of managing limited resources.*



# Enforcement and Education Programs

- Cross Smart
- Distracted Driving
- R.I.D.E.
- Operation Improve
- Operation Impact
- ABC - Always Be Careful
- Winter Safe Driving
- Cycle Smart
- Motorcycle Safety
- Rail Safety
- Commercial Motor Vehicle Safety
- Anti-street Racing
- Seniors' Safe Driving
- Pedestrian Safety



# Trends

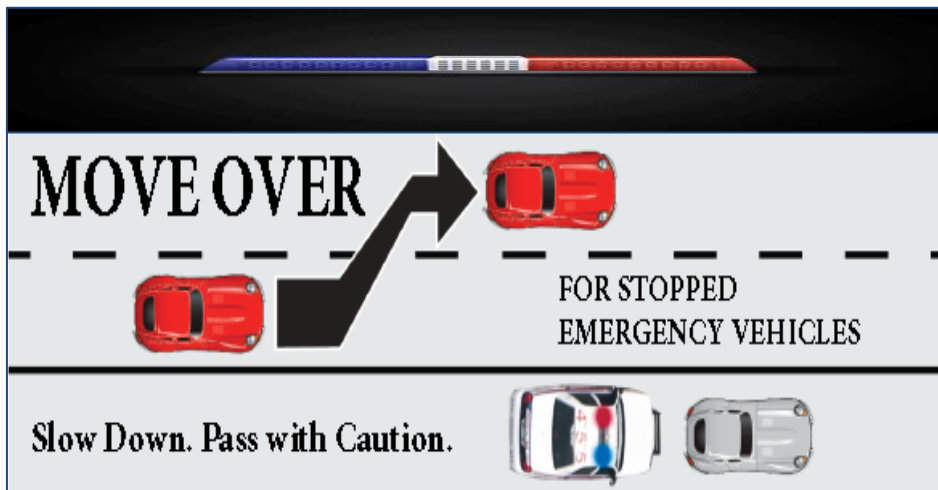
- Distracted Driving
- Seniors' Safety
- Motorcycle Safety





# New Legislative Updates

- Distracted driving fines increased
- New pedestrian and cyclist safety measures
- Slow Down – Move Over
- Alcohol and drug - impaired Driving
- Effective September 1, 2015.



**THE RULES OF THE ROAD ARE CHANGING TO KEEP YOU SAFE** Here's what's effective on **September 1, 2015**  
Find out more at: [ontario.ca/transportation](http://ontario.ca/transportation)

**DISTRACTED DRIVING**  
Higher fines\* of \$490 and 3 demerit points upon conviction  
 **3 DEMERIT POINTS**  
Minimum 30-day licence suspension for novice drivers upon conviction  
**30 DAYS**

**CYCLISTS**  
Drivers need to keep a one-metre distance when passing cyclists   
Higher fines\* of \$110 for cyclists who do not have proper lights and reflectors

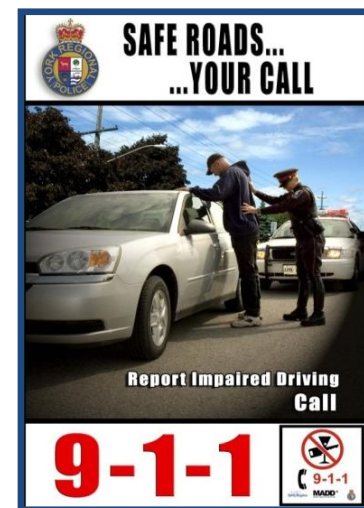
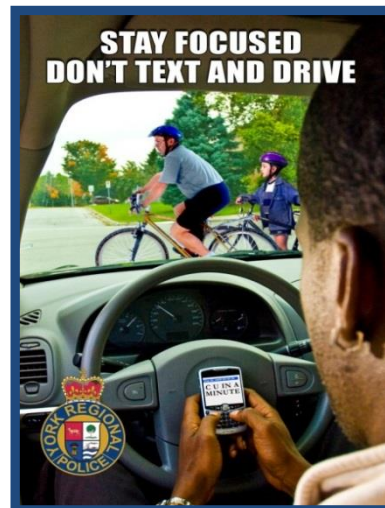
**TOW TRUCKS**  
Drivers must slow down and move over when approaching tow trucks with amber lights flashing on the roadside   
Higher fines\* of \$365 and 3 demerit points for opening a door into passing cyclists and traffic

\*Includes victim fine surcharge and court fee.



# Working Together

- Educational programs
- Pamphlets
- Community engagement
- Traffic enforcement
- Social Media





# Our Road Safety Partners

We work with not only the community but also dedicated organizations who promote road safety. We would not be able to do the job we do without their valuable assistance.





# ROAD SAFETY IT'S IN YOUR HANDS

A MESSAGE FROM YORK REGIONAL POLICE





# Pledge to Ignore

Show a loved one

how much you care ...

*Pledge to Ignore*



When you are driving or walking near traffic, your cell phone can put your life and the lives of others at risk. The best gift you can give a loved one is your *Pledge to Ignore*.

Go to [york.ca/pledgetoignore](http://york.ca/pledgetoignore) to make a pledge and send a pledge e-card to a family member or friend.



[YORK.CA/PLEDGETOIGNORE](http://YORK.CA/PLEDGETOIGNORE)





# Send an e-card!

When you complete the pledge to ignore, you are given the opportunity to send an e-card. This not only explains why you did not reply to the phone call or message, but also encourages that person to take the pledge as well.

This program has been very successful to date.



For our anniversary,  
I wanted to do something special,  
so I've pledged to ignore your calls and texts.

Distraction is a factor in almost half of all collisions. You mean too much to me to take that kind of risk so I've **Pledged to Ignore** my phone while driving. Here's to many more happy years together.

*Happy Anniversary*

**PLEDGE TO IGNORE**  
MOTORISTS/PEDESTRIANS  
Let's work on our relationship.  
York Region  
[PLEDGETOIGNORE.CA](http://PLEDGETOIGNORE.CA)




Mom,  
Because I love you ...  
I promise to ignore your calls.

I know you'll understand that as much as I love you, when I'm driving, a stranger crossing the street is more important to me. That's why I've signed a **Pledge to Ignore** my cellphone when I'm in the car.

*Happy Mother's Day*

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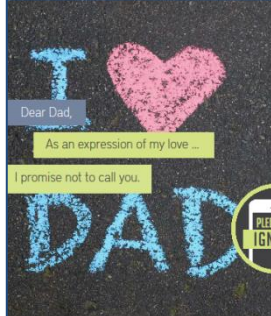


Dear Valentine,  
because I love you ...  
I pledge to give a stranger my undivided attention.

Even though I love you, when I'm driving, a stranger crossing the street is more important to me. That's why I've signed a **Pledge to Ignore** my phone when driving. I'm doing this for you.

*Happy Valentine's Day*

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Dear Dad,  
As an expression of my love ...  
I promise not to call you.

It might sound strange, but when I'm crossing the street, all that matters to me is my surroundings. That's why I've signed a **Pledge to Ignore** my phone when walking near traffic. I'm doing this for you.

*Happy Father's Day*

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Happy Birthday!  
I wanted to give you something meaningful.  
That's why I've pledged to ignore your texts.

When I'm driving or walking near traffic, my safety and the safety of others is more important. After all, distraction is a factor in up to half of all collisions. I've made this pledge for you.

*Happy Birthday*

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Mom and Dad,  
You've always been there for me.  
That's why I've made a pledge to ignore your calls.

Not all the time -- just when I'm in the car. After all distracted driving is a factor in almost half of all collisions. Think of it as my way of saying

*Thank You*

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# Major Collision Investigation Unit

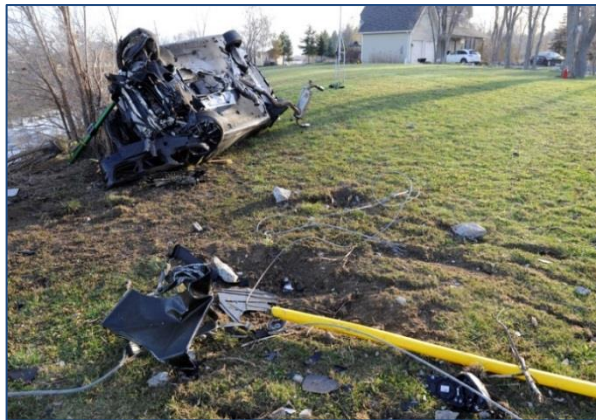
*Investigates all life-threatening and fatal motor vehicle collisions in York Region.*





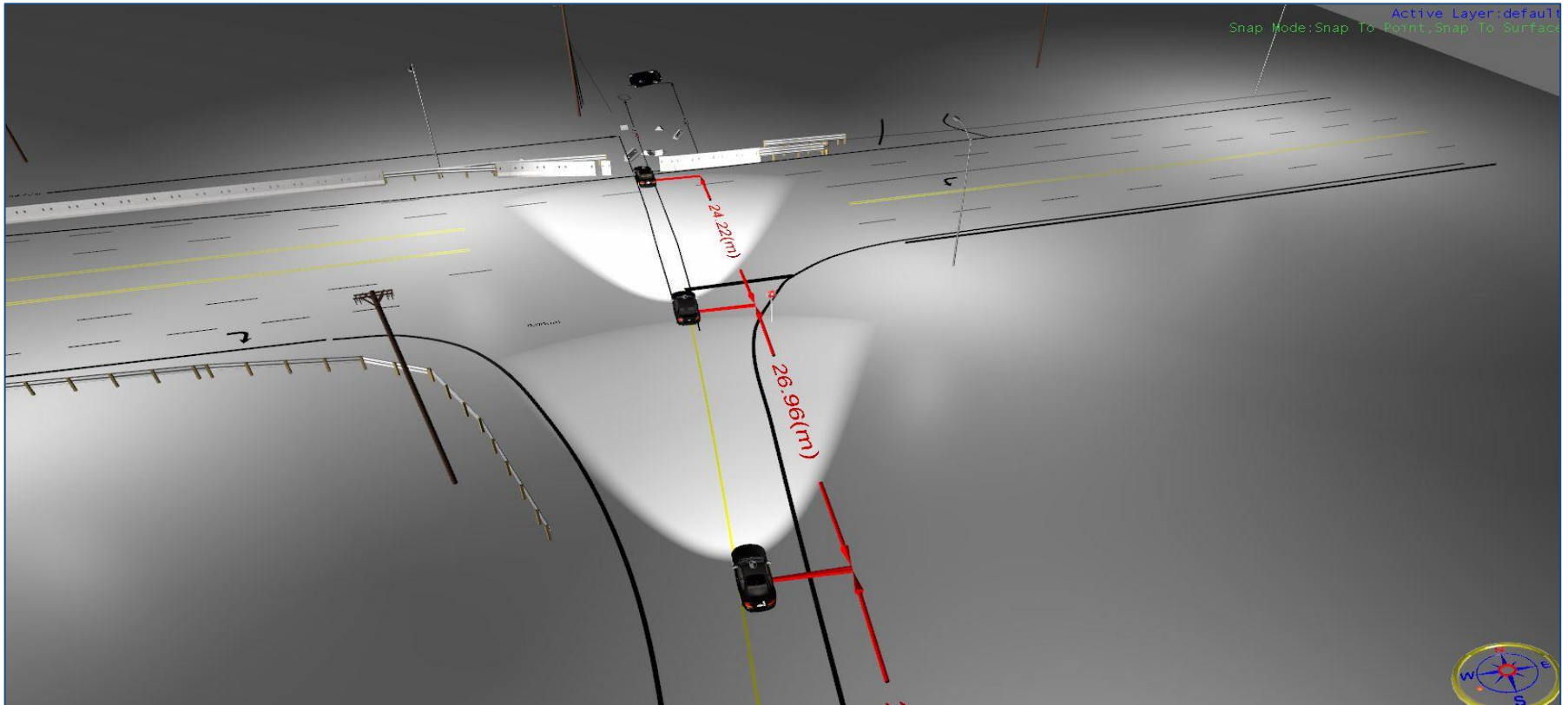
# Current Reconstruction Technology

These are some of the steps taken in the investigation of a collision. Measurements, details, interviews and calculations are performed to enable the investigator to get a clear view of what happened.



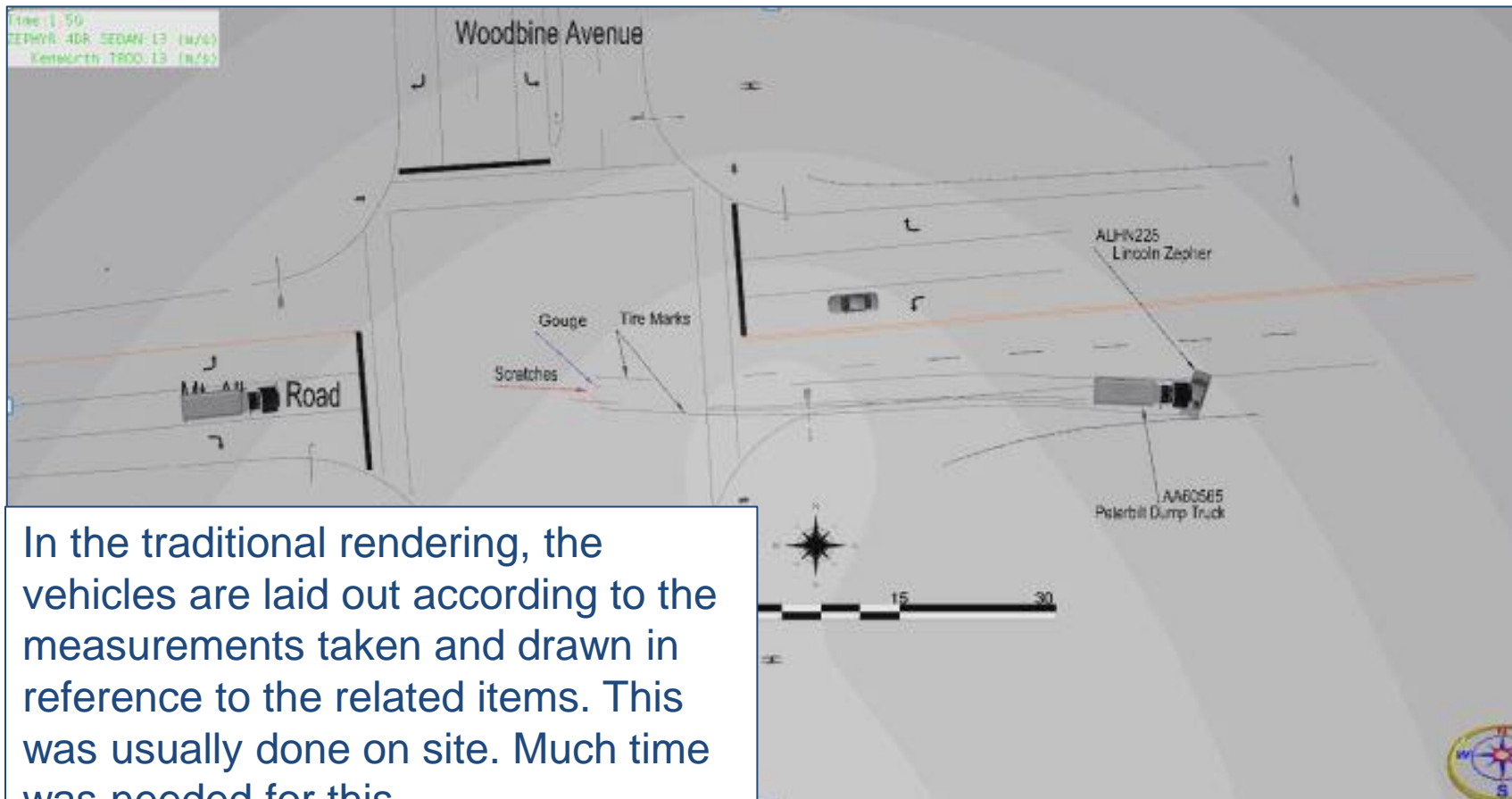


# Software Rendering



This is a two dimensional image created to show vehicle distances and evidence

# Traditional Collision



In the traditional rendering, the vehicles are laid out according to the measurements taken and drawn in reference to the related items. This was usually done on site. Much time was needed for this.



# Unmanned Aerial Vehicle Program



## Aeryon Skyranger

- ✓ Improved documentation of collision scene evidence
- ✓ Faster processing of collision scenes
- ✓ Improved presentation of evidence in court

The new technology allows a visual record to be taken of the accident scene. This, with the other particulars, allow a more complete picture of the accident, it's causes and the possible safety recommendations needed.



# UAV Collision Scene

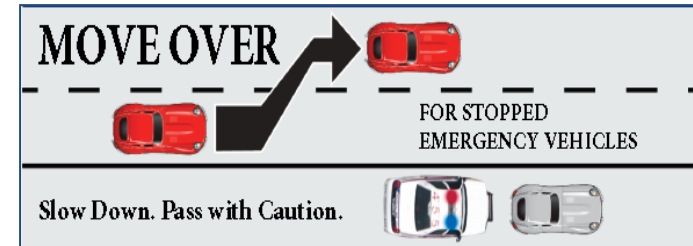


Note the ability to see all of the items in real time, skid marks, debris and other elements.



# How Can You Help?

- *Make driving your priority when behind the wheel*
- *If you see it, report it.*







# Thank you

## Questions?



**SAFE ROADS...  
YOUR CALL**



**Call 911 to Report Impaired Driving**

ALWAYS WEAR YOUR SEATBELT. ALWAYS WEAR YOUR SEATBELT. ALWAYS WEAR YOUR SEATBELT.