



Road Safety and Traffic Enforcement



Sergeant

Karen Hodge

February 29, 2016

Traffic Bureau

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 fatality 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	-7.4
Property Damage Collisions	14,395	12,340	-15.4
Persons Injured	4,028	4,509	10.5
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
Fail/Refuse Breath/Blood Sample	116	130	12.1

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



**Be
Safe**

madd[®]



Traffic Management Strategy

Priorities

- Impaired driving
 - includes drug-impaired driving
- Distracted driving
- Aggressive driving
 - includes speeding, careless, stunt and dangerous driving
- Seat belt compliance





Traffic Bureau

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

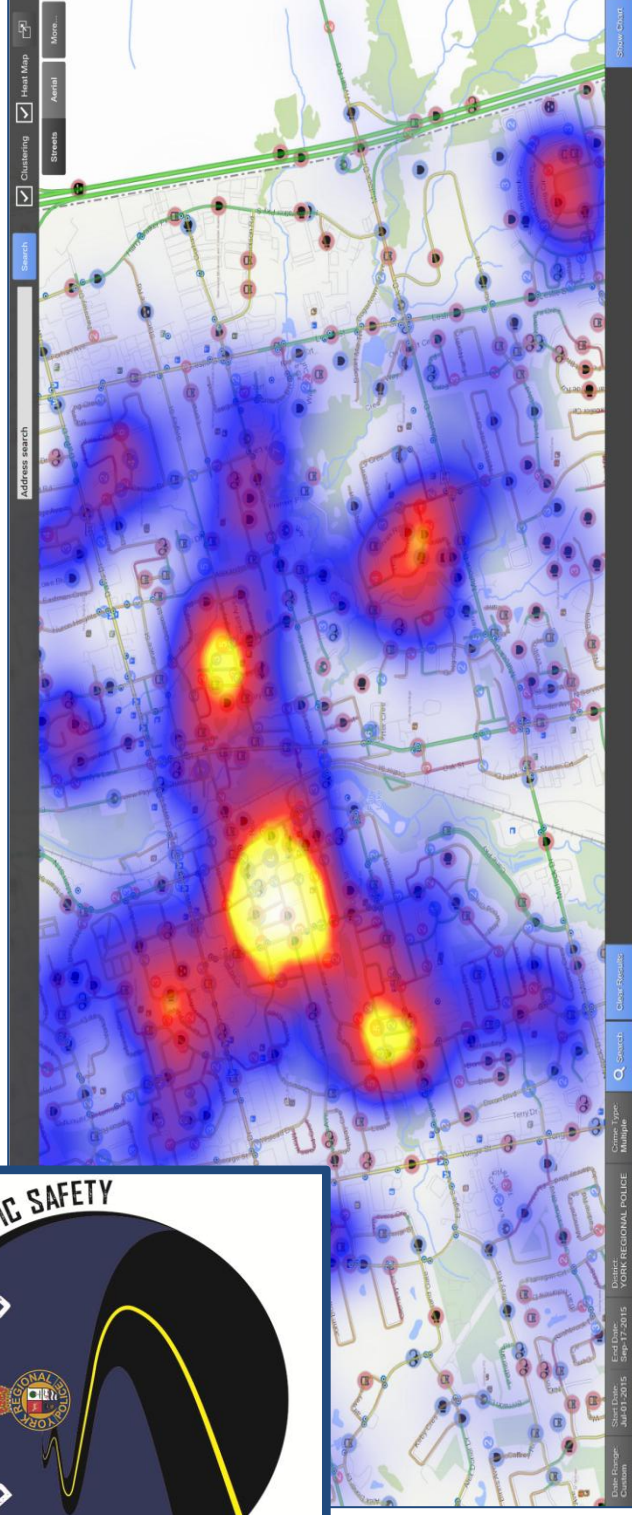
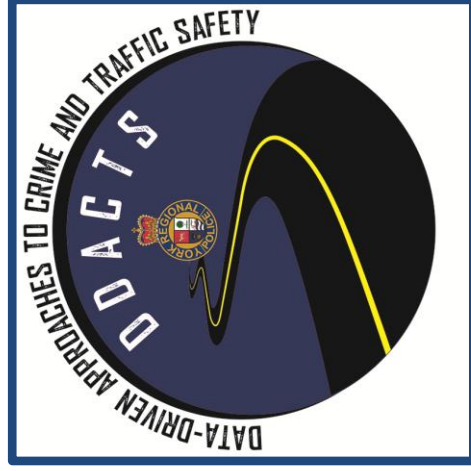


*Traffic Bureau members are dedicated to the York Region Police
Traffic Management Strategy.*



Data-Driven Approach to Crime and Traffic Safety

(D.D.A.C.T.S.)



With analysis of our own data we deploy our people in the right place at the right time



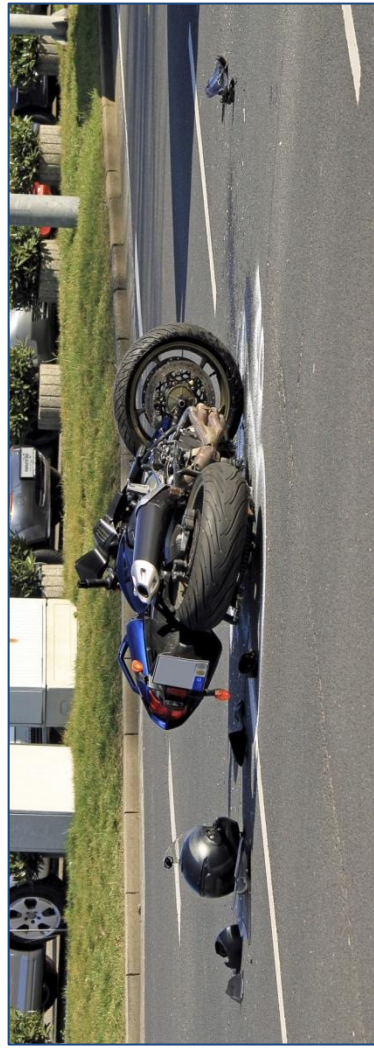
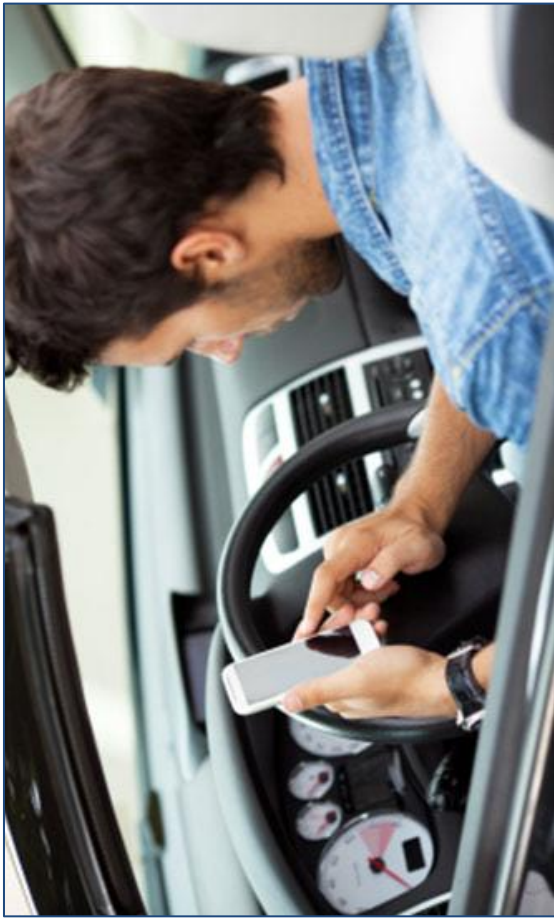
Enforcement and Education Programs

- 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

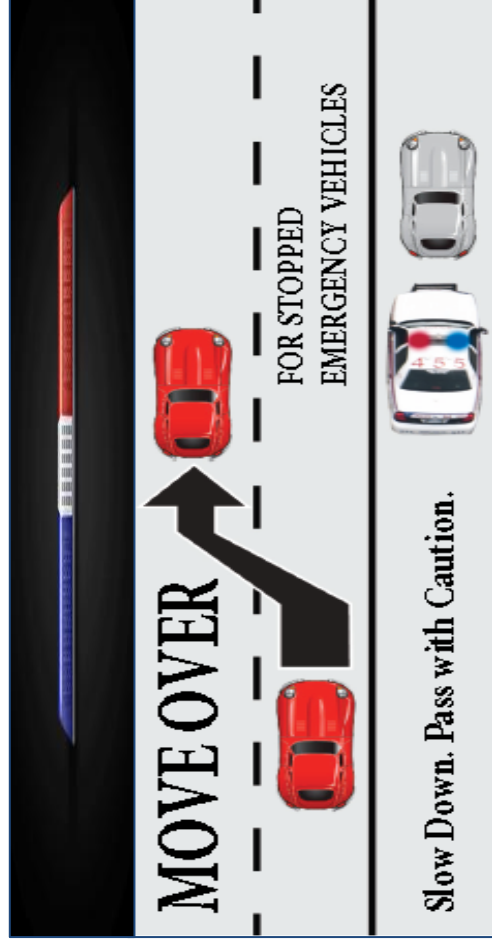
- Distracted Driving
- Seniors Driving
- Motorcycle Safety





New Legislative Updates

- Distracted driving fine increase
- Pedestrian and Cyclist safety
- Slow Down – Move Over
- Alcohol and Drug Impaired Driving



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

DISTRACTED DRIVING	CYCLISTS	TOW TRUCKS
 Higher fines* of \$400 and 3 demerit points upon conviction	 Drivers need to keep a one-metre distance when passing cyclists	 Drivers must slow down and move over when approaching tow trucks with flashing lights flashing on the roadside
 Minimum 30-day licence suspension for novice drivers upon conviction	 Higher fines* of \$110 for cyclists who do not have proper lights and reflectors	 Higher fines* of \$385 and 3 demerit points upon conviction for passing cyclists into passing cyclists and traffic

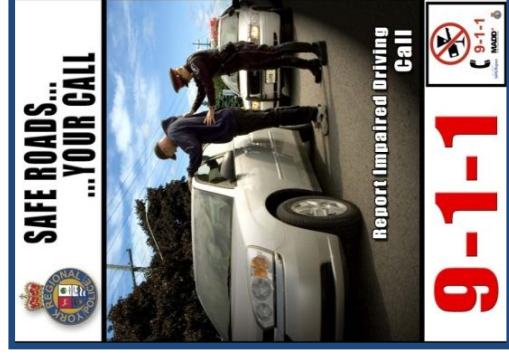
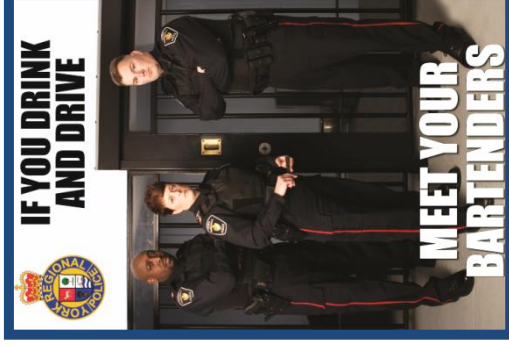
*Includes victim fine surcharge and court fee.

Ontario



Working Together

- Educational Programs
- Pamphlets
- Community Engagement
- Traffic Enforcement
- Social Media



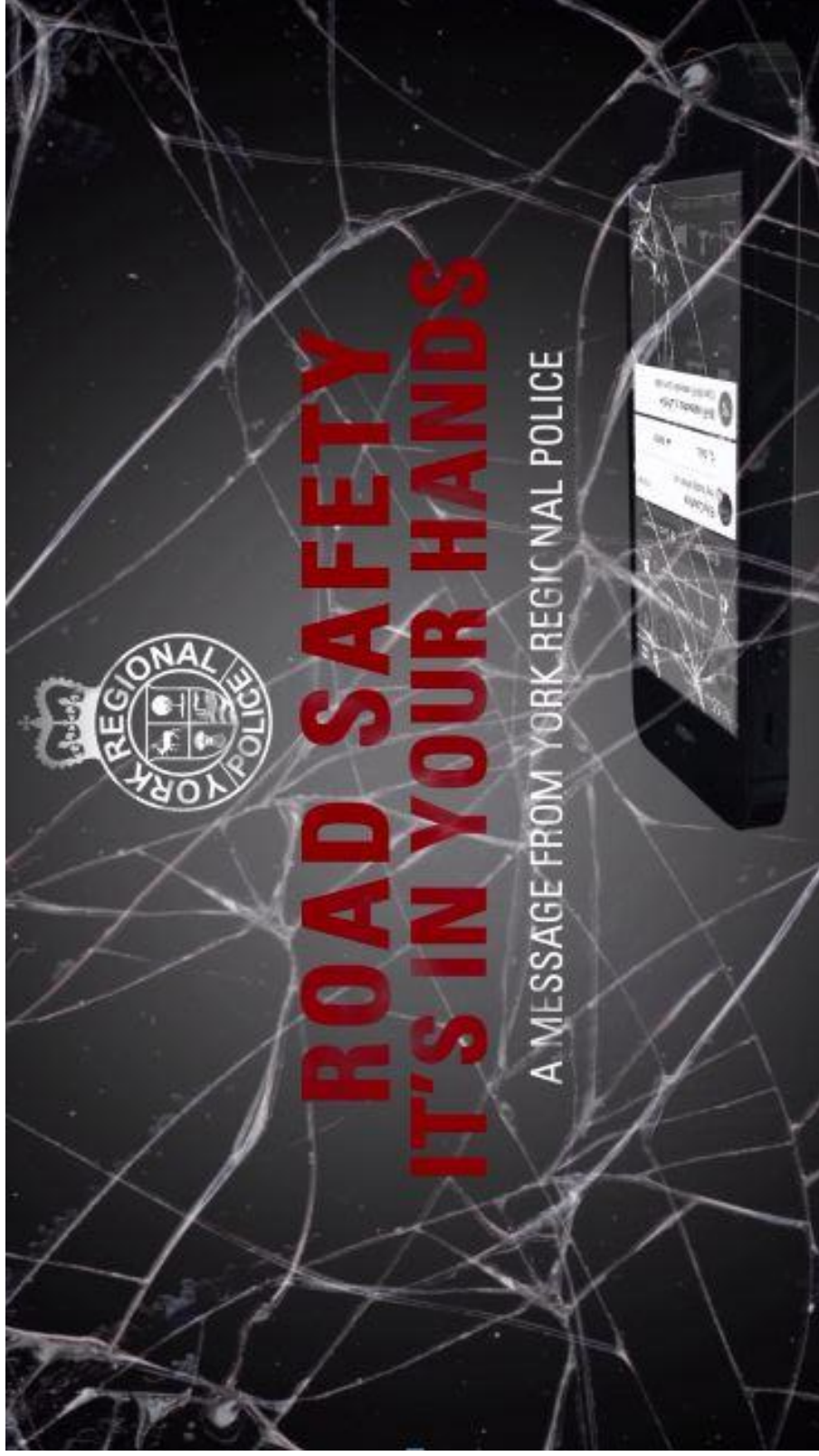


Our Road Safety Partners





Its in your hands





Pledge to Ignore

Show a loved one

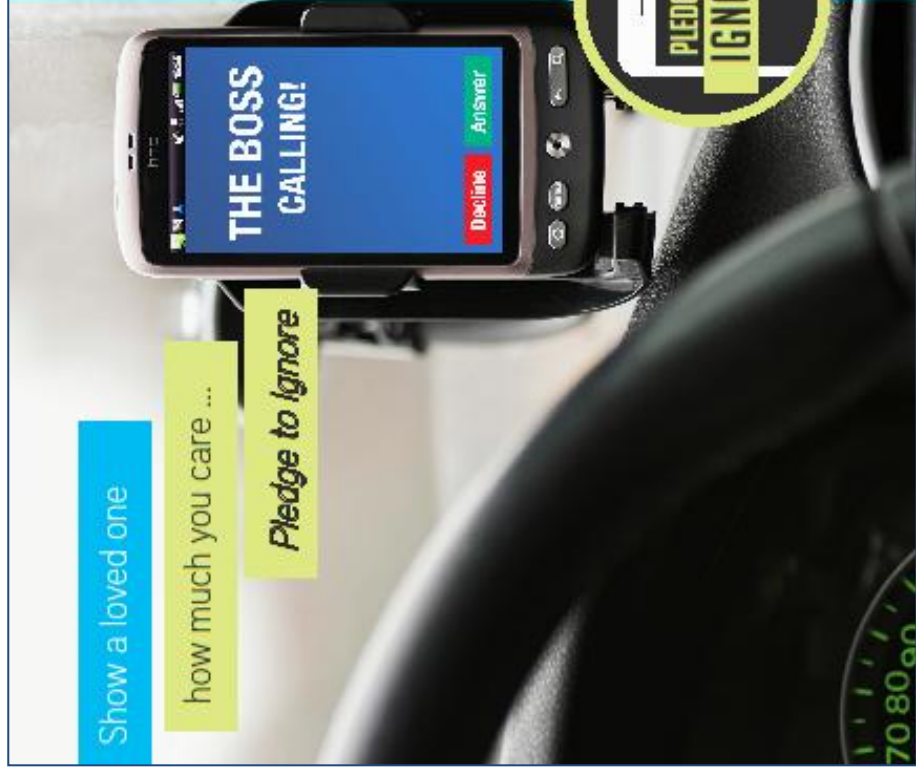
how much you care ...

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 to make a pledge and send a pledge e-card to a family member or friend.



YORK.CA/PLEDGETOIGNORE



Send an e-card!



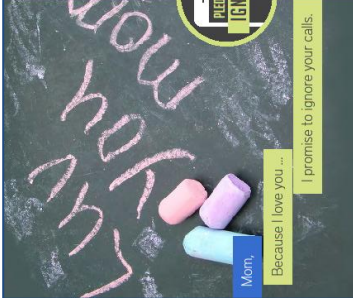
Distraction is a factor in almost half of all collisions. You mean too much to me to take that kind of risk so I've **Pledged to ignore** my phone while driving. Here's to many more happy years together.

Happy Anniversary

MITIGATE DISTRACTIONS
Let's work on our relationship

PLEDGE TO IGNORE

Dear Valentine,
I wanted to do something special,
so I've pledged to ignore your calls and texts.



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

MITIGATE DISTRACTIONS
Let's work on our relationship

PLEDGE TO IGNORE

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



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

MITIGATE DISTRACTIONS
Let's work on our relationship

PLEDGE TO IGNORE

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



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

MITIGATE DISTRACTIONS
Let's work on our relationship

PLEDGE TO IGNORE

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



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

MITIGATE DISTRACTIONS
Let's work on our relationship

PLEDGE TO IGNORE

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



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

MITIGATE DISTRACTIONS
Let's work on our relationship

PLEDGE TO IGNORE

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



#ImTHATPerson



officialyrp
Sacred Heart Catholic High School
14w



officialyrp
14w

81 likes
officialyrp Chief Jolliffe is prepared to be THAT person who speaks up against impaired driving. Are you? Today we launch increased RIDE program enforcement alongside @therealkevfrankish
@officialyrp has already laid roughly 1,500 charges related to impaired driving this year.
#ImTHATPerson #dontdrinkanddrive #drunk #high #drinking #driving #designateddriver #RIDE



officialyrp
Aurora, Ontario
14w



officialyrp
14w

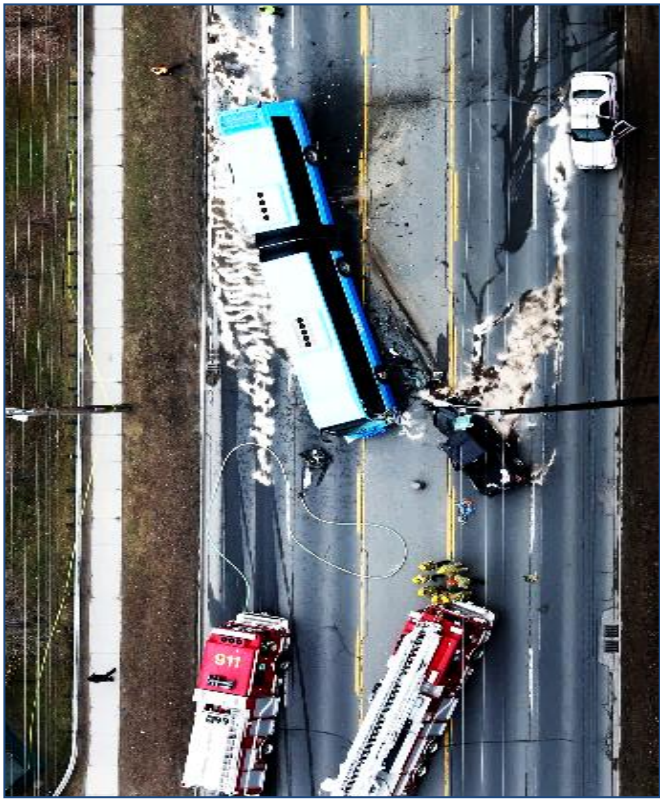
148 likes
officialyrp It's not always easy to be that person, but we all have the chance to speak up against impaired driving. Today we launch our festive season enhanced #RIDE program in #yorkregion. #dontdrinkanddrive #drunk #high #speakup #police #ImTHATPerson





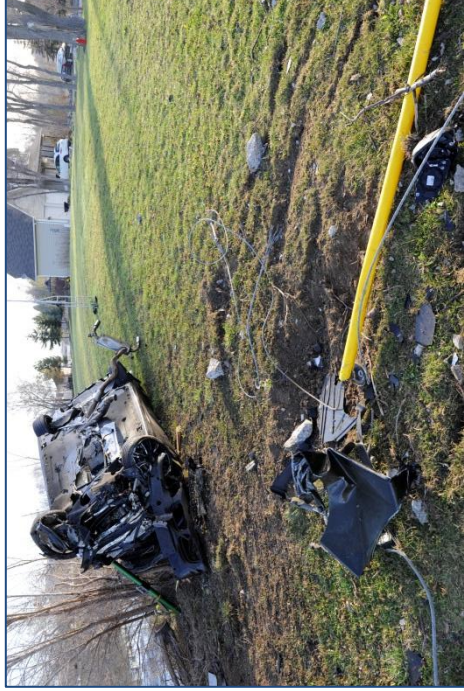
Major Collision Investigation Unit

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



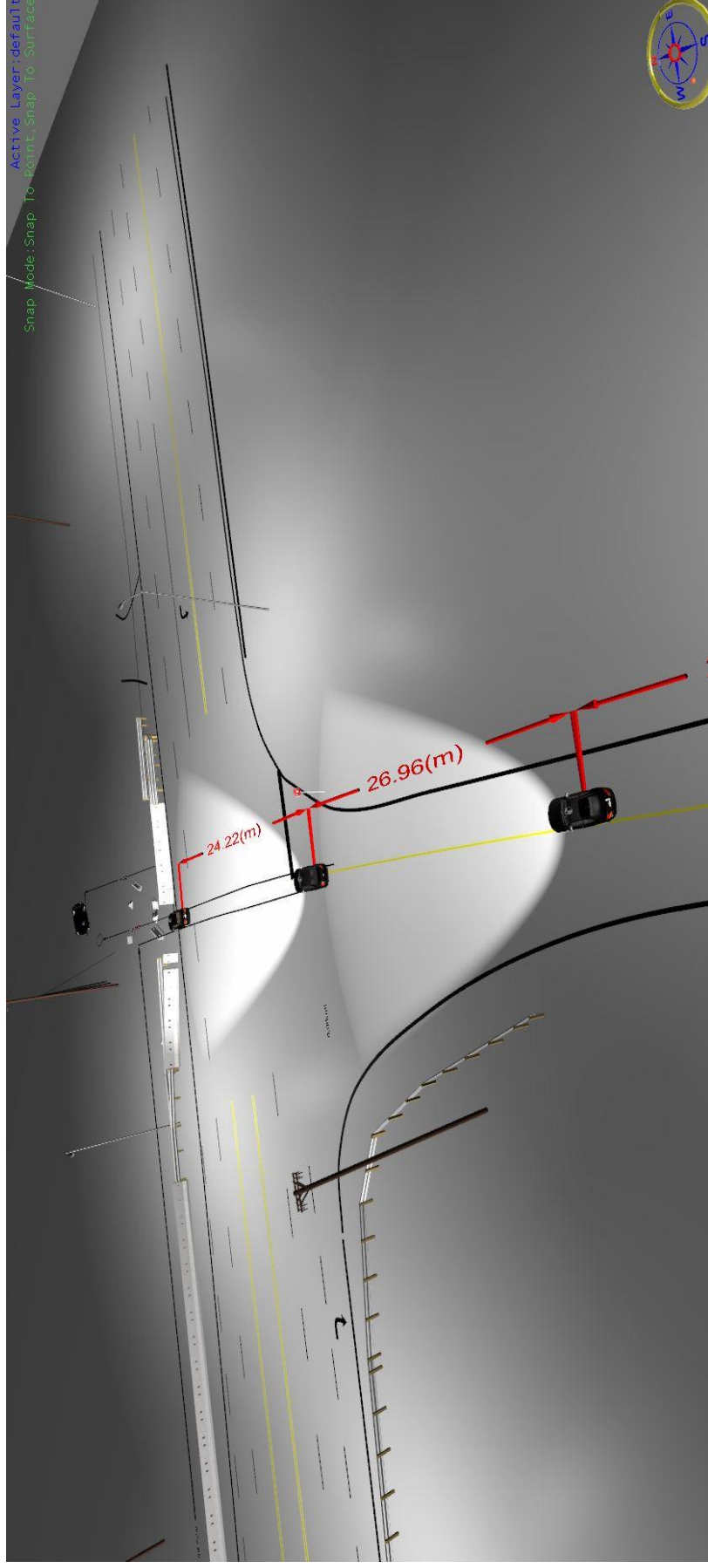


Current Reconstruction Technology



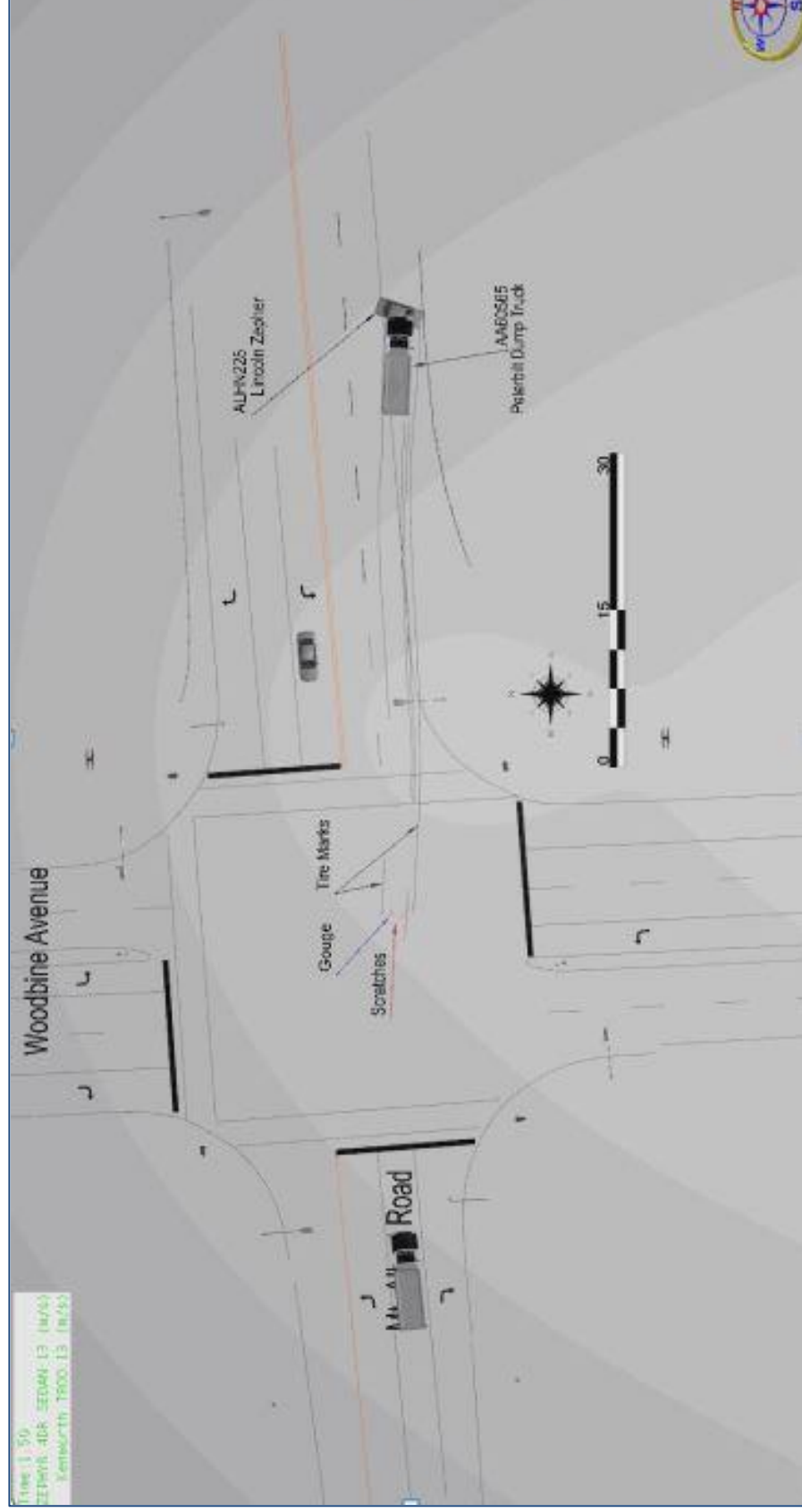


Software Rendering





Traditional Accident





Unmanned Aerial Vehicle Program

Aeryon Skyranger

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





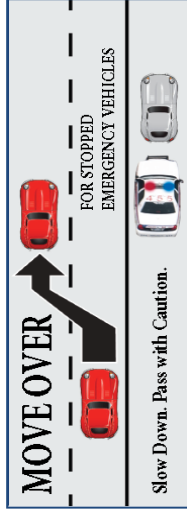
UAV Collision Scene





How Can You Help?

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





Thank you

Questions?

