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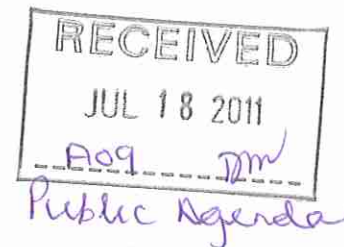
Chief of Police Wendy E. Southall

REPORT OF THE POLICE SERVICE

TO

THE REGIONAL MUNICIPALITY OF NIAGARA POLICE SERVICES BOARD

Board Report Number: 151/2011
Date of Report: 2011.06.15
Date of Board Meeting: 2011.07.28



**Chairperson Mal Woodhouse
and Members of the
Regional Municipality of Niagara Police Services Board**

Reference: Traffic Management Enforcement, Traffic Law,
Enforcement & Road Safety Plan

Recommendation: Receive for Information

Background:

As required by Provincial Adequacy Standard LE-017 the Police Service Board enacted a by-law respecting Traffic Management Enforcement and Road Safety By-Law 209-2000. This by-law requires a written report on the Traffic Management Enforcement, Traffic Law, Enforcement and Road Safety Plan of



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Port Colborne • St. Catharines • Thorold • Wainfleet • Welland • West Lincoln



the Service in relation to compliance with the PSB by-law and Adequacy Standards. The Niagara Regional Police Service is committed to road safety and the implementation of programs with a view to reducing the number of fatal and serious injury collisions that occur in Niagara every year. With both a proactive educational approach and increased enforcement the Service continues to address traffic concerns with new and progressive initiatives within the Region.

Overview

The Niagara Regional Police Service (NRPS) patrols one of the largest geographical areas of any municipal police service providing policing and public safety to 12 municipalities with over 400,000 residents and an estimated 15,000,000 visitors annually. The region is unique in that it has 160 kilometers of shoreline along the Niagara River, Lake Ontario and Lake Erie. All of this shoreline is adjacent to international borders between the U.S. and Canada. Niagara has four international border crossing points for vehicular traffic. These crossing points account for more than 40% of all vehicle crossings between the U.S. and Canada. There are major routes that cross the region such as the QEW, 420, 405 and 406 highways that are policed by the Ontario Provincial Police (OPP). There are a number of urban communities within the Niagara Region separated by sprawling rural areas. It is on these rural roads and highways that the majority of fatal collisions occur.

Fatal and serious injury motor vehicle collisions continue to be a significant problem for the Niagara Region. The municipality saw a dramatic decrease in fatal motor vehicle collisions in 2010, which is continuing in 2011. The most common factors contributing to the cause of these collisions are speed, impairment, distraction devices and driver error or any combination thereof. It has been the experience of the NRPS that generally impairment is a factor in about one third of all serious motor vehicle collisions.

The NRPS in both enforcement and educational programs continues to develop new and different initiatives to alert the public to the importance of road safety issues.

Traffic Enforcement Initiatives

Enhanced R.I.D.E. Program

One of the continuing enforcement initiatives is the Enhanced R.I.D.E. Program that is conducted during peak periods including festival and holiday seasons. Every year the Service makes application for a R.I.D.E. Grant that is administered by the Policing Division of the Ministry of Community Safety and Correctional Services. For the 2010/2011 season the Service was allocated **\$44,140.00** from the provincial grant money. This Service conducts an enhanced R.I.D.E. program that includes on-duty personnel along with additional overtime

officers beyond that funded by the provincial grant. The R.I.D.E. program has proven very successful at deterring and apprehending impaired drivers, as well as continuing to provide public awareness surrounding the issues concerning drinking and driving.

Traffic Safety and Enforcement Day

Every September the Service conducts the "Back to School Traffic Safety and Awareness Day". This initiative coincides with the first day of school for most children in Niagara. School zones throughout the region are targeted for aggressive driving violations including speeding as well as child restraint seatbelt violations. Members from the Chief of Police to detectives are reassigned to from their normal duties to participate in this operation. In 2010 officers stopped a total of **479** vehicles, of which **296** drivers were issued Provincial Offence Notices for aggressive driving violations (including speeding), **20** drivers were issued with Provincial Offence Notices for seatbelt/child safety restraint violations. **35** received warnings for traffic violations and **4** drivers were arrested for driving offences.

Directed Enforcement Initiatives

Directed Enforcement Initiatives are meant to target specific Highway Traffic Act matters, including locations associated to serious motor vehicle collisions. Using both public complaints, calls from the Traffic Hotline and information about locations involving frequent motor vehicle collisions, officers assigned to Directed Enforcement duties will be better equipped to make the most of their time spent on enforcement. Many of these initiatives are generated at the District level regarding issues specific to the municipality. From April 13th, 2011 to April 23rd, 2011 the spring seatbelt initiative was conducted and officers issued **455** provincial offence notices for seatbelt related offences. The Canada Road Safety Week Campaign was conducted from May 16th, 2011 to May 23rd, 2011. In this program officers were encouraged to pay special attention to impaired drivers, speeding & aggressive driving, seatbelts, red lights, distraction devices and stop signs. There were **1467** provincial offence notices issued for various traffic violations and **24** drivers were arrested for Impaired Driving Offences. Several other traffic initiatives have been conducted or are planned for 2011 as detailed in the 2011 Traffic Management Enforcement, Traffic Law, Enforcement and Road Safety Plan, including "Operation Road Worthy", "Operation Take-Away" and "Operation Winged Wheel".

Special Enforcement Unit

This unit was formed in 2007 and is comprised of four sergeants and twenty patrol officers. Part of the mandate of this new unit is enforcement of various traffic initiatives in problem areas throughout the entire Region. This

Service is committed to increased traffic enforcement and believes that the S.E.U. will add considerably to the traffic enforcement in the various Districts throughout the NRPS. As a result of an extensive training schedule for the unit, fifteen of the current twenty officers in S.E.U. are certified Breath Analysis Technicians (B.A.T.) and five officers are certified Drug Recognition Experts (D.R.E.), all S.E.U. officers have completed the Level II Traffic Investigation, Radar and LiDar Courses.

Traffic Reconstruction Unit

Collision Reconstruction is a very important part of traffic investigations. The mandate of this unit is to investigate all motor vehicle collisions resulting in fatal or life threatening injuries. There are five Detective Constables and a Detective Sergeant in this unit with extensive specialized training in forensic surveying as well as the collection and interpretation of collision scene evidence. So far this year they have investigated 4 fatal collisions and 8 life threatening/serious injury collisions. Officers assigned to this Unit continue to attend training courses to increase and enhance their expertise in the area of collision reconstruction.

Educational Traffic Initiatives

Regional Niagara Road Safety Committee

As the result of a symposium held with community stakeholders in April of 2003, regarding the serious collision problem in Niagara the 'Regional Niagara Road Safety Committee' (R.N.R.S.C.) was formed with a clear mandate of making the region's roadways safer for Niagara's citizens and visitors.

This group has representation from the:

- ***Regional Niagara Public Health Department;***
- ***Regional Niagara Public Works and Utilities Department;***
- ***Niagara Regional Police Service;***
- ***Ministry of Transportation***
- ***Niagara Parks Police***
- ***Regional Niagara EMS***
- ***Canadian Automobile Association (CAA); and***
- ***Ontario Provincial Police***

With considerable consultation and planning the Committee developed a Strategic Plan to address the main causes of the area's most serious collisions using a multi-disciplined approach in the areas of road safety:

- **Education** (*Public Health*);
- **Engineering** (*Public Works*);
- **Enforcement** (*Police*); and
- **Advocacy and Communication** (*CAA*).

A most recent project of the RNRSC was to develop a social marketing campaign called "Think and Drive". The campaign objectives were to increase awareness among road users about the Niagara crash problem as well as increasing awareness of important road safety skills with a view to changing driver attitudes about the importance of personal road safety. The long-term goal of the campaign is directed toward changing driver behaviour in order to decrease motor vehicle collisions on Niagara roads.

The "Think and Drive" road safety social marketing campaign was launched as a pilot project in Niagara-on-the-Lake (NOTL) on September 5, 2006 in partnership with the NOTL Traffic Safety Task Force and its member associations, NOTL Town Council, local media, business associations, major employers, schools, and community groups. It was targeted to drivers who live and work in NOTL and focused on driver attitudes and driver behaviour. The campaign used a comprehensive, social marketing approach including the dissemination of awareness raising and educational marketing materials (e.g., direct mailers, flyers, posters and additional communication pieces), an educational web-based road safety self-test challenge at www.niagararoadsafety.com, and an incentive prize draw. The campaign relied on extensive community involvement to support and promote the campaign, and to distribute marketing materials.

"Think & Drive" social marketing campaign went region-wide in the fall of 2007. Considerable planning and community presentations took place prior to the full implementation of this program.

Drive Safe

Every spring and fall officers from S.E.U. conduct the "Drive Safe " program in secondary schools where officers that are trained as breath analysis technicians make hard hitting and dramatic presentations to teenagers regarding the dangers of drinking and aggressive driving. Normally each season is started in dramatic fashion with a mock crash set up at one of the first presentations becoming a positive media event and kick-off for the program.

Traffic Management, Traffic Law, Enforcement & Road Safety Plan (2011)

The Police Service Board By-Law 209–2000 calls for a board report indicating the Service compliance with this plan. Since the drafting of this plan the Service has implemented a number of changes to the organizational

structure, which has had an impact on much of the methodology and initiatives contained within these plans. Many of the key issues are presently being addressed.

Conclusion:

This Service continues to improve efforts across both the reactive-enforcement and proactive-education spectrums. Enforcement of traffic infractions is up in 2011 from 2010. From January 1st, 2010 to June 1st, 2010 officers issued **25,911** Provincial Offence Notices, for the same time period in 2011 officers have issued **26,210** Provincial Offence Notices. This trend of increased enforcement is consistent with the year over year trend since 2008. The enhanced 2011 R.I.D.E. program is under way and being conducted by members of Traffic Services and District Officers. The Regional Niagara Road Safety Committee continues its good work in relation to the "Think & Drive" social marketing campaign. Service involvement in community education programs and events regarding to traffic safety and related issues has increased.

The Provincial Adequacy Standard LE-017 calls for the Service to have a Traffic Management, Traffic Law, Enforcement and Road Safety Plan. This plan was prepared and submitted in 2011 and is currently being implemented by the Service. This plan ensures the Service compliance with the provincial adequacy standards.

Relevant Policy Considerations: **N/A**

Cost of Recommendations:

There are no costs associated to this recommendation.

Alternative Options:

Do not receive report.

Reasons for Recommendation:

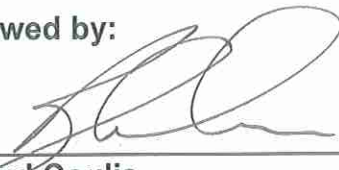
To provide the Niagara Police Services Board with timely and accurate information regarding the Service's Traffic Management, Traffic Law, Enforcement and Road Safety Plans.

Prepared by:



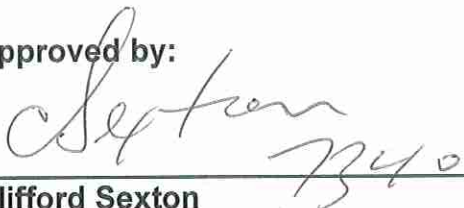
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