



TRAFFIC MANAGEMENT STRATEGY

YORK REGIONAL POLICE

Road Safety...It's In Your Hands





CONTENTS

2	EXECUTIVE SUMMARY
5	TRAFFIC MANAGEMENT STRATEGY TARGETS TO 2017
6	PERFORMANCE INDICATORS
8	INTRODUCTION
9	WHAT THE TRAFFIC MANAGEMENT STRATEGY MEANS TO YOU
10	TRAFFIC MANAGEMENT STRATEGY – ACTION PLAN PREVIEW
11	INTERNAL MESSAGING
12	COMMUNITY ENGAGEMENT
13	YORK REGION: TRAFFIC SAFETY STATUS REPORT 2011-2013
14	IMPAIRED DRIVING
15	DISTRACTED DRIVING
16	AGGRESSIVE DRIVING
17	SEATBELT COMPLIANCE
28	SENIORS SAFE DRIVING
19	COMMERCIAL MOTOR VEHICLE SAFETY
20	VULNERABLE ROAD USERS
21	WINTER SAFE DRIVING
22	REFERENCES

EXECUTIVE SUMMARY

According to the 2011 Ontario Road Safety Annual Report, 478 people died and 62,019 were injured in 320,399 motor vehicle collisions in Ontario. Between 2004 and 2013, personal injury collisions increased by approximately 41 per cent within the Regional Municipality of York, comprising 24 percent of all collisions. (York Region, 2011-2013). On average, there are 25 fatalities each year, with one person injured every four hours, and one motor vehicle collision every 55 minutes (York Region, 2013).

These collisions, which are most often preventable, have a significant impact on our communities. The goal of the Traffic Management Strategy is to reduce fatalities and serious injuries caused by collisions on roads within the Regional Municipality of York.

Achieving road safety is a co-ordinated responsibility; the Traffic Bureau develops programs, initiatives and provides resources for assisting districts in improving road safety. The collaboration of all stakeholders is critical to its success.

An evidence-based strategy focusing on identified issues and proposing effective solutions is essential. The plan requires objective goals, a process for monitoring progress and making adjustments as required.

ALIGNING WITH PROVINCIAL AND NATIONAL EFFORTS

The Traffic Management Strategy is aligned with provincial and national traffic safety goals with respect to a year-over-year reduction in fatal collisions and collisions causing personal injury.

ESTABLISHING GOALS/TARGETS

Goals and targets provide a focus for the Traffic Management Strategy and inform resource and allocation needs and assist in the monitoring, evaluation and adjustment of safety programs moving forward. In addition, targets represent road safety results consistent with objectives within the Traffic Management Strategy and ultimately with provincial and national objectives. Targets have been set to address four primary priorities with respect to road safety and enforcement:

- ***Impaired driving (includes drug-impaired driving)***
- ***Distracted driving***
- ***Aggressive driving (includes speeding, careless, stunt and dangerous driving)***
- ***Seatbelt compliance***

There are about 13,000 drinking and driving convictions recorded annually in Ontario.





POLICE



TRAFFIC MANAGEMENT STRATEGY TARGETS TO 2017

Targets are based on achieving a year over year reduction in the 2015 – 2017 annual average of fatality and personal injury motor vehicle collisions.

STAKEHOLDER INPUT

To advance the vision for the Traffic Management Strategy, York Regional Police conducted a series of community consultation sessions with citizens in 2013. In a random survey distributed to 12,000 households, respondents were asked to choose five priorities. Within these five concerns, community members consistently identified traffic safety and enforcement as a key concern. Of note, impaired driving, aggressive driving, distracted driving and speeding comprised the greatest concern. Stakeholders and partners continue to contribute to the Traffic Management Strategy through their involvement in the District Community Liaison Committees and local/regional traffic safety committees.

The York Regional Police Traffic Management Strategy is intended for, but not limited to, the following internal stakeholders who will integrate their area-specific Data-Driven Approaches to Crime and Traffic Safety (DDACTS) plans:

- Districts
- Community Oriented Response Units
- Traffic Bureau

PERFORMANCE INDICATORS

The Traffic Management Strategy's goal is achieving the long-term vision of making York Region's roads the safest in Ontario. Key performance indicators are:

- Traffic fatalities
- Personal injury collisions
- Property damage collisions
- Officer engagement with motorists via time spent in high-collision, high-crime areas
- Feedback received through the citizen survey

Approximately 25 per cent of all collisions are rear-end collisions at signalized intersections, making this the highest category of collisions

PERFORMANCE INDICATORS

MEASURES

Increasing member awareness and commitment to road safety through:

- Presentations at Staff Sergeant forums
- Presentations at District Supervisor meetings
- Video training/messaging to all frontline members
- Measured by activity in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) zones – time spent, results, successes, individual performance measures via Dashboard
- ‘Road Safety, It’s In Your Hands’ internal safety messaging

Raising public awareness and commitment to road safety through:

- Corporate Communications messaging
- Police Community Advisory Council
- District Community Liaison Committees
- Partnerships (York Region Transportation) Diversity, Equity and Inclusion Bureau, Community Services (Seniors Safety Officer, School Resources Officers)
- Presentations at Citizens Academies
- ‘Road Safety, It’s In Your Hands’ external safety messaging

Year over year increase of traffic safety presentations to improve communication, co-operation and collaboration among stakeholders:

- Number of presentations to Transportation and Works regarding DDACTS and the Traffic Management Strategy
- Number of presentations to the York Regional Technical Traffic Advisory Committee regarding DDACTS and the Traffic Management Strategy
- Number of presentations to municipal transportation departments regarding DDACTS and the Traffic Management Strategy
- Number of presentations to commercial motor vehicle stakeholders (i.e. Ministry of Transportation, Commercial Carriers) regarding DDACTS and the Traffic Management Strategy

Approximately 48 per cent of collisions in York Region are rear-end collisions.



POLICE

YORK REGIONAL

POLICE

INTRODUCTION

The York Regional Police Traffic Management Strategy has been developed to improve road safety within the Regional Municipality of York. The development of the strategy is based on key guiding principles, including reducing fatalities and serious injuries over a three-year timeframe. The Traffic Management Strategy is an organization-wide program, powered by data-driven collision statistics.

At the core of the Traffic Management Strategy is a framework of best practices. The framework consists of initiatives and programs designed to increase road safety, incorporating Data-Driven Approaches to Crime and Traffic Safety (DDACTS), which each district will adopt to address its specific priorities. The framework of best practices is intended to be fluid, meaning that new programs and initiatives can be added to the

Traffic Management Strategy over time, depending on the needs identified through strategic crime analysis.

The Traffic Management Strategy is a living document intended to be regularly revised and updated with modified goals, safety programs and collision data, affording necessary adjustments. In order to accomplish this, the Traffic Management Strategy Leaders (District Command) will meet with district stakeholders (District Community Liaison Committee) on a quarterly basis to review the implementation, goal accomplishment, performance measures and to set priorities as necessary (see Appendix A for district DDACTS plans).



WHAT THE TRAFFIC MANAGEMENT STRATEGY MEANS TO YOU

The Traffic Management Strategy (2015-2017) enables us to efficiently focus resources to achieve continued road safety. The foundation of the Traffic Management Strategy will be predicated on the following Vision, Mission and Goals:

MISSION: *To promote road safety through strategic traffic enforcement, education, and community engagement.*

GOAL: *To reduce fatal, injury, and property damage collisions year over year.*

SECONDARY GOAL: *To have The Regional Municipality of York recognized as having the safest traffic record among comparators.*

PRIMARY ENFORCEMENT CONCERNS:

Impaired driving, aggressive driving (includes speeding, careless, stunt and dangerous driving), distracted driving and seatbelt compliance.

SECONDARY ENFORCEMENT CONCERNS:

Seniors safe driving, commercial motor vehicles, vulnerable road users (pedestrians, cyclists, motorcyclists) and winter safe driving.

TRAFFIC MANAGEMENT STRATEGY – ACTION PLAN PREVIEW

– SEE APPENDIX A

The York Regional Police Traffic Management Strategy includes statistics pertaining to road safety priorities, and sets out actions and measures for success.

This document contains areas of traffic safety concern for York Regional Police. The following information is provided for each priority area:

- Percentage of fatal and injury collisions
- Performance measures
- Priority locations based on geo-codes (DDACTS)
- Safety program(s)
- Description of the program

The York Regional Police Traffic Management Strategy focuses on four organizational priorities with respect to road safety through traffic enforcement. These priorities are the primary focus as prescribed by collision statistics and shall receive enforcement resource priority:

- ***Impaired driving (includes drug-impaired driving)***
- ***Distracted driving***
- ***Aggressive driving (includes speeding, careless, stunt and dangerous driving)***
- ***Seatbelt compliance***

Resource allocation and attention shall focus on additional areas of concern regarding road safety. These enforcement priorities are reflected in traffic safety programs and have performance measurement goals toward the reduction of motor vehicle collisions.

DATA-DRIVEN APPROACHES TO CRIME AND TRAFFIC SAFETY (DDACTS)

Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is a law enforcement operational model that integrates location-based traffic collisions, crime, calls for service and enforcement data to establish effective and efficient methods for deploying resources. By identifying areas through temporal and spatial analysis that have high incidences of collisions and crime, DDACTS employs highly-visible, targeted traffic enforcement to affect these areas. This model affords communities the dual benefit of reducing traffic crashes and crime, thus reducing overall social harm. Commission of crimes often involves motor vehicles and it is anticipated that highly-visible traffic enforcement will aid in the reduction of collisions, crime and social harm in our community (National Highway Traffic Safety Administration, 2014).

Through the use of geo-mapping, data analysis of high-collision and high-crime locations and input from members of our organization and community stakeholders, York Regional Police will employ the model of Data-Driven Approaches to Crime and Traffic Safety (DDACTS). Efforts that include saturating identified locations with enhanced police presence and enforcement should serve to reduce collisions and improve overall driving behaviour. Using a strategic approach that utilizes data analysis to determine areas requiring targeted visibility, attention and enforcement, is an effective and efficient utilization of resources.

INTERNAL MESSAGING

Our member survey prioritized collaboration between investigators and frontline officers and communication and engagement strategies.

INTERNAL MESSAGING

Instrumental to the successful implementation and continuation of the Traffic Management Strategy is the efficacy of internal messaging. Internal messaging would include:

1. Video illustrating the importance of the Traffic Management Strategy
2. Establishment of a Data-Driven Approaches to Crime and Traffic Safety (DDACTS) implementation team (comprised of Traffic Command, Crime Analysts, Road Safety Sergeant, District Command and a Community Oriented Response Sergeant)
3. Series of educational videos geared toward members
 - Members involved personal injury collisions
 - Videos geared towards member safety – i.e. seatbelt use, Safe Arrival, avoiding distraction (YRPTV)
 - Delivery of 'Beyond the Ticket' by key Traffic Bureau Supervisors (see attached power point)
 - One-minute videos regarding enforcement tips, case law, etc.
 - 'Road Safety, It's In Your Hands' safety messaging campaign
4. Enhanced programs within the Training and Education Bureau, including the delivery of an intelligence-led traffic stop workshop(s)

EXTERNAL MESSAGING

Instrumental to the Traffic Management Strategy is stakeholder engagement. With assistance from Corporate Communications, the strategy will have an inclusive education/awareness component as foundational to its success. Expanded mobilization of our community partners and stakeholder mobilization through models like Data-Driven Approaches to Crime and Traffic Safety (DDACTS) will lead toward the accomplishment of objectives. Stakeholders include, but are not limited to:

District Community Liaison Committees
Commercial Motor Vehicle Safety Alliance
Ontario Safety League
Ministry of Transportation
Ontario Association of Chiefs of Police (OACP) Traffic Committee
Canadian Association of Chiefs of Police (CACP) Traffic Committee
Region of York Traffic Safety and Strategy Committee
Region of York Public Health Department
MADD York Region
Arrive Alive Drive Sober
Toronto Area Safety Coalition (T.A.S.C.)
York Region ROAD WATCH Committee
York Regional Technical Traffic Advisory Committee
Canadian Automobile Association (CAA) Traffic Safety Coalition
York Region Active Transport Committee
York Region District School Board
York Catholic District School Board
York Region EMS Services
Go Transit and Metrolynx
CP and CN Rail
Seneca College

COMMUNITY ENGAGEMENT

Continue to involve and engage our community through members of the Road Safety Program Unit, who will:

- Identify regional and municipal traffic safety stakeholders, develop further partnerships with health care, region transportation, enforcement partners, the judicial system, educators and other safety organizations in the advancement of road safety priorities
- Lead and facilitate the development and implementation of community-led initiatives to meet provincial and national targets
- Partner in the co-ordination of traffic safety initiatives undertaken by other stakeholders such as law enforcement partners (i.e. key support for the Road Safety Priorities Calendar and other enforcement initiatives), engineers, health care providers, volunteers and a variety of community groups
- Educate and communicate with residents and road users about the importance of road safety issues and encourage public awareness, responsibility and accountability
- Engage industry sectors as partners in road safety to ensure safe driving practices for their employees (i.e. commercial motor vehicle stakeholders)

BACKGROUND

The current York Regional Police traffic safety program, the 'Roadmap to Safety' and various road safety programs therein is to be updated, effective 2015. The guiding principles of education and enforcement geared towards continued road safety will endure.

Within the Traffic Management Strategy, existing programs will evolve in response to emergent issues. Proposed within the Traffic Management Strategy is the motto "Road Safety...It's in Your Hands". Beyond a mere motto, "Road Safety...It's In Your Hands" will be enshrined with internal and external stakeholders in message and model. It will become the fabric of internal and external messaging and educational sessions, videos, and all forms of media, internally to members, and externally to our community.

The long term goal of "Road Safety...It's in Your Hands" is to address existing and emergent road safety trends and modify the current educational and enforcement based programs. In addition to our current 16 traffic safety programs, new programs such as seniors driving safety, cycling and motorcycle safety will be reinforced as educational and enforcement priorities. It is anticipated that introducing new traffic safety programs and modifying existing programs will ensure that traffic enforcement priorities remain a hallmark of the Traffic Management Strategy. The programs that support "Road safety...It's In Your Hands" will enable York Regional Police to maintain and build upon on its brand with respect to existing programs such as ABC (Always Be Careful), Cross Smart, ERASE and Safe Roads.... It's Your Call, to name a few.

About 71 per cent of York Region collisions occur on dry pavement conditions

YORK REGION: TRAFFIC SAFETY STATUS REPORT 2011-2013

The Traffic Safety Status Report is produced by the Transportation and Community Planning Department. The report provides residents and stakeholders with insight on road safety trends on regional roads and contains information on all motor vehicle collisions occurring on regional roads.

Traffic safety programs and partnerships have supported these priorities through enforcement, education and engineering activities. From the time of our last traffic safety plan, the 'Roadmap to Safety' and programs therein (2010 to 2015), data indicates that new issues and concerns have come to the forefront, leading to an examination of existing traffic safety programs and modification to meet emergent issue.

There are four top organizational priorities regarding road safety through traffic enforcement.

- ***Impaired driving (includes drug-impaired driving)***
- ***Distracted driving***
- ***Aggressive driving (includes speeding, careless, stunt and dangerous driving)***
- ***Seatbelt compliance***

SECONDARY INITIATIVES:

- ***Seniors safe driving***
- ***Commercial motor vehicle safety***
- ***Vulnerable road users***
- ***Winter safe driving***



IMPAIRED DRIVING

In 2014, York Regional Police laid more than 1,300 impaired driving-related charges. This includes 867 impaired-related motor vehicle collisions. 284 of those collisions involved personal injuries and two were fatal.

Impaired driving remains one of the top road safety concerns for York Regional Police. The organization implements the R.I.D.E. program to combat impaired driving year-long, while the Enhanced R.I.D.E. program runs from November to January.

Drug impaired driving, through illicit or prescription drugs, is an emerging concern for the organization. York Regional Police has been actively training its officers with Standard Field Sobriety Training (SFST) and Drug Recognition Experts (DRE).

In 2014, there were 5,613 calls to 9-1-1 from citizens reporting possible impaired drivers. As a result, 933 drivers were arrested, charged and immediately removed from our roads.

PERFORMANCE MEASURES

Performance measures include:

- Reduced number of impaired driving collisions
- Increased number of R.I.D.E. initiatives conducted
- Number of police services staff involvement
- Number of arrests
- Number of convictions
- Number of roadside breath tests
- Recidivism rate
- Number of Disqualified Driving arrests



DISTRACTED DRIVING

In 2014, York Regional Police charged 4,680 drivers with distracted driving (using handheld electronic devices). Provincial statistics indicate that distracted driving is now one of the top four causes of motor vehicle collisions.

Operation Stay Focused is a continuous enforcement-based initiative that runs year round. It is augmented by targeted enforcement in high-collision and high-traffic volume areas. York Regional Police officers also participate in several distracted driving education campaigns focused on road users and youth.

PERFORMANCE MEASURES

Performance measures include:

- Number of distracted driving-related collisions
- Number of distracted driving initiatives
- Number of distracted driving citations



AGGRESSIVE DRIVING

In 2013, there were more than 9,000 motor vehicle collisions related to aggressive driving. This includes more than 4,400 collisions resulting in personal injury and more than 25 fatal motor vehicle collisions.

York Regional Police is committed to combating aggressive driving through enforcement, an active Road Watch program, the Eliminate Racing Activity from Streets Everywhere (E.R.A.S.E.) program and youth education programs.

PERFORMANCE MEASURES

Performance measures include:

- Number of aggressive driving related collisions
- Number of aggressive driving citations issued
- Number of enforcement initiatives



SEATBELT COMPLIANCE

(FAILURE TO USE OR IMPROPER CHILD RESTRAINT/SEATBELT USE)

Using a seatbelt is the single most effective way to reduce the chance of injury or death in a motor vehicle collision. For every one per cent increase in seatbelt usage, five lives in Canada are saved (Transport Canada). Since seatbelts were made mandatory in Ontario, the number of people killed and injured in collisions has dropped steadily.

The York Regional Police Secure Your Future program runs throughout the year and is enhanced in the summer months. The organization also participates in Operation Impact, a national initiative to promote seatbelt use.

PERFORMANCE MEASURES

Performance measures include:

- Number of collisions involving drivers not wearing seat belts
- Number of collisions involving passengers not properly restrained
- Number of citations /warnings issued
- Number of child seat clinics
- Number of enforcement initiatives
- Regional restraint compliance rate



SENIORS SAFE DRIVING

As Canada's population ages, the challenges that older drivers face will affect a larger number of Canadians. In less than a decade, one in four Canadians will be older than 65. An individual's ability to safely operate a motor vehicle changes with age.

York Regional Police is actively assisting senior drivers who no longer have the required cognitive skills to operate a motor vehicle in making the transition from driving to using other means of transportation.

PERFORMANCE MEASURES

Performance measures include:

- Number of collisions involving older drivers
- Number of educational sessions delivered



COMMERCIAL MOTOR VEHICLE SAFETY

Due to industrial zoning, like the CN and CP rail yards in the City of Vaughan and the extensive industrial areas along the Highway 7 corridor, York Region has a high volume of commercial motor vehicles.

The York Regional Police Commercial Motor Vehicle Unit officers are specially trained to technically inspect commercial motor vehicles according to North American standards. The members participate in enforcement initiatives and training with other road safety partners, like the Ministry of Transportation. With their technical expertise, commercial motor vehicle officers are also integral in Project Eliminate Racing Activities on Streets Everywhere (E.R.A.S.E.).

PERFORMANCE MEASURES

Performance measures include:

- Number of collisions
- Number of commercial motor vehicle inspections
- Number of vehicles out of service
- Number of charges under Highway Traffic Act
- Number of district-specific initiatives



VULNERABLE ROAD USERS

Vulnerable Road Users are road users most at risk for serious injury or death when they are involved in a motor vehicle collision. In York Region, the number of vulnerable road users is steadily increasing alongside as the region continues to grow.

York Regional Police, along with its community partners and stakeholders, participate in yearly educational and enforcement initiatives. These initiatives include Always Be Careful, (A.B.C.) Cross Smart, Cycle Smart and Motorcycle Safety and Awareness. These programs run continuously through the year, while Cycle Smart and Motorcycle Safety and Awareness are emphasized in the spring and summer months.

PERFORMANCE MEASURES

Performance measures include:

- Number of pedestrian-involved collisions
- Attendance at pedestrian safety events
- Number of external partnerships created
- Number of opportunities to educate community members
- Number of charges



WINTER SAFE DRIVING

Ontarians are roughly 20 per cent more likely to be involved in a collision during the winter season than during summer. Each year in Canada, 70,000 collisions occur in the winter months and about 120 snow removal vehicles are involved in motor vehicle collisions.

York Regional Police begins high-profile enforcement when winter weather conditions are expected.

During the winter months, officers target motorists who have not adjusted their driving for the weather, looking for violations like Careless Driving (which can include driving too fast for weather conditions or driver inattentiveness), Speeding, Unsafe Lane Changes, Follow Too Close and No Clear View.

York Regional Police also helps to promote snow plow safety through education and enforcement throughout the winter months.

PERFORMANCE MEASURES

Performance measures include:

- Reduction in number of collisions during winter
- Attendance at safe winter driving events
- Number of charges under the Highway Traffic Act relating to winter driving
- Number of pre-storm safe driving initiatives



REFERENCES

Kelly, D. (2014) The Regional Municipality of York, Road User Safety Performance While Travelling on Regional Roads.

The Regional Municipality of York, Traffic Safety Status Report (2011-2013)

National Highway Traffic Safety Administration. (2014, March). Data Driven Approaches to Crime and Traffic Safety (DDACTS): Operational Guide. (Report No. DOT HS 811 185). Washington, DC: Author.



POLICE

POLICE

151

SETINA



ONTARIO
BSSW-876
REAL SENSE. REAL TRUCK.



VISION-INSPIRED

MISSION-FOCUSED

VALUES-DRIVEN